



Security in knowledge

RAISING SECURITY AWARENESS THROUGH HUMAN ANALOGIES

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The Analogies Project

RSACONFERENCE
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Session ID: SPER-W01

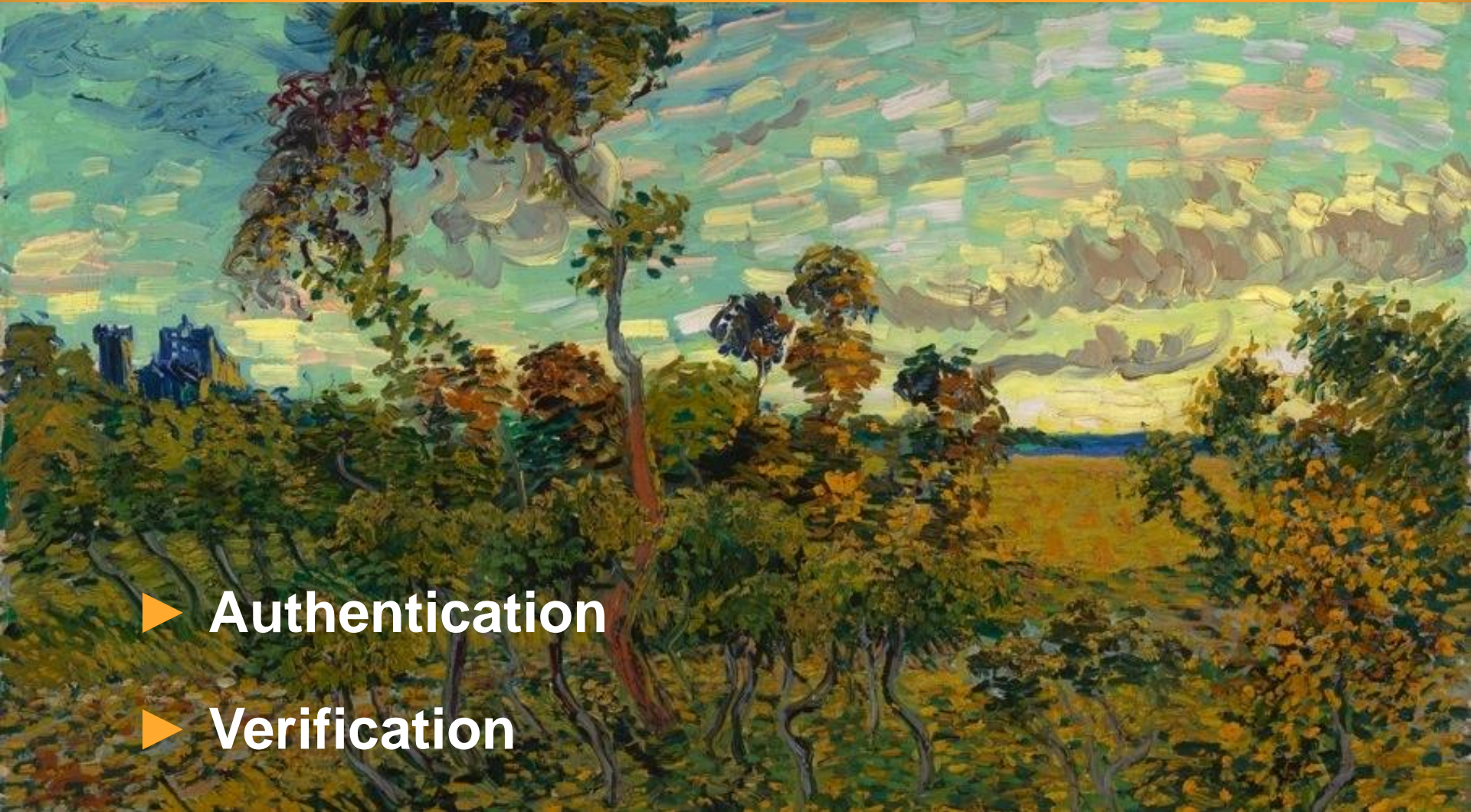
Session Classification: General Interest

Agenda

- ▶ The Challenge
- ▶ The Lesson
- ▶ The Opportunity



Amsterdam & Van Gogh



▶ **Authentication**

▶ **Verification**

Amsterdam & Van Gogh



- ▶ Identity Theft
- ▶ Phishing
- ▶ Fake Websites



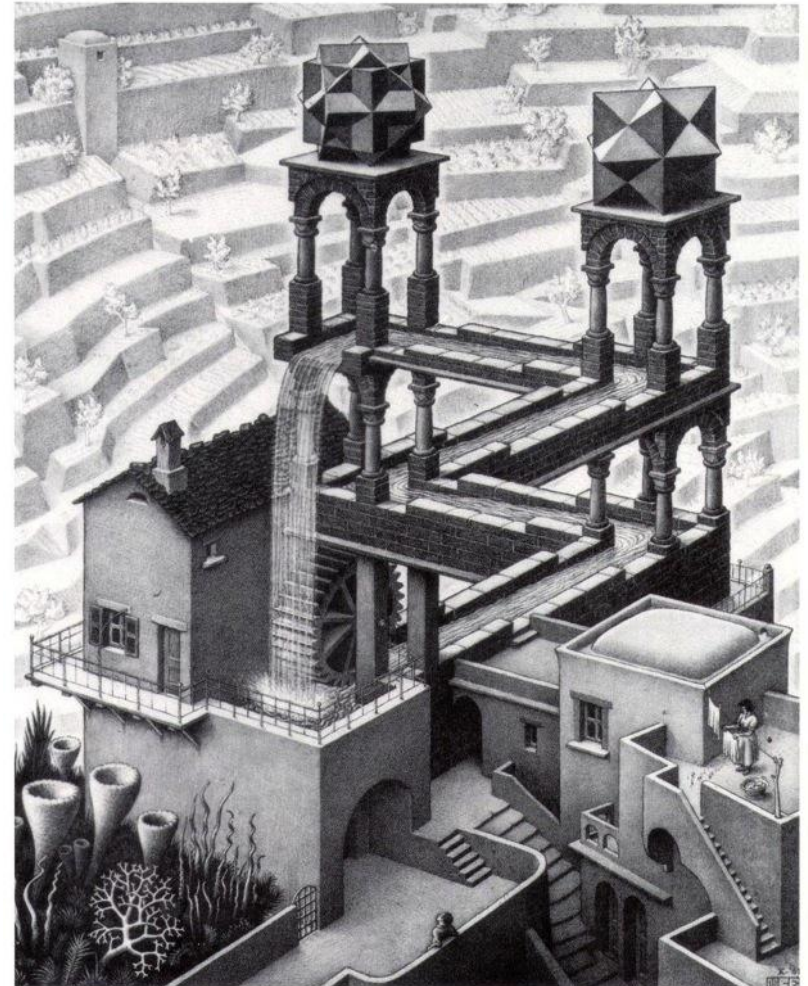
Amsterdam & Van Gogh

- ▶ Number of visitors to the Van Gogh museum in 2011:

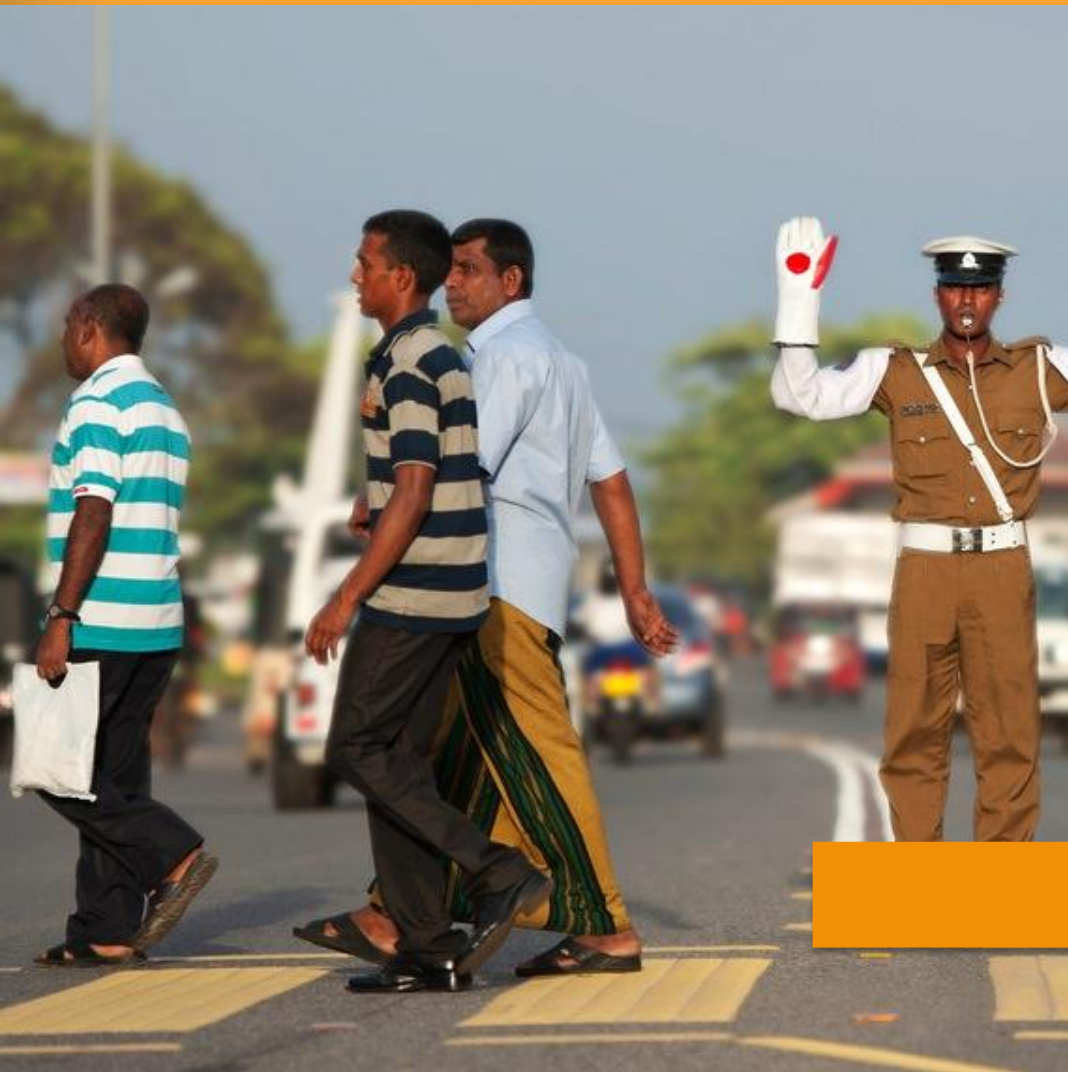
1,600,298

M C Escher : Security Awareness

- ▶ Never Ending Challenge
- ▶ Perspective & Engagement
- ▶ Influencing Behaviour



Security Architect = Choice Architect

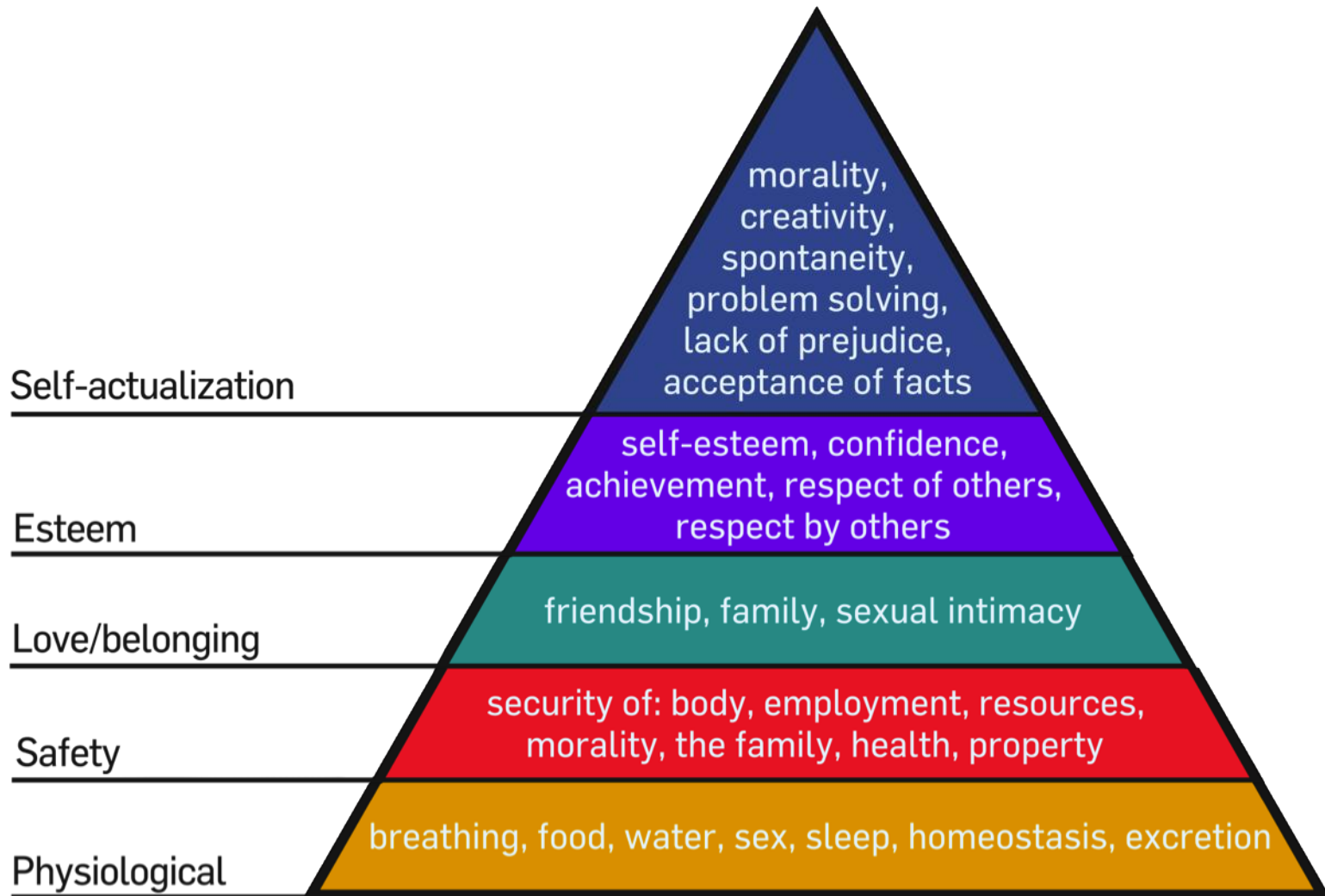


Choice Architecture

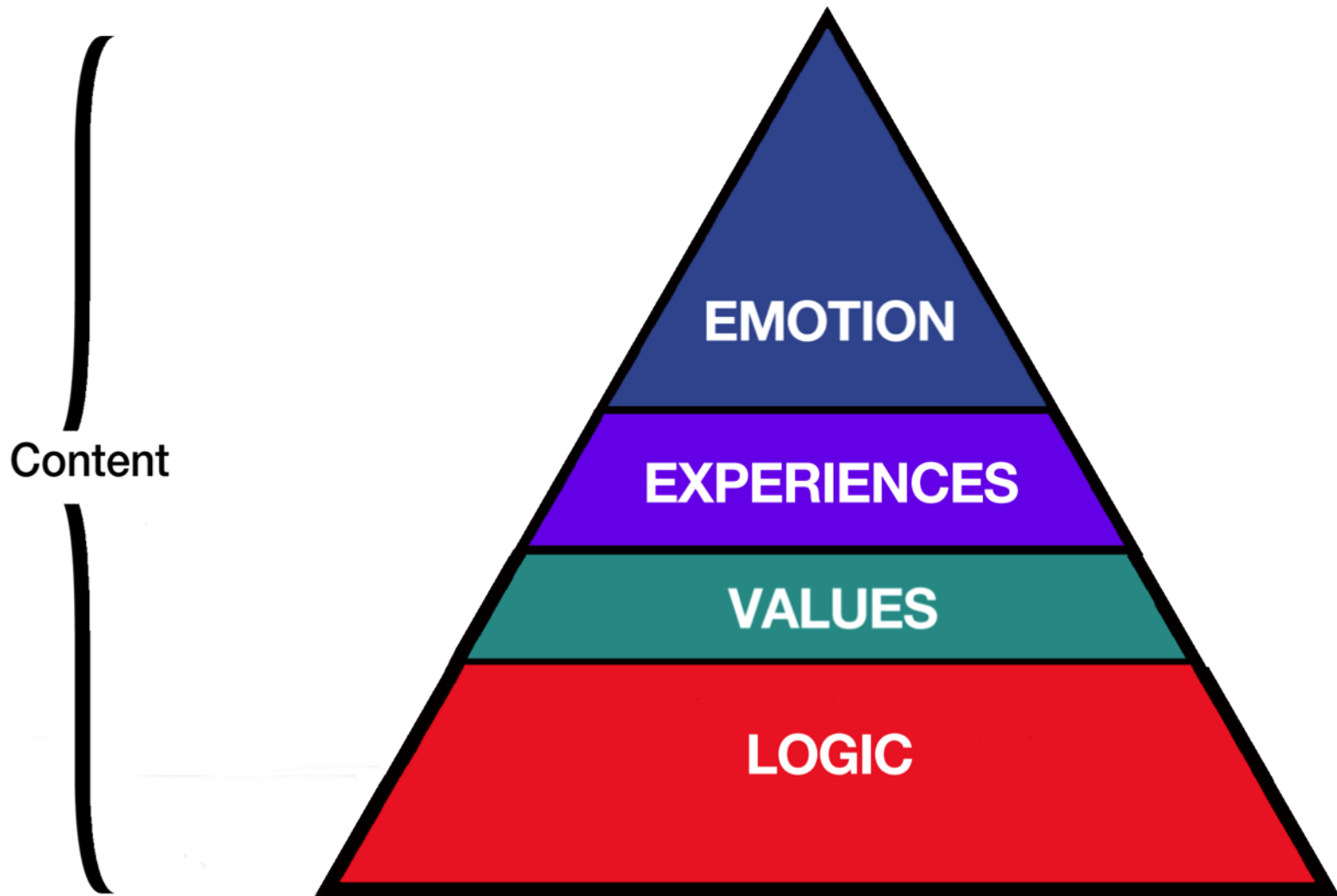
- ▶ Logic
- ▶ Values
- ▶ Emotions



Marketing: Maslow's Pyramid of Needs



Maslow's Pyramid: Security Awareness



Dyson: Case Study

- ▶ Logic
- ▶ Emotions & Values
- ▶ Context & Perspective



What Can We Learn



▶ See it From Your Audience's Perspective.

What Can We Learn About Changing Behaviour ?

- ▶ Perspective
- ▶ Context
- ▶ Emotion, value, experience & logic

Silk Road



- ▶ I
- ▶ F
- ▶ Confidentiality
- ▶ Segregation of Duties
- ▶ Business Continuity
- ▶ Incident

Power of Analogies & Metaphors

- ▶ Context
- ▶ Perspective
- ▶ Proven & Reliable
- ▶ Freely Available

Final Thought from Amsterdam

“It’s a fallacy to believe the past is dead; it lives with us all the time and should teach us to inform all our present actions.”

Baruch Spinoza

24 November 1632 – 21 February 1677
Jodenbuurt, Amsterdam





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Thank you!

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