In the video, cyber security analysts must understand how people act online and find patterns like phishing scams. Cyber criminals are good at using social engineering to build trust. Cyber security analysts also have to make it a necessity to teach coworkers that cybercrime is no joke. I know this from experience, one of my deployment trainings was to simulate if you were a Prisoner of War. Once of the tactics the instructors used before you even get to the class is look you up on social media and when they have you "captured" they use information that is open for anyone to see, and they use it against you, again to simulate what terrorists might do. That is an extreme example and this might be hard for analysts because not everyone has digital competence or being put in those scenarios.