



CYBERPSYCHOLOGY



THE **A**CADEMY

www.theacademy.university

CYBERPSYCHOLOGY

Advance your career in intelligence, defense, policy, corporate strategy, technology, media, marketing, and strategic communications with an *Executive Certificate in Cyberpsychology*.

WHEN

Spring: April 2026

Fall: September 2026

DURATION

6 months (24 weeks)

TUITION & CREDIT

US \$7,650

(3 classes; 9 credits equivalent)

WHERE

Live Online via Zoom

(Once per week, 2 hours)

FOR WHO

Professionals interested in:
Intelligence, Defense, Policy,
Media, Marketing, Corporate
Strategy, Technology, Strategic
Communication

Cyberpsychology is a scientific, interdisciplinary domain that studies the interaction between people and technology, and the influence technology has on human behavior, society, and national security. For professionals in intelligence, defense, policy, and corporate leadership, it explains how digital systems shape perception, belief formation, trust, decision-making, and behavior at scale. As power increasingly flows through information, attention, and narrative rather than physical force alone, cyberpsychology provides the foundation for understanding influence, risk, resilience, and strategic advantage in the modern operating environment.

This executive program immerses graduate students in the science and strategy of cyberpsychology, examining how technological systems influence cognition, trust, identity, and collective behavior across cultures and contexts. Over twenty-four weeks, participants trace the evolution of communication from early media revolutions to today's algorithmic, AI-driven, and immersive ecosystems. Students analyze how media architectures, platform incentives, and emerging technologies shape belief formation, polarization, conformity, and resistance. Through real-world case studies and applied scenarios, participants learn how psychological vulnerabilities are identified, exploited, and defended in digital environments. The program addresses the behavioral consequences of cyber operations, influence campaigns, and persistent exposure to synthetic and accelerated information.

Graduates from this program, will understand why people behave the way they do in digital environments—and how that behavior can be shaped, exploited, protected, or redirected.

What was once taught only to elite military and intelligence units across the world is offered here—unclassified, rigorous, and for the first time, accessible to civilian and international professionals who seek mastery in the modern influence battlespace.



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CYBERPSYCHOLOGY



Dr. Bailey brings a wealth of expertise spanning intelligence, policy, defense, and academia, as well as the nonprofit and private sectors. She serves as the CEO of Glocal- the world's first and only News Superintelligence environment; as well as, President and Professor at The Academy. Dr. Bailey also serves as a professor at the National Defense University (NDU), and an Adjunct Professor at Georgetown University, Master's program in Applied Intelligence.

Intelligence, Defense, and Policy

Previously, Dr. Bailey served as a senior counterintelligence (CI) analyst at the Department of Defense (DOD), an analyst and subject matter expert (SME) covering a variety of high-level national security issues at the Office of the Director of National Intelligence (ODNI), the Department of State (DOS), Central Intelligence Agency (CIA), as well as, the Consulate General of Israel and the Consulate General of Ukraine. Dr. Bailey has served as a SME on intelligence, CI, counterterrorism, cyber, AI and emerging technology, political, security, and religious issues in the Middle East, Africa, East Europe, Asia, and Europe, as well as, media, influence, behavioral psychology, and strategic communication.

Originally from the Soviet Union, Dr. Bailey understands first-hand how narratives and propaganda can influence and control populations through technology.

PROGRAM DIRECTOR

Dr. Elena Taube Bailey



Central Intelligence Agency

Dr. Bailey with her husband

Academics

Dr. Bailey completed a Ph.D. in Strategic Communication at GMU, focusing on media, cyberpsychology, and influence. She had received a Master's degree in Psychology from Harvard University, an M.B.A. from Georgetown University, and a Master's degree in Politics with a focus in International Relations and American Government from New York University. Additionally, Dr. Bailey holds a Certificate in Intelligence Analysis from the Sherman Kent School for Intelligence Analysis, a Graduate Certificate in Advanced Marketing Management from Georgetown University, and a Graduate Certificate in Messianic Jewish Studies from the Messianic Jewish Theological Institute. Dr. Bailey speaks fluent English, Russian, Ukrainian; and some Hebrew.



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CYBERPSYCHOLOGY

PROGRAM KEY TAKEAWAYS

1. The Human Drive to Communicate & Orient

- Professionals in intelligence, defense, policy, and corporate leadership will leave this program with a sharper ability to recognize, anticipate, and counter how information systems shape human belief and behavior at scale—not just today, but across history. By tracing the evolution from early messaging networks to newspapers, telegraphy, radio, television, and modern media ecosystems, they'll learn the recurring mechanics of influence: speed, scale, centralization, emotional manipulation, narrative control, and perception engineering.
- **Application:** A durable analytic lens for real-world decisions: how to detect emerging persuasion campaigns early, separate signal from engineered noise, protect institutional trust, and communicate strategically in contested information environments where psychology—not just technology—drives outcomes.

2. Media Evolution & Behavioral Influence

- Professionals will walk away with a field-ready understanding of how the modern internet ecosystem systematically shapes perception, identity, and behavior—and how adversaries exploit those mechanics to produce real-world outcomes. This portion of the program teaches them to read the networked environment like terrain: how platforms and algorithms amplify emotion, fragment attention, harden group identity, and accelerate polarization and mobilization; how those dynamics translate into recruitment, radicalization, crisis escalation, market shocks, and institutional distrust; and how authoritarian states operationalize disinformation and control ecosystems at scale.
- **Application:** Detect influence early, design cognitive defense and resilience measures, improve messaging strategy, understand audience psychology, and build communication and policy responses that reduce manipulation and societal instability.

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CYBERPSYCHOLOGY

3. The Digital Mind & Emerging Technology

- Professionals will better understand how AI, immersive technologies, and data-driven systems fundamentally alter human perception, trust, and control at scale—and how those changes are already being weaponized. They will learn how deepfakes, synthetic media, immersive environments, and surveillance architectures collapse the boundary between reality and fabrication; how states like China and Russia deploy AI differently to enforce discipline or induce chaos; and how smart cities, digital twins, and data brokerage create new strategic dependencies and vulnerabilities.
- **Applications:** The practical takeaway is the ability to anticipate second- and third-order effects of AI and immersive systems, assess risks to legitimacy, privacy, and security, and design governance, defensive, and operational strategies that account for psychological as well as technical consequences.



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PROGRAM KEY TAKEAWAYS BY PROFESSION (NOT EXHAUSTIVE LIST)

INTELLIGENCE

For intelligence professionals, cyberpsychology sharpens the ability to understand how digital environments shape cognition, belief formation, identity, and decision-making at scale. It equips analysts to move beyond technical indicators toward behavioral interpretation—recognizing how platforms, algorithms, and psychological vulnerabilities influence actors, populations, and adversaries. This enhances threat assessment, early warning, and the ability to anticipate how information exposure and technological design affect intent, stability, and escalation.

DEFENSE

For defense professionals, cyberpsychology expands operational thinking to include the psychological effects of persistent connectivity, digital dependency, and emerging technologies on force readiness, morale, and societal resilience. It prepares leaders to understand how cyber operations, influence activities, and information saturation affect human performance and collective behavior before, during, and after conflict. This perspective strengthens planning, resilience, and the ability to operate effectively in environments where cognitive and psychological pressure are constant.

POLICY

In policy environments, cyberpsychology provides decision-makers with the tools to assess how technology-driven behavior change influences public opinion, institutional trust, and democratic legitimacy. It enables policymakers to anticipate how platforms, AI systems, and digital media ecosystems shape perception and response to policy actions. This leads to more informed governance, better regulatory design, and reduced risk of unintended behavioral and societal consequences.

CORPORATE / BUSINESS INTELLIGENCE

At the corporate, executive, and business intelligence level, cyberpsychology strengthens leadership by deepening understanding of how employees, consumers, and stakeholders think and behave in digitally mediated environments. It provides frameworks to interpret attention dynamics, trust formation, digital identity, and behavioral risk—revealing how platform incentives and psychological manipulation shape markets, workforce behavior, consumer decisions, and reputational exposure. This enables leaders and analysts to assess behavioral signals more accurately, anticipate disruption, distinguish genuine trends from artificial amplification, and make sound strategic decisions that support resilience, ethical innovation, and competitive advantage.



CYBERPSYCHOLOGY

ABOUT THE ACADEMY

The Academy is the premier institute for Cyberpsychology, Cognitive Warfare, Influence Warfare, and Intelligence Tradecraft.

At The Academy, we don't just teach – we cultivate depth.

Our goal is wisdom – leadership in today's world demands more than knowledge. At the Academy, knowledge is the foundation, understanding is the journey, and wisdom is the destination.

The Academy is a private institute led by scholar-practitioners from the Washington D.C. Metropolitan Area and experts in the field of intelligence, psychology, counterintelligence, strategic communication, influence warfare, cyberpsychology, and cognitive warfare.



STRENGTH THROUGH WISDOM



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PROGRAM SCHEDULE

EXECUTIVE CERTIFICATE IN CYBERPSYCHOLOGY

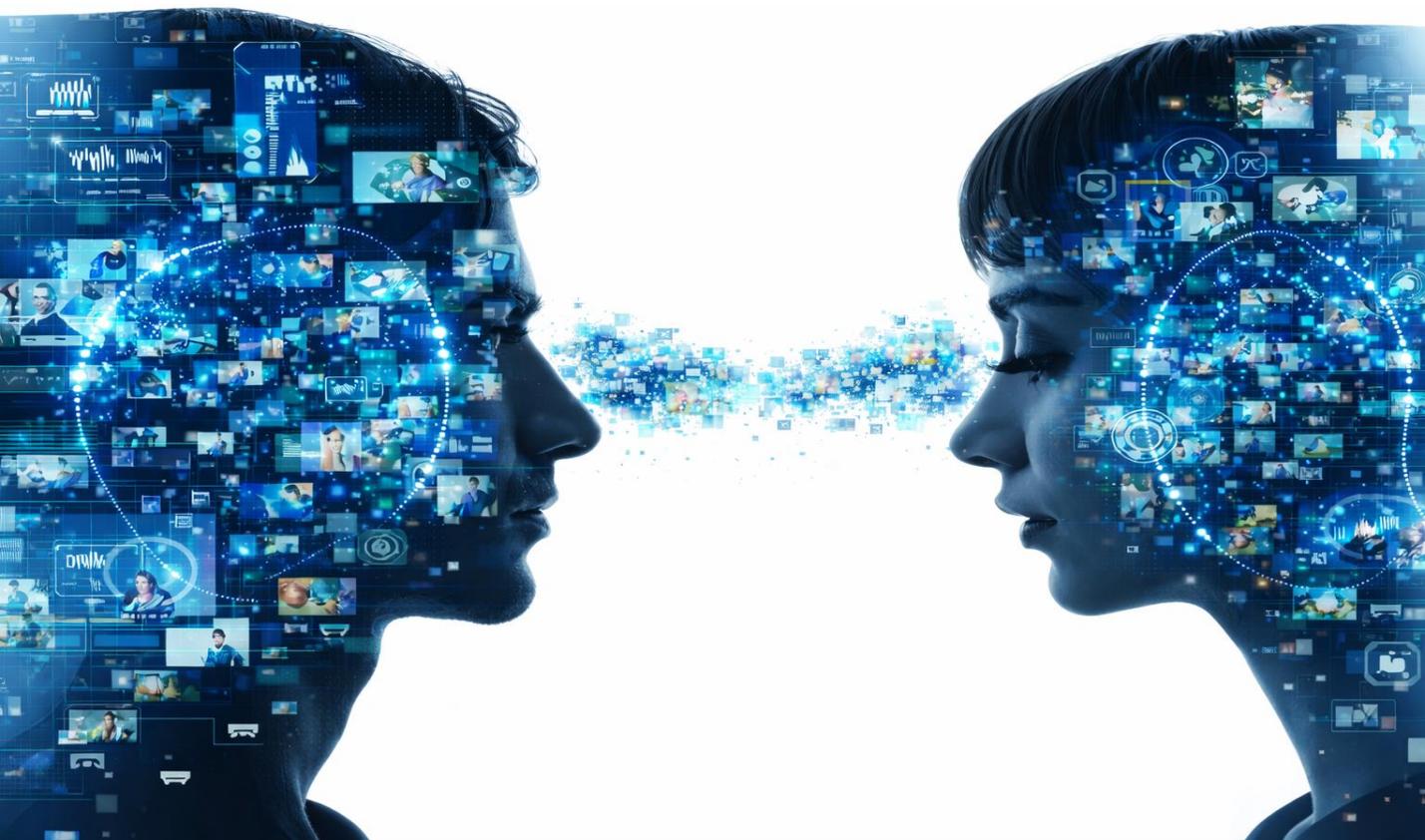
| Month | Topic |
|----------------|---|
| CLASS 1 | EARLY COMMUNICATION SYSTEMS & THEIR EFFECTS ON INDIVIDUALS, SOCIETY & NATIONS |
| | Week 1: Information as a Human Imperative: Why People Seek and Share Information Week 2: Pre-modern Communication Systems- Smoke Signals, Flagging, Feathered & Hooved Messengers Week 3: The Printing Press, Early Newspapers (Europe & American Colonies) & the Birth of Mass Influence Week 4: The Telegraph, Newspapers, and Narrative Power: Speed, Scale, and Sensationalism |
| | Week 5: Radio and Broadcast Power: The Centralization of Influence Week 6: Television, News Media Ecosystem, and the Engineering of Public Perception Week 7: Film, Culture, and Psychological Shaping at Scale Week 8: Review, Analysis, and Mentorship |
| CLASS 2 | THE AGE OF INFLUENCE – THE INTERNET & ITS EFFECTS ON INDIVIDUALS, SOCIETY & NATIONS |
| | Week 9: The Networked Information Environment: New Media, Platforms, and Digital Ecosystems, Attention Economy Week 10: Digital Platform Effects on Society: Polarization, Mobilization, Democracy, and Social Control Week 11: The Individual Under Algorithmic Influence, Digital Identity, Cognitive Load, Addiction, Attention Degradation Week 12: Digital Networked Mobilization and Conflict: Terrorism, Arab-Spring, and Russia-Ukraine War in the Digital Age |
| | Week 13: State-Controlled Information Ecosystems: China, Russia, North Korea, and Digital Authoritarianism Week 14: Influence Operations, How Authoritarians Weaponize Information, Disinformation, Psychological Resilience, & Cognitive Defense Week 15: Defending the Information Space: Europe’s Counter-Disinformation Efforts & Digital Regulation Week 16: Review, Analysis, and Mentorship |



CYBERPSYCHOLOGY

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| CLASS 3 | THE METAVERSE, AI, AND THEIR EFFECTS ON INDIVIDUALS, SOCIETY & NATIONS |
| | Week 17: The Metaverse and Immersive Technology, Identity, Presence & the Psychology of Immersion Week 18: China: AI, Deepfakes, Control, Scale, and Narrative Discipline Week 19: Russia: AI for Chaos, Cynicism, and Distrust Week 20: Smart Cities, Digital Twins, and Network Connectivity |
| | Week 21: Surveillance Capitalism, Data Brokers, Privacy in Cyberspace Week 22: AI Ethics Governance, Strategic & Security Implications of Immersive Technologies Week 23: Cyberecology Week 24: Review, Analysis, and Mentorship |



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KEY STUDENT BENEFITS



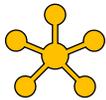
Taught by Scholar-Practitioners.

Our faculty are not only accomplished academics but also seasoned professionals who have served in leadership roles across government, industry, and academia. This dual expertise ensures that every concept is grounded in real-world application. While we teach theory as essential tools in a toolbox, our focus is on how to use those tools effectively in practice. This unmatched blend of academic depth and real-world experience ensures that every lesson bridges theory and practice – equipping students not just with knowledge, but with the insight and judgment needed to lead.



Professional Mentorship- Career Preparation & Guidance.

Beyond the classroom, our faculty provide personalized career guidance, interview and résumé support to help students advance confidently into the next stage of their professional journey. Whether students are applying to the CIA, DIA, NSA, FBI; our scholar-practitioner faculty is there to mentor you; however, job placement is understandably not guaranteed.



Interdisciplinary Approach.

The Academy stands apart from other universities through its deeply interdisciplinary approach-bridging intelligence, psychology, philosophy, sociology, neuroscience, cyberspace, technology, policy, and strategy. This fusion of disciplines moves beyond theory, making learning practical, immediately applicable, and future-oriented.



Most Learning Materials are Available in Audio/Video/Print.

We value your time and recognize the demands of balancing family, career, and education, so we provide most learning materials in convenient audio and/or video form, allowing you to learn anywhere, anytime.



Embracing Technology.

We integrate cutting-edge technology into learning. Students learn to navigate and apply the latest tools, such as ChatGPT, to lead effectively in a rapidly evolving digital world.



Convenient Live Online (Synchronous) Format.

Our programs are led by highly distinguished faculty – accomplished scholars and seasoned practitioners – in a live online (synchronous) format.



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APPLY TODAY

Email us your resume
AND
statement of purpose describing which program you are interested in and why.

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