

Winter 12-13-2015

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Roozmehr Safi
Texas Tech University

Glenn Browne
Texas Tech University

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Recommended Citation

Safi, Roozmehr and Browne, Glenn, "Promoting the Use of Information Security Measures for Threat Prevention and Threat Detection" (2015). *WISP 2015 Proceedings*. 6.
<http://aisel.aisnet.org/wisp2015/6>

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Promoting the Use of Information Security Measures for Threat Prevention and Threat Detection

Research in Progress

Roozmehr Safi

Rawls College of Business, Texas Tech University, Lubbock, Texas, USA {r.safi@ttu.edu}

Glenn J. Browne

Rawls College of Business, Texas Tech University, Lubbock, Texas, USA
{glenn.browne@ttu.edu}

ABSTRACT

Wording, or framing a message differently has been shown to influence the audience of a message in different ways. In this study, we use a special type of message framing known as goal framing to promote the use of different types of security measures. Consistent with our predictions and prior literature, results of our pilot study provide preliminary yet promising evidence that framing a message positively works better for promoting the use of preventive security products while framing a message negatively works better for promoting the use of detective security products. We discuss the implications of our finding for information security theory and practice and identify opportunities for future research in this domain.

Keywords: information security, persuasion, goal framing, experiment