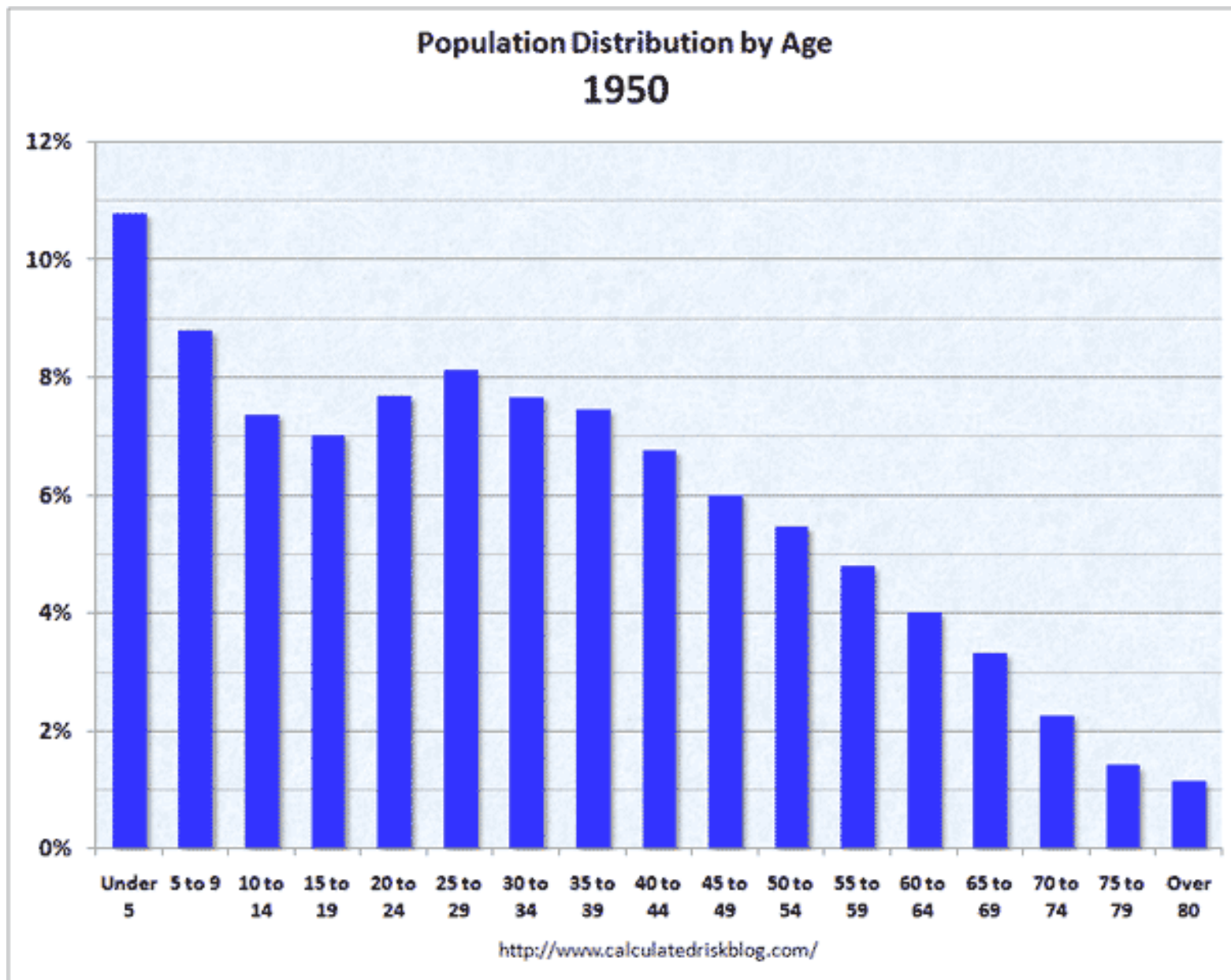


Why We Should Care about Older Adults Susceptibility to Phishing

Daniela Oliveira



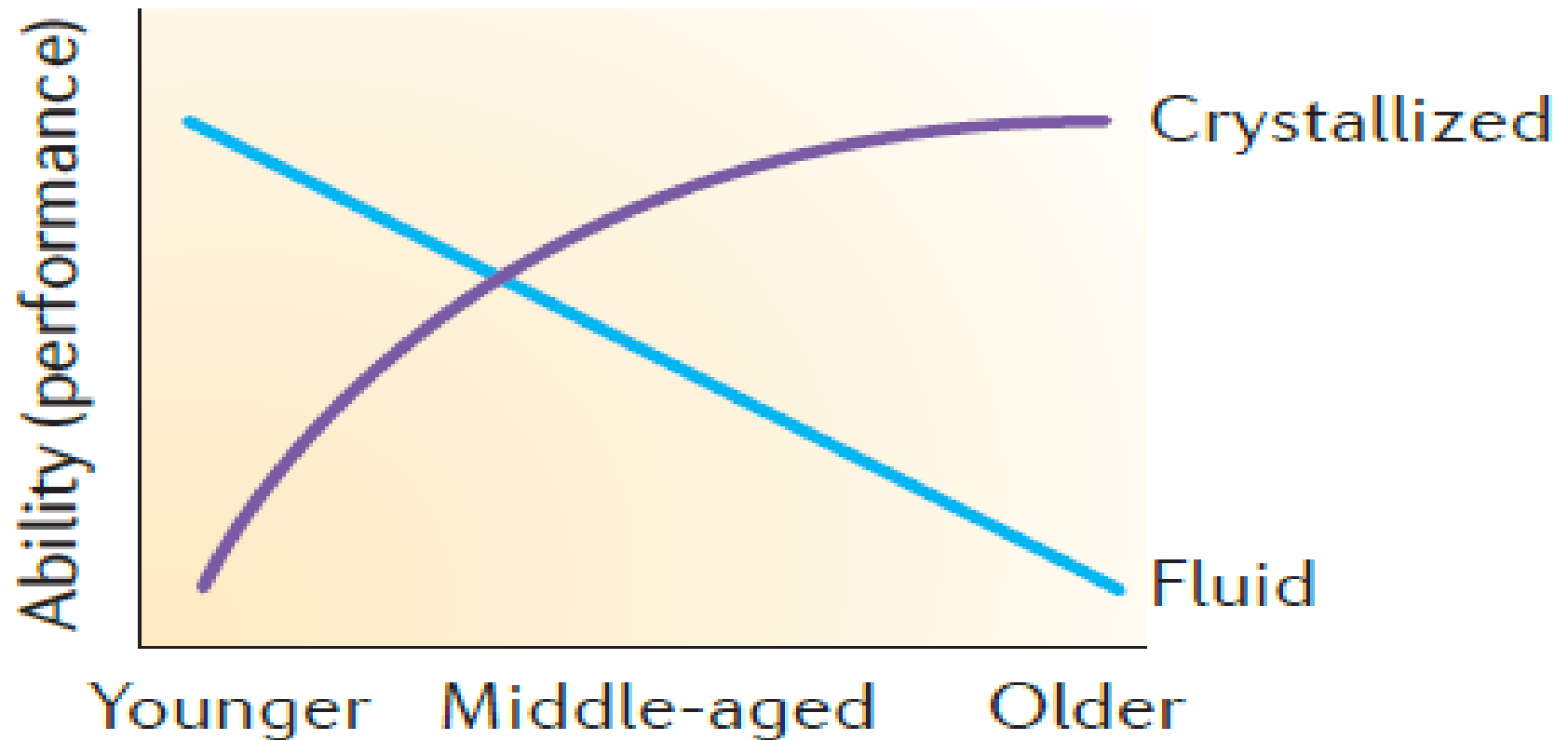




Census Bureau
actual through 2010; projections through 2050



Cognitive change across adulthood















Authority

Scarcity

Commitment/Consistency

Liking

Reciprocation

Social Proof

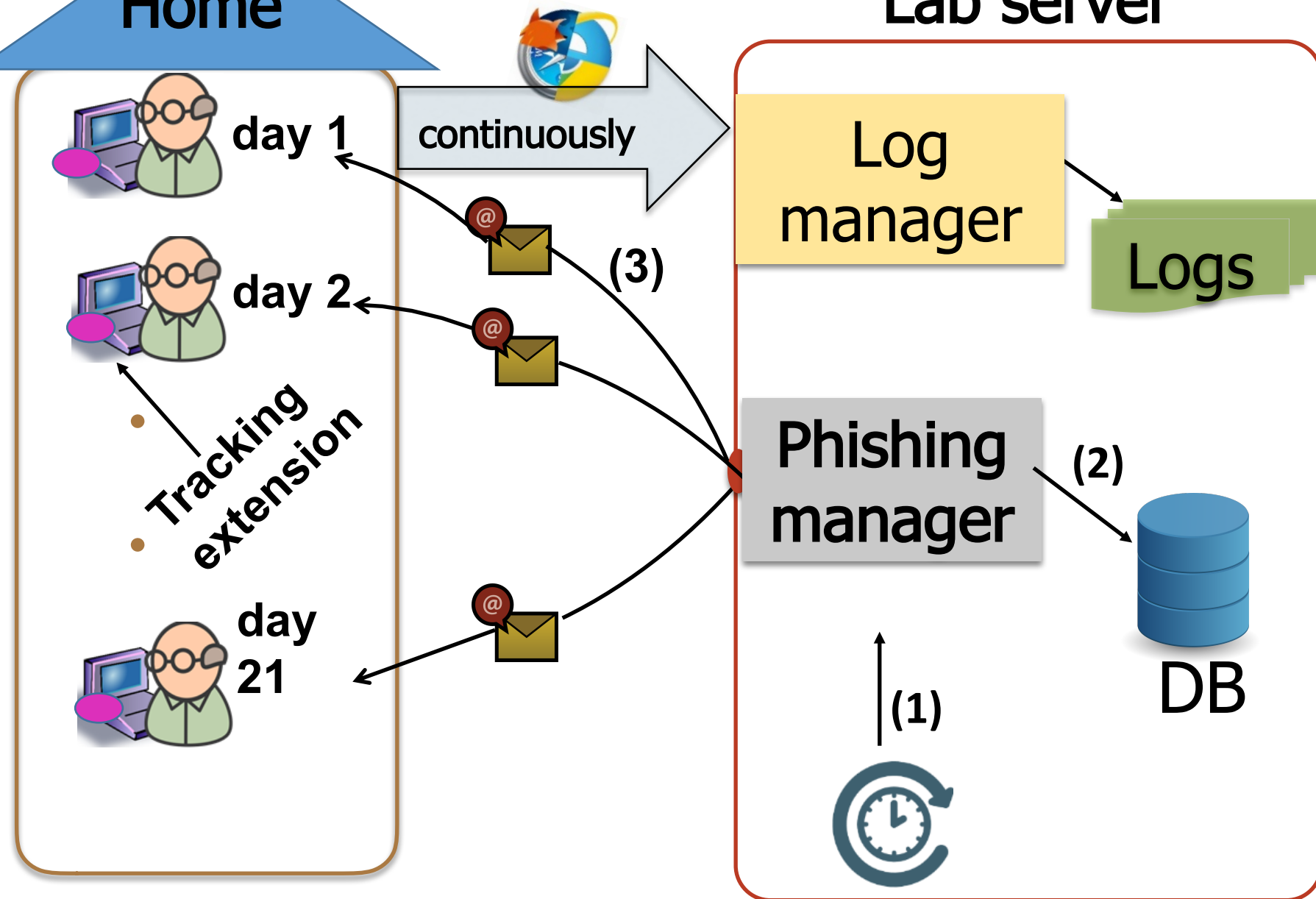
Participants - 158

	Young Participants	Older Participants
N	99	59
% female	55.6	44.1
Age	21.57 (3.80)	70.98 (8.30)
Years of Education	14.24 (3.57)	16.30 (2.79)
Hrs of Exercise per week	5.40 (3.43)	8.84 (10.50)
Physical Health	7.72 (1.54)	7.53 (1.97)
Mental Health	8.00 (1.52)	8.57 (1.50)
Hrs on Internet per week	7.35 (2.90)	7.09 (2.98)

Note. **Bold** indicates significant age differences at $p < .05$.

Home

Lab server



Dear Daniela,

Our resources have indicated that you have a parking violation from 12/17/2015 at SW 89th Avenue, in Gainesville FL at 3:34pm. Please go to our website to obtain more information about the violation and to pay your fine or refute your ticket: < link omitted >

Sincerely,

Susan Smith
Alachua County Traffic Correspondence
2345 Main Street
Gainesville, FL
352 344 5656

Authority + Legal

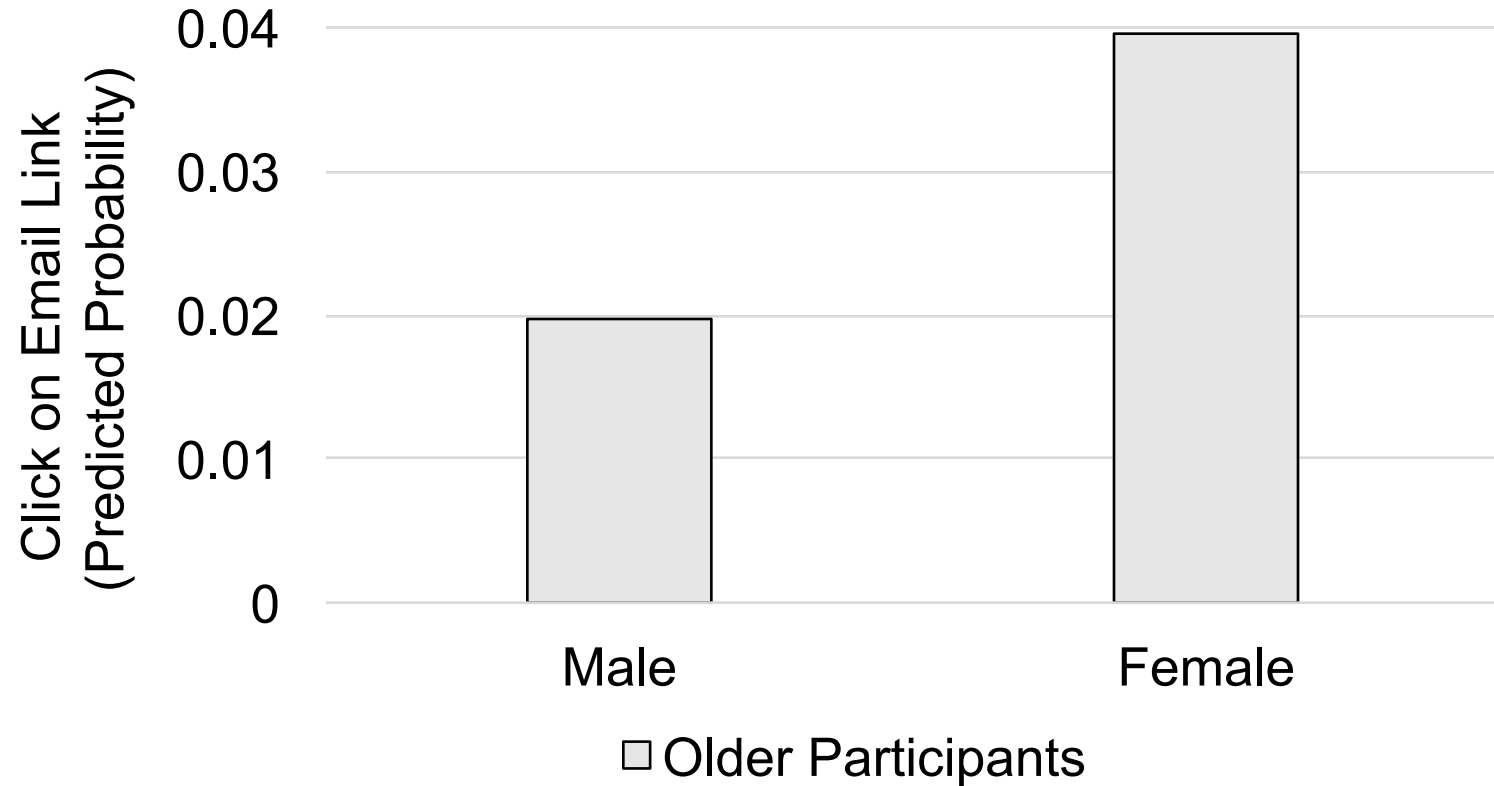
Older adults more susceptible
than younger adults into falling
for a phishing email

Huge effect for older women: the
most susceptible group

$(p < 0.001)$

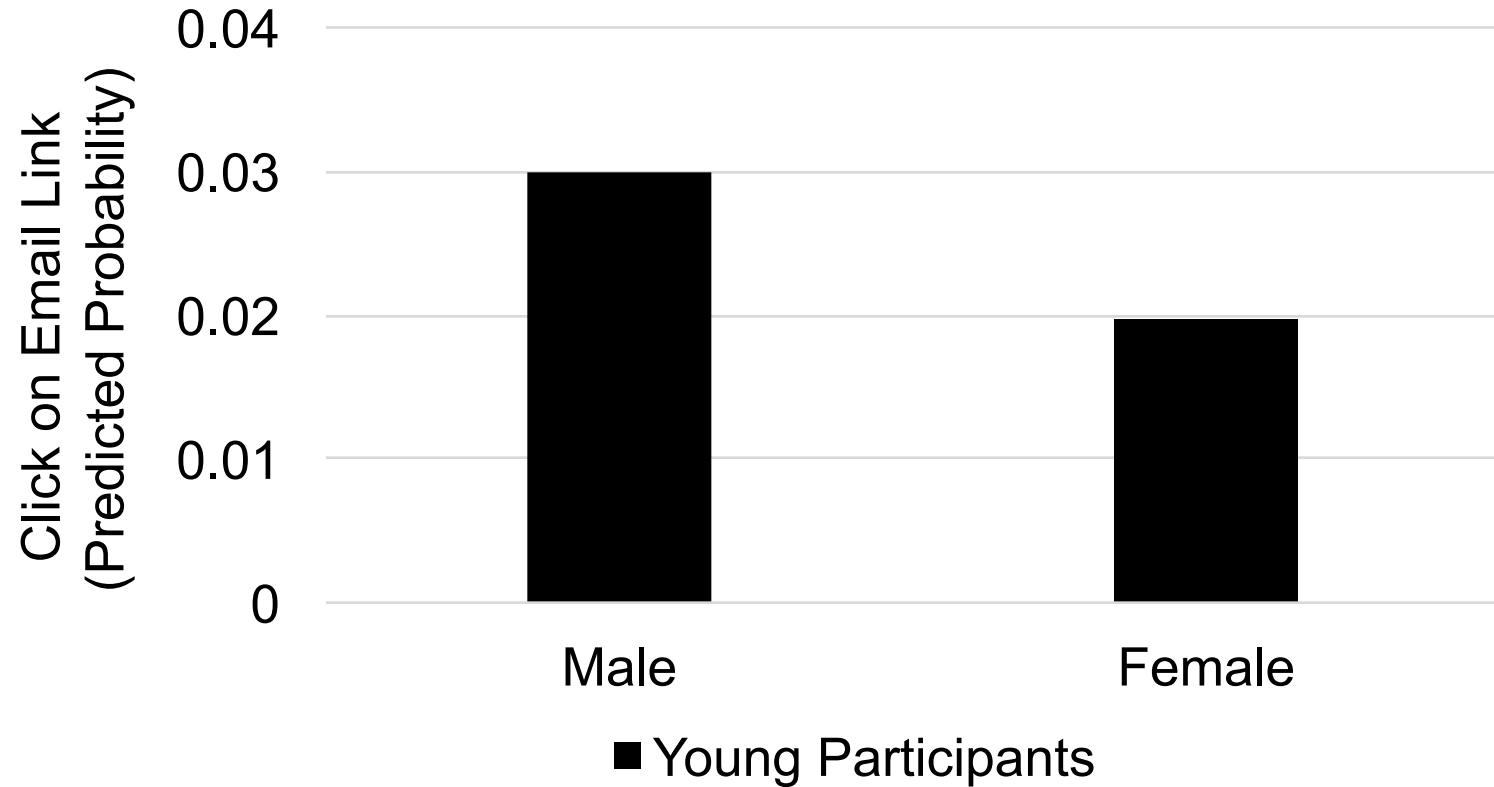


Age x Gender Effect



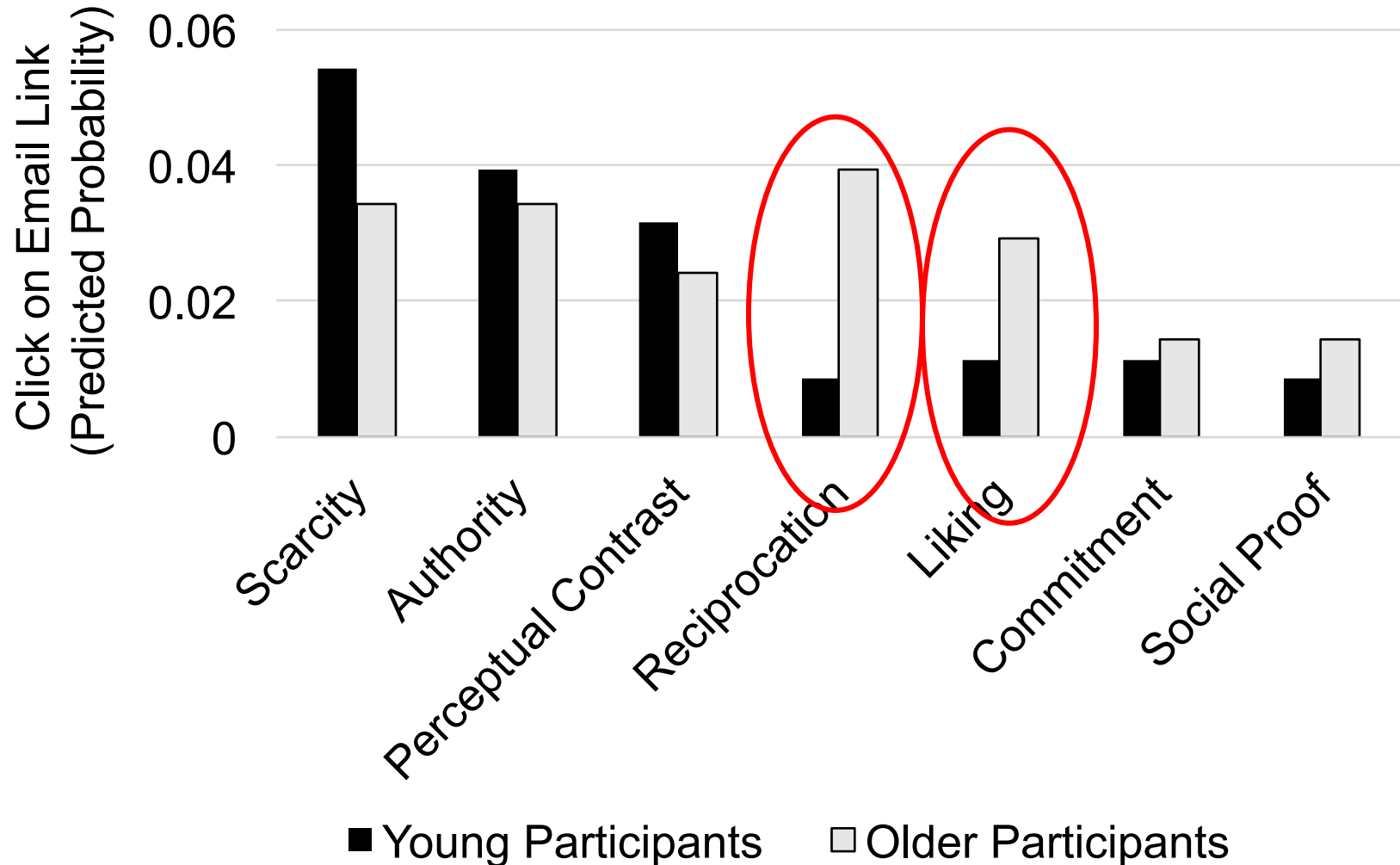
Note. Age x sex: $B = 1.10$, $z = 2.30$, $p = .02$

Age x Gender Effect

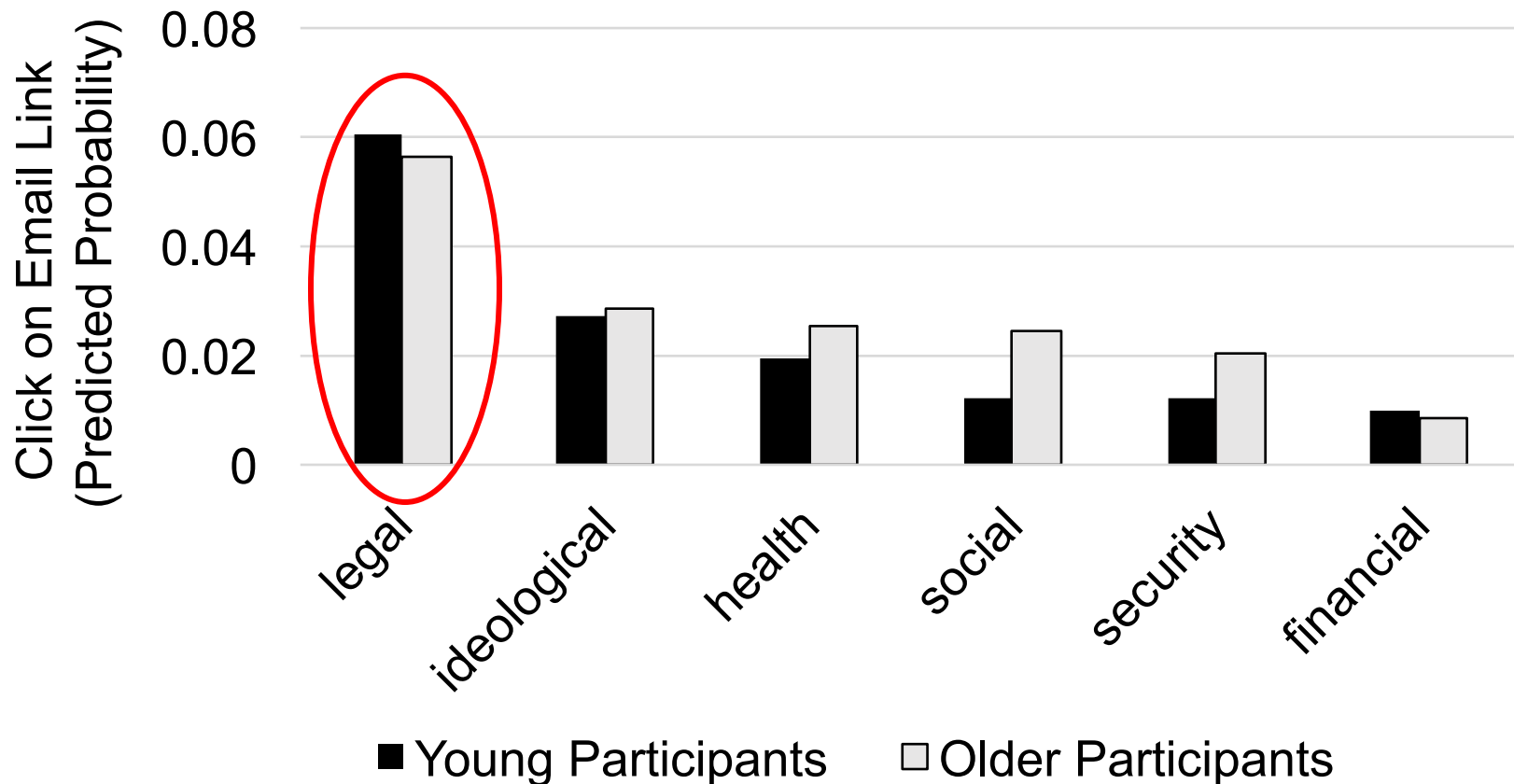


Note. Age x sex: $B = 1.10$, $z = 2.30$, $p = .02$

Weapon of Influence x Susceptibility

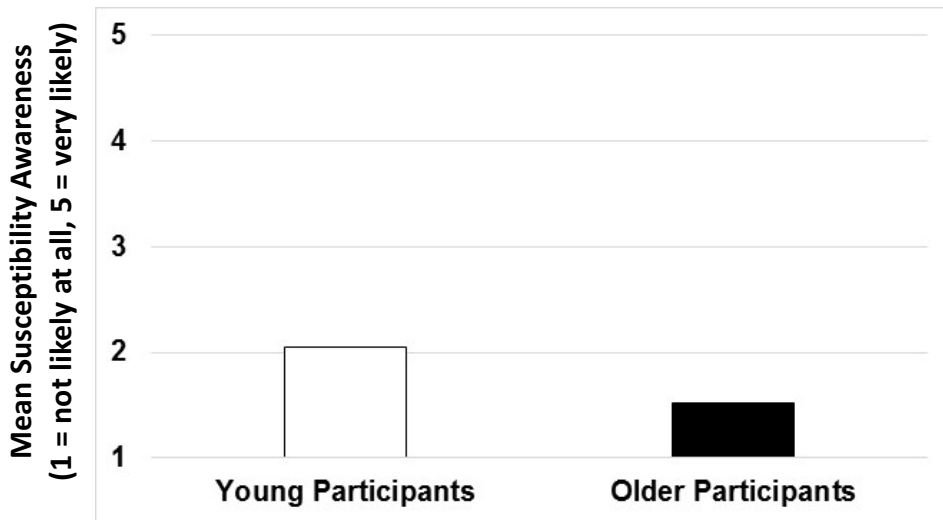


Life Domains x Susceptibility

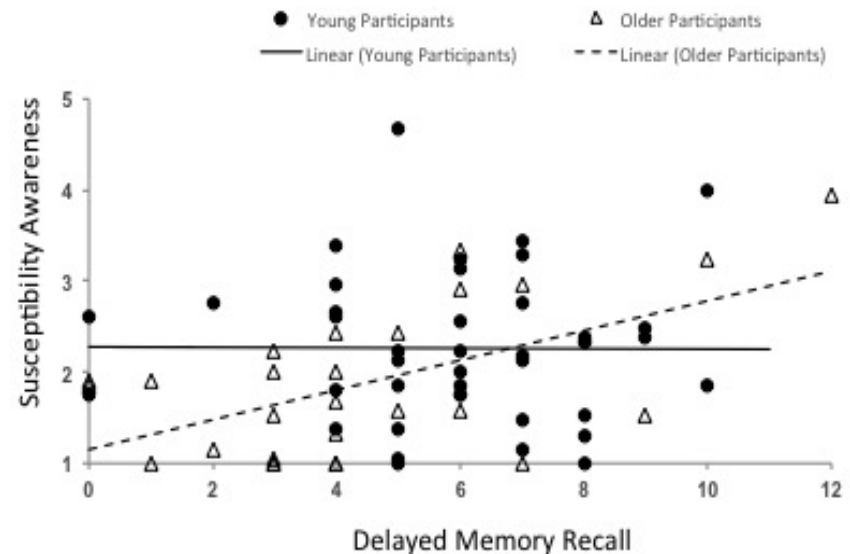


Low Susceptibility Awareness, Particularly Among Older Users and Those with Lower Cognitive Status

How likely would you click on the link in this email?



Note. Age main effect: $p = .08$

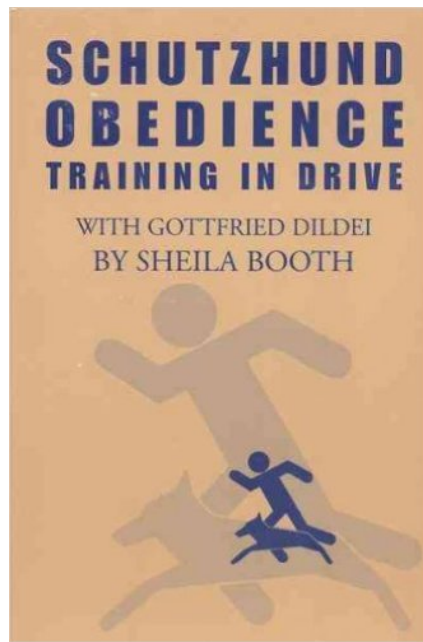


Note. Delayed Memory Recall: $B = .163$, $R^2 = .317$, $p = .002$



Deception







Thank you!

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