

Solutions to Week 8 Assignment

1. Given a scenario where you have a very small user base, which evaluation strategy would you select:
 - a. Between groups
 - b. Within groups, fixed order tasks
 - c. Within groups, randomised tasks**
 - d. Within groups, a combination of fixed and random tasks

2. Which of the following is/are true about Within-group study design?
 - a. There are two groups of test users
 - b. There is one group of test users**
 - c. There is a learning effect**
 - d. Every test user uses both systems**

3. In user experiments, we have a Control Group to:
 - a. Deal with extra people
 - b. Establish a baseline**
 - c. Evaluate the default behaviour of people**
 - d. Distract people

4. What was the idea behind changing the Phishguru cartoon character during the intervention iterations built for Phishguru?
 - a. The previous character was found to be stereotypical during user studies**
 - b. The users did not feel connected to the previous character during the user study
 - c. The researchers conducting the study wanted the character to be gender neutral**
 - d. None of the above

5. Consider the following statement and mark true or false:

“One of the most important aspects of HCI is scientifically evaluating the design.”

 - a. True**
 - b. False

6. Which of the following inferences were received from the Phishguru lab studies?
- Security notices are an equally good medium to educate users as embedded training
 - Embedded training was more effective at teaching users to make better decisions than those sent security notices**
 - Phishguru was effective in teaching users, but they could not retain the knowledge for more than 3-4 days
 - Users trained with non-embedded did better than users trained with embedded training
7. Phishguru evaluation study employed which of the following?
- Between-group design**
 - Within-group design
 - False-positive error analysis**
 - None of the Above
8. "What you see first influences what you see next."
Which of the following phenomenon does the above statement correspond to?
- False-positive error analysis
 - Learning effect**
 - Embedded training
 - Between-group design study
9. Which of the following was inferred from the Phishguru user study?
- Training the users had little effect on the users clicking phishing URLs in emails
 - Trained participants were less likely to fall for phishing URLs in emails**
 - The participants trained with two training messages consistently performed better on ALL days than the ones trained with a single training message
 - Trained participants remembered what they learnt 28 days back**

10. What signifies the effectiveness of training the user during the Phishguru experiment?
- a. In the control group, the percentage of people who clicked on the phishing link in the email on Day 0 was much less than the people who clicked on the phishing link towards the end of the study
 - b. In the trained group, the percentage of people who clicked on the phishing link in the email on Day 0 was much more than the people who clicked on the phishing link towards the end of the study**
 - c. In the control group, the percentage of people who clicked on the phishing link in the email on Day 0 was much more than the people who clicked on the phishing link towards the end of the study
 - d. In the trained group, the percentage of people who clicked on the phishing link in the email on Day 0 was much less than the people who clicked on the phishing link towards the end of the study
11. Suppose you have designed two versions of your application and you show them to a set of 10 users one by one for a user study. Which of the following study designs does this signify?
- a. Within-Group**
 - b. Between-Group
 - c. Control-group
 - d. None of the above
12. Which of the following statements is false?
- a. Two-train participants are equally likely than one-train participants to click on a phishing URL on days 16 and 21**
 - b. Two-train participants are less likely than one-train participants to click on a phishing URL on days 16 and 21
 - c. Both one-train and two-train participants are less likely than the control group users to fall for a phishing URL
 - d. Training the users does not have a significant effect on users providing information after clicking on a phishing URL**
13. Clicking on legitimate URLs in legitimate email during the course of the real world study was:
- a. Most prevalent in the control group

- b. Most prevalent in the One-train group signifying that training had an effect on users identifying legitimate emails better
- c. Most prevalent in the Two-train group signifying that training double training had maximum effect on users identifying legitimate emails
- d. There was no statistically significant difference between users clicking on legitimate emails in the control group and the trained groups**

14. Consider the following statement:

“Usable Security is an obsolete problem to study in the current scenario. It used to be cool in the past when projects like Phishguru were attempted”

- a. True
- b. False**

15. Which of the following statements is true?

- a. Phishguru training did not affect the way people clicked on legitimate URLs in the emails**
- b. Phishguru training did affected the way people clicked on legitimate URLs in the emails
- c. The False positive rate of identifying legitimate URLs as phishing URLs actually increased as a result of a side-effect of the Phishguru training
- d. The False positive rate of identifying legitimate URLs as phishing URLs wasn't affected**