

Improving security consciousness



Story-based Learning Objects (StoBLs™) on Information Security, developed for British Airways.

British Airways is the UK's largest international scheduled airline, flying to over 550 destinations across 160 countries. British Airways' services span UK and Ireland, North Atlantic, Mid and South Atlantic, Africa and the Middle East, Europe, Asia, and South West Pacific. It carries more than 34 million passengers each year on around 400,000 flights. Whether in the air or on the ground, British Airways takes pride in providing the finest service to its customers.

THE NEED FOR AN INFORMATION SECURITY TRAINING PROGRAM

Information security is critical to the smooth functioning of British Airways' business, and creating employee awareness about information security is a vital organizational requirement. Earlier attempts at training in this domain had not produced the desired results. British Airways considers this training to be essential and wanted to create a course that would have enough engagement value to offset the avowedly 'dull' content. Tata Interactive Systems used its proprietary Story-based Learning Objects™ (StoBLs™) approach to create a product that set the learning in the context of a realistic and pertinent narrative. The story, structured as an investigation into an embarrassing security leak, provided the necessary immersion to keep employees engaged in the learning. The StoBLs™ structure also allowed British Airways to shorten the seat time of the course and the positive completion rates have been matched by positive employee feedback about the course.

HOW OUR SOLUTION HELPED

An earlier course on information security developed by British Airways was premised on objectives similar to this course—to provide learners with basic awareness of information security in the airline's context. Unfortunately, the feedback on this course had been negative. The



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TIS created a course that addressed multiple objectives. The primary objective was to sensitize employees to the importance of information security and the implications of not following good practices. The secondary objective was to familiarize learners with good practices and policies regarding information security in BA.

failure rate of the validation had been high. The length of the course and the quality of learner engagement were particular areas of concern.

The revised version of this course, BA Confidential, sought to address these issues and help learners grasp the essentials of information security in a simple and understandable manner. Tata Interactive Systems' analysis of the old course and the learning goals of the new course suggested that though the content was factual and conceptual, it was important to address the affective aspects of information security as well. While it was important for learners to know and recognize the elements of information security, it was vitally important for a course like this to 'sensitize' learners to the importance of information security and the need to be conscious of it in all their actions. The key affective message of the course was that information security began and ended with the individual and was for his/her own benefit.

Tata Interactive Systems (TIS) therefore used the Story-based Learning Objects™ (StoBLs™) methodology for the creation of this course, which made effective use of a time-tested medium like stories to deliver instruction that the conventional WBT/CBT formats were not very successful at imparting. While a conventional WBT/CBT could efficiently deliver factual or conceptual content, it had limitations when it comes to the affective domain. The affective content demanded treatment that was immersive and not just interactive in the conventional sense. The StoBLs™ methodology used stories to create this much-needed immersion and packages the learning within this medium. While StoBLs™ did make use of conventional interactivity; they used this feature in consonance with the story component. Interactivity was primarily employed to encourage the learner to draw out the learning from the story even as it created learner engagement.

TIS used animations to depict the story in the course. To meet BA bandwidth criteria, stylized illustrations were used for the animations.

Business Impact

The course was mandatory for managers and above, and was available for all employees of the organization. The use of the StoBLs™ approach allowed British Airways to reduce the seat time of the course from 90 minutes to 40 minutes. User feedback on the course has also been very positive. A sample response is, "I've just completed the new BA Confidential and I thought it was great. Very succinct and to the point, yet delivered in a very engaging way."

TECHNOLOGY USED

For creating animations TIS used Flash MX. This was the obvious choice to meet the bandwidth restriction applicable to all BA courses (an average of less than 25 kb per page). Flash MX was the only tool that enabled the creation of animations within the bandwidth restriction.

SOME SAMPLE SCREENSHOTS

These screenshots offer a brief glimpse of BA Confidential. To experience some of our products at work, you may view the demos by registering online at : www.tatainteractive.com/demos.



The Rob Burns story: the investigator is given the task of finding how a celebrity's travel plans got leaked to the press.



The Peter Smith story: how an external party (vendor) got hold of the celebrity's travel plans.



The Angie Garcia story: where it all began.