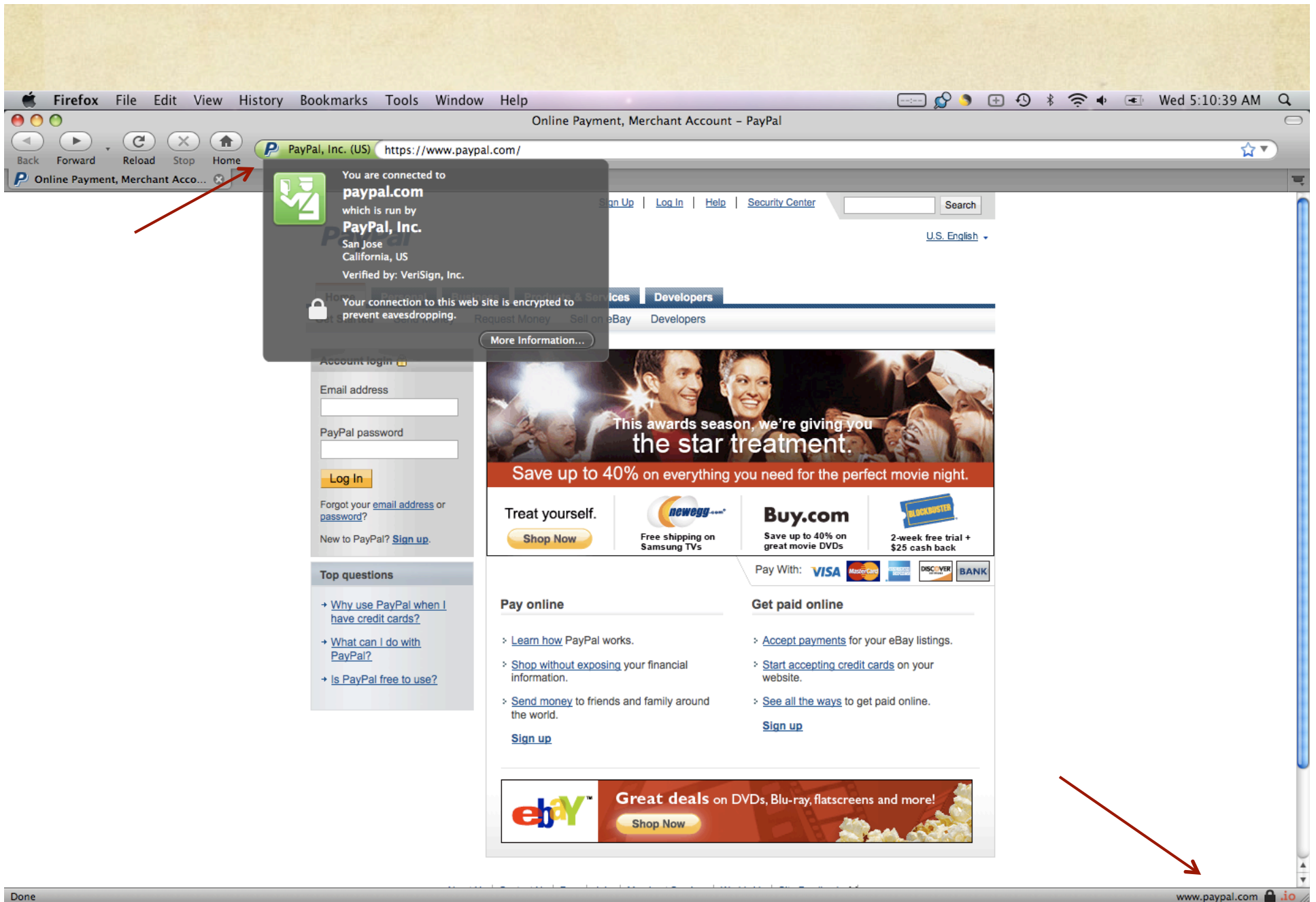


# Improving the understanding of Security

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# Background

- Technical solutions for Security available but not used effectively.
- Main Reason - Lack of Knowledge
- Improve Security Awareness using Persuasion.



Visual Security Indicators to prevent Phishing (in Firefox)

# Background

- Persuasive technology
- Captology (Computers As Persuasive Technologies) Strategies[1]

Fogg, B. J. (2002). Persuasive Technology: Using Computers to Change What We Think and Do. Morgan Kaufmann

# Approach

- Identify security areas
- Develop an application using selected Captology strategies
- Design a security awareness test
- Compare the performance of users on the test – before and after using the application.

# Expectations

- Better understanding of the concept of persuasion
- How can it be extended to address other domains?

# Success Criteria

- Successful development of the application.
- Significant improvement in security awareness of the users after using the application.