

Use of Slogans, Images, and Characters in Federal Information Systems Security Education

Neil E. Grunberg, Ph.D.

Professor of Medical & Clinical Psychology and Neuroscience
Uniformed Services University of the Health Sciences
Bethesda, MD



March 28, 2012



Purpose

This presentation will highlight how slogans, images, and characters have been used to change attitudes and behaviors.

The presenter then will lead a group discussion how these approaches might be applied to ISSE and to FISSE

Current Situation

Information systems (IS) have become central to professional, personal, and social activities in contemporary society



Current Situation

The security of these information systems is essential



Current Situation

The roles, responsibilities, and challenges to provide effective education (E) to users regarding information systems security (ISS) are enormous



Current Situation

Arguably, motivating Federal IS users to practice appropriate ISS is particularly important



What needs to be done?

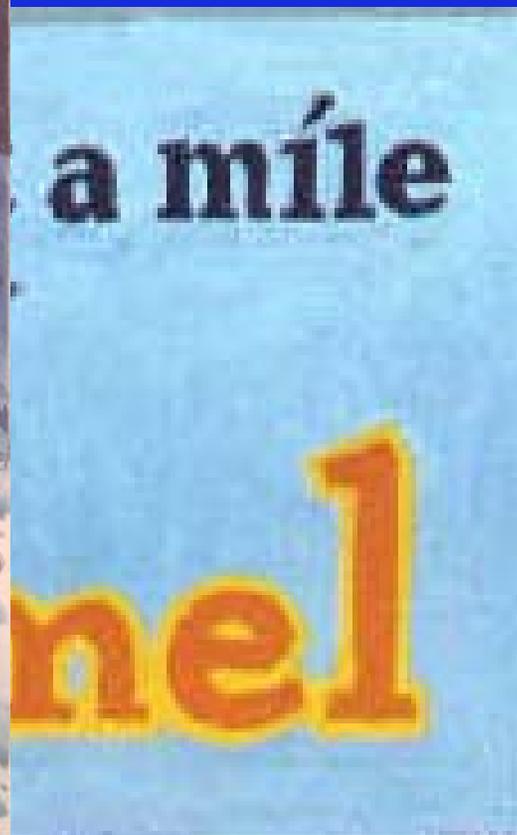
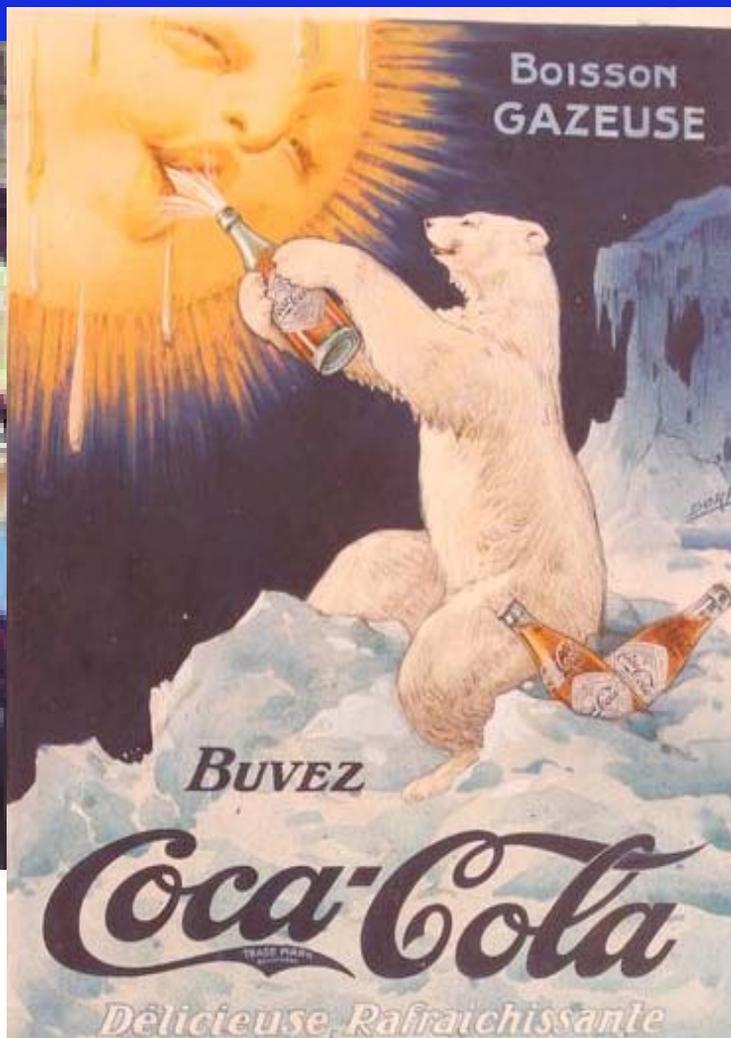
Information Systems need to be secured

Users need to believe, care, be motivated to comply

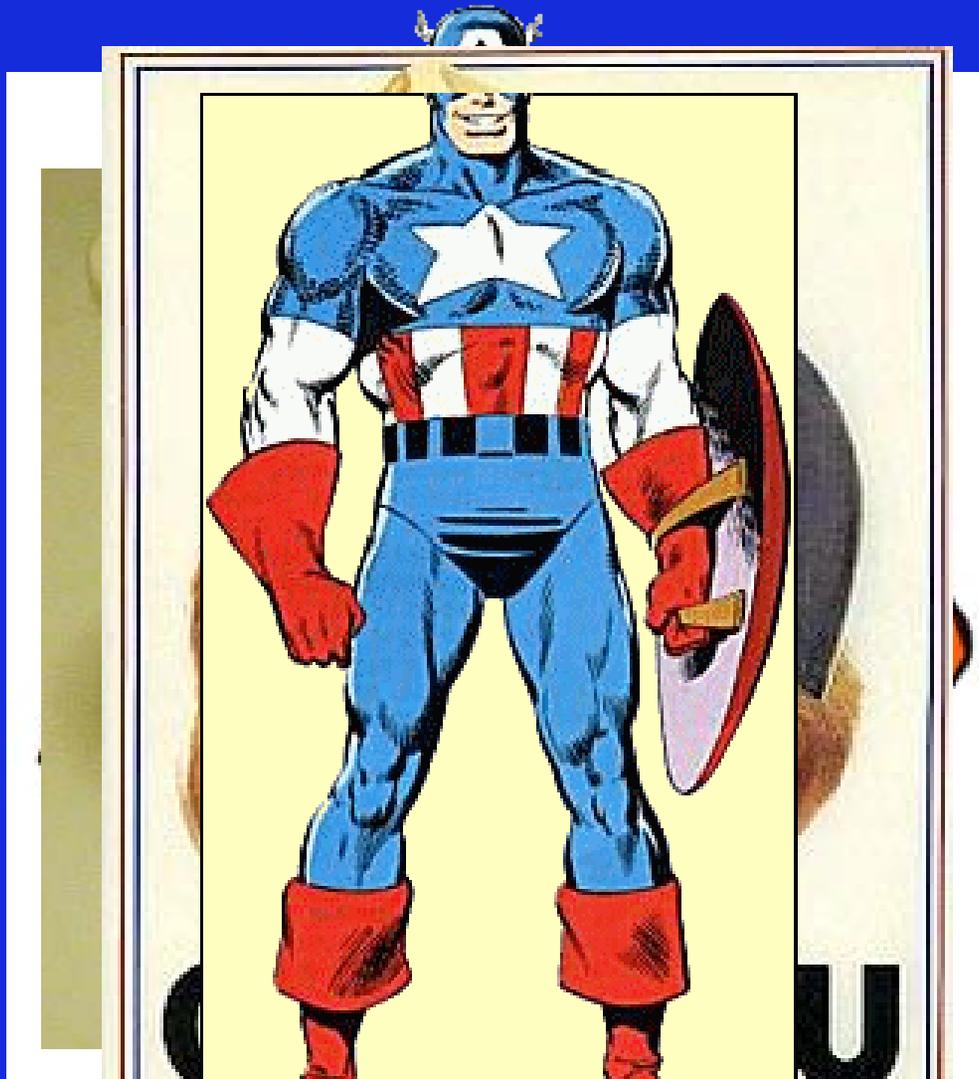
Users need to comply



Logos, Images, and Characters to change attitudes and behaviors: 1900-1924



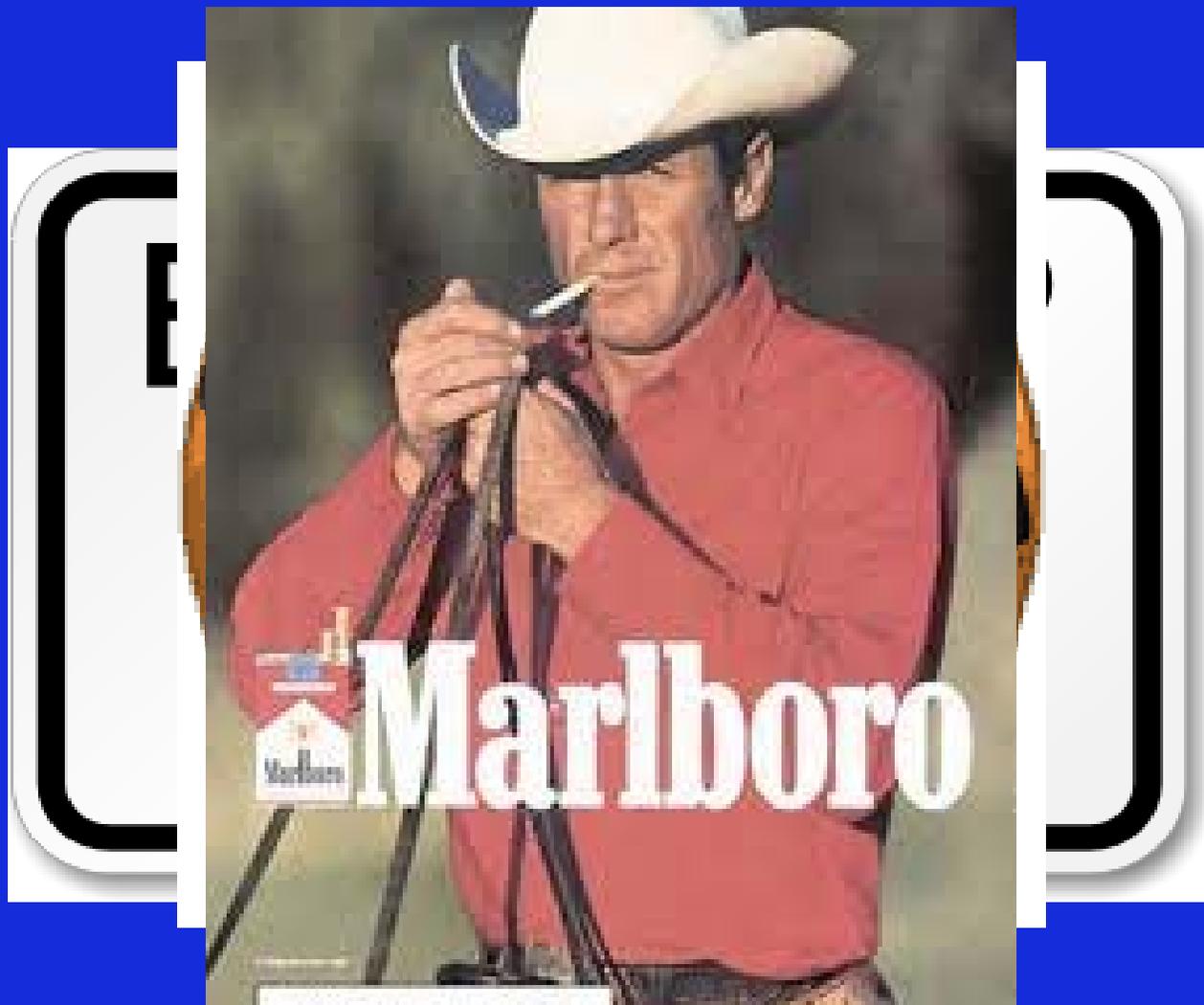
Logans, Images, and Characters to change attitudes and behaviors: 1925-1949



Logans, Images, and Characters to change attitudes and behaviors: 1950-1974



Logans, Images, and Characters to change attitudes and behaviors: 1950-1974

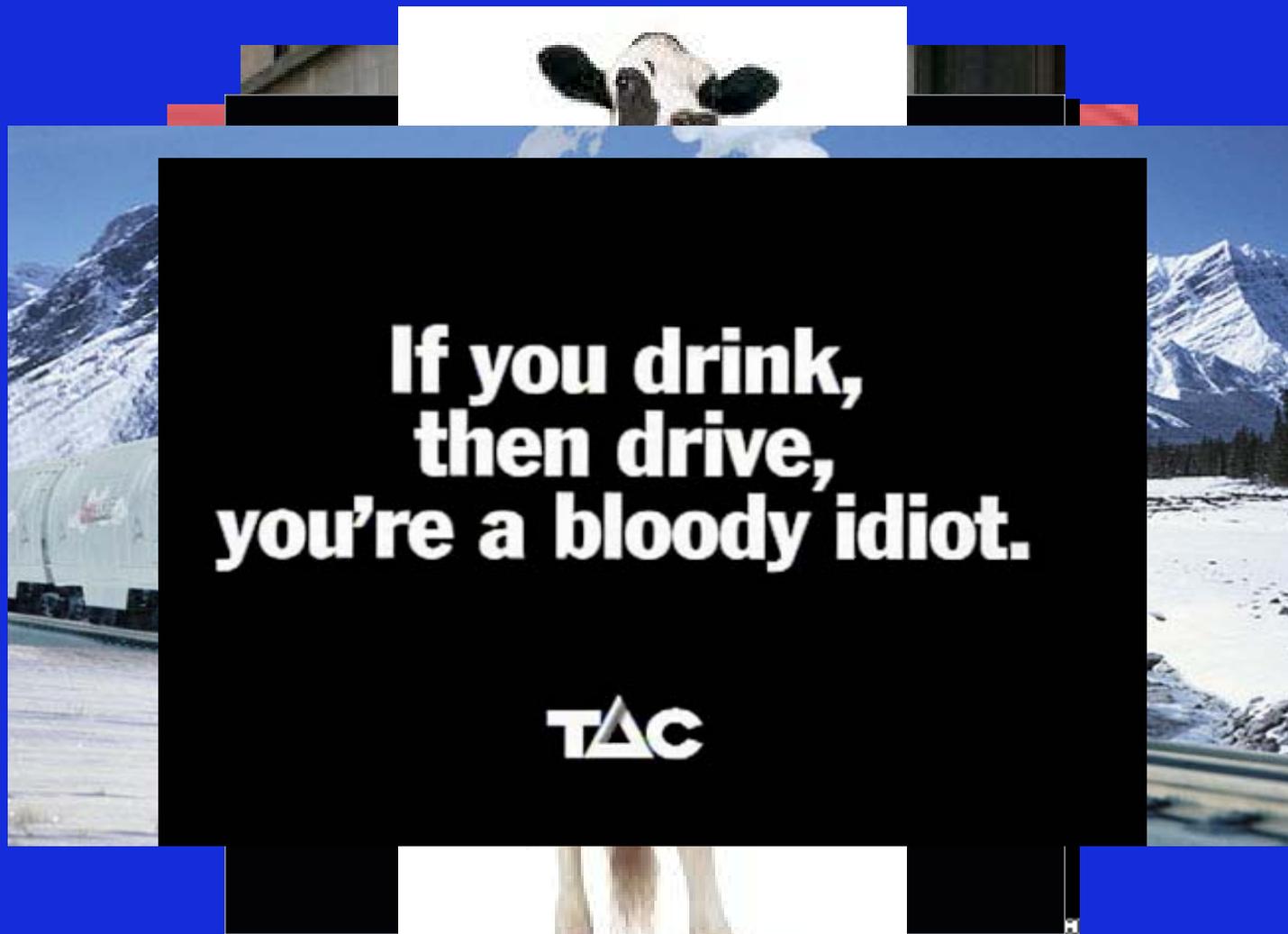


Logos, Images, and Characters to change attitudes and behaviors: 1950-1974



Apple Computer

Logans, Images, and Characters to change attitudes and behaviors: 1975-2000



Logos, Images, and Characters to change attitudes and behaviors: 2001-present

PHOTO ENFORCED



NO TEXTING
WHILE
DRIVING



Hall of Fame



What needs to be done?

Information Systems need to be secured

Users need to believe, care, be motivated to comply

Users need to comply

Positive Images for IS Security



Negative Images for IS Security



Your Ideas?