What is Social Engineering?

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What Is It?

- The method of manipulating, influencing, and tricking a target in order to gain access to a system or sensitive data
- Common methods include phishing, spam, shoulder surfing, eavesdropping, typo catching, and many others
- Phishing attacks are often for quick and easy financial gains, but they can also be used in large-scale attacks on big conglomerates
- Facebook and Google \$100 million

Why Are These Attacks So Effective?

- Phishing attacks are so effective because they take advantage of natural emotions and feelings that all humans have
 - Fear
 - Curiosity
 - Moral obligation
 - Ignorance
- Phishing attacks often play the role of an authoritative figure to really instill these feelings into the victim

Examples



HOW TO SPOT & PHIGHT THAT PHISHING SCAMMER

[External Email] BINGHAMTON UNIVERSITY- Research Assistant (External)

Professor Rowland gmail.com NO BMAIL & DIFFERENT NAME

to bcc: me -

BINGHAMTON UNIVERSITY is seeking an Research Assistant / services of a competent Undergraduate Student Administrative Assistant to work

Part-time and get paid \$350 weekly-

Tasks will be carried out remotely. If interested, Do text your name to (716) 791-9466 so as to proceed.

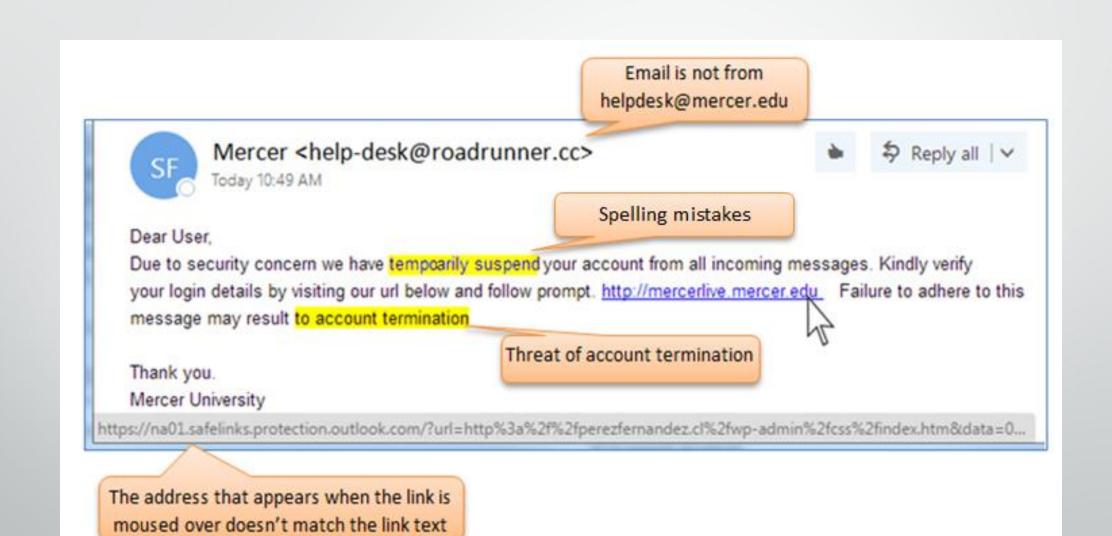
Dr. Rowland

Marked EXTERNAL, outside the organization.

If it's too good to be true, it is FALSE.

Professor, (716) 791-9466

WRONG AREA CODE, AND POOR SIGNATURE



Prevention

- Become aware of the threat
- Learn common tactics and plays on emotions (fear, ignorance, moral obligation, curiosity, etc.)
- Monitor all accounts
- Change passwords regularly
- Never give out personal information via email
- Be aware of suspicious URLs. Always inspect before clicking on one
- Report any suspicions to a trusted authoritative figure

Works Cited

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