



Consumers Perceived Risk of Smartphones

By: Michael York



General Business



Dr. Ann Wilson

Farley, 2005

"[The transistor] would revolutionize every aspect of the telephone industry and all of communications."

Bi, Zysman, Menkes, 2001

"It is interesting to observe that these seemingly simple ideas have since revolutionized wireless communications."

D. Shih, Lin, Chiang, M. Shih, 2008

"The first computer virus that attacks mobile phone is VBS.Timofonica, which was found on May, 30 2000."

Cheng, Wong, Yang, Lu, 2007

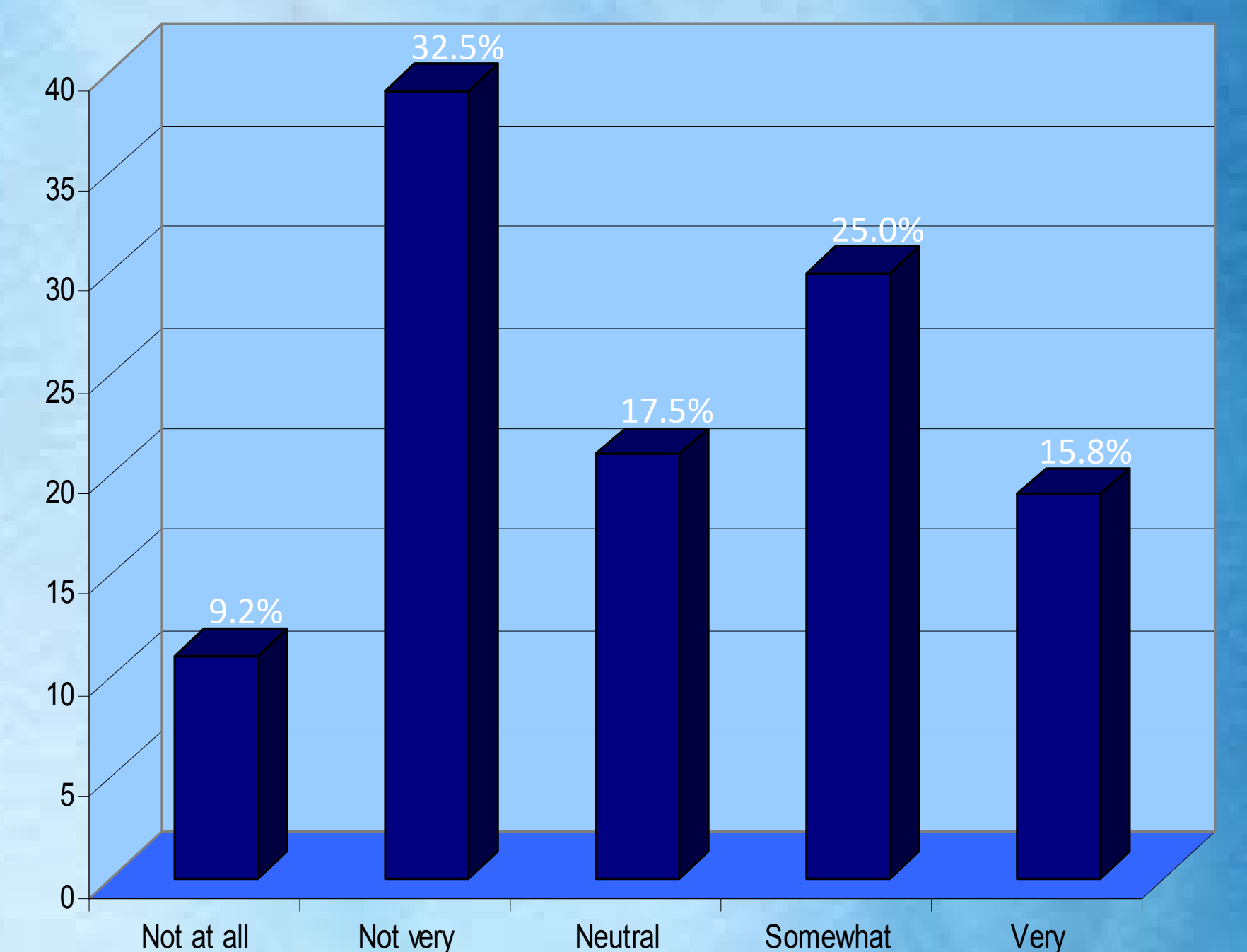
"The most well-known virus of such a kind [MMS message self attach and send] is *CommWarrior*."

Smartphones have blurred the line of what is considered a phone, becoming the pinnacle multi-tasking devices of today's world.

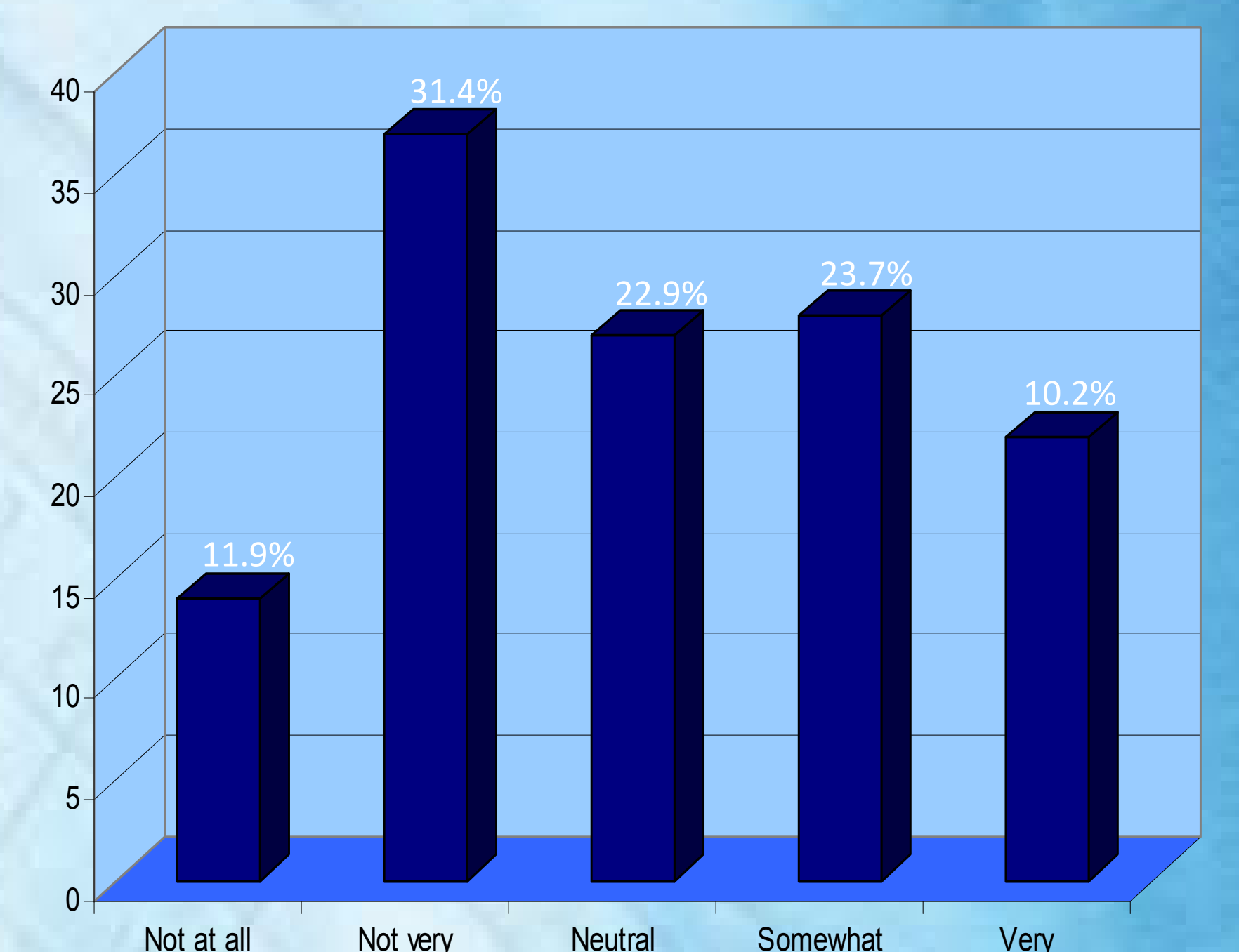
- Smartphone market is still growing, as well as functionality
- Possibility of smartphones becoming more vulnerable in the future
- Variety of smartphone virus sources
 - MMS
 - Bluetooth
 - Internet
 - Syncing/docking to a computer
 - Peripherals
- No reason for concern of having private information stolen or getting a smartphone virus at present



Concern of private info stolen from smartphone



Concern of getting a virus on smartphone



Survey Questions:

1. Demographic information
2. Do you have a smartphone?
3. How many years have you had a smartphone?
4. What operating system does your current smartphone run?
5. Have you ever, to your knowledge, had private information stolen due to smartphone usage?
6. How concerned are you about having private information stolen from your smartphone?
7. Are you aware of any smartphone viruses?
8. Do you use an anti-virus program on your smartphone?
9. How concerned are you about getting a virus on your smartphone?
10. Do you download apps on your smartphone?
11. Do you read the User Agreement license for apps you download?
12. What is the smartphone primarily used for?

Private info stolen?

