Cultural Suceptibility to Social Engineering

Information Gathering: Institutions & Norms

Culture

A collection of values, shared ideals, religion and to some extent geographic location.

The Most Powerful Tool

Cultural Universals

- **Base Case:** Humans share a common evolutionary history.

  - As "Homo sapiens" we share similar physical appearances, and internal mechanics.
  - We require food, shelter, and safety.
  - Purpose: Survive and reproduce:

- **Institutions:**

  - **Religion:** Seeking answers, and guidance.
  - **Organizations:** Allocating resources for a common cause. Strength in numbers.
  - **Laws:** Rules imposed by society, and enforced by institutions.
  - **Customs:** How a person behaves. Ex: Giving Fist bumps, or hand shakes. How does one introduce themselves? Or farewells.

Values

A social constructions.

In order to determine a person's values we must take into account their historical background.

- **Culture** is developed through generations .

- **Institutions**: Formally introduce rules that aim to regulate human behavior. Usually sanctioned by society.

  - **Political :** Depending on location it is reasonable to assume a person aligns with the major political affiliation, or has been influenced by it.

  - **Non Political:**

Discussion

If we know a persons culture to some extent we know their political affiliation, or non political what institutions regulate their behavior.

Behavior

An Emergent Property

Percieve

Automatics System

Goal: gain access to gain access to a restaurant's kitchen.

- Who is wearing what

  - Dressing in a fancy attire? Wear a dress, a suit?

- Wearing a suit, being clean shaved is generally associated with a position of power, an assumption that such person possess certain leadership qualities.

- How will the security guards perceive?

- How will the chef and cooks perceive?

Discussion:

➢ Generally you would want to fit in, in order to act as if you belong you must dress appropriately. Wearing a chefs attire or suit will get you noticed, the suit may convince the security guard but not the cooks. It all depends on cultural background.

https://ramirogonzalez.org

Percieve

Reflective System

Language, Symbols, and Internal Thoughts

- **Reflective System:** "Creating hypotheses and testing these with prior knowledge while sorting between relevant and irrelevant bits and pieces of information"

  - **https://inudgeyou.com/en/nudge-theory-1-the-mechanics-of-the-brain/**

- **Jargon:** Different professions have their own modified form of language, some words are more used than others. This is generally formal.

- **Slang**: Groups of people use a modified form of speaking or words.

Discussion:

- Making your target think is generally a **bad idea**. Triggering your targets reflective system can be powerful but requires extreme attention to detail.

Process

Conditioning

Quantity Versus Quality

- How will your target process the perceived information.

  - **Automatic System**: The security guard may perceive you as a person in a powerful position (attire), this becomes a battle of power, since the guard (attire) is also in a position of power. Who will overpower who?

  - **Reflective System**: The way an SE dressed may trigger the automatic system, however this may not be enough. The SE is required to understand the jargon, for example in order to pass the security guard using language that appeals to him can get him to perceive the SE as belonging, however not doing it correctly can lead the target to think too much, that is a bad idea.

  - **Do Not Let Targets Think** (DNLTT)

Discussion:

If the Social Engineer forgot to do his research his best bet is to generate a quantity of information, that is different form of subtle changes to language, or gestures and determine the reactions of the target. This can be very difficult, therefore always do research!! Doing research can lead to quality conversations with target, this means they do not have to think, they will just act.

Make

No Free Will

Predestination

- Once certain parameters have been established, that is the target has been primed to think and feel a certain way it will his actions will follow according to his inner workings.

Discussion:

Like an electrical circuit, current will follow the path that has been established, it will follow the path of least resistance.

- The principles of reciprocity apply.
- Ex: Your target feels as if he owes you something, or perhaps revenge.

Actions are an emergent property. The aim is to create a path that is easy to follow. The underlying components must be established before hand.

Thank You

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