

Chang Yew Kim,
presents...

Social Phishing

T. Jagatic, N.A. Johnson, M. Jakobsson, and F. Menezes
Communications of the ACM, pp. 94-100, October 2007

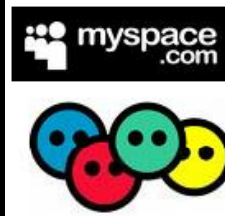
Summarizing the Facts

- This paper explores the effects of Social Phishing. The purpose is to try increasing the awareness on Social Phishing, and tries to set a baseline of how reliable this type of attack is by experimenting on Indiana University students.

We Understand Phishing



Social?



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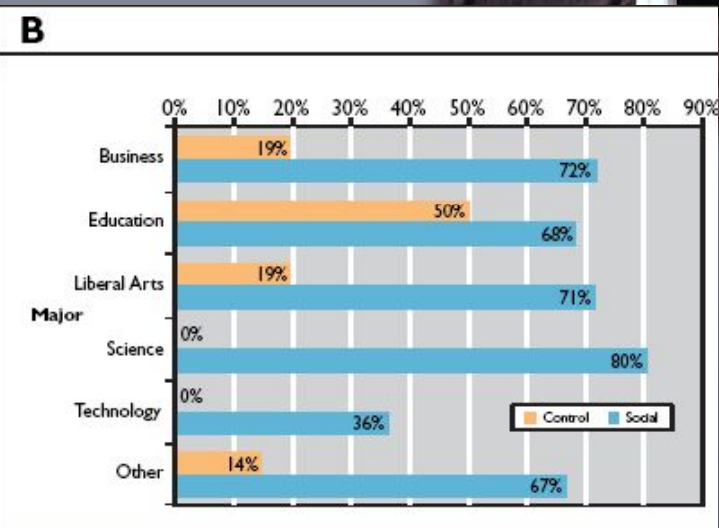
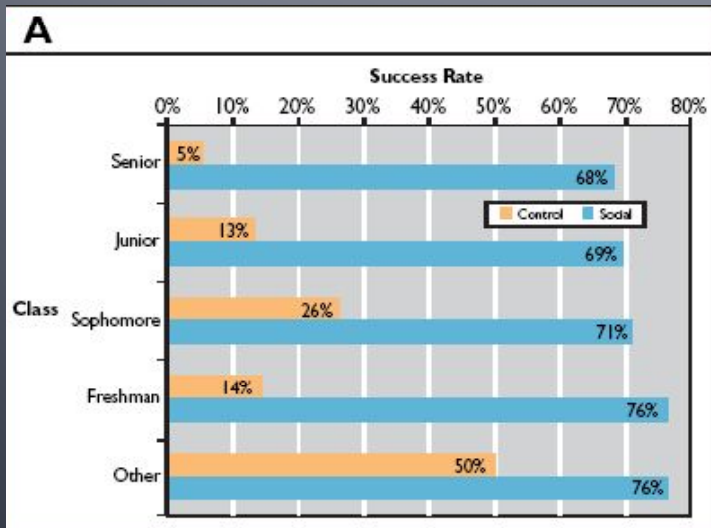
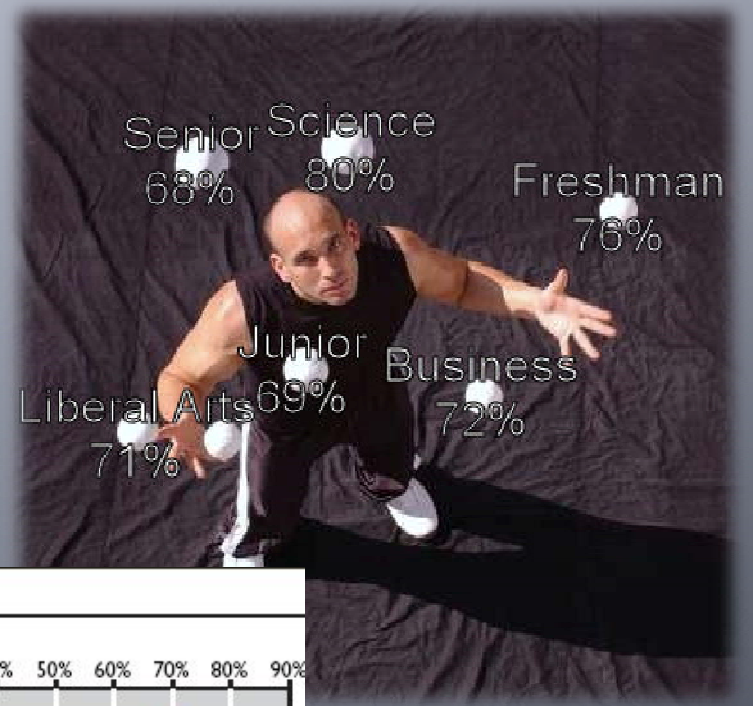
- An alternative outlook on Phishing attacks,
- The integration of Social aspect creates a new dimension that poses as a potential problem,
- “...phishers will incorporate greater contextual information in their attacks to appear more convincing.”

The Good, The Bad, The Ugly

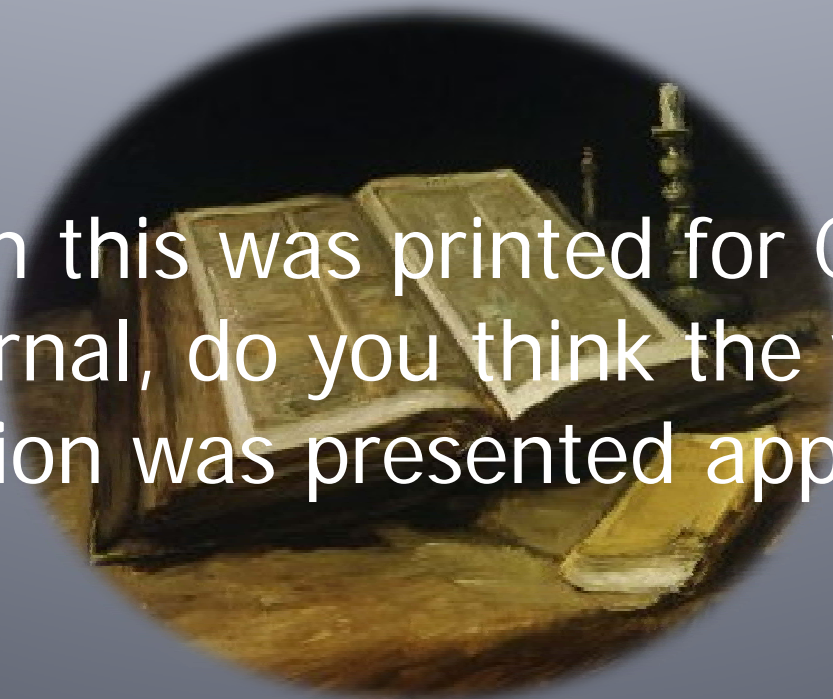
- The CACM journal is to appeal and be relevant to a broad readership,
- The good
 - The paper around 5 pages, not a long read
- The bad
 - Layout was messy
 - Resemble a technical report

The Ugly.

- Author seems to be Throwing Percentage, any real Number?



Conclusion



Given this was printed for CACM journal, do you think the way information was presented appropriate?

The End