

Re: [fw-wiz] The home user problem returns

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Date: 09/20/05

To: Elizabeth Zwicky <zwicky@greatcircle.com>

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Quoting Elizabeth Zwicky <zwicky@greatcircle.com>:

- >
- > *On Sep 13, 2005, at 12:23 PM, Tina Bird wrote:*
- >> *i disagree. i don't know *anyone* who willingly makes a fundamental,*
- >> *significant change in their behavior without pain as a motivator.*
- >
- > *On the one hand, I agree with Tina -- people change their OWN*
- > *behavior based on their OWN pain. On the other hand, this insight*
- > *leads people to some terrible attempts at training, because people*
- > *(dogs, cats, octopus, anything with a brain of reasonable size)*
- > *do not respond effectively to imposed pain. Positive training*
- > *methods always work better on long-term measures.*

correct, as we expect from elizabeth :-)) most of the time when i'm presenting the use of endpoint enforcement techniques to system administrators (the folks who will be managing the systems) and their end users, i start by describing it

as a reward system for proper configuration, rather than a punishment system against incorrect or compromised configurations. it's the same as the artificial ignorance approach to log management, or good ol' deny all firewall rules. the list of "things that absolutely ought to be configured this way" is shorter than the list of all possible things that should be prohibited.

so of *course* most folks won't want to do that.

unfortunately, i am consistently told by marketing folks and journalists that rewarding the right behavior isn't sexy enough to be newsworthy. apparently selling "a kick ass system for maintaining proper system config, and simplifying enterprise desktop management" doesn't work - but "scan and block" or "worm preventers" or "quarantine solutions" will. i think it's absurd, that stupid reactive approach to life. it was much easier to get the UNIX sys admins

to adopt security mechanisms by pointing out how much easier they make system management, but apparently that's not always a good sell for the desk top folks. i don't get it.

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