Scamming for Education
- IT&C 266 Final -

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Our Project:

- Phishing is a problem.
- Everyone seems to know about it, yet everyone is still vulnerable
- So we designed a harmless demo using something we’re all familiar with

Quick Overview

- Phishing: Fraudulent communication designed to dishonestly obtain information or money, or to convince victims to install malware.
- Phishing relies heavily on cognitive biases and logical fallacies
- This was all covered in class already, so we'll get to the good stuff…
- BYU housing email jumpscare warning

BYU Emails and Sign-in Pages!

to me

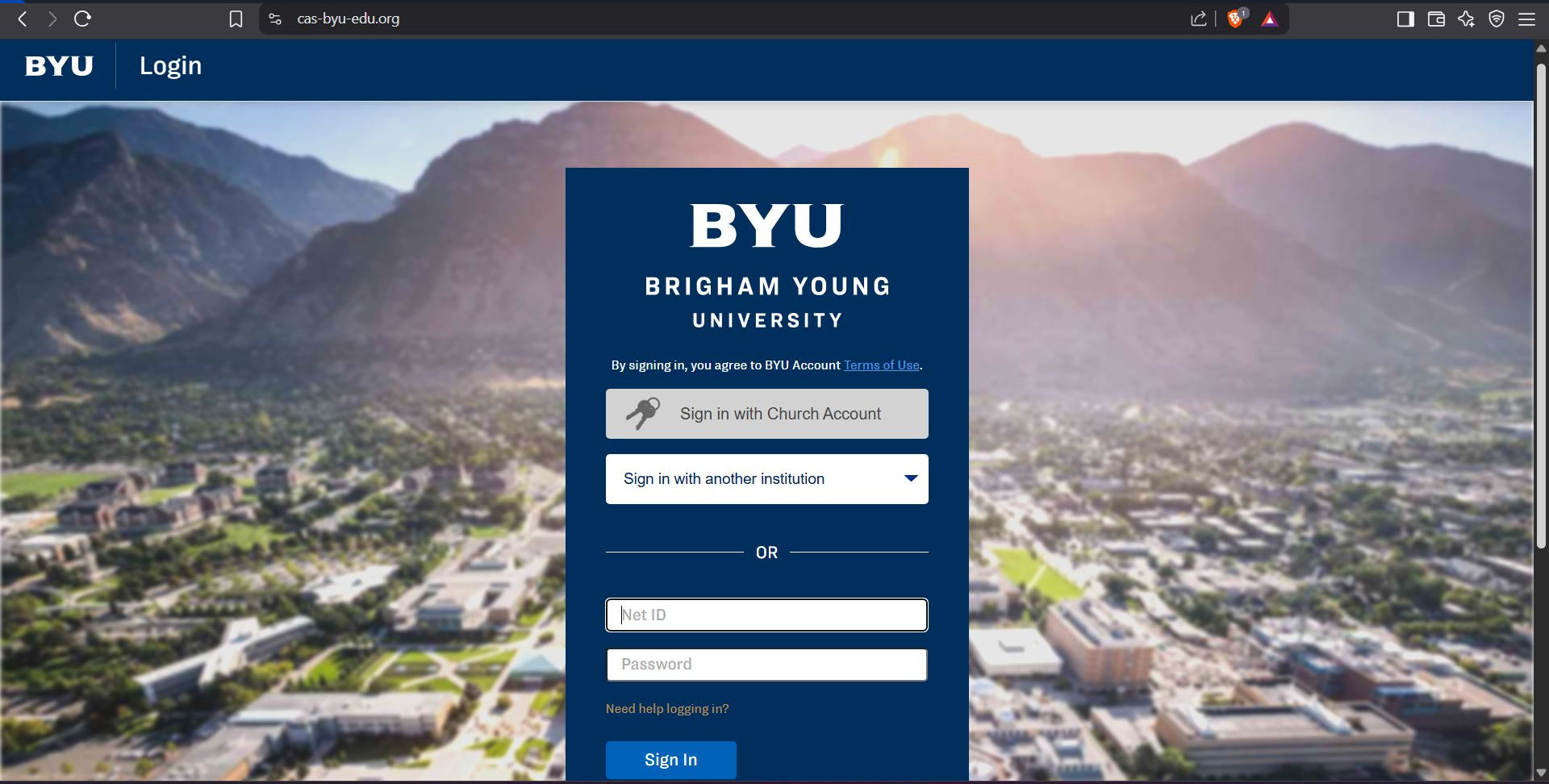
Dear Student,

You have received a new message from BYU Campus Accommodations. please sign in to the to the housing website to read it.

With sincerest regard,

BYU Campus
Phone: 801-422-2611
Toll Free: 877-403-0040
Email: housing@buu.edu
reslife.byu.edu

BYU Emails and Sign-in Pages!



We love multi-factor authentication and fee reminders!

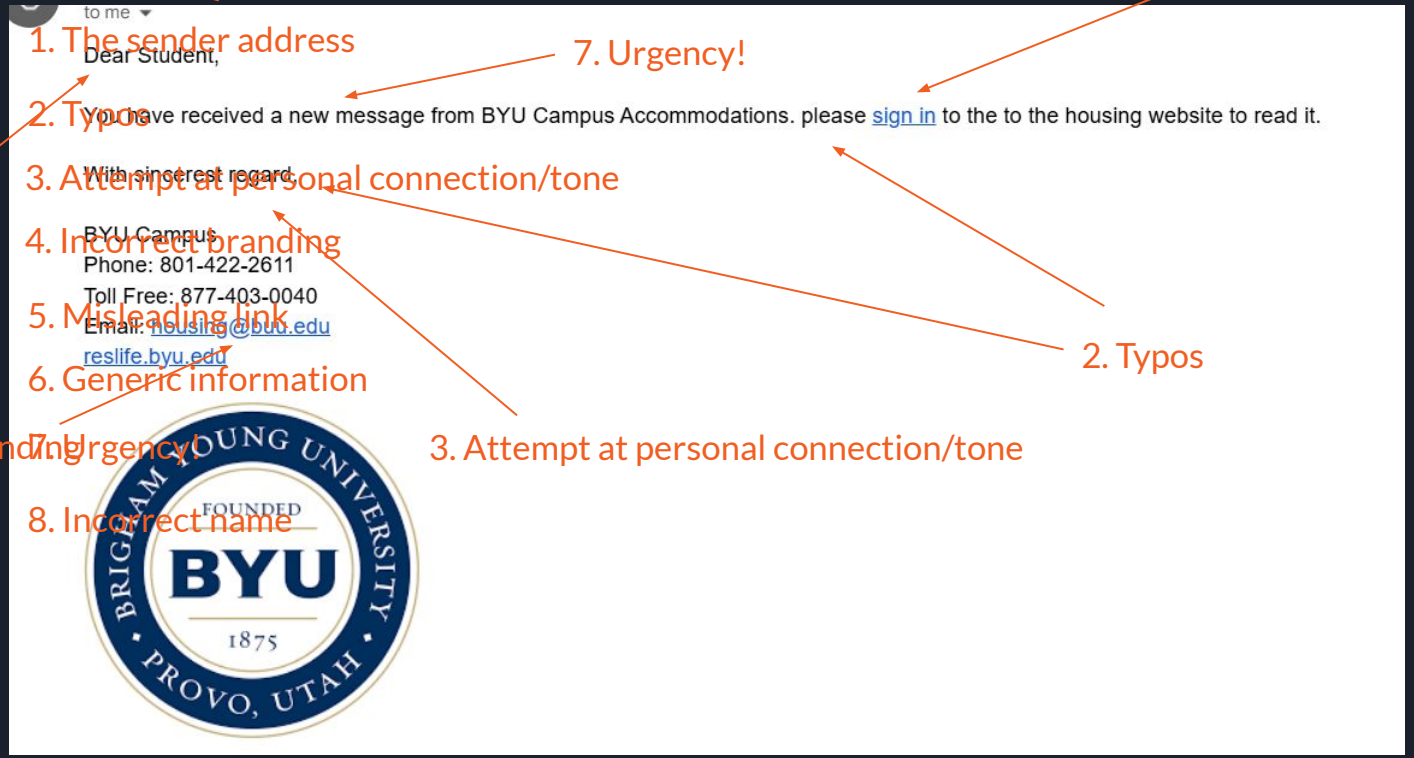
- Neither of those were real
- They were both (harmless) phishing attacks!
- In our demo, we hid several indicators of this within them for you to find

Demo Time!

1. The Email

1. The sender address (not shown)

5. Misleading link



6. Generic information

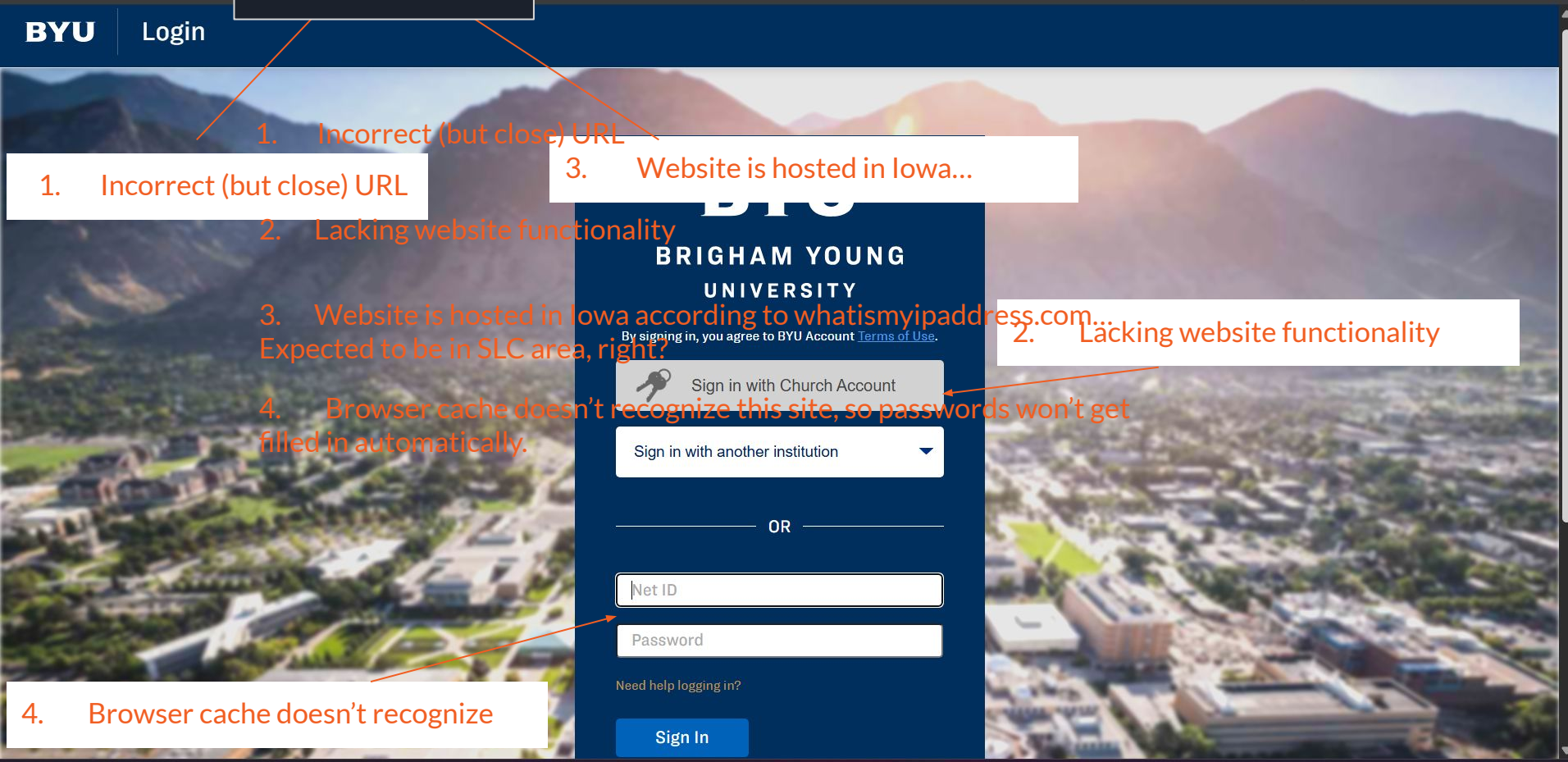
7. Urgency!

2. Typos

4. Incorrect branding

3. Attempt at personal connection/tone

2. The Website



1. Incorrect (but close) URL
2. Lacking website functionality
3. Website is hosted in Iowa according to whatismyipaddress.com… Expected to be in SLC area, right?
4. Browser cache doesn't recognize this site, so passwords won't get filled in automatically.

1. Incorrect (but close) URL

3. Website is hosted in Iowa…

2. Lacking website functionality

4. Browser cache doesn't recognize

Application

- No phishing attempt is perfect, but some can be really good
- The tips we listed for identifying a scam are useful, but not comprehensive
- So, keep the following in mind…

If:

- Are any of the logical fallacies and cognitive biases we've learned about in class being exploited in a communication you're unsure about?
- Does this sender usually send communications like this?
- What does the sender want? Does that seem strange?
- Does * anything * seem unusual?

Then:

- Examine the communication before acting. Reach out to the sender through another means if it’s important but you’re unsure about if it’s real
- Report the message as spam or phishing to your organization or email handler
- Avoid attachments and links
- If the malicious communication seems to have your name or other personal information, consider how they got it.

Questions?