Behaviour Modelling Using Cognitive Frameworks

Geordie Stewart MSc CISSP
Risk Intelligence
Risk Awareness = Behavioural Change?
The limits of ‘Risk Awareness’

1. **ORAL CANCER**
   - These white spots are a form of oral cancer caused primarily by smoking. Even if you survive, you may lose part or all of your tongue.
   - Need help to quit?
     - 1-866-366-3667
     - gosmokefree.gc.ca/quit
   - Health Canada

2. **WARNING**

3. **RISK OF BLINDNESS**
   - Smoking may increase your risk of age-related macular degeneration, a condition that can cause permanent vision loss. There is no effective treatment in most cases.
   - Need help to quit?
     - 1-866-366-3667
     - gosmokefree.gc.ca/quit
   - Health Canada

4. **WARNING**

5. **When you smoke it shows.**
   - Cigarettes are addictive and harmful.
   - You have the will. There is a way.
     - 1-866-366-3667
     - gosmokefree.gc.ca/quit
   - Health Canada

6. **WARNING**

7. **This is what dying of lung cancer looks like.**
   - Barb Tarbox died at 42 of lung cancer caused by cigarettes.
   - You can quit. We can help.
     - 1-866-366-3667
     - gosmokefree.gc.ca/quit
   - Health Canada
He's one of the busiest men in town. While his door may say Office Hours 2 to 4, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.

According to a recent Nationwide survey:

MORE DOCTORS SMOKE CamelS
Good advice isn’t enough
Why are we struggling?
Looking for answers

#SecAwareSummit
The Extended Parallel Processing Model

<table>
<thead>
<tr>
<th>External Stimuli</th>
<th>Message Processing (1&lt;sup&gt;st&lt;/sup&gt; &amp; 2&lt;sup&gt;nd&lt;/sup&gt; Appraisals)</th>
<th>Outcomes</th>
<th>Process</th>
</tr>
</thead>
<tbody>
<tr>
<td>MESSAGE COMPONENTS</td>
<td>PERCEIVED EFFICACY (Self-Efficacy, Response Efficacy)</td>
<td>Protection Motivation</td>
<td>Danger Control Process</td>
</tr>
<tr>
<td>Self-Efficacy</td>
<td>PERCEIVED THREAT (Susceptibility, Severity)</td>
<td>Adaptive Changes</td>
<td></td>
</tr>
<tr>
<td>Response Efficacy</td>
<td>No Threat Perceived (No Response)</td>
<td>Defensive Motivation</td>
<td>Fear Control Process</td>
</tr>
<tr>
<td>Susceptibility</td>
<td>Individual Differences</td>
<td>Maladaptive Changes</td>
<td></td>
</tr>
<tr>
<td>Severity</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
EPP predicts three possible outcomes:

1. Fear controlling response (caused by a low perception of self-efficacy or response efficacy)
2. No response (risk is perceived as insignificant)
3. Risk controlling response (risk is perceived as significant and the ability to control it is high)
Proposition

Context is everything
Context
Applying EPPM
Learned helplessness
Questions?