The Study of the Compliance Behavior in Information Security--

From Fear Appeals and Goal Framing Effects perspectives

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Information technology has generally been into personal life and work, thus disasters of information security also happened frequently. The ransomware viruses, WannaCry and Petya, broke out in May and June 2017, have been estimated to cause a loss of about 4 billion U.S. dollars. Taiwan is also one of the top 20% of the world's victims of ransomware attacks. However, employees are considered to be the most vulnerable part of a company's information security efforts. Therefore, the most important challenge of information security tasks is how to make employees comply with information security policies or regulations? Except for doing information security testing, examining, and an interception, the company should focus on enhancing staff's awareness of information security threats and training. But what kind of propaganda message is useful to convince employees to follow the rules? These are the research questions of this research.

The research proposes a research framework that integrates fear appeals theory and goal framing effects, and to discuss the factors influence individuals' intention to compliance information security policies according to different scenarios. The purposes of this research are to develop 8 kinds of information security propaganda messages (Threats(High, Low), Efficacy (High, Low), Frames (Positive, Negative))for social engineering attacks and study the impacts on personal behavior of information security policy compliance. In addition, the research results will display whether different security threats need to adopt different information security propaganda messages to achieve the effects of persuasion. The contributions of this study can strengthen the theory of information security research, and also can enhance the practical applications of information security policy compliance. The outcomes of this research could provide a reference for the academia, industry, and government.

References
Ellipsis