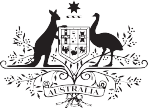
# **password123: Applying BI to Cyber Security Advice**



As more aspects of people's lives and businesses become digitised and connected online the risks of poor cyber security intensify

## Individuals

We tested advice using different messengers to see which resonated more with individuals

We compared plain messaging to advice from:

* a relatable peer
* a cyber security expert (senior government officials working in cyber security)

We found some evidence of a small, positive effect on intentions to update software when they read advice from either messenger, but no effect from either messengers or financial framing on intentions to use strong and different passwords across important accounts.

## Businesses

We tested advice in different formats with small and medium business owners/operators

We developed the same advice in different forms:

* simple advice in plain text
* a visually engaging infographic
* an interactive quiz

We found seeing any type of cyber security advice strengthened intentions to:

* back up data by 6%
* update software by 10%

Plain text advice performed just as well in most cases, which suggests simple, jargon-free language may be the most important aspect to consider in any cyber security advice.

**Our research suggests making cyber security advice simple, salient, and engaging can help make key messages stand out.**