RELCASI

Volume 6 | Issue 2 Article 2

1-1-2014

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Recommended Citation
Guzman, Indira R.; Galvez, Santos M.; Stanton, Jeffrey M.; and Stam, Kathryn R. (2014) "Information Security Awareness and Information Security Practices of Internet Users in Bolivia: A Socio-Cognitive View," *RELCASI*: Vol. 6 : Iss. 2 , Paper 1.
DOI: 10.17705/1relc.00031
Available at: https://aisel.aisnet.org/relcasi/vol6/iss2/2

RELCASI (2014) v6 n2 pp. 3-19

DOI: 10.17705/1relc.00031

Conciencia de la seguridad de la información y prácticas de seguridad de la información de usuarios de Internet en Bolivia. Una visión Socio-cognitiva

Information Security Awareness and Information Security Practices of Internet Users in Bolivia. A Socio-Cognitive View

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RESUMEN

En este estudio, los autores analizan los factores que influyen en las prácticas individuales de seguridad de la información de los usuarios de Internet en Bolivia. El modelo de investigación utiliza la teoría social cognitiva para explicar los factores cognitivos individuales que influyen en el comportamiento de seguridad de la información de los usuarios de Internet. El modelo incluye las creencias de las personas sobre las habilidades individuales para utilizar de manera competente las herramientas de seguridad de la información y su conocimiento de la seguridad de la información en la determinación de prácticas efectivas de seguridad de la información. La operacionalización de constructos que forman parte de nuestro modelo de investigación, como la práctica de la seguridad de la información como variable dependiente, la autoeficacia y la conciencia de seguridad de la información como variables independientes, se presentan tanto en español como en inglés. En este estudio, ofrecemos el análisis de una encuesta a 255 usuarios de Internet de

Bolivia que respondieron a nuestra encuesta y proporcionaron respuestas sobre su comportamiento de seguridad de la información. Se presenta una discusión sobre la conciencia y las prácticas de seguridad de la información.

Palabras clave: Teoría Socio Cognitiva, Comportamiento de Seguridad de la Información, Concientizatión de la Seguridad, Usuarios de Internet, Bolivia.

ABSTRACT

In this study, the authors look at the factors that influence individual information security practices of internet users in Bolivia. The research model uses social cognitive theory to explain the individual cognitive factors that influence the information security behavior of Internet users. The model includes individuals' beliefs about the individual abilities to competently use computer information security tools and their information security awareness in the determination of effective information security practices. The operationalization of the constructs that are part of the research model such as information security practice as the dependent variable, self-efficacy, and information security awareness as independent variables, are presented both in Spanish and English. In this study, we offer the analysis of a survey of 255 internet users from Bolivia who replied to our survey and provided responses about their information security behavior. A discussion about information security awareness and practices is presented.

Keywords: *Social Cognitive Theory; Information Security; Information Security Behavior; Security Awareness; Internet Users; Bolivia.*

INTRODUCTION

With the emergence of the TCP/IP internet protocol worldwide in 1973, every country in the world, including many in Latin America, were "opened" to the Internet. Brazil and Mexico are listed within the top 15 countries with the highest numbers of Internet users in the world[1]. As the Internet keeps growing, individuals and organizations began to explore the richness and all the potential that the new service has to offer. Internet is now being used in a variety of activities. Opening the world to the Internet was a great opportunity for people and businesses; however, it has also been an opportunity for thieves and hackers to get access to information in organizations in an unauthorized way.

According to a study by McAfee, the cost of hacking is estimated to be over 1 trillion globally (Mills, 2009). For instance, in cases where stolen IDs and passwords were used, the average loss per incident was $1.5 million (Wilson, 2006); Wilson (2006) also reports that more than a half of companies rate their Internet downtime costs at more than $1,000 per hour based on a recent survey conducted by the Yankee Group; Finally, a study published in 2004 by the Aberdeen Group found that the cost of Internet-based business disruptions was about $2 million per incident. These figures are just the tip of the iceberg

[1] http://www.internetworldstats.com/top20.htm

in representing the costs associated with the intentional destruction of computer-related activities.

There is a wide variety of information security risks such as viruses, worms, denial-of-service attacks, spoofing, stolen passwords, social engineering, software exploitation, trojan horses, and authority and authorization violations that can have a very negative impact on the regular operations of an organization (Chen, Shaw & Yang, 2006). As security threats have grown, the need to protect organizational data has become a corporate crucial need. Although some of these attacks can be originated externally, most of them are directly or indirectly originated by internal employees (Dhillon & Backhouse, 2000; Stanton, et al. 2006). For example, the most dangerous method, and perhaps the easiest way of obtaining information is social engineering. Social engineering refers to the use of psychological manipulation of people into performing actions or revealing personal or confidential information. Arief and Besnard (2005) refer to this as "weaknesses in wetware" which they refer to as human users. This kind of social engineering takes advantage of a basic human impulse toward helping other people, what psychologists and sociologists call prosocial behavior (Stanton & Stam, 2006). Many times, the problem is not the technology, but the users who use it. It is therefore very important for users to be proficient in the practice of information security behaviors.

In this paper, we seek to understand the factors that influence security practices in countries of Latin America, taking the case of Bolivian users. The situation of information security in Latin America is as critical as everywhere. According to a survey conducted by the Yankee Group, which interviewed 225 information technology executives in companies located in Mexico, Brazil, and Colombia, reported by Universia Knowledge at Wharton (2008), more than 80% of those company executives use a system of simple passwords for protecting data about the identity of their users and only large companies use ID authentication tools such as digital certificates, tokens, and smart cards. They concluded that companies in Latin America are therefore highly vulnerable to the theft of information and that Latin American countries must improve their data protection policies, especially those that involve accessing critical information.

The purpose of this study is to evaluate the individual's cognitive factors that influence information security behavior based on Social Cognitive Theory (Bandura, 1977) in a Latin American environment which is Bolivia. This study addresses the following research questions:

- How does information security self-efficacy influence information security behavior?
- How does security awareness affect information security behavior?
- Are there significant differences in information security behavior by education, gender, IT career, computer use frequency, and Internet use frequency?

THEORICAL BACKGROUND/LITERATURE REVIEW

Previous research studies discussed numerous factors that could affect employees' information security behavior (Lebek et al., 2014). Lebek et al. (2014) analyzed 113 publications from the last decade related to information security behavior and identified

that the four primary behavioral theories applied in this area of research were Theory of Planned Behavior (TPB), General Deterrence Theory (GDT), Protection Motivation Theory (PMT) and Technology Acceptance Model (TAM). To the best of our knowledge, no study has looked at Socio-Cognitive theory per se in the context of information security, and in the context of Latin American internet users.

According to Social Cognitive Theory (SCT), an individual's behavior is uniquely and reciprocally determined by each of these three factors: environmental influences such as social pressures or unique situational characteristics, cognitive and other personal factors including personality and demographic characteristics, and finally, behavior (Compeau & Higgins, 1995, p.190). Individuals choose the environments in which they exist and are influenced by those environments. Behavior is affected by environments, which in turn are affected by behavior. Finally, the behavior is influenced by personal factors of the individual, and in turn, behavior affects those same factors (Compeau & Higgins, 1995).

According to Bandura (2002), SCT adopts an agentic perspective. There are three modes of agency very well differentiated by the theory. One of them is the personal agency which is implemented individually. The proxy agency is when people influence others to act on their behalf to secure desired outcomes. Collective agency is when people exercise through a group of actions. In this study, we focus on personal agency or individualism within the information security context. SCT has many dimensions, but in this research, we are concerned with the role of cognitive factors in individual behavior, similarly to Compeau and Higgins (1995) but applied to the information security context. In the sections below, we present the descriptions of the dependent and independent variables of our research model.

Information Security Practice (ISP)

In the information security business, there are many different security models proposed by professionals and organizations (Berghel, 2007). These models such as time-based security, the principle of least privilege, defense in depth, baseline security, perimeter hardening, intrusion detection, and intrusion prevention, are trying to minimize real or potential vulnerabilities and threats. The main difference between these models is the strategy used against vulnerabilities and threats, for example, time-based security (TBS) uses time as the primary measure of risk. The safety margin increases with advance-warning, so as long as the advance-warning exceeds the sum of the detection and response times, the information is protected. On the other hand, the principle of least privilege (POLP) relies on controls. This strategy varies inversely with the degree of control given to the application or user. Currently, different well-known organizations promote specific security standards, such as the Control Objectives for Information and related Technology (COBIT), the Federal Information System Controls Audit Manual (FISCAM), the Certified Information Systems Auditors (CISA), the BSI 7799/ISO 17799/ISO 27001 standards for best practices. These standards map to government legislation or mandates such as the Health Insurance Portability and Accountability (HIPAA) (Berghel, 2007). The Information Security Organization (ISO) standards take the form of guidance and recommendations intended to serve as a single reference point for identifying the range of controls needed for most situations where information systems are used (Veiga and Eloff, 2007).

The ISO/IEC 27000 series is an information security standard published by the International Organization for Standardization (ISO) and the International Electrotechnical

Commission (IEC) as ISO/IEC 17799:2005 and then renumbered ISO/IEC 27002:2005. As stated by Veiga and Eloff (2007), ISO 17799 has gradually gained recognition as an essential standard for information security where ISO27001 (2005) is regarded as part two of ISO/IEC 17799 and proposes an approach of continuous improvement through a process of establishing, implementing, operating, monitoring, reviewing, maintaining and improving the organization's information security management (ISO, 2005; IEC, 2005). Since these security policies should be implemented within organizations, employees who follow them are the ones who effectively perform security practices. Ma and Pearson (2005) empirically validated seven of the ten constructs from the guidelines and practices within the most accepted and security standards by information technology professionals: ISO/IEC 17799: 2005 and BS 7799.

Information Security Awareness (ISA)

According to many researchers such as Goodhue and Straub (1991); Straub and Welke (1998); Dhillon and Backhouse (2001); and Hu, Hart, and Cooke (2006), information security is a socio-technological problem that requires a thorough understanding of the weakest link in the defense against security threats: human behavior and attitudes about using these security technologies. The Department of Trade and Industry's 2004 Information Security Breaches Survey reports that humans are the weakest link in the chain of security control (Chen et al., 2006). Therefore, one of the preventive measures suggested by Timms, Potter, and Beard (2004) was to create a security-aware culture which will have the mission of educating staff about different security risks and their responsibilities. Within the IS literature, the concept of awareness has been defined for example as "technology awareness" by Deniv and Hu (2007), as "users raised consciousness of and interest in knowing about technological issues and strategies to deal with them" (p. 391). In the context of information security, ISA has been defined as employees' general knowledge about information security and their cognizance of the organizational information security policies (Bulgurku et al., 2010). In a document of the National Institute of Standards and Technology, Lisa Lindholm defined security awareness as "an individual responsibility and sufficient understanding to comply with policies". She also indicated that security awareness is the best ROI for information security programs. According to Siponen (2000), ISA is used to refer to a state where individuals in an organization are aware of their security mission, as well as ideally being devoted to it. Information security awareness is as important as the security techniques or procedures, but the processes can be misused, misinterpreted, or not used by individuals and in that way losing their real efficacy (e.g. Hoffer and Straub, 1989; Goodhue and Straub, 1989; Ceraolo, 1996; Straub, 1990; Straub and Welke, 1998). Finally, based on a literature review, Chen et al. (2006) define ISA as attention to security when individuals recognize IT security concerns and respond accordingly. These definitions do not imply only being informed about security issues, but being responsive to them, which therefore can be considered as a behavioral factor. This definition also implies cognitive behavior. The increase of security awareness should minimize individuals' related faults toward security threats and increase the efficiency of the security techniques and procedures against security threats in an organization. For this study, therefore, we define ISA as users' increased consciousness of knowledge about security issues and the strategies to deal with them. ISA is one of the information security behaviors.

To operationalize this variable, we found three ways of measuring awareness in the IS literature: One from Dinev and Hu (2007), another from Chen et al. (2006), and one from Ryan (2006). We propose to use the approach of Ryan (2006) because it is more explicitly directed at information security. Following the literature, information security awareness is the basis of information security behavior, thus it is hypothesized that the higher the information security awareness, the higher the information security practices.

Bandura stated that the major cognitive forces guiding behavior are outcomes and self-efficacy. Outcomes-oriented individuals usually assume behaviors they believe will end up in valued outcomes. Self-efficacy influences choices about which behaviors to undertake (Compeau & Higgins, 1995).

Cognitive forces: Self Efficacy in Information Security

According to Bandura (1977), self-efficacy is the individual perception or belief that one can perform a particular behavior and has sufficient skills to perform given tasks (Compeau & Higgins, 1995; Ryan, 2006). Compeau and Higgins (1995) developed and validated a construct to understand the impact of self-efficacy on individual reactions to computing technology, and it is named 'computer self-efficacy' (CSE). The authors initially developed a theoretical model based on social cognitive theory (Bandura, 1986) that included the new measure of CSE. Then, they tested their model in a sample of 1020 knowledge workers in Canada, concluding that self-efficacy plays an important role in shaping individuals' feelings and behaviors towards computer use. Individuals with high self-efficacy use computers more, resulting in more enjoyment from their use, and experience less computer anxiety (Compeau & Higgins, 1995). Affect and anxiety also had a significant impact on computer use. The authors presented a follow-up study of the one published in 1995. They tested a subset of the model tested in the 1995 paper but used longitudinal data gathered from 394 end-users over a one-year interval. The results confirmed that both self-efficacy and outcome expectations impact an individual's affective and behavioral reactions to information technology. This later study used the scales from the earlier paper and confirmed the reliability of the instrument becoming the basis for our study. The authors conclude that both self-efficacy and outcome expectations impact an individual's affective and behavioral reactions to IT. Self-efficacy beliefs regulate human functioning through cognitive, motivational, affective, and decisional processes (Bandura, 2002).

Socio-Cognitive Theory has proven to be a powerful mechanism for explaining, predicting, and governing behavior and has been broadly used by researchers. For example, Havelka (2003), used data from students enrolled in an MIS course at a large Midwestern university (approximately 15,000 students) to test software self-efficacy and computer anxiety among students with different demographic predictors such as academic majors, years of experience using computers, and amounts of computer coursework, etc. The author concluded that students from different business majors had different levels of self-efficacy and a negative relationship between software self-efficacy and computer anxiety. Other researchers, such as Hayashi, et al. (2004) conducted a field experiment to test a proposed integrative research model. The model is based on a combination of the CSE, the technology acceptance model (TAM), the Expectation-Confirmation model (ECM), and end-user computing theories. It was used to assess the intention of online learners who continued using the e-learning system as a vehicle to assimilate IT skills. La Rose and

Eastin (2004) proposed and tested a new model of media attendance based on SCT. The present media usage as an explicit media consumption behavior (specifically, the use of the Internet) is determined by the anticipated outcomes that go after that consumption. In another study, SCT has helped to explain physical activity behavior among college students (Suminski & Petosa, 2006). The authors found that the Web is a good method for bringing behavior-change programs because of its low cost and popularity among large numbers of people. Thus, we hypothesize:

Individual computer self-efficacy in information security will positively influence information security practice.

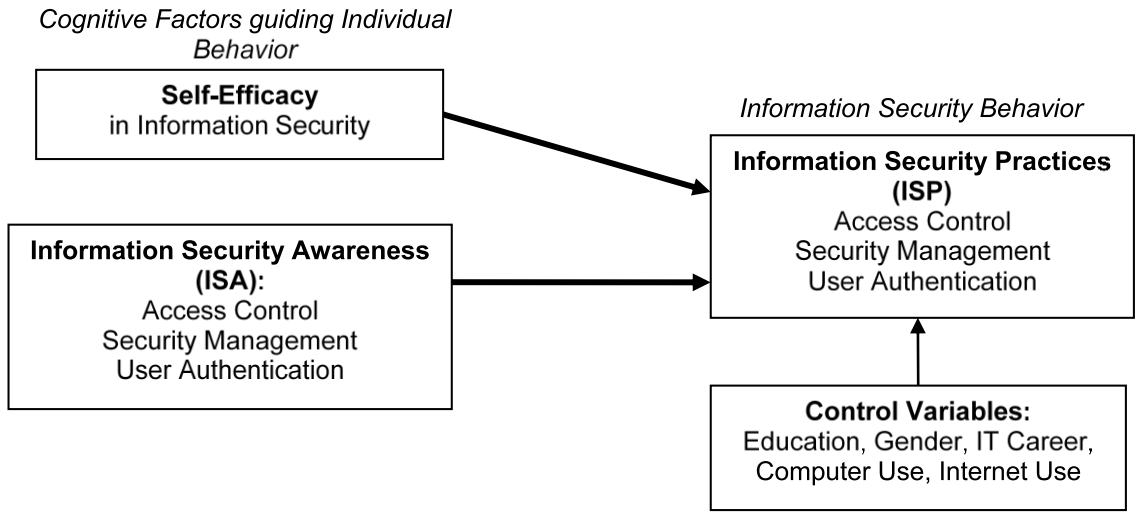

FIGURE 1: Research Model of Information Security Behavior.

METHOD

The participants of this study were internet users in Bolivia. Bolivia is a country located in the center of South America with close to 11 million inhabitants. According to the International Telecommunication Union (ITU), it has about 34,000 broadband Internet subscribers as of Nov.26/08, only 0.4% of the population[2]. Culturally, many Latin American Countries have similar values and cultural beliefs. Bolivia is one of the poorest countries but has comparable political, economic, and resource struggles as its neighbors. Therefore, we think that learning about the Bolivian case is a good starting point for understanding security behavior in Latin America. Our convenience sample consisted of 260 participants who were contacted through an Information Auditing class where one of our authors was teaching. The students were asked to fill out the online survey and request that their family and friends complete the survey as well. We collected a total of 255 usable responses with 176 male participants (70%) and 77 female participants (30%). The participants filled out the online survey developed with Google forms[3]. They reported that

[2] http://www.internetworldstats.com/sa/bo.htm
[3] http://docs.google.com/support/bin/answer.py?hl=en&answer=87809

they use a computer frequently, with 89% indicating that they use the computer daily and the rest either weekly (10%) or monthly (only 1%). They also use the Internet frequently: 83% indicated that they use the Internet daily and the rest either weekly (15%) or monthly (only 2%). A large percentage (81%) of our participants indicated that they have Internet access at home. In terms of education, 40% of our participants completed high school, 46% obtained a bachelor's degree, 9% completed some graduate certification, and 6% completed a Master's degree. Finally, 110 of our participants (44%) indicated that they are pursuing or working in an information-technology (IT) related career and 142 of our participants (56%) indicated that they are not pursuing or working in an IT career.

The scales used to measure information security practice, information security awareness, and individual self-efficacy in information security and were adapted from Ryan (2006) and Compeau & Higgins (1995), and then translated from English to Spanish. To ensure that the scales were translated accurately, we translated first from English to Spanish and then from Spanish to English and verified if the translations were consistent. A pilot study was conducted with a small group of 10 participants to validate the use of the adapted scales. Table 1 provides titles, definitions, and items in both languages, as well as factor loadings and the reliabilities of the scales. It is important to mention that the scales related to encryption and physical security were eliminated due to low factor loadings, possibly due to unclear translation. Table 2 has the means, standard deviation, and correlation of the variables.

Variable	**Code**	**Spanish**	**English**	**Factor Loading**	**Reliability**
(With respect to information technology and its security, I am aware…) *Information Security Awareness (ISA) – Access Control*	SA03TA	Software Firewall puede bloquear los ataques de red	Firewall software can block network attacks (+)	.728	.846
	SA09TA	Como usuario, mi conocimiento de las amenazas al ordenador desempeña un papel significativo	As a user, my knowledge of computer threats plays a significant role (+)	.783	
	SA12TA	Soy consciente de la repercusión que puede tener un virus en un sistema informático.	Of the impact that a virus can have on a computer system (+)	.812	
	SA13TA	Soy consciente del impacto de los ataques de redes que pueden tener en un sistema informático	Of the impact network attacks can have on a computer system (+)	.824	
	SA14TA	Soy consciente de la vulnerabilidad compartida con dispositivos como archivos, discos, impresoras.	Of vulnerability with shared devices such as files, drives, or printers (+)	.789	
Information Security Awareness (ISA) – Security Management	SA02TS	Software antivirus requiere actualizaciones frecuentes	Virus protection software requires frequent updates (+)	.803	.681
	SA06TS	Política de Protección de virus requiere el uso de software y las actualizaciones disponibles	Virus Protection Policy requires use of available software and updates (+)	.799	
	SA16TS	El software requiere decisiones y actualizaciones periódicas.	Software requires periodic decisions and updates (+)	.747	
Information Security Awareness (ISA) – User Authentication	SA05TU	Políticas de uso aceptable sugieren mantener las contraseñas fuertemente protegidos	Acceptable Use Policy strongly suggests keeping passwords safeguarded (+)	.827	.681
	SA07TU	Política de Uso Aceptable dicta que redes de acceso con cable e inalámbricas requieren Un usuario-ID y contraseña	Acceptable Use Policy dictates that wired and wireless network access requires a user-id and password (+)	.783	
	SA11TU	Tener una contraseña secreta es fundamental	Password secrecy is fundamental (+)	.752	

(In your opinion, could you install and set-up security software…) *Computer Self Efficacy*	CSE03	Si tuviera sólo los manuales de referencias.	If I had only manuals for reference?	.765	.818
	CSE04	Si hubiera visto a otra persona utilizarlo antes de intentar yo mismo	If I had seen someone else using it before trying it myself?	.765	
	CSE06	Si alguien me hubiera ayudado a empezar	If someone else had helped me get started?	.734	
	CSE07	Si tuviera la infraestructura que facilite la asistencia.	If I had just the built-in help facility for assistance?	.790	
	CSE09	yo hubiera utilizado antes aplicaciones similares para obtener el mismo objetivo	If I had used similar applications before to obtain the same goal?	.749	
Information Security Practices (ISP) – Access Control	ISP10TA	como navego por la Web, yo permito a los navegadores aceptar cookies de los diferentes sitios Web	As I surf the Web, I allow browsers to accept cookies from Web sites (-)	.883	.718
	ISP11TA	como navego por la Web, yo permito a los navegadores la descarga de software que sea necesario.	As I surf the Web, I allow browsers to download software as necessary (-)	.883	
Information Security Practices (ISP) – User Authentication	ISP01TU	cierro la sesión cuando me salgo del sistema informático.	I log off when I leave a computer system (+)	.824	.527
	ISP03TU	todas las sesiones electronicas que utilizo requieren de un unico usuario-ID y contraseña	All of my computer sessions require a unique user-id and password (+)	.824	
Information Security Practices (ISP)– Security Management	ISP06TS	yo compruebo que el software de protección contra virus está activado y actualizado.	I check that virus protection software is enabled and updated (+)	.880	.708
	ISP08TS	yo examino el log del software de protección virus por actualizaciones y escaneo de dispositivos	I review virus protection software logs for updates and drive scans (+)	.880	

TABLE 1: Survey Items, Factor Loadings, and Reliability.

		Mean	St. Dev.	1	2	3	4	5	6	7
1	ISA – Access Control	3.90	0.86	1						
2	ISA – Security Management	4.24	0.79	.707**	1					
3	ISA – User Authentication	4.08	0.89	.678**	.677**	1				
4	Self Efficacy	3.59	0.92	.423**	.449**	.434**	1			
5	ISP – User Authentication	3.68	1.11	.402**	.432**	.435**	.306**	1		
6	ISP – Security Management	3.37	1.18	.592**	.414**	.465**	.289**	.327**	1	
7	ISP – Access Control	2.81	1.06	-.068	-.108	-.032	.271**	-.106	-.089	1

** Correlation is significant at the 0.01 level; * Correlation is significant at the 0.05 level

TABLE 2: Means, standard deviation, and correlation of Variables.

RESULTS

To answer our first two research questions, we regressed the evaluations of information security awareness and information security practice in the three levels of access control, security management, and user authentication. Table 3 displays the beta weights and R-squared values that resulted from these three regression analyses.

	Levels of Information Security Practice		
Predictors	**ISP - Access Control (β)**	**ISP – Security Mgmt (β)**	**ISP – User Authentication (β)**
ISA – Access Control	.056	.548**	.053
ISA – Security Management	-.063	-.069	.173
ISA – User Authentication	.111	.130	.242**
Self Efficacy	-.296*	.018	.083
R2	.075*	.362**	.218**

*p<.05, **p<.01

TABLE 3: Multiple Regression Analyses of Security Awareness and Self Efficacy predicting Information Security Practices: Access Control, Security Management, User Authentication.

Several results are notable in Table 3. Although the numbers are not high, the predictors had the greatest success in predicting ISP - security management first as the dependent variable (.362) and then ISP - User Authentication (.218). Although the overall regression equation was statistically significant for ISP - Access Control, the predictors only explained a very small amount of variance in this outcome.

Examining the signs of the beta weights for ISP - Security Management (related to checking for software virus protection to be enabled and updated, we found that the best predictors were ISA – Access Control, related to users' knowledge about security threats (.55, p<.01). We expected to have a consistent relationship between each of the types of security awareness and security practices. It seems that only some key issues about security awareness are well known within this population, specifically those related to access control. Many of our participants knew very little about security management such as the need for frequent updates of virus protection software and reference to virus protection policies. The results about self-efficacy showed that self-efficacy only explained a very small amount of variance in this outcome, with less than 1* of R square in each case.

Comparisons of Group Means by IT Career and Gender

To answer our RQ3, we conducted comparisons between group means and analysis of variance (ANOVA). Table 4 contains a list of the dimensions of information security awareness, self-efficacy, and information security practices as defined in Table 1. We conducted a comparison between males and females and a second comparison between people in IT careers who have more knowledge of information security and people in non-IT careers. Results showed that males reported information security practices of security management greater than females (mean of 3.57 for males vs. 2.93 for females) with a significant difference of p<.01.

As expected, people in IT careers showed higher information security awareness than people in non-IT careers. Comparisons between people in IT careers and people in non-IT careers showed two significant differences: First, that people in IT careers have more security awareness about security management and user authentication. Likewise, they reported higher means in security practice in security management.

Variable Name	IT Career	Non-IT Career	t	Male	Female	T
ISA – Access Control	4.24	3.64	5.81	3.96	3.77	1.58
ISA – Security Management	4.41	4.10	3.09*	4.27	4.17	.90
ISA – User Authentication	4.36	3.87	4.37*	4.13	4.00	1.03
Self Efficacy	3.80	3.44	3.16	3.63	3.51	.98
ISP – Access Control	2.73	2.89	-1.21	2.70	3.07	-2.59
ISP – User Authentication	3.94	3.50	3.14	3.64	3.80	-1.05
ISP- Security Management	3.90	2.94	6.83*	3.57	2.93	4.02*

*p<.05, **p<.01

TABLE 4: Group mean differences in the evaluation of IT career and gender.

Finally, we ran an analysis of variance (ANOVA) by education, presented in Table 5. In general, we found that people with more education reported more awareness and practice of information security. There is a significant result of Information Security Practice security management that indicates that people with more education are more careful with virus protection software update and use.

	HS N=100	Bachelor N=116	GradCert N=22	Master N=14	ANOVA F
ISA – Access Control	3.87	3.89	3.98	4.33	1.37
ISA – Security Management	4.18	4.22	4.48	4.49	1.13
ISA – User Authentication	3.96	4.13	4.16	4.45	1.83
Self Efficacy	3.60	3.62	3.40	3.62	.57
ISP – Access Control	2.68	2.84	3.09	3.21	1.43
ISP – User Authentication	3.66	3.59	4.23	3.79	1.68
ISP- Security Management	3.20	3.52	3.00	4.00	2.59*

*p<.05, **p<.01

TABLE 5: ANOVA by Education.

CONCLUSION

Our study is one of the first quantitative studies conducted with Latin American participants, in this case, Bolivian Internet users. More research about information security practices needs to be conducted in Latin America and this study is an initial contribution.

In terms of the scales used in this study, this study has attempted to further validate the information security awareness and practice scales used previously by Ryan (2006). The

scales used in this study can be replicated in the future either in English or Spanish. This study contributes to research because of its innovative use of the scale and because it was done within the context of Latin American Internet users. Having this kind of scales for organizational use can help in security auditing practices to understand the current status of security awareness and practices of Internet users.

In general, Internet users in Latin American are aware of common security issues such as the need to use antivirus protection. However, there is little knowledge of security policies since many organizations do not follow formal security management practices. Our study showed that people in IT careers have more awareness of security management and user authentication. Likewise, they reported higher means in security practice in security management probably because of their technical knowledge. However, security awareness and practice are not a task of only IT people. They are the ones in charge of the technical settings but security awareness and management practices should be important to all users in general as well as organizational managers. Training about appropriate information security measures should be promoted to increase the security awareness and practices of all Internet users. Individuals who recognize information security threats and the risks that these threats will better practice information security behaviors.

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