Cognitive Injection
Reprogramming the Situation-Oriented Human OS

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Why do people make “bad” decisions?
Flashback: Risk Compensation
Historical paranoia

“Monkey on rope ladder” © CC-BY-SA 2010 Rachel Coleman Finch
Dilemma of the Prisoner’s Dilemma
Dilemma of the Prisoner’s Dilemma

<table>
<thead>
<tr>
<th></th>
<th>Cooperate</th>
<th>Cheat</th>
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</thead>
<tbody>
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<td>Cooperate</td>
<td>-3</td>
<td>-10</td>
</tr>
<tr>
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<td>-1</td>
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</tbody>
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2/3 of the time!
Why do people make “bad” decisions?
Avoid data theft and downtime by extending the security perimeter outside the data-center and protect from increasing frequency, scale and sophistication of web attacks.
System 1 thrives on stereotypes
Avoid data theft and downtime by extending the security perimeter outside the data-center and protect from increasing frequency, scale and sophistication of web attacks.

### Dilemma of the Prisoner’s Dilemma

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2/3 of the time!
Dilemma of the Prisoner’s Dilemma

2/3 of the time!
System 2: Active processing

LEFT
LEFT
LEFT
LEFT

RIGHT
RIGHT
RIGHT
RIGHT
Avoid data theft and downtime by extending the security perimeter outside the data-center and protect from increasing frequency, scale and sophistication of web attacks.

System 2: Active processing

LEFT
LEFT

RIGHT

RIGHT

LEFT

RIGHT
Why do people make “bad” decisions?
The Schemata of System 1

Annual Security Awareness Training is required by all employees to ensure your compliance with the security policies of the company while conducting your daily tasks in furtherance of our goals to protect company data, systems, and information against malfeasance, adversarial action, and other systemic failures that might be introduced by an inattention to appropriate risk management activities or non-compliance with industry standard best practices as laid out in various control frameworks such as ISO 27002, PCI, HIPAA, SOX, SSAE-16, NIST 800-53, FedRAMP...
New rules to the attention-starved
Why do people make “bad” decisions?
Thank you

Questions, Comments, Pontifications

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