why are phishing attacks effective enough to be widespread practice?

Fhishing attacks make use of some social media channels to induce people to leak their personal sensitive information or install malware, which is usually disguise official organizations or departments. This attack type has cheap produce cost and high profit. It doesn’t have high tech means, use the most widely communicaiton channels and make use of people’s social attributes and mental activities to scam. For example, you will receive a scam message with a link to authenticate your personal bank account or social media account. Once you click the link and input your information, your personal data and savings will be stolen. There are several phishing attacks, including broadcasting phishing, spear phishing, SMS phishing and QR code phishing.

why social engineering works on people?

People live in this society is not a single individual, people not only have natural attribute, but also have social attribute,which is more important in the society. This is different from other animals. You are the kids of your parents, the parent of your kids, the staff of your company, the student of your school and so on. You have different labels in different situations. These different labels give you different social responsibility and rights. You can gain incomes, reputations, social influences and give labor, knowledge, responsibilities. Making use of the rules of social engineering is the only route to survive in the society.

why many people have hard time using passwords in secure way?

There are several reasons causing the phenomenon. Firstly, with the development of technology, the means of scam is becoming more and more mature and complicated. They can take advantage of authentication vulnerabilities easily to theft people’s information. Secondly, more and more phishing attacks are incerasing becoming a commom occurrence in people’s lives. People have more chances to click these scam information and leak their passwords accidentally. What’s more, people are used to remember simple and similar things. It’s very common for people to use the similar even same password at different platforms. And they don’t set too complicated password in case they forget. This is also a chance to leak password and cause serious consequences.

why it is so easy to spread malware?

The first reason is the low cost of spread. Those criminals don’t need to use high tech means or devices, and don’t need to write complex code, but the profit is huge. The excellent value for money attracts many people to do it. The second reason is the widespread routes, including messages, emails, social media and so on. The third reason is the supervision. The supervision of internet malware in different countries is different. Some countries don’t have complete and systematic law to prevent malware crimes. Even some countries attract those crime behaviors in order to gain tax from this illegal industry.