

# Economic and Policy Issues for Useful Security

Nicholas Economides  
Susan Landau

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- What can economics tell us about creating incentives for people to do things they don't get rewarded for directly?
- What do we know about incentive-based behavioral change that can give us clues about changing people's behavior (to a more secure way of doing things)?
- Do we do know enough about the harms that occur? Can we say they are attributable to security (and lack thereof)?
- Liability introduced all at once is highly disruptive. Can we develop a liability model that you can roll out slowly/non disruptively?
- Most people expect that their cell phone is secure, even though it is not. What if they learned otherwise? -- they would behave differently. So a useful question would be to look at consumer network devices, and study educating consumers about risk: how does their behavior change?

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- What are people's expectations of security? How does that compare to reality?
- How do we disentangle explicit vs. implicit security expectations?
- How do we measure economic cost of IT imposed costs externalities? There's been zero research that setting passwords every ninety days improves security --- it might be doing harm.
- How do we encourage users to use security provisions? What incentivizes the user? What value do consumers place on security?
- How about research into what users value? If I have responsibility that I have to use five different passwords to protect corp. system, does that protect my work?

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- How do we address externalities --- spewing spam, participating in DDoS attacks --- where one provider action has negative impact on others?
- We are interested in the relationship between correct information and knowledge and behavior change. We want behavior change. Cultural change can happen faster than new law. Would correct information on risks/costs of insecurity change behavioral change in users?
- Data on risks, costs of crime, etc. is not available (not at government, not elsewhere). But a cataloging of what kinds of data companies normally collect, what does the FBI collect that we normally have access to would be extremely useful (and would be research).

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- How much time would I spend being advised how to use those tools? There's an assumption that people won't sign up because of being interrupted; is it true? What if it costs sixty seconds or twenty seconds, or 85 cents for a privacy education? Is there a time expense and a time when someone could get that information? Quantifying how much time people would spend would be very useful.
- Do people make different decisions in virtual vs. meat space?
- Do we know whether people are willing to give up anonymity that will allow them to authenticate themselves in a secure way. What would motivate them to do that?
- How do you track when breaches are occurring?