THIS IS YOUR BRAIN ON PASSWORDS

Does the theory of cognitive dissonance also apply to our digital behavior? You know it’s bad for you, but you do it anyway. Although major branches continue to make headlines, we haven’t changed how we protect our digital life.

Cognitive Dissonance is the psychological conflict resulting from an individual performing an action that is contradictory to their beliefs, stated or internal.

WHAT YOU KNOW

YOU UNDERSTAND WHAT GOOD PASSWORDS SHOULD LOOK LIKE...

- 59% has a secure password
- 91% substituted the letters of passwords
- 2/3 are better at memorizing than spelling
- 75% are informed on password best practices
- 78% consider their passwords sufficient protection for their online information

...YET YOU CONTINUE TO ENTER POOR PASSWORDS

- 41% choose a password they wish to remember
- 61% look at the list of stolen passwords
- 55% do it even though that password!

WHAT YOU DO

YOU RELY ON PERSONAL INFORMATION TO CREATE AND REMEMBER YOUR PASSWORDS

- 47% use all of the following personal information
- 55% use more aprofile than men
- 39% use less

WHY YOUR PERSONALITY WILL GET YOU HACKED

When it comes to online security, your personality type does not inform your behavior, but it does reveal how you rationalize your bad password habits.

TYPE A

Bad password behavior in Type A personalities stems from their need to be in control. Even though they reuse passwords, they don’t believe they are generally at risk because of their own organized system and proactive efforts.

CONTROL

- 35% reuse because they want to remember all accounts

DETAIL-ORIENTED

- 49% have a personal system for remembering passwords

DELIBERATE

- 2/3 are unalike to help keep personal info secure

DRIVEN

- 86% are motivated to protect yourself and the family

TYPE B

Type B personalities rationalize their bad behavior by convincing themselves that their accounts are of little value to hackers. This enables them to maintain the illusion of a laid-back attitude toward password security.

NONCHALANT

- 45% believe your accounts aren’t valuable enough to make it worth a hacker’s time

LAID BACK

- 43% prioritize a password that is easy to remember over one that is secure

FLEXIBLE

- 1/2 feel that you need to limit your online accounts and activities due to your bad password behavior

PREDOMINANT

- 86% believe other things occurred in a weak password and compromise of your online security

DON’T JUST RESET YOUR PASSWORD, RESET YOUR THINKING

Managing your passwords properly can be a quick behavioral adjustment that can yield long-term benefits.

REGARDLESS OF YOUR PERSONALITY TYPE, LASTPASS CAN HELP YOU AVOID YOUR PASSWORDS IN A CONVENIENT AND SECURE WAY.

LASTPASS.COM