Leveraging a Benefits-Based Approach for the Online Consumer Security & Safety Messaging Convention (OCSSMC)

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Presented By:

Dr. Dee Allsop

STOP | THINK | CONNECT™

STAYSAFEONLINE.org
National Cyber Security Alliance

APWG
www.antiphishing.org

Heart + Mind
STRATEGIES
a WIRTHLIN inspired consultancy

CHANGE

Positive change emanates from new self evident ideas that protect, promote and preserve shared core values.

What are Values?

- Values are the central guideposts for human decision making

- Make clear which issues have the greatest impact

- Values guide the formulation, selection, and analysis of future courses of action

- Campaigns built on the public's values focus, engage, and unify public and leaders behind action

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Why Values Matter

- They are motivational $\longrightarrow$ Ideal to inspire to DO something

- Widely shared $\longrightarrow$ Reach to a broad group or coalition of

- Stable, enduring $\longrightarrow$ Continuity throughout a project and over time

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Personal Values

- ✓ Self-Esteem
- ✓ Personal Satisfaction
- ✓ Sense of Accomplishment
- ✓ Security
- ✓ Care for Others
- ✓ Peace of Mind
- ✓ Enjoyment / Enjoy Life
- ✓ Happiness
- ✓ Personal Freedom and Control
- ✓ Take Care of Family
- ✓ Longevity
- ✓ Concern for Future Generations

- ✓ Belonging
- ✓ Trust
- ✓ Sharing with Others
- ✓ Self-Fulfillment
- ✓ Sanctity of Life
- ✓ Pride
- ✓ Love
- ✓ Self-Preservation
- ✓ Preserve the Earth
- ✓ Eternal Life / God
- ✓ Respect
- ✓ Self-Image

Heart + Mind STRATEGIES

An Effective Communication Must Connect Both Rationally and Emotionally
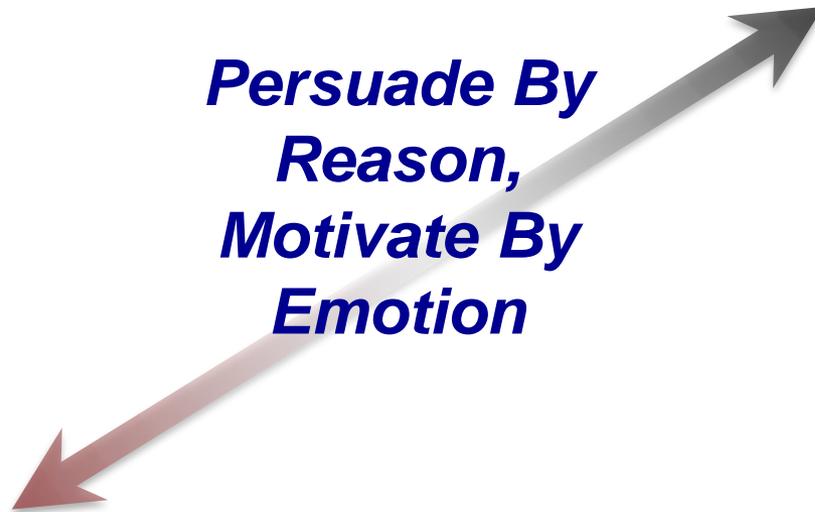
Persuade By Reason, Motivate By Emotion

Connect emotionally by tapping into personal values

Values Research: Rational and Emotional

linking the components

Emotional Level

The emotional responses aligned with the consumer's core values, needs, and wants.

Personal Values
(Stable, enduring personal goals)

Emotional Benefits/Consequences
(Emotional or social consequences derived from the functional consequences)

Functional Benefits/Consequences
(Functional consequences derived from pursuing life's needs/wants)

Attributes
(Life's needs/wants)

Rational Level

What matters (needs and wants) in the lives of people online

Heart + Mind STRATEGIES

The Power of "Values"

Many of the most successful enterprises have been built on our values research approach to help a client unlock the key to what makes them most powerfully and personally relevant to their key stakeholders

Helping you start discovering the possibilities, unlocking your passions and articulating a vision to your future.

Drinking milk every day helps you maintain a healthy weight and look your best.

What happens in Vegas, stays in Vegas.
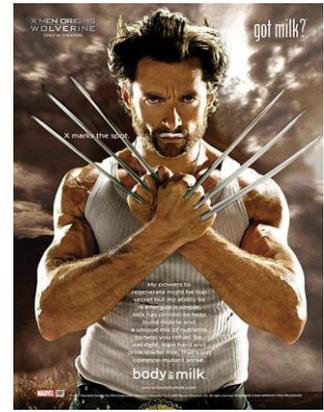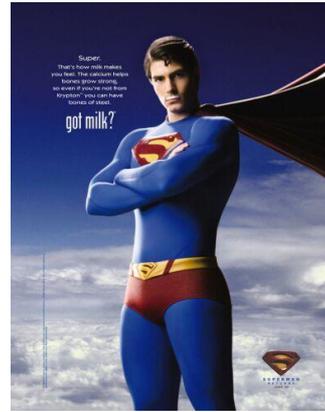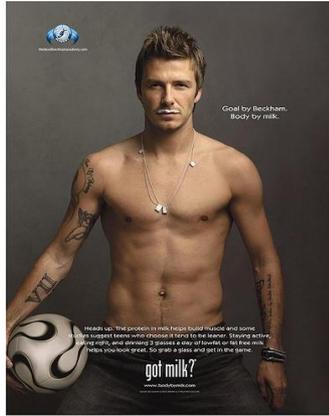
New Values Based Milk Campaign Strategy

BACKGROUND

- **"Milk mustache"** awareness campaign started in 1995

- **$100 million** annual operating budget and popular campaign—**milk consumption continued its 30 year decline**

- 2004 Milk Processor Education Program asked us to explore a revised positioning to identify and articulate messages to motivate consumers to drink more milk

Self Esteem
Self Confidence
Feel successful and optimistic in my interactions and responsibilities.
Feel good about myself.

Personal Appearance
I like the way I look.
I feel attractive.

Healthy way to Maintain or Lose Weight
Effective & Sustainable—physiology and lifestyle. Lose fat, not muscle.

Dairy Calcium
Provides naturally occurring Calcium and protein in the right balance.

Print Ads Underscore Health Message

Outcomes

- Attitudinal change (Tracking)
  - Recall of the link between milk and weight loss among adult women **nearly doubled**, from 41% in 2004 to 78% in 2006
  - In 2006, 47% of women agreed that milk can be an important part of a weight loss diet, compared to 24% in 2004

- Behavioral change (Market data)
  - Weekly consumption among the weight loss campaign target group, women age 25-49, rose **9.4%** from 2004 to 2005.
  - Tracking research discovered that the reasons women drank more milk were primarily **"trying to lose weight"** and **"trying to be healthier"**

Applying Values in Cyber Security

Develop a motivating and compelling online security and safety messaging suite for consumers to be used in a social marketing campaign across the public and private realms that:

1) **Develops sound, consolidated messages that offer clear advice to the public on how to stay safe/secure online.**

2) **Creates consensus around a single, concise, memorable message for consumers for online security and safety.**

RESULT

Stop. Think. Connect. The first-ever coordinated message to help all digital citizens stay safer and more secure online. The message was created by an unprecedented coalition of private companies, nonprofits and government organizations.

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Research Methodology/Messaging Process
─Multi-Phased, Collaborative Approach

APRIL

- Two Advanced Strategy Online (ASO) Sessions:
  - Internal among 45 members of the Online Consumer Security & Safety Messaging Convention Working Group ("Experts")
  - External among 23 general public internet users nationwide, mix of demographics and level of safety/security concern

MAY

Convention members help craft messages and agree on message components/metrics to be tested among a national sample of US general public

MAY

Quantitative test and validation via robust, nationally representative study of n=**1,008** US consumers online. Initial recommendations made.

JUNE-AUG

Team continues to refine messages and collaborate on final recommendation

A Salient Issue that Most Feel they Help More than Hurt

- Americans are primed for a communications campaign on cyber security. They have:
  - High interest and personal concern
  - High level of awareness on cyber security issues
  - High level of belief they can make a difference
  - Recognize they could be doing more

- Moreover, Americans recognize the link between individual and national cyber security and care about protecting both.

- All this despite the fact that most Americans generally feel safe and secure online in their personal actions and don't feel what they are doing puts others at risk.

More Information Needed; Speak Their Language

- Because of the high level of awareness and interest, Americans are motivated to want to do more, but cite "lack of information/knowledge" as a reason for not.

- The language we use to describe this area of concern matters…"online" or "internet" are most familiar and work best with the public and with experts.

  – While perhaps more accurate or descriptive technically, "cyber" or "digital" are less understood at this point and do not work as well with a broad group of general Americans.

Keep It Positive and Personally Relevant

- Direct to consumer messages that focus on fear or point at actions individuals do to put others at risk will not be effective.

  – People generally feel safe and secure in their personal online activities and don't really believe their actions are putting people at risk. Communications to the contrary will be counter argued and not be believable.

- People will respond more favorably to messages that feed their belief they can make a positive difference for themselves, others, and the internet more broadly.

Loss of Personal Information is Among Most Concerning Issues

Mean Scores

Issue	Score
Personal Financial Info Stolen	7.2
Distracted Driving Accident	7.2
No Healthcare	7.0
Lose Income	7.0
Protecting the Environment	6.7
Internet Scam/Fraud Victim	6.4
Major Health Crisis/Epidemic	6.3
Victim of Crime	6.0
Victim of Online Predators	5.3
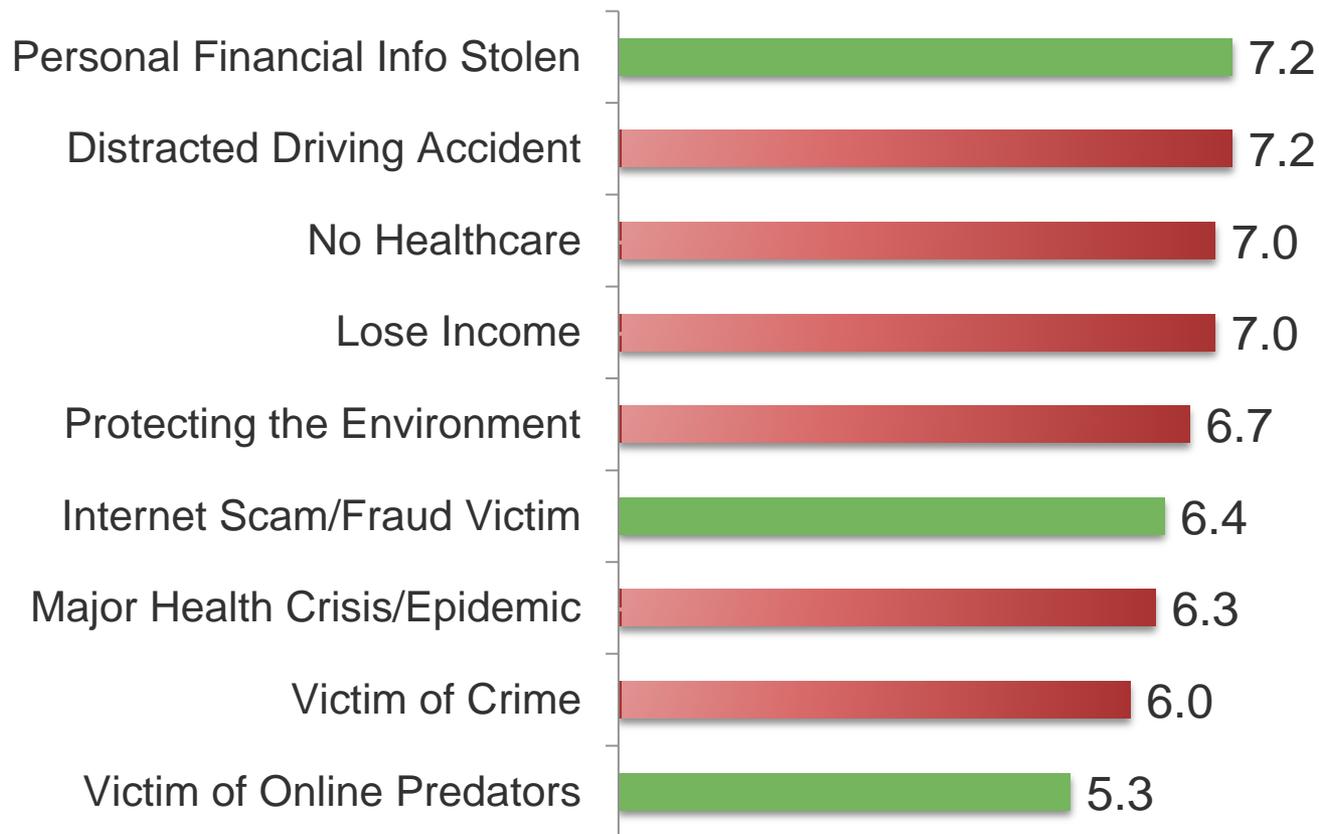
Q400. The following is a list of several issues facing people across the country today. When you think about issues ranging from the general to the more personal, on a scale of 1 to 10 where 1 means you are "not at all concerned" and 10 means you are "extremely concerned," please tell me how concerned you are about each of the following.

There is Strong Agreement with All Campaign Philosophies, Objectives, and Calls to Action

Heart + Mind STRATEGIES

Statement	Strongly Agree	Somewhat Agree	Total
I feel the importance of taking personal responsibility to be safer and more secure online for me and my family	59%	37%	**96%**
I feel like we as a society should be doing more to ensure online safety and security for everyone	49%	43%	**92%**
If I take care to be safe and secure online I am not only protecting my friends and family, but helping to make the online world safer and more secure for everyone	48%	45%	**93%**
I want to learn more about how to be safer and more secure online	43%	47%	**90%**
I feel hopeful for a safer and more secure future online	36%	49%	**85%**

■ Strongly Agree ■ Somewhat Agree

Q415. Please indicate whether you agree or disagree with each of the following statements:

Positive Impact of Own Actions Trumps Perceived Risks One can Impose on Others

Impact of Own Actions

Legend: ■ Put at Risk ■ Positive Impact

- Myself and family — Positive Impact: 81
- Myself — Put at Risk: 48
- My immediated family — Put at Risk: 41
- Friends and groups/communities I network with online — Put at Risk: 38, Positive Impact: 65
- The workplace, business and corporations — Put at Risk: 36, Positive Impact: 51
- The financial, economic and national security of the country — Put at Risk: 38, Positive Impact: 48
- Global Community of all online users — Put at Risk: 38, Positive Impact: 48

Q427. To what degree do you believe your own actions can positively impact the online safety and security within each of the following? Please use a scale of 0-100 where 0=no impact at all, and 100=extremely significant impact.
Q435. To what degree do you believe your own online actions have the potential to put each of the following at risk? Please use a scale of 0-100 where 0=no risk at all, and 100=extremely significant risk.

Heart + Mind STRATEGIES

Inaction – Split Between Over Confidence and Under Confidence

Reasons People Choose to Not Be Safer/More Secure Online

Reason	%
Not enough information of knowledge	28%
I do enough already/I am not at risk	22%
It's too expensive	12%
It doesn't matter - I still won't be safe	9%
It overwhelms me	8%
It's too complicated	6%
It doesn't matter - the odds of something bad happening to me are too low	5%
Not enough time	5%

28% →
- Ages 55+ (37%)
- Ages 65+ (41%)
- Online Threat is Top Concern (33%)
- No kids in HH (31%)
- Interested in Online Security Issues (30%)

22% →
- Not Interested in Online Security Issues (36%)
- Focus on value of Freedom (29%)
- Ages 18-34 (25%)

6% →
- Spend less than 10 hours online a week (11%)

5% →
- HH Income of $100K+ (13%)
- Not interested in Online Security Issues (10%)

5% →
- Ages 18-24 (10%)
- Ages 35-44 (9%)

Q445. Some people say that they don't do all the things they know they can or should do to be safer and more secure online. What reason is most applicable to you personally?

Strong Majority Take Proactive Steps to Be Safer and More Secure Online, Though Some Behaviors Have Potential Risk

Summary of Yes

Behavior	Percentage
Installed (or updated already installed) anti-virus software	87%
Used a debit or credit card during online shopping	78%
Installed security patches and software updates as soon as they were released by verified…	73%
Used a wireless network	63%
Used the same password for multiple online accounts	63%
Allowed online login sites to "remember" your username or password	57%
Kept your computer online even when you weren't using it	53%
Opened email or attachments online from people you don't know	24%
Engaged in online chats or discussions with someone you have never met	23%
Published personal information in public social networking domains without ever changing…	21%
Forwarded information you found or received online from people you don't know	12%

Q450. Have you done any of the following within the last 6 months?

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Strong Evidence Consumers Understand the Importance of Safe and Secure Online Environment Beyond their Personal Experiences

**Importance of Safe and Secure
Online Environment**

Category	Value
In my personal and family life	81.7
The financial, economic and national security of the Country	81.2
In the workplace, businesses and corporations	72.5
The global community of all users online	70.0
With my friends and groups/communities I network with online	69.8

Q425. Broadly thinking, please rate the importance of a safe and secure online environment in each of the different settings, using a scale of 0-100 where 0=not at all important, and 100=extremely important.

Protecting Personal Information and Keeping Software Updated are Seen as Most Important

Significant Ways to Be Safer and More Secure Online

Category	Percentage
Protecting your personal information	20%
Keeping your software (e.g. operating system, anti-virus, patches etc.) updated	16%
Using a firewall	10%
Keeping passwords safe, secure and strong	9%
Increasing your own personal education on the issues	9%
Only visiting secured, reputable websites	7%
Remembering that everything you put online becomes permanent	7%
Not running attachments or opening emails from unknown sources	7%
Knowing who you are dealing with when interacting online	6%
Backing up important files	3%
Implementing parental controls for children's online usage	2%
Do a better job monitoring my child/children's online activities	2%
Being careful with unprotected wireless connections	2%

- Those 35+ more likely to say keep software updated while those <35 more likely to think keeping passwords safe/secure/strong is most significant action

Q500. Below are several things you might do to be safer and more secure online. Which of the follow do you believe is the most significant thing you can do to be safer and more secure online?

Overall Most Consumers Believe it is in Their Control to be Safer and More Secure Online

Online Safety

- Feel vulnerable online (41%)
- Were or Know Internet Victim (41%)
- Females (41%)
- Have Kids in HH (41%)
- High School or Less Education (41%)
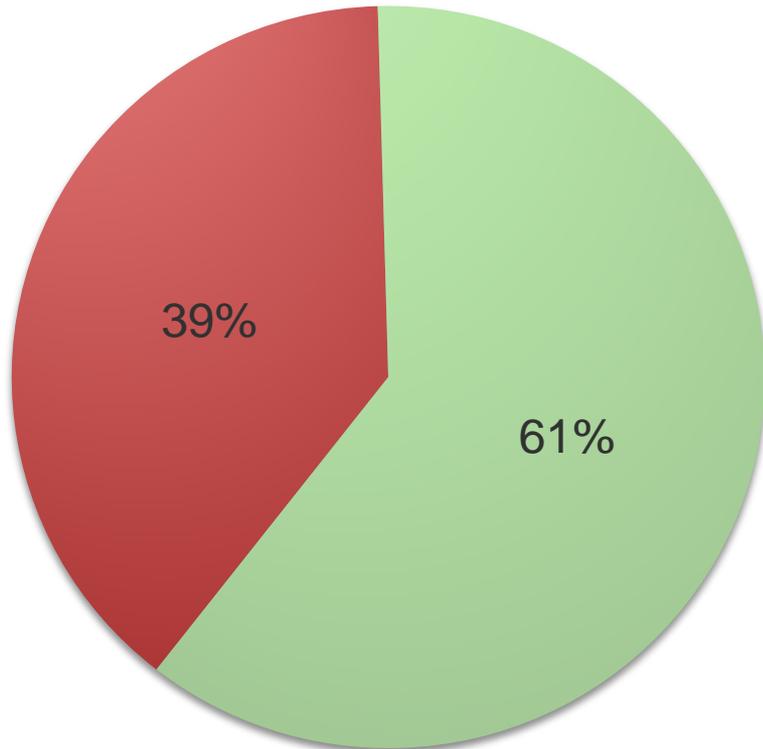
- Do not feel vulnerable online (69%)
- Ages 65+ (64%)
- Post Grad Education (64%)
- Males (63%)
- No kids in HH (63%)

39%

61%

■ Cannot control   ■ Can Control

Q507. Thinking about the last two questions, there are many different things you can do or control to make yourself safer and more secure online, but there are also several things to be concerned about that are out of your control. When you think about two sides of online safety and security, imagine them as two pieces of a pie. Please indicate how big each piece of the pie is to you personally, that is how big is the portion of things you can control and how big is the portion of things you cannot control that concern you. Each piece can be assigned any whole number between 0 and 100, however the total of the two pieces needs to

Message Crafting: Philosophy

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Persuade by Reason, *Motivate* through Emotion

While people need logical reasons for making decisions; logical reasons alone will not motivate them to take the action you seek (behavior change).

They must believe that taking the action will lead to the satisfaction of one or more personal needs

Personal Values

Benefits & Emotions

Consequences

Attributes/ Rational Reasons
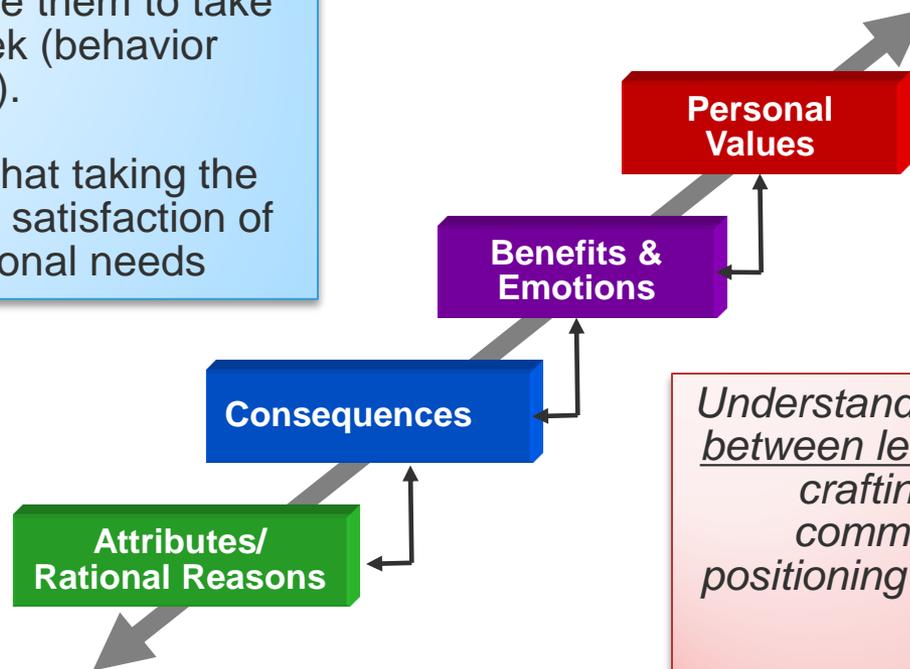
Understanding the linkages between levels is critical to crafting effective communications, positioning and messages.

Positive and Negative

Tying it all together: The Strategic Hinge and Motivating Language to Build On

A direct to consumer campaign should focus on specific things people can do to promote online safety and security

Impacts Others

… while also making the internet a safer and more secure place for everyone

Personal Security Peace of Mind

… which helps me feel secure and gives me peace of mind…

Protected, More Comfortable and Confident

… protects me and those close to me so I can be confident and comfortable online…

Common Sense Actions, Personal Responsibility Something I control

Common sense actions I already do and that are in my control, such as frequently updating security software, refreshing passwords and installing firewalls…