Preliminary User Studies

- Our preliminary user studies [1] with 76 participants have shown that home users perceive visual learning to be more effective, persuasive, and memorable than learning from plain text.
- Additionally, the use of metaphor can help users understand complex security concepts.

Eye-tracking User Study

- We conducted an eyetracking experiment with 13 participants to evaluate how users learn and interact with comic media.
- Our results suggest that the combination of text and graphical devices encourage learnability and increase engagement with security topics.
- 80% of participants with weak passwords changed their passwords at home using the passphrase strategy one week later.

Antivirus User Study

- We conducted a user study with 16 participants using semi-structured interviews to identify users’ mental models of antivirus software and malware.
- Users’ limited understanding of malware, how antivirus software works, and other misconceptions could have an impact on their ability to properly manage their antivirus, for example with running updates.
- 33% of participants updated their antivirus software within one week after viewing the comic, and 88% were able to describe why updates are required to maintain a healthy antivirus.

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