

WHY WOULD I TELL YOU?

OR
WHAT MAKES PEOPLE FEEL
ABLE AND MOTIVATED
TO SHARE INFORMATION ?



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INTRODUCTION

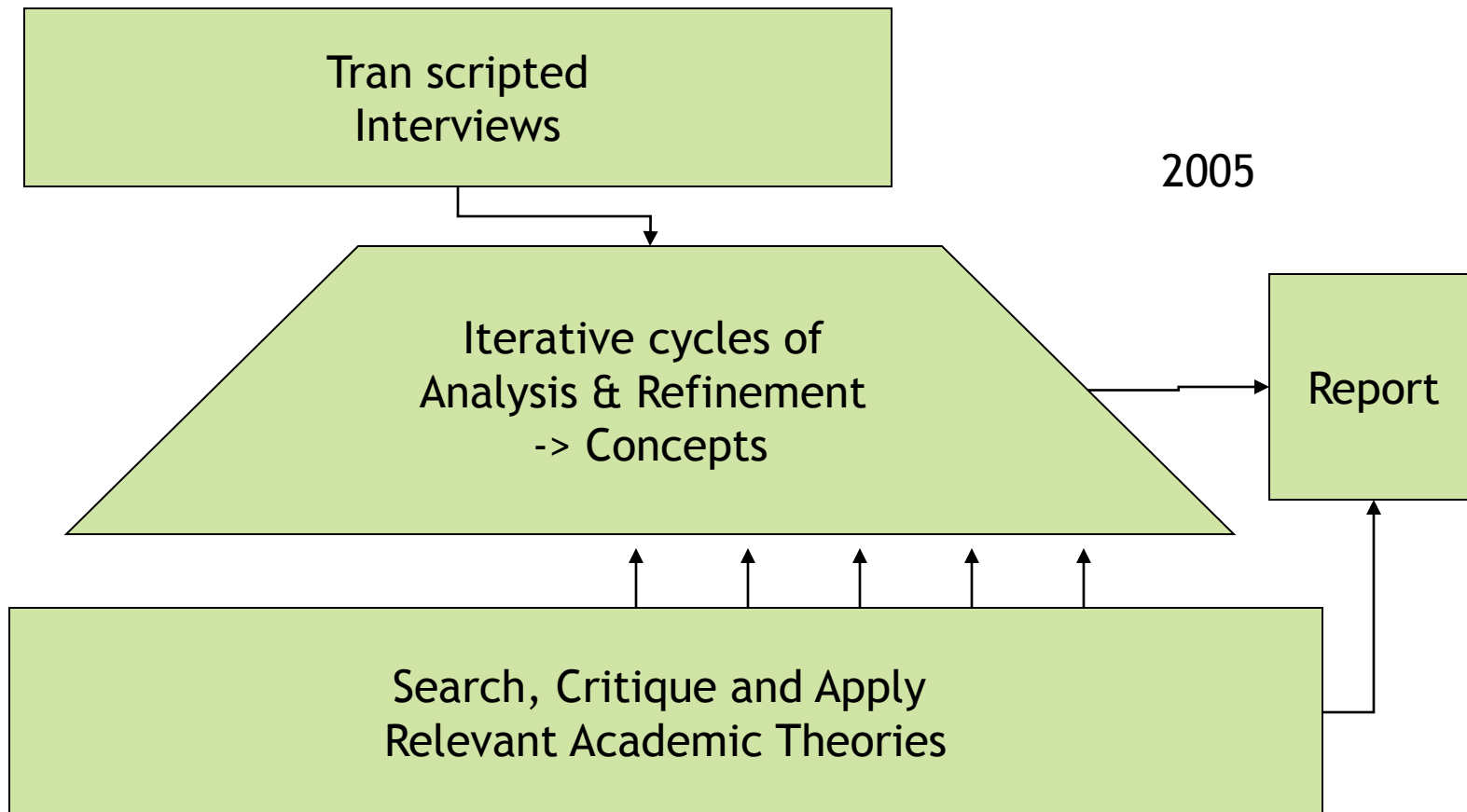
- ◉ UK Government funded MSc research project in association with the WARP initiative.

Background:

- ◉ Delicate balancing act of information sharing vs the need to protect an organisation's proprietary interests.
- ◉ People have a variety of perspectives sharing:
 - “necessary for the greater good”
 - “is more trouble than it is worth!”

RESEARCH METHOD

To identify the psychological factors involved in inter-organisation, sharing of sensitive knowledge.



TRUST

‘expectations, assumptions, or beliefs about the likelihood that another’s future actions will be beneficial, favourable or at least not detrimental to one’s interest’

Deterrent Based :

‘trust because they fear punishment’

Knowledge Based :

‘knowing someone well enough to predict their actions’

Identification Based :

‘can identify with another’s desires and actions so that they can act as your proxy’

Pre-emptive Trust :

‘Trust is awarded on a small amount of knowledge through social identification’

NEEDS AND REWARDS

‘Internal disequilibria that triggers a behavioural response’

Work related needs :

Existence : ‘All forms of material and physiological desires’
Motivates withholding from sharing in case trust is violated and career security is impacted

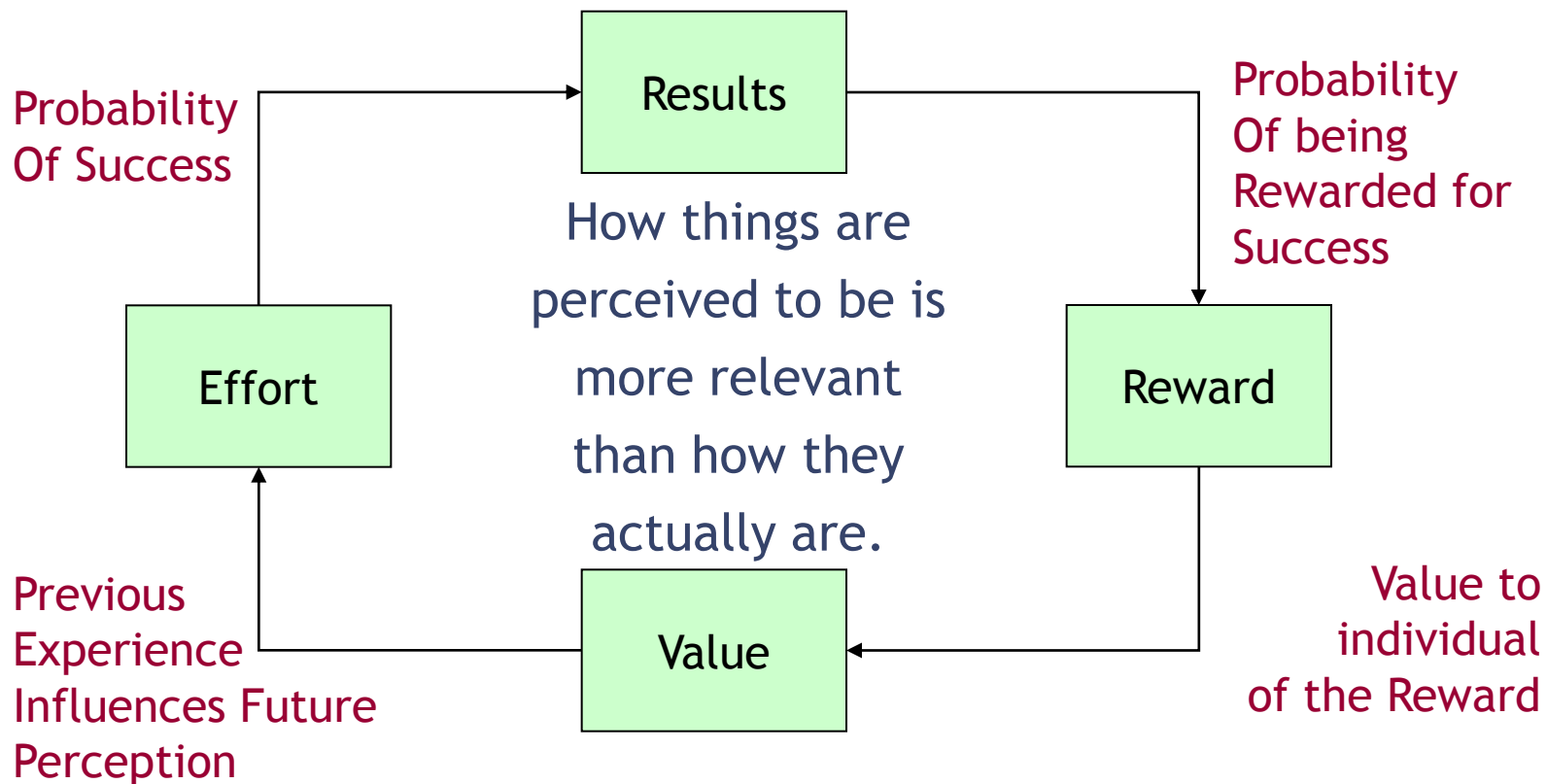
Relatedness : ‘Relationships with significant other people’
Can generate a share-withhold conflict

Growth : ‘Impels a person to make creative or productive effects on himself or his environment’
Believed to be the weakest motivator
Acts to motivate sharing - the altruistic motive

Rewards can be out of focus of the mind while barriers appear large and are clear and in focus.

PROCESS OF MOTIVATION

- ⦿ A feedback circuit of expectations from effort to rewards.
- ⦿ Obstacles at any point in the circuit can lead to a breakdown in the expected motivational effects.



SOCIAL IDENTITIES

‘an individual’s knowledge that he belongs to a social group together with some emotional and value significance to him of his group membership’

Home Organisation :

Focus on Responsibilities to Employing Organisation

Professional:

Focus on Best Practise and Professional Reputation

Sharing Community:

Focus on the goals of the wider community

These roles are in conflict, but it is the identity that is most salient at that moment, which influences the choice of action.

A PROPOSED MODEL

..of Beliefs necessary for sharing cyber-security information

1. I know that my information is important and urgent
2. I know that what I share will help others
3. I know I am trusted by my organisation
4. I know how to get the information to the right people
5. I know I can control what happens with what I share.
6. I know they will all act with my interests at heart.
7. I know others will reciprocate

⦿ ‘Readiness’ for full participation in sharing forums.

- Self-reflection
- Conduit for conversations

⦿ Two tools:

- Sorting cards
- Self assessment workbook
- Shared feedback graph

