

Weapon	Definition/how it influences people	Key Differentiators	Example(s)
Scarcity	According to the principle of Scarcity, opportunities seem more valuable when their availability are limited.	An adversary can leverage this principle by tricking an Internet user into clicking on a malicious link to avoid missing out on a "once-in-a-lifetime" opportunity. <i>Commanding language? Command/Time Principle?</i>	-Rare -Shortage -Limited supply -Unique -Limited offer -Free -exclusive
Authority	The principle of Authority states that humans tend to comply with requests made by figures of authority.	Attacker can assume a role of literal authority, such as law enforcement personnel, lawyers, judges, or politicians. Authority can also be a reputable entity, with increased credibility. Therefore, sending emails in the name of authorities might be effective in luring recipients into clicking on malicious links. Authority: for fear/control Indirect authority: building a setting of authority, but not actually impersonating the authoritative entity	-Police -Parking Authority -IT Dept. -HR Dept. -Loan Office -IRS -Any gov body, etc. -Doctor -A Professor -Amazon -Twitter
Commitment	The Commitment principle proposes that once humans have taken a stand, they will feel pressured to behave in line with their commitment.	Attacker leverages a role assumed by the target and their commitment to that role. Petitions and donations/charity (gun control, animal abuse, children's issue, political issues), or political affiliations engagements.	-I care about the environment and diaster relief... -All patriots who love America... -"Sign the petition" -Consider Bob, a dog lover who feels devastated when he learns about cases of animal abuse and is vocal on Facebook about this issue. An adversary can target Bob by sending him an email about a petition to end animal cruelty in makeup testing.
Liking + Kindness	The Liking principle assumes that humans tend to comply with requests from people they like or with whom they share similarities.	More on Liking: Physical attractiveness – Good looks suggest other favorable traits, i.e. honesty, humor, trustworthiness Similarity – We like people similar to us in terms of interests, opinions, personality, background, etc. Compliments – We love to receive praises, and tend to like those who give it. Contact and Cooperation – We feel a sense of commonality when working with others to fulfill a common goal. Conditioning and Association – We like looking at models, and thus become more favorable towards the cars behind them. "Liking" a single individual vs. a group of people. Establishes a familiarity or rapport with the object of liking.	-Consider Bob, an older adult active in his church. Bob will feel more at ease accepting a request coming from Dan, 68, member of the same church, than a request coming from Alice, 19, student at a local University. -It was a pleasure speaking with you -references to being the same: age, gender, group
Reciprocation	The Reciprocation principle is based on the notion that humans tend to repay, in kind, what another person has provided them.	An adversary can use this principle to lure a user into installing malware on his computer by offering a free gift attached (e.g., a travel guide). An adversary will first give the user something, expecting that the user will reciprocate; even if the user does not reciprocate, s/he will still keep the "gift."	-Free samples (target has net gain before feeling need to return favor)

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Social Proof	People tend to mimic what the majority of people do or seem to be doing. People let their guard and suspicion down when everyone else appears to share the same behaviours and risks. In this way, they will not be held solely responsible for their actions. When information is missing, people will seek out the information.	An adversary can exploit this principle by advertising via a malicious link an offer from a company "voted" as one of the top 10 in the country. Herd mentality. The actions of the group drive decision making process. Something that has been left out or excluded, and attention is given to that information being left out or excluded, as a way to entice someone to interact.	- "everyone is doing it" - "X out of 10" [doctors, lawyers] recommend - [X] in your [school, neighborhood] [applied/enrolled/used] - [x] satisfied customers - Advertising a malicious link that shows 2 million people have already clicked the link (e.g. youtube video with 2 million views) - What every entrepreneur must know! - 15 facts you'll never believe - You've received a message, click here to find out more
Omission of Information			
Gain	People are likely to act in ways that benefit them in some way. A reward will increase the probability of a behavior.	An adversary will promise that a product can provide some form of self-improvement or benefit to the user. This product can come in the form of an ad, job offer, etc.	- Make \$500 - Lose 10 pounds - Learn how to do this activity
Loss	People are likely to act in ways that reduce loss/harm to them. Avoiding loss will increase the probability of a behavior.	An adversary will put forth the idea that if a user does not take action, s/he will suffer negative/unwanted consequences.	- Your email will be discontinued - You won't receive your paycheck - Your house will be foreclosed
Time Sensitive	When under time pressure to make an important choice, people tend to use a different decision strategy, and hustlers steer us toward one involving less reasoning. (if the action they want you to do is time sensitive, not just any mention of time; examples: weekly, specifics date)	Any words or phrases that have to do with time (and only time). phrases that say WHEN we should / need to do something	- 24 hours - Now - Today - don't delay - asap - immediately