

Dr David Houghton

Lecturer in Marketing

The Department of Marketing

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About

David is currently a Lecturer in Marketing at Birmingham Business School, University of Birmingham. He has a Ph.D. in Management from the University of Bath, and a degree in Psychology. His research centers on the psychology of communication online, with a specific interest in the management of privacy, self-disclosure, uncertainty reduction and the formation, maintenance and deterioration of relationships.

This research is combined with social marketing and social media to develop an understanding of how to best promote healthy social practices for individuals and society more generally. Dr. Houghton holds a general research interest in psychology, technology and social marketing.

For more comprehensive information see **[David's site \(http://davidhoughton.info\)](http://davidhoughton.info)**.

Qualifications

PhD Management, University of Bath

BSc (Hons) Psychology, University of Westminster.

Biography

David joined Birmingham Business School as a lecturer in September 2011 and is currently completing his PhD in Management at the University of Bath. In the area of social marketing he is interested in the development of interpersonal relationships in online environments, specifically social media, with the aim of promoting best practices for successful relationship development. Identifying the specifics of the dialectic decisions involved in remaining private yet disclosing enough information for relational success, David's research draws on the fields of psychology, privacy, behavioural control, information systems and communications.

Teaching

Programme Tutor for MSc Marketing Communications. Teaches Marketing Analytics and Direct and Interactive Marketing to the Marketing MSc students. Allocates the MSc Marketing supervisors to dissertation research projects.

Research

- Social Marketing
- Interpersonal relationships
- Privacy
- Communications
- Information Systems
- Psychology
- Quantitative and Qualitative research methods

Other activities

Advisory role to the BPS Ethics Committee on the use of social media by practicing psychologists and academics.

Publications

Coiffait, F.-M., Bartlett, K., Houghton, D. J., & Condie, J. (In Press). Social Media and Clinical Psychology, friend or foe? *Clinical Psychology Forum*, BPS Division of Clinical Psychology.

Houghton, D. J., & Joinson, A. N. (2012 In Press). Linguistic markers of secrets and sensitive self-disclosure in Twitter. *Proceedings of the 45th Hawaii International Conference on Systems Sciences*, January 4-7 2012, Grand Wailea, Maui, Hawaii.

Joinson, A. N., Houghton, D. J., Vasalou, A., & Marder, B. L. (2011). **Digital Crowding: Privacy, Self-Disclosure and Technology** (http://people.bath.ac.uk/aj266/pubs_pdf/04_Joinson_Digital%20Crowding.pdf). In S. Trepte & L. Reinecke (Eds.), *Privacy Online. Perspectives on Privacy and Self-*

Disclosure in the Social Web (http://www.amazon.co.uk/Privacy-Online-Perspectives-Self-Disclosure-Social/dp/3642215203/ref=sr_1_1?ie=UTF8&qid=1313405126&sr=8-1) (pp. 31-44). Heidelberg and New York: Springer.

Houghton, D. J., & Joinson, A. N. (2010). **Privacy, Social Network Sites, and Social Relations** (<http://www.informaworld.com/smpp/ftinterface%7Econtent=a921765885%7Efulltext=713240930%7Efrm=content>). *Journal of Technology in Human Services*, 28(1), 74-94.

Vasalou, A., Joinson, A. N., & Houghton, D. J. (In Submission). A prototype analysis of privacy. *British Journal of Social Psychology*.

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