

Social Cybersecurity: Applying Social Influence to Improve Cybersecurity



Challenge:

- Low adoption of expert recommended security practices
- Security tool design largely ignores social context of use

Studies of social influences on security behavior



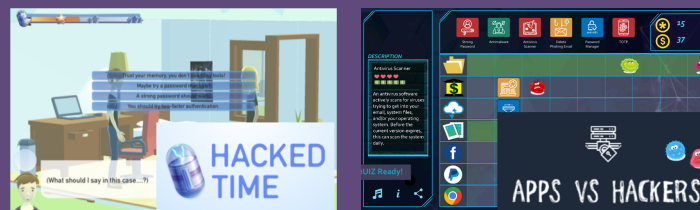
Scientific Impact:

- Developing framework for cybersecurity game design
- Describing social influences on security and privacy practices
- Introducing new measures for assessing security attitudes and behaviors

Solution:

- Empirical research on security behavior in social contexts
- Applying psychological theory to design of cybersecurity games and interventions

Theory-based design of mini-games and interventions



Self-efficacy based narrative game

Associating data and protection mechanisms

Broader Impact:

- Improve security tool design to account for social context
- Provide guidelines for cybersecurity designers, educators, and IT decision makers in organizations
- Release mini-games publicly for general use



SATC Core Medium CNS -1704087
Carnegie Mellon University
Laura Dabbish (PI), Jason Hong