

Personal Cyber Security

- Awareness is not enough
- Security is overwhelming
- Lack of structural support
- Scalable & cost-effective solution needed

RQs: How could a persuasive app be designed? How do participants perceive it? What could lead to adoption?

Methodology

- Build a persuasive app interface according to *PSD Framework*
- Show to participants in online survey (n=73, 39 women)
- Assess perceptions of features and intention to use (5-point Likert scale)
- Research Model based on *Unified Theory of Acceptance and Use of Technology* predicts influential factors

GEFÖRDERT VOM



Tailoring



Praise & Suggestion



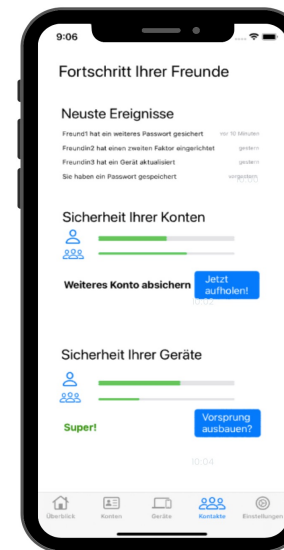
Praise & Suggestion



Monitoring & Suggestion

Persuasive Design for Behaviour Change

- Reducing complexity (i.e. suggesting single actions) to make "security" easier to attain.
- Tailoring to individual context by selecting accounts and devices.
- Suggestion of next actions to increase security act as a prompt for execution of behaviour.
- Monitoring of own progress motivates to increase this behaviour.
- Social comparison motivates and shows that peers can do it, too, thus increasing self-efficacy.



Social Comparison

Key Results

- App was perceived as *supporting* in security (M=3.94) and *effective in changing* behaviour (M=3.66)
- App was perceived as *rewarding* behaviour (M=3.62)
- This led to *positive intention to use* app in the future (M=3.4)
- Social features were perceived as *pressuring* (M=3.57); that effect was higher in women (M_m=3.39 vs. M_w=3.76, p=.049)
- Pressure led to *decreased intention to use* (r=-0.5, p<0.0001)!

Discussion

PSD framework helps in design, participants find it useful and effective, but don't want social features.

Next Steps

- Build a functional app
- Identify fitting persuasive features
- Study long-term behaviour change

Got questions or feedback?
Send me an email!
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