



# 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.