

**EXPLAIN THE HUMANS**

**THE COCKTAIL PARTY EFFECT**



# TUNING IN

OUR BRAINS ARE BOMBARDED WITH INFORMATION FROM OUR SENSES. IF WE FOCUS SOLELY ON WHAT WE HEAR, HUMANS ARE GREAT AT FILTERING OUT DIFFERENT FREQUENCIES OF AUDIO AND TUNING IN TO WHAT THEY NEED TO.

WE ARE SELECTIVE AND TUNE IN TO SOUNDS BASED ON OUR NEEDS.

THIS HAS AN EVOLUTIONARY BENEFIT TOO, AS CAVE PEOPLE SAT AROUND THE CAMPFIRE IT WOULD MAKE SENSE TO FOCUS EQUALLY ON THE SNAP OF A TWIG IN THE LONG GRASS BEHIND YOU AS IT WOULD THE GRUNTS FROM YOUR FAMILY.

**BUT LET'S TAKE THIS FORWARD A FEW MILLION YEARS  
AND TO THE PINNACLE OF 1960S SOPHISTICATED AND  
EXUBERANCE - THE COCKTAIL PARTY.**

**KNOWN FOR THEIR BUZZING ATMOSPHERE AND  
BACKGROUND JAZZ, WHAT IS IT THAT MAKES PEOPLE  
FOCUS ON ONE CONVERSATION IN THE ROOM? THE  
ANSWER IS STRIKING SIMILAR TO THE NEANDERTHALS -  
IT'S WHAT WE PERCEIVE TO BE IMPORTANT TO US.**



**JENNY RADCLIFFE SAYS**

**“HUMANS ARE ACTUALLY GREAT  
AT FILTERING BUT NOT  
NECESSARILY GREAT AT JUDGING  
WHAT IS JUNK AND WHAT ISN'T!”**

**SO WHEN WE ARE TRYING TO GET MESSAGES THROUGH TO PEOPLE, AS IN SECURITY AWARENESS TRAINING, THE CHALLENGE IS MAKING SURE OUR MESSAGE GETS THROUGH THE BACKGROUND NOISE OF LIFE - THE COCKTAIL PARTY IN THE BACKGROUND - AND MANAGES TO STICK.**

**SOCIAL ENGINEERS USE EMOTIONAL CONTENT TO DO THIS BUT IT'S A STRATEGY THAT HAS QUESTIONABLE ETHICS SO WE HAVE TO USE SOMETHING ELSE. REPETITION, FREQUENCY, PERSONALISATION AND STORIES ARE ALL WAYS TO BRING OUR MESSAGE TO THE FRONT AND CUT THROUGH THE NOISE SO THAT THE SECURITY MESSAGE IS HEARD AND CAN STICK.**

**MAKE SURE YOUR SECURITY AWARENESS TRAINING  
IS WORTH TUNING IN TO.**

**PEOPLE ARE GOING TO USE SEVERAL QUALITY  
CHECKS TO QUICKLY DECIDE IF YOUR MESSAGE  
BENEFITS THEM AND DECIDE IF THEY ARE GOING TO  
LISTEN TO YOU.**

**TO INCREASE THE LIKELIHOOD OF YOU MESSAGE  
BEING HEARD AMONGST THE THOUSANDS OF OTHER  
BUSINESS PROCESSES - BE CONSISTENT, BE  
PERSONALISED, BE FREQUENT.**



**PLEASE  
SHARE**