Strengthening Security Engagement With Gamification

Description: Despite high levels of concern about fraud, consumers are slow to adopt security best practices. Gamification, the incorporation of game design elements into non-game applications, can help to build consumer ability and motivate them to take advantage of existing security features.

Key Questions Answered:

- How do consumer actions and attitudes on security compare?
- How does the current financial environment drive consumer security decisions?
- How can institutions improve security behaviors among their customers?
- What role can gamification play in changing behavior?

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