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Abstract :

The significant increase in cyber attacks in recent years necessitates to analyze individuals' behavior in the face of these threats. Indeed, with the ever-increasing use of technological tools and the rise of hyperconnection, attackers have constantly improved their methods of manipulating users for hacking purposes.

The lack of vigilance on the part of some, coupled with the lack of knowledge on the part of others, enables attackers to achieve their goals by posing as trusted sources.

To achieve their attacks, hackers employ social engineering techniques, exploiting cognitive biases as well as personality traits of targeted individuals. Considered as the art of deception, it aims to hack the weakest link in the chain: the human being.

The aim of this thesis is therefore to study the vulnerability of the human factor through five main cognitive biases and the personality traits of individuals based on the Big Five model. Drawing on Heuristic-Systematic theory, we will analyze the contextual elements manipulated by hackers, with a view to raising awareness.