

Question: Why do we obey driving road rules and yet happy to break walking rules?



Last week I sent out a questionnaire asking you about your thoughts regarding the difference between crossing a pedestrian road or driving a car through red lights. Both are deemed as a breach of the "law". The question I asked was, why do we obey driving road rules and yet happy to break walking rules?

So, first of all, I would like to thank all those that responded. Much appreciated. And here are the results:

- 13.3% of respondents answered option 1 - *Much harder to get caught if one is walking, so I'm willing to take the chance*
- 13.3% responded to option 2 - *If I drive, I always think that there is always someone watching, so I obey the rules*

- 13.3% of respondents answered option 3 - *As a walker, I chose to walk how I want with total freedom to make my decisions and take my own risks*
- 60% of respondents had their own say.

One of the feedback comments that I received went as follows:

"... As a pedestrian, you have got more risk as you are more vulnerable and subject to more severe injury or even death while as a driver, you are more safe and protected. So it is a really good question, why people are less deterred to take a higher risk??? is this the herd effect??? What are the risk factors they take into calculations? "

It perhaps can be explained as follows:

- The consequences and driving through a red light is a fine, loss of points and potentially losing your license if you do it often enough and get caught.
- The consequences of walking across a road on a pedestrian red, not much unless you do get run over by a car which is catastrophic.

As humans, we look at every situation from a pain-pleasure scenario.

- The benefit of being free to decide when to cross the road (pleasure) may completely outweigh by the potential of being caught or getting run over (pain). In this case "pleasure" wins.
- The benefit of driving a car through red lights even if it may look safe and save you time (pleasure) may completely outweigh knowing that you might be caught (pain). In this case, "pain" wins.

To sum up, why people behave the way they do is by understanding what drives their behaviour. Is it to move towards something pleasurable or are they moving away from pain?

If you ever wondered why employees commit fraud, theft or other forms of malicious behaviour, you need to understand their intentions and motivation.

What are they receiving as a result of committing that action? What are they running away from?

Mitigating insider threats is not only about placing the appropriate security controls, it is also about mitigating their pain/pleasure meanings.

Question: How does your business address the risky "human" element? Just with security controls (pain)? Or a combination of security controls and a higher level of employee engagement (pleasure)? If you are curious to see how we can potentially help your organisations, [please reach out to us](#).

Thanks again!

Boaz