

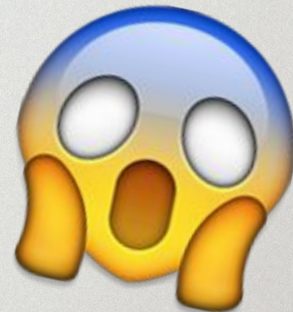


# Behavior Design

Teaching Your Users Security



Look,  
someone  
typing!



SplashData: the most common passwords are “123456” and “password”



RoboForm survey: 8% use a password manager, but 23% always use the same password

1Password has “millions” of users and LastPass has eight million — United States’ population is ~323 million people



“dadada”



Photo by Silverisdead, via Flickr Creative Commons

“The first time someone signs up for your site of captioned cat pictures using the same email address and password that they use for their bank login, your seemingly low-risk credentials database has become a vehicle for storing financial credentials.”

— Cade Cairns and  
Daniel Somerfield



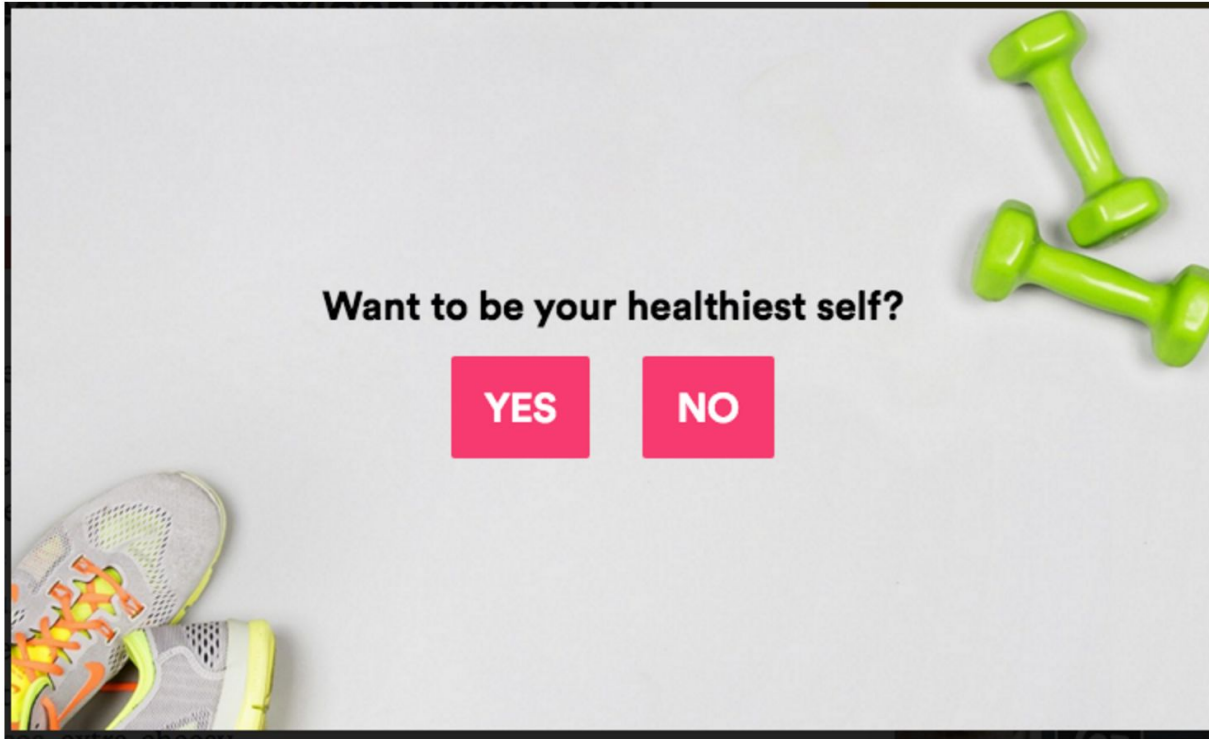
behavior  
design  
=  
persuasion

Behavior design  
often needs  
technical  
underpinnings.



Image by DoctorButtsMD,  
via Flickr Creative Commons





from [greatist.com](http://greatist.com), where i was looking at a recipe for a burrito

[confirmshaming.tumblr.com](http://confirmshaming.tumblr.com)

## More Order Actions

Return or replace items

Manage Prime Membership

≡ see more

## Gift Cards

View Gift Card Balance and Activity

Apply a Gift Card to Your Account

Reload your Gift Card Balance

Your Allowances

Manage Bulk Gift Card Orders

Manage Your Content and Devices

Your Video Subscriptions

Your Prime Music

Your Music Library

Your Amazon Drive

Your Prime Video

Your Kindle Unlimited

Your Watchlist

Your Video Library

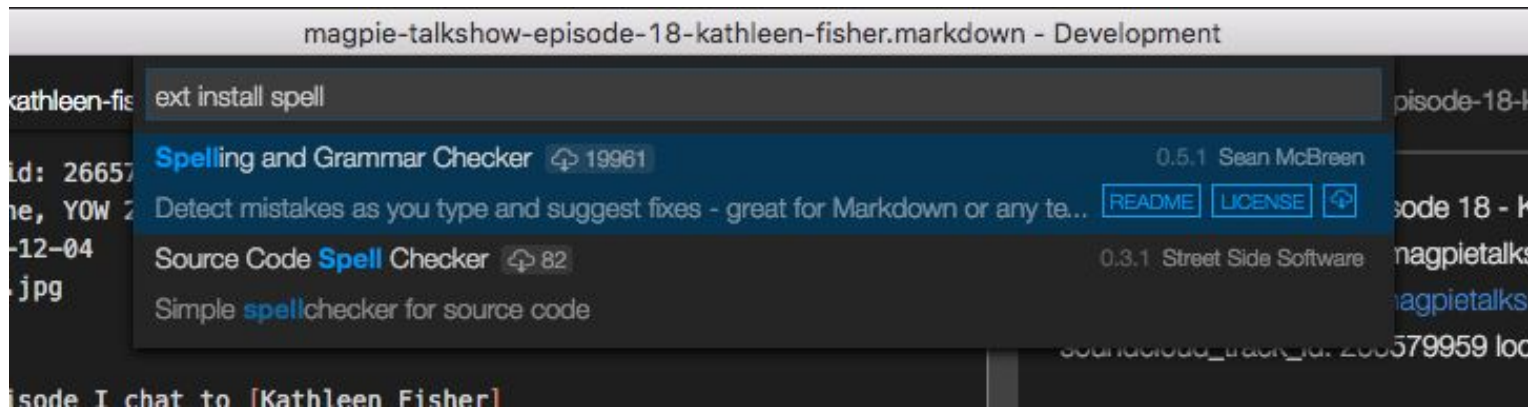
Your Android Apps & Devices

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Not Sonya? Sign Out







samnewman.io/blog



The image shows a purple extension card for 'Spelling and Grammar Checker'. On the left is a circular icon with a white document containing 'ABC' and a green checkmark. To the right, the title 'Spelling and Grammar Checker' is displayed in white. Below the title, the author 'Sean McBreen' is listed, followed by '20069 installs' and a 5-star rating with '(7)' reviews. A description states: 'Detect mistakes as you type and suggest fixes - great for Markdown or any text file.' Under the heading 'Installation', it says 'Launch VS Code Quick Open (⌘+P), paste the following command, and type enter.' Below this is a white text box containing the command 'ext install Spell' and a 'More Info' link.

## Spelling and Grammar Checker

Sean McBreen | 20069 installs | ★★★★★ (7)

Detect mistakes as you type and suggest fixes - great for Markdown or any text file.

### Installation

Launch VS Code Quick Open (⌘+P), paste the following command, and type enter.

```
ext install Spell
```

[More Info](#)

*After The Deadline - a Spell Checker for Wordpress (and other things)*

But then, at the top of the description, I found this message greeting me:

*Notice: This extension uses the teacher node module which calls the After The Deadline service to check for spelling and grammatical errors. Document text is sent to the service over unencrypted HTTP. Do not use this extension with sensitive or private documents.*

“Are you sure you want to download now? Remember, extensions have access to your data. If you’re handling sensitive information, it’s a good idea to look at the README and license first.”



benefits > features





*nothin' to worry  
about but, uh,  
change your  
password plz!*

Dear Pandora listener:

You may have seen recent press articles indicating that LinkedIn was the victim of a data breach in 2012 in which over 100 million usernames and passwords were accessed and released onto the Internet last month.

Our security teams have analyzed the LinkedIn credential data and our analysis indicates that **your username was among those leaked onto the Internet**. This username is the same on LinkedIn and Pandora. While you have probably already changed your password on the LinkedIn website you should also change your password on any other website where you used the same password, including Pandora. Password reuse, using the same password across websites, is one way that malicious entities attempt to gain unauthorized access to services, which is why it's important to use different passwords with different accounts.

While there is no evidence that your account has been tampered with in any way, it is a best security practice to do a password reset in these situations. Below is a link with which you can request a password reset on Pandora.

<https://www.pandora.com/account/help>

- ahhhhhhh friction!!!!
- it's okay
- there are always tradeoffs
- just A/B test everything
- & evaluate your priorities

