

POSTER

Perceptions of Internet Threats: Behavioral Intent to Click Again

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Abstract

Employees use the Internet at work for personal use, exposing organizations to threats such as malware and pharming. We found individuals' (older adults and women, in particular) perceptions of vulnerability and risk to specific Internet security threats influenced their decision to take an action that exposed them to unknown consequences.

PRESS PARAGRAPH Our study is the first to examine peoples perceived risk and vulnerability associated with actual Internet security threats, and to map those perceptions onto their intentions to take an action that invokes a potential unknown consequence. Employees mix work with personal Internet use on the computer, potentially putting the organization at risk for malware, spyware, and other threats. Examining whether employees can detect risky situations and what action they are willing to take thereafter, provides insight to organizations on how to train the weakest link in the computer security chain employees.