

User Security Issues

70% of people surveyed would give up their password for a bar of chocolate

More than 70% of people would reveal their computer password in exchange for a bar of chocolate a survey has found. As well as people simply telling the questioners their passwords or saying they would hand them over in exchange for some confectionery, a further 34% revealed the word or phrase they used when asked if it had anything to do with a pet or child's name.

Passwords revealed by sweet deal, 2004
<http://news.bbc.co.uk/2/hi/technology/3639679.stm>

More User Statistics

- 75% knew coworkers passwords
- 12% used the word “password” as a password
- 67% used same password for everything
- 75% stated if they discovered a salary file they would read it
- 38% stated [they] would pass [the salary] file around the office

User Survey--Infosecurity Europe, 2003

Users click on Google ad that offers to infect their computer

Didier Stevens from Contrast Europe has been running a Google AdWords campaign for six months. The ad reads as follows:

Drive-By Download

Is your PC virus-free?

Get it infected here!

drive-by-download.info

“This ad was viewed 259,723 times and clicked on 409 times, for a click-through rate of about .16 percent. The experiment cost him \$23, or 6 cents per click/potentially infected machine.”

Hundreds Click on 'Click Here to Get Infected' Ad, 2007
<http://www.eweek.com/article2/0,1895,2132447,00.asp>

Quote from Bruce Schneier, CTO BT Counterpane

“If J. Random Websurfer clicks on a button that promises dancing pigs on his computer monitor, and instead gets a hortatory message describing the potential dangers of the applet – he’s going to choose dancing pigs over computer security any day. If the computer prompts him with a warning screen like: “The applet DANCING PIGS could contain malicious code that might do permanent damage to your computer, steal your life’s savings, and impair your ability to have children,” he’ll click “OK” without even reading it. Thirty seconds later he won’t even remember that the warning screen even existed.”

Bruce Schneier, Secrets and Lies, 2000