Valuing Information Security: A Look at the influence of user engagement on information security valuations

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Abstract
This study looks at the influence of user engagement on users’ information security practices. A new theoretical model describing how user engagement (user posts, recent visits, messages, etc.) may influence a person’s decision to employ better security measures (stronger passwords) is tested. Traditional research has focused on the poor quality of reusable passwords, but has not accounted for user valuation of the content they are accessing. This study found that individuals from two online organizations (a gaming site, and a technical support forum) who were more engaged with other users also employed stronger passwords. Overall organizations may be evaluated using user engagement and password strength as a proxy for overall valuation.