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A Quantitative Textual Analysis of Three Types of Threat Communication and Subsequent Maladaptive Responses

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Abstract

Much research attention has been given to the behavioral outcomes of warning computer users about potential threats to their information security, primarily through the use of fear appeal messaging. This study explores not only the use of other types of external threat information (including vivid messaging and observational learning) but also the textual responses of computer users receiving the information, opening up the “black box” to their threat appraisal processes. Results indicate that maladaptive perceptions can appear throughout the appraisal process and that the type of external threat information can differently influence user attitudes.

Bios

Kent Marett is an Associate Professor of Business Information Systems and Robert Keil Fellow at Mississippi State University. He received his PhD in Management Information Systems from Florida State University. His research interests involve information security, deceptive communication, and business computing in geographically rural regions. His work has been published in *MIS Quarterly*, the *Journal of the AIS*, *Information Systems Research*, and the *Journal of Management Information Systems*, among other top journals.

Ali Vedadi is an Assistant Professor of Information Systems and Analytics in the Jones College of Business at Middle Tennessee State University. His primary research focus is in behavioral IS security and IS post-adoption. His research has appeared in the *DATA BASE for Advances in Information Systems*, *AIS Transactions on Replication Research*, *International Journal of Process Management and Benchmarking*, and several national and international conference

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