

Leading Associations

<p>We cannot change behavior, we can only modify behavior, and for cybersecurity experts this is critical, and it starts with naming.</p> <p>Take this example and look at possible answers.</p> <p>a) A _____ who hacks into a political opponent's website to get private emails to embarrass them</p> <p>Answers ...Cyberterrorist ...Human Rights Worker</p> <p>What about this example</p> <p>a) A _____ who hacks into a food processing plant to get information on the on-farm animals</p> <p>Answers ...Cybercriminal ...PETA</p> <p>As soon as you hear the term cyberterrorist or cybercriminal, what were your thoughts?</p> <p>Compare cyberterrorist to a Human Rights Workers, even though the engaged in the same activity.</p> <p>The two problems are: 1) Association 2) Leading</p> <p>Leading, what you are looking for, or already know what the outcome will be, and</p>	<p>For cybersecurity experts designing our protection systems, when we hear of an out of control automobile running over a few pedestrians - what are our initial thoughts? Terrorist?</p> <p>(Let's forget about autonomous driving cars for the moment – however, this is a label as well)</p> <p>When we hear of a breach of a major retailer, do we think cybercriminal? Do we have a mental image of what this cybercriminal may look like?</p> <p>Unfortunately, students learning to drive have run over curbs, and yes, even little old grandmas have hacked into computer systems.</p> <p>An issue then often arises, have we made a judgment so bad that we eventually pull back the cybersecurity protections systems we've installed.</p> <p>People cannot work, too many mistakes made, too many complaints, etc., Or have we made a judgment so lax; violations are bound to occur, and when they do occur, no one notices till its too late.</p> <p>A cybersecurity expert's behavior should be straightforward, be aware that labels exist and regardless of such, accomplish the task at hand.</p> <p>Later it will be explored how our neural network associations make this an extremely difficult job – even when we realize this happens.</p>
--	--

association, we associate certain terms for
people with certain activities.