

Trinity Watson

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Week 12 - Journal Entry 12

The letter highlights economic theories such as Behavioral Economics, which examines how psychological factors influence consumer decisions, particularly in response to the data breach. It also relates to Game Theory, as companies must strategize on how to mitigate risks and protect customer data. In psychology, Social Identity Theory explains how individuals may feel a loss of trust in the brand, impacting their identity as consumers. Additionally, Cognitive Dissonance Theory suggests that customers may experience discomfort reconciling their loyalty to the brand with the breach, influencing their future purchasing behavior. The platform provider has removed the malware from its systems and is actively monitoring the platform to safeguard personal information. They are also cooperating with federal law enforcement in their investigation.