

Why won't they just get password
managers already?

User empathy for better security.

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80-87% reuse passwords

2% *always* reuse

70% don't use a password manager

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

* Self efficacy.

- * Self efficacy.

- * Values conflicts.

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- * Inaccurate threat perception.

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- * Response efficacy.

- * Self efficacy.

- * Values conflicts.

- * Inaccurate threat perception.

- * Response efficacy.

- * Security.

It's not them, **it's us.**

Reduce user effort.
Increase user comfort.

Be clear your suggestion will
tangibly improve security.

Be a cheerleader,
not a fearmonger!