**Interesting articles on survey methods**

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<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2328022/pdf/canfamphys00201-0076.pdf>

<https://www.sciencedirect.com/science/article/pii/S0747563217300791?casa_token=lLVGJNwXLOYAAAAA:pJFLYFH9FPKDhQOZeZysOvBKCECE52a5nrbWPyZ_crZILX6xhmpX7knLGRy6-9nRrWL-PgUkig>

**Interesting articles on security awareness**

<https://d1wqtxts1xzle7.cloudfront.net/46834988/Information_Security_Awareness_Campaign_20160627-30002-134m17f-libre.pdf?1467048018=&response-content-disposition=inline%3B+filename%3DInformation_Security_Awareness_Campaign.pdf&Expires=1695008557&Signature=FTLNQAwKoe4~W8Zueld2kwJoy2oUeaOIWEcjpjo2t3CYz2gstuLe0Y1jMq0Rd5joXDDdyBIYcLx7U9g-V3a9-lONlB50UDzaF724DzrlFzdKHgPW-Zlr0BLGFJyDo7sURv4f983wammLPHOEy2ET23h920jkrgNOMsmQMLPpX266iwft39yg3ChyPLlMz6okHQ~ZLhlD9SjOcAZiywXtqeC-TyKiG4G33q09ihD1ul-d5zrq1rKVSb2eS~4TMfO-6yhpQswuLs3OXQbTryHsnJVR1AWPgj3j4p1BOYqH74P8ecfWZ4snRLpL~xgfT0qKZYRTrtArHOxt3SLOs6-5HQ__&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA>

In this article, the author aims to create an effective security awareness campaign by considering the application of healthcare and environmental safety awareness. Security awareness is defined as “the extent to which every member of staff understands the importance of information security, the levels of information security appropriate to the organization, their individual security responsibilities, and acts accordingly” in this article. According to the author, this definition best describes security awareness in relation to behavior. Therefore, by this definition, an individual who is aware of information security exhibits behavior that reflects this awareness.

The author highlights the important difference between healthcare awareness and security awareness. Firstly, being ignorant of health-related awareness campaigns usually affects only one person. However, ignoring information security awareness not only affects the individual, but the whole network of computers they are connected to and consequently their organization. Additionally, participants of healthcare campaigns are usually a population of the general public. On the other hand, participants of information security awareness are employees of an organization.

The article analyses the success of the Information-Motivation-Behavioral model in relation to HIV and AIDS. This model is based on the belief that an individual’s behavior is based on the extent to which they are well informed and motivated to perform or change a behavior. The author concluded, based on research on related work, that the IMB model is more effective at producing desired behavior in comparison to campaigns that are based purely on knowledge. As it relates to information security, the IMB model can be implemented by providing avenues for individuals to gain knowledge about information security. These include but are not limited to presentations, magazines, etc. Furthermore, an effective IMB information security campaign should motivate individuals to behave according to the organization’s policies. However, this should be done by ensuring that employees are aware of the benefits of practicing information security behavior. A focus on employee benefits rather than strict “do’s and don’ts” will be more effective at creating positive behavioral changes. Individuals can also be motivated on a social level by making the campaign more social through more informal and discussion-based meetings that prioritize conversation over one-way communication.

Normative feedback, also referred to as normative social norms, has proven to be effective in environmental awareness as it relates to recycling. According to the author, this method involves “(1) procedural knowledge that gives information about when, how and where to recycle? (2) Impact knowledge that refers to an individual’s belief about the consequences of recycling and (3) normative knowledge is the belief about behaviors of others.”

In case of information security campaigns, descriptive and injunctive social norms (normative knowledge) can be induced in the campaigns by describing the acceptable information security behavior and by giving examples of the colleagues in the organization who perform information security conscious behavior so that the audience are motivated in adopting information security behavior. To implement this method in information security campaigns, the author states that it is important for the campaign to include social interaction. He suggests that leaflets should be distributed with figures of the improved information security environment of other organizations and improvements in their colleague’s performance in relation to information security as well. Additionally, he suggests that it should highlight how information security behaviors have benefitted other organizations as well as their colleagues. According to him, this knowledge of other’s behavior causes normative belief which can then change the behavior of the employees of an organization.

Conclusively, the author proposed a model that focuses on normative knowledge in collaboration with the IMB model. In this model, the normative knowledge replaces the information component of the IMB model to create an effective security awareness campaign.

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