

# SaTC: EDU: Collaborative: Personalized Cybersecurity Education and Training



Preparing people to lead extraordinary lives

## Challenge:

- Average person has little awareness of cybersecurity
- Training/Education is not effective

## Solution:

- Increase cybersecurity compliance (password management and phishing prevention) with matching messages based on personality types (Big Five and True Colors)
- Look at social media texts and "friends" to learn of personalities and targeted matching



## Scientific Impact:

- Tailored training to improve cybersecurity behaviors
- Based on personality types, social media friends/posts

## Broader Impact:

- Improve cybersecurity education
- Could potentially be used in other areas such as teaching, healthcare, management, and safety training

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