

Perceptions of Information Security and Privacy Risks

Fariborz Farahmand, Melissa Dark, Eugene Spafford,
Sydney Liles, & Brandon Sorge

Problem Statement: *Psychometric models have been developed and refined for measuring perception of risk of new technologies, these models, or a variation of them, have not been applied to understand the perceptions of information security and privacy risks. This work explores a research model for investigating information security and privacy security risks.*

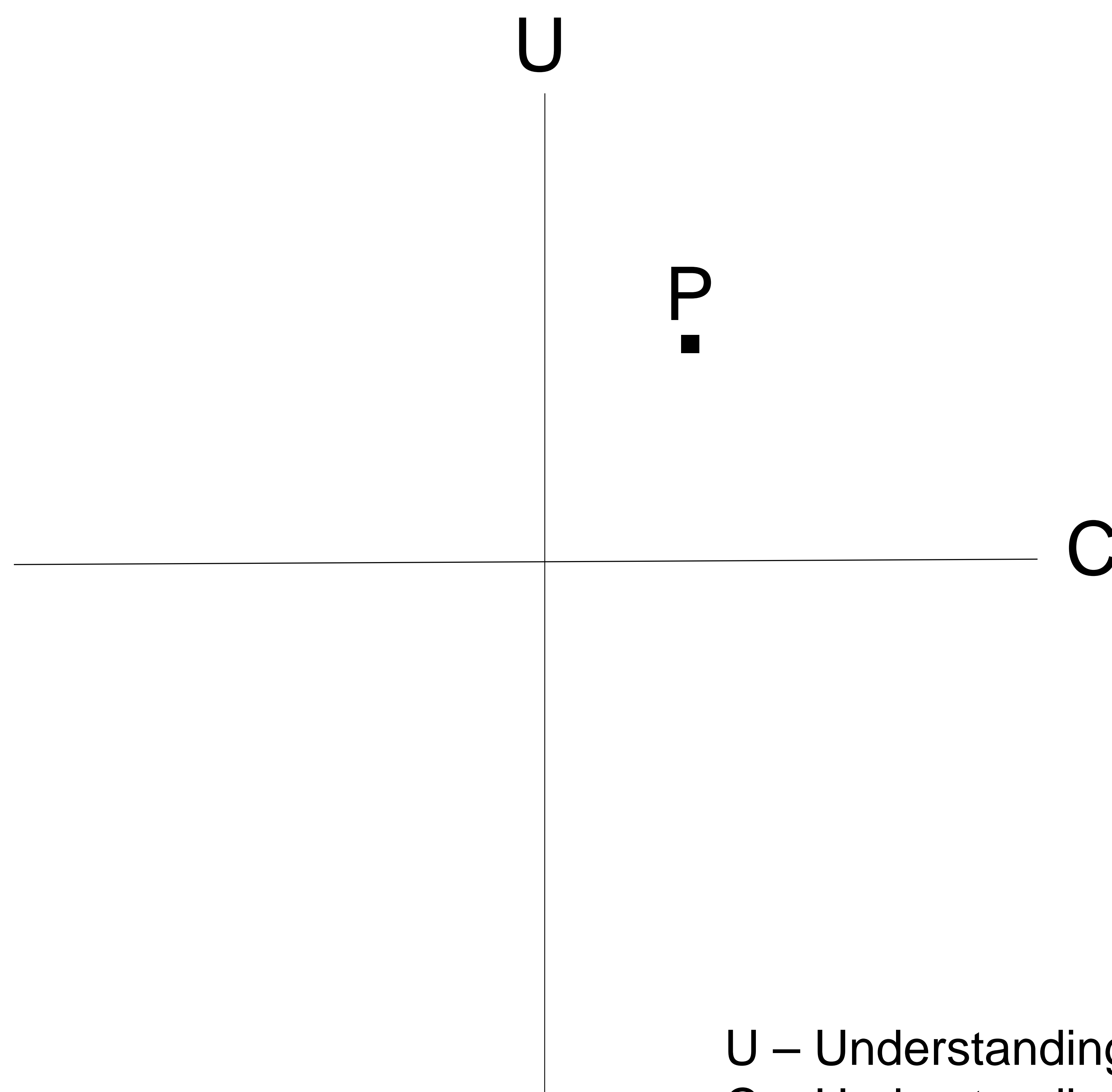
Significance of the Problem: *A good understanding of relevant consequences is necessary for developing an effective risk management strategy although the effort expended should be proportionate to the risk in question.*

$$P_{(t_1, t_2)} = f(U_{(t_1)}, C_{(t_1, t_2)})$$

Where : $t_2 > t_1, \&t_1, t_2 \in [a, b]$

$$U_{(t_1)} = \int_a^{t_1} U(t)$$

$$C_{(t_1, t_2)} = \int_{t_1}^{t_2} C(t)$$



U – Understanding of Risks
C – Understanding of Consequences
P – Perception of Risk