

# Invited Talk: Social and Behavioral Approaches to Information Assurance

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**I**NFORMATION Assurance (IA) concerns operations that protect information systems by ensuring availability, integrity, authentication, confidentiality, and non-repudiation. This includes providing for restoration of systems by incorporating protection, detection, and reaction capabilities. Much of the information assurance literature is technical in nature. However, it is important that use of technology must be shaped by social policies and legal and ethical issues. This talk will focus on social and behavioral issues in Information Assurance and touch on topics such as risk, quality of information, prospect theory, social engineering, psychology of response and reaction. Real life caselets will be used to illustrate concepts.