

CYSE 270

Week 11 – Journal Entry 12

This letter can relate to both economic and psychological social science theories. This letter uses the Rational Choice Theory, where the business is making the best choice as to investing their resources with a leading cybersecurity firm to monitor their site. Another economic theory would be the Marxian Economic Theory, not necessarily saying the people targeted are poor, but from a consumers perspective it would look like the company is using there resources to keep customers information.

I think the Cognitive Theory fits the letter. The company perceived this breach as a threat and the best thing to do is to inform their customers and get a cybersecurity firm.