

# Preface

In the late 1990s, researchers began to grasp that the roots of many information security failures can be better explained with the language of economics than by pointing to instances of technical flaws. The first *Workshop on the Economics of Information Security*, WEIS in shorthand, took place in Berkeley, California, in 2002. This series of annual events laid the foundations of a thriving new interdisciplinary research field combining economic and engineering insights, measurement approaches, and methodologies to ask fundamental questions concerning the viability of a free and open information society and to provide answers where possible. While economics and information security is no doubt the nucleus of an academic movement that quickly drew the attention of think tanks, industry, and governments, WEIS expanded its scope to include even more perspectives. Surrounding areas include management of information security, privacy, and (more recently) cybercrime, all studied from an interdisciplinary angle by combining methods from microeconomics, econometrics, qualitative social sciences, and (also more recently) behavioral sciences as well as experimental economics.

This volume contains a selection of 13 revised contributions to the 11th WEIS, which took place in Berlin, Germany, on 25–26 June 2012. It is structured in four parts, reflecting the main areas in the scope of WEIS: Management of Information Security, Economics of Information Security, Economics of Privacy, and Economics of Cybercrime. Each individual contribution documents, discusses, and advances the state of the art concerning its specific research questions. Beyond this, our intention is that this volume in its entirety draws a comprehensive picture of current research questions, the breadth of methodological approaches, and their relevance for designing (or engineering) a secure and livable information society. We hope that the readers find the topics as fascinating as the authors and that the book stimulates and structures discussions among and between academic researchers, practitioners, media representatives, and policy makers. In the best case, the results of such discussions feed into research contributions submitted to and presented at future editions of WEIS.

Let me take this opportunity to thank all the people who contributed to make WEIS 2012 in Berlin a success. Gert G. Wagner and Nicola Jentzsch, both from the economic research institute DIW Berlin, served as general chairs and hosted the conference in Berlin, supported by Denis Huschka and his team, Petra Holthöfer, Claudia Kreutz, Claudia Oellers, Sören Schumann, and Jörg Wernitz. They gave us a warm welcome in Berlin's historical downtown with an outstanding Berlinish social event. In preparation of the conference, the Program Committee did the hard work of screening and discussing all submitted papers, of which the best were selected for presentation. Many distinguished researchers in the various fields of WEIS volunteered to serve on the Program Committee, including Alessandro Acquisti (Carnegie Mellon University), Ross Anderson (University of Cambridge), Rainer Böhme (University of Münster, Program Chair), L. Jean Camp (Indiana University), Jonathan Cave (RAND Europe), Huseyin Cavusoglu (University of Texas at Dallas), Nicolas Christin (Carnegie Mellon University), Michel van Eeten (Delft University of Technology), Benjamin Edelman (Harvard Business School), Allan Friedman (Brookings Institution), Jeremy Epstein (SRI International), Neil Gandal (Tel Aviv University), Dan Geer (In-Q-Tel), Lawrence Gordon (University of Maryland), Jens Grossklags (Penn State University), Thorsten Holz (Ruhr-University Bochum), Jean-Pierre Hubaux (EPFL Lausanne), Nicola Jentzsch (DIW Berlin), M. Eric Johnson (Dartmouth Tuck School of Business), Kanta Matsuura (University of Tokyo), Martin Loeb (University of Maryland), Tyler Moore (Southern Methodist University), Andrew Odlyzko (University of Minnesota), David Pym (University of Aberdeen), Brent Rowe (RTI International), Stuart Schechter (Microsoft Research), Bruce Schneier (BT Counterpane), Richard Sullivan (Federal Reserve Bank of Kansas City), Rahul Telang (Carnegie Mellon University), Catherine Tucker (MIT), Liad Wagman (Illinois Institute of Technology), and Rick Wash (Michigan State University). Nevena Vratonjic (EPFL Lausanne) contributed reviews on behalf of one committee member. The Program Chair received additional support from his colleagues at the University of Münster. Lars Greiving designed an appealing website (using artwork by Claudia Kreutz), Pascal Schöttle gave organizational support wherever needed, Ursula Kortemeyer administrated the student travel grants, and Benjamin Johnson helped out with proofreading essential conference material. A special thanks is due to Malte Möser, who served as an outstanding editorial assistant for the compilation of this volume. Without his hard work in corresponding with all contributors and meticulously keeping track of all changes, this volume would not be in its current shape. Ronan Nugent of Springer was our always helpful contact point with the publisher. The last thank you goes to the WEIS Steering Committee for entrusting us to bring this conference to Germany, the first time in continental Europe.

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