Anti-Phishing Education App

Design, Implementation and Evaluation

Master-Thesis von Clemens Bergmann und Gamze Canova

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Anti-Phishing Education App
Design, Implementation and Evaluation

Vorgelegte Master-Thesis von Clemens Bergmann und Gamze Canova

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Tag der Einreichung:

Erklärung zur Master-Thesis

Hiermit versichere ich, die vorliegende Master-Thesis ohne Hilfe Dritter nur mit den angegebenen Quellen und Hilfsmitteln angefertigt zu haben. Alle Stellen, die aus Quellen entnommen wurden, sind als solche kenntlich gemacht. Diese Arbeit hat in gleicher oder ähnlicher Form noch keiner Prüfungsbehörde vorgelegen.

Darmstadt, den 21. Dezember 2013

(C. Bergmann)

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(G. Canova)

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Zusammenfassung

...

1 Introduction

This chapter introduces the target of this work, which is to design, implement and evaluate an educational app which is supposed to teach unexperienced people to detect phishing attacks. At first we are going to motivate the benefit of our work and how we envision our approach to achieve our goal. Next, we define our specific objectives and point out the major challenges security education poses. Finally, we provide an overview of the following chapters.

1.1 Motivation

1.1.1 Statistics of Phishing

1.1.2 Consequences of Phishing

1.1.3 Technical Solutions to Counter Phishing

1.1.4 Anti-Phishing Education on the Smartphone

1.2 Goals

We begin with stating our primary goals of this thesis and describe them in more depth subsequently. The goals of this thesis are to extend, not replace, the technical solutions by

1. Increasing the user awareness
2. Educating the user
3. ...

Goal description ...

1.3 Our Approach

In the succeeding, we elaborate on how we are going to approach the challenges mentioned before. The reasoning for our approach follows in Section **??**.

...

1.4 Outline

This thesis consists of ... main chapters: .... Their purpose is as follows:
Chapter 1 motivates this work...
Chapter 2 ...
Chapter 3 ...
...
Chapter ... finally summarizes this work and provides an outlook on future work.

2 Background

Introducing sentences...

2.1 Definition of Phishing

Our goal is to educate users to detect phishing websites. Since phishing is important in our work, we are going to define our understanding of the term.

"Definition of Phishing"

The next section dwells on different phishing types.

2.2 Phishing Techniques

In this section we are going to describe the different phishing techniques that are distinguished in literature. Furthermore we state and reason which technique(s) of phishing we focus on in our work.. Phishing techniques include, but are not limited to:

Deceptive Phishing

Malware Based Phishing (including keyloggers and screenloggers)

Host File Poisoning

DNS Based Phishing (Pharming)

Man-in-the-Middle Phishing

For our research, we focus on deceptive phishing...

2.3 Phishing Attack Channels

E-Mail

SMS

Instant Messaging

Online Social Networks

Fake Website

VoIP

Malicious Downloads

We focus on fake websites. Usually, the links to fake websites are distributed via e-mails, SMS, instant messengers or online social networks, Thus, our approach automatically covers the attack channels e-mail, sms, instant messaging and online social networks.

2.4 Variations of Phishing

Do we need this subsection?

Mass Phishing

Spear Phishing

Persistent Spear Phishing

Clone Phishing

Whaling

We cover in particular mass phishing. However, the URL checking can be applied in case of any variant, as long as the attack is executed via a fake website.

2.5 Scope

3 Related Work

In the following, we present a survey of approaches to anti-phishing education.... We divided the related work we have found in literature into two categories: the *content*, i.e. what the user is taught and the *medium*, i.e. how the user is taught.

3.1 Content Classification

General Knowledge Transfer

E-Mail Based Knowledge

URL Based Knowledge

3.2 Medium Classification

Game Based Learning

Quiz Based Learning

Comparison Based Learning

Emdedded Learning

3.3 Previous Work

Previous work here ... (e.g. Anti-Phishing Phil and Phyllis)

4 Focus

Introductory sentences...

4.1 Focus

Based on the discussion of the previous section we decided to.....

4.2 System Requirements

Android OS

Version

Android Standard Browser (transfer of knowledge to other browsers possible)

4.3 Assumptions

Secure DNS ...

Secure Smartphone ...

No Before-Click URL Analysis ...

Download URLs Possible ...

4.4 Limitations of Our Approach

Cross-Site Scripting ...

URL Hiding Techniques ...

5 Target Group

Introductory sentences... DIVSI

6 Pre-Survey

Introductory sentences...

6.1 Main Objective

6.2 Survey Details

6.3 Evaluation

7 Teaching and Learning Content

In this section we will describe and elaborate on different teaching and learning contents which can potentially be communicated to the user. At the same time we will reason our decision whether to communicate the specific content or not.

7.1 Phishing URLs

Focus on distinguishing phishing URLs from legitimate ones.

7.1.1 Phishing URL Categorization

Potential phishing URL categories/phishing attcks on URLs

Subdomain covered

IP Address covered

Nonsense Domain covered

Trustworthy, But Unrelated Domain covered

Similar and Deceptive Domains covered Typo, Typosquatting (Buchstabendreher), Misspelling

Homographic Attack covered (the type of homographic visible by user...)

Tiny URLs Not covered

Cloaked URLs Not covered - because redirect (use of @)

Encoding Tricks Not covered - because redirect

7.1.2 Problems and Challenges With The Categorization

7.2 Android Elements

Eventuell Titel umbenennen, anders strukturieren...

Invisible Address Bar Find URL Bar, Browser

Use of Https Within Websites Browser

Analyze Complete URL Via Address Bar Browser

Show URL Before Click In E-Mail (not always possible), while surfing (long touch)

Copy and Paste URL too much effort, additionally: redirects still possible

7.3 Android Browser Security Indicators

Https Padlock Browser

Displayed Webaddress on Https Sites Browser

Certificate Verification

Touch Padlock to see whole URL.. problems: see document...

7.4 E-Mail Spoofing

From Field not trustworthy

E-Mail Content in hand of attacker

Links in E-Mails do not necessarily go where it claims to go (not only in e-mail links).

7.5 General Recommended Behavior

Do Not Click

Do Not Download Attachment

Look at URL

Data Economy

Date Entry Via Https

7.6 Conclusion / Summary

Summarize what to communicate to user here...

8 Approach for Our Anti-Phishing Education App

This chapter presents our final approach for the Anti-Phishing Education App....

8.1 App Design

1. Awareness Part
    a) From is not from...
    b) Linktext unequal actual target URL
2. Education Part
    a) Information Material
    b) Exercise to Information Material
    c) Repeat 2.1 and 2.2 with increasing difficulty

8.2 Game Rules

8.3 Leveling Strategy

Three approaches...

8.4 Knowledge Transfer Per Level

What is taught in each level ...

8.5 URL Generation

8.6 Gamification

User motivation

Show Leaderboard Rate

Show Leaderboard Total

...

9 Evaluation

The goal of this chapter is to evaluate our Anti-Phishing Education App which we described in the previous chapter.

9.1 Hypotheses

9.2 Measurement

9.3 Participant Recruitment

9.4 Study Design

9.5 Results and Analysis

9.6 Discussion

9.7 Conclusion

10 Conclusion

This chapter provides a short summary of what we achieved in the scope of this thesis and presents an outlook on future work.

10.1 Conclusion

The objectives of this thesis...

10.2 Findings

10.3 Recommendations

10.4 Future Work

This section deals with a prospect on future work for our Anti-Phishing Education App. In particular, we present ideas that might be beneficial and which we were not able to realize due to time and resource limitations.

References