**Journal Entry 12**

The first economic theory the letter relates to is rational choice. Rational choice theory states individuals or businesses make choices in their best interest. This is described in the “What Are We Doing?” section. The platform provider is working with cybersecurity firms out of the best interest for the customer. They are looking to remove the malware and continue monitoring the system to provide the best security for their customers. The second economic theory this letter relates to is laissez-fare. Laissez-fare theory states the government shouldn’t intervene in the economy except to protect the individuals’ inalienable rights. The letter states that federal law enforcement has had to step in and investigate. The notification of data being stolen had to be delayed due to this investigation. This investigation was done because personal information, including names, addresses, and card numbers, were stolen and invaded the privacy of the customer.

The first social science theory this letter relates to is a personality theory, reinforcement sensitivity theory. This theory is based on an individual’s response to the environment based on rewarding or punishing stimuli. It includes four subfactors: reward interest, goal-driven persistence, reward reactivity, and impulsivity. The attackers must’ve thought that there was a lot of information to steal. The intrusion lasted for many months. The attackers could’ve then had a high reward interest and goal-driven persistence in gaining personal information from the website. The second social science theory this letter relates to is behavioral theory. Behavioral theories suggest behavior is learned. This decision to upload malware and gain access to the system for intrusion was based on the environment of the system. The hacker weighed the risk versus the reward and decided this to be the target and steal valuable information.