San Francisco, California
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Foresight Institute Announces 2025 Norm Hardy Prize Winner for Advances in Usable Security

Foresight Institute is proud to announce the winner of the 2025 Norm Hardy Prize: **Dr. Pardis Emami-Naeini**, for developing a layered cybersecurity label for smart home devices.

In an age where reliable computer security is critical, this prize celebrates significant contributions to the field of usable security. It builds upon the vision of the late computer scientist, Norm Hardy, best known for identifying the confused deputy vulnerability. Hardy underscored the necessity of building inherently secure systems complemented by interaction designs that enable users to operate these systems securely and intuitively.

Dr. Emami-Naeini is recognized for her research on empowering consumers to make more secure choices through clear, accessible security information. By developing a layered cybersecurity label for smart home devices, Dr. Emami-Naeini has helped shape national policy and industry standards, including the new U.S. Cyber Trust Mark.

About the winning work
Consumers increasingly purchase smart home devices without understanding how their data is managed or protected. Dr. Emami-Naeini's research found that when security and privacy information is clear and accessible, people make more secure choices. With input from experts and consumers, she developed a layered, easy-to-read cybersecurity label that highlights key protections, including security updates, authentication, and data-handling practices. Her work has helped shape national policy and industry standards, including the U.S. Cyber Trust Mark, a new labeling initiative for connected devices.

Watch the 2025 Award Ceremony talk:
https://youtu.be/5acQxsaQPYY?si=bH2RF-AVciUcJYsA

Biography of Dr. Pardis Emami-Naeini

Dr. Pardis Emami-Naeini is an Assistant Professor of Computer Science at Duke University and a Duke Science and Technology Scholar. Her research focuses on developing usable privacy and security solutions that empower individuals from diverse sociodemographic backgrounds to engage in safer, more informed interactions with technology. Her work has been featured by several media outlets, such as Wired, The Wall Street Journal, and The Washington Post, and has influenced key organizations, including the National Institute of Standards and Technology (NIST), Consumer Reports, and the World Economic Forum, in creating usable and informative security and privacy labels for smart devices. Dr. Emami-Naeini earned her Ph.D. in Computer Science from Carnegie Mellon University in 2020. She received the 2024 Google Research Scholar Award and has been recognized as a Rising Star in Electrical Engineering and Computer Science (2019) and a CMU CyLab Presidential Fellow (2019–2020).

About Norm Hardy
Norm Hardy's most significant contribution to the field of usable security was KeyKOS, a capability-secure operating system that ran on commodity hardware, as well as creating core parts of capability-secure languages and protocols. Hardy underscored the necessity of building inherently secure systems complemented by interaction designs that enable users to operate these systems securely and intuitively.

More information about the Norm Hardy Prize and previous winners:
https://foresight.org/prizes/norm-hardy-prize/

About Foresight Institute
Foresight Institute is a nonprofit dedicated to advancing beneficial, high-impact technologies. Since 1986, it has focused on fields often neglected by traditional institutions – including nanotechnology, neurotechnology, safe AI, longevity, and space. Its global community includes Nobel laureates, pioneering technologists, investors, builders, and leading academics, all working to accelerate breakthroughs that expand human potential.

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