Emotion Impact:
How Stories Affect Password Behavior

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Lessons In Stories:

What kind of lessons do people use in stories about Passwords?

Participants offered some expected types of advice, For example:

- Mnemonic
- Strong or Complex Passwords
- Passwords Variants
- Funny

Funny:

"…We looked around the room for a random object to put at the base and I saw TurboTax sitting on the table. I told her 'taxreturn' and then a series of numbers, because what high schooler is thinking about taxes. To this day he [A friend] never guessed it and it's been years. Boys are dumb." – P47

"It was a cold dark night and I could feel the breeze between my buttcheeks. I needed a password for my AOL account so I could chat up some hot boys, but what would my password be? I wanted it to be personal and that meant something to me. I treated my password like a tattoo. That's when it hit me- there is no one that I love more than my dear pal Truffles, from animal crossing. " –P30

Mnemonic :

"My girlfriend often set up the password with a bunch of random numbers and end it with a dot ". -P14

"Take the first letter from each word in the phrase and combine them so it seems like a bunch of random letters or numbers." -P21

Strong/Complex :

"…I learned it is advantageous to create a sentence and then pull the first and last letter of each word to create the password ". –P44

"my professor told me that the most secure password you can make is a variation of random numbers and letter." - P20

Password Var. :

"…remember to change your passwords once every one to three months so that you do not fall victim to a bad situation." -P12

"I think we should all think about changing our passwords every three months, for our security". –P40

Emotion Impact of Stories:

Emotion means

	Dist.	M
Negative		
Disheartened		1.59
Anxious		1.83
Irritable		1.75
Dispirited		1.54
Insecure		1.58
Frustrated		1.82
Helpless		1.55
Nervous		1.84
Angry		1.65
Positive		
Satisfied		1.59
Excited		1.41
Curious		1.94

Legend
- 4. Extremely
- 3. Mostly
- 2. Somewhat
- 1. Not at all

We asked participants to recall a story that they knew of and asked them questions about the emotions they felt.

So Participants reported high means for
Anxious
Frustrated
Nervous
Curious

However, when the story made you feel **disheartened** or **dispirited** it lead to a change in behavior with passwords.

Emotions on Behavior Change

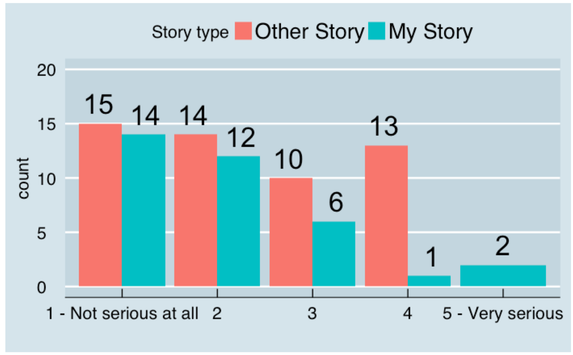
	Estimate β	R^2
Negative		
Disheartened	0.419 **	0.111 **
Dispirited	0.363 **	0.106 *
Angry	0.306 *	0.061 *
Nervous	0.322 *	0.053 *
Anxious	0.296 *	0.048 *
Insecure	0.255 *	0.046 *
Irritable	0.278 .	0.043 .
Frustrated	0.237	0.029
Helpless	0.102	0.007
Positive		
Curious	0.174	0.016
Satisfied	0.121	0.015
Excited	0.079	0.004

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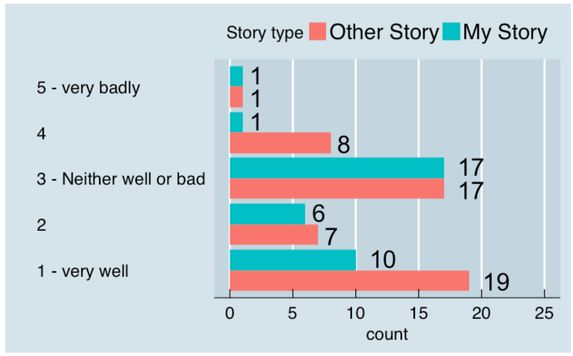
Story Origins:

We asked participants who they wrote about in their story. 35 Individuals reported if the story was about them (My Story) and 52 wrote about Someone Else (Other Story).

How serious was the threat?



Did it end well for the main character?



Key Findings:

- Emotive content can affect behavior change
- Myriad of different lessons
- Origin of the story

Next Steps:

- Can Stories be used as a training tool?

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