

TRDM and Online self-protective Behaviors

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When trying to encourage computer user's adoption of online self-protective behaviors, Scholars draw on protection motivation theory to talk about computer users' perceived threats and benefits from engaging in protective behaviors. The major assumption of this theory is that ones' perceived severity threat, vulnerability to attack and self-efficacy in implementing security tools/ behaviors, will increase the likelihood of self-protective behaviors. However, this literature does not focus on the best way of making good decision: individual involvement in reasoned deliberation.

Pateronster and Pogarsky coined the term TRDM to tap this capacity, and how it shapes individual's involvement in positive and negative life outcomes. Broadly speaking, the effect of TRDM on negative or positive life outcomes is mainly indirect: those who make good decision are more likely to see opportunities, investments and resources in their lives and as a result, will accumulate greater human, social and cultural capital than those who make poor decisions.

We suspect that varying levels of TRDM may shape the probability to apply self-protective behaviors in cyberspace. Thus it might be useful to design computing environments that disarm the TRDM in effort to nudge them to be more secure on the network.

Our analysis will include several data sets: Survey data collected in 3 locations and experimental data.