

# Malware and Mrs Malaprop: what do consumers really know about AV

Are users stupid or just not educated?

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# Who is Mrs. Malaprop?

- Character in an 18<sup>th</sup> century play known for her malapropisms
- “You must forget the man, completely illiterate him from your memory”
- Think SNL’s Roseanne Roseannadanna



# But first, some fireworks...

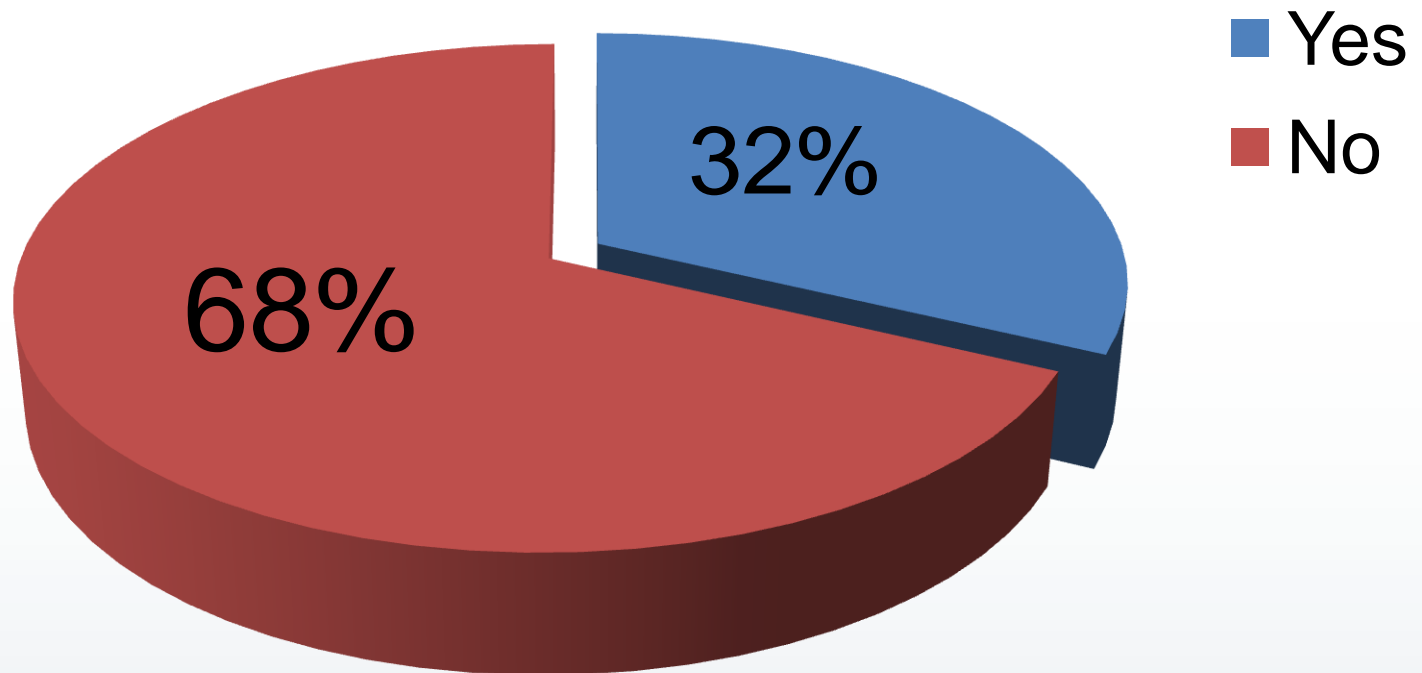


# The cause of this massive fail?

- A virus!
  - August Santore, co-owner of New Jersey-based Garden State Fireworks, in an interview with NBC San Diego:
  - “Somehow, some sort of virus must have got into the program”

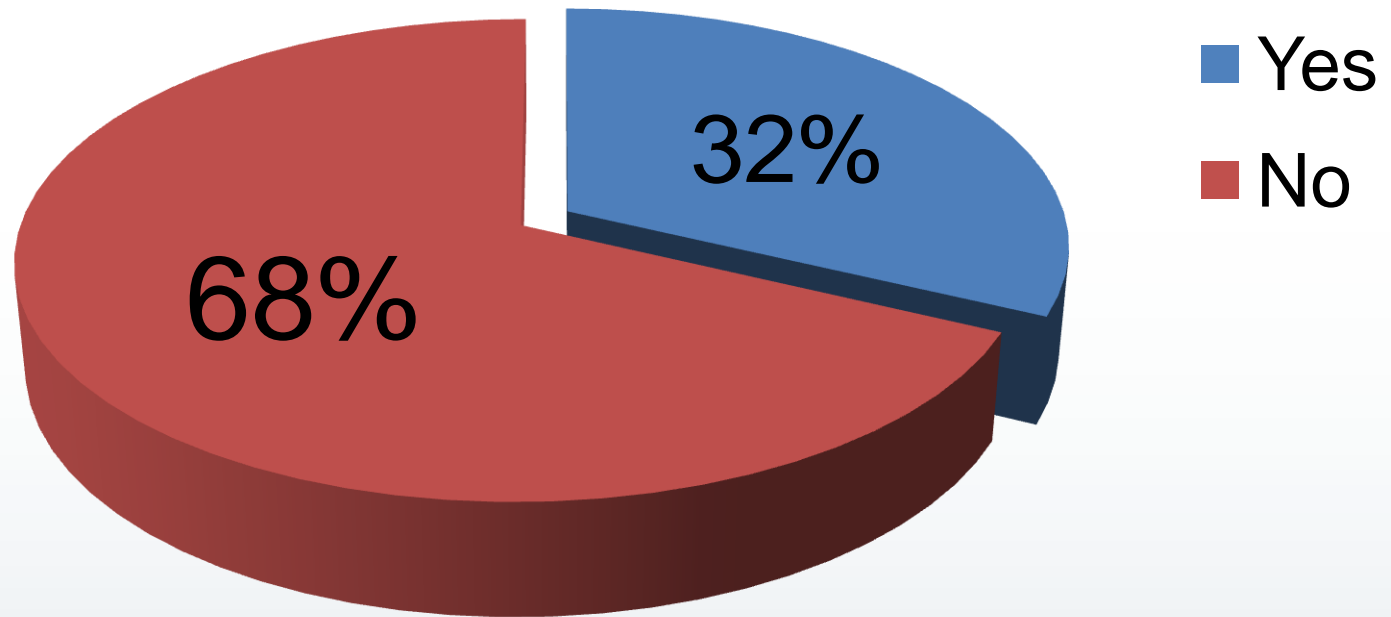
# Why don't people know better?

We asked consumers: Have you had any security training, ever?



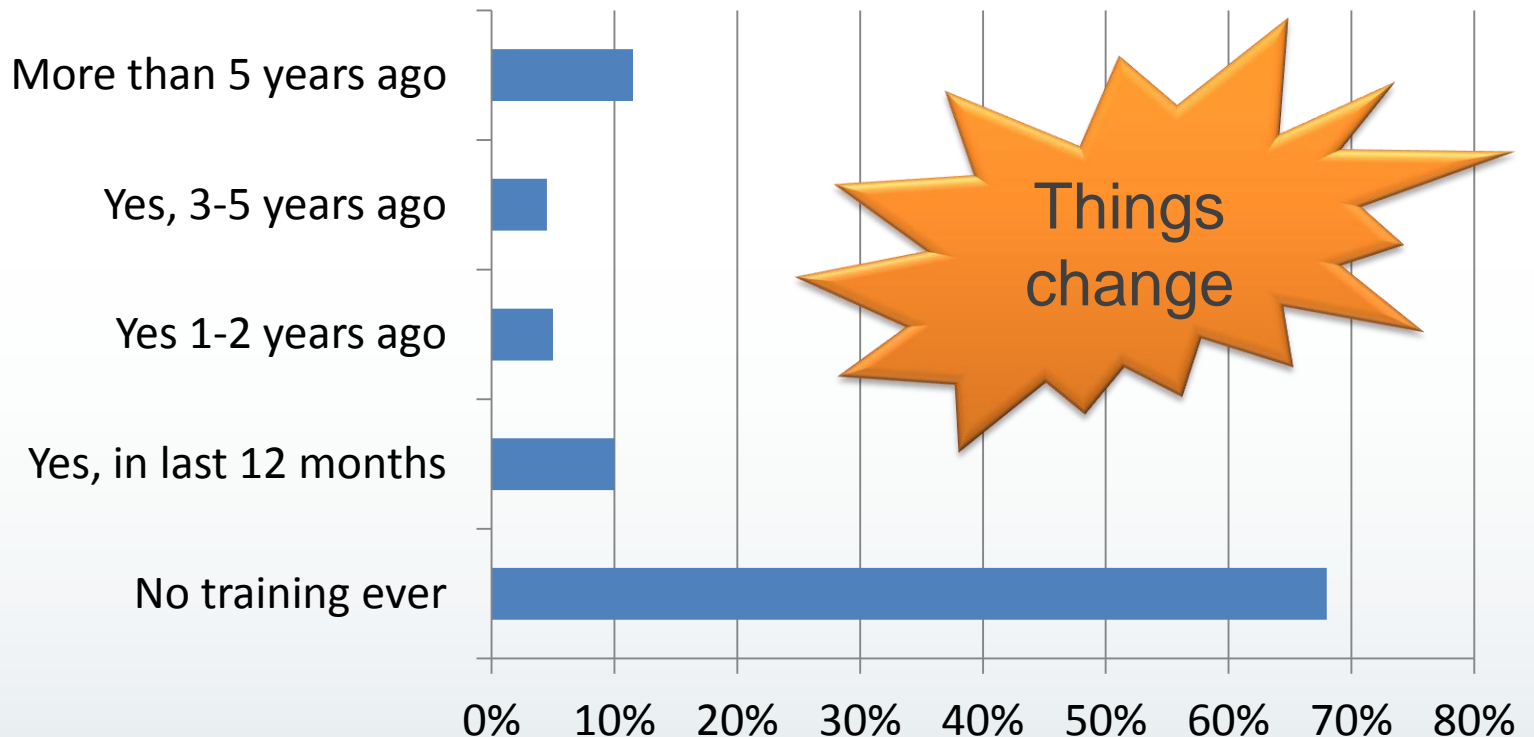
# This was scary because...

Earlier this year we asked employed U.S. adults if their employer had ever given them any security training:



# Two surveys find that only 32% of computer users got security training

- Only 10% had that training in the last 12 months:

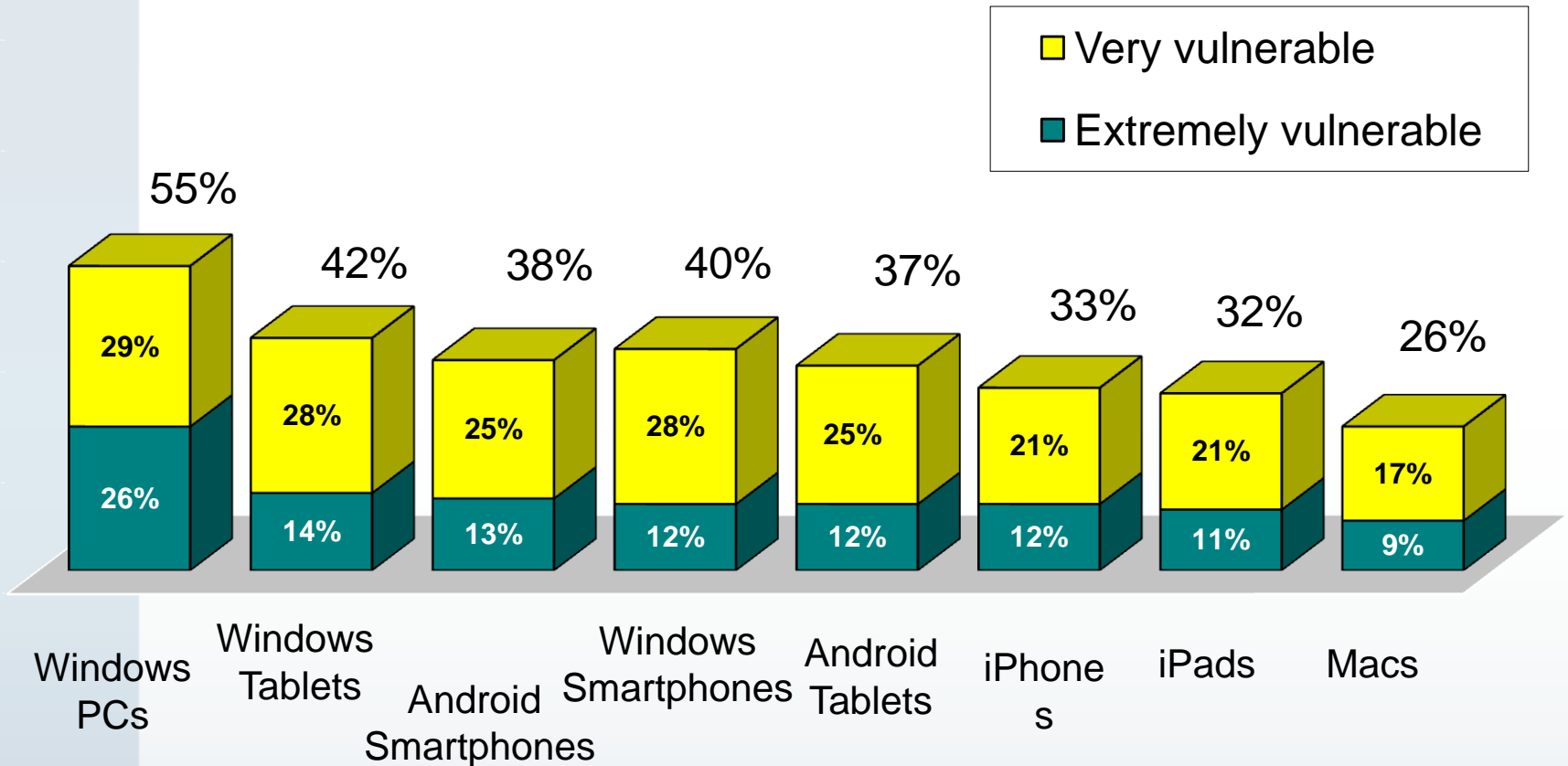


# But does this matter?

- Do computer using adults “get” security without training?
- 83% had heard of phishing
  - 17% had not
- 58% correctly identified the definition of phishing
  - 42% did not
- People with more education in general did better on this question

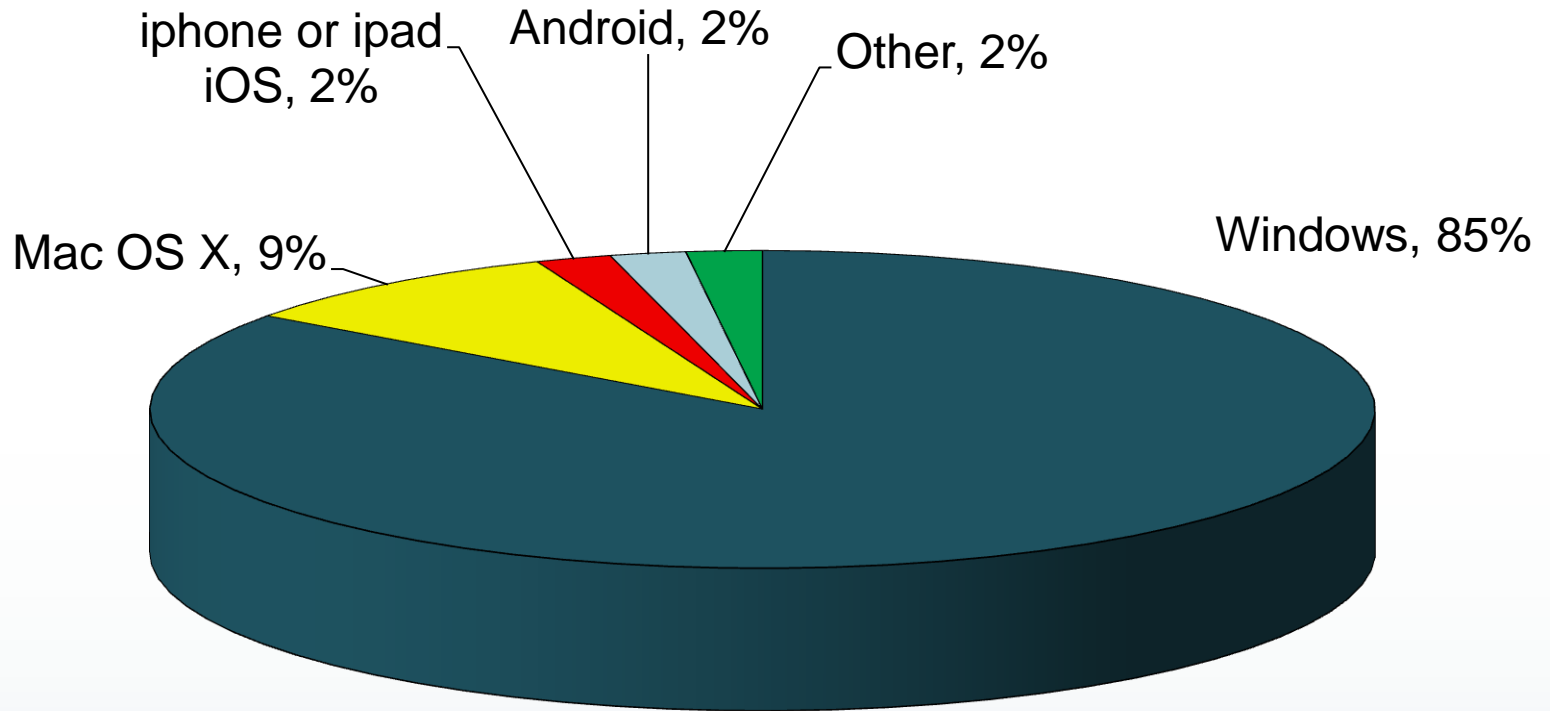


# What do people think about the security of different platforms?



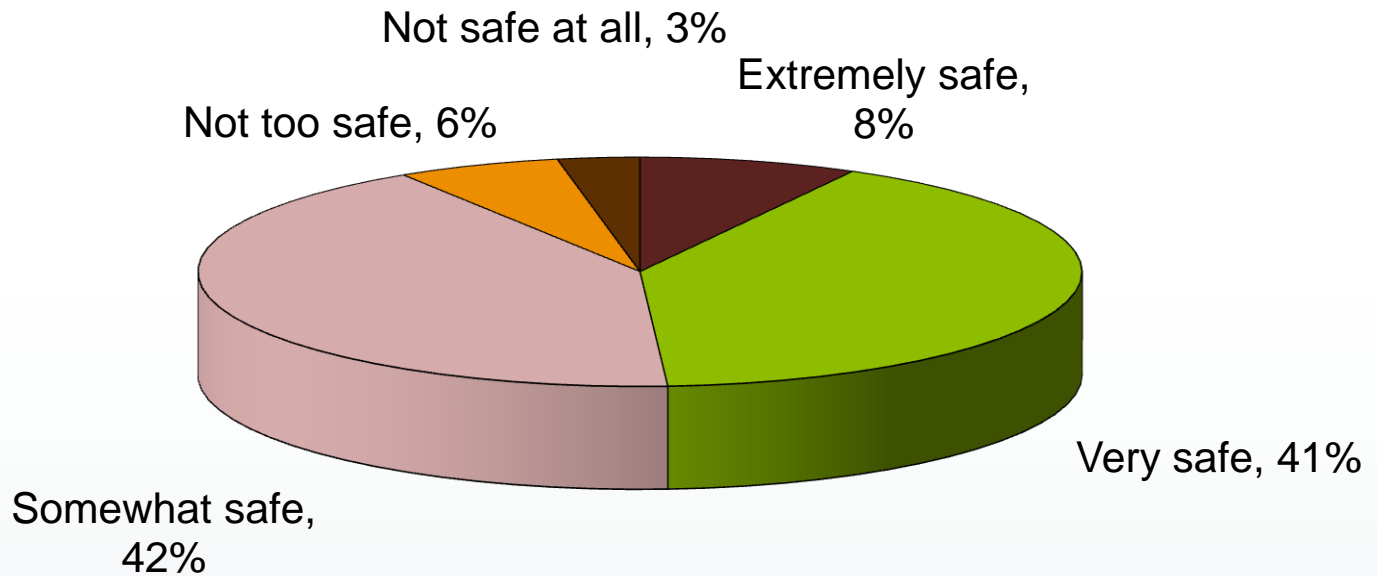
The “safest” platform still considered very vulnerable by 25%

# What platforms do people use to access Internet at home?



People foolishly using a platform they consider vulnerable?  
Or a healthy sense of vulnerability?

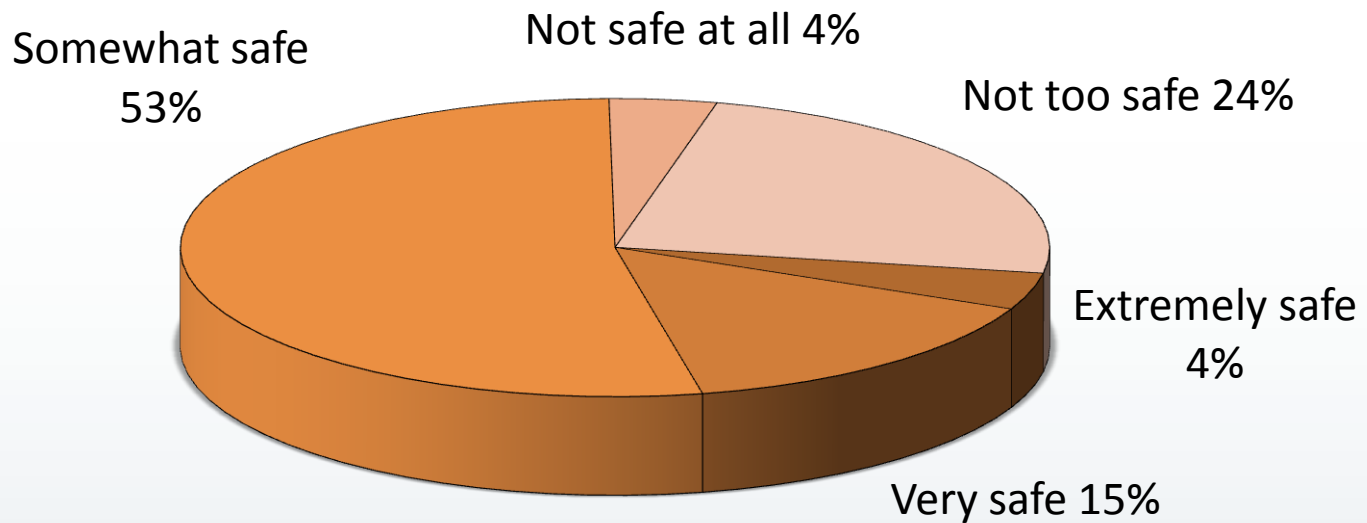
# How safe do people think their private information is when banking online?



Only 9% think PI is not safe when banking

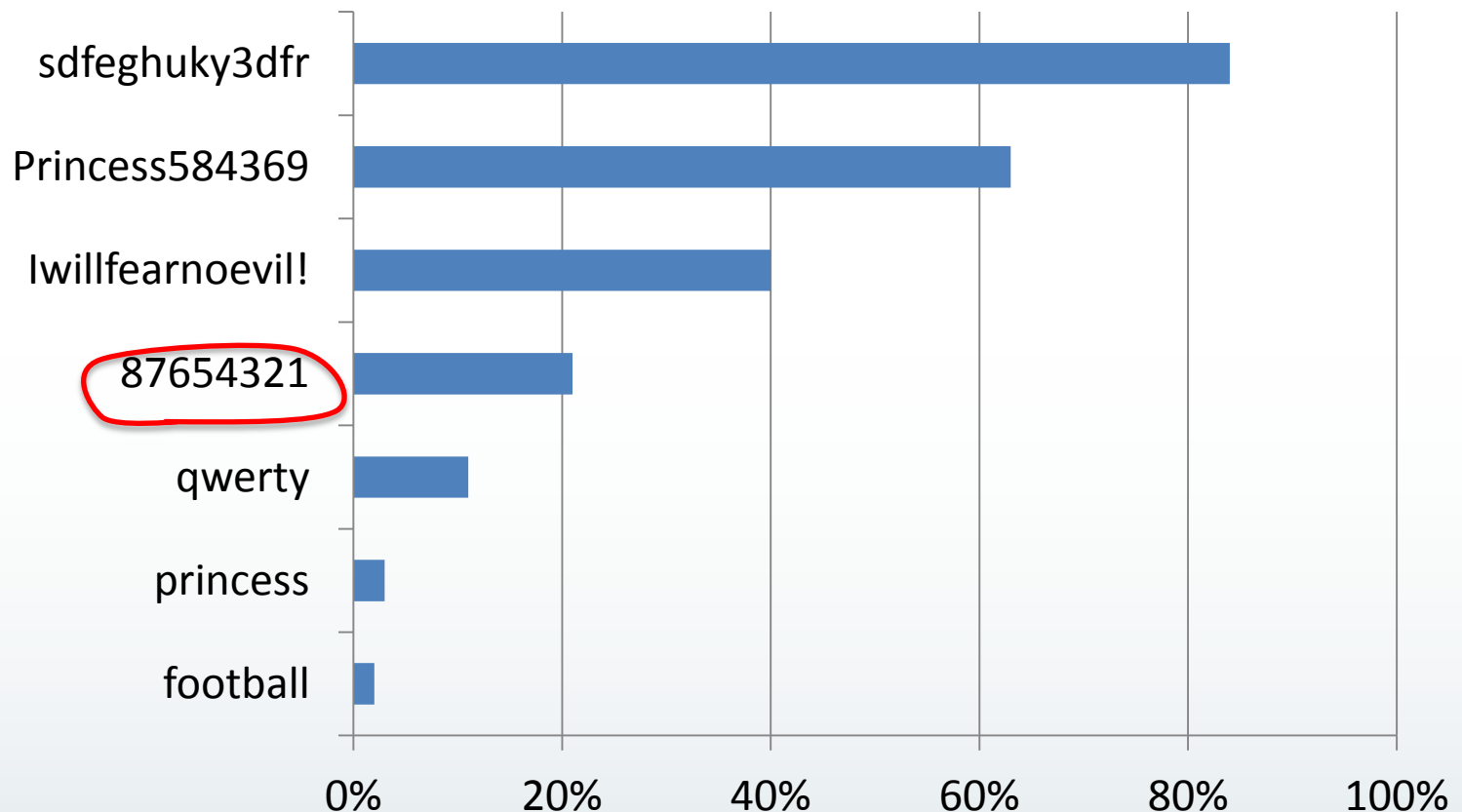
# How safe do people think their private information is when social networking?

- Only 28% think it is unsafe
- Doubt about safety is greater among those who spend more time on social networks.

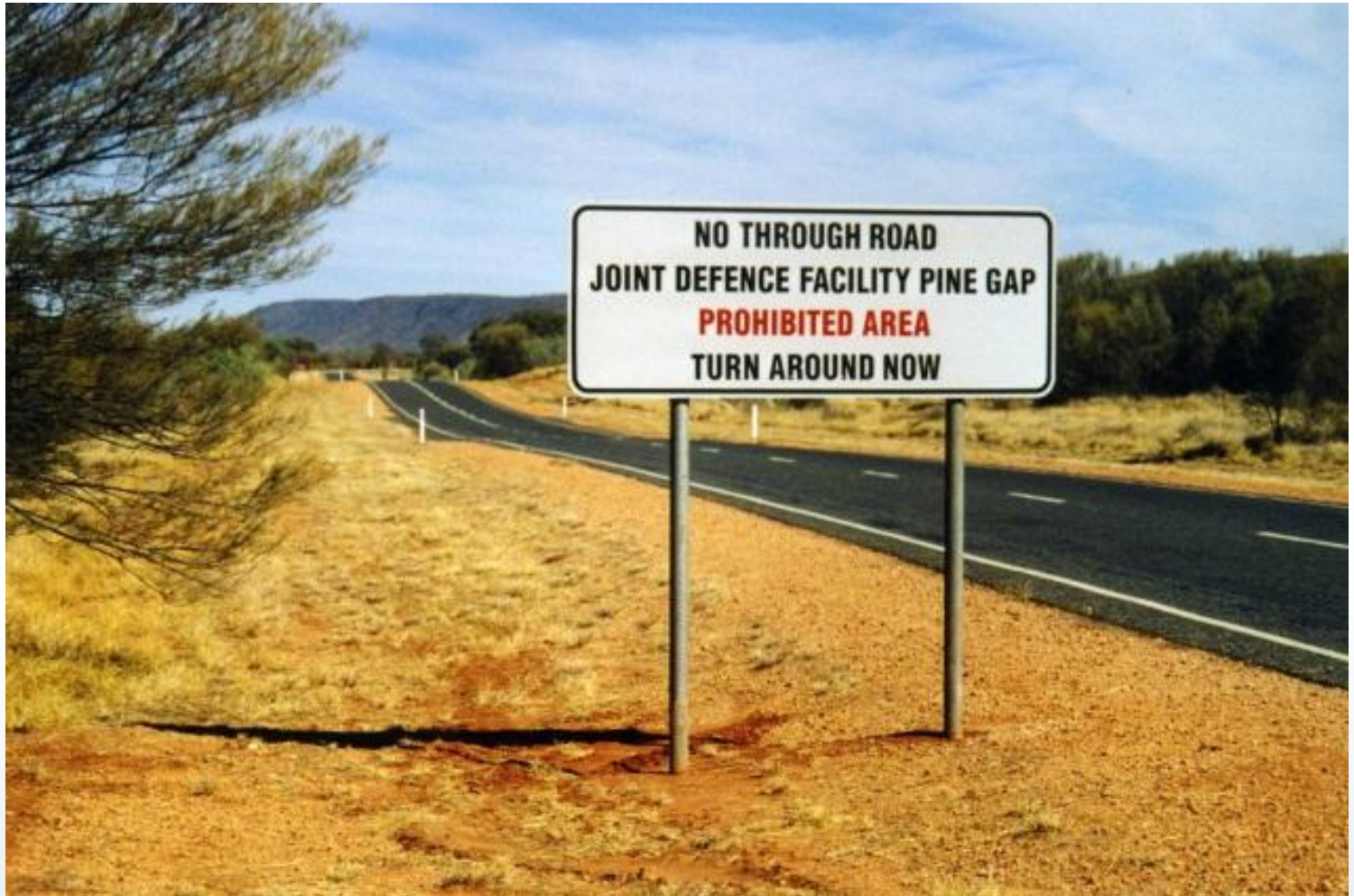


# Do they *get* password strength?

Percentage who rate the following passwords as “strong” in terms of Internet security



As used at this super secret base



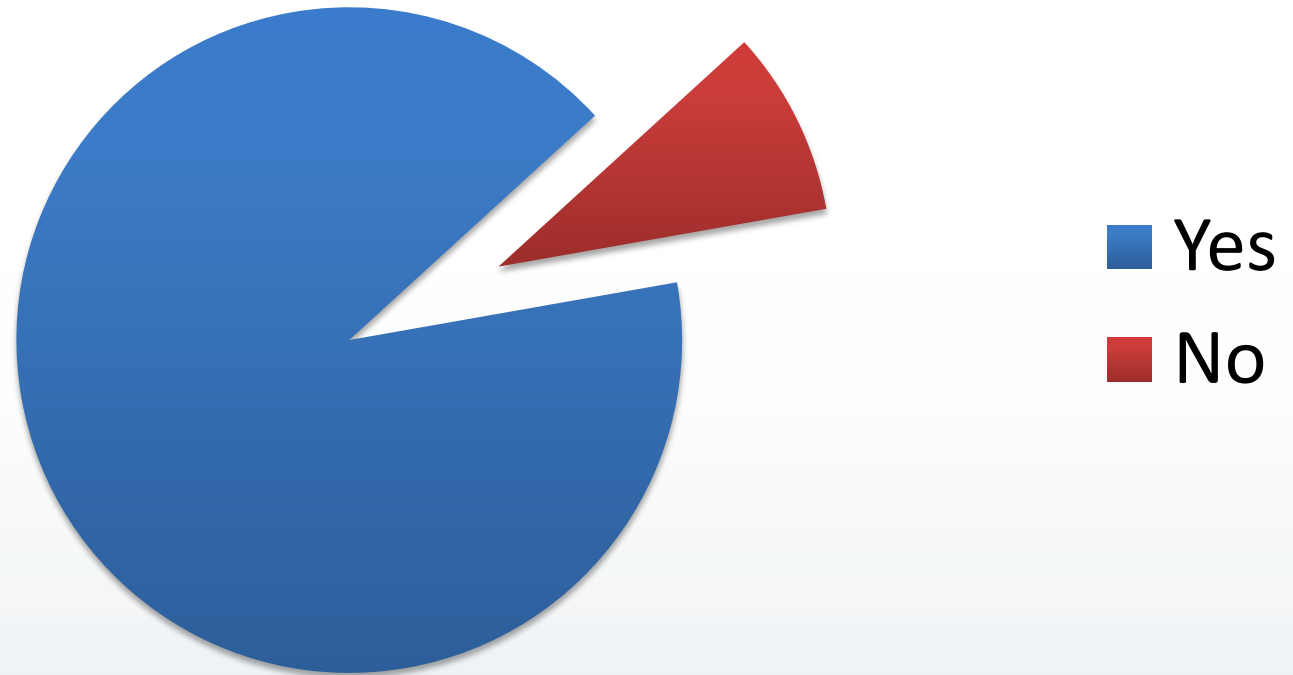
# Chief of Facility's Password

- Career CIA officer in charge of the base that processes the data feeds from the U.S. spy satellite network
- Password: 87654321
- Why?
  - “Nobody would ever guess that I use something that simple”
- Security Officer:
  - “Please change it!”
  - “No, I use it for everything”



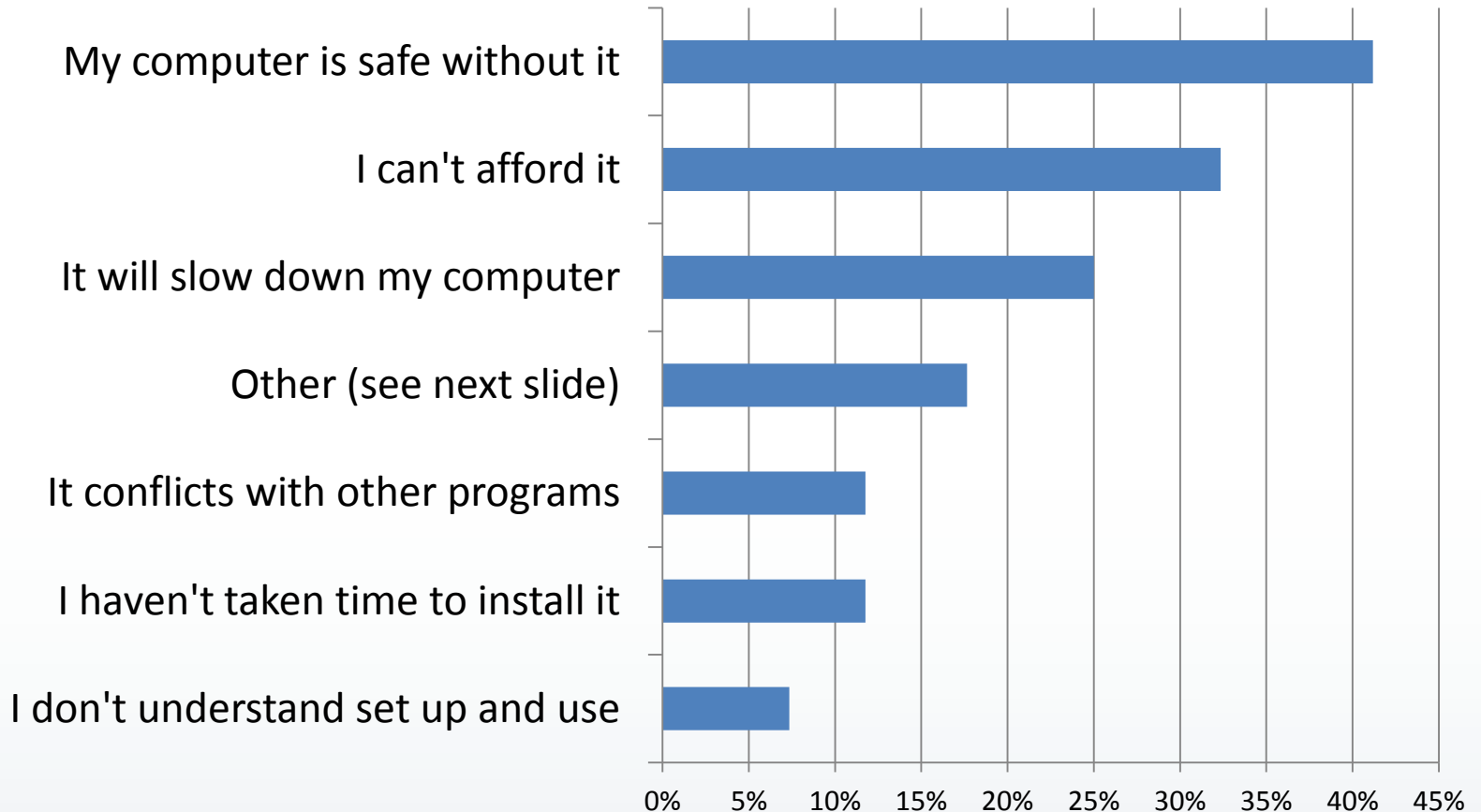
# Do consumers use security software?

- 91% say Yes





# Why no security software?

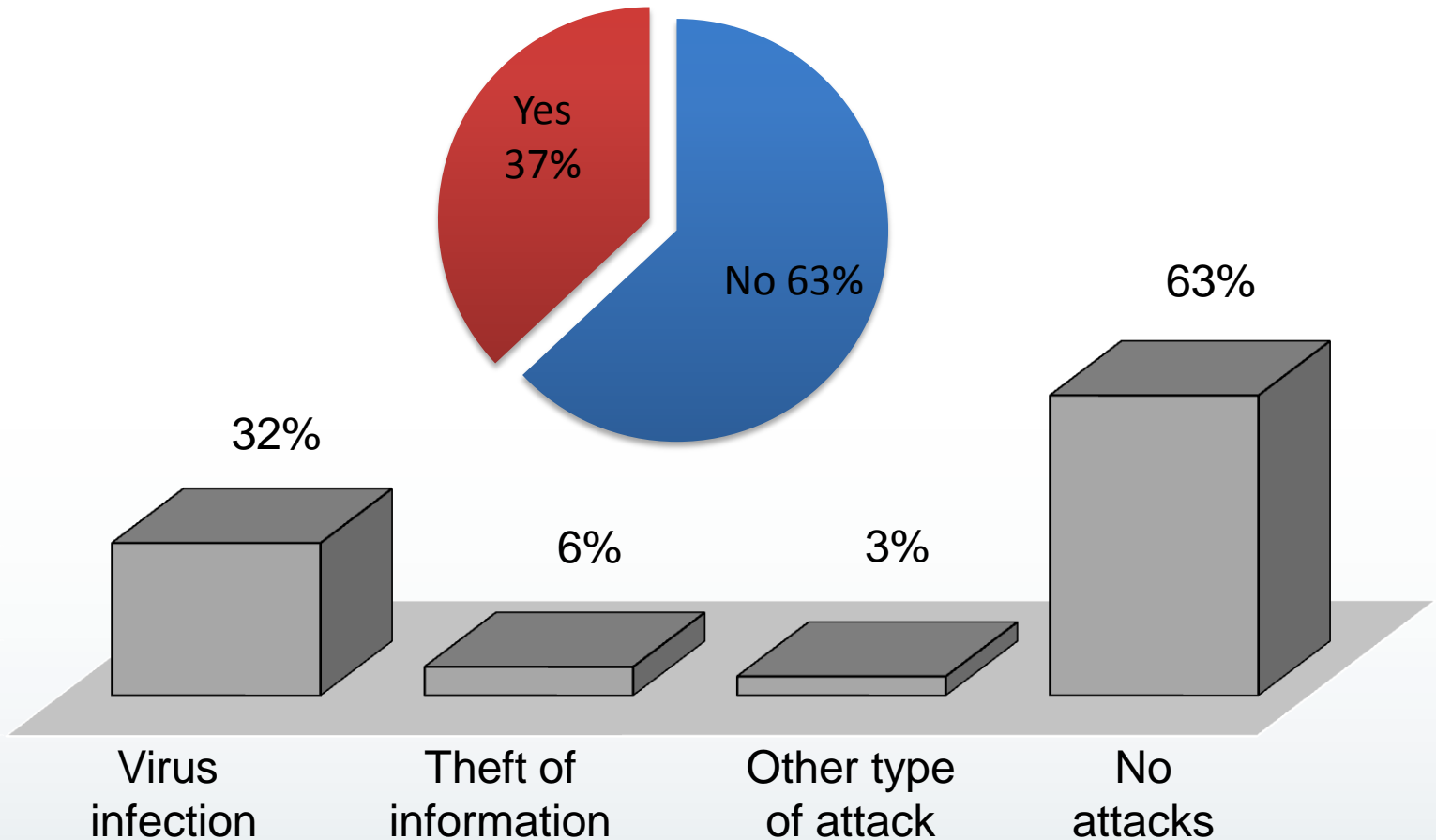


\* Room for improvement in the industry

## Other reasons given for not using security software:

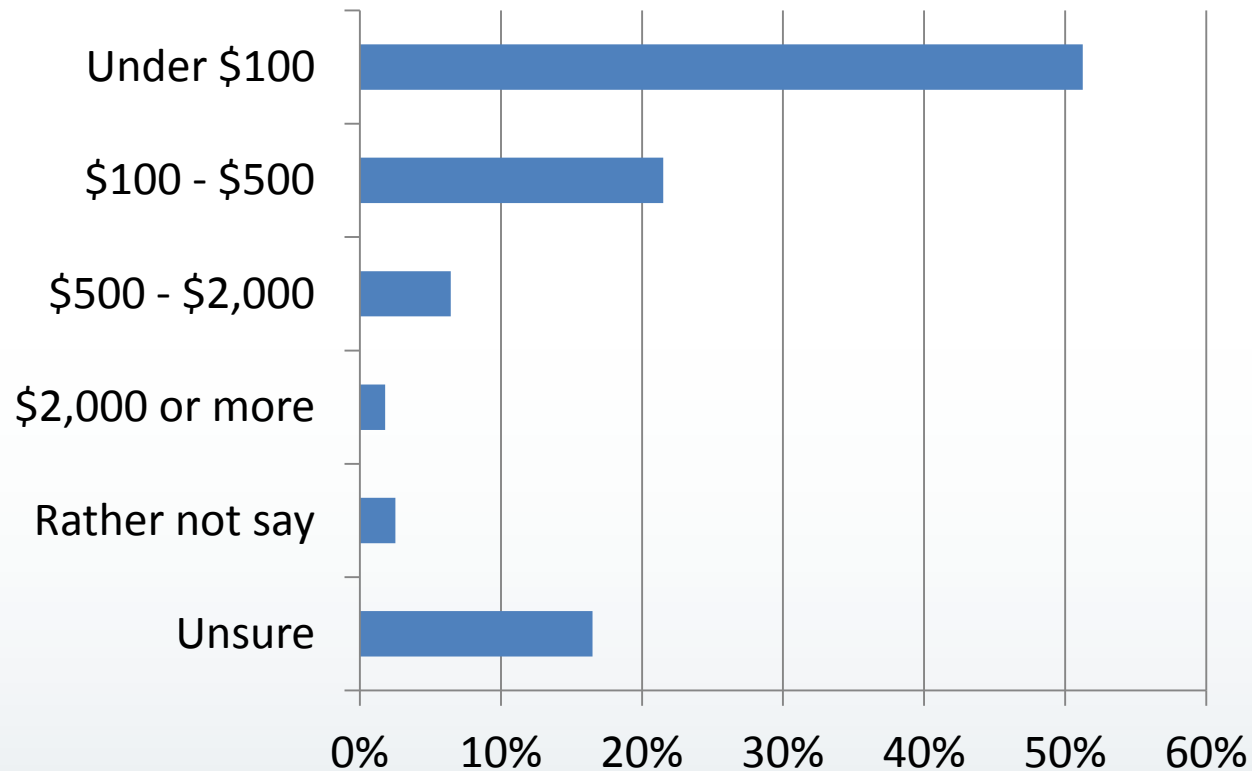
- I am using my tablet
- I have a Mac
- I have a MacBook Pro
- I use Linux
- Macs seldom get viruses
- Shuts down too many of my applications.
- There is none available for iPhone

# Did you experience a virus infection or other form of attack in last 12 months?



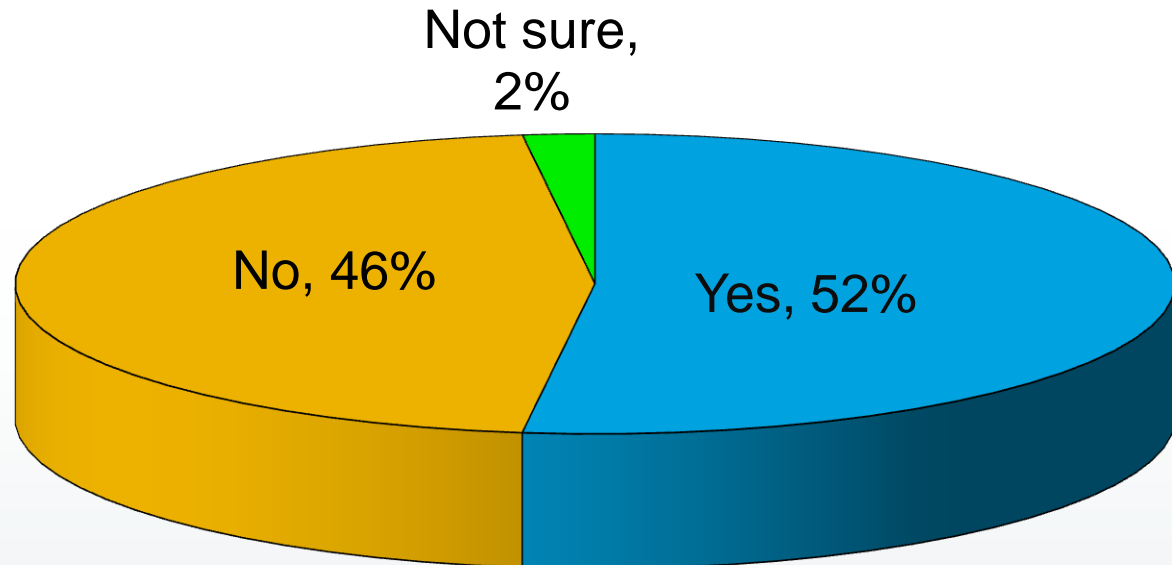
# Cost of consumer security failures

- 37% had some loss in last year



# Does policy drive education?

- Has your employer ever asked you to read and abide by a security policy that applies to computers and/or Internet at work?



\* 7 of 8 who took classes had signed a security policy

# An example of policy driving education

- ESET/Harris BYOD survey of employed U.S. adults
- Where employer has implemented a “BYOD” policy to protect company data
- 63% say employer has provided security training related to the use of their device
- Media coverage of a security issue could drive policy and thus training

# Observations?

- Even without security training some users can figure out security
- More educated users are likely to be more security aware
- There is an ongoing cost to consumers due to security failures
- AV software could be improved
- Educating the market makes a lot of sense for security vendors

# If we don't do better?

- It's a win for Michael or Malware, Inc.

## **WINDOWS SUPPORT**

Hello, my name is Michael and I'm calling from the Windows Support Center. We see your computer is having 32,539 errors. Please can you go to Event Viewer

## **MALWARE, INC.**

Industrialized malware operations, targeting consumers and ripping them off with increasing efficiency by exploiting their lack of security training and awareness



# Thank you!

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