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What Shark Conservation Teaches Us About Emotionality and Effective Communication Strategies for Security and Privacy
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Why is shark science and conservation relevant for security and privacy?
Incidents are emotional

Risks will never be zero

Public is ill-informed and fear is common

Science-based policy is not the norm
Govern by Crisis

- Frequent or erratic policy changes
- Everything becomes a crisis
- Manipulation of public anxiety
- Control and protection for the powerful using emotionality
Emotionality
Amygdala
“When sharks bite humans, governments and policymakers fear a public outcry, and emotions are pitted against evidence-based policymaking.”

Dr. Christopher Pepin-Neff
Lethal Control Program
2012
Summer of the Shark

2001
Encryption and National Security
Data Breach and Privacy Enforcements
Incident Response
Red Flags
Political emotionality following a security or privacy incident can lead to perception narrowing and ineffective enforcement.
#SquadGoals

- Proactive
- Community-based
- Public service
- Current and historical information
- Reduce dangerous interactions
- Disciplined, strategic focus