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Analyzing the data breach notification through economic and social science theories helps clarify its impact on the company and its customers. Economic Theories like Principal-Agent Theory explain the relationship between the company and its platform provider, which failed to protect customer data. This failure highlights a risk when a company relies on a third party for critical tasks. Another relevant concept is Consumer Behavior Theory, which suggests that customers might avoid shopping with companies that fail to secure their data. This breach damages trust, potentially pushing customers toward competitors with stronger security practices. Social Science Theories provide insights into the social impacts. Trust Theory explains how important trust is between companies and customers, especially when sharing personal data online. A breach can harm this trust, requiring the company to work hard to restore customer confidence. Deterrence Theory from criminology suggests that notifying customers and working with law enforcement could deter future breaches by showing accountability and potential consequences for negligence or hacking. In sum, these theories show how breaches impact trust, consumer behavior, and company reputation, stressing the need for companies to prioritize security and transparency in their customer relationships.