The background is a dark blue gradient with a subtle pattern of white dots. Overlaid on this are several white geometric elements: a large circular scale on the left with markings from 140 to 260, and several concentric circles with arrows indicating clockwise or counter-clockwise movement. These elements suggest a technical or scientific theme.

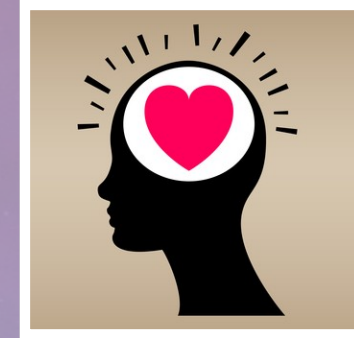
CyberSecurity-Discussion : Basics 02: Non-Technical SE

THE ROAD TO ETHICAL HACKING

OCTOBER 11, 2018

TRIBE MENTALITY

OXYTOCIN & DOPAMINE: TRUST AND EMOTIONS



- Pigeon Scam
 - Giving up a sum of money to receive larger amounts.
 - Oxytoxin: Make target feel part of the ingroup.
 - Example: Dress like them, talk like them.
 - Dopamine: Reward
 - Offer larger sum of moneys,
 - Note: Make them work for it.
- Make Target Happy. Not Mad.
 - Angry = 'Thinking', Happy = 'Not Thinking'
- CounterMeasures: When someone around you always makes you happy, be skeptical.

[Rick And Morty : Social Engineering](#)



SENSE OF URGENCY

- “Do you have a second”
 - Not a constraint.
- Waiting in line
 - True time constraint.
- Email Subject: “Urgent” , “Today Online”,
 - “Limited Time” , “Act Now”
 - At face value, you know to be skeptical, but this has been proven to work.
 - Technical: Use Kali Linux

APPROACHING OTHERS



People want to feel safe

Are you a threat?



Body Language

Hardest part of social engineering.



Have a conscious.

Sympathy is vital to human interactions.



Vishing – Voice phishing



UM, LIKE, AND

Let the target lead, use their RSVP



A social Engineers demise starts when they use “um, like, and”
Do not stutter, speak slowly about subjects you are not familiar about.

Do not speak too slow. This shows lack of knowledge or confidence.

Do not overconfident.

Use vernacular carefully.

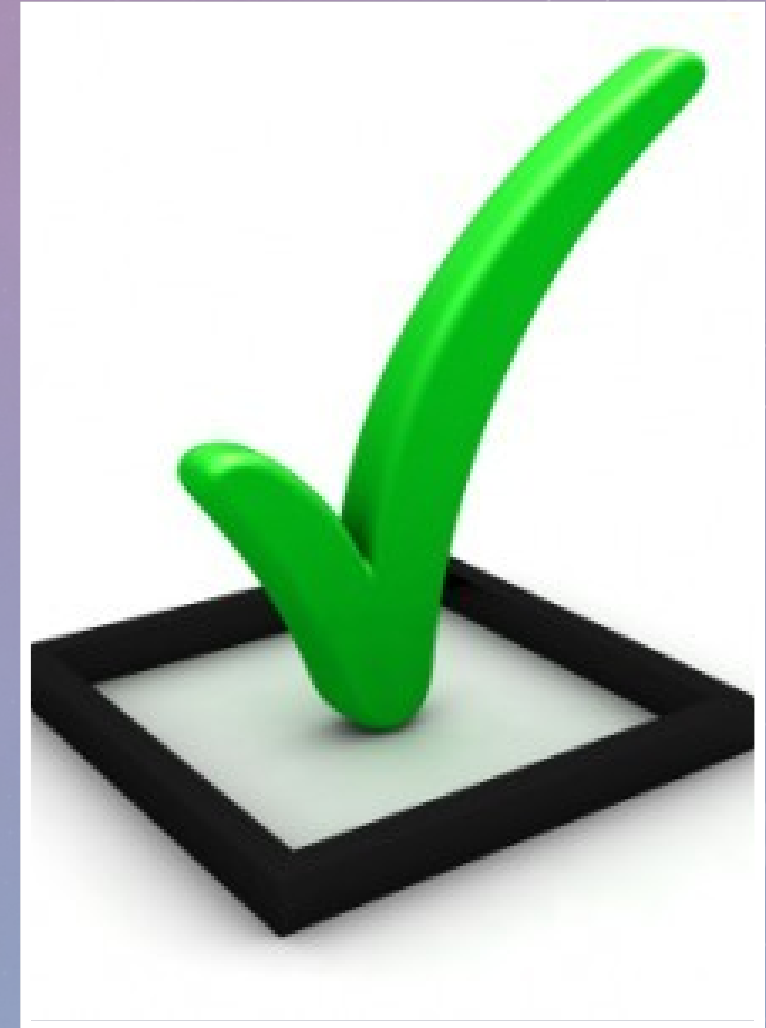


Rhythm, Speed, Volume, Pitch
Pre-Texting



SYMPATHY & VALIDATION

- Validating your target
 - Be very careful. Determine the level of trust. Understand culture.
 - Make yourself vulnerable. (Suspend your ego)
 - Some level of knowledge, let target take lead.
 - Medium critical.
 - Ask how, why, and when.
 - Do not think of your next line.
 - Provide a name. (Buyers remorse)



PRINCIPLE OF RECIPROCITY

- A social engineer is generous.
 - The value of gift is determined by the receiver.
 - It is a social norm to give something back.



FIGHT OR FLIGHT: SOCIAL ENGINEERING

- Do not fight.
 - You want to leave your target feeling better than before they had encountered you.
 - Understand your feelings, if you feel good so does the target.
 - If you feel awkward or negative emotions, back away.
 - Take Flight!! Winning is not important.
- Be passive, being aggressive is very rare.
 - Happy = “Not thinking” , Mad = “thinking”
- Do not let your target think.



TRAINING LAB

- What principle?
 - Apply it to your family or friends.
 - Start with a compliment.
 - Ask about life or events.
 - Listen, do not think of what to say next. Just listen.
 - Determine what works and does not. What are you good at?



OUT OF SIGHT OUT OF MIND

- Many of the principles outline may seem intuitive.
 - Are they?
- Next time someone approaches you or when you are reading an email, the principles and techniques outline here will subconsciously be there.
- The mere fact that you heard of this techniques makes you much less vulnerable.
- Example: Language
 - English words help you create ideas, but it is difficult to pinpoint exactly where or at what point you learned them.
 - In class you learn but most of the time you feel as if you do not know anything. When taking the exam knowledge become apparent.
- Be Skeptical! Stay relatively angry.
- **DOCUMENT EVERYTHING**