



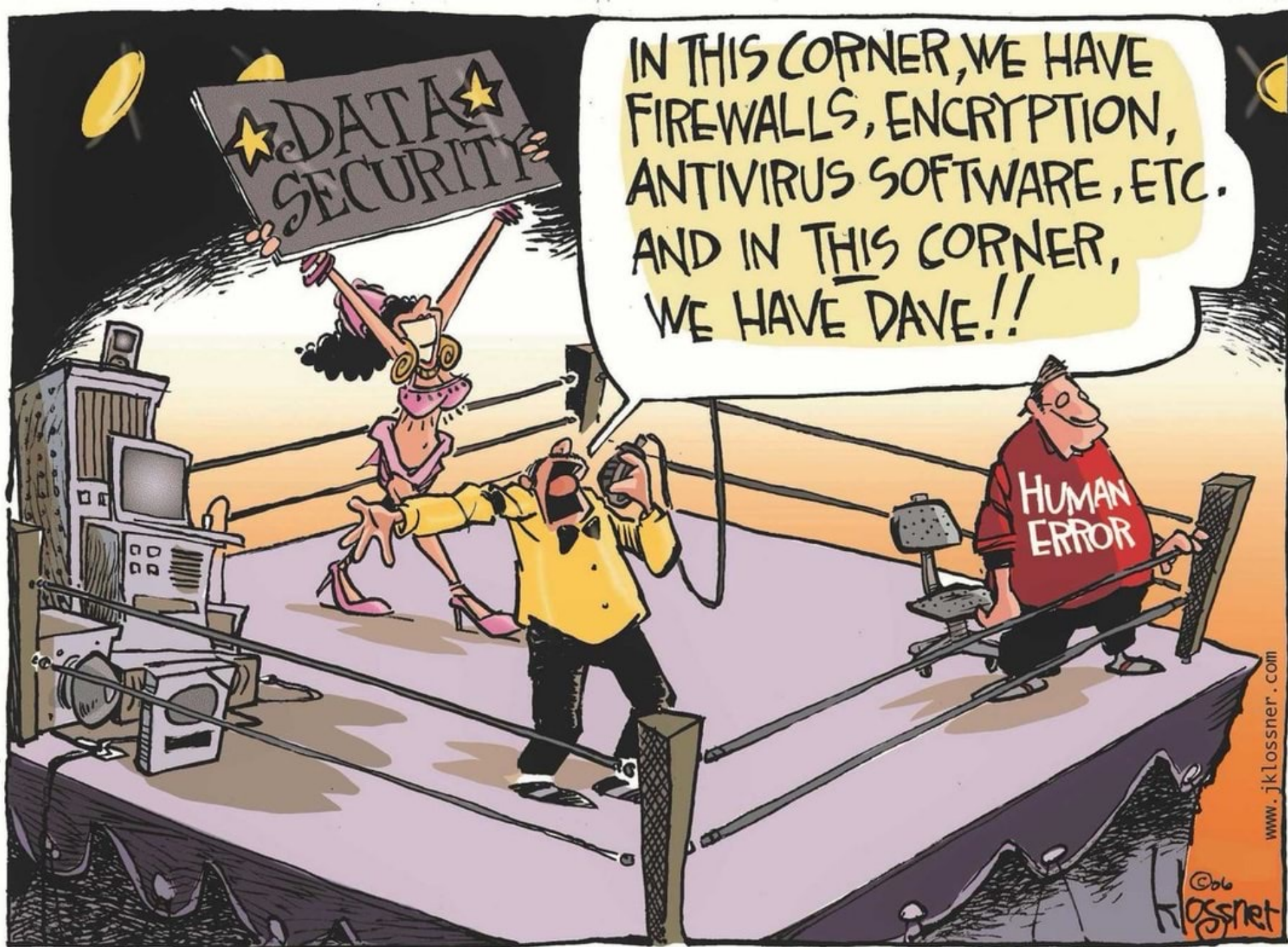
Behavioural cybersecurity: Een introductie

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I OWN MY ONLINE PRESENCE!



By controlling my internet security and privacy settings, I can share only what I'm comfortable sharing.

www.stopthinkconnect.org

 StaySafeOnline.
National Cyber Security Alliance

 HM Government

'Ave a word with yourself about your email security

Cyber criminals can use your email to access many of your personal accounts and steal your identity.

Protect yourself with a strong, separate email password.

Lovely job.



#CyberSafeBusiness Tip 3

Encourage smart clicking




Your employees should be suspicious of unknown links, or familiar ones with odd forms.



Cyber Security Awareness Month

Information security is as simple as

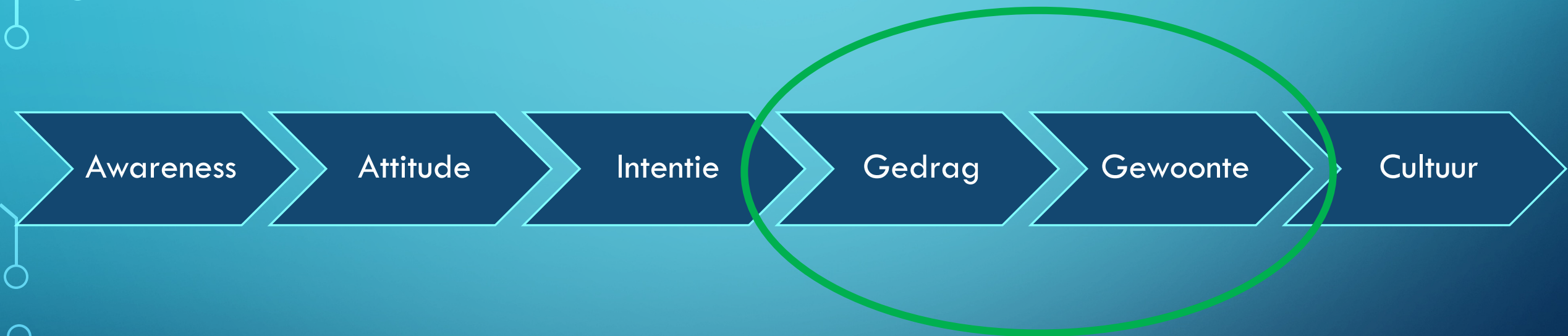


 **ALWAYS**
 **E**
 **CAREFUL**

AWARENESS/BEWUSTWORDING

- Veel organisaties richten zich op 'awareness'
- 2 problemen:
 1. Het werkt niet
 2. Staat ver af van gedrag

WAT WIL JE BEREIKEN?



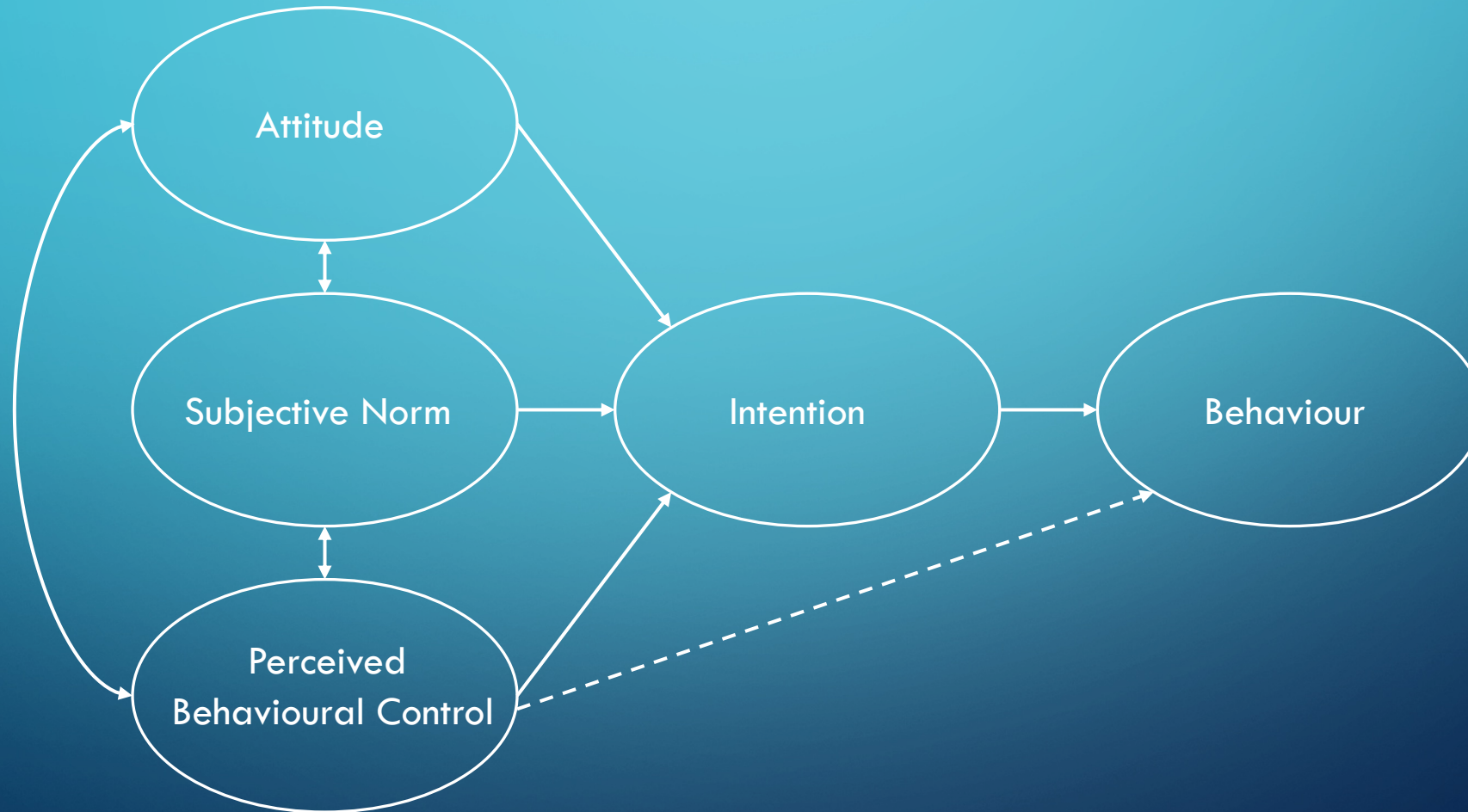
WAT IS JE DOELGEDRAG?

	Green behavior Do <u>new</u> behavior, one that is <u>unfamiliar</u>	Blue behavior Do <u>familiar</u> behavior	Purple behavior <u>Increase</u> behavior intensity or duration	Gray behavior <u>Decrease</u> behavior intensity or duration	Black behavior <u>Stop</u> doing a behavior
Dot behavior ... is done <u>one-time</u>	GreenDot Do new behavior one time <i>Install solar panels on house</i>	BlueDot Do familiar behavior one time <i>Tell a friend about eco-friendly soap</i>	PurpleDot Increase behavior one time <i>Plant more trees and local plants</i>	GrayDot Decrease behavior one time <i>Buy fewer boxes of bottled water</i>	BlackDot Stop doing a behavior one time <i>Turn off space heater for tonight</i>
Span behavior ... has <u>duration</u> , such as 40 days	GreenSpan Do new behavior for a period of time <i>Carpool to work for three weeks</i>	BlueSpan Do familiar behavior for a period of time <i>Bike to work for two months</i>	PurpleSpan Increase behavior for a period of time <i>Take public bus for one month</i>	GraySpan Decrease behavior for a period of time <i>Take shorter showers this week</i>	BlackSpan Stop a behavior for a period of time <i>Don't water lawn during summer</i>
Path behavior ... is done from now on, a <u>permanent change</u>	GreenPath Do new behavior from now on <i>Start growing own vegetables</i>	BluePath Do familiar behavior from now on <i>Turn off lights when leaving room</i>	PurplePath Increase behavior from now on <i>Purchase more local produce</i>	GrayPath Decrease behavior from now on <i>Eat less meat from now on</i>	BlackPath Stop a behavior from now on <i>Never litter again</i>

GEDRAGSMODELLEN

- Hoe ontstaat het doelgedrag?
- Welke factoren spelen een rol?
- Wat zijn feiten en wat zijn meningen?

THEORY OF PLANNED BEHAVIOUR/THEORIE VAN GEPLAND GEDRAG



GEDRAGSINTERVENTIES

- Cialdini's "Weapons of influence"
 - Autoriteit; schaarste; 'liking'; reciprociteit; consistentie; sociale bewijskracht
- Maar ook:
 - Implementatie intenties; self-persuasion; loss aversion; framing etc.

VOORBEELD: SOCIALE BEWIJSKRACHT



Figure 1. Image of the control (top) and Raw # (bottom) social prompts rendered onto users' news feeds.

Das, S., Kramer, A. D. I., Dabbish, L. A., & Hong, J. I. (2014). Increasing security sensitivity with social proof: A large-scale experimental confirmation. *Proceedings of the ACM Conference on Computer and Communications Security*, 739–749. <https://doi.org/10.1145/2660267.2660271>

ANDERE TECHNIEKEN

- Implementatie intenties: “In situatie X doe ik Y” (als-dan)
- Self-persuasion: Geef 3 redenen waarom je een sterk wachtwoord moet hebben.
- Loss-aversion: Liever iets niet kwijtraken dan iets verkrijgen

FRAMING

— Dear Guest —

Due to the popularity of our guest room amenities, our Housekeeping Department now offers these items for sale:

- | | |
|---------------------------------|-------------------------------|
| ◆ Alarm Clocks \$ 25.00 | ◆ Bath Towels . . . \$ 20.00 |
| ◆ Coffee Maker. . . . \$ 50.00 | ◆ Hand Towels. . . \$ 15.00 |
| ◆ Hairdryer. \$ 45.00 | ◆ Sheets/per set . . \$ 60.00 |
| ◆ Iron/Board(ea). . . \$ 30.00 | ◆ Blankets \$ 50.00 |
| ◆ Pillows \$ 25.00 | ◆ Comforters \$ 80.00 |

Each guest room attendant is responsible for maintaining the guest room items. Should you decide to take these articles from your room instead of obtaining them from the Executive Housekeeper, we will assume you approve a corresponding charge to your account.

Thank You.

Take
a Rake

Vanaf 1 oktober stalling tijdelijk dicht

Door bouwwerkzaamheden gaat deze stalling tot december 2024 dicht.

Haal uw fiets voor zondag 1 oktober 20.00 uur op uit de stalling. Na sluiting worden alle fietsen verwijderd.

Kijk op de website:
denhaag.nl/kjstalling



AFFORDANCES/NUDGING

- Het beïnvloeden van gedrag door te bepalen hoe en welke keuzes mogelijk worden gemaakt. (keuze architectuur)
- De gewenste keuze wordt op een betere/positievere manier gepresenteerd.
- Voordeel: mensen kunnen nog steeds iets anders kiezen
- Nadeel: mensen kunnen nog steeds iets anders kiezen

GEDRAGINGEN

- Privacy settings
- Wachtwoorden
- Security instellingen
- Wireless network set-ups
- Phishing
- Cookies accepteren
- Cloud service kiezen
- Smartphone encryptie

Privacy-by-default*Privacy Preference*

Who can see your future posts on your personal page?

Only Me ▼

Privacy Preference

Who can see your future posts on your personal page?

Only Me ▼

Only Me
Close Friends
Friends
Friends of Friends
Everyone

Shared-by-default*Privacy Preference*

Who can see your future posts on your personal page?

Everyone ▼

Privacy Preference

Who can see your future posts on your personal page?

Everyone ▼

Everyone
Friends of Friends
Friends
Close Friends
Only Me

Webmail

The password that you chose on the previous page is weak, please choose a stronger one below.

Worker ID:

Password: *

Confirm Password: *

Change Password

Control

Password: *

Insertion

Tip: you can increase the strength of your password by adding random symbols or numbers to it.
For instance, changing "foobar" to "foo%bar3" would dramatically increase its strength.

Password: *

 Very Weak

Meter

Password: *

Crack-Time

It would take a hacker approximately **7 years** to guess your password.

Password: *

Social Norm

This password is weaker than **86%** of other users.

Password: *

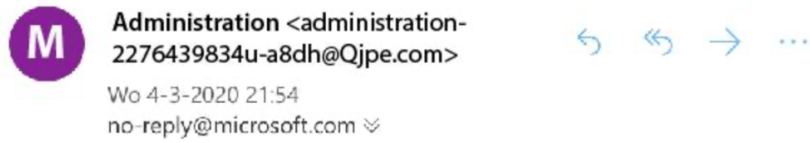
CHBS

Tip: you can create a strong password that is easy to remember by typing four or more short words together.
For instance: **"anyone male story voice"**

HET TRAINEN VAN EINDGEBRUIKERS

- Tekst (e-learning)
- Video
- Presentaties
- Simulaties
- Groepsdiscussies
- Spelvormen

You have received an email! Please make sure to check it out, it might provide you with information...



A VIP GUEST IS COMING TO YOUR GATE

A VIP guest announced to make use of your gate. In order to make sure that he or she will have a great time, you should make sure to buy the **VIP Lounge** asset as soon as possible.

If you do not have this asset before they arrive, you will lose smileys.

Do you want to buy the VIP Lounge asset?

☐ Yes!

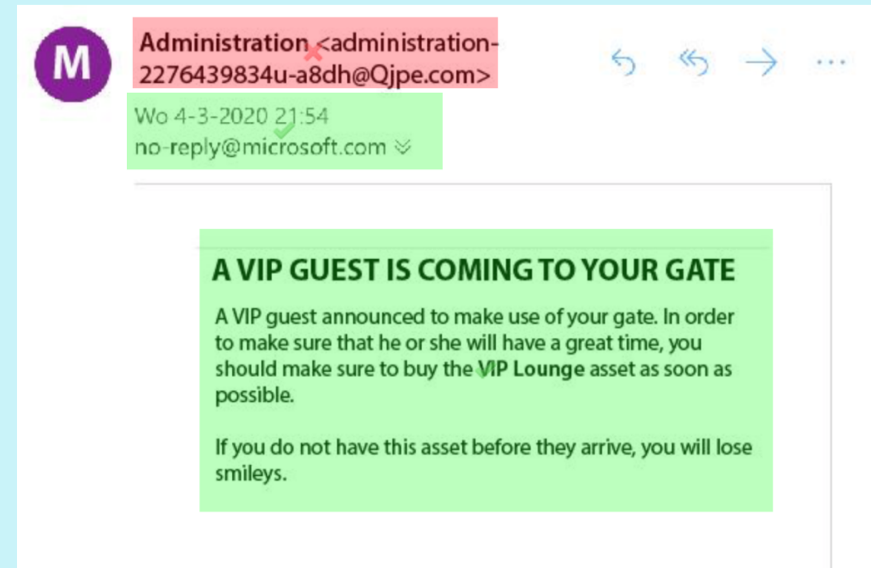
☐ No, thank you!

The 'Yes!' option is selected. The visual feedback shows a 'LEISURE' card with 'VIP' in large gold letters, 'VIP LOUNGE' in a smaller box, and the number '9' at the bottom. A yellow smiley face icon is in the top right corner of the card.

Panel A: Example of incident in the cybersecurity game

Hmm.. unfortunately, this was a phishing email! Through this email, you have paid a very big amount for an asset which only makes one traveller happy :(...

Looking back to it, what parts of the email were dangerous or safe for you? You can hover your mouse over the email to find different regions. Click once to label it as safe, and twice to label it as dangerous.



Which part of the email address was especially important in determining this? Highlight parts of the email address.

Administration <administration- 22764398347-a8dh @Qjpe.com>

Panel B: Example of partially completed reflection after the incident

NUTTIG EN EFFECTIEF?

- Mogelijkheden om te trainen voor verschillende situaties/thema's
- Tijdens onboarding en opfris-sessies
- Effectief in verbeteren van vaardigheden, motivatie etc.
- Geen/kleine effecten op gedrag



Q&A

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