Cybersecurity and policy-making: challenges and message framing

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Cybersecurity: great importance but little action by governments

IoT = Internet of Things
Everyday life is interwoven with electronic devices, society becoming more and more dependent on cyberspace.

Policy-making in field of cybersecurity is facing many paradoxes:

Governments want to ensure cybersecurity, but at the same time it wants access to the data of individuals

Cybersecurity breaches cannot be stopped at a nation's borders.

Too little spending on cybersecurity might indicate that they are not well protected, whereas too much - creates fear and ensuring the delicate balance is critical.

Why is there so little governmental actions?

- Limited visibility

- Contested nature of fighting for cybersecurity

- Socio technological complexity

- Ambiguos impact

An inability to frame cybersecurity has resulted in a failure to take appropriate measures and develop suitable policies
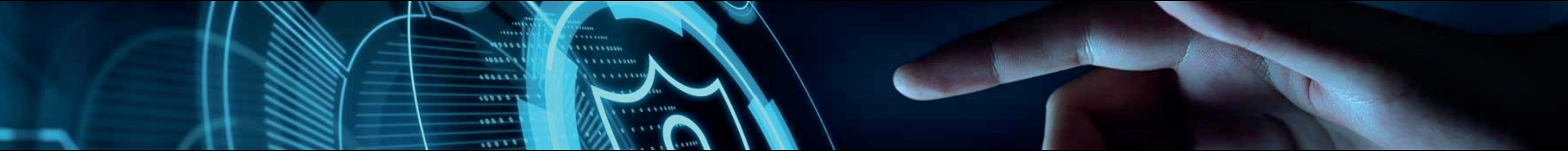
Solution: Message framing

- communicating a complex
problem in a simple and convincing manner

...to increase societal and political awareness of cybersecurity and
put the issues in perspective

Cybersecurity framing strategies

1. Do not exacerbate cybersecurity
2. Make it clear who the villains are
3. Give cybersecurity a face putting the heroes in the spotlight
4. Show its importance for society
5. Personalize for easy recognition by the public
6. Connect to undercurrent

Thank you!