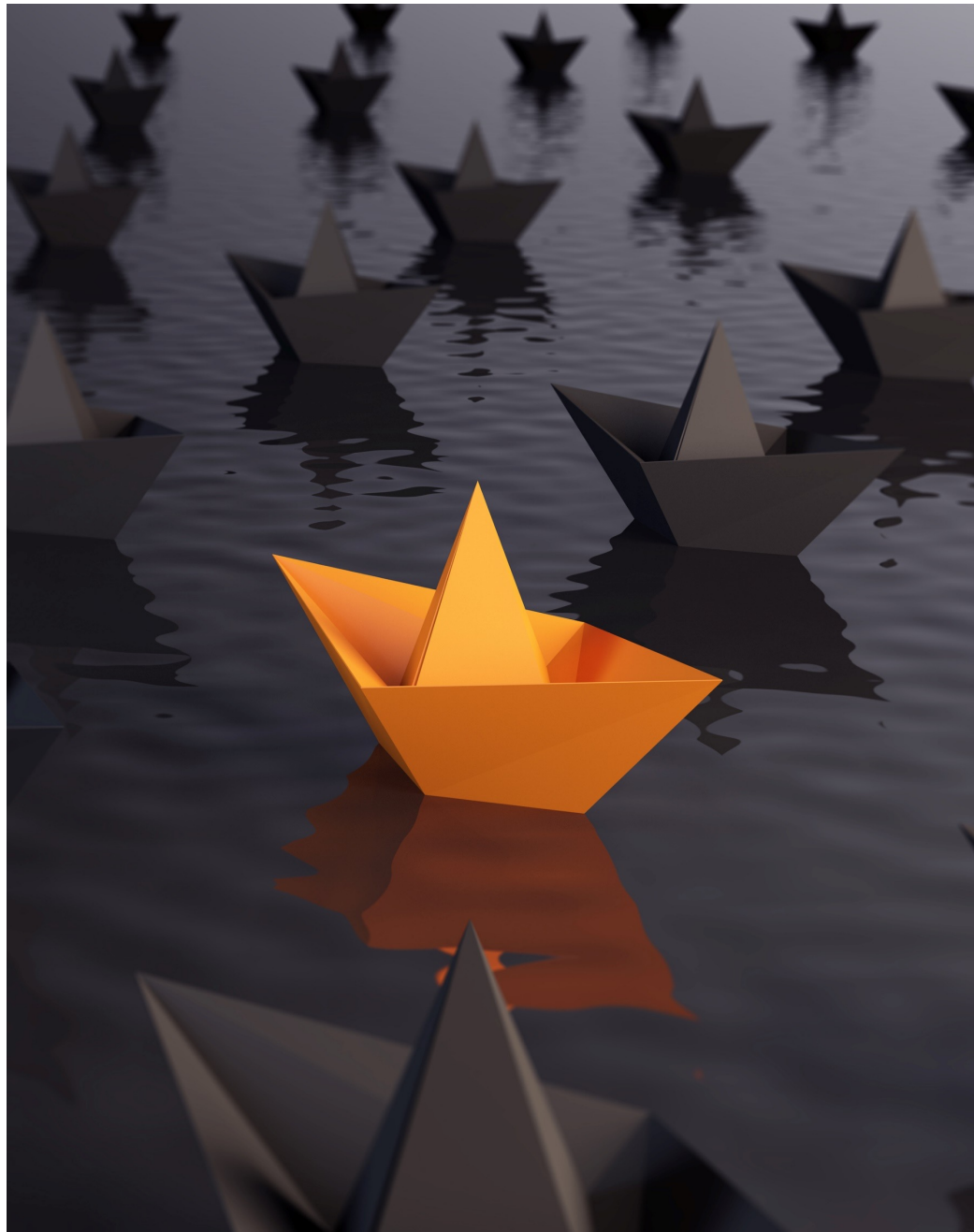




The Human Nature of Technology

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



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**

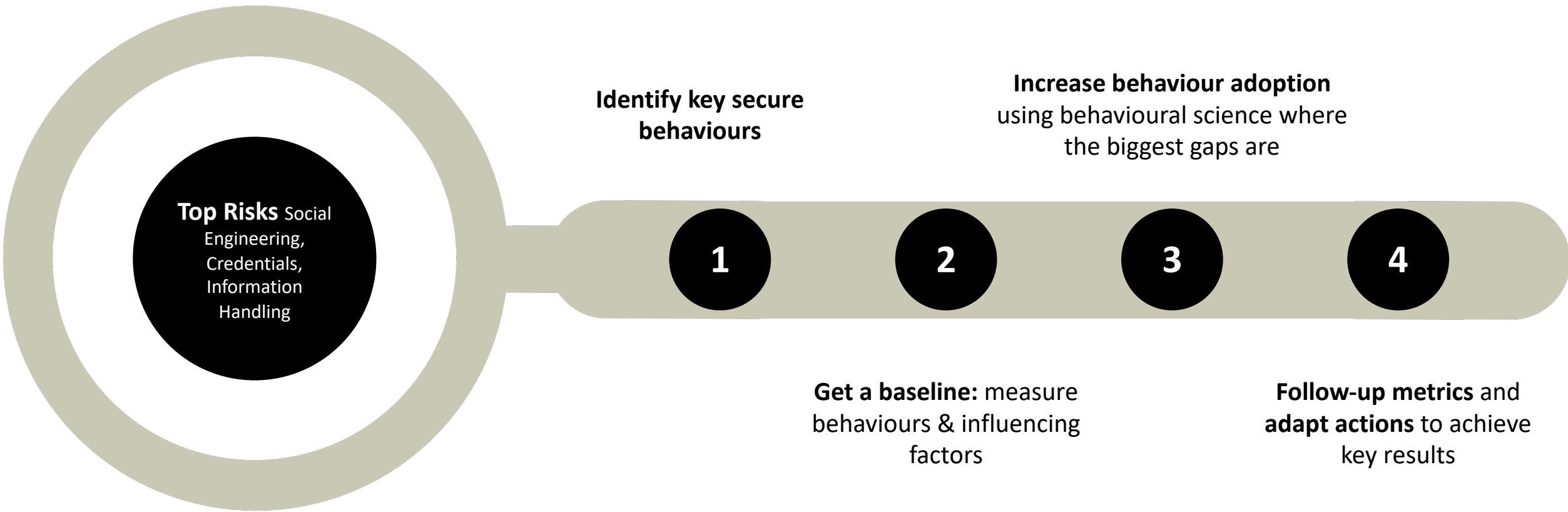


We all make mistakes. In design & in daily life

A woman with dark hair and glasses, wearing a brown turtleneck and a pearl necklace, is sitting at a desk in a cluttered office. She has a look of intense stress or frustration, with her mouth wide open in a shout. She is holding two pieces of white paper in her hands. The desk is covered with stacks of papers, folders, and a pen holder. A desk lamp is visible in the background, casting a blue light over the scene.

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

Measure behaviours to act more effectively in security



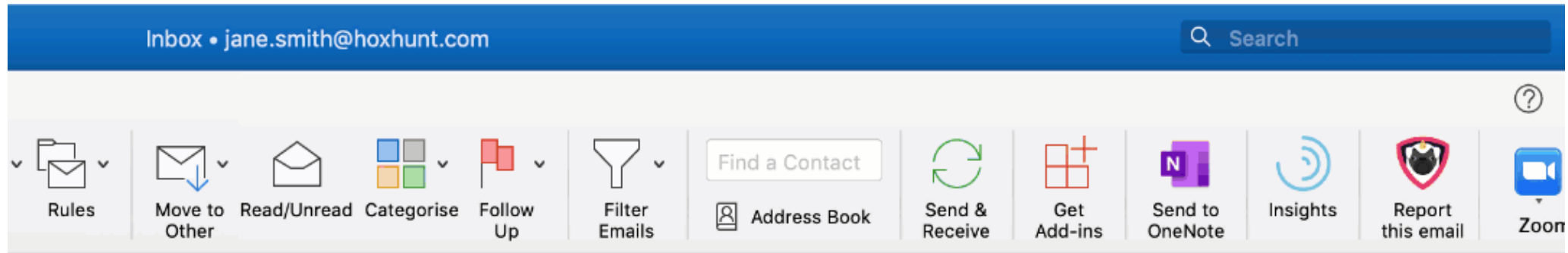
A space shuttle is shown launching vertically, ascending through a thick plume of white and orange smoke. The shuttle is centered in the frame, with a large, detailed moon in the background, partially obscured by the shuttle's ascent. The scene is set against a dark, starry sky.

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

Behavior changes if:

1. Friction decreases
2. Motivation increases

Solving frictions



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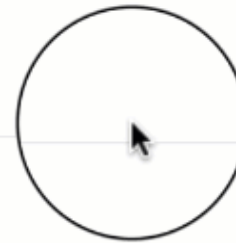


Outlook <outlook@microsoftonline.co>

Monday, 16 March 2020 at 22.13

Jane Smith

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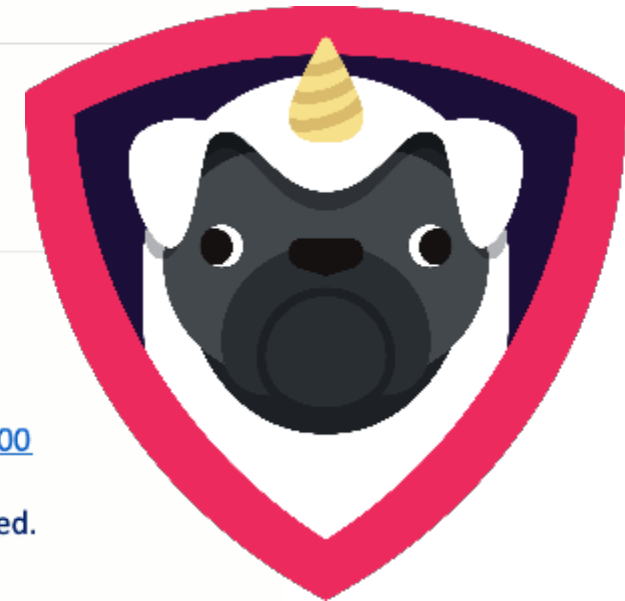


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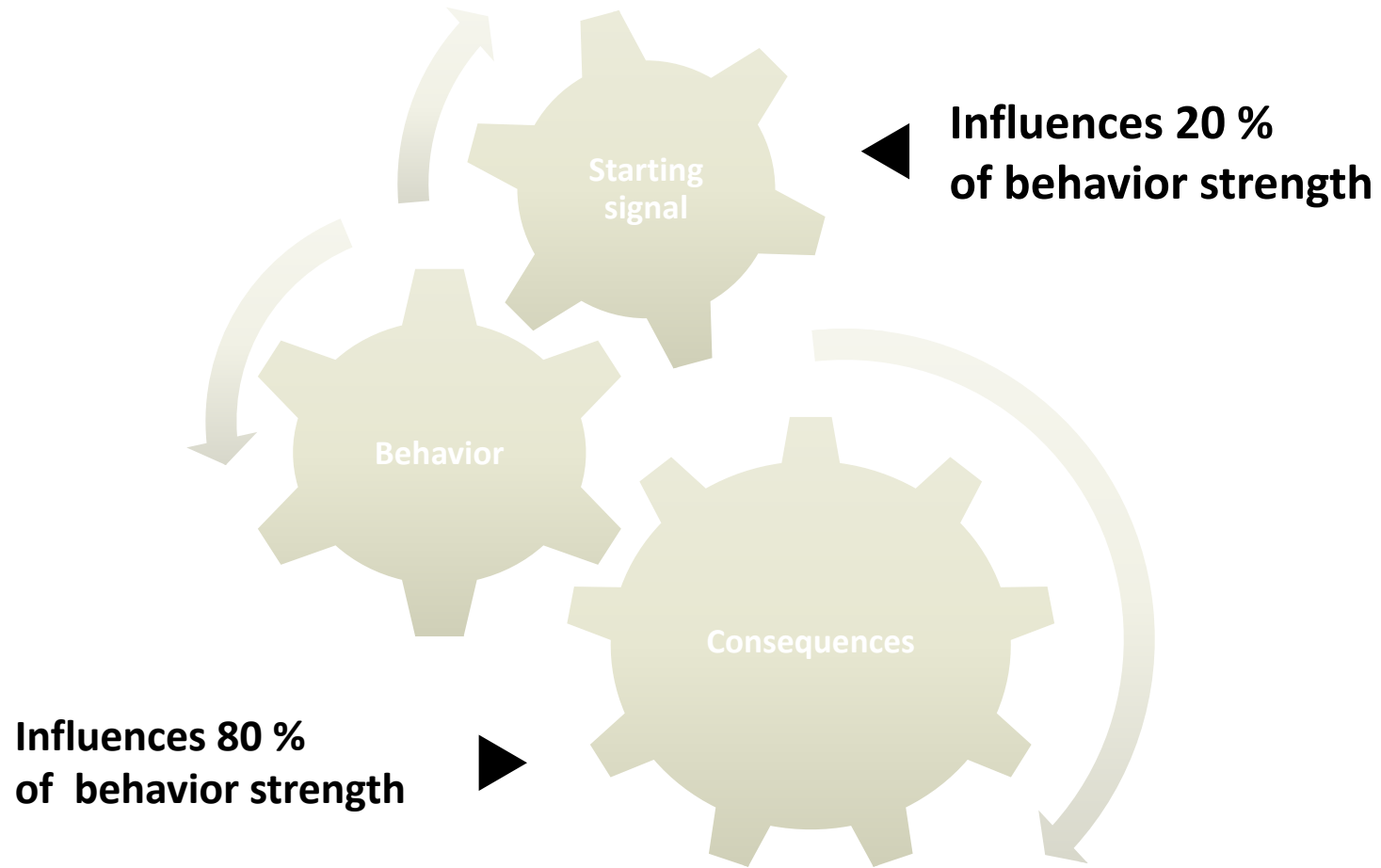
To increase quota automatically by 500Mb click <https://office365.eu.com/?AddSpace=jane.smith@hoxhunt.com&Amount=500>

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



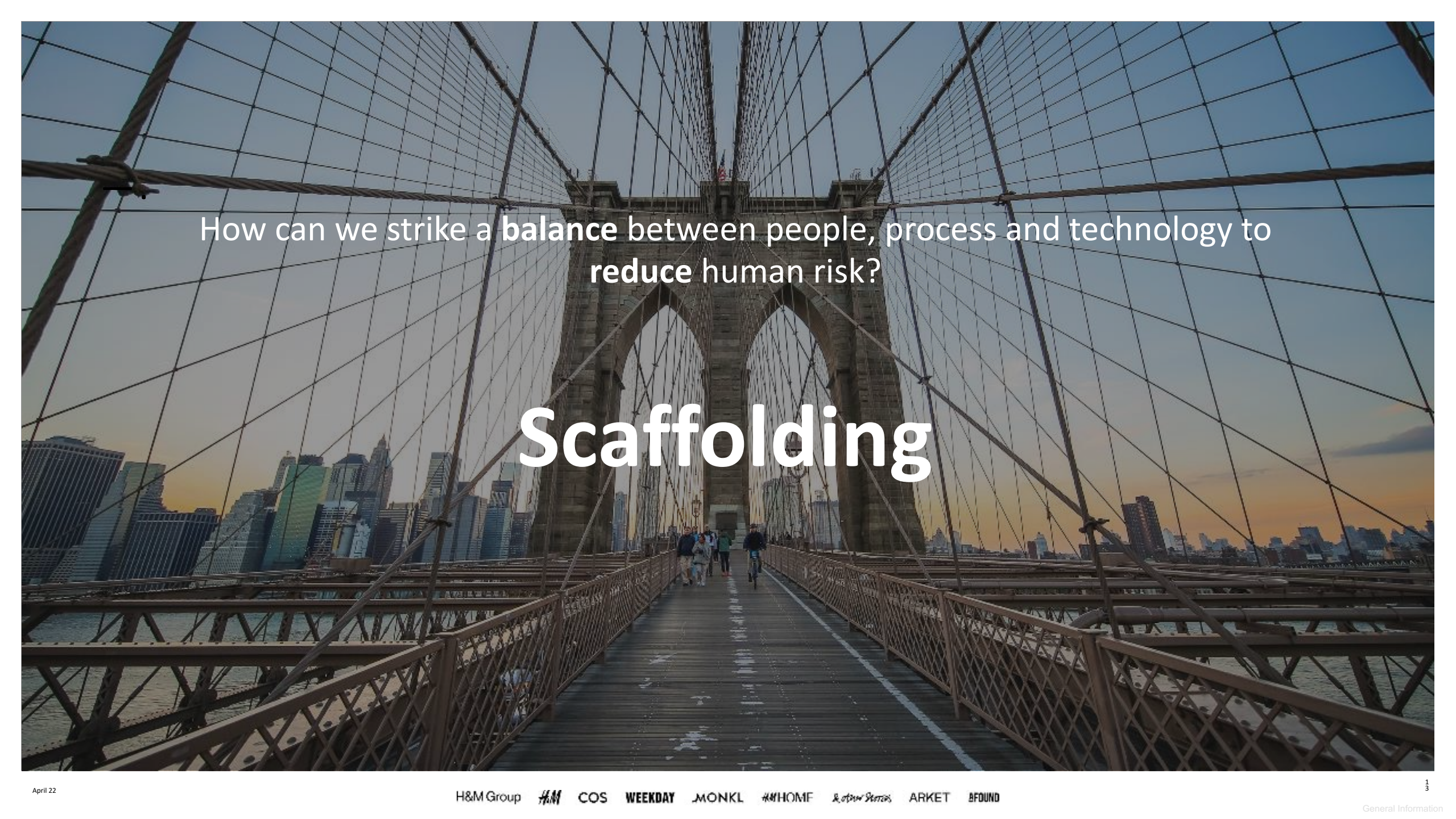


Starting signal is **important**
but **consequences influence more**

A young girl with dark hair is peering through a white sheet under a bed. She is holding a flashlight in her right hand, which is illuminated. The scene is dimly lit, with the flashlight providing the main source of light. The background shows the underside of a bed frame and the patterned surface of the bed.

Investigate

- Process frictions
- Behavior analysis
-



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!