Reframing Usable Privacy + Security to Design for “Cyber Health”

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Social contagion
Herd immunity
Viral hoaxes
The Stages of Change Model

1. Precontemplation
2. Contemplation
3. Preparation
4. Action
5. Maintenance
6. Relapse
7. Denial
8. Resistance
9. Reinforcement
10. Awareness
11. Motivation
12. Knowledge

Stage 1: Precontemplation (or “Resistance to Change”)

Get from this …

“I don’t need to use/have time to use/these privacy and security practices.”

Create Awareness

… Using these:
- Feedback
- Education
- Reading materials
- Storytelling
- Media campaigns
- Empathy training

… To this …

“It may be a good idea to use these privacy and security practices.”
Stages 2-3: Contemplation/Preparation ("Receptiveness")

Get from this …
“I worry that I don’t use these privacy and security practices.”

… Using these:
● “Family interventions”
● Role playing
● Documentaries
● Imagery
● Value reflection and clarification

… To this …
“I will regret it if I do not start using these privacy and security practices.”
Stages 2-3: Contemplation/Preparation (“Receptiveness”)

Get from this …

“I want to change/need to change my privacy and security practices.”

… Using these:
- Empowerment procedures + policies
- Public testimonials
- Providing choices among 2-3 alternatives
- Advocacy at the margins

Agency/Knowledge

… To this …

“I feel better for committing to my chosen privacy and security practices.”
Stages 4-5: Action + Maintenance (“Engagement”)

Get from this …

“I intend to use/am actively using/am committed to these privacy and security practices.”

… To this …

“I ask for help with using/am successful with using/keep improving my use of privacy and security practices.”

Reinforce Behavior

… Using these:

- Rewards and punishments
- Controlling stimuli to nudge behaviors
- Environmental changes
- Groups and coaching
● Lens: Security as health
● Design model adapts TTM
● How to use the model

Any questions?

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