

Dr. Jonathan Bird

Dr Jonathan Bird is a BASES Accredited Sport and Exercise Scientist with a specialism in psychology. His research interests span the use of digital interventions to promote physical and mental health. A large part of this work involves the use of extended reality (XR) technologies, such as virtual and augmented reality. Dr Bird joined DIGIT Lab in 2022 to examine employee wellbeing in large established organisations and helped develop the open-source Veris application alongside Dr David Plans. Veris has been deployed within Healios, a DIGIT Lab partner, and negotiations are currently in progress for validation pilots with NHS Trusts. Dr Bird also worked with Professor Ilke Inceoglu on a project examining employee's experiences of the Sunday Night Blues, which refers to the feelings of worry and anxiousness on Sunday evenings in anticipation of one's impending work week. Dr Bird's work has featured in several academic journals, such as the British Journal of Health Psychology, Scandinavian Journal of Medicine & Science in Sports, and Psychology of Sport and Exercise. Dr Bird joined University College London in September 2024 as a Research Fellow, where he continues to develop and test a range of XR interventions to promote physical activity behaviour.



"Working within DIGIT Lab allowed me to contribute towards projects that sought to make a meaningful impact to both academia and society."