Why won’t they just get password managers already?

User empathy for better security.

Keira Paterson | @keira_may

What is empathy?

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Empathy isn’t just
a feeling.

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Empathy is seeing
another person's pain.

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You can be good at technical stuff and also be empathetic.

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Empathy doesn’t mean being a doormat.

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It doesn't matter if your empathy is firmware or software.

Why bother?

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Using empathy to help people you like*.

*or are contractually obliged to assist.

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Principle One.

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ignorance != stupidity

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ignorance != stupidity

(and we need to stop using that word)

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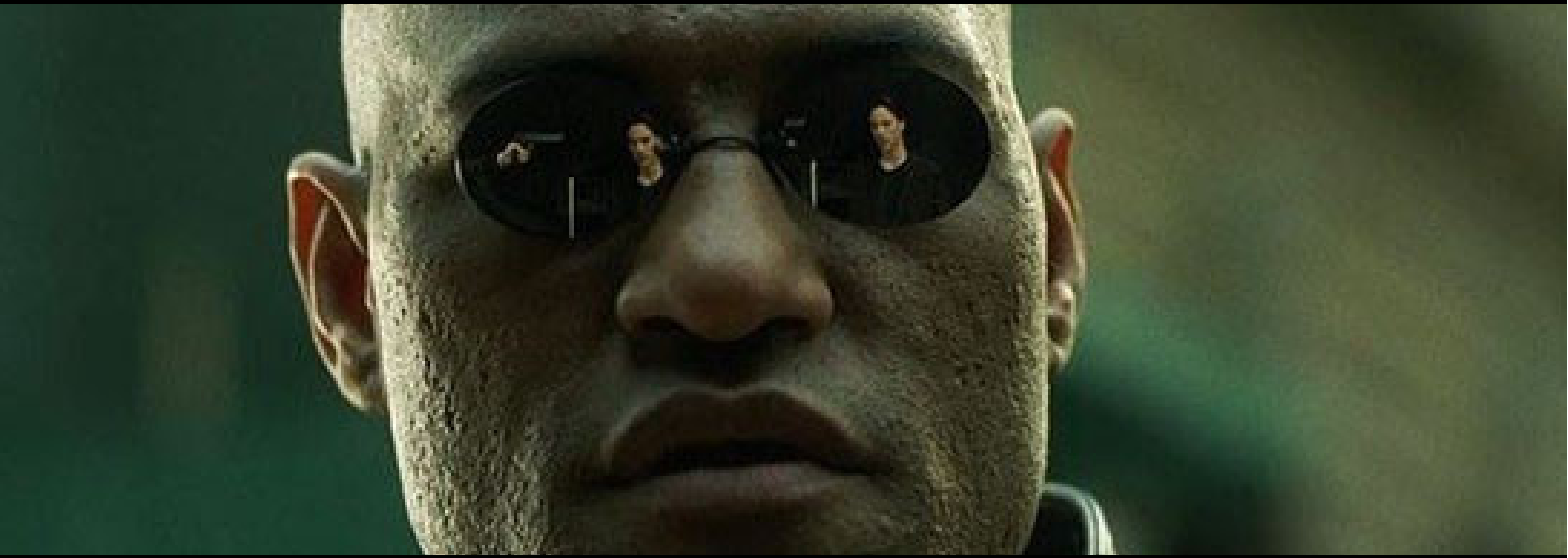
What if I told you



you're someone else's difficult user?

Principle Two.

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But… what if the user really is stupid?

But… what if the user
really ~~is stupid~~
doesn’t understand?


WITH GREAT POWER
COMES GREAT RESPONSIBILITY...

Principle Three.

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Find out, don’t guess.

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What I hear when
I'm being yelled at
is people caring
loudly at me.

Practice.

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Meet the users.

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What do users know?

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Story time!

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26% can't use a computer.

26% can't use a computer.

14% can't complete basic tasks.

26% can't use a computer.

14% can't complete basic tasks.

Only 5% can complete complex tasks.

Do users care
about security?

YES!

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94% are concerned about losing money.

94% are concerned about losing money.

92% are concerned about data leaks.

94% are concerned about losing money.

92% are concerned about data leaks.

90% are concerned about unauthorised access to their email.

61% said they thought they already took good security steps.

42% don't use a password manager.

42% don't use a password manager.

40% reuse passwords.

42% don't use a password manager.

40% reuse passwords.

50% don’t use 2 factor authentication.

42% don't use a password manager.

40% reuse passwords.

50% don’t use 2 factor authentication.

50% don’t make backups.

42% don't use a password manager.

40% reuse passwords.

50% don’t use 2 factor authentication.

50% don’t make backups.

40% don’t allow automatic software updates.

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Inaccurate threat perception.

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• Envelopes
• Photocopy wrapping
• Plastic
• Newspaper
• Phone Books
• Adhesives

“I’m just a small fish.”

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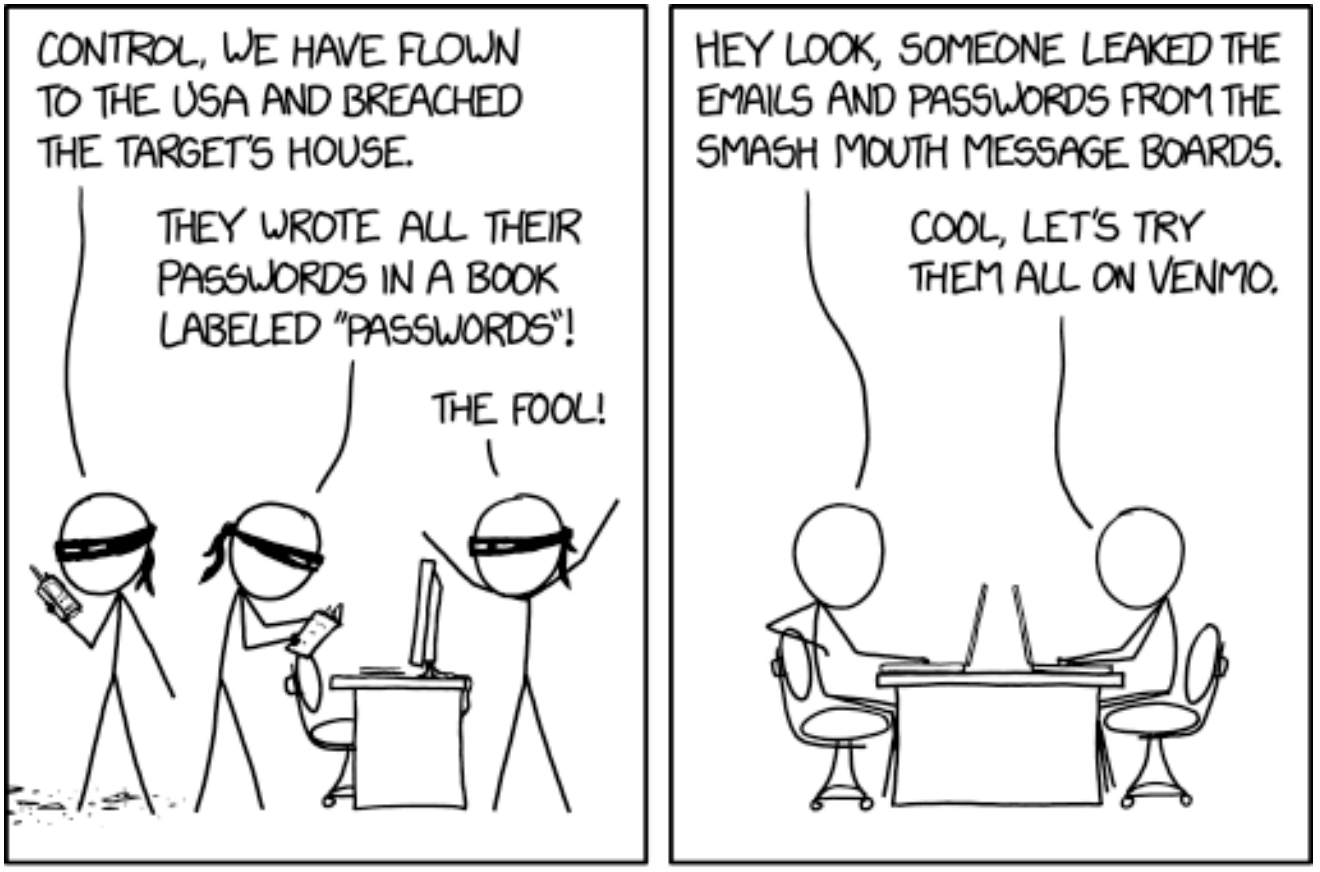
“I’m just a small fish.”

“I don't have anything a hacker would want.”

“I’m just a small fish.”

“I don't have anything a hacker would want.”

“I dont go to dodgy sites or use porn, so I'm safe.”


CONTROL, WE HAVE FLOWN TO THE USA AND BREACHED THE TARGET'S HOUSE.
THEY WROTE ALL THEIR PASSWORDS IN A BOOK LABELED "PASSWORDS"!
THE FOOL!
HOW PEOPLE THINK HACKING WORKS
HEY LOOK, SOMEONE LEAKED THE EMAILS AND PASSWORDS FROM THE SMASH MOUTH MESSAGE BOARDS.
COOL, LET'S TRY THEM ALL ON VENMO.
HOW IT ACTUALLY WORKS

Self-efficacy.

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“I’m worried about getting locked out - it's happened before.”

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“I watch a lot of DEFCON talks. They make me worry, but probably make me no less stupid.”

“I’m worried about getting locked out - it's happened before.”

“I watch a lot of DEFCON talks. They make me worry, but probably make me no less stupid.”

“I'm just not good at computers.”

Be a cheerleader,
not a fearmonger!

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Response efficacy.

Be clear your suggestion will tangibly improve security.

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Relationships.

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So, why won't they
get password managers
already??!?

* Relationships.

* Relationships.

* Values conflicts.

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* Relationships.

* Values conflicts.

* Inaccurate threat perception.

* Relationships.
* Values conflicts.
* Inaccurate threat perception.
* Response efficacy.

* Relationships.
* Values conflicts.
* Inaccurate threat perception.
* Response efficacy.
* Self efficacy.

* Relationships.
* Values conflicts.
* Inaccurate threat perception.
* Response efficacy.
* Self efficacy.
* Security.

* Relationships.
* Values conflicts.
* Inaccurate threat perception.
* Response efficacy.
* Self efficacy.
* Security.

It’s not them, it’s us.

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Meet the devs.

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40% knew of a secure code policy in their workplace.

40% knew of a secure code policy in their workplace.

43% said there was any kind of security testing.

40% knew of a secure code policy in their workplace.

43% said there was any kind of security testing.

Only 8% always check dependencies before use.

What are the biggest factors?

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* Time (96%)

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* Resources (90%)

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* Legacy code (86%)

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* Time (96%)

* Resources (90%)

* Legacy code (86%)

* Employer interest and understanding (83%)

What are the biggest factors?

* Time (96%)

* Resources (90%)

* Legacy code (86%)

* Employer interest and understanding (83%)

* Bad documentation (76%)

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Self-efficacy (again).

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Devs don’t make
the decisions.

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What can you do?

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What can you do?

* Come to us.

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What can you do?

* Come to us.

* Help with documentation.

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What can you do?

* Come to us.

* Help with documentation.

* Advocate.

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What can you do?

* Come to us.

* Help with documentation.

* Advocate.

* Be kind.

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* Ignorance != ~~stupidity~~ lack of ability
* The Spiderman principle
* Find out, don’t guesss

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Empathy is a choice.

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