### 12 – Security Warnings

Lorrie Cranor February 27, 2017

05-436 / 05-836 / 08-534 / 08-734 / 19-534 / 19-734 Usable Privacy and Security Carnegie Mellon University CyLab



Engineering & Public Policy



#### Today's class

- Project feedback
- Evaluating security warnings
- NEAT and SPRUCE
- Design your own warning

#### Project feedback

- All teams should have received feedback
- From here on out, you should plan to check in with Lorrie, Javed, or Abby about once per week (via email or arrange a meeting) to go over study protocols, surveys, IRB submissions, etc.
- IRB protocols need to be submitted by March 6
- We suggest you start working on IRB protocol ASAP and go over it with us by Friday

### Evaluating security warnings

#### Security Error: Domain Name Mismatch

You have attempted to establish a connection with "www.whitehouse.gov". However, the security certificate presented belongs to "a248.e.akamai.net". It is possible, though unlikely, that someone may be trying to intercept your communication with this web site.

If you suspect the certificate shown does not belong to "www.whitehouse.gov", please cancel the connection and notify the site administrator.



| 💿 😑 🔘 Security Error: Don       | nain Name Mismatch   |
|---------------------------------|----------------------|
| Something happened an           | nd you need to click |
| OK to get on with doing         | g things.            |
| Certificate mismatch security i | identification       |
| administrator communication i   | intercept liliputian |
| snotweasel foxtrot omegaforce   | e.                   |
| Technical Crap                  | Cancel OK            |

Image courtesy of Johnathan Nightingale

Users swat away warning dialogs

How can we get users to pay attention?

#### W McAfee

#### 🗙 Your computer is at risk

Please check your status so you can address any security issues and keep your PC protected

More ~



### 2007 Phishing warnings study



S. Egelman, L. Cranor, and J. Hong. You've Been Warned: An Empirical Study of the Effectiveness of Web Browser Phishing Warnings. CHI 2008.

#### Study design challenges

- Observe users interacting with warnings without them knowing we're interested in warnings
- Make users feel like they are under attack without actually putting them at risk

### Required a little deception

- Lab study on online shopping
- Purchase paper clips from Amazon
- Answer questions about shopping (for another study)
- That's when we phished them
- Check email to get your receipt
- That's when they fell for it





🗘 "Amazon.com" <order-update@amazonaccounts.net> to me show details Jun 13 🡆 Reply 🔻

Hello from Amazon.com.

We wanted to let you know that there is a delay with item(s) in the order you placed (Order# 102 6801884 2225725)

Please approve this delay so that we can continue processing your order. (Note that if we haven't received your approval by the end of business tomorrow, the item will be cancelled.

page in Your Account:

http://www.amazonaccounts.net/gp/signin/104-3310393-0927909.htm

#### http://www.amazonaccounts.net/gp/signin/ 104-3310393-0927909.htm

you can make changes to unshipped orders, cancel unshipped items, track shipped packages, modify your account settings, and do much more.

Please note: This e-mail was sent from a notification-only address that cannot accept incoming e-mail. Please do not reply to this message.

Thanks for shopping at Amazon.com, and we hope to see you again.

Sincerely,

Customer Service Department http://www.amazon.com

Check your order and more: Order Update

#### More issues to address

- Anti-phishing systems snagged our emails
- Amazon lawyers called CMU lawyers



#### Success!

- Most participants got phished
- Significant differences between conditions
- Observed interesting user behavior that helped us understand root cause of failures



#### Confused by domain names

"The address in the browser was of amazonaccounts.net which is a genuine address"

Your Amazon.com order (#102-6801884-2225735): your approval required Inbox

"Amazon.com" <order-update@amazonaccounts.net> to me

show details Jun 13 👆 Reply 🔻

Hello from Amazon.com.

We wanted to let you know that there is a delay with item(s) in the order you placed (Order# 102-6801884-2225735).

#### Confused mental models

Some users repeatedly closed their browser, returned to the phishing email, and clicked on the link again



### Research led to better phishing warnings

| 🖕 Favorites 🛛 🍰 💋 Home -       | SharePoint 📶 Internet Explorer 8 Readin 🔊 my del.icio.us 🔊 Start Debugger 🌮 Suggested   | Sites 💌      |
|--------------------------------|---|--------------|
| Reported Unsafe Website: Navig | ation Blocked 👘 🔹 🗟 🔹 🖃 🖷 🖶 🝷 Bage 🔹 Safety 🔹 Tools 👻 🚱 👻 📑 🖨   | ð 🕲 VA 🛍 🕄 🗒 |
| 8                              | This website has been reported as unsafe 207.68.169.170   |              |
|                                | We recommend that you do not continue to this website.  |              |
|                                | Go to my homepage instead Ø Disregard and continue (not recommended)  |              |
|                                | This website has been reported to Microsoft for containing threats to your<br>computer that might reveal personal or financial information.<br>Report that this is not an unsafe website. |              |
|                                | More information  |              |

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### 2008 SSL certificate warning study

- Test SSL certificate warnings
- Design a better warning



J. Sunshine, S. Egelman, H. Almuhimedi, N. Atri, L. Cranor. **Crying Wolf: An Empirical Study of SSL Warning Effectiveness.** USENIX Security 2009.

## How do you know when you are actually at risk?

# Some hazards are ALWAYS dangerous



# Some hazards are context dependent





# Computer security dialogs context dependent

- Security warning dialogs more like warnings on wine than warnings on poison
- Software developers place burden of assessing risk on users





### A good warning helps users determine whether they are at risk

- Stops users from doing something dangerous in risky context
- Doesn't interfere with non-risky contexts
- Need to test warnings in both contexts

#### Non-risky context

- Visit CMU "Cameo" library web site
- Encounter self-signed certificate (familiar experience)



#### **Risky context**

- Put users in situation where they have something they care about at risk
  - Come to our lab and check bank account balance online
- Make users think they are actually at risk
  - Use web proxy to do man-in-the-middle attack



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# This may or may not be legal in the state of Pennsylvania



#### New plan

- Remove root certificate from browser
- Web site certificates can't be verified
- Visits to secure sites will trigger warnings



### Lab study challenges

- Participants may feel safe
- They may think they have to do everything we tell them
- Their priority may be to finish study fast and get paid



#### Provide easy alternative tasks

- Framed as information-seeking study
- 4 tasks including CMU library and bank account tasks
- Instructions for completing tasks online or by phone
  - E.g. login to <u>http://www.pnc.com</u> or dial 1-888-762-2265 for telephone banking
- Provided lab phone and computer



#### So what happened?

- 100 users tested FF2, FF3, IE7 + 2 new warnings
- IE7 and FF2: Most users ignored all warnings
- FF3: Most users heeded all warnings, couldn't figure out 4-step override process
- New warnings: Most users ignored warnings at library, about half heeded warnings at bank
  - Big improvement but still failed to keep users safe half the time

#### Security-decision UI study

• How can we focus users' attention on key information they need to make informed decisions?

C. Bravo-Lillo, L.F. Cranor, J. Downs, S. Komanduri, R.W. Reeder, S. Schechter, and M. Sleeper. **Your Attention Please: Designing security-decision UIs to make genuine risks harder to ignore**. SOUPS 2013.

# Can you spot the suspicious software?

x



Allow the following publisher to install software with full access to this computer?

Publisher: Microsoft Corporation (microsoft.com)

- I do not trust this publisher. Cancel the installation.
- I trust this publisher with complete control of my computer. Install the software.

#### Windows Security

Allow the following publisher to install software with full access to this computer?

Publisher: Miicr0s0ft Corporation (miicr0s0ft.com)

- I do not trust this publisher. Cancel the installation.
- I trust this publisher with complete control of my computer. Install the software.

#### benign

#### suspicious

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# Key question: Do you trust publisher?

Name of publisher is critical information in trust decision



# How can we get users to notice suspicious publishers?

- Use attractors to draw attention to publisher
   name
- Force delay before users can install
- Force interaction before users can install
- Force users to read publisher name

#### ANSI standard warning colors



#### Animated connector



#### Slow reveal


## Obstruct install button until user swipes mouse over publisher name



# Obstruct install button until user types publisher name



### Do any of these work?

- Do attractors and other techniques prevent suspicious installs without preventing benign installs?
- How much do attractors delay benign installs?



## Methodology requirements

- Massive, inexpensive, quick
- Remote observation/recording of behavior
- Participants should feel safety/risk and behave as they would in real life
- But should not actually be at increased risk through participation in experiment

## Use Mturk game ruse

 Ruse previously developed for study of whether users would fall for fake OS password dialogs



Operating System Framed in Case of Mistaken Identity: Measuring the success of web-based spoofing attacks on OS password-entry (ACM CCS 2012)

## Amazon Mechanical Turk

amazon mechanical turk Artificial Artificial Intelligence

Your Account HITS

Earn

money

Qualifications

Introduction | Dashboard | Status | Account Settings

#### Mechanical Turk is a marketplace for work.

We give businesses and developers access to an on-demand, scalable workforce. Workers select from thousands of tasks and work whenever it's convenient.

476,446 HITs available. View them now.

### Make Money by working on HITs

HITs - Human Intelligence Tasks - are individual tasks that you work on. Find HITs now.

Work

Find HITs Now

or learn more about being a Worker

#### As a Mechanical Turk Worker you:

Can work from home

Find an

interesting task

vely enable TASKS tion. Glob

- Choose your own work hours
- Get paid for doing good work



Ask workers to complete HITs - Human Intelligence Tasks - and get results using Mechanical Turk. Register Now

Already have an account?

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Sign in as a Worker | Requester

#### As a Mechanical Turk Requester you:

- Have access to a global, on-demand, 24 x 7 workforce
- Get thousands of HITs completed in minutes
- Pay only when you're satisfied with the results



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|----------------------------------|---|-------|
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| This is a test version of the CM | J Online Games Evaluation Study. You are currently using Microsoft Windows 7. |       |
| Online games e                   | valuation survey  |       |
| Carnegie Mell                    | <b>Online games evaluation survey</b>   |       |

#### Purpose of the study

This survey is part of a research study conducted by Dr. Julie Downs at Carnegie Mellon University. The purpose of this study is to evaluate online games according to criteria that will be explained in the next pages. You will be asked to go to websites, play a game for 2 to 3 minutes, then return to this survey to give us your opinion on each. The whole survey should take you between 15 and 20 minutes in total.

#### **Participants requirements**

Participation in this study is limited to individuals age 18 and older. <u>You have to physically be in the United States of America to be eligible to</u> participate in this study, and not having taken before any early version of the same survey.

#### **Risks**, benefits, and compensation

Carnegie Mellon ...

The risks and discomfort associated with participation in this study are no greater than those ordinarily encountered in daily life or during other online activities. There may be no personal benefit from your participation in the study but the knowledge received may be of value to humanity. You will receive \$1.00 as a compensation for participation in this study. There will be no cost to you if you participate in this study.

The data captured for the research does not include any personally identifiable information about you. We will collect your IP address only to check whether you qualify for the study.

#### Confidentiality

By participating in this research, you understand and agree that Carnegie Mellon may be required to disclose your consent form, data and other personally identifiable information as required by law, regulation, subpoena or court order. Otherwise, your confidentiality will be maintained in the





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| Online games evalu                                  | ation survey   |           |
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| game to loa<br>2. When the g                        | Assigned game #1. Mars buggy Omme  |           |
| 3. Return to this                                   | survey to answer the questions below.  |           |
|   | Assigned game #1: Mars Buggy Online  |           |
|   | http://www.gametop.com/online-free-games/mars-buggy-online/?i=A2NUXAJFPAX4Z2 |           |
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| Amazon Mechanical Turk × 🔇 Carnegie Mellon University ×  |                |
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|  |                |
| Instructions to e Assigned game #3: Colliderix Level Pack  |                |
| <ol> <li>Catch on the</li> <li>Wait for the game to load. When it's fully loaded, play the game "Colliderix Level Pack" for about 2 to 3 minutes.</li> <li>Return to this survey to answer the questions below.</li> </ol> |                |
| Assigned game #3: Colliderix Level Pack<br>http://www.yourgamefactory.net/wtk/games/index.u1.php?i=A2NUXAJFPAX4Z2  |                |
| <u>Attention</u> : The website whose URL appears above is external to this study. Our researchers <u>do not</u> control its content.   |                |
| 4. Were you able to play the game? *   |                |
| Yes  |                |
| No (you will be assigned another game to evaluate)   |                |
|  |                |
| Next   |                |
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## Participant decision design

- Workers in Amazon's Mechanical Turk aim to:
  - Complete the tasks they accept (otherwise, don't earn money)
  - Minimize the time and effort in each task (each accepted task has an opportunity cost)
- Our message to participants:
  - "You may skip a game. If you do, we will assign you another"
- The decision was designed to gamble time/money for security:
  - Install  $\rightarrow$  Take small risk, play the game, finish sooner
  - Not install  $\rightarrow$  Not take any risks, not play the game, waste time

### Results are encouraging

- 2,227 participants encountered dialogs
- Benign scenario
  - Installation not prevented
  - But some approaches slowed people down
- Suspicious scenario
  - Our new dialogs reduced installations
  - Swipe, type, and delay were particularly effective

## But what would happen if users saw these attractors repeatedly?

- Conducted more experiments
- Scenario in which participants had to dismiss a dialog repeatedly for several minutes until the dialog changed
- Measured rate of compliance with changed dialog
- Showed that some attractors performed better than control in presence of habituation
- "Harder to Ignore?" paper: Can attractors actually eliminate or reduce effects of habituation?

C. Bravo-Lillo, L. Cranor, S. Komanduri, S. Schechter, M. Sleeper. Harder to Ignore? Revisiting Pop-Up Fatigue and Approaches to Prevent It. SOUPS 2014.

### Habituation experiment

- Show a dialog repeatedly with irrelevant message
- Ask participants to click "Yes"
- Change salient field to "Click on No"
- Check if participants notice the change and click "No"



← → C 🗋 surveygizmo.com/s3/1125524/A

CMU Habituation Study

When you are

In the following page you will see a timer on the screen, and a number of consecutive dialogs (pop-up windows) asking you to click 'Yes' or 'No'. Your task is to respond to as many dialogs as you can before the timer goes off. You can increase your performance by following instructions and responding to each question quickly. Some dialogs may require you to wait or perform an action before the 'Yes' button is activated.

Those who perform well may be rewarded with opportunities to finish the study early while still receiving their full payment. After finishing the task, you will have to answer a short survey.

Those who perform well may be rewarded with opportunities to finish the study early while still receiving their full payment.











C

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www.yourgamefactory.net/wtk/habit/index.php?i=Atestingtest&v=3

#### Carnegie Mellon University study

01:58

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#### Your input is required to proceed

Status: Press the No option below to finish this study early.

We are studying how you respond to pop-up windows like this one. You can increase your performance by following instructions and responding to each window quickly. Those who perform well may be rewarded with opportunities to finish the study early while still receiving full payment.

Would you like to see another pop-up window?

- .→ Yes, please show me another pop-up window
- ⇒ No, do not show me another pop-up window







💽 CMU Pop-up dialogs stud 🗙



1. Please type in the contents of the "Status:" field in the most-recently shown dialog, to the best of your memory. If you have no memory, please type "none": \*

None





# "Harder to ignore" experimental design

- {6 dialogs} x {4 exposure conditions} = 24 conditions
  - Dialogs: Control, Swipe, Type, AC + Delay, Reveal, ANSI
  - Exposure to 'irrelevant message': 1 exposure, 3 exposures, 20 exposures, 150 sec. of exposure
- Two phases:
  - Habituation phase: participants are shown irrelevant message, they could only click on "Yes"
  - Test phase: participants are asked to click "No"

Cristian Bravo-Lillo, Lorrie Faith Cranor, Saranga Komanduri, Stuart Schechter, and Manya Sleeper. Harder to Ignore? Revisiting Pop-Up Fatigue and Approaches to Prevent It. SOUPS '14.

## Control and ANSI decline with habituation



## Reveal and AC+Delay start out better, decline with habituation



## Swipe and Type are resilient to habituation



Could not predict difference between green and purple lines from previous experiments

## NEAT and SPRUCE (from Microsoft)

Rob Reeder, Ellen Cram Kowalczyk, and Adam Shostack. Poster: Helping engineers design NEAT security warnings. SOUPS 2011.

http://cups.cs.cmu.edu/soups/2011/posters/soups\_posters-Reeder.pdf

- NEAT 4 questions to ask when you design a security or privacy UX
- SPRUCE 6 elements to include in a security or privacy UX
  - Good advice, but sometimes it may be better to keep it short and simple rather than include all 6 elements

### **Microsoft**<sup>®</sup>

### Ask yourself: Is your security or privacy UX:

## **NECESSARY?** Can you change the architecture to eliminate or defer this user decision?

**EXPLAINED?** Does your UX present all the information the user needs to make this decision? **Have you followed SPRUCE? (see back)** 

**ACTIONABLE?** Have you determined a set of steps the user will realistically be able to take to make the decision correctly?

Have you checked that your UX is NEAT for all scenarios, both benign and malicious?

NEAT

**TESTED?**
# When you involve the user in a NEAT security or privacy decision, explain the decision using these 6 elements:

SOURCE: State who or what is asking the user to make a decision
PROCESS: Give the user actionable steps to follow to make a good decision
RISK: Explain what bad thing could happen if the user makes the wrong decision
UNIQUE KNOWLEDGE user has: Tell the user what information they bring to the decision
CHOICES: List available options and clearly recommend one
EVIDENCE: Highlight information the user should factor in or exclude in making the decision

## **SPRUCE** For more info, contact **neatux@microsoft.com**

### Analyze with NEAT SPRUCE

Your web browser thinks this is a phishing web site. Do you want to go there anyway?

Don't go there

Go there anyway

- Necessary
- Explained
- Actionable
- Tested

- Source
- Process
- Risk
- Unique knowledge
- Choices
- Evidence

#### Class assignment

- USB flash drives can spread infections in a number of ways. See <a href="http://www.cioinsight.com/security/the-dangers-of-unsecured-usb-drives">http://www.cioinsight.com/security/the-dangers-of-unsecured-usb-drives</a>
- Attackers may distribute infected flash drives by leaving them around where employees
  of a target company are likely to pick them up. In addition, a user who uses a flash drive
  to exchange files with another user whose machine is already infected, may pick up the
  infection on the flash drive and bring it to their own machine. Some companies are
  prohibiting their employees form using flash drives, but others are just asking their
  employees to be careful.
- Imagine a security tool that runs on a user's computer and monitors the USB ports, looking for programs that run automatically when a flash drive is plugged in. When an autorun program is detected it prevents it from running and displays a warning. The warning dialog offers users the option of letting the program run.
- Your first task (to be done in class) is to design the warning using the design tool at: <u>http://saucers.cups.cs.cmu.edu/woda/</u>
- You may do this yourself or work with someone else. If you are not in class, do this at home. Use the NEAT and SPRUCE guidelines as you develop your design.

#### Homework assignment

- Your next task (to be done at home and turned in with your homework) is to critique someone else's warning. Go to <u>http://saucers.cups.cs.cmu.edu/woda/</u>
- Critique the warning that was submitted immediately before yours. If you submitted the first one then critique the last warning submitted. Please write one bullet point addressing each of the NEAT and SPRUCE messages. Then briefly discuss any additional factors you think might be relevant that are not addressed by NEAT and SPRUCE.