

On the **new threats** of **social engineering** exploiting **social networks**

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Social Engineering

Stanley Mark Rifkin

vs.

Security Pacific National Bank

Los Angeles

WITH OUR
LIFECYCLES

AM BECAUSE
YOU ARE

INDIVIDUAL

GUIDING PRINCIPLES

DESIGN =
ETHICS +
AESTHETICS

NEW DESIGN PRINCIPLES

The hope
lies in the
individuals

HERITAGE

EMPLOYMENT

THE EACH STUDENT

INTEGRATION THROUGH TEACHING

INDIVIDUAL
= PERSONAL

WORLD
BRAIN

B220.

THE 1000 P.
DUSTINESS =
ETHICS

SMALL CAUSES
↓
BIG EFFECTS

STORY TIME
(CRAZYING)

GUIDING PRINCIPLES
↓ ↓
BUSINESS DESIGN

GLOBAL
PLAY



WHAT'S MISSING?

(CRITERIA,
CHECK LIST
REQUIREMENT
SPECS.)

DO WE HAVE
TO WORK?

“Hi, this is Mike Hansen in International.”

“Whats your office number, please?”

“286”

“Okay, what's the code?”

“4789”

**“Ten million, two-hundred
thousand dollars.”**

**“Okay, I got that. Now I need the
Interoffice settlement number.”**

“Let me check, I'll call you right back.”

+10.000.000 \$

4 easy steps...

1. Informationen

1. Informationen

2. Vertrauen

1. Informationen

2. Vertrauen

3. Manipulation

1. Informationen

2. Vertrauen

3. Manipulation

4. Angriff

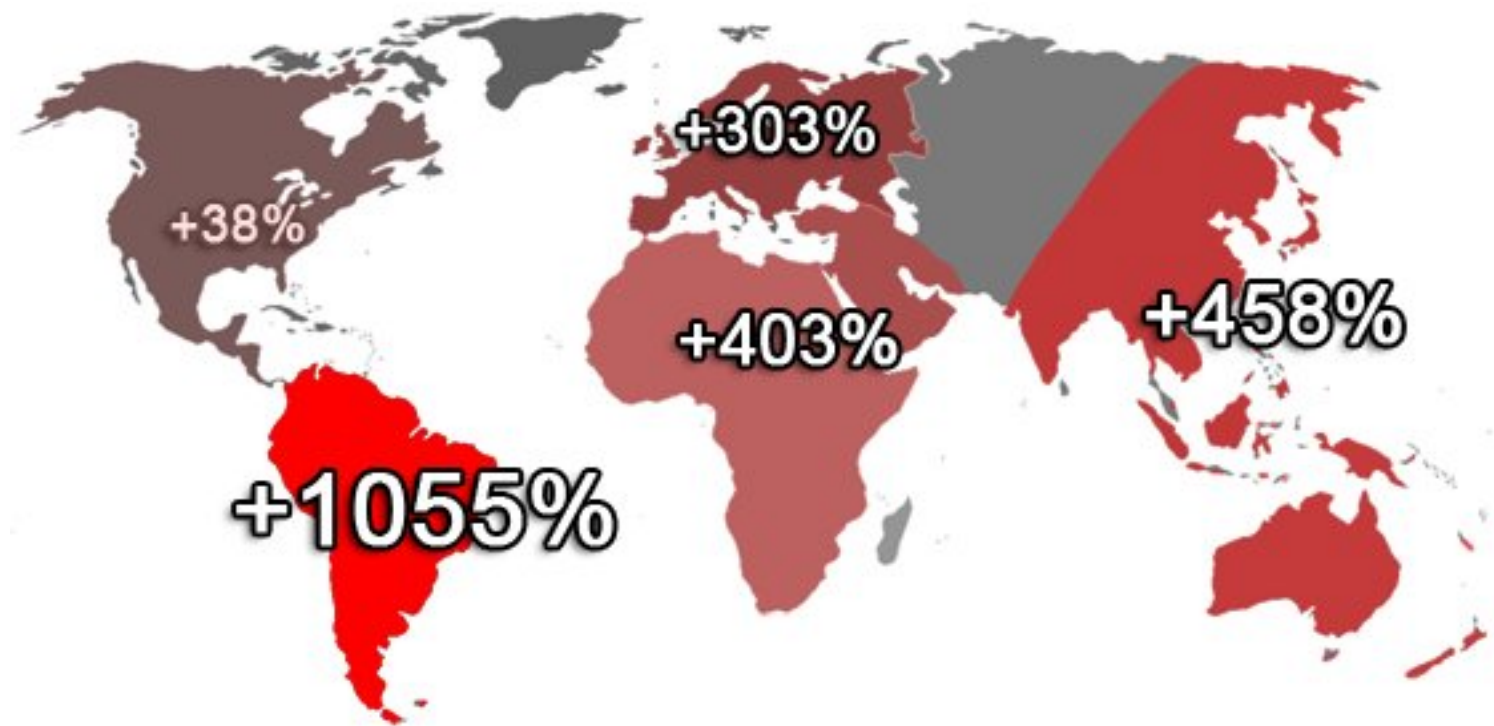
1. Informationen

2. Vertrauen

3. Manipulation

4. Angriff

Soziale Netzwerke



<http://www.techcrunch.com/2008/08/12/facebook-is-not-only-the-worlds-largest-social-network-it-is-also-the-fastest-growing/>

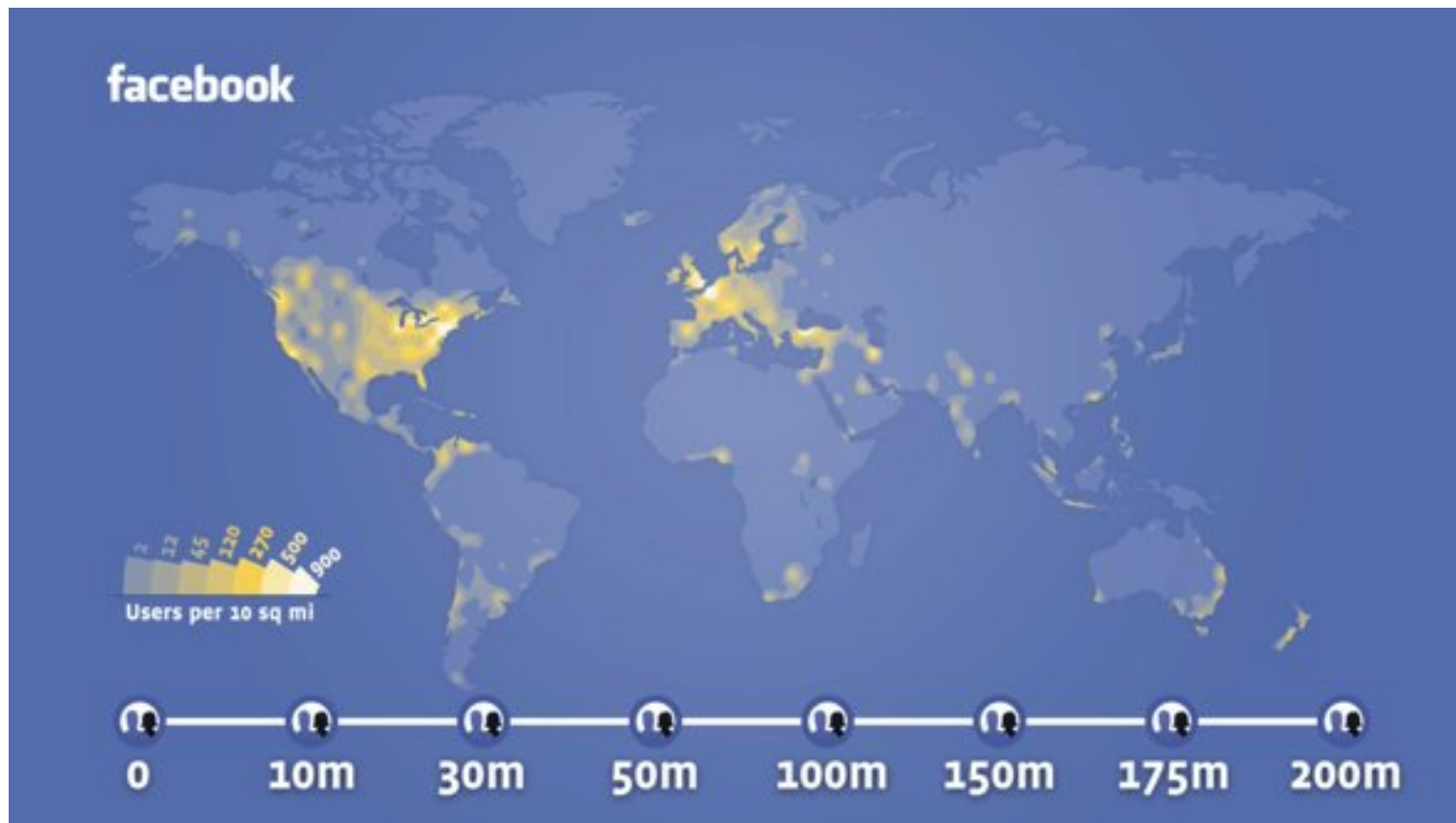
Social Networks

+

Social Engineering

=

Profit



<http://venturebeat.com/2009/04/08/trying-to-analyze-facebooks-latest-statistics-more-status-updates-more-content-sharing/>

twitter

Micro-blogging

140c

[http://twitter.com/\[username\]](http://twitter.com/[username])



twitter

Follow

Maintenance window rescheduled <http://tinyurl.com/qb8y99>

ungefähr 15 Stunden ago from twitterfeed

Password reset emails not working, fix on the way <http://tinyurl.com/qz3t3h>

ungefähr 16 Stunden ago from twitterfeed

Back from site maintenance; working on site latency issues
<http://tinyurl.com/pdsojj>

5:17 PM May 8th from twitterfeed

Heading into maintenance mode: <http://tinyurl.com/c6ngsa> See you in a bit!

1:54 PM May 8th from web

Planned maintenance tomorrow, Monday <http://tinyurl.com/c6ngsa>

3:16 PM May 7th from twitterfeed

Search running behind <http://tinyurl.com/dgjtv3>

6:17 PM May 4th from twitterfeed

Welcoming [@akshay_adb](#) and [@ded](#) to the team today. Also, our new office (next to the old office)!

4:00 PM May 4th from web

Updating your status via a URL Param (<http://bit.ly/tweet-in-param>) has been fixed!

5:18 PM Apr 30th from web

Display issues during code changes <http://tinyurl.com/cy6k2u>

2:46 PM Apr 30th from twitterfeed

Bringing back disabled features (sidebar trends, background image uploads) <http://tinyurl.com/d75q4g>

10:47 AM Apr 30th from twitterfeed

Fixing the elevated error rate <http://tinyurl.com/cpwc73>

Name Twitter

Location San Francisco, CA

Web <http://twitter.com>

Bio Always wondering what everyone's doing.

31 following_profile 1,091,962 followers_profile

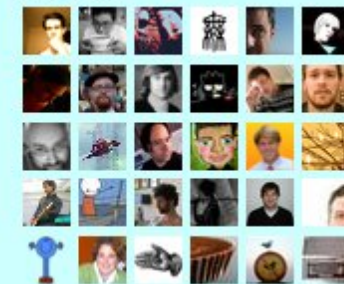
Updates 351


[Favorites](#)

[Actions](#)

block twitter

[Following](#)



 [RSS feed of twitter's updates](#)

“@max you should check the weather
forecast, see <http://tinyurl.com/plmr3m>”

9:34 AM May 28th from web in reply to max

API

(<http://apiwiki.twitter.com/Twitter-API-Documentation>)

GET <http://twitter.com/users/show/barackobama.json>

created_at: "Mon Mar 05 22:08:25 +0000 2007"
description: "The president of the United States of America"
favourites_count: 0
followers_count: 1221122
friends_count: 776706
Id: 813286
location: "Chicago, IL"
name: "Barack Obama"
profile_image_url: "http://s3.amazonaws.com/twitter_production/
profile_images/219314140/
obama_4color_omark_normal.jpg"
protected: false
screen_name: "BarackObama"
statuses_count: 272
time_zone: "Central Time (US & Canada)"
url: "http://www.barackobama.com"

Prototyp


Twitter Edit Help

All

Daniel Georg Siegel


Max Mustermann
Michel Musterfrau
Chuck Norris

Daniel Georg Siegel



Telephone: +39 [REDACTED]
E-Mail: dgsiegel@gmail.com
Address: [REDACTED]
Munich
Bavaria
80801
Germany
Nickname:
Birth Date: 1987 [REDACTED]
Homepage: <http://home.cs.tum.edu/~siegel>
Friends: Max Mustermann, Chuck Norris

Search:

See Twitter Posts Save  Delete

Szenarien

- Zeit- und Nutzungsverhalten
- Arbeitgeber, Mitarbeiter, Kollegen
- Abwesenheit/Urlaube
- Telefonnummern, E-Mail Adressen
- Geburtstage, Hochzeiten, etc.
- ...

GET http://search.twitter.com/search.json?q=password

“@MattBrewer your nerddinner.com
password is "imadork"”

22 minutes ago from Tweetie in reply to MattBrewer
(<http://twitter.com/matt2hews/status/1893008221>)

“You've been sent a picture message
by 447983397493 open it at
<http://www.vodafone.co.uk/g...>
your password is bnh24bfu”

40 minutes ago from Ping.fm

(<http://twitter.com/markiemarkify/statuses/1892911013>)

“@MarkLittlewood Hi Mark, great entry! Google photobucket, login:summerpudding2009 password: summerpudding upload shots with name on”

about 1 hour ago from web NickiePhilbin

(<http://twitter.com/NickiePhilbin/status/1892736072>)

Related Work / Social Engineering

- **The Art of Deception**

K. Mitnick, W. Simon

ISBN 076454280X

- **Social Phishing**

T. Jagatic, N. Johnson, M. Jakobsson, F. Menczer

<http://doi.acm.org/10.1145/1290958.1290968>

- **Social Engineering: The “Dark Art”**

T. Thornburgh

<http://doi.acm.org/10.1145/1059524.1059554>

Related Work / Social Networks

- **Social networks and context-aware spam**

G. Brown, T. Howe, M. Ihbe, A. Prakash, K. Borders

<http://doi.acm.org/10.1145/1460563.1460628>

- **Information revelation and privacy in online social networks**

R. Gross, A. Acquisti, H. John

<http://doi.acm.org/10.1145/1102199.1102214>

Related Work / Twitter

- **A few chirps about twitter**

B. Krishnamurthy , P. Gill, M. Arlitt

<http://doi.acm.org/10.1145/1397735.1397741>

- **Why we Twitter**

A. Java, X. Song, T. Finin, B. Tseng

<http://doi.acm.org/10.1145/1348549.1348556>

Fragen?

Tipps?

Hinweise?

Thanks

Image: 'Secure.'

www.flickr.com/photos/15301434@N00/44830826

Image: 'breathtaking'

www.flickr.com/photos/31429864@N00/217896072

Image: 'Brainstorms at INDEX: Views'

www.flickr.com/photos/47854931@N00/49915119