



Empathy in cybersecurity

All we need is love!

Septembre 14th, 2022

WHY?



Humans are the weakest link!

How to manage repeated offenders

Who's this idiot that clicked on the link, again?

Is it so hard to understand?



WHAT?



UNDERSTAND THE POWER OF EMPATHY



EXPERIENCE
~~UNDERSTAND~~ THE POWER OF EMPATHY



<https://create.kahoot.it/share/empathy-in-cybersecurity-survey/57ea7b73-5707-4f3a-874a-91553c9ba599>



“I’m so much in **LOVE**”

“Je l’**aime** tellement”

“Ik ben zo **verliefd**”

“I feel this
CONNECTION”



What do they Feel?



What do you Feel?



~~What~~ do you
Feel something?





“It **HURTS** so
much”

“Like I **MISSED**
a part of
me”



And now?



Empathy:

the ability to understand and share the feelings of another



It's possible to understand the feelings of others and not experience these feelings at the same time.

Still, it is also possible to do both.



Empathy vs Empathy

Cognitive Empathy

Theory of mind

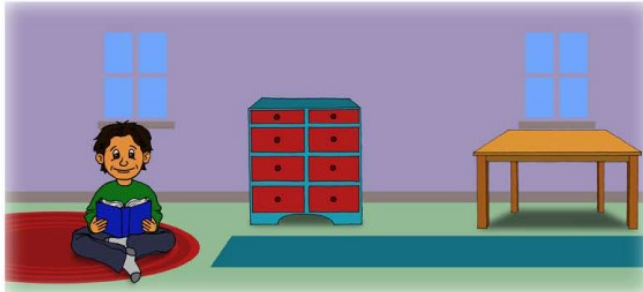
Understanding

Affective Empathy

Mirror Neurons

Feeling

Theory of mind example



This is Anthony. Anthony is reading a book.



When he is done, Anthony puts the book on the table.



Anthony leaves to get something to eat in the kitchen.

Theory of mind example - II



Look, Sonya comes in and moves the book from the table to a drawer.



Then Sonya leaves.

Theory of mind example - III



Look, Anthony comes back to read some more.



Where did Anthony put the book?
Where is the book now?
Where will Anthony look for the book first?

Affective empathy





In his book “Pre-suasion”, Robert Cialdini, explains that one factor seems to positively influence the quality of his writing, as well as the quality of work of business consultants, making it more “people centred”.

Do you know what it is?



They were seeing the people they worked for while working



Empathy creates better solutions!
Ones that are wanted by their users



Who wants to be called:

- The weakest link
- An offender
- A risk
- A threat
- A target
- A victim



In the audience, who :

- Read all security policies from his employer?
- Uses a password manager and 2FA for all accounts (or more secure)?
- Never closed a security notification without reading it?
- Never clicked on a link without checking the URL first?
- Never left papers with sensitive information unattended on your desk?
- Never forgot to lock their computer when leaving it?



We are all **HUMANS**

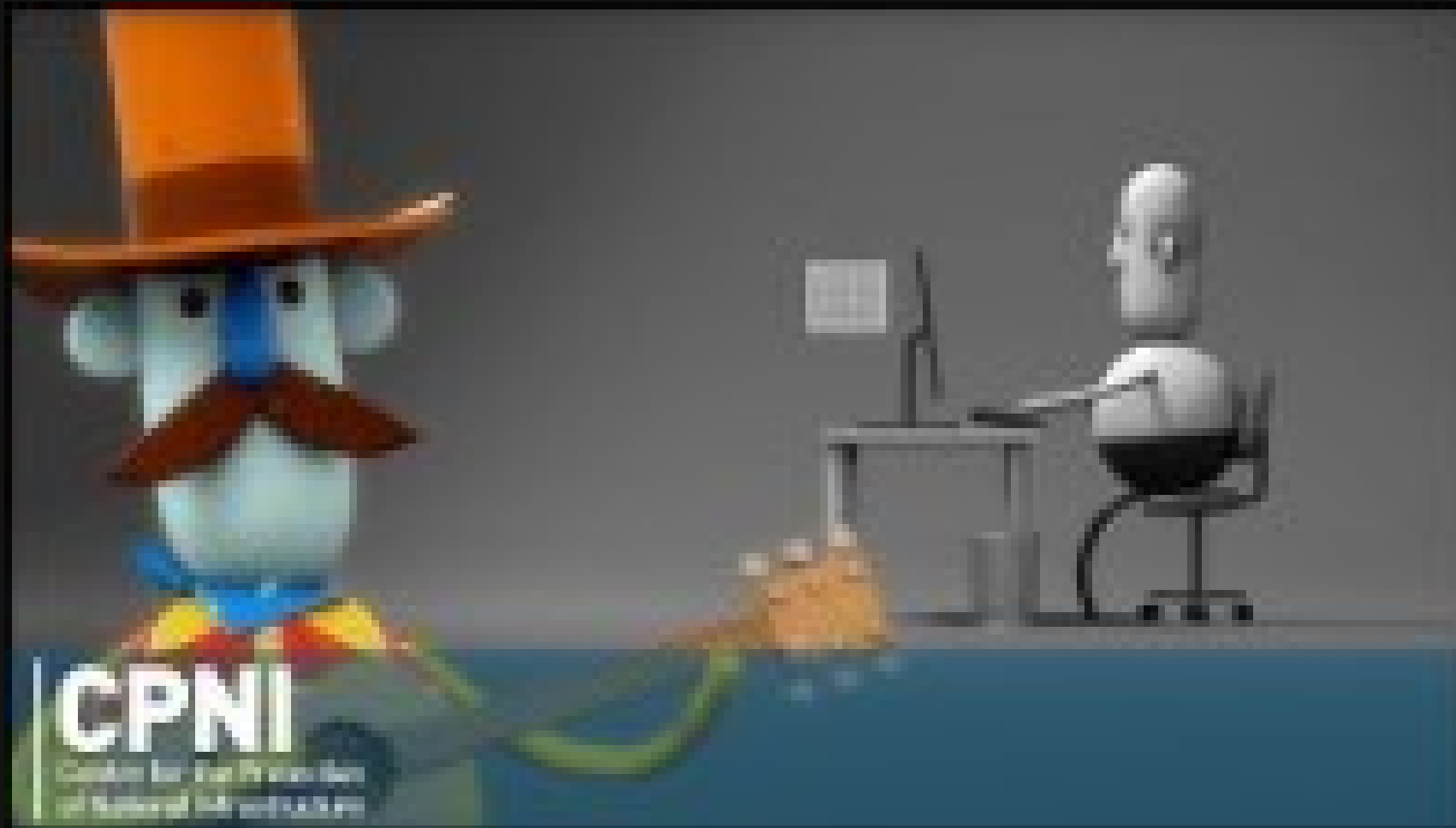


We are all, sometimes:

- In a hurry
- Distracted
- Stressed
- Overloaded
- Clueless
- Conflicted



Security with a little empathy



Security with a lot of empathy



Which one is more likely to make you change your mind?

Which one was the most captivating?



A little experiment!



Which call would you have wanted to receive?



Empathy is not always on.

When we have history with someone, when we have expectations, we might not be receptive to other people's emotions.

Neither when we are suffering, or when we are mad. Our own emotions get in the way.



Also, we often **judge** people (too) rapidly!

Empathy requires that we **suspend our ego**, that we accept the fact that people don't think like us (**and that's OK**)



A little experiment!



THE MAD MAN & THE WOMAN



In a small city, a young woman is married to a man who works very hard. She feels neglected. They live in a house on one side of a river. **The wife** has a lover who lives on the other side. The only way to get across the river is to walk across the bridge or to pay **the boatman**.

One day, her husband must go on an overnight business trip to a faraway town. **The wife** pleads with him to take her on the trip. She knows that if he doesn't, she will be unfaithful. **The husband** absolutely refuses to take her because she will only be in the way of his important business. Eventually, **the husband** goes alone.

That night, **the wife** goes over the bridge and stays with **her lover**. Dawn is almost up when **the wife** leaves because she must be back home before **her husband** returns. She starts walking across the bridge but sees the dangerous **mad man** waiting for her on the other side. She knows if she tries to cross, he will murder her.

Terrified, she runs up the side of the river and asks **the boatman** to take her across, but he wants more money than she has. He refuses to take her.

The wife runs back to **the lover's** house and explains her predicament. She asks him to pay **the boatman**. **The lover** refuses, telling her she's into this situation by her own fault. As dawn comes up **the wife** decides to dash across the bridge. She comes face to face with **the mad man** and he kills her.



The Lover's house

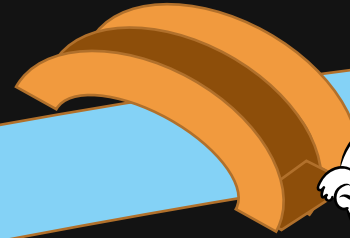


The lover

The woman



Bridge



The boatman

RIVER



The madman



The husband



The couple's house



The five characters in this story are listed below in alphabetical order.

List the names in the order in which you think they were most responsible for the wife's death.

The Mad man | The Boatman | The Husband | The Lover | The Wife



Please go to **Kahoot** and give me your answers!





“Never judge a (wo)man until
you've walked a mile in
his/her shoes.”



Another experiment

- Work by pair
- For 4 minutes:
 - seat in front of each other
 - look at each other in the eyes, silently.
 - Express nothing, use your Poker face
- Tell each other one mistake you made or are still doing (preferably cybersecurity related)



- How did you felt while telling your mistake?
- How did you felt while hearing the mistake?



Last experiment!



Mental imaging!

**Let's put ourselves in someone else
shoes.**



- Imagine you arrived late at the office due to a strike or a demonstration
- Your colleague is sick and you have to take over an urgent matter s.he was handling
- You have to cancel your lunch with your best friend due to a last minute meeting
- And you receive a reminder to complete the 4th security training of the year before close of business
- It will take 20 minutes, you connect to the LMS (you must type your password again) and starts the training.



What did you felt?

Is there something you could do, as security awareness professional, to **avoid some negative feelings**, and even **create positive ones**?



What else?



- What is the first sentence you would like to hear when you contact a service provider (or the security department)?
- If you suspect someone is burgling your home, how would you feel? What would you want the police officer saying (if you call 112)?
- If you're not sure a message is safe, how would you want to solve this problem?



SUMMARY

- **Connect** with people
- Suspend your **ego**
- **Listen** to them



THANK YOU

