#13 Our users do not follow the safety rules. What could be the reason?

#73 Hard-easy effect
We underestimated the complexity of complying with the safety regulations we have made.

#63 Curse of knowledge, #22 Framing effect
We may have relied too heavily on our users' common sense and did not explain the potential risks well enough. We were unable to convey the instructions' significance and present them in a user-friendly way.

#11 Base rate fallacy, #36 Neglect of probability, #10 Omission bias, #58 Normality bias
In our communication, we haven't emphasized the risks and consequences of user actions (or inaction) well enough.

#5 Context effect
We have chosen a bad place/moment to ask a user for a security action. Perhaps the request falls out of context.

#6 Cue-dependent forgetting
We did not take care of the reminders for the required actions or the request wasn't matched with the emotions experienced by users when receiving the reminder.

#30 Ostrich effect
Users avoid safety-related materials because of the emotional discomfort they feel when they think of the required action.

#49 Automation bias
Users rely too heavily on system advice.

#50 Bandwagon effect
Most people in the user group do not use security rules, and they never discuss them. The user, in turn, considers following the rules something unnecessary.

#74 Dunning-Kruger effect
Users do not understand the importance of the rules because of their low qualifications. Or, they think the rules are unnecessary, thereby exaggerating their professional skills.