

We are happy to announce the following Departmental seminar at the Graduate School of Business Administration

Speaker:

Dr. Serge Egelman
UC Berkeley

Title:

Predicting Users' Security Attitudes and Behaviors

Abstract:

Psychologists have long understood that attitudes and behaviors are linked, and therefore an understanding of attitudes is needed to explain or predict behaviors. This can be applied to improving computer security behaviors by examining users' computer security attitudes when examining their behaviors, similar to how privacy researchers have been measuring the gap between stated privacy preferences and observed privacy behaviors (the so-called "privacy paradox"). However, unlike privacy research, a standard metric for assessing computer security attitudes has not existed. In this talk, I discuss the development and validation of such a metric, the Security Behavior Intentions Scale (SeBIS). I describe the experiments we performed to show that it is highly predictive of certain computer security behaviors, as well as how we are using it to improve the design of future computer security mitigations by tailoring them to individual users' decision-making styles.

Tuesday, April 5, 2016, 14:00 Seminar room (11), Building (504)