Nudging for Better Security

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FISSEA
In a perfect world....
Hardened Humans

• fall for phishing attacks
• hold the door for “colleagues” carrying equipment
• visit compromised websites
• click on pop-ups
• send data to their personal email
• use their work laptop for personal business
Maybe your world is perfect...

...but that is certainly not the norm!
Why listen to us?

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Dictionary

nudge

/nadj/ (def 4)

verb

1. prod (someone) gently, typically with one’s elbow, in order to draw their attention to something. “people were nudging each other and pointing at me”

synonyms: poke, elbow, dig, prod, jog, jab

“he nudged Ben”

noun

1. a light touch or push. “he gave her shoulder a nudge”

synonyms: poke, prod, jog, jab, push, dig (in the ribs)

“Maggie gave him a nudge”
Choice Architecture
Decisions are influenced by many different things—why not make it conscious?
How We Think

Automatic System
• Uncontrolled
• Effortless
• Associative
• Fast
• Unconscious
• Skilled

Reflective System
• Controlled
• Effortful
• Deductive
• Slow
• Self-aware
• Rule-following

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2014 | 2015 | 2016 | 2017 | 2018
Choice Architecture – what influences us?

- Anchoring
- Availability
- Representativeness
- Optimism and Over Confidence
- Framing
- Gains and Losses
- Status Quo Bias
What Do We Want to Do?

Slow Down the Process
Organ donation

I want to register my details on the NHS Organ Donation Register. I understand that my organs/tissue may be used for transplantation after my death. Please put [X] in the boxes that apply.

Any of my organs and tissue [X] or
Kidneys [ ] Corneas [ ] Heart [ ] Lungs [ ] Liver [ ]

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Be a Firewall

Think Before You Click!
2017 Risk Intelligence Conference
Working Smarter Together
When you Can’t Change User Behavior - *Technology is your friend*
Thank You!