

Abstract (english):

This master's thesis delves into the topic of cybersecurity awareness and how to enhance it. It highlights the gamified alternative as a solution to the limits of the traditional methods. Hence it aims to provide an answer to the research question: Which type of gamified solution is the most effective to raise cyber awareness? To answer this question, 4 gamified tools and one traditional tool were tested by participants. Using a semi-experimental design and surveys to collect quantitative data from participants' feedback, the results were assessed under the umbrella of the constructivist learning theory. This research concludes that gamification and serious games represent a relevant alternative. The escape game was found to be the most effective method tested among the 4 others. Nevertheless, all the tested solutions presented strengths and weaknesses and had globally positive results, including the more traditional tool. Hence, a 360° strategy is proposed in the discussion section in order to combine traditional and gamified methods to achieve strong long-term effects.