



Nathalie Nahai

The Web Psychologist & Futurist

"A renowned expert on bringing practical psychology to the worlds of business"

Nathalie Nahai is one of the foremost experts in web psychology. With a background in psychology, web design and digital strategy, she coined the term 'web psychology', defining it as 'the empirical study of how our online environments influence our attitudes and behaviours'.

TOPICS:

- User Behaviours and Persuasive Brands
- Designing Persuasive Products
- Psychology, Tech and Consumer-Brand Relationships
- Personality and Smart Personalisation
- User Experience and Interface Design
- Social Media and Persuasive Content
- Privacy and Personalisation
- Moderation and Facilitation

LANGUAGES:

She presents in English.

PUBLICATIONS:

- 2017** Webs of Influence: The Psychology of Online Persuasion
- 2014** Website Branding for Small Businesses: Secret Strategies for Building a Brand, Selling Products Online, and Creating a Lasting Community
- 2012** Webs of Influence: The Secret Strategies That Make Us Click
Webs of Influence

IN DETAIL:

Nathalie is the founder of the Institute of Web Psychology, which helps businesses apply research to their design and decision-making processes, to achieve better engagement online. Delivering real, rather than theoretical information about why and how we use the web in the way we do, she has applied scientific rigor to design, marketing, content and products. She has worked with Fortune 500 companies, design agencies and SMEs, including Google, eBay, Unilever and Harvard Business Review, to name a few. She wrote the best-selling *'Webs of Influence: The Psychology of Online Persuasion'*, positioning herself as an innovation specialist who understands the trends and attitudes that impact the way we use the web. Nathalie is also a resident blogger at Psychology Today, and is presenter of the Tech Weekly *Guardian* podcast.

WHAT SHE OFFERS YOU:

Nathalie explains audiences how to map marketing strategy, understand the psychological dynamics behind evolving consumer behaviour, and how to ethically apply behavioural science principles to enhance their website, content marketing, product design and customer experience.

HOW SHE PRESENTS:

Anyone listening to her speak can become a better version of their marketing self, using the psychology of persuasion to delight and empower their customers in an ethical way.