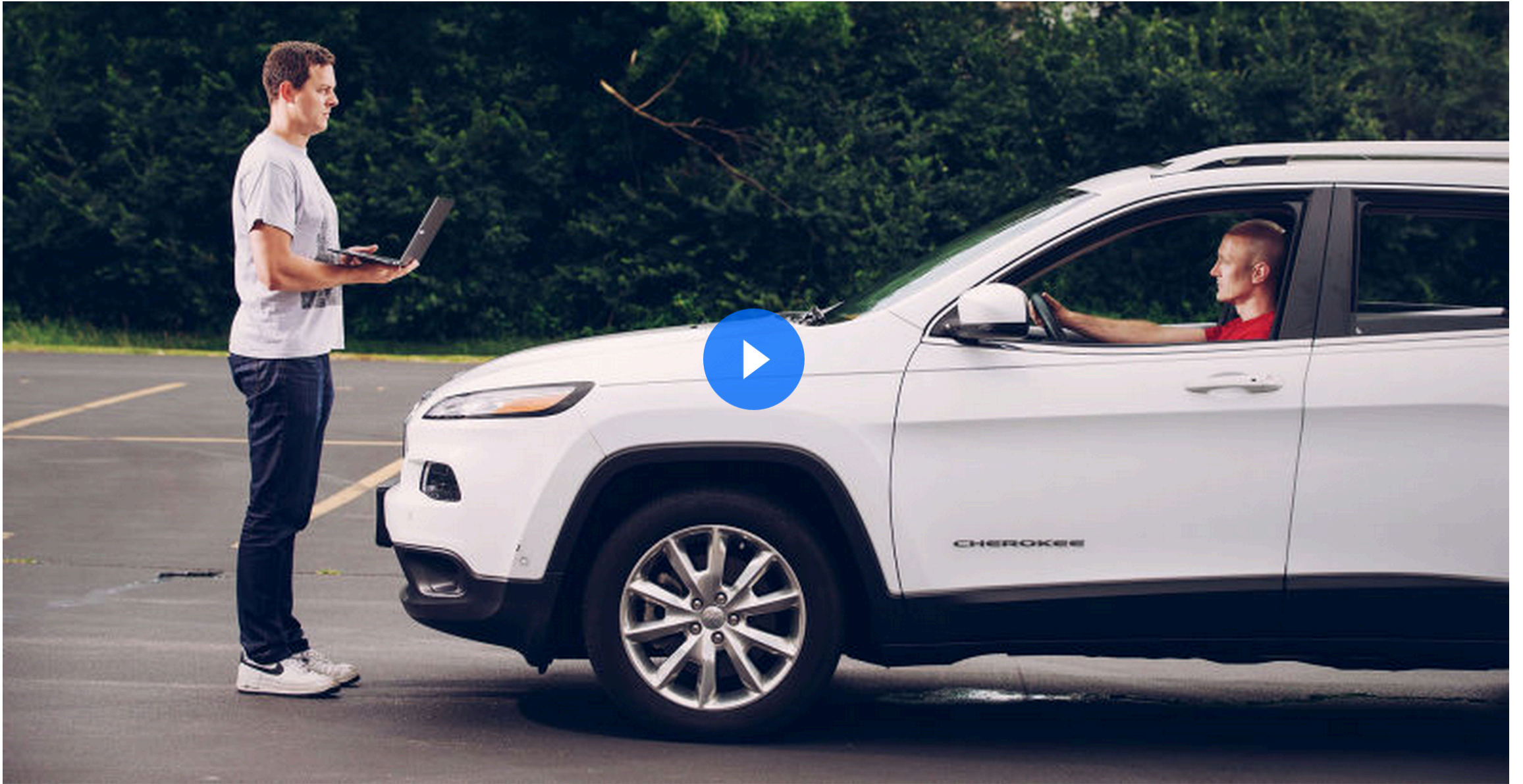# Hype Hangover to Happy Hacking

Beau Woods

@beauwoods

November 19, 2015

Bucharest, Romania

I Am The Cavalry

DefCamp #6

Effects

+ **Solid technical demonstration**
+ **Debunked myth of no remote attack surface**
+ **Software patch available; recall increased adoption rate**
+ **Carrier block reduced exposure**
- **Vast majority of affected vehicles still vulnerable**
- **Stereotype of security researchers as "reckless"**
- **Disrupted positive outreach by automakers, in motion**
- **Deployed antibodies to future research(ers)**
- **Consumer confidence shaken, affecting GDP and jobs**

Effects

+ **Solid technical demonstration**
+ **Flawed device removed from the market at safe pace**
+ **Encouraged positive outreach by stakeholders**
+ **Reinforces public confidence in healthcare system**
+ **Forged alliances and pathways to streamline future actions**
+ **Legitimized other researchers and their work**
+ **Clear benefit of security researchers in the ecosystem**
- **Devices still in use where safer treatments aren't available**

Hype Hangover Cycle

- **Discovery** of a potential issue in a connected device.
- **Disclosure** triggers remediation and attention.
- **Hype** spreads at the speed of PR and opportunists.
- **Confusion** overtakes facts and truth gets tangled.
- **Reaction** is instinctive and often misinformed.
- **Correction** forms around one or more reactions.
- **Return** to trust with false sense of security.
  ...which leads to **Discovery** of more flaws

Aftermath

Criminalize or impede research

Drain financial and other resources

Trust unreliable dependencies

Autonomy: Self-directed confidence

Mastery: Good and getting better

Purpose: For a greater good

Medical

Automotive

Connected Home

Public Infrastructure

Our dependence on connected technology is increasing faster than our ability to secure it.

We've never been more needed, and never felt less ready!

When is
The Cavalry
Coming

The Cavalry
Isn't Coming

I Am The Cavalry

It falls to us.

I Am The Cavalry

Why Trust, public safety, human life
How Education, outreach, research
Who Willing allies across stakeholders
Who Global, grass roots initiative
What Long-term vision for cyber safety

Empathy

Treat others as assets and allies, rather than adversaries

Outreach

Outreach

August 8th, 2014

An Open Letter to the Automotive Industry: Collaborating for Safety

Dear Automotive CEOs,

We request that you unite with us in a joint commitment to safety between the automotive and cyber security industries.

C

Join the Team

Take advantage where your day job overlaps with public safety and human life issues

Take a job in an affected industry

WE'RE HIRING!

Education

Learn and practice
    Communications
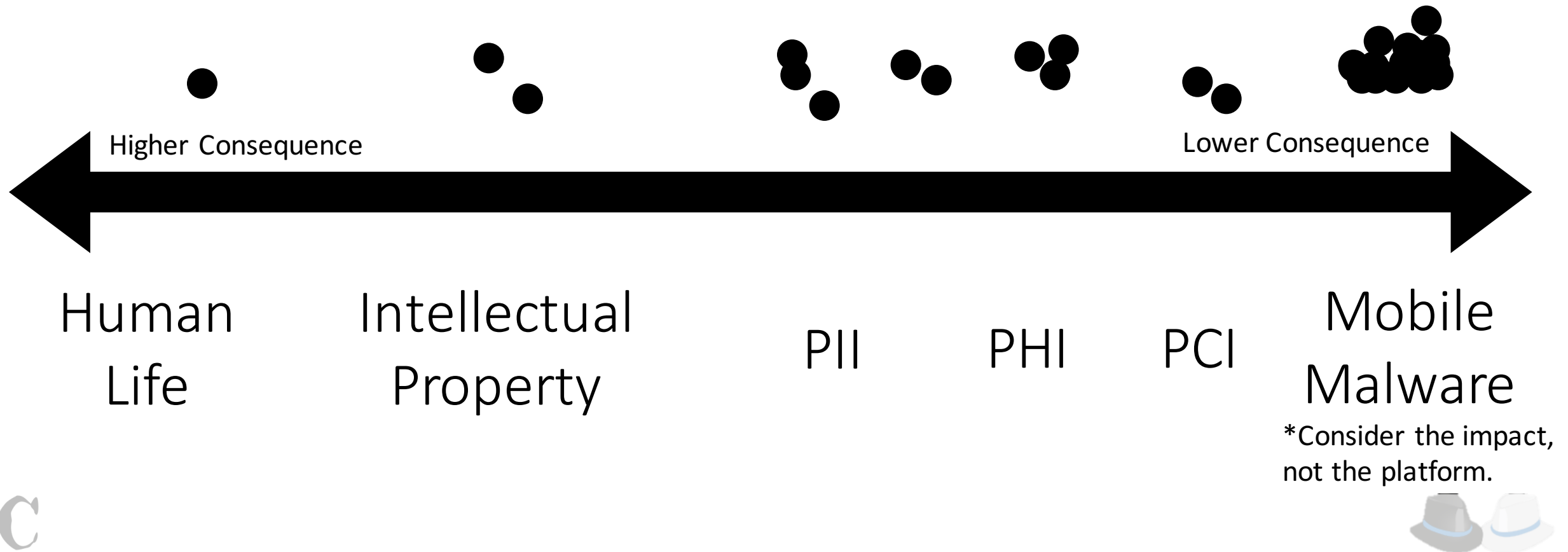   Media
    Public Policy
    Industry primers

Research Priorities

Conference Presentations

Higher Consequence

Lower Consequence

Human Life

Intellectual Property

PII

PHI

PCI

Mobile Malware

*Consider the impact, not the platform.

Making a difference

- Empathy

- Outreach

- Join the Team

- Education

- Research Priorities