Cyber Guru **Academy** Content Production

Creating, designing and producing training content that generates interest, involvement and motivation to learn is a daily challenge for the Cyber Guru Academy department. Because it is now clear that a highly engaging platform and a multitude of content is not enough to train people to defend themselves against cybercrime.

The 5 skills that make the difference

Content is a **decisive element** in a truly effective Cybersecurity Awareness training course.
Designing and **implementing training programmes** means transforming technological content into functional content to be learned by everyone, including those who have a complex relationship with technology.

This transformation process can only be achieved if you have 5 very solid skills in the following areas: **Cybersecurity, Psychology, Andragogy, Communication** and **Multimedia.**

The 5 skills that make the difference

Cybersecurity

Cybersecurity is a basic skill.
Specifically, the Academy's fields of study focus mainly on research and analysis of cyber threats to reconstruct their dynamics, their potential consequences and understand the mentality of attackers. Equally important is "threat intelligence", which is necessary to stay constantly updated on the evolution of attack techniques.

Psychology

Competence in Psychology is also essential.
In particular, everything related to the study of the cognitive and behavioural aspects of the human mind, such as:

- The study of the **attacker's mentality** and the levers of persuasion and manipulation used, to ensure a complete "mapping" between these levers and the different types of Cyberattacks.
- The study of **human vulnerabilities**, identified with the term "cognitive bias", to understand decision-making processes and conditioning, with particular attention to heuristic operations and expert intuitions.
- The study of **human cognitive architecture**, which acts as a bridge between psychology and training and which decisively influences training effectiveness and learning motivation mechanisms.

Andragogy

Notably significant is the expertise in Andragogy, the science of adult education, focused on corporate training and lifelong learning. In this context, for instance, the implementation of the foremost theory of adult learning, the "Cognitive Load Theory" has shaped many of our methodological decisions. This is evident in the utilization of "Micro-Learning" crucial for mitigating training overload, and "Time-Spaced Learning" aimed at fostering enduring knowledge through a distributed training schedule over an extended period – a method renowned for its effectiveness and regularity.

Communication

Communication is an equally necessary skill because it has a fundamental effect on the effectiveness of learning. Particular attention is paid to the use of informative language, i.e. language that is "purified" of all forms of technological orthodoxy, which is essential for training that is aimed at everyone, even non-experts. Communication is followed by competence in "Semiotics": i.e., the discipline that studies the language of symbols and their meanings. This study is essential to understand how the latter can be used effectively in training.

Multimedia

This proficiency might appear self-evident in the e-Learning sector, but frequently the utilization of multimedia is employed in a dysfunctional manner in relation to learning, creating distraction phenomena in contrast to the theory of cognitive load. Our reference, on the other hand, aligns with all the principles of the "Cognitive Theory of Multimedia Learning," enabling the maximization of effectiveness in multimedia tools.

Cyber Guru

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