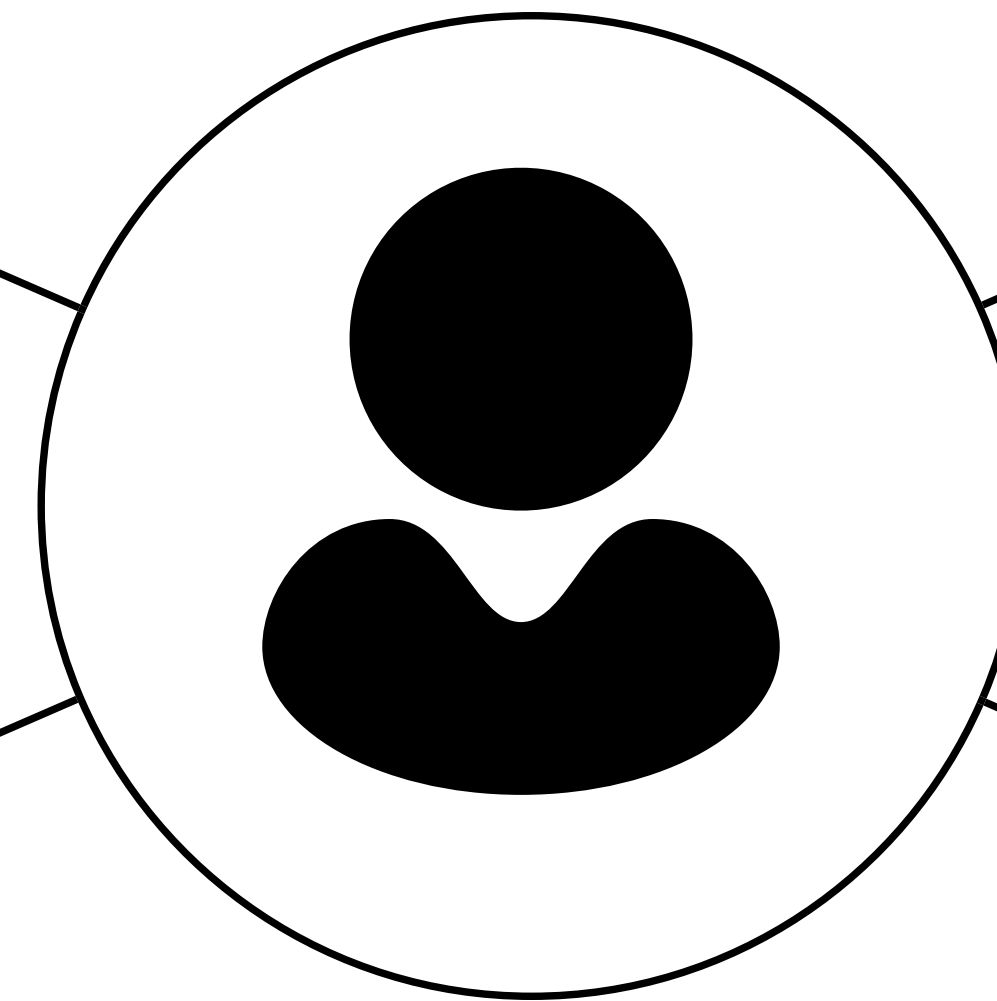


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



FORM OF FRAUD
IN WHICH
ATTACKER
MASQUERADES
REPEATABLE
ENTITY

DISTRIBUTED
MALICIOUS
LINK OR
ATTACHMENT

POPULAR
WITH
CYBER
CRIMINALS

SUCCESSFULL
PHISHING
MESSAGE ARE
DIFFICULT TO
DISTINGUISH
FROM REAL
MESSAGE

MISPELLED
URLs OR
OTHERWISE
SUSPICIOUS
URLs

What do they HEAR?

what friends say
what boss say
what influencers say

CONSTANT
THREAT TO
CAMPUS ARE
BECOMING
INCREASINGLY
SOPHISTICATED

FINANCIAL
LOSS FOR
VICTIM

PERSONAL
INFORMATION
AT RISK

TARGETED TYPE
OF PHISHING
THAT GOES
AFTER THAT
WHALES.

What do they SEE?

environment
friends
what the market offers

TYPE OF
SOCIAL
ENGINEERING
ATTACK

NETWORK
SECURITY
POLICY

MALICIOUS
URL
DETECTION

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

SOCIAL
NETWORKING

PUBLIC SOURCE OF
INFORMATION
ABOUT THE VICTIM'S
PERSONAL WORK
HISTORY,INTEREST .

CRAFT THE
BELEIVABLE
EMAIL

PAIN

fears
frustrations
obstacles

DAMAGE TO
REPUTATION

DISRUPTION
OF
OPERATIONAL
ACTIVITIES

LOSS OF
MONEY

POSITIVE
RATE IS
LESS

GAIN

"wants" / needs
measures of success
obstacles

GATEWAY
OF EMAIL
FILTER

WEB
SECURITY
FILTER

ANTI
PYWARE
SOFTWARE

SPAM
FILTER