

# GenZ, Cybersecurity, and New Security Measures on User-Facing Tech – an SNSI Security Summit

October 10, 2023 at 2pm Eastern

1. Introduction
2. Speaker Presentations
3. Q&A



Scholarly Networks  
Security Initiative

# About SNSI

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Established in 2019, Scholarly Network Security Initiative (SNSI) brings together publishers and institutions to solve cyber-challenges threatening the integrity of the scientific record, scholarly systems and the safety of personal data.

Members include large and small publishers, learned societies and university presses, libraries and others involved in scholarly communications.



**Sharon Mattern Büttiker**  
Member, SNSI University Relations Working Group  
Director of Content Management, Research Solutions, Inc.



**Stacy Best-Ruel**  
Member, SNSI University Relations Working Group,  
Director of Key Accounts Americas, Springer Nature

# Challenge of a new Generation

## GenZ

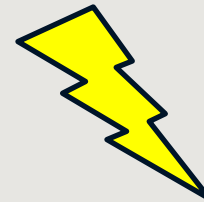
Born between the mid-1990s and 2010, is adept at integrating their online and offline lives and typically use a variety of devices, sometimes simultaneously.



Social Media and smart phones are GenZ's medium of choice. May often trade their personal data in exchange for a discount.



In a recent survey, nearly 60% of GenZers claim to have never received any cybersecurity training.\*



Quick to adapt to new technology trends and will comply if the importance is explained in terms they can relate.

# Speakers



**Roberta Reiff Katz**  
**Senior Research Scholar**  
**Center for Advanced Study in the Behavioral Sciences, Stanford**



**Chas Grundy**  
**Director of IT Strategy and Transformation**  
**University of Notre Dame**



**Jason Griffey**  
**Director of Strategic Initiatives**  
**National Information Standards Organization [NISO]**

# Thank You!

**For more information on cybersecurity education and initiatives, visit SNSI at <https://snsi.info/>**