

Global Phishing: Does background indicate whether someone will get Phished?

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Introduction

Studying user behavior and risk perception towards phishing. We surveyed participants from five countries with similar demographics-- United States, United Kingdom, Canada, Australia, and New Zealand-- and conduct both qualitative and quantitative analysis to understand how people respond to phishing websites in these countries

What We Did

We cleaned and refined data collected over the summer of 2020 using R-Studio and Excel. Through this process we were able to find some analysis, but given the large magnitude of processing there is still much to learn from the data as we finalize the other countries. However, Canada is an indicator of our findings.

Through our analysis so far, we've found that background may significantly influence whether someone gets phished. Which part of a person's background however, and how influential, we are still analyzing. Employment and Education seem to be the biggest influences.

What is Phishing?

Phishing is the fraudulent practice of sending emails pretending to be from reputable companies and/or posing as one in order to induce individuals to reveal personal information, such as passwords and bank account information. For our data collection, we had participants try to identify whether or not a website was a phishing website or an official one.

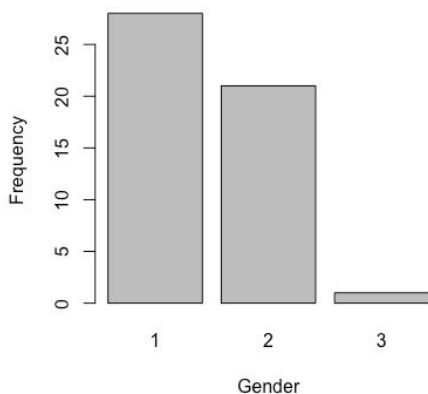
Example site used in Data



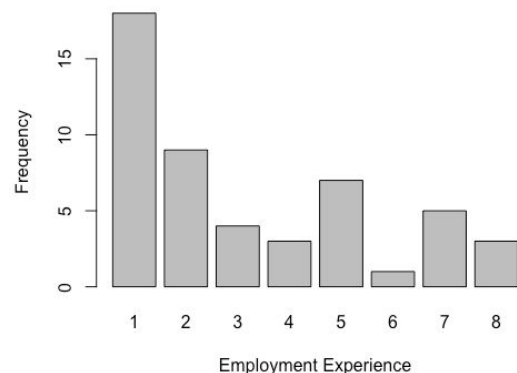
Looking at the Raw Data

The graphs below represent the demographic data of the participants, to see if any of these factors would hold influence over whether or not they were able to identify a phishing website. These are the variables we are analyzing in our data. Represented here is just the Canadian sample.

Gender Frequency in Canada



Employment Experience Frequency in Canada



Education Frequency in Canada

