# Lect. PhD MUSTAFA BİBER

## Personal Information

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**International Researcher IDs**
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## Biography

Dr Mustafa Bibr is a psychologist with a PhD in Psychology from the University of Exeter, specialising in human–AI interaction, behavioural science, and user experience research. Their work explores how individuals engage with AI technologies in emotionally sensitive and socially complex contexts, with a particular focus on digital exclusion, motivation, and identity-based trust.

Drawing on established theoretical frameworks, including the COM-B model, Social Identity Theory, and the Theory of Planned Behaviour, they conduct both qualitative and quantitative research to understand the psychological and behavioural drivers and barriers shaping technology engagement. Their academic expertise is complemented by applied experience contributing to research-led UX improvements in AI-supported platforms, helping to inform inclusive design, accessibility strategies, and user-centred adaptation.

They are particularly interested in roles that bridge behavioural science and technology, where psychological insight and user research directly inform product development and ethical innovation. Their approach combines psychological expertise with practical application to enhance interaction design, usability, accessibility, and the social relevance of intelligent systems.

## Education

Doctorate, University of Exeter, Psychology, England 2020 - 2025
Postgraduate, University of Exeter, Psychology, England 2019 - 2020
Undergraduate, Istanbul Aydin University, Turkey 2010 - 2015

## Research Areas

**Avesis Research Areas:** Social Sciences and Humanities
**WoS Research Areas:** Psychology
**Scopus Research Areas:** Social Psychology, Human-Computer Interaction, Organizational Behavior and Human Resource Management

## Academic Positions

Lecturer, Manisa Celal Bayar University, İnsan Ve Toplum Bilimleri Fakültesi, Psikoloji, 2025 - Present
Research Assistant, University of Exeter, Health and Life Sciences, Psychology, 2020 - 2025

## Courses

**Undergraduate**
History of Psychology, Undergraduate, 2025 - 2026
Industrial ans Organisational Psychology, Undergraduate, 2025 - 2026

## Articles

I. **Predicting online privacy protection for Facebook users with an extended theory of planned behavior**
Biber M., Louis W. R., Smith J. R.
JOURNAL OF SOCIAL PSYCHOLOGY, vol.165, no.3, pp.313-329, 2025 (SSCI, Scopus)

## Papers Presented at Peer-Reviewed Scientific Conferences

I. **Does Social Identity Matter in a Divorce AI Context?**
BİBER M.
EASP 2023 (European Association of Social Psychology Conference, 2023), Poland, 30 June - 04 July 2023, (Summary Text)
II. **Predicting online privacy protection for Facebook users with an extended Theory of Planned Behaviour**
BİBER M.
Social Psychology Section Annual Conference, England, 25 - 27 August 2021, (Summary Text)

## Metrics

Publication: 3
Citation (WoS): 4
Citation (Scopus): 2
H-Index (WoS): 1
H-Index (Scopus): 1

## Non Academic Experience

Other Public Institution, Ministry of Family and Social Policies, Social Services, Psychologist