

In order to effectively reach a majority of the American populous, as well as sufficiently peak their interests, in an ad about cyber security, we would make a few suggestions. The first suggestion we would make is to use the internet as a medium to transmit the information. More specifically, we would transmit the information over social media, and even more pointedly, facebook. According to a website called Statista, Facebook was the most visited website, based on share of visits. Over 50% of the data gathered was from Facebook, showing that it was the most used social media website, in America, as of March, 2015. In the message we would be sure to convey the importance of having unique, lengthy, passwords. Using a longer password increases the effectiveness of that password, and also increases combination possibilities greatly. A password becomes significantly more difficult for a person to try to acquire, or even for a computer to try to acquire, with every character added. Another idea that we would be sure to convey is the importance of having an exclusive password for different accounts. This helps to ensure that not all information can be stolen with the obtainment of a single password. Furthermore, we would greatly stress the significance of limiting the amount of personal information that is placed online that could be potentially accessed by someone and used against the owner. This information could be used to guess passwords, or used to get around network security in other ways.

In order to project this message to the American people effectively, we would use a few different techniques. One technique that we would suggest to use is the Band Wagon propaganda technique. According to another study found on Statista, the most common age group for facebook users is 25-34. This age group would be especially susceptible to the Band Wagon technique as society tells the population more and more to try to fit in. Using this technique would be the most effective and reach the majority of the viewers in this medium. Another technique that we would employ is the testimonial propaganda technique. The reason that we would choose this technique is essentially the same as the reason for using the Band Wagon technique. It would effect the largest amount of people within the medium that we have chosen. The testimonial technique would be especially effective for conveying a message as people tend to listen to those they look up to. By using a famous person to convey a message, we would be able to actually grab the attentions of the most amount of people, which would allow our information to be spread across a greater range.

A lack of cyber security is a growing concern within the USA. However, problems in our security can be limited with a informational ad to the public. Publications through internet websites such as Facebook and other social media sites can give the best chance to broadcast the message to the most people.