

Cybersecurity Outreach Project: Narrative and Outcomes

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Presentation Attendees

- Collection of current and former colleagues, acquaintances, and a family member.
- While possessing some technical literacy, no attendees work in a cybersecurity or technology-focused role.
- 4 out of 5 actively work with sensitive information in a professional setting.

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1 * Information Security & the Modern User
 2 * THE ELECTRONIC ENVIRONMENT
 3 * HOW MANY PEOPLE OWN MORE THAN ONE ELECTRONIC/DIGITAL DEVICE?
 4 * The Connected World
 5 * Hacking and Security Breaches
 6 * WHAT ARE SOME MISTAKES YOU MAKE ONLINE?

HOW MANY PEOPLE OWN MORE THAN ONE ELECTRONIC/DIGITAL DEVICE?

- As of 2015, 1 in 3 Americans owned a Smartphone, Tablet, and Computer!
- 1 in 4 Americans own a gaming console/device

Roughly 1 in 3 Americans Own a Smartphone, Computer and Tablet
% who own all three of the following: a smartphone, desktop/laptop computer and tablet computer

U.S. adults	36
Men	35
Women	36
White	37
Black	25
Hispanic	28
18-29	41
30-49	51
50-64	27
65+	16
Less than H.S.	11
High school diploma	24
Some college	40
College grad+	53
Less than \$30K	18
\$30,000-\$74,999	32
\$75K or more	60

Source: Pew Research Center survey conducted March 17-April 12, 2015. Whites and blacks include only non-Hispanics.
 PEW RESEARCH CENTER

Source: <http://www.pewresearch.org/fact-tank/2015/11/23/device-ownership/>

Screenshot 1 of presentation in progress: Saturday, Nov. 11 2022

Takeaway #1:
Password security is
still a major
vulnerability

Takeaway #2:
Many people need
exposure to cybersecurity
topics multiple times
before it is internalized.

**Final Takeaway:
Cybersecurity
awareness is an
ongoing process**

