

# WEB PHISHING DETECTION

*What do they*  
**THINK AND FEEL?**  
what really counts  
major preoccupations  
worries & aspirations

Malicious  
use of  
scripting  
languages

How a  
attacker fools  
an internet  
user?

Hacker uses  
victims  
credentials to  
access private  
information

The fake  
website  
contains a fake  
login form which  
is used to take a  
user information

*What do they*  
**HEAR?**  
what friends say  
what boss say  
what influencers say

Stealing a  
Data via  
Browser

Need for better  
software to  
detect phishing  
websites

Checking  
the url  
before open  
the webpage

Change of  
scope and  
methodology

web link  
manipulation

spoofing  
website  
text And  
images

*What do they*  
**SEE?**  
environment  
friends  
what the market offers

*What do they*  
**SAY AND DO?**  
attitude in public  
appearance  
behavior towards others

the fraudulent practice of  
sending emails  
purporting to be from  
reputable companies in  
order to induce  
individuals to reveal  
personal information,  
such as passwords and  
credit card numbers.

Attack that attempts to  
steal your money, or  
your identity, by getting  
you to reveal personal  
information such as  
credit card numbers,  
bank information, or  
passwords.

Scammers use email or  
text messages to trick  
you into giving them  
your personal  
information. But there  
are several things you  
can do to protect  
yourself.

If the suspicious  
message appears to  
come from a person  
you know, contact that  
person via some other  
means such as text  
message or phone call  
to confirm it.Delete it.

**PAIN**  
fears  
frustrations  
obstacles

If Internet  
connection  
fails, this  
system  
won't work.

All websites  
related data  
will be stored  
in one place.

Types of  
phishing  
attacks:Email  
and spam,clone  
phishing,session  
hacking

**GAIN**  
"wants" / needs  
measures of success  
obstacles

This system can be  
used by many E-  
commerce or other  
websites in order  
to have  
good customer  
relationship.

Data mining algorithm  
used in this system  
provides better  
performance as  
compared  
to other traditional  
classifications  
algorithms.

The unmatched  
URIs or invisible  
links are  
extracted from  
email body