

SLOW DOWN

# Addressing Personal Risk Factors



Cyberpsychology Part 3: Cyber-in-a-Box Library Program

Laura Baker

CyberWyoming Alliance Board President

Member of the Wyoming CAN Committee

Video 1: Lizard Brain & Cybersecurity



Video 2:  
Your Online Personal  
Security Decisions



# Brought to you by **your local library** and the **Wyoming CAN Committee**



# Number 1 risk factor: Impulsiveness

## Ask yourself

Do you impulse buy at the grocery store checkout stand?



# Another Risk Factor

## Productive



*Everyone wants to be productive right?*

So the scammers phish you right before lunch.



Because you want to get as much done before your lunch break as possible.

And right before 5 p.m.



Because you don't want a bunch of tasks in your inbox the next workday.



# Do you live alone?

Make sure you talk to someone if it involves your finances

- There's a reason scammers often say 'keep this a secret.'
- If you talked to someone about the 'offer' then you may be clued into the fact that it is a scam



# You don't have enough information to make a decision

Scammers often give you only part of a story

- They research you and concoct a story.
- Then they sell you that partial story.



# Social Media King or Queen?



**Highest rates of engagement & victimization**



## **Social media**

Top method of payload for scammers. (You are more likely to lose money to a scam.)



## **Website**

Second most successful method.

Scammers often fake a website that you are familiar with.

# Other Risk Factors

Are you young?



Are you self motivated?



Are you an extravert?





# Other Risk Factors

Are you agreeable?



Are you conscientious?



Are you emotionally stable?




# Are you open to new experiences?

If you are willing to ride a new roller coaster

- Then you are going to be open to clicking on something new and interesting.







# They are hacking humans...

Not technology

Dr. Erik Huffman, Cyberpsychologist & Researcher

**WYOCAN**  
WYOMING CYBERSECURITY ACTION NETWORK





# Risk Factors Summarized

What are your risk factors?

## #1 Impulsiveness

- Productive
- Live alone
- Don't question a half story
- Social media queen
- Younger
- Self motivated
- Extravert
- Agreeable
- Conscientious
- Emotionally stable

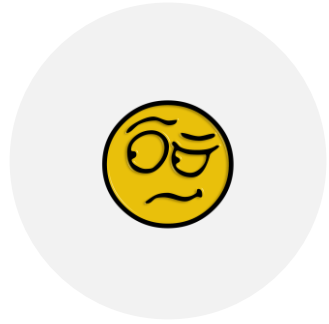


# The Solution: Know Your Risk Factors



## Know Yourself

Do some self reflection about online behavior.



## Cultivate Suspicion

Is that email REALLY from your Mom?



## Think B4 You Post

Could this be used against me if I post it?



# Additional Resources

- Dr. Erik Huffman's Security Videos
  - TED Talk: The Making of a Cyber Victim, Human Hacking: The Psychology Behind Cybersecurity, Cyberpsychology. [https://www.ted.com/talks/dr\\_erik\\_j\\_huffman\\_the\\_making\\_of\\_a\\_cyber\\_victim\\_human\\_hacking\\_the\\_psychology\\_behind\\_cybersecurity\\_cyberpsychology](https://www.ted.com/talks/dr_erik_j_huffman_the_making_of_a_cyber_victim_human_hacking_the_psychology_behind_cybersecurity_cyberpsychology)
  - NCF-CO12 Privacy for the People <https://www.youtube.com/watch?v=mJWVFPfDA9Q>
- Better Business Bureau Report: <https://www.bbb.org/ExposedtoScams>
  - Business Search: <https://www.bbb.org/search>
  - Scam Search: <https://www.bbb.org/scamtracker>
- What is Cyberpsychology? <https://www.linkedin.com/pulse/what-cyberpsychology-robert-farrell/>



SLOW DOWN

# Thank You

For more great videos like this visit <https://library.wyo.gov/services/special-programs/wyocan/>

