

Social Engineering

“People Hacking”

For the computer science
majors who can talk to people



What is Social Engineering?

Social engineering refers to all techniques aimed at talking a target into revealing specific information or performing a specific action for illegitimate reasons.



Examples



<https://youtu.be/pL9q2lOZlFw?t=784>



<https://youtu.be/GyvRamX1VyA>



<https://youtu.be/GyvRamX1VyA>



PHISHING

01

Spear Phishing

Targeting a specific individual in an organization

02

Whaling

Targets a senior executive

03

Email/Smishing

Phishing via Email or SMS





Who would ever fall for that?

More people than you think

Phishing statistics show that in 2022, there were **300,497** phishing victims with a total loss of **\$52,089,159** in the U.S. alone.

-Forbes Advisor (data from FBI)

3.4 billion phishing emails are sent every day.

-AAG IT



Who Else?

Smishing

Smishing is a term used to describe phishing attempts and scams that use text messages or (Short Message Service) SMS as the primary attack platform.

Scam types vary, but they will all attempt to rope you in with lucrative offers (like free prize money from a reputed retailer); attempt to get you to divulge information or take action (by pretending to be a friend or family member in need); or dangle fake information about a transaction or account (like a package delivery).

-Verizon

The Experiment

- Create a fake, believable service number (989) 899-8986
- Text acting as a 2FA code
- Record results

Your Snapchat 2-Factor
Authentication Code:

500371

If you did not request this, respond
"NOTME"

Statistics

24

Sent Texts

8

Responses

33%

**Response
Percentage**

mobile

11/7/23

Your TikTok 2FA code is:

928474

If you did not request this, respond
"NOTME"

Your TikTok 2FA code is:

336074

If you did not request this, respond
"NOTME"

NOTME



Text Message



mobile

[REDACTED] you responded
"NOTME."

Your TikTok account has
been breached.

Please respond with your old
password.

Your next steps are to:

- Create a new password
- Secure your TikTok account.

[REDACTED]

Old password verified.

Send new password.

[REDACTED]



Text Message

