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The Human Element of Cybersecurity: Can Social Networks improve the delivery of Security Awareness Training Material

74%

Of Breaches are
due to Human
Error

**\$4.45
million**

Average cost of
A Data Breach
2023

**\$10.5
trillion**

Estimated
global
cybercrime cost
by 2025

82%

Organisations
impacted by
cyber attacks
in 2022

Introduction

According to the most recent Verizon Data Breach Investigations Report, 74% of Data Breaches are due to Human Error. The Security Awareness Training Market was worth \$5.6 billion in 2023 and is expected to double by 2027.

Clearly there is a breakdown between employee training and the security systems that businesses are putting in place to protect themselves when the Human Element in security incidents is remaining at such a staggeringly high level.

What I hope to look achieve is can we reduce this figure by embracing the old saying if you can't beat them, join them. Can the techniques used by Social Networks Improve Employee Security Awareness, using the collective group to help spread the message.

Research Questions

Your paragraph text

Do Social Networks have an impact in security awareness training either Positive or Negatively?

Could the end user experience of Security Awareness Training be improved by utilising a platform such as Viva Engage to replicate a Social Network like experience?

Is it possible to deliver a framework to automate the porting of training material to Microoft Viva Engage

Research Methodology

Conduct a Survey of Employees in a Multinational Company Covering Employees in Various Geographies and Cultural Backgrounds.

Carry out a quantitative analysis of the results and develop a hypothesis based on these.

Early Indications, what next?

Based on the results of the questionnaire that I have sent out and also by the use of an initial trial program with Viva Engage that employee interaction with the material is increasing and it is driving discussion about the topic in a way that was not happening with a traditional program delivered through either Powerpoint with a presenter in a room or using an online platform.

The next step will be to monitor results of employee Phishing Simulations and assesments to see if there is any noticeable change in click rates.

References

Verizon DBIR 2023 2023 Data Breach Investigations Report | Verizon

Cyber Ventures How Security Awareness Training Is Evolving (shrm.org)

Additional stats from IBM Cost of Data Breach Report 2023 "https://www.ibm.com/reports/data-breach"

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