The Human **Nature** of **Technology**

Monika Kullberg, Psychologist & Security Specialist, H&M Group

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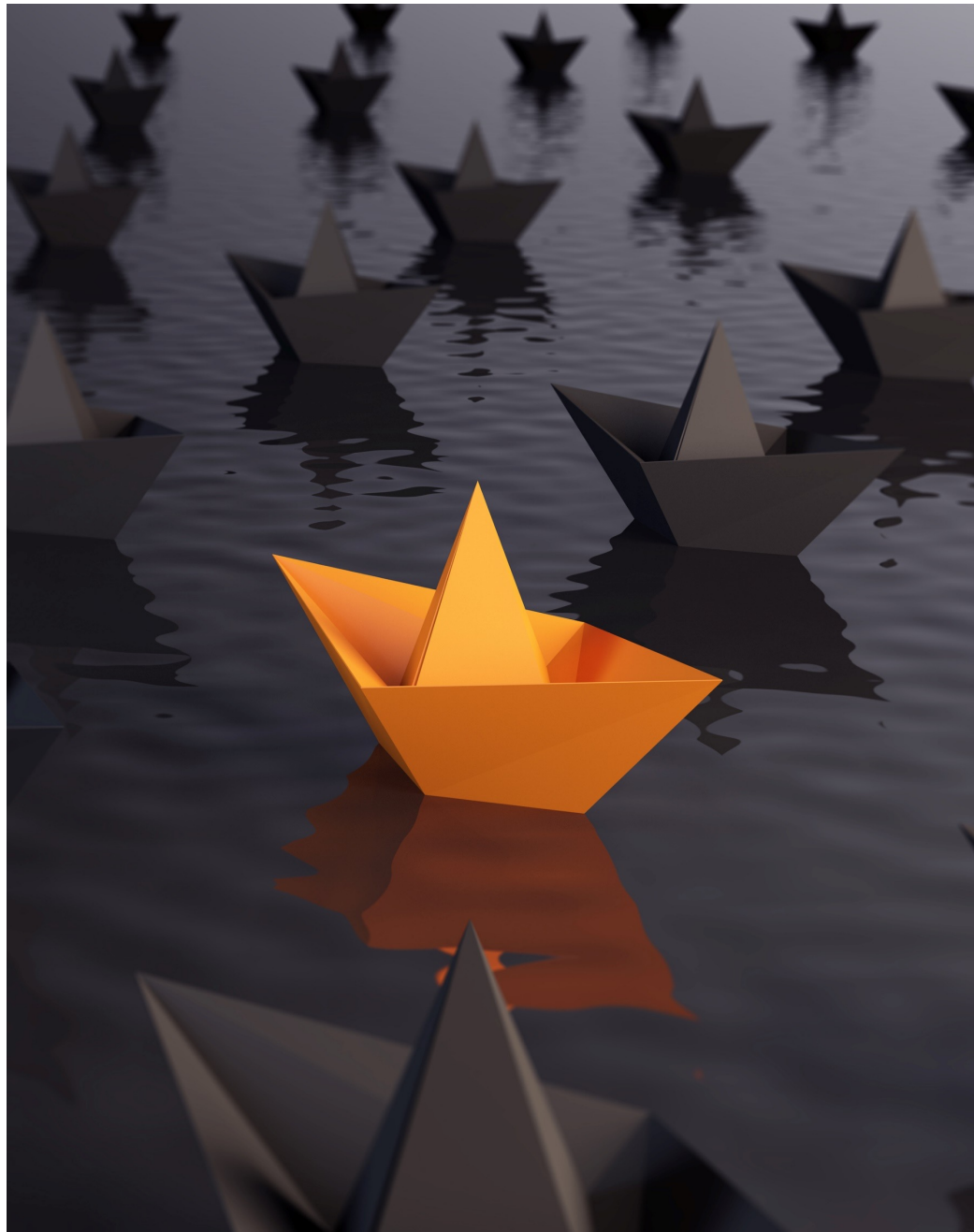
Monika Kullberg

- Psychologist working in cybersecurity

- Specialized in behavior design & organisational change
- +15 years experience of leadership, transformations & crisis management.
- Worked for Doctors Without Borders in wars and disasters
- Ex-President for Doctors without Borders

- Field of technology is growing
- Impossible to maintain in-depth knowledge
- Cyber threats - increasing, advanced, specific & faster
- Information overload
- Multimodal attacks find the cracks & combine vulnerabilities

Simplify security & facilitate security behaviours.
Demands complex analysis & measurement

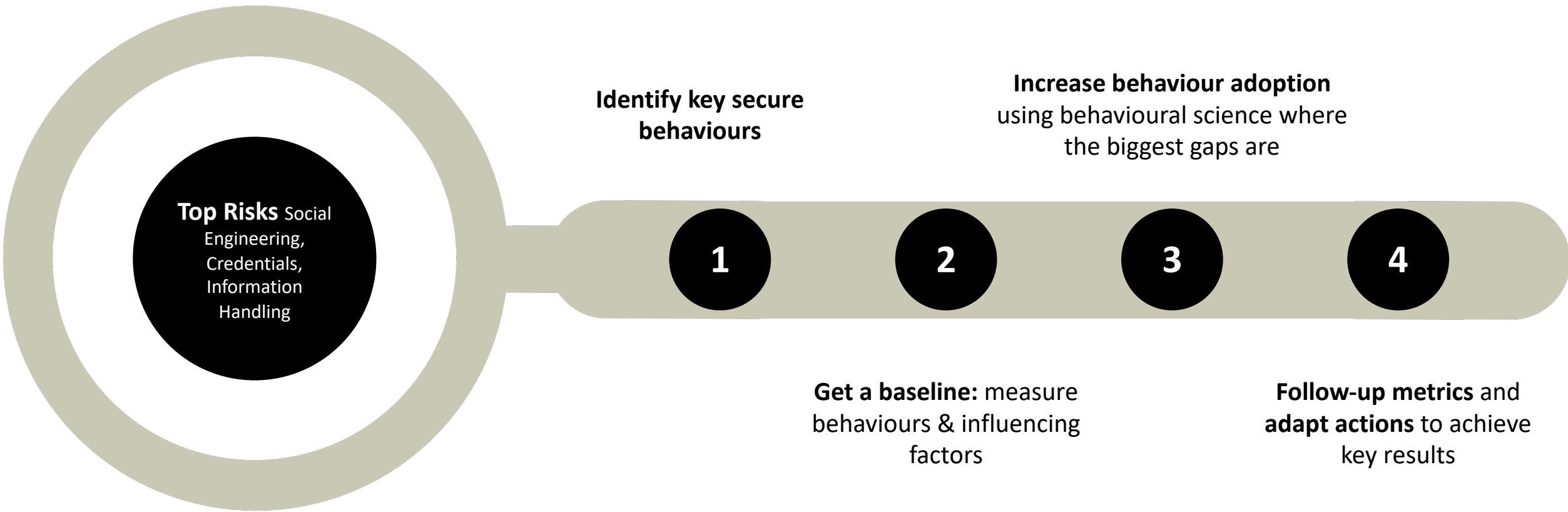People don't always **behave** as we **predict**

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We **all** make **mistakes**. In **design** & in daily **life**

Human risk should be measured, and included as part of technical risk

Measure behaviours to act more effectively in security

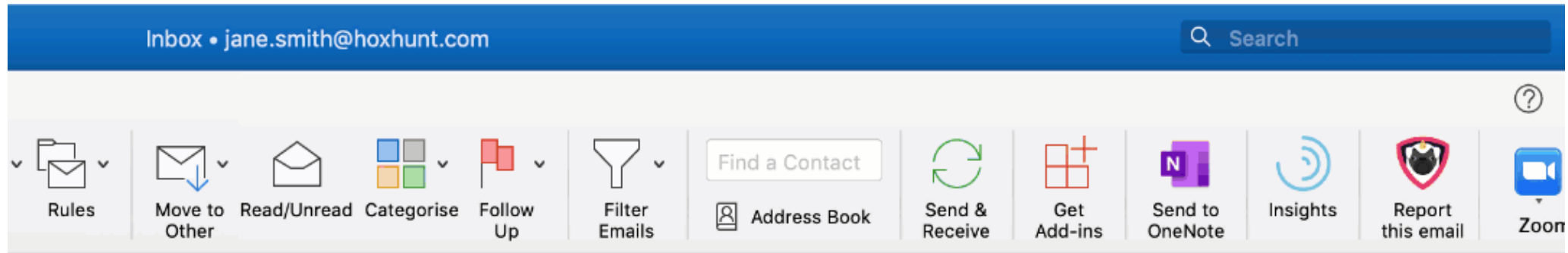**Top Risks** Social Engineering, Credentials, Information Handling

Identify key secure behaviours

1

Get a baseline: measure behaviours & influencing factors

2

Increase behaviour adoption using behavioural science where the biggest gaps are

3

4

Follow-up metrics and **adapt actions** to achieve key results

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Why do people **behave** the way they **do**?

Behavior changes if:

1. Friction decreases

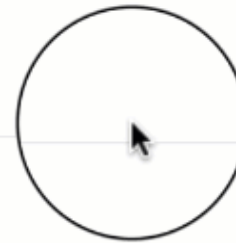2. Motivation increases

Solving frictions
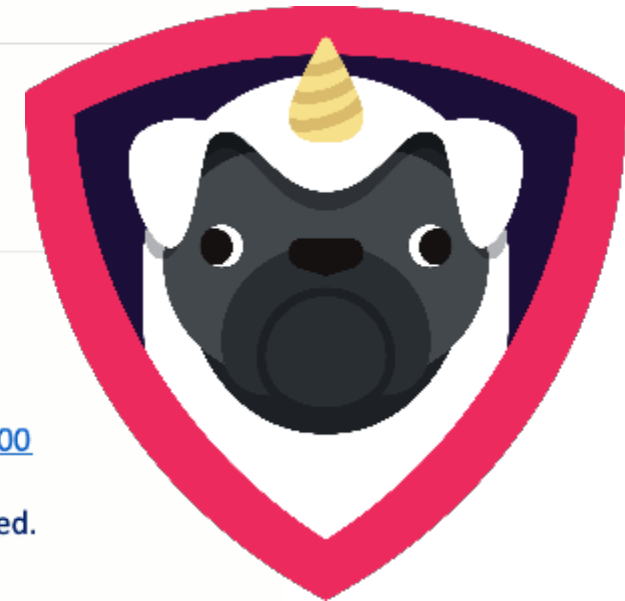
Motivation is **fluid!** Time**.** Form**.** Proximity

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Influences 20 %
of behavior strength

Starting
signal

Behavior

Consequences

Influences 80 %
of behavior strength
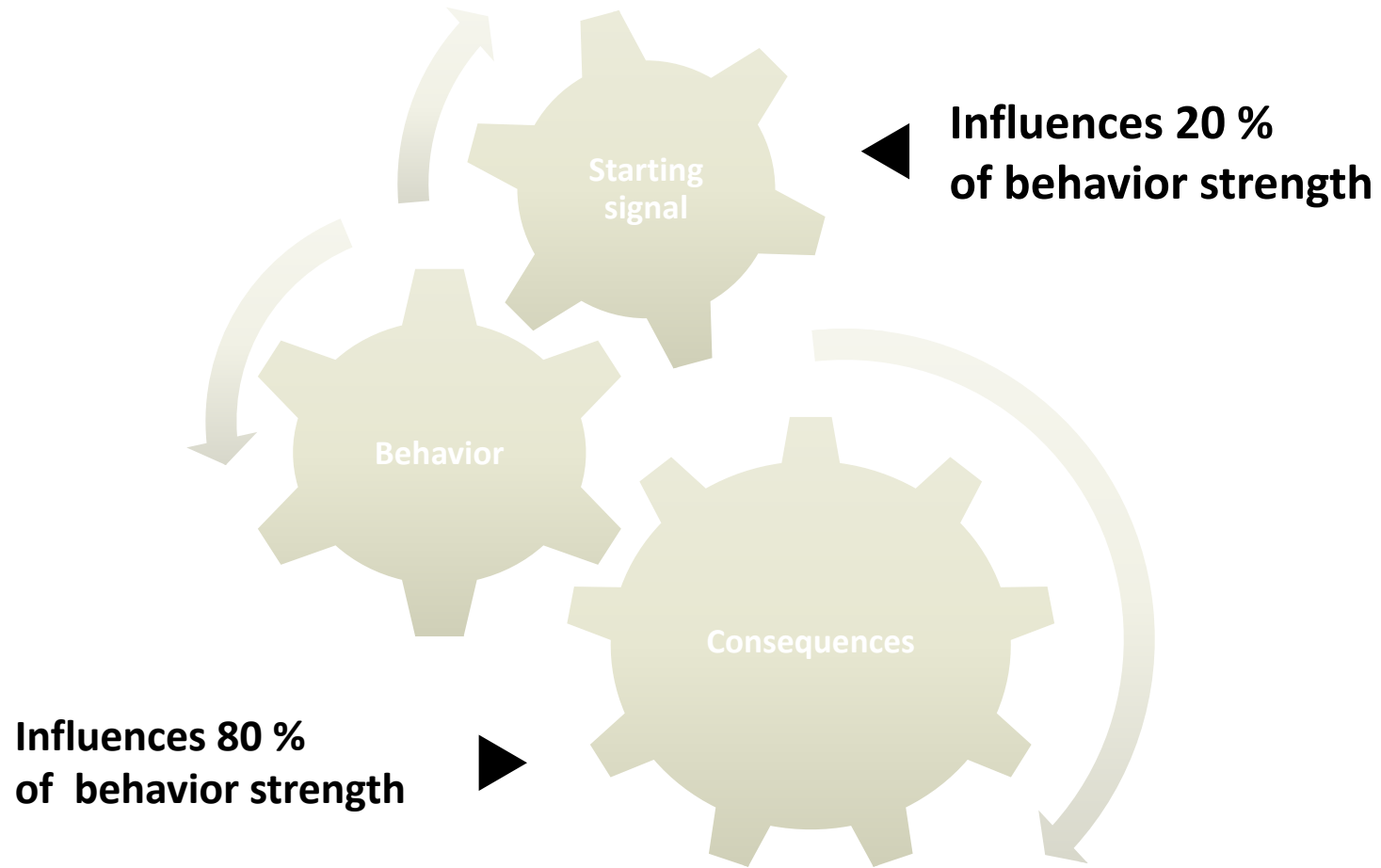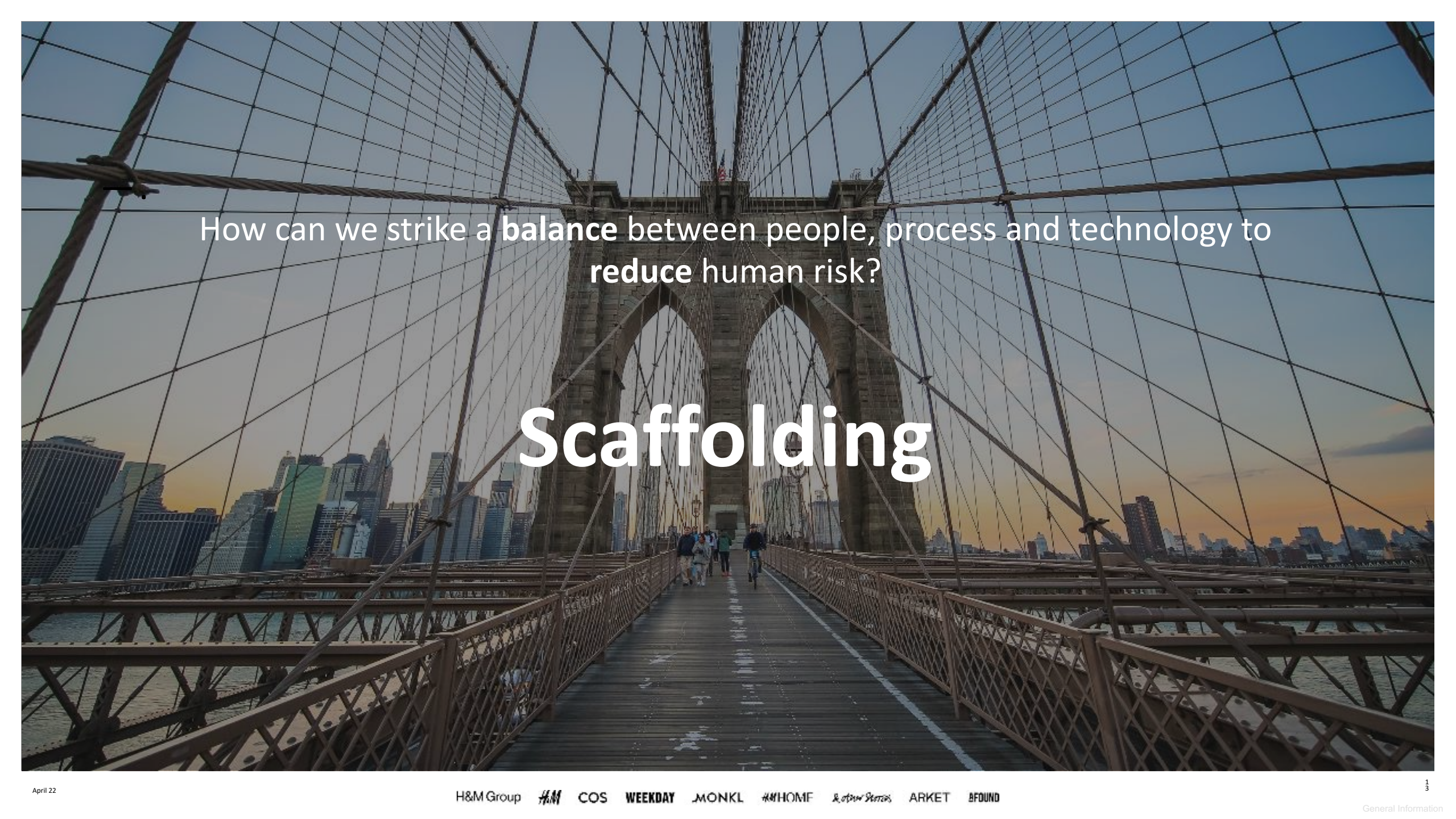
Starting signal is **important**
but **consequences** influence **more**

Investigate

- **Process frictions**
- **Behavior analysis**
- **…..**

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How can we strike a **balance** between people, process and technology to **reduce** human risk?

Scaffolding

Scaffold – people, process & technology

1. Capability
- Psychological: make behavior easy with small steps and goals, info, training and help

2. Opportunity
- Environment: simplify process, starting signal, reminder, time
- Social: peers, norms, community, champion, culture

3. Motivation
- Reflective: visible progress, intention, identity, beliefs
- Automatic: emotion, habit, desire

COM-B model
Mitchie , 2011

"People are not the weakest link.
Our understanding of people is the weakest link."

Thank you!

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