

Module 11 Journal Entry #1

Kayle Glaize

School of Cybersecurity

CYSE 201S Section 34568

Professor Matthew Umphlet

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After reading the sample breach notification, it is clear that there are both social science and economic theories that can be related to the sample breach. One economic theory that can be applied in this case is the Laissez-Faire theory. The general concept of this theory is that government intervention in businesses should be avoided unless it is absolutely necessary in order to protect the rights of individuals. It can be applied to this breach notification because the job of securing customer information was the responsibility of the company. Government intervention was only used to investigate the breach as a crime using law enforcement. Another theory that can be applied here is the Rational Choice Theory, which is the idea that people, and in this case businesses, make decisions based on what they think will result in the best outcome for them. In the case of this breach notification, the organization likely decided that, in order to prevent the loss of reputation and avoid further financial loss, informing customers of the breach and working with law enforcement was the best option.

I think two social science theories that are relevant in this example of a breach notification are Neutralization Theory and Social Learning Theory. Neutralization Theory is the concept that someone can convince themselves, using rationalization, that the crime they are committing is okay for one reason or another in order to justify their actions. It can be applied here because it is very plausible that the individual(s) responsible for the data breach to begin with might have convinced themselves that stealing this financial information is justifiable because the money of the consumer is likely insured and, thus, nobody is really getting hurt. This is just an example. Social Learning Theory is the last theory that I believe can be connected here. The main idea of this theory is that behavior is learned through the observation of others. It can be connected to the breach notification because the notification itself not only tips customers off to the breach but also provides them with information on identity theft and educates them on the best steps to take to re-secure their information and better security practices they can adopt in the future. This letter shows that there is more that goes into managing cybersecurity breaches than just technology.