

Understanding User Perception Towards Phishing Webpage

You are being asked to participate in a voluntary research study. The purpose of this study is to understand human’s ability to identify phishing webpage. Participating in this study will involve (1) reading a brief introduction and then informed consent; (2) completing a survey where you will be expected to look at various web screenshots and judge their legitimacy. Then explain why you selected the option. Your participation will last about 15 minutes.

Risks and Benefits

There are no risks beyond those in everyday life related to participating in this research. However, if you don’t feel comfortable looking at screenshots of commonplace web pages, you should not participate. Your participation will be invaluable to this research, the results of which can provide a deeper understanding of human ability to identify phishing webpage and help researchers to develop tools to detect phishing webpages. Through this survey, participants will acknowledge more kinds of phishing pages and thus improve their capability of phishing website perceptions.

Principal Investigator Name and Title: Gang Wang, Assistant Professor

Department and Institution: Department of Computer Science, UIUC

Contact Information: gangw@illinois.edu

What procedures are involved?

The study will be conducted via an online survey. You will be looking at various website screenshots that may or may not be legitimate pages. At the end of the survey, we will ask for your demographic information (including education level and computer knowledge).

This research will be performed online at Prolific. You can only participate once. Each survey will last about 15 minutes.

Will my study-related information be kept confidential?

Faculty, staff, students, and others with permission or authority to see your study information will maintain its confidentiality to the extent permitted and required by laws and university policies. The names or personal identifiers of participants will not be published or presented.

Will I be reimbursed for any expenses or paid for my participation in this research?

Each participant will receive about \$2.2 to compensate their time to investigate in the study. You will receive the full payment if you complete and return the questionnaire. Otherwise, no payment will be made. If you decide to withdraw your data after returning the questionnaire (by messaging gangw@illinois.edu), we will remove your response. In that case, you can still keep the full payment given your time invested into the study.

Can I withdraw or be removed from the study?

If you decide to participate, you are free to withdraw your consent and discontinue participation at any time. Your participation in this research is voluntary. Your decision whether or not to participate, or to withdraw after beginning participation, will not affect your current or future dealings with the University of Illinois at Urbana-Champaign.

Will data collected from me be used for any other research?

Your de-identified information could be used for future research without additional informed consent.

Who should I contact if I have questions?

Contact the researcher Gang Wang at 217-244-1008 or gangw@illinois.edu if you have any questions about this study or your part in it, or if you have concerns or complaints about the research.

What are my rights as a research subject?

If you have any questions about your rights as a research subject, including concerns, complaints, or to offer input, you may call the Office for the Protection of Research Subjects (OPRS) at 217-333-2670 or e-mail OPRS at irb@illinois.edu. If you would like to complete a brief survey to provide OPRS feedback about your experiences as a research participant, please follow the link [here](#) or through a link on the OPRS website: <https://oprs.research.illinois.edu/>. You will have the option to provide feedback or concerns anonymously or you may provide your name and contact information for follow-up purposes.

Please print this consent form if you would like to retain a copy for your records.

I have read and understood the consent form above. I certainly that I am 18 years or older. By clicking the "I AGREE" button to enter the survey, I indicate my willingness to voluntarily take part in this study.

☐ I AGREE, I wish to take part in this study.

☐ I DISAGREE, I do not wish to take part in this study.

Survey Procedure

This is a classification task. Each image is a single website screenshot. Phishing websites steal sensitive information such as login credentials, financial information, or personal information. Phishing sites may look similar to the legitimate websites which makes it difficult to distinguish them. You will be asked to rate the legitimacy of webpages, and then you should explain why you made that choice.





Sign in to manage your account

User ID

Password

Sign in

☐ Save ID
Consider unchecking if on shared device

Forgot User ID or password?

Don't have an ID? [Create one now](#)

Just need to make a payment?
[Continue without signing in](#)

[Find a store](#)
[Make a store appointment](#)
[Coverage maps](#)
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How do you rate the legitimacy of this webpage (from 1 to 6, 1 is "phishing" and 6 is "legitimate")?

1 (definitely phishing)
☐

2 (very probably phishing)
☐


3 (probably phishing, but not sure)
☐

4 (probably legitimate, but not sure)
☐

5 (very probably legitimate)
☐

6 (definitely legitimate)
☐

What specific components/indicators on the webpage have influenced your choice? (Please shorten your explanation to **one sentence** or **several keywords**.)

 **Managing your account**


About suspended accounts

Help with locked or limited account

How to add your phone number to your account

How to update your email address

See all articles

 **Using Twitter**

How to Tweet

About twitter.com supported browsers

About Direct Messages

Signing up with Twitter

See all articles

Stay in touch

Sign up for the latest updates about new features, helpful tips, and changes to our rules and guidelines.

Is this a bank webpage?

☐ Yes

☐ No

Do you know these brands / companies / services?

	Yes	No
Canadian Imperial Bank of Commerce	<input type="radio"/>	<input type="radio"/>
LinkedIn	<input type="radio"/>	<input type="radio"/>
Chase	<input type="radio"/>	<input type="radio"/>
Dropbox	<input type="radio"/>	<input type="radio"/>
Yahoo	<input type="radio"/>	<input type="radio"/>
eBay	<input type="radio"/>	<input type="radio"/>
PayPal	<input type="radio"/>	<input type="radio"/>
Comcast	<input type="radio"/>	<input type="radio"/>
Amazon	<input type="radio"/>	<input type="radio"/>
AT&T	<input type="radio"/>	<input type="radio"/>
DHL	<input type="radio"/>	<input type="radio"/>
DocuSign	<input type="radio"/>	<input type="radio"/>
Google	<input type="radio"/>	<input type="radio"/>
Outlook	<input type="radio"/>	<input type="radio"/>
Bank of America	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>
Netflix	<input type="radio"/>	<input type="radio"/>
Spotify	<input type="radio"/>	<input type="radio"/>

Please rate how often you visit the websites of these brands (from 1 to 4: 1 is never, 4 is frequently):

	1 (Never)	2 (Rarely)	3 (Sometimes)	4 (Frequently)
Yahoo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Canadian Imperial Bank of Commerce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chase	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
DHL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dropbox	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outlook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amazon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LinkedIn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Google	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PayPal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
eBay	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bank of America	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comcast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
DocuSign	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
AT&T	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Netflix	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spotify	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you have a technical background in computer science or computer engineering?

☐ Yes

☐ No

☐ Prefer not to say

How old are you?

☐ 18-29

☐ 30-39

☐ 40-49

☐ 50-59

☐ 60-69

☐ 70 or above

☐ Prefer not to say

Do you have a technical background in cyber security?

☐ Yes

☐ No

☐ Prefer not to say

What is your gender?

☐ Male

☐ Female

☐ Non-binary / third gender

☐ Prefer not to say

Do you have knowledge about Phishing websites?

☐ Yes

☐ No

☐ Prefer not to say

What is the highest level of education you have completed?

☐ Some high school or less

☐ High school diploma or GED

☐ Some college, but no degree

☐ Associates or technical degree

☐ Bachelor’s degree

☐ Graduate or professional degree (MA, MS, MBA, PhD, JD, MD, DDS etc.)

☐ Prefer not to say

Thanks for your participation!

Please click the button below to be redirected back to Prolific and register your submission.

