

Consent/Disclosure Form: Title: Website Quality and Legitimacy Assessment Study Consent/Disclosure Form Introduction: Thank you for participating in our study on quality and legitimacy assessments of websites visited on various platforms, particularly mobile phones vs. desktop platforms. Before you proceed, please read the following information carefully. Purpose of the Study: The purpose of this study is to assess the quality and legitimacy of websites visited on mobile devices compared to desktops. Your participation will help us design higher-quality and more secure websites. About high quality and legitimate websites: These websites also tend to have a clear purpose or mission, which is evident in their content and messaging. They prioritize transparency and authenticity, ensuring that their intentions and practices are easily understood by their users. Additionally, these websites often have a robust security infrastructure in place, including measures to protect against malware, phishing attacks, and other online threats. Overall, high-quality websites prioritize user trust and strive to maintain a positive reputation in the online space. About illegitimate websites: In addition to their poor design and deceptive tactics, illegitimate websites often pose serious security risks to users. Illegitimate websites are usually fake websites that attempt to deceive users into fraud or malicious attacks or to spread misinformation. Examples of such attacks are Denial of Service, Phishing, SQL injection, Ransomware, Trojan horse attacks etc. Phishing attacks are a form of social engineering in which attackers deceive users into revealing sensitive information. These attacks can be done through emails, text messages, or websites that look legitimate but are actually designed to steal your information. Procedure: You will be asked to participate in a survey hosted on Question Pro in your own environment. You will be requested to answer a few demographic questions along with general questions on about your knowledge and experience with high-quality, low-quality and illegitimate websites. Then, you will see multiple websites on the survey and will be asked to interact with the provided link. You need to assess each given website to see if it is of high quality or not. Some websites provided might not be high quality or malicious. Please note that this is a simulation, and no real harm can come from clicking on the link. Your actions and responses will be observed in the form of your answers for research purposes only. The observation and analysis of your responses are performed manually by the researchers actively after the experiment, and no third-party or software is being used to observe, record, store and share said data. This data is not being shared with any third parties. NO actual user credentials are being used or collected. You are then requested to answer a few post-experiment questions to discuss your experiment run. Data Collection: You will be assigned a participant number to anonymize any data we collect. During the study, we will collect information about your age, gender, occupation, education level, and other relevant demographics. We will also collect data on your responses to the websites. Please be assured that your personal information will not be collected or shared with anyone. All data will be anonymized and used only for research purposes. How is this data used: Demographic data like age, gender, occupation, education level, etc., will be used to generalize and group participants to observe similarities between them. The responses to the websites are used to perform quantitative and qualitative analyses and understand similar behavior patterns. Confidentiality and Participant Rights: Participant confidentiality is of utmost importance in this study. Your responses will be kept confidential, and your identity will not be linked to your data in any way. Your responses will be anonymized and aggregated for analysis, and no individual participant will be identified in any reports or publications resulting from this study. Only the research team will access to the data, and all data will be stored securely. Your participation in this study is voluntary, and you can withdraw at any time without penalty. Your decision to participate or not will not affect your relationship with the researchers or the University in any way. If you have any questions or concerns about your rights as a participant, you can contact the researchers at any time for clarification. Participant Consent: By continuing with this study, you indicate that you have (1) read and understood the information provided about cyberattacks, (2) read and understood the information provided about the experiment procedure, (3) gave permission to the researchers to collect both demographic data and experiment data in an anonymized manner and, (4) understood that no personal user data is being collected or shared, and (5) non-disclosure of any collected data mentioned by the researchers and (6) voluntarily agree to participate. If you have any questions or concerns, please contact the researcher listed below. Researcher Contact Information: Venkata Subrahmanya Abhinav Rallapalli Vishal Reddy Vancha Sivani Tumuluri sxr8961@mavs.uta.edu vxv6184@mavs.uta.edu sxt8984@mavs.uta.edu
Thank you for your participation. Your contribution is valuable to our research.

Please state your name.

Please enter today's date.

• _____

Please state your age

1. Under 18
2. 18-24
3. 25-34
4. 35-44
5. 45-54
6. 55-64
7. Above 64

Gender

1. Male
2. Female
3. Non-binary
4. Prefer Not to Say
5. Other _____

Please state your race

1. Hispanic or Latino
2. American Indian or Alaska Native
3. Asian
4. Black or African American
5. Native Hawaiian or Other Pacific Islander
6. Caucasian or White
7. Multiracial
8. Prefer not to say
9. Other _____

Highest level of education

1. High School
2. Associate's Degree
3. Bachelor's Degree
4. Master's Degree
5. Doctoral Degree

How confident are you in identifying websites which might not be legitimate?

	Not confident at all	Slightly confident	Moderately confident	Very confident	Extremely confident
Please choose	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you update your software and security settings on your browsers?

	Never	Once a year	Once every 6 months	Once a month	Always
Please choose	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you encounter a suspicious website?

	Never	Once a year	Once every 6 months	Once a month	Always
Please choose	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever been a victim of an online scam in the last year? If yes, how many times?

1. 0
2. 1-2
3. 3-4
4. 5-7
5. 8+10
6. More than 10

Have you received any formal cybersecurity training?

1. Yes
2. No

What do you do when you encounter a website that looks suspicious to you?

1. Close the browser window.
2. Close the browser and run a scan on my system using my Antivirus.
3. Check for the link using one or more URL Scanning Tool.
4. Search for articles/forum posts about the website to see what others feel about it.
5. Other _____

Which devices do you use regularly for checking social media websites? (Select all that apply)

1. Mobile phone/ Tablet
2. Laptop/ Desktop computer

Which devices do you use regularly for checking emails? (Select all that apply)

1. Mobile phone/ Tablet
2. Laptop/ Desktop Computer

Instructions: You will be provided a link to a website. Please visit the provided link then answer the questions based on your interaction with the link. Links clicked might open on the same tab, please navigate back to the survey after your visit to continue with the follow-up questions. Disclaimer: The website is hosted locally, hence the participant is requested to please ignore the URL and not consider it for this study.

<https://tinyurl.com/3cct6x7k>

How would you rate the overall legitimacy and safety of the website you just visited?

1. Very Illegitimate
2. Somewhat Illegitimate
3. Neutral
4. Somewhat Legitimate
5. Very Legitimate

How likely is this website high quality?

	Poor	Below average	Average	Good	Excellent
Website appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Website content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spellings/Grammar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Based on your findings, what factors influenced your decision?

1. Appearance of the website
2. URL of the website
3. Content of the website
4. Presence of grammatical errors
5. Lack of 2FA (Two-Factor Authentication)
6. Absence of privacy policy or terms of service
7. Other _____

Please list any other reasons not mentioned above.

Did you provide any sensitive information to the website?

1. Yes
2. No

<https://shorturl.at/afsOV>

How would you rate the overall legitimacy and safety of the website you just visited?

1. Very Illegitimate
2. Somewhat Illegitimate
3. Neutral
4. Somewhat Legitimate
5. Very Legitimate

how likely is this website high quality?

	Poor	Below average	Average	Good	Excellent
Website appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Website content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spellings/Grammar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Based on your findings, what factors influenced your decision?

1. Appearance of the website
2. URL of the website
3. Content of the website
4. Presence of grammatical errors
5. Lack of 2FA (Two-Factor Authentication)
6. Absence of privacy policy or terms of service
7. Other _____

Please list any other reasons not mentioned above.

Did you provide any sensitive information to the website?

1. Yes
2. No

<https://shorturl.at/bdhNX>

How would you rate the overall legitimacy and safety of the website you just visited?

1. Very Illegitimate
2. Somewhat Illegitimate
3. Neutral
4. Somewhat Legitimate
5. Very Legitimate

how likely is this website high quality?

	Poor	Below average	Average	Good	Excellent
Website appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Website content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spellings/Grammar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Based on your findings, what factors influenced your decision?

1. Appearance of the website
2. URL of the website
3. Content of the website
4. Presence of grammatical errors
5. Lack of 2FA (Two-Factor Authentication)
6. Absence of privacy policy or terms of service
7. Other _____

Please list any other reasons not mentioned above.

Did you provide any sensitive information to the website?

1. Yes
2. No

<https://shorturl.at/syDJV>

How would you rate the overall legitimacy and safety of the website you just visited?

1. Very Illegitimate

2. Somewhat Illegitimate
3. Neutral
4. Somewhat Legitimate
5. Very Legitimate

how likely is this website high quality?

	Poor	Below average	Average	Good	Excellent
Website appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Website content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spellings/Grammar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Based on your findings, what factors influenced your decision?

1. Appearance of the website
2. URL of the website
3. Content of the website
4. Presence of grammatical errors
5. Lack of 2FA (Two-Factor Authentication)
6. Absence of privacy policy or terms of service
7. Other _____

Please list any other reasons not mentioned above.

Did you provide any sensitive information to the website?

1. Yes
2. No

<https://tinyurl.com/yc5hsxmt>

How would you rate the overall legitimacy and safety of the website you just visited?

1. Very Illegitimate
2. Somewhat Illegitimate
3. Neutral

4. Somewhat Legitimate
5. Very Legitimate

how likely is this website high quality?

	Poor	Below average	Average	Good	Excellent
Website appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Website content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spellings/Grammar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Based on your findings, what factors influenced your decision?

1. Appearance of the website
2. URL of the website
3. Content of the website
4. Presence of grammatical errors
5. Lack of 2FA (Two-Factor Authentication)
6. Absence of privacy policy or terms of service
7. Other _____

Please list any other reasons not mentioned above.

Did you provide any sensitive information to the website?

1. Yes
2. No

<https://shorturl.at/hjy29>

How would you rate the overall legitimacy and safety of the website you just visited?

1. Very Illegitimate
2. Somewhat Illegitimate
3. Neutral
4. Somewhat Legitimate
5. Very Legitimate

How likely is this website high quality?

	Poor	Below average	Average	Good	Excellent
Website appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Website content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spellings/Grammar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Based on your findings, what factors influenced your decision?

1. Appearance of the website
2. URL of the website
3. Content of the website
4. Presence of grammatical errors
5. Lack of 2FA (Two-Factor Authentication)
6. Absence of privacy policy or terms of service
7. Other _____

Please list any other reasons not mentioned above.

Did you provide any sensitive information to the website?

1. Yes
2. No

<https://tinyurl.com/4j3asnmk>

How would you rate the overall legitimacy and safety of the website you just visited?

1. Very Illegitimate
2. Somewhat Illegitimate
3. Neutral
4. Somewhat Legitimate
5. Very Legitimate

How likely is this website high quality?

	Poor	Below average	Average	Good	Excellent
Website appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Website content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spellings/Grammar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Based on your findings, what factors influenced your decision?

1. Appearance of the website
2. URL of the website
3. Content of the website
4. Presence of grammatical errors
5. Lack of 2FA (Two-Factor Authentication)
6. Absence of privacy policy or terms of service
7. Other _____

Please list any other reasons not mentioned above.

Did you provide any sensitive information to the website?

1. Yes
2. No

<https://tinyurl.com/3w98jsfs>

How would you rate the overall legitimacy and safety of the website you just visited?

1. Very Illegitimate
2. Somewhat Illegitimate
3. Neutral
4. Somewhat Legitimate
5. Very Legitimate

How likely is this website high quality?

	Poor	Below average	Average	Good	Excellent
Website appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Website content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spellings/Grammar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Based on your findings, what factors influenced your decision?

1. Appearance of the website
2. URL of the website
3. Content of the website
4. Presence of grammatical errors
5. Lack of 2FA (Two-Factor Authentication)
6. Absence of privacy policy or terms of service
7. Other _____

Please list any other reasons not mentioned above.

Did you provide any sensitive information to the website?

1. Yes
2. No

<https://shorturl.at/cLNX6>

How would you rate the overall legitimacy and safety of the website you just visited?

1. Very Illegitimate
2. Somewhat Illegitimate
3. Neutral
4. Somewhat Legitimate
5. Very Legitimate

How likely is this website high quality?

	Poor	Below	Average	Good	Excellent
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		average			
Website appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Website content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spellings/Grammar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Based on your findings, what factors influenced your decision?

1. Appearance of the website
2. URL of the website
3. Content of the website
4. Presence of grammatical errors
5. Lack of 2FA (Two-Factor Authentication)
6. Absence of privacy policy or terms of service
7. Other _____

Please list any other reasons not mentioned above.

Did you provide any sensitive information to the website?

1. Yes
2. No

<https://tinyurl.com/2zf2b8p4>

How would you rate the overall legitimacy and safety of the website you just visited?

1. Very Illegitimate
2. Somewhat Illegitimate
3. Neutral
4. Somewhat Legitimate
5. Very Legitimate

How likely is this website high quality?

	Poor	Below average	Average	Good	Excellent
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Website appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Website content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spellings/Grammar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Based on your findings, what factors influenced your decision?

1. Appearance of the website
2. URL of the website
3. Content of the website
4. Presence of grammatical errors
5. Lack of 2FA (Two-Factor Authentication)
6. Absence of privacy policy or terms of service
7. Other _____

Please list any other reasons not mentioned above.

Did you provide any sensitive information to the website?

1. Yes
2. No

Are you aware of any Antivirus tools that prevent phishing scams on your system? If yes, which one:

Based on your experience, how well does your current Antivirus on your Web Browser in Desktop/Mobile platform perform

	Poor	Below average	Average	Good	Excellent
Row 1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you feel more aware of illegitimate sites and can you identify them after participating in this experiment?

1. Yes
2. No

Would you change your behavior regarding clicking on links or providing information to websites after participating in this experiment?

1. Yes
2. No

How likely are you to take proactive measures to protect yourself against cyber-attacks in the future?

	Very unlikely	Unlikely	Neutral	Likely	Very likely
Please answer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Any additional comments or feedback regarding your experience with the experiment in general?Comments/Suggestions:

Please add Comments/Suggestions on this experiment: