RSA CONFERENCE 2014
FEBRUARY 24 – 28 | MOSCONE CENTER | SAN FRANCISCO

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Capitalizing on
Collective Intelligence

# COGNITIVE INJECTION
# Reprogramming the Situation-Oriented Human OS

SESSION ID: HUM-T09

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Akamai
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# Why do people make “bad” decisions?

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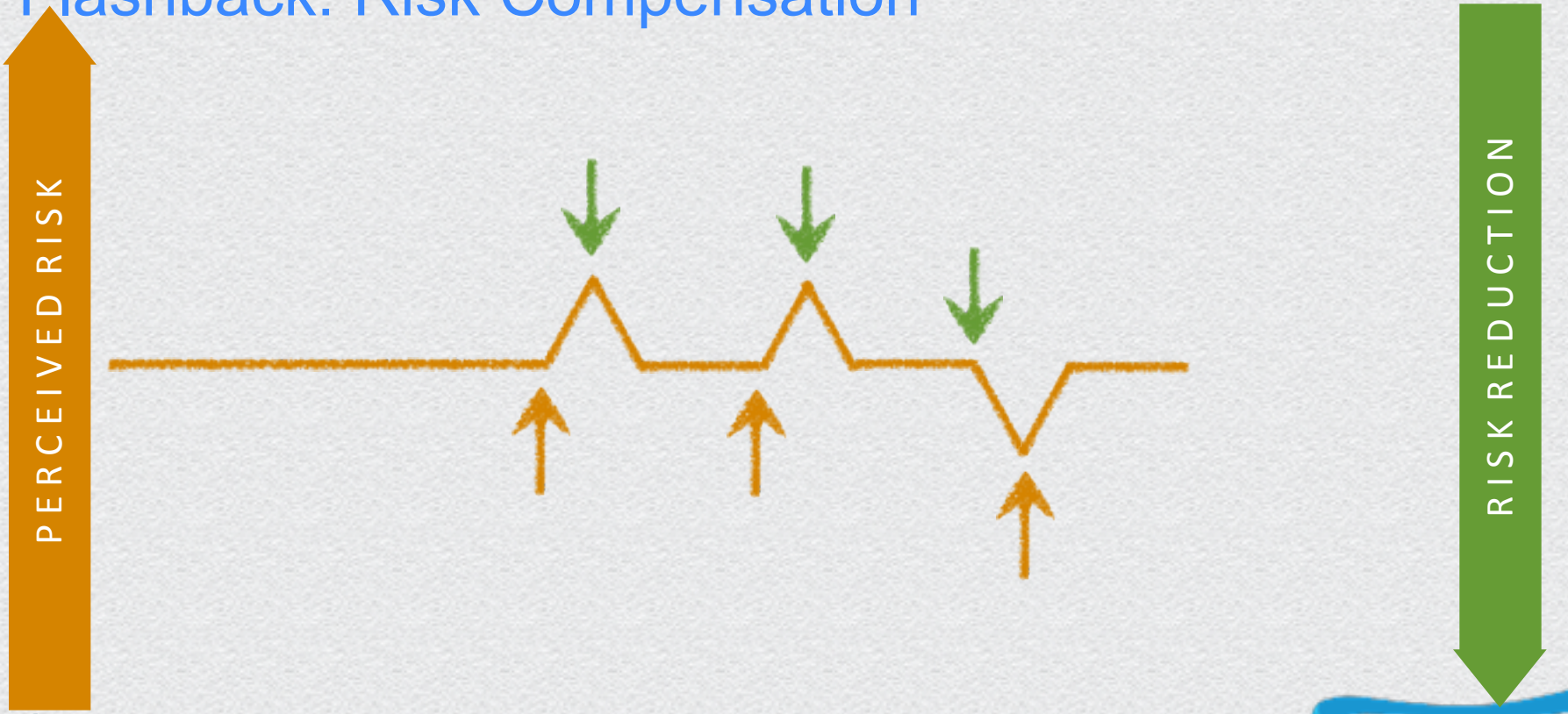
# Flashback: Risk Compensation



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# Historical paranoia

"Monkey on rope ladder" © CC-BY-SA 2010 Rachel Coleman Finch

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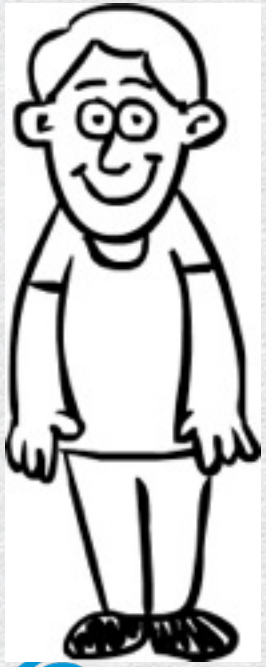
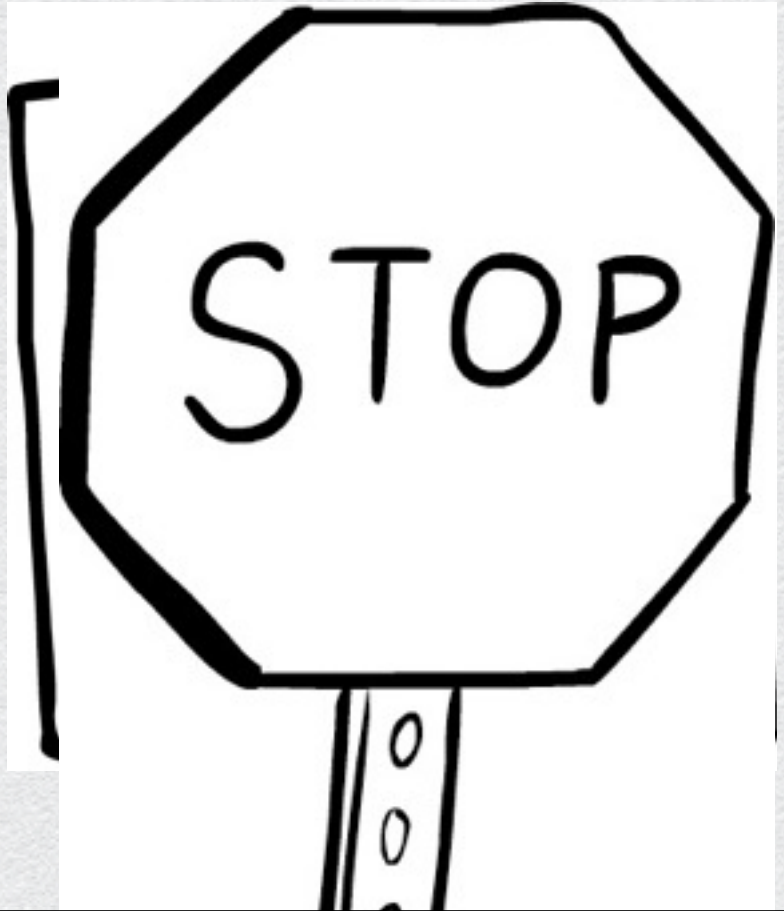
# Dilemma of the Prisoner's Dilemma





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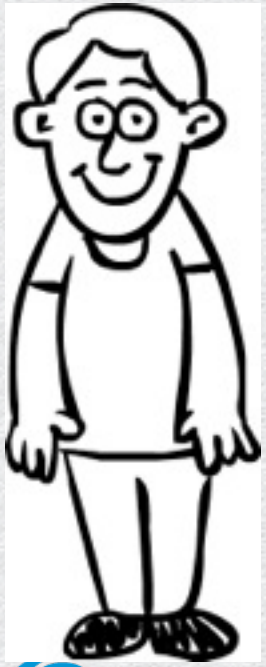

| | Cooperate | Cheat |
|---|---|---|
| **Cooperate** | -3 / -3 | -1 / -10 |
| **Cheat** | -10 / -1 | -5 / -5 |

2/3 of the time!

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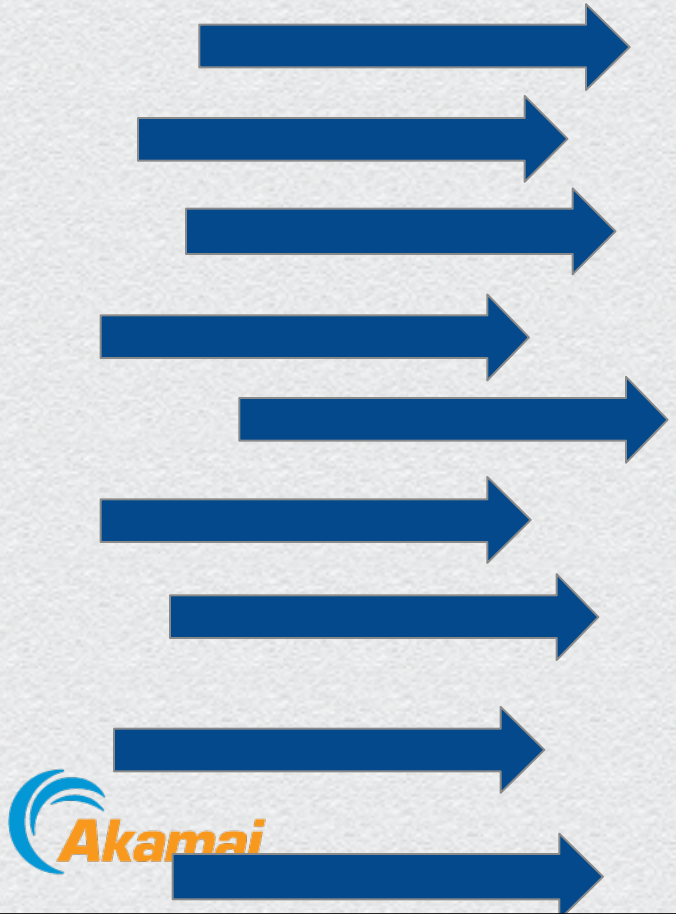
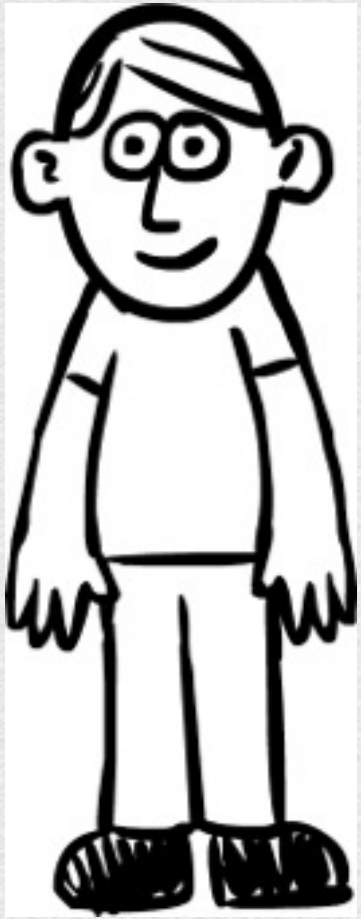
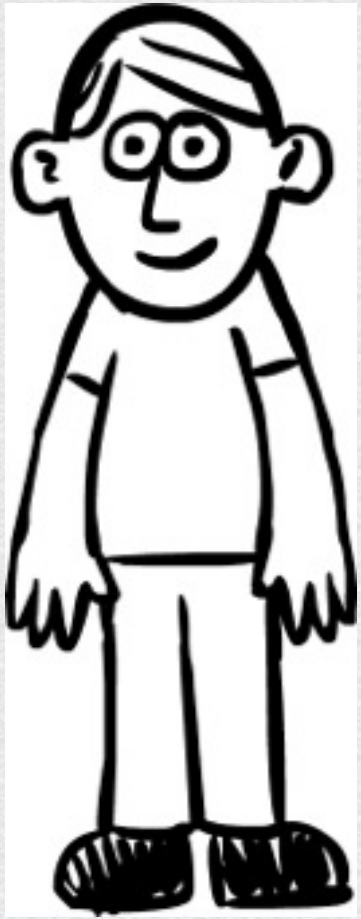
# Why do people make “bad” decisions?

# System 1: The Fast, Lizard Brain

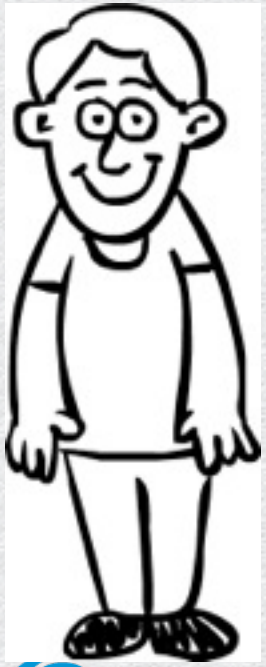




# System 1 thrives on stereotypes



# Dilemma of the Prisoner's Dilemma



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2/3 of the time!

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# Dilemma of the Prisoner's Dilemma

**2/3 of the time!**

| | Cooperate | Cheat |
|---|---|---|
| Cooperate | -3 | -1 |
| Cheat | -1 | -5 |

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# System 2: Active processing

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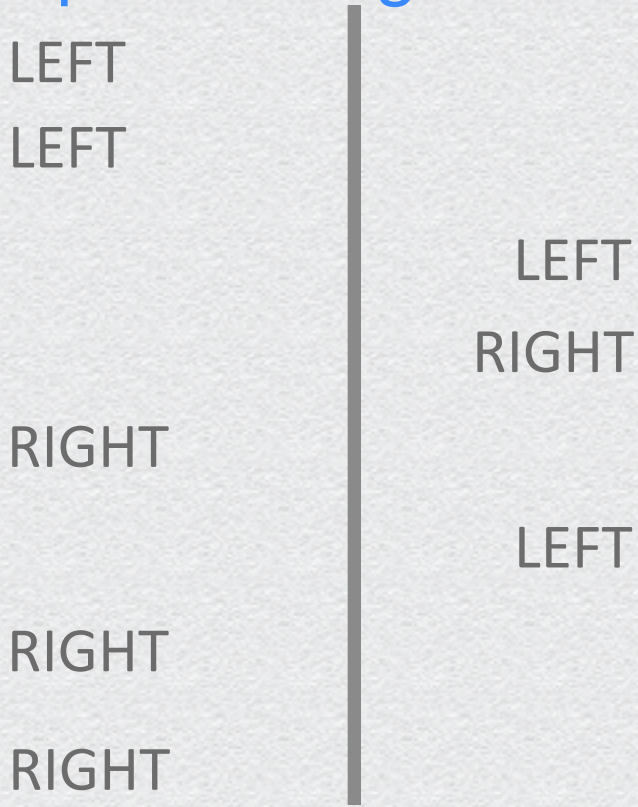

# Why do people make “bad” decisions?

# The Schemata of System 1

Annual Security Awareness Training is required by all employees to ensure your compliance with the security policies of the company while conducting your daily tasks in furtherance of our goals to protect company data, systems, and information against malfeasance, adversarial action, and other systemic failures that might be introduced by an inattention to appropriate risk management activities or non-compliance with industry standard best practices as laid out in various control frameworks such as ISO 27002, PCI, HIPAA, SOX, SSAE-16, NIST 800-53, FedRAMP…

# What can you do?

# New rules to the attention-starved

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# Don’t model business partners as adversaries

## Further Reading:

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