# The influence of affective processing on phishing susceptibility

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## Abstract

ABSTRACT  
The heightened sophistication of phishing attacks results in billions of dollars of financial losses, loss of intellectual property, and reputational damage to organisations. Past work examining determinants of phishing susceptibility has been dominated by cognitive theoretical perspectives. However, recent research has also revealed the importance of emotion in phishing susceptibility. This study expands our understanding of phishing susceptibility by adopting an affective lens. Using an integrative perspective of emotion, we build on the Affective Infusion Model (AIM) to predict the effects of valence, certainty, and arousal on phishing susceptibility. We pilot our manipulations (N = 241) and then test our hypotheses using a mock phishing experiment (N = 474) in which phishing messages are sent directly to participant inboxes. We demonstrate that messages inducing positive valence and low certainty result in higher phishing susceptibility. This study contributes to phishing literature by illuminating the critical role that emotion plays in altering recipients’ susceptibility in the processing of phishing messages and has implications for scholars, practitioners, and organisations.

# The role of the espoused tight culture in value assessment of social media use

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## Abstract

ABSTRACT  
To advance the stream of culture-themed Information Systems (IS) research, this study ushers in the cultural tightness-looseness (CTL) theory and conceptualises the focal construct, the cultural tightness (CT), into the social media usage context. By integrating the CTL theory and the customer value perspective, this study proposes a research model to examine how an espoused tight culture affects individuals’ value assessment and behaviour of social media use. The model is validated using a cross-sectional field survey dataset of Chinese social media users, sampling a typical tight culture. The findings demonstrate that the espoused tight culture plays a paramount role in influencing users’ value assessment and usage behaviour related to social media. This study contributes to the cultural IS literature by providing a context-specific understanding of overall cultural interactions of social media use in a tight culture.

# A multi-level influence model of COVID-19 themed cybercrime

R Naidoo

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## Abstract

ABSTRACT  
The recent severity and frequency of cybercrime has been dominated by a single theme – the COVID-19 pandemic. This research develops a multi-level influence model to explore how cybercriminals are exploiting the COVID-19 pandemic by assessing situational factors, identifying victims, impersonating trusted sources, selecting attack methods, and employing social engineering techniques. The model extends upon prior work on influence techniques and emotional appeals that cybercriminals employ, by bringing into sharper focus the role of situational factors in COVID-19 related cybercrime attacks. Content and thematic analysis was conducted on 185 distinct COVID-19 cybercrime scam incident documents, including text, images, and photos, provided by a global online fraud and cybersecurity company tracking COVID-19 related cybercrime. The analysis reveals interesting patterns about the sheer breadth and diversity of COVID-19 related cybercrime and how these crimes are continually evolving in response to changing situational factors. It is hoped that these insights and recommendations for end-users and organisations can contribute to a safer digital world as we cope with many other pressing challenges during the COVID-19 pandemic.

# Understanding the role of social networking sites in the subjective well-being of users: a diary study

H Wenninger, H Krasnova…

Year:2019

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## Abstract

ABSTRACT  
Given the rising popularity of social networking sites (SNSs), the influence of these platforms on the subjective well-being (SWB) of their users is an emerging topic in information systems research. Building on the norm of reciprocity and the social functional approach to positive emotions, we posit that targeted reciprocity-evoking forms of SNS activities are best suited to promote users’ positive emotions. The favourable potential of these activities is likely to be particularly pronounced among adolescents who pay special attention to social acceptance, which can be channelled with the help of reciprocal communication. Therefore, we conducted a quantitative 7-day diary study of 162 adolescent Facebook users attending German schools, looking at the impact of their daily SNS activities on their SWB. Based on a linear mixed model analysis, our results confirm a positive link between targeted reciprocity-evoking activities – such as chatting, giving and receiving feedback – and adolescents’ positive emotions. Our findings provide a reassuring perspective on the implications of the sociotechnical design of SNS communication channels. Specifically, by encouraging targeted activities, providers, users, and other stakeholders can ensure the beneficial impact of this technology on users’ SWB.

# The insider on the outside: a novel system for the detection of information leakers in social networks

G Cascavilla, M Conti, DG Schwartz…

Year:2018

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## Abstract

Abstract  
Confidential information is all too easily leaked by naive users posting comments. In this paper we introduce DUIL, a system for Detecting Unintentional Information Leakers. The value of DUIL is in its ability to detect those responsible for information leakage that occurs through comments posted on news articles in a public environment, when those articles have withheld material non-public information. DUIL is comprised of several artefacts, each designed to analyse a different aspect of this challenge: the information, the user(s) who posted the information, and the user(s) who may be involved in the dissemination of information. We present a design science analysis of DUIL as an information system artefact comprised of social, information, and technology artefacts. We demonstrate the performance of DUIL on real data crawled from several Facebook news pages spanning two years of news articles.

# An empirical study on the susceptibility to social engineering in social networking sites: the case of Facebook

A Algarni, Y Xu, T Chan

Year:2017

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## Abstract

Abstract  
Research suggests that social engineering attacks pose a significant security risk, with social networking sites (SNSs) being the most common source of these attacks. Recent studies showed that social engineers could succeed even among those organizations that identify themselves as being aware of social engineering techniques. Although organizations recognize the serious risks of social engineering, there is little understanding and control of such threats. This may be partly due to the complexity of human behaviors in failing to recognize attackers in SNSs. Due to the vital role that impersonation plays in influencing users to fall victim to social engineering deception, this paper aims to investigate the impact of source characteristics on users’ susceptibility to social engineering victimization on Facebook. In doing so, we identify source credibility dimensions in terms of social engineering on Facebook, Facebook-based source characteristics that influence users to judge an attacker as per these dimensions, and mediation effects that these dimensions play between Facebook-based source characteristics and susceptibility to social engineering victimization.

# The impact of media on how positive, negative, and neutral communicated affect influence unilateral concessions during negotiations

NA Johnson, RB Cooper…

Year:2016

<https://www.tandfonline.com/doi/abs/10.1057/ejis.2016.4>

## Abstract

Abstract  
In the online environment, audio and instant messaging (IM) media are quite commonly used by people to communicate with each other and make offers as they negotiate. While we know much about how IM and audio differ, we know very little about how offers that are favorable to the recipient (termed unilateral concessions) are affected by what and how people communicate over these media. The purpose of this study is twofold – (1) to examine how such concessions are influenced by communication that is either neutral, or positive, or negative in affect; and (2) to determine how the use of IM, relative to the use of audio, influences the effects of these types of communication on unilateral concessions. We develop a research model based on prosocial theory, which suggests that negotiators using audio are predisposed to interpret their partners’ motivations and behaviors in a positive (prosocial) light while negotiators using IM are predisposed to interpret their partners’ motivations and behaviors in a negative (competitive) light. We manipulate the use of IM and audio in anexperiment designed to test predictions based on this theory. Our work provides theoretical and empirical support for the idea that communications other than concessions (such as positive, neutral, and negative affect) can lead to more or less self-sacrifice depending on the medium employed, and thereby motivate negotiators to make greater or fewer unilateral concessions. Specifically, we found that (1) positive affect comments can increase unilateral concession independent of the medium used by negotiators; (2) neutral affect comments can increase unilateral concession when negotiators use audio, but have little impact when they use IM; and (3) negative affect comments can decrease unilateral concession when negotiators use audio, but can increase unilateral concession when they use IM. These results provide insights to researchers and practical guidance for negotiators.

# Web assurance seal services, trust and consumers' concerns: An investigation of e-commerce transaction intentions across two nations

DJ Kim, MS Yim, V Sugumaran…

Year:2016

<https://www.tandfonline.com/doi/abs/10.1057/ejis.2015.16>

## Abstract

Abstract  
Trust is considered as a critical enabler in reducing consumer concerns regarding e-commerce transactions. Another enabler that helps reduce consumers’ concerns is Web Assurance Seal Services (WASS). We suggest that both factors help in the reduction of a critical hindrance to e-commerce, namely consumer concerns, and foster e-commerce transactions. Prior research has focused on trust in e-commerce, and separately, on the effectiveness of WASS within certain nations or cultures. However, given that e-commerce is now a global phenomenon we contend that the national or cultural characteristics of consumers are important to understand. This comparative national research attempts to fill this gap. This study makes the following contributions: It identifies a hindrance (i.e., consumers’ concerns), and two enablers (i.e., effectiveness of WASS and trust) in e-commerce technologies as a shopping channel (i.e., trust in e-Channel). It proposes consumers’ concerns for e-commerce as a second-order three-dimensional construct (i.e., security, privacy, and business integrity concern) and compares the effects of trust in e-Channel and WASS on consumers’ e-commerce transaction intention in two different national/cultural contexts (i.e., the U.S.A. and South Korea). The results of the study indicate that the perceived effectiveness of WASS of the U.S. consumers has a strong positive impact on their transaction intention and has a strong negative influence on their concerns for e-commerce. In contrast, Korean consumers’ perceived effectiveness of WASS does not significantly influence their transaction intention and their concerns for e-commerce. The results of group comparison analysis confirm that the strength of perceived effectiveness of WASS of the U.S. consumers is significantly stronger than that of Korean consumers. Interpretations from a cross-national perspective, theoretical and practical implications as well as limitations are discussed.

# The pursuit of trust in ad hoc virtual teams: how much electronic portrayal is too much?

S Altschuller, R Benbunan-Fich

Year:2013

<https://www.tandfonline.com/doi/abs/10.1057/ejis.2012.39>

## Abstract

Abstract  
This study develops and tests the concept of electronic portrayal in synchronous computer-mediated communication of ad hoc virtual teams. Electronic portrayal is the extent to which a communication system portrays the true identity of its users. A theoretical model is developed based upon which it is hypothesized that increased information available due to electronic portrayal will impact trust in ad hoc virtual teams. An experiment is conducted to test the model by manipulating the graphical identification of users of a system as well as the rehearsability of the system. Rehearsability is the extent to which users can reread and edit their messages before submitting them to the synchronous communication system. The results show that the combination of both factors – identification and rehearsability – impacts trust among team members. Specifically, partial electronic portrayal (only one form of true-to-life representation) has the most positive impact on trust. This effect is moderated by communication-related variables such as self-disclosure, impressions and virtual co-presence. The implication of these results is that too much true identity information negatively impacts trust. This research provides theoretical and practical contributions for understanding the importance of identification and rehearsability in synchronous group communication.

# Information privacy and correlates: an empirical attempt to bridge and distinguish privacy-related concepts

T Dinev, H Xu, JH Smith, P Hart

Year:2013

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## Abstract

Abstract  
Privacy is one of the few concepts that has been studied across many disciplines, but is still difficult to grasp. The current understanding of privacy is largely fragmented and discipline-dependent. This study develops and tests a framework of information privacy and its correlates, the latter often being confused with or built into definitions of information privacy per se. Our framework development was based on the privacy theories of Westin and Altman, the economic view of the privacy calculus, and the identity management framework of Zwick and Dholakia. The dependent variable of the model is perceived information privacy. The particularly relevant correlates to information privacy are anonymity, secrecy, confidentiality, and control. We posit that the first three are tactics for information control; perceived information control and perceived risk are salient determinants of perceived information privacy; and perceived risk is a function of perceived benefits of information disclosure, information sensitivity, importance of information transparency, and regulatory expectations. The research model was empirically tested and validated in the Web 2.0 context, using a survey of Web 2.0 users. Our study enhances the theoretical understanding of information privacy and is useful for privacy advocates, and legal, management information systems, marketing, and social science scholars.

# Proposing the online community self-disclosure model: the case of working professionals in France and the UK who use online communities

C Posey, PB Lowry, TL Roberts…

Year:2010

<https://www.tandfonline.com/doi/abs/10.1057/ejis.2010.15>

## Abstract

Abstract  
The global use of online communities has exploded to involve hundreds of millions of users. Despite the tremendous social impact and business opportunities afforded by these communities, little information systems (IS) research has addressed them – especially in a cross-cultural context. Our research proposes an online community self-disclosure model, tested in a cross-cultural setting using data provided by French and British working professionals. Our model is based on social exchange theory (SET) and social penetration theory (SPT), as well as on cross-cultural theory related to individualism-collectivism. SET explains that individuals engage in relationships when the perceived costs associated with the relationship are less than the expected benefits. SPT extends SET to explain that individuals participate in self-disclosure to foster relationships – reciprocation is the primary benefit of self-disclosure, whereas risk is the foundational cost of self-disclosure. Our study established several important findings: positive social influence to use an online community increases online community self-disclosure; reciprocity increases self-disclosure; online community trust increases self-disclosure; and privacy risk beliefs decrease self-disclosure. Meanwhile, a tendency toward collectivism increases self-disclosure. We further found that French participants had higher scores on horizontal individualism than British participants. Several other findings and their implications for practice are also discussed.

# The effect of flaming on computer-mediated negotiations

NA Johnson, RB Cooper, WW Chin

Year:2008

<https://www.tandfonline.com/doi/abs/10.1057/ejis.2008.22>

## Abstract

Abstract  
There is an increasing use of computer media for negotiations. However, the use of computer-mediated channels increases the hostile expressions of emotion, termed flaming. Although researchers agree that flaming has important effects on negotiation, predictions concerning these effects are inconsistent, suggesting a need for further investigation. We address this need by extending current flaming and negotiation research in two ways. First, we identify two different types of flaming: that which is motivated by perceptions concerning the negotiating opponent (e.g., he/she is unfair) and that which is motivated by perceptions concerning the negotiating context (e.g., the communication channel is too slow). Second, we differentiate between the effects of flaming on the concession behaviors of the flame sender and the flame recipient, and the effects of these behaviors on negotiated agreement. Via a laboratory study, we demonstrate that flames directed at the negotiation opponent slightly decrease the likelihood of reaching an agreement, and when an agreement is reached, it result in outcomes significantly favoring the flame recipient rather than the flame sender. In contrast, flames directed at the negotiation context significantly increase the likelihood of agreement, although outcomes still favor the flame recipient over the flame sender. These results suggest that flame senders are generally worse off than flame recipients, which provides an important basis for the strategic use of flaming in negotiations.

# The economics and psychology of consumer trust in intermediaries in electronic markets: the EM-Trust Framework

P Datta, S Chatterjee

Year:2008

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## Abstract

Abstract  
The rise of electronic markets (EM) and e-commerce came with the promise of disintermediation. Yet, from aggregators to authenticators, the online landscape today is scattered with intermediaries such as EBay and Verisign, aiming to streamline e-commerce transactions and building consumer trust in EM. The central theme of this paper is to understand the contextual factors that lead to consumers’ need to trust intermediaries. In developing our arguments, the paper synthesizes perspectives from information economics, transaction cost economics, and literature on institution-based trust to develop the EM-Trust Framework. Drawing from information economics, the paper contends that EM embody certain inefficiencies, which in turn contribute towards heightening consumer uncertainty, especially under conditions of high information specificity. Heightened consumer uncertainty subsequently reduces consumer trust in EM. It is only in the face of uncertainty and a loss of trust in EM that consumers transfer their need to trust in intermediaries. However, the transference of trust is complete only if agency costs from intermediation lie within consumer thresholds. A mini-case of online mortgage marketplaces is used to illustrate the EM-Trust Framework, thus creating threads for more insightful investigations in the future.

# Acting with genres: discursive-ethical concepts for reflecting on and legitimating genres

F Yetim

Year:2006

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## Abstract

Abstract  
The concept of genre represents a meaningful pattern of communication, which has been applied in the information systems field. Genres are socially constructed: they may consequently be socially more or less acceptable or contested. This paper focuses on the concept of communicative genre and addresses the issue of how meta-communication processes guided by discursive-ethical principles can promote a rational and legitimate definition, design and structuring of genres. Such a meta-communication process has not yet been thoroughly discussed in relation to the concept of genre as a means for structuring (organizational) communication. This paper claims to make the following contributions: firstly, it provides a wider spectrum of discursive concepts for critically reflecting on and discursive evaluation of the content and structures of genres and genre instances. Secondly, it demonstrates how different kinds of meta-communications (ex ante, in-action, and ex post) can be used to legitimate genres in a manner compatible with the discourse ethics. It illustrates the discourse-ethical viewpoint concerning the legitimacy of genre structuring processes and thus, also, the legitimacy of resultant norms and contents of communication, especially in global contexts.