

## **Online Behavior and Cybercrime Victimization: A Population Based Survey Experiment**

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Rising cybercrime prevalence has become a societal issue with potential major impact on its victims. Knowledge on how internet users can defend themselves against such threats, however, is lacking. This study's purpose is to explore people's online behavior and its relationship with cybercrime victimization. Such knowledge can facilitate the development of effective interventions.

In order to gain insight in online behavior and the driving forces of this behavior, such as knowledge, resources or self-efficacy, this study used a population-based survey experiment. This method combines the strengths of questionnaire research among a representative group with the advantages of lab-experiments. We firstly measured respondents' cyber awareness: to what extent do they have knowledge about IT, online risks and preventive measures? Moreover, we examined if respondents have the opportunity and motivation to behave accordingly. Furthermore, we measured respondents' actual online behavior: do they fall for cybercrime persuasion techniques? This allows us to explore, for instance, if a high level of cyber awareness leads to actual precautionary online behavior. In the ESC presentation, the advantages and disadvantages of this methodology will be discussed and examples from this study's instrument will be presented.