

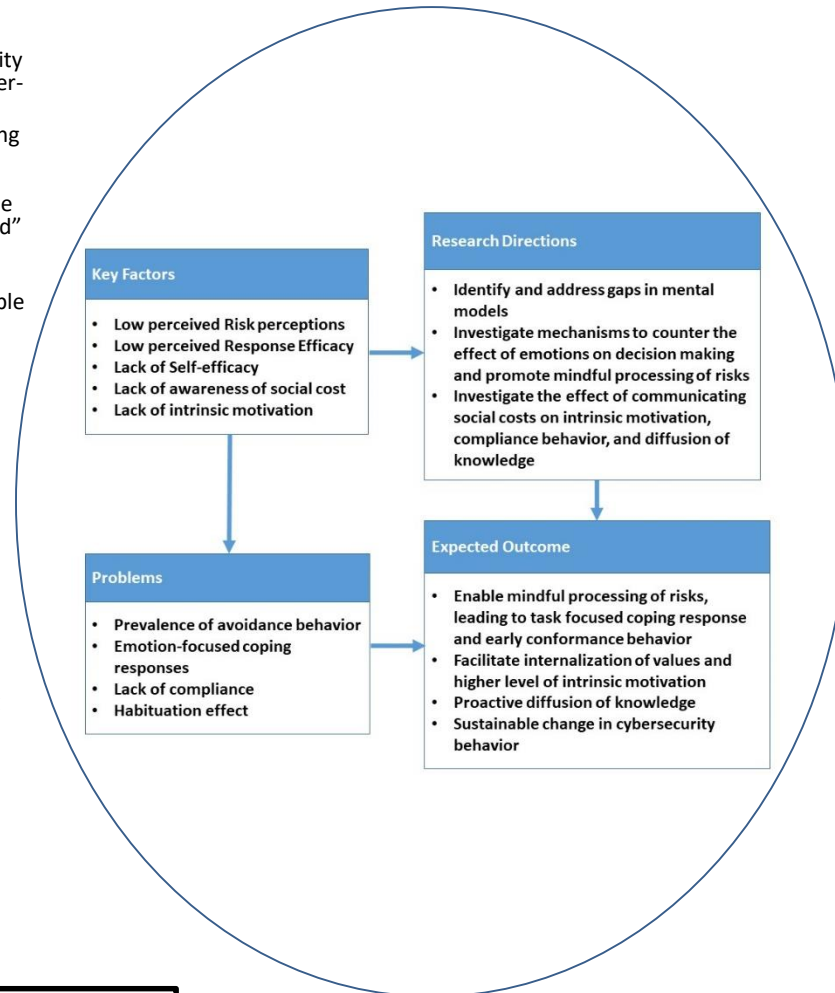
CAREER: The Role of Emotion and Social Motives in Communicating Risk: Implications for User Behavior in the Cyber Security Context

Challenge:

- Users often ignore recommended security advices, leading to increased risk of cyber-attacks.
- Ineffective risk communication and failing to address security-related stress and fatigue resulting from repetitive cybersecurity decision making contribute to noncompliance and “emotion-focused” coping responses.
- Lack of focus on the development of intrinsic motivations lead to unsustainable change in behavior.

Solution:

- Investigate designs of interventions focusing on task focused coping responses.
- Investigate the effect of communicating social costs on intrinsic motivation, compliance behavior, and diffusion of knowledge.



Scientific Impact:

- Understand the effect of addressing mental gaps/flaws along with the development of self-efficacy and emotional intelligence on promoting task-focused coping responses and compliance behavior.
- Understand the role of social motives on the development of intrinsic motivations and voluntary diffusion of information in the context of cybersecurity behavior.

Broader Impact and Broader Participation:

- By focusing on task-focused coping responses, the designed interventions will promote mindful processing of risks while reducing the efficacy of malicious attacks that target human emotions.
- Underscores the greater importance of considering social cost in risk communication compared to focusing solely on individual risk, cost and benefit in creating and maintaining sustainable safe and secure cyberspace.
- Supports graduate and multiple undergraduate students, and create opportunities for engaging local school teachers and students.

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