

Phishing questionnaire

In this questionnaire you will role-play a scenario of someone named Johnathon Jones. The aim will be to identify the phishing emails, if you select a phishing email you place it on the scale of highly to least likely to fall for it being phishing. If you don't believe it's phishing you will be asked why.

By participating in the survey you are admitting you are over 18
feel free to contact about this survey using the address km770@kent.ac.uk

This questionnaire is anonymous. However, should you wish to ask any questions, make a complaint, or request a copy of the results, please contact Kieran at km770@kent.ac.uk. Any emails addressed regarding this questionnaire please put 'regarding questionnaire' in the subject. If participants do choose to email about the questionnaire they mustn't use any identifying information in the email that would break their anonymity in this study. If you do contact us by email, we will not match your questionnaire response to your email address. We may, however, use your email address to escalate any complaint in line with the relevant policies of the University of Kent.

* Indicates required question

1. Do you consent to me analyzing the questionnaire responses? *

Check all that apply.

☐ I consent for the researcher to analyse my responses

2. Are you over 18? *

Check all that apply.

☐ I consent that I am over 18

Demographic questions

3. What is your Age? *

Check all that apply.

- ☐ 18-25
☐ 26-34
☐ 35-50
☐ 50+

4. What is your Gender? *

Mark only one oval.

- ☐ Male
☐ Female
☐ Prefer not to say
☐ Other

5. Daily how much do you use the internet? *

Mark only one oval.

- ☐ 2 hours
☐ 3 hours
☐ 4 hours
☐ 5 hours +

6. What are the main reasons for using the internet?

Check all that apply.

- ☐ Entertainment
☐ Shopping
☐ Contacting friends / family
☐ General browsing
☐ Other: _____

Email familiarity question

Before you see the email I'm going to ask how familiar you are with certain terms in the context of emails

7. Are you familiar with cc? *

8. Are you familiar with Bcc? *

9. Are you familiar with subject in an email? *

SMS

In this scenario you have been sent a text message from a phone delivery company which says you have placed an order with providing information about your order.

SMS1

Hi John,

thanks for your recent purchase of the iPhone 14 we are preparing it now and will be with you in the next 4-6 business days. If you have any further concerns about the product, please do not hesitate to contact us at the email address above again. Once it is dispatched you can use this link below for tracking

<https://www.tracking-at-phonewarehouse.co.uk>

kind regards

phone warehouse team

10. Do you think the above Message is genuine? *

Mark only one oval.

☐ Yes *Skip to question 13*

☐ No *Skip to question 11*

Follow up 1

11. How likely are you to fall for this? *

Mark only one oval.

☐ Highly likely to fall victim to

☐ Slightly likely to fall victim to

☐ Slightly unlikely to fall for

☐ Highly unlikely to fall for

12. Also why did you say it's not genuine? *

Skip to question 14

Follow up yes

13. Briefly, what made you think it was a legitimate message? *

Email 1

In this scenario, you receive an email from the IT department.

To Employees
From IT@work.co.uk
Subject: Account Migration

Dear Employees,

Today we begin the process of account migration within the company. This is so you can access the newest version of office365. For us to complete the account migration we require you to reply to this email with 2 pieces of information your Username and account password.

Thank you.
IT Team

14. Do you think the above Email is genuine? *

Mark only one oval.

- ☐ Yes *Skip to question 17*
- ☐ No *Skip to question 15*

Follow up 2 no

15. How likely are you to fall for this ? *

Mark only one oval.

- ☐ Highly likely
- ☐ Slightly likely
- ☐ Slightly unlikely
- ☐ Highly unlikely

16. Also why did you say it wasn't genuine?

Skip to question 18

follow up 2

17. Briefly, what made you think it was a legitimate email? *

Email 2

In this scenario you receive an email this is an email from Halifax bank which is who John has an account with.

To Johnathon Jones
From customerservice@halifaxbank.co.uk
Subject: Suspicious account activity

I hope this email finds you well. We are writing to inform you that we have detected unusual activity on your bank account (Account Number: 14345697) this raised concerns about the security of your account.

The suspicious activity includes multiple login attempts from unrecognized devices and unusual transaction patterns that do not align with your typical behaviour. To ensure the security of your funds and personal information we have placed a hold on your account temporarily.

We understand this can cause an inconvenience but be assured our primary concern is your financial security. To resolve this matter and regain access to your account please do the following steps:

Verify your identity: please click the link below to log in to your online banking account. This will prompt you to provide certain personal information and answer your security questions. This allows us to confirm you're the account holder.

<https://www.halifax-customer-support-identity.co.uk>

change your password after we have identified you successfully, we recommend changing your online banking password to enhance the security of your account.

Review recent transactions once you have access review recent transactions. Any unauthorised activity should be reported immediately, and we can assist you in resolving this.

We understand that trust in us is of the utmost importance and apologise for any inconvenience caused. However, this is necessary to protect your account.

If you have queries or concerns, please do not hesitate to contact our customer support team at 01895598128 or email customer service at customerservice@halifaxbank.co.uk.

18. Is the above email genuine? *

Mark only one oval.

☐ Yes *Skip to question 21*

☐ No *Skip to question 19*

Follow up 3 no

19. How likely are you to fall for this? *

Mark only one oval.

- ☐ Highly likely
- ☐ Slightly likely
- ☐ Slightly unlikely
- ☐ Highly Unlikely

20. Also why did you say it wasn't genuine? *

Skip to question 22

Follow up no3

21. Briefly, what made you think it was a legitimate email? *

Email 3

In this scenario, John has placed an order on Amazon himself.

Email 3

Amazon order Dispatched

Draft saved at 11:57

Dear John,

We hope this message finds you well. We're pleased to inform you that your recent order has been successfully dispatched and is on its way to your delivery address. Here are the details of your shipment:

Order Number: 201-7891992-0981475

Estimated Delivery Date: 30th October

You can track the status of your shipment in real time by using the app

We're dedicated to providing a smooth and convenient shopping experience, and we appreciate your trust in Amazon for your online purchases.

If you have any questions, encounter any issues with your order, or need assistance with anything else, please don't hesitate to reach out to our customer service team by email.

Thank you for choosing Amazon for your shopping needs. We look forward to serving you again in the future.

Best regards,

Amazon Customer Service

22. Is the email above genuine? *

Mark only one oval.☐ Yes *Skip to question 25*☐ No *Skip to question 23*

Follow up 4 no

23. How likely are you to fall for this *

Mark only one oval.☐ Highly likely☐ Slightly likely☐ Slightly unlikely☐ Highly unlikely

24. Pick the reason why you think it isnt genuine? *

Check all that apply.

- ☐ No phone number
- ☐ Order number doesn't look real
- ☐ Doesn't have Delivery address in email
- ☐ Other: _____

Follow up 4

25. Briefly, what made you think it was a legitimate email? *

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