



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 <gregoryfannon1@gmail.com>

to bcc: me ▼

NO BMAIL & DIFFERENT NAME

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.

TYP0

Marked EXTERNAL, outside the organization.

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

Dr. Rowland

Professor,
(716) 791-9466

WRONG AREA CODE, AND POOR SIGNATURE

Email is not from
helpdesk@mercer.edu



Mercer <help-desk@roadrunner.cc>

Today 10:49 AM



Reply all | v

Spelling mistakes

Dear User,

Due to security concern we have temporarily suspend your account from all incoming messages. Kindly verify your login details by visiting our url below and follow prompt. <http://mercerlive.mercer.edu> Failure to adhere to this message may result to account termination

Threat of account termination

Thank you.

Mercer University

<https://na01.safelinks.protection.outlook.com/?url=http%3a%2f%2fperezfernandez.cl%2fwfp-admin%2fcss%2findex.htm&data=0...>

The address that appears when the link is
moused over doesn't match the link text

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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- "Information Security: Phishing Examples", <https://www.binghamton.edu/its/about/organization/information-security/phishing-examples.html>
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