

## Task 2

Phishing attacks are effective because they exploit common human psychological traits. They often involve impersonation of trusted figures or organizations, which taps into people's natural tendency to trust familiar sources. Attackers also create a sense of urgency, triggering fear or anxiety about a potential threat, like a compromised account, which encourages hasty actions without careful consideration. The combination of trust, fear, and urgency often leads people to click on malicious links or provide sensitive information without questioning the legitimacy of the request.

Social engineering works on people because it manipulates basic human instincts, such as the desire to help, the need to conform to authority, or the fear of missing out. By presenting information in a way that plays on these emotions, attackers can easily convince people to act in their favor. People often don't question requests when they seem to come from authority figures or are framed in a way that appeals to their natural tendency to be cooperative.

Many people struggle with using passwords securely because they tend to prioritize convenience over security. It's easier to remember simple passwords or reuse the same one across multiple platforms, but this makes accounts vulnerable to attacks. The complexity of creating unique, strong passwords, combined with the need to remember them, often leads people to take shortcuts that expose them to greater risks.

PGP fails to be effective for securing email because it is complex for most users. The need for technical knowledge to install, configure, and use it properly discourages widespread adoption. Additionally, the constant hassle of managing encryption keys and the lack of integration with common email platforms make it inconvenient for everyday users.

The ease of spreading malware can be attributed to several factors, including the availability of malicious software creation tools and the human tendency to click on links or download attachments without thinking. Once malware is introduced into a system, it can quickly spread through networks, especially when people unknowingly pass it on by sharing files or clicking on infected links.