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A cybersecurity analyst plays an important role that connects closely with how people act as mentioned in the presentation. Analysts need to have good communication skills to share security rules and possible risks clearly with different teams helping to create a culture of security awareness in the organization. It's essential to understand how users behave; by looking at patterns and spotting unusual activities analysts can find possible security issues. Additionally, to encourage good information security habits analysts must understand and influence social interactions in the workplace. Working together with different departments and teaching employees about cybersecurity shows how important social connections are for keeping strong security measures in place.