Cyber security and the ACMA

- Australian Government’s Cyber Security Strategy
- Priority: Cultural Change — educate and empower all Australians with information, confidence and practical tools to protect themselves online
- provides practical tools to report spam
- collects data on compromised computers and provides reports to participating ISPs (AISI)
- Ongoing program of education and awareness-raising
- Linkages to Government’s Cyber Safety Plan
The ACMA and cyber security: research and education

- Attitudes towards use of personal information online (August 2009)

- Key issues:
  - belief among adults that security breaches are inevitable;
  - pace of technological change makes it difficult to stay up to date so as to stay protected from the latest risks.

- Consensus that government has a role to play — through regulation and/or education.
Hackers, Fraudsters and Botnets: Tackling the Problem of Cyber Crime

- Parliamentary inquiry into Cyber Crime conducted by the House Standing Committee on Communications

- Findings:
  - low community awareness of cyber security threats
  - insufficient uptake of e-security measures
  - small businesses and home users vulnerable to cybercriminals

ACMA Cyber Security Education Research Project 2010

- Two components:
  - comparative analysis of international approaches to provide awareness-raising and education designed to empower the community and small business with respect to cyber security risks
  - analysis of the literature used to support the implementation of these strategies and evaluate the effectiveness of the programs

- 68 initiatives studied across 11 countries
How to evaluate?

- what is appropriate and cost effective?
- What qualitative and quantitative metrics should be used for evaluation purposes?

Recommendations

- Establish design criteria that include:
  - interactive instructional techniques
  - multiple program components
- Establish and implement evaluation criteria. Best practice should include:
- incorporation of evaluation into budgets
- user-centred design evaluation techniques
- publication of evaluation evidence

- Further research

**Conclusions**

Effective online awareness and education programs are:

- research-based;
- joined-up
- strategically targeted
- No one perfect channel
- Different approaches and different messages for different target groups
- Ongoing research and evaluation are necessary.