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2.2 INDIVIDUALS CAN FALL VICTIM TO SOCIAL ENGINEERING SCAMS DUE TO SEVERAL FACTORS

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Individuals can fall victim to social engineering scams due to several factors

01.

Lack of Awareness:

Many individuals are unaware of the tactics used by social engineers to manipulate them into divulging sensitive information or performing certain actions. Without knowledge of common social engineering techniques, individuals may not recognize when they are being targeted.

02.

Trust and Authority:

Social engineers often exploit trust and authority to deceive their targets. They may impersonate trusted individuals or organizations, such as IT support staff, government agencies, or financial institutions, to gain credibility and manipulate victims into complying with their requests.

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03.

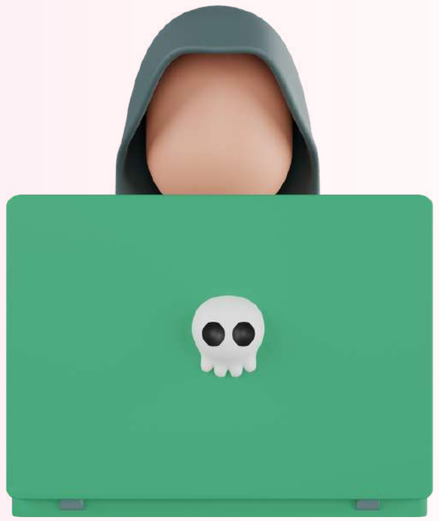
Emotional Manipulation:

Social engineers use emotional manipulation to cloud judgment and prompt immediate action. They may create a sense of urgency, fear, or curiosity to pressure individuals into divulging information or clicking on malicious links.

04.

Human Error:

Even cautious individuals can make mistakes under pressure or when faced with convincing social engineering tactics. Inattentiveness, fatigue, or a momentary lapse in judgment can lead individuals to inadvertently disclose sensitive information or fall for scams.



05.

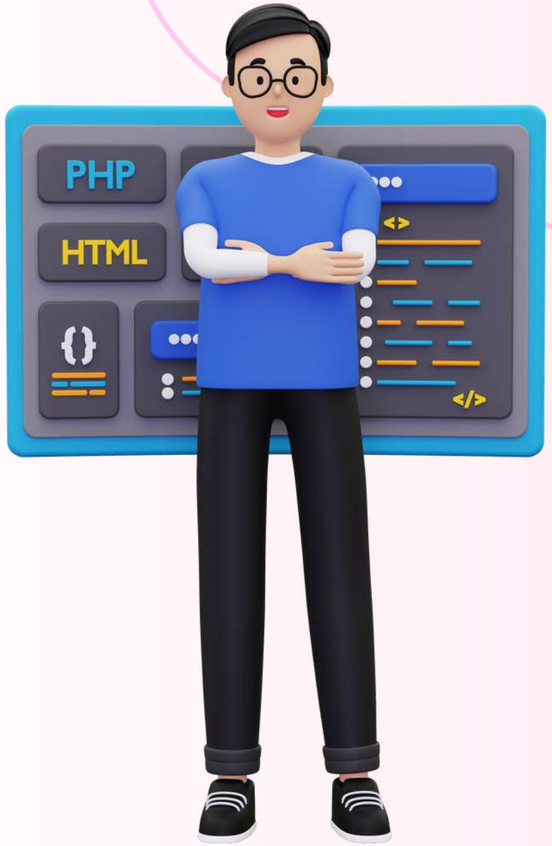
Sophisticated Techniques:

Social engineers continuously evolve their tactics to exploit vulnerabilities in human behavior and technology. They may use advanced techniques, such as pretexting, phishing, or baiting, to target individuals through various communication channels, including email, phone calls, and social media.

06.

Complexity of Attacks:

Social engineering attacks can be highly sophisticated and well-crafted, making them difficult to detect and mitigate. Attackers may gather personal information from multiple sources to tailor their scams and increase their chances of success.



07.

Lack of Security Awareness Training:

Without proper education and training on social engineering threats, individuals may not recognize warning signs or know how to respond effectively when targeted. Organizations should provide regular security awareness training to help employees identify and mitigate social engineering risks.

08.

Curiosity:

Curiosity can lead individuals to click on links or open attachments in unsolicited emails, making them vulnerable to phishing attacks or malware installation.

09.

Overconfidence:

Individuals may believe they are not susceptible to scams, leading them to overlook warning signs or engage in risky behaviours.

By understanding these factors and implementing proactive measures, individuals can better protect themselves against social engineering scams and reduce their risk of falling victim to such attacks.