

Object of trust in phishing

- Phishing takes advantage of the way we assign meaning to the content
- Phishers make use of the trust that users (trustor) have on organizations (trustee)
- Victims falsely trust the fake emails to be from legitimate organizations
- Victims falsely trust the fraudulent websites as legitimate organizations

P. Kumaraguru, A. Acquisti, and L. Cranor. **Trust modeling for online transactions: A phishing scenario.**
In Privacy Security Trust, Oct 30 - Nov 1, 2006, Ontario, Canada.

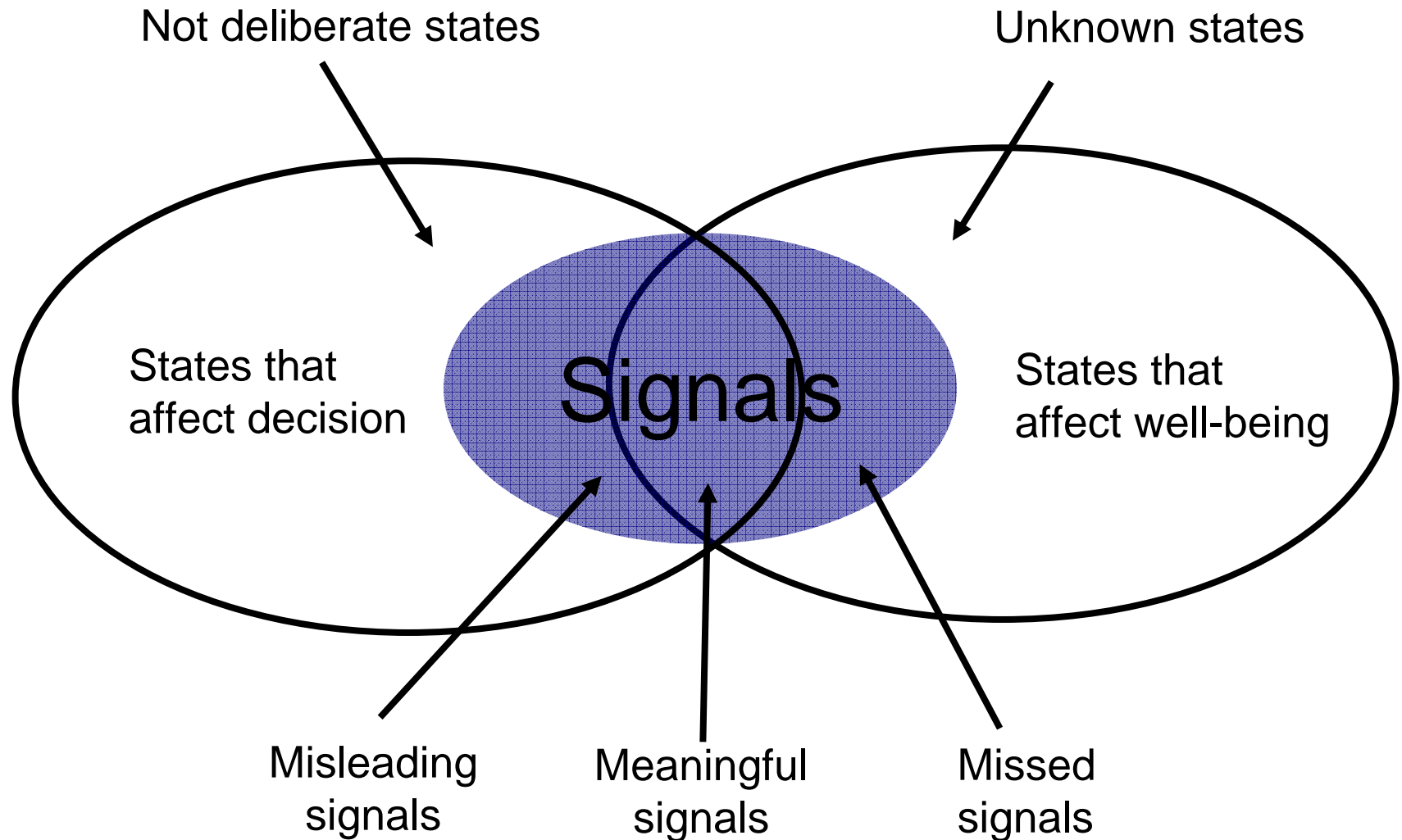


Risks in phishing

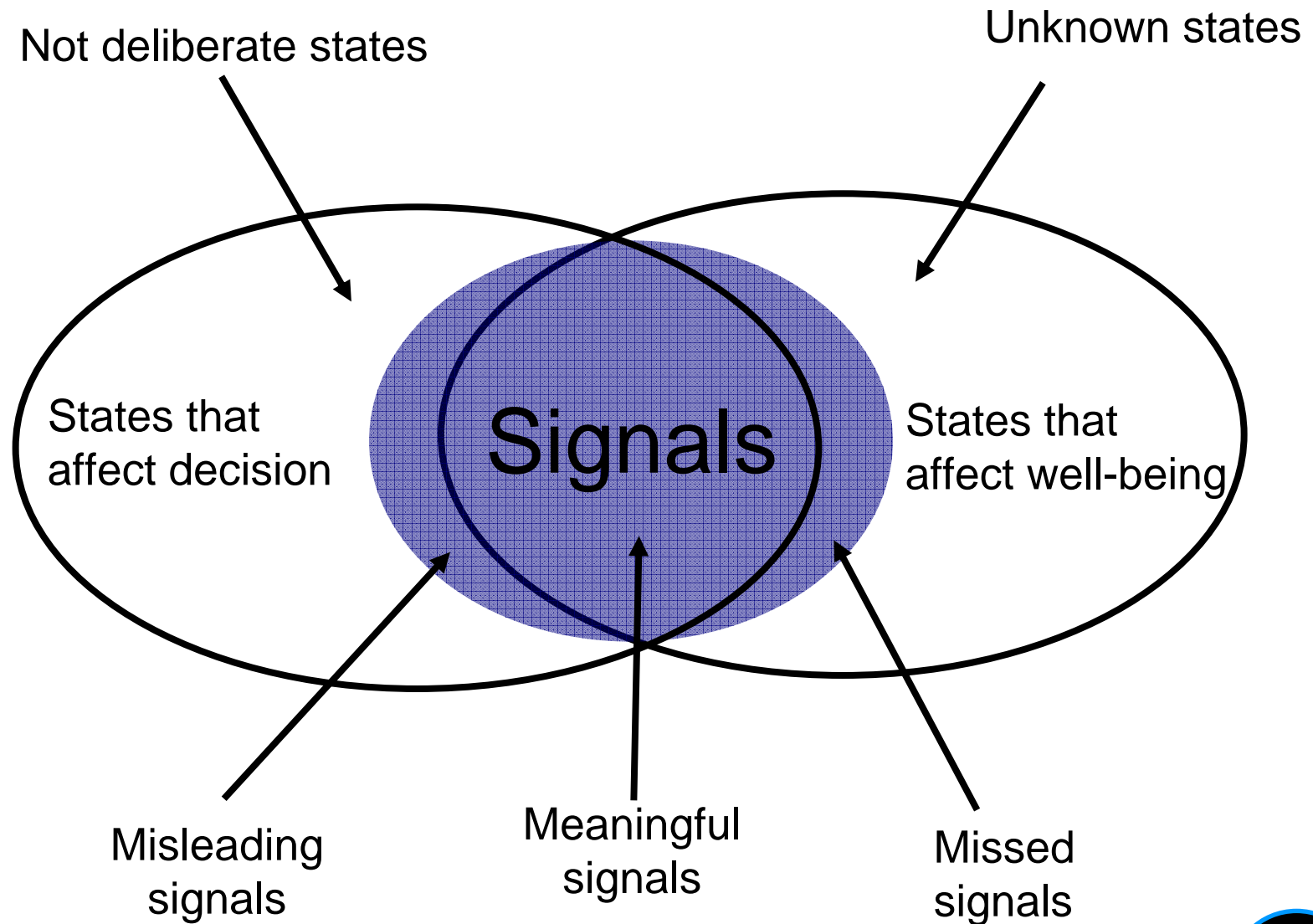
- Phishing is a growing concern among Internet users
- Cost involved
 - Direct cost: incurred due to phishing attack
 - Indirect cost: incurred due to increase in support calls and emotional stress for users
 - Opportunity cost: users refraining from using the Internet
- Important and hard problem to solve



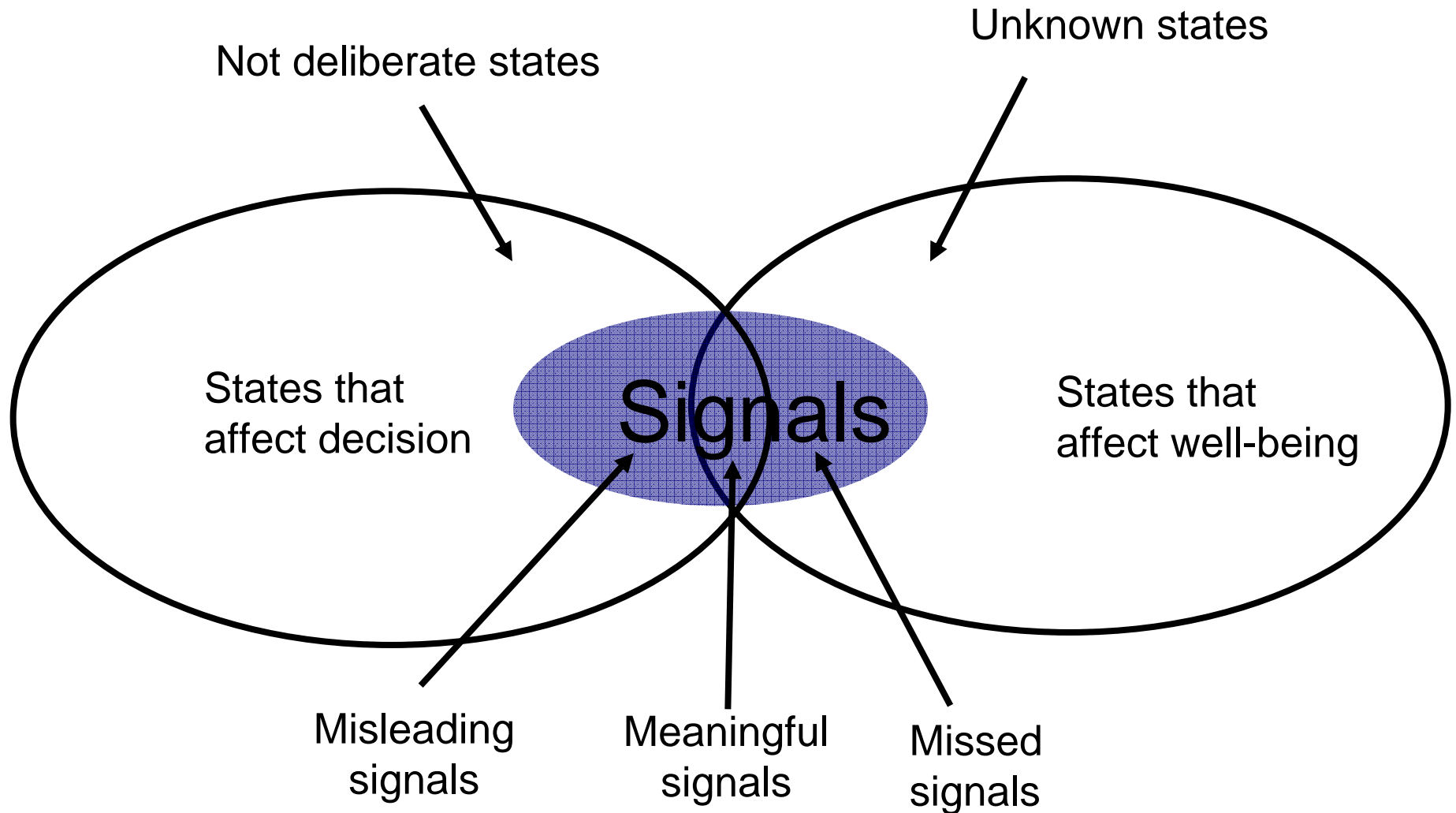
Model representation



Expert model



Non-expert model



Experiment

■ Methodology

- Interview
- Experts & non-experts

■ Results

- Significant difference between experts and non-experts in decision making
 - Non-experts would like to have tools / advice to help them make better trust decisions
- Need better understanding of trust decisions in phishing scenario to support users make better trust decisions

