

EXPLAIN THE HUMANS

REACTANCE



REACTANCE

REACTANCE IS A COMMON FEELING OF REBELLION WHEN WE HAVE BEEN TOLD WE CAN'T DO SOMETHING.

IT'S THE DESIRE TO GO OUT IN THE OPEN AIR AND EXERCISE AFTER BEING INFORMED OF THE NEED TO STAY AT HOME, OR CRAVING A BAR OF CHOCOLATE WHEN WE HAVE BEEN TOLD IT IS FORBIDDEN BECAUSE WE ARE ON A DIET!

AT THE CORE OF REACTANCE IS A NEED TO HAVE THE MOST OPTIONS AVAILABLE TO US CONNECTED WITH OUR SURVIVAL INSTINCTS.

**WE FEEL IN CONTROL WHEN WE HAVE MANY OPTIONS
AND THEREFORE LIMITING OUR OPTIONS CAN FEEL LIKE
A BAD THING...**

**WE EXTEND THIS LOGIC TO OTHER AREAS OF OUR LIFE
AND VALUE THINGS THAT GIVE US OPTIONS, LIKE MONEY.
WE DISLIKE THINGS THAT LIMIT OPTIONS SUCH AS
AUTHORITY.**

**REACTANCE IS WIDELY USED IN THE MARKETING SPACE
TO MANIPULATE US INTO WANTING SOMETHING SIMPLY
DUE TO THE FACT OUR OPTIONS ARE DUE TO BE LIMITED.**



JENNY RADCLIFFE SAYS

“HIGHLY DEPENDENT ON CULTURAL RULES AND NORMS, REACTANCE IS A TENDENCY TO REACT ADVERSELY TO ANYTHING THAT THE SUBJECT BELIEVES TO BE LIMITING THEIR PERSONAL FREEDOMS OR CHOICES.”

REACTANCE IS ONE REASON WHY PEOPLE TOUCH THE WALL BEHIND THE "WET PAINT -DO NOT TOUCH" SIGN, OR PRESS THE "DO NOT PRESS" BUTTON.

THIS TYPE OF REBELLIOUSNESS ALONG WITH OUR CURIOSITY, RISK APPRAISAL AND REASONING CAPACITY AS HUMANS MAKES US UNIQUE AND FASCINATING AS PSYCHOLOGICAL SUBJECTS, BUT MORE DIFFICULT TO TRAIN THAN OTHER ANIMALS WHO DON'T POSSESS THIS TYPE OF CONTRARINESS TO THEIR NATURE, AND ARE MORE EASILY TRAINED TO BE COMPLIANT.

IF YOUR SECURITY AWARENESS PROGRAM IS A BIG LONG LISTS OF 'DO NOT DO THIS' YOU ARE LIKELY TO RECEIVE SOME PUSHBACK.

COULD WE USE THIS CONCEPT TO OUR ADVANTAGE AND PITCH CYBER SECURITY AS A WAY TO GIVE PEOPLE MORE OPTIONS, SOMETHING TO ENABLE.

TRAINING STATING THINGS LIKE 'DO NOT CLICK ON LINKS' COULD TRIGGER REACTANCE - CHANGE IT UP.

MAKE SURE PEOPLE UNDERSTAND THE "WHY" BEHIND THE INSTRUCTION SO THAT THEIR REASONING IS SATISFIED AND REACTANCE DOESN'T MAKE THEM REBEL!



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