

Security The ^ Plateau Effect

Bob Sullivan

Reporter, NBC News

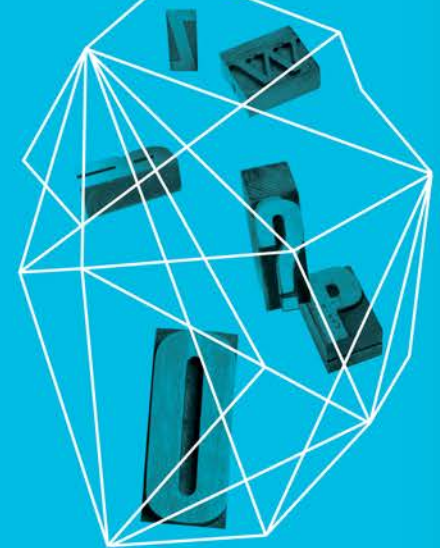
Twitter: @redtapechron Email: bob.sullivan@msnbc.com

Hugh Thompson, Ph.D.

Program Committee Chairman, RSA Conference

Twitter: @DrHughThompson Email: hthompson@peoplesecurity.com

Security in
knowledge



Session ID:

Session Classification:

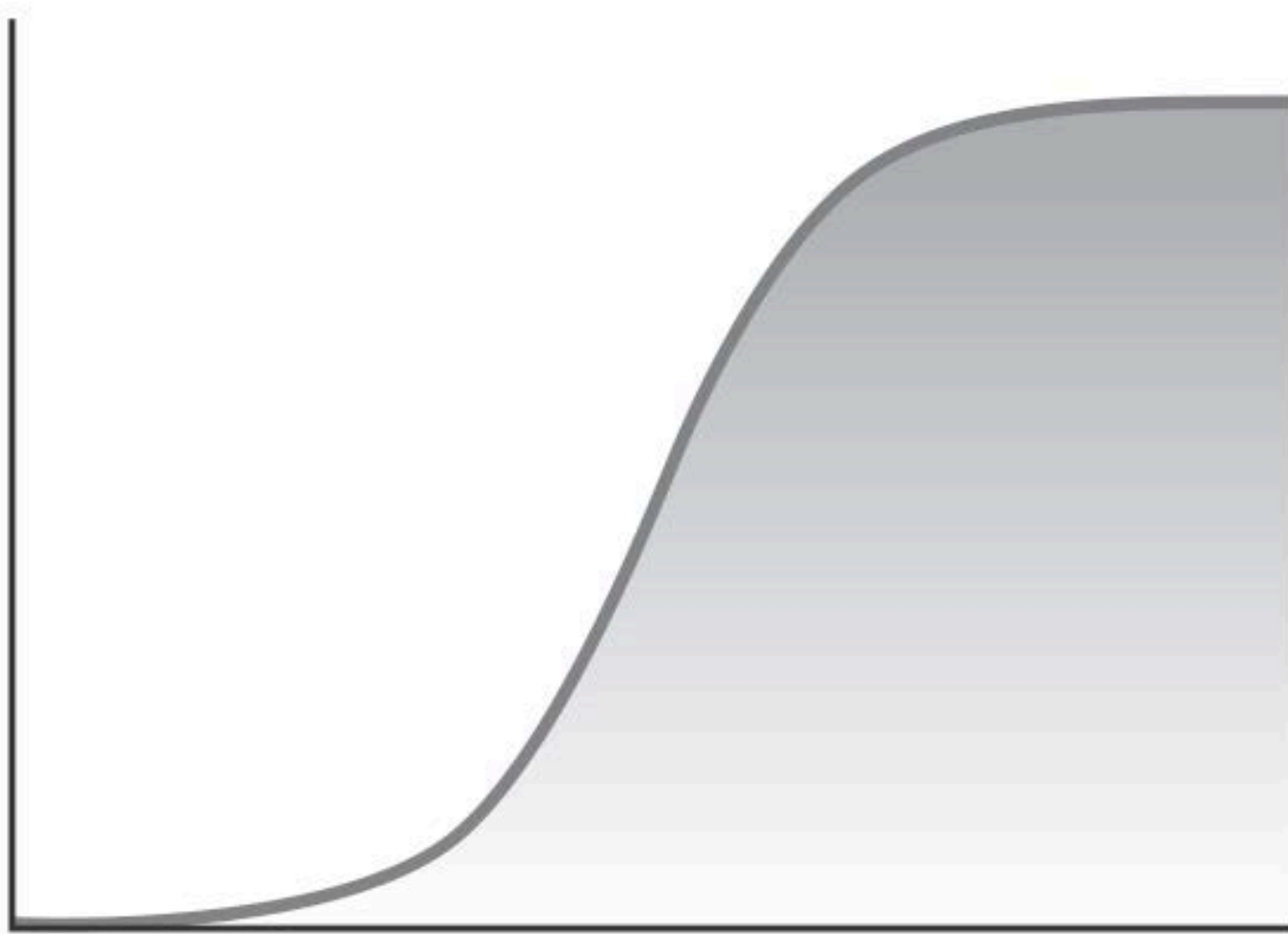


THE STINKING ROSE

A Garlic Restaurant

STINKING ROSE

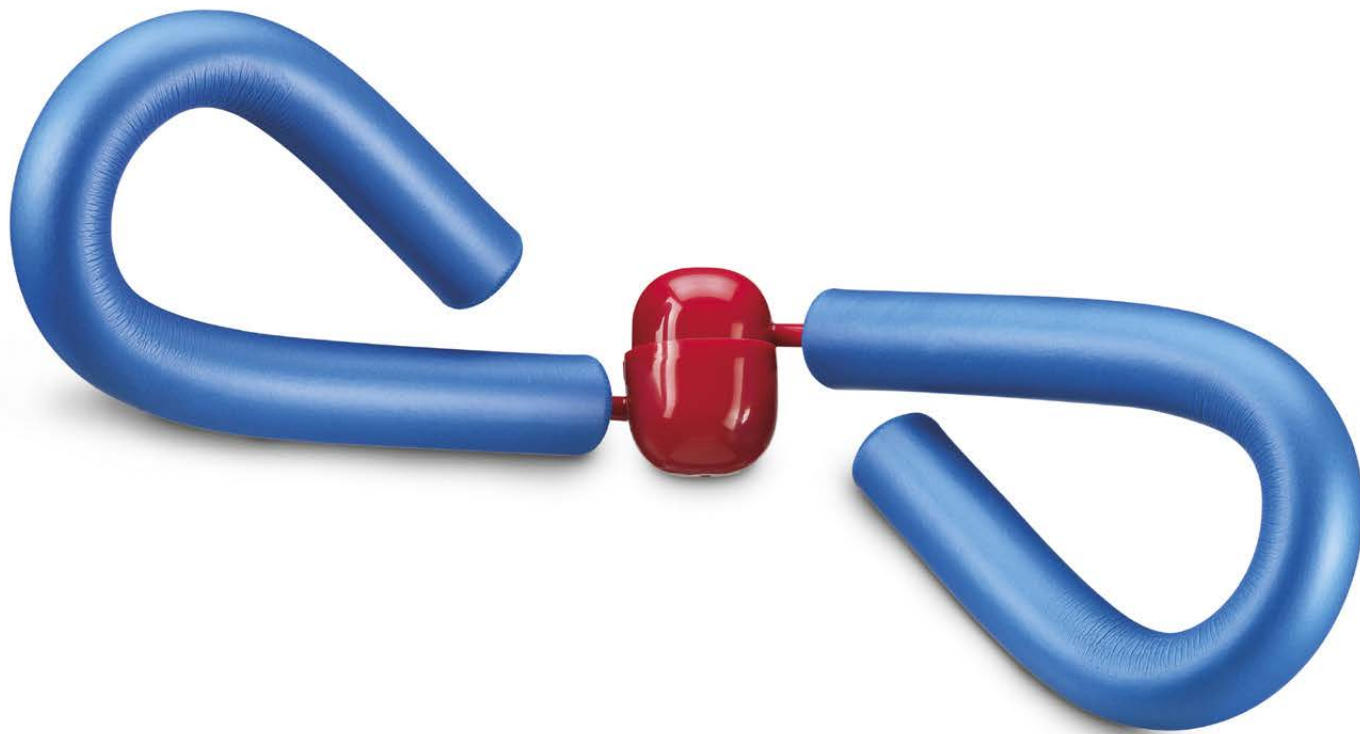
The Plateau Curve



What is the Plateau Effect?

A **Plateau Effect** occurs when a formerly effective measure ceases to cause further change.

*Translation: **Things work until they don't!***





hex209

the
PLATEAU
EFFECT

.....
Getting from
STUCK *to* SUCCESS



BOB SULLIVAN
..... *and*
HUGH THOMPSON

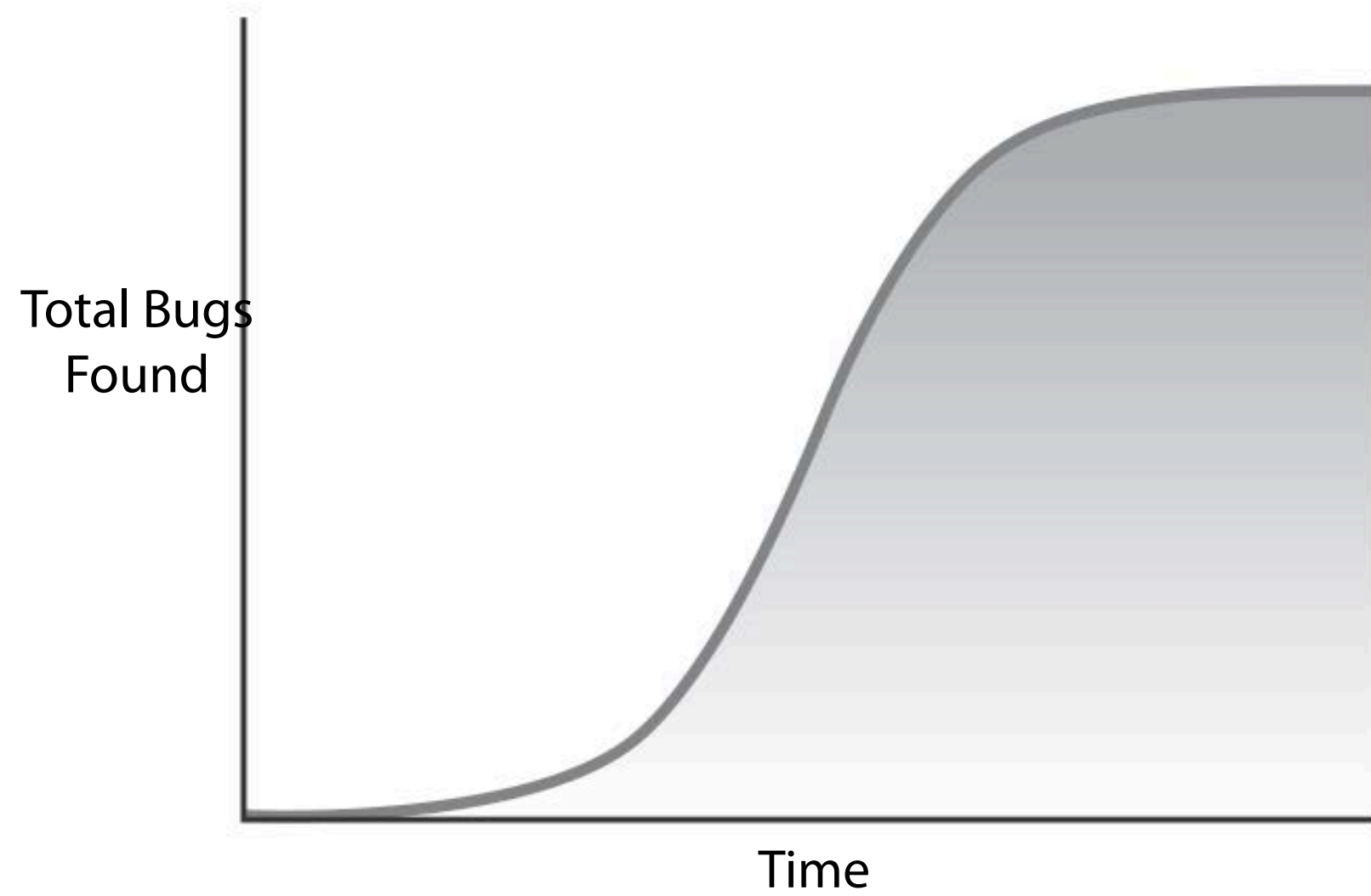
www.plateaueffect.com



Element 1: Immunity

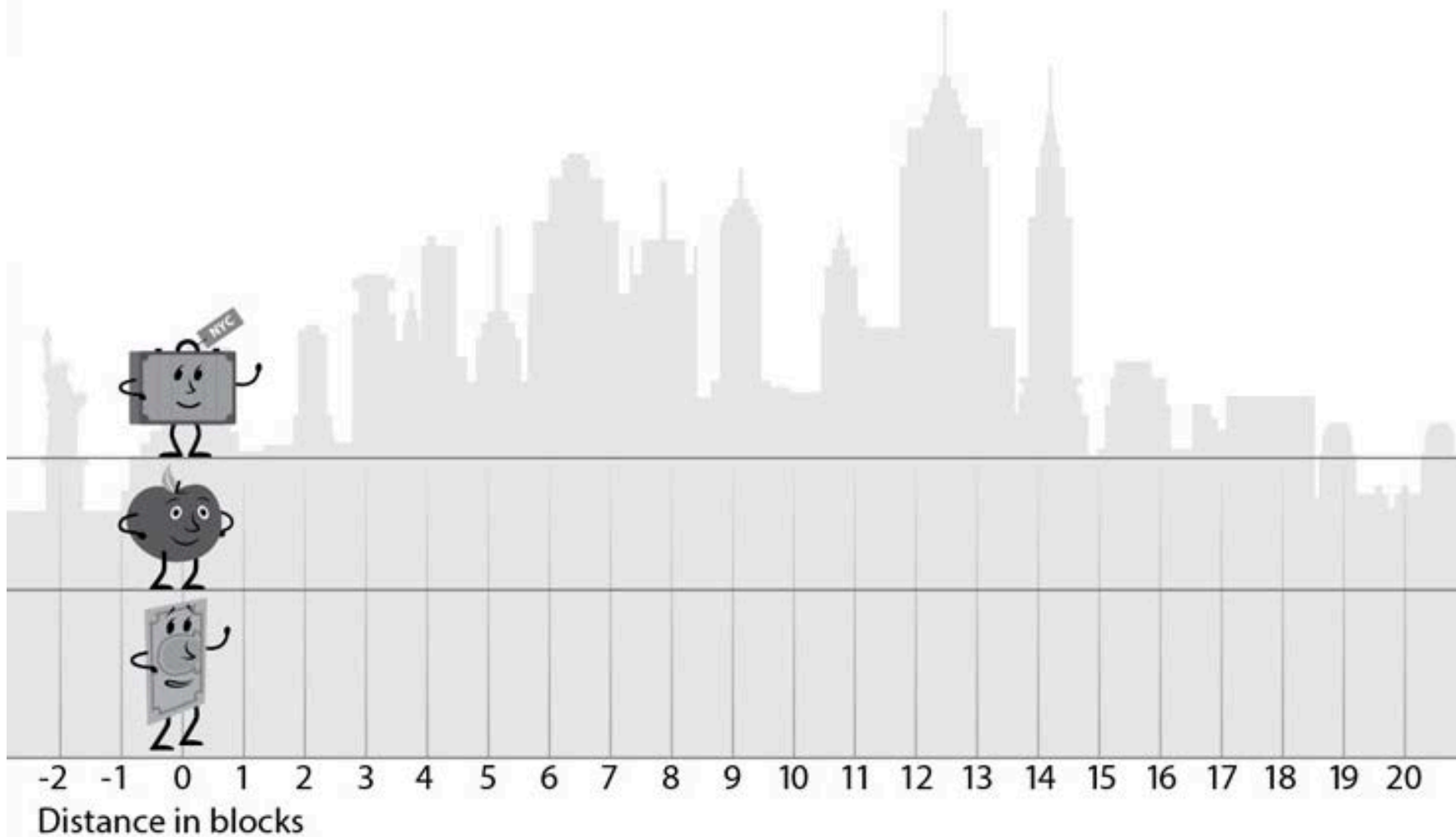
The Pesticide Paradox

The Plateau Curve

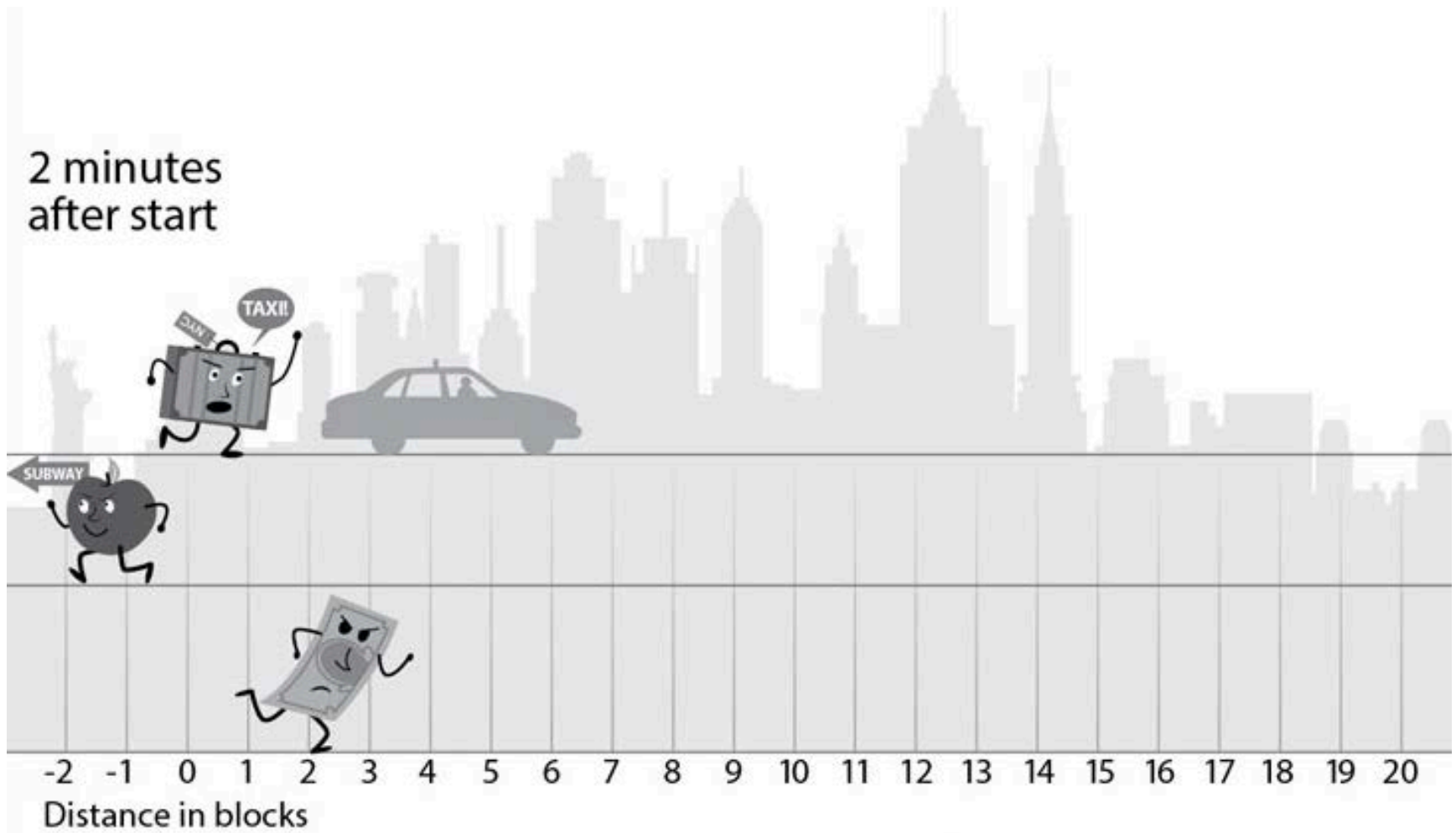




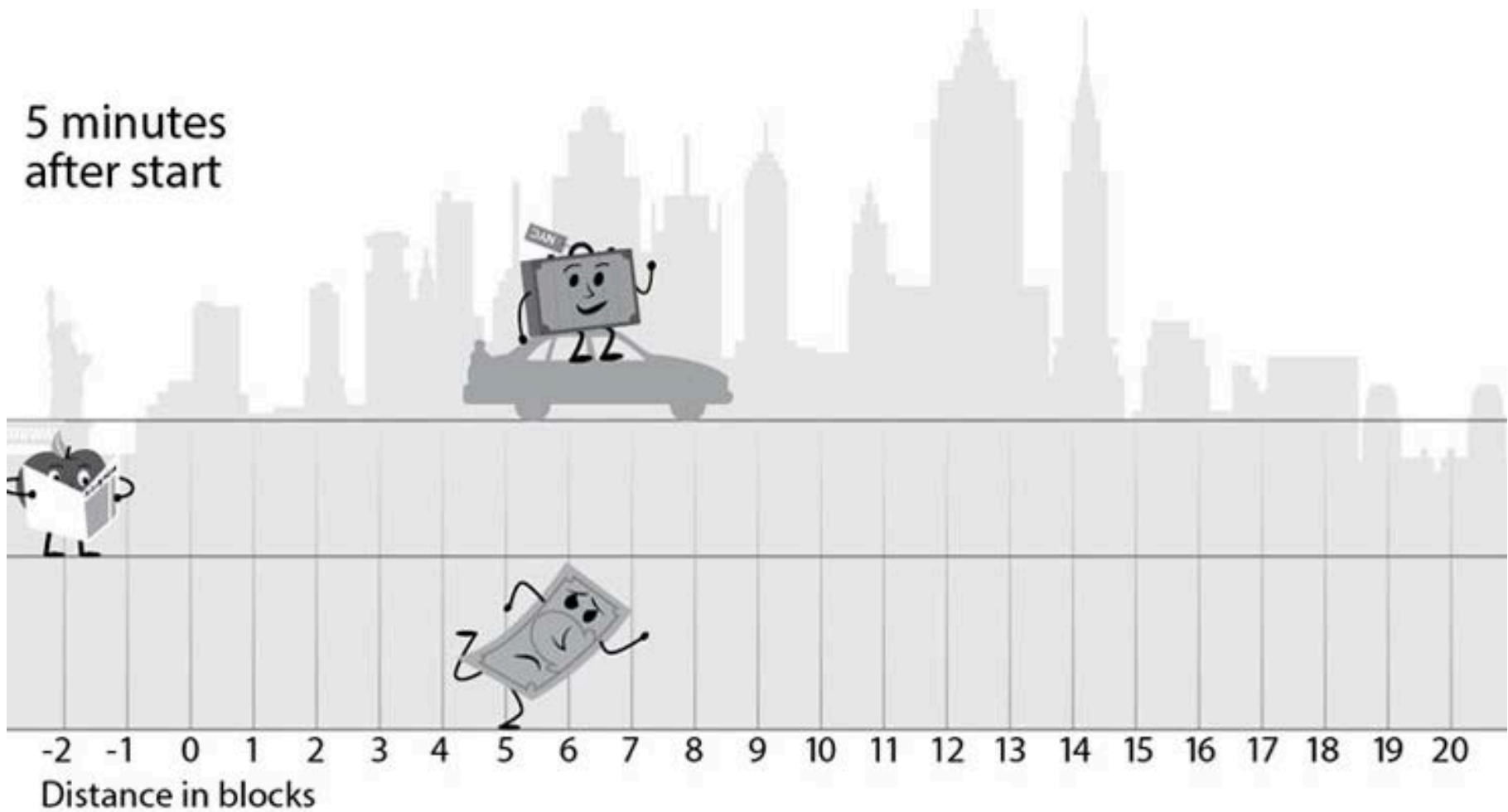
Element 2: The Greedy Algorithm



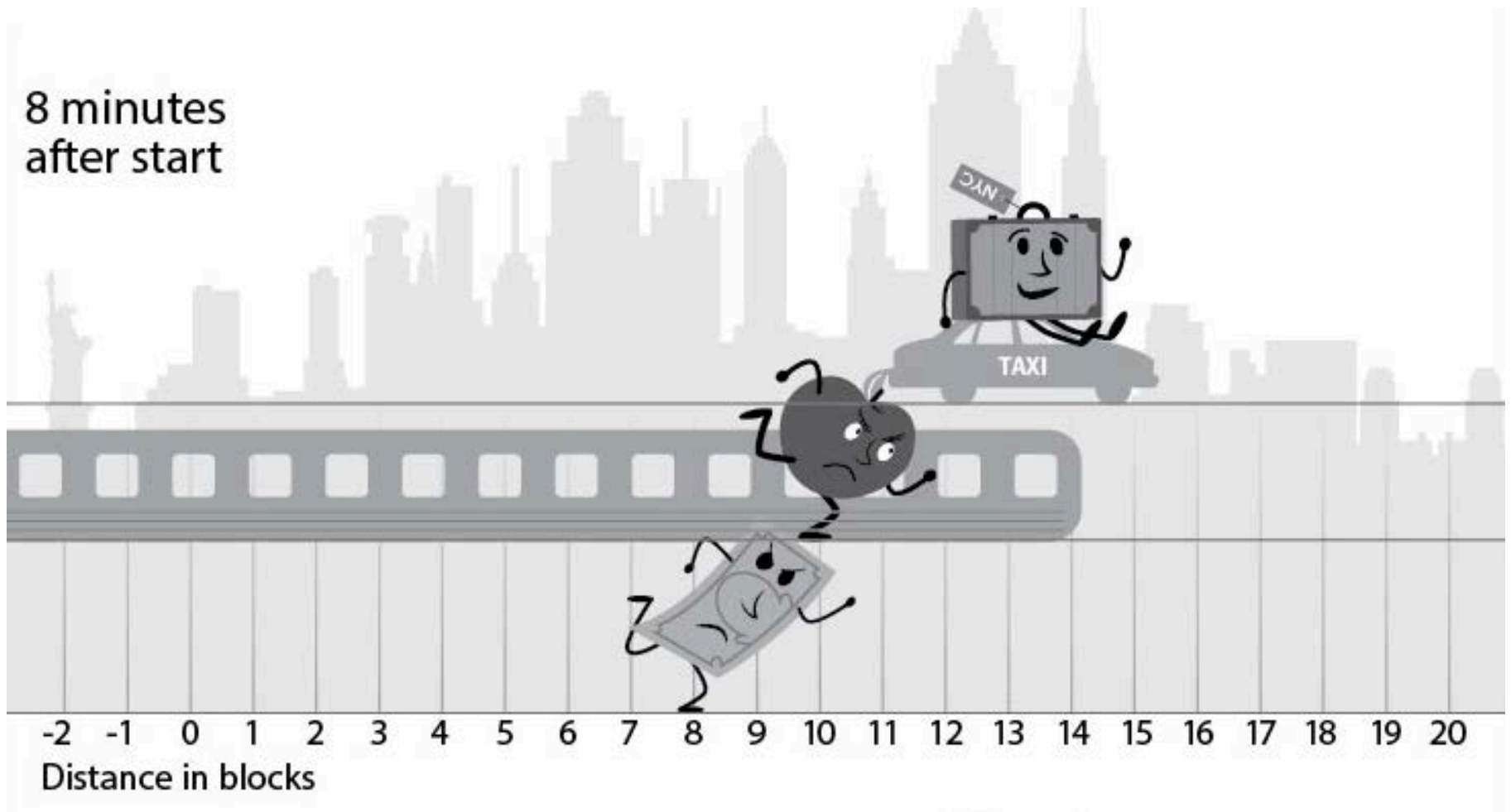
2 minutes
after start

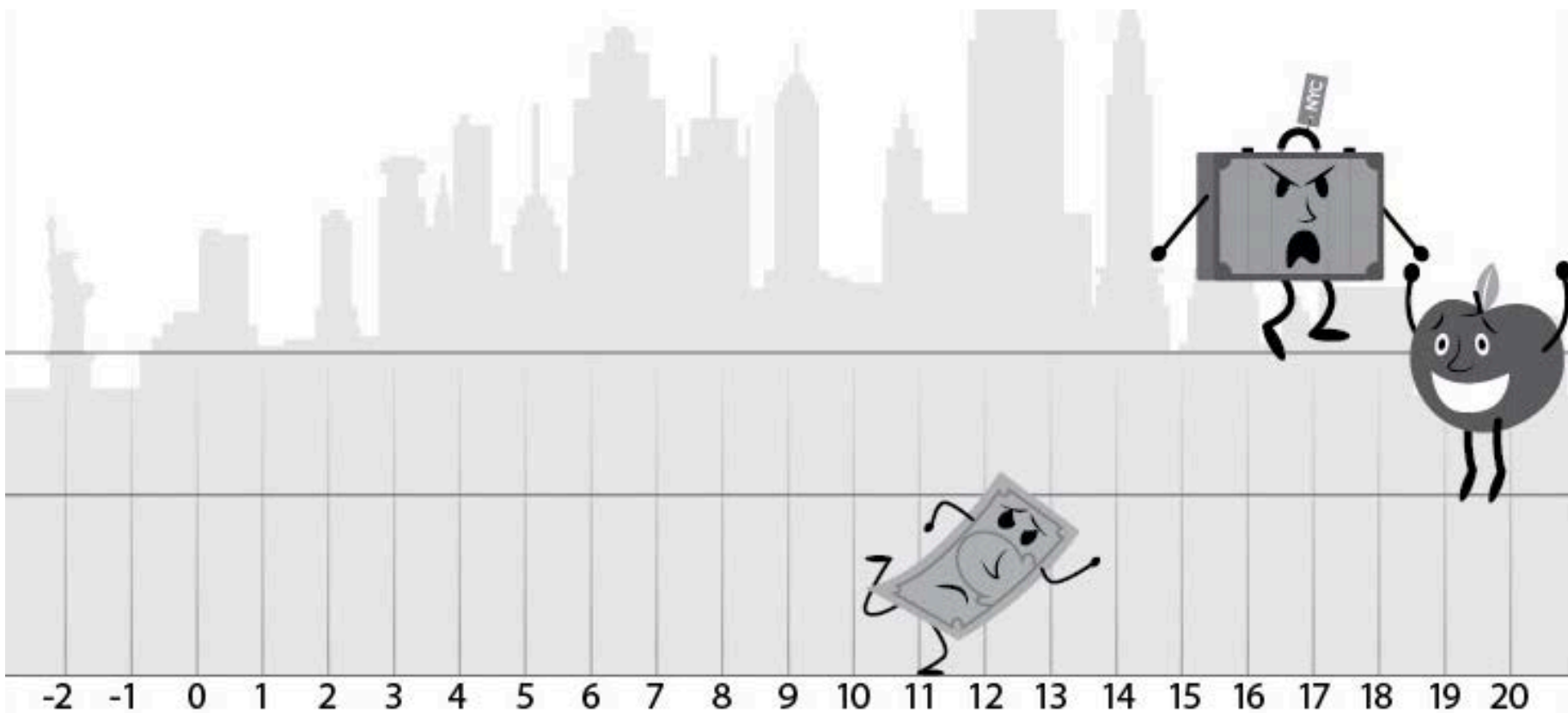


5 minutes
after start



8 minutes
after start





GREED IS(N'T) GOOD

Local Optimum vs. Global Optimum.

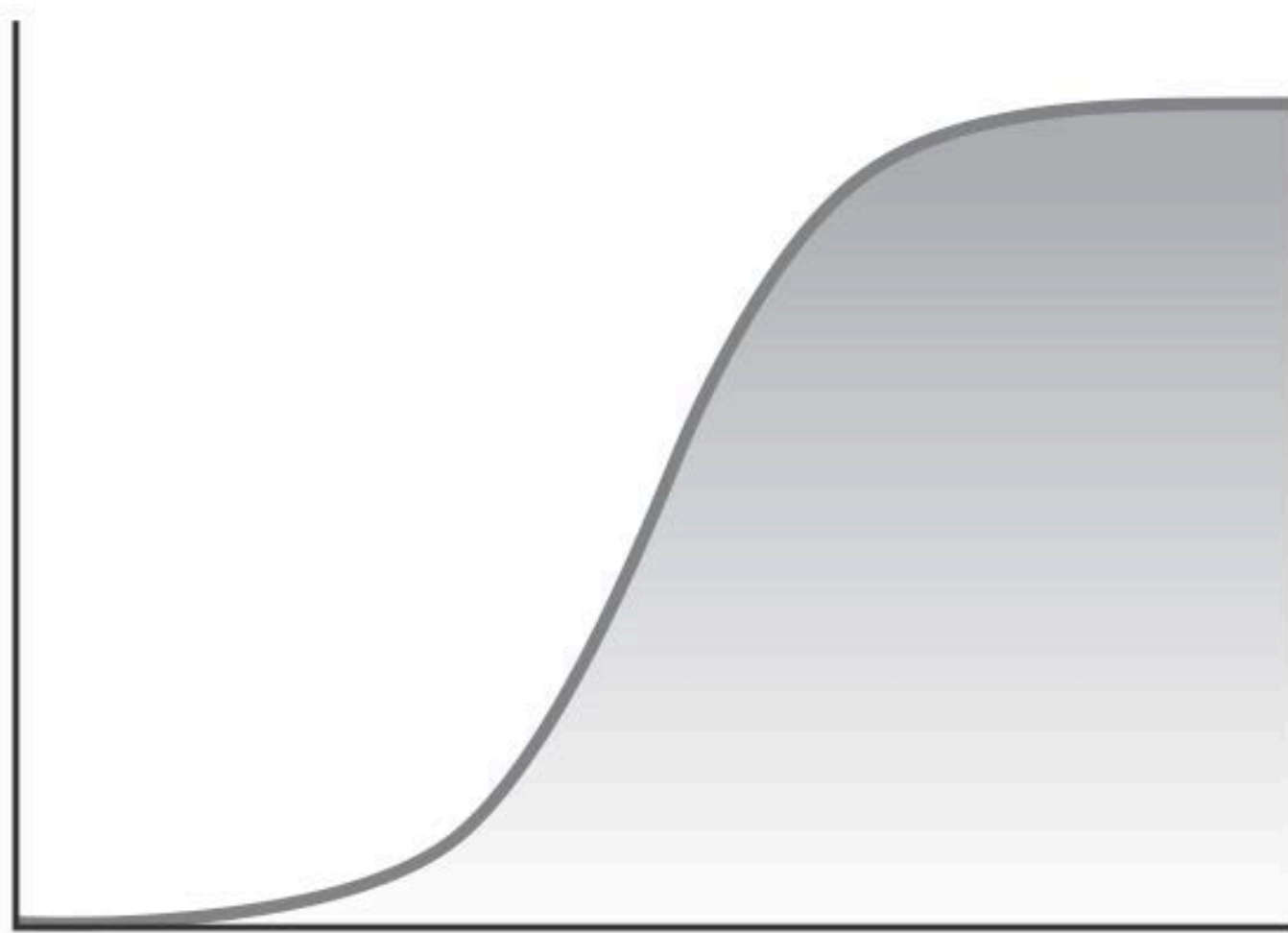
Need to learn how to make ***Retrograde Progress***



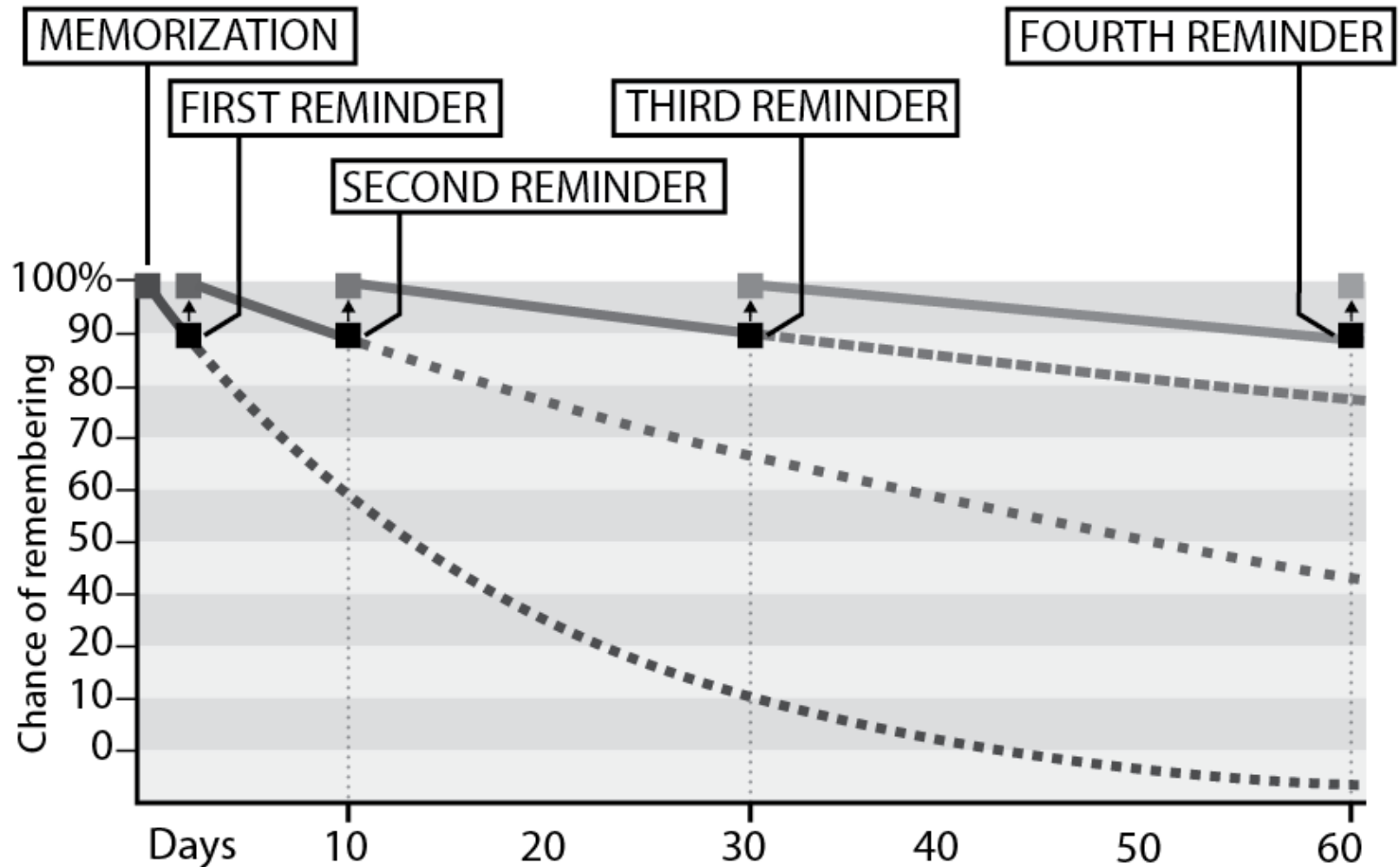
Element 3: Bad Timing

EBH DRE SQT

The Plateau Curve



THE EBBINGHAUS FORGETTING CURVE, REVISITED





Element 4: Flow Issues

The CAPTCHA Dilemma

Completely

Automated

Public

Turing test to tell

Computers and

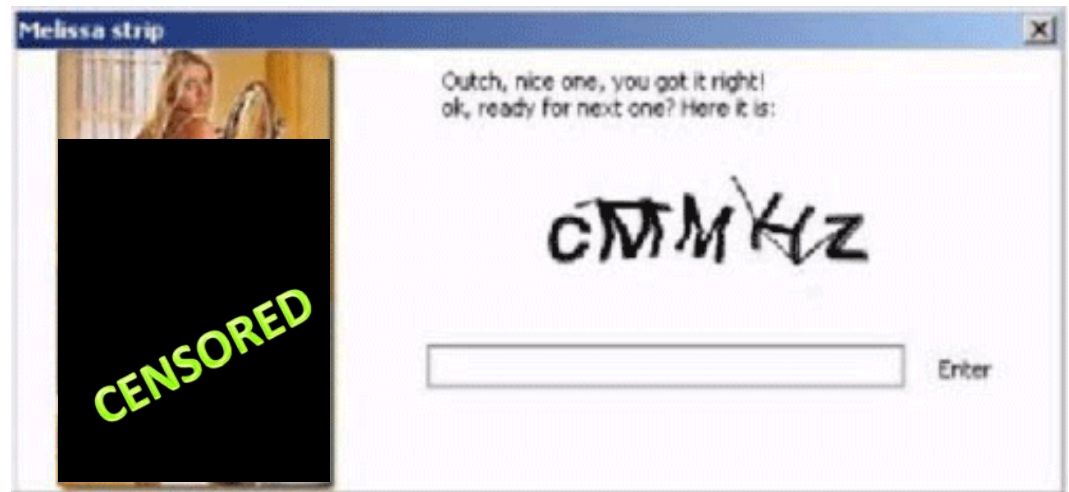
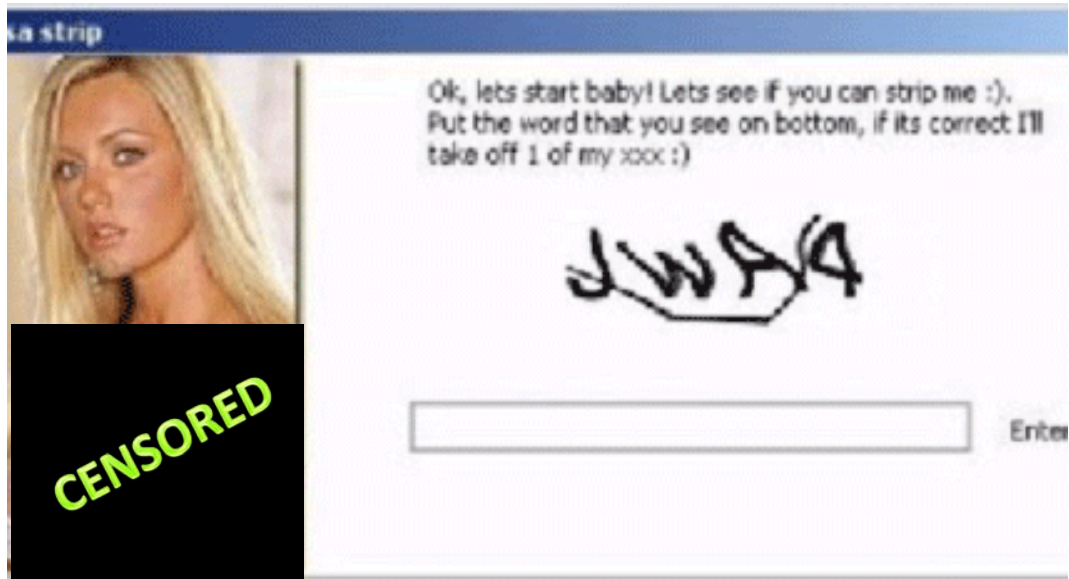
Humans

Apart

following

finding





Source: Trend Micro <http://blog.trendmicro.com/captcha-wish-your-girlfriend-was-hot-like-me/>



Element 5: Distorted Data



WARNING!

SHARKMAGEDDON!!

Shark attacks rose 25 percent last year across the globe

Florida saw decline, U.S. was average; 'unusual' Red Sea attacks topped foreign reports

Jump to text

X

The number of reported shark attacks last year increased globally but d...

 Tweet 243

Below:  Text  Discussion  Related

 Recommend 999

 NIGHTLY NEWS

Dec. 6, 2010

British travel companies have canceled water sports and boat trips from the Egyptian resort Sharm el-Sheik after a string of shark attacks left several people injured and one German tourist




Los Angeles Times

U.S. led the world in shark attacks last year

February 8, 2011 | 8:37 am

 (24)

 (80)

 Comments (4)



The U.S. led the world again in the number of shark attacks last year, according to a [University of Florida report](#) released this week.

HUFFPOST GREEN

Shark Attacks In 2010 Rose By 25%



The Huffington Post | Joanna Zelman | Posted: 02/ 9/11 09:03 AM



Behind the numbers

- ▶ Worldwide shark attacks rose from **63 to 79**
- ▶ Much of the increase was due to **two very angry sharks** in Egypt!
- ▶ Actual risk increase:
0.0000042% vs 0.0000053%

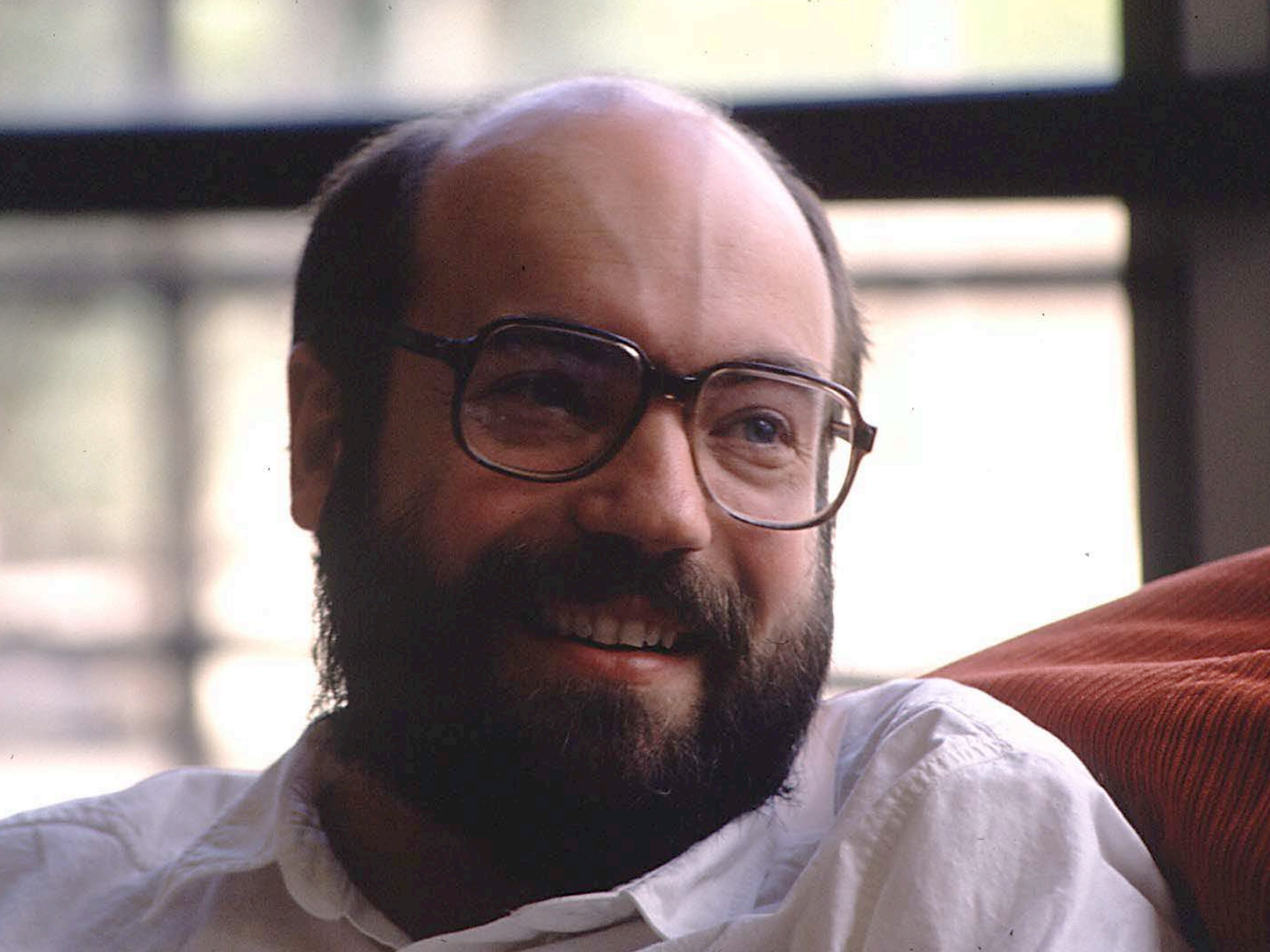


Element 6: Distraction

Understanding the impact of Distraction

- ▶ Study by Dr. Alessandro Acquisti, and Dr. Eyal Peer at Carnegie Mellon University
- ▶ Three Groups (136 Participants)
 - ▶ Control
 - ▶ Interrupted
 - ▶ On High Alert

Results	Trial 1	Trial 2
Control	60%	60%
Interrupted	49%	56%
On High Alert	47%	67%





Element 7: Failing Slow

$$\frac{\Delta I}{I} = k$$

1

2

3

4

5

6

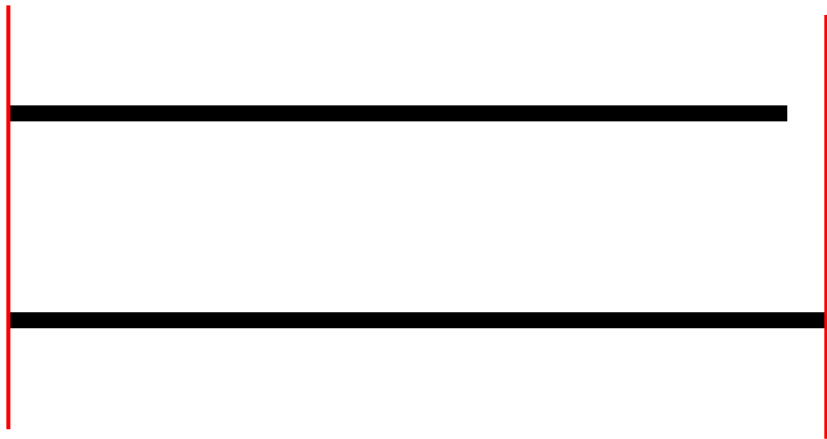
7

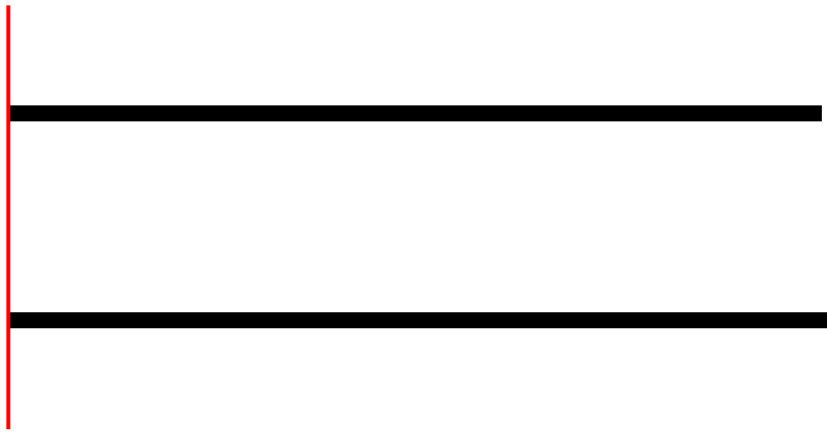
8

9

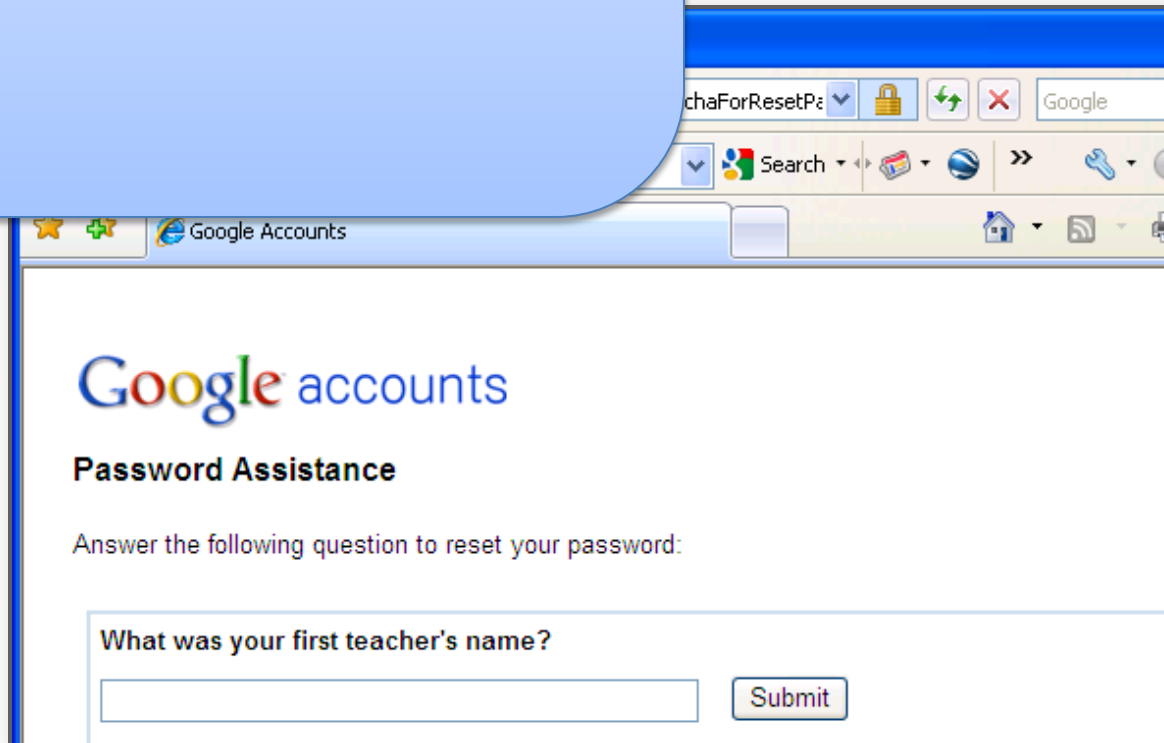
10

Above the JND





What is your pet's name?
Where were you born?
What was your first teacher's name?
What is the mascot of your favorite team?
What was your first phone number?
What is your favorite restaurant?
Who is your favorite singer?
Where was your first job?



chaForResetPa

Google

Search

Google Accounts

Google accounts

Password Assistance

Answer the following question to reset your password:

What was your first teacher's name?

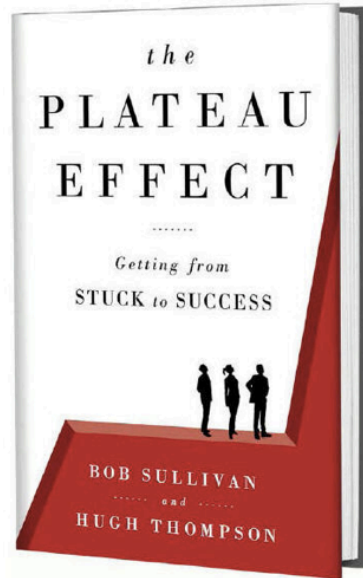
www.plateaueffect.com

Enter Email
Address Here



The Plateau Effect: Getting from Stuck to Success

A revolutionary new book about the most powerful force of nature you've never heard of. At a bookstore near you on **May 2, 2013**



ABOUT THE BOOK:

The Plateau Effect is a powerful law of nature that affects everyone. Learn to identify plateaus and break through any stagnancy in your life— from diet and exercise, to work, to relationships.

The Plateau Effect shows how athletes, scientists, therapists, companies, and musicians around the world are learning to break through their plateaus—to turn off the forces that cause people to “get used to” things—and turn on human potential and happiness in ways that seemed impossible. The book identifies three key flattening forces that generate plateaus, two principles to guide readers in engineering a plateau’s destruction, and three actions to take to achieve peak behavior. It helps us to stop wasting time on things that are no longer of value and to focus on the things that leverage our time and energy in spectacular ways.

Anything you want to do better—play guitar, make friends, communicate with your children, run a business—you can accomplish faster by understanding the plateau effect.

ABOUT THE AUTHORS:

Bob Sullivan and **Hugh Thompson** are entrepreneurial analysts with 40 years of experience between them researching, writing, and analyzing systems and human nature. Bob is an investigative journalist for NBC News and MSNBC.com and the bestselling author of *Gotcha Capitalism* and *Stop Getting Ripped Off*. Hugh is a mathematics and computer science professor and speaker who teaches executives how to protect themselves from 21st Century hazards.



Enter your email address to sign up for updates:

Subscribe

Buy the Book:

amazon

BARNES & NOBLE

INDIE BOUND

iBooks

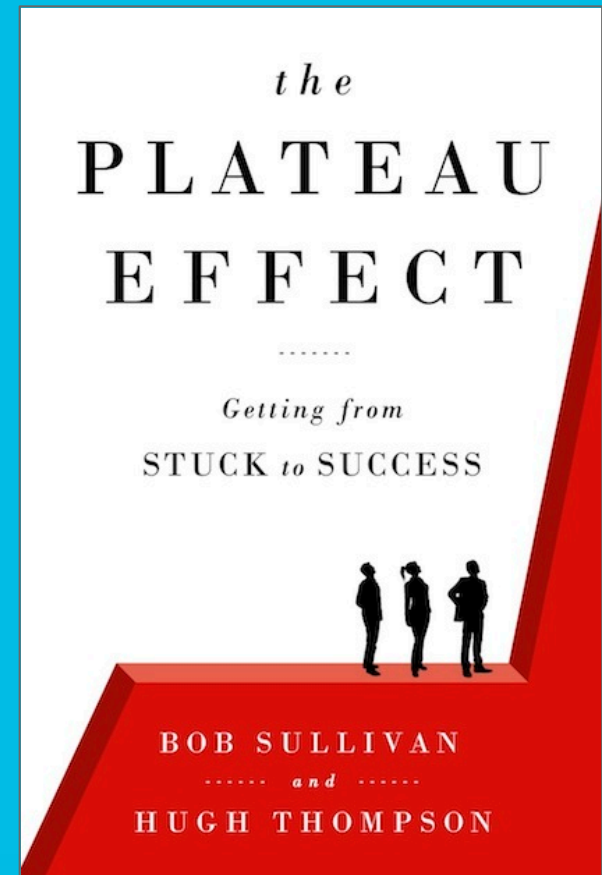
Bob Sullivan
Reporter, NBC News
Twitter: @redtapechron

Hugh Thompson, Ph.D.
Program Committee Chairman,
RSA Conference
Twitter: @DrHughThompson



RSACONFERENCE2013

THANKS!!



www.plateaueffect.com