

## **Competency: Online Safety**

### *Phishing*

#### **Core Concepts**

**Phishing:** Occurs with electronic communication such as email, websites, or text messaging. It is when someone pretends to be someone or something they are not to acquire your passwords, credit card or bank account information, or other personal information.

**Spam:** Irrelevant or inappropriate messages sent on the Internet to a large number of recipients.

**Identity theft:** When a person acquires and then uses your name (and address, Social Insurance Number) in order to apply for a credit card in your name, purchase products in your name, etc.

#### **Lesson:**

##### Learning intentions:

- You can analyze a fraudulent e-mail or message.
- You will understand the common type of email, social media, and SMS fraud known as “phishing” by reading and discussing the article, “Hacker Lexicon: What Are Phishing and Spear Phishing?”

##### Success Criteria:

- I can discuss the indicators of phishing scams
- I can create a message and storyboard for a public service announcement directed at teens that demonstrates my understanding of phishing.

- **Resources**
  - Classroom blackboard
  - Copies of “Hacker Lexicon: What Are Phishing and Spear Phishing?” <http://www.wired.com/2015/04/hacker-lexicon-spear-phishing/> (one per student)
  - Poster board or large pieces of paper for storyboarding
  - Markers and coloured pencils (enough for groups to share)
  - Copies of Ebay scam: <http://www.snopes.com/inboxer/scams/phishing/ebay.asp>
- **Hook:** Hand out copies of the Ebay scam email.
  - Ask students the following, “If you received this message in your email, what would you do with it? Would you be more inclined to act if you are a regular

user of eBay? What does the URL (link address) tell you about the origin of this message? Do you think it's real? Why or why not?"

- After discussion, inform the students that the email is indeed a scam despite the eBay email address. The link connects with a counterfeit eBay "Security Update" form which asks for various personal information.
- Play the video, "The Internet's Most Wanted: The Phisherman." (1 minute)
  - [https://www.youtube.com/watch?v=U\\_fsC61OXd4&spfreload=10](https://www.youtube.com/watch?v=U_fsC61OXd4&spfreload=10)
- Have students read, "Hacker Lexicon: What Are Phishing and Spear Phishing?" by Kim Zetter
  - What is the name given to phishing scams directed at specific people?
  - What are some ways phishers try to hook unwary recipients, according to the article?
  - According to the article, what are some ways of possibly preventing falling victim to phishing scams?
- Divide students into groups of four. Explain to the groups that they will be responsible for creating a public service announcement to help prevent this type of fraud. The PSA should tips for avoiding becoming a victim.
- Each group will create a storyboard of their PSA. The PSA should address the following.
  - How does this type of fraud work? Give an example.
  - How is this type of fraud spread?
  - What are some ways people can avoid falling victim to this type of fraud?
  - What target population, do you think, most needs to know how to avoid this type of fraud?
  - For this target audience, what is the important "take home" message you have to tell about avoiding this type of fraud? State this "message concept" in one sentence.
  - Design a setting, and populate it with characters and a scenario (drawn from an example of this type of fraud) that dramatizes your "take home" message.
- Reconvene students to discuss their PSAs. They should explain why they chose that particular "take home" message and how it is dramatized in their PSA.

#### **Extension Activity:**

- Watch the following TED talk about phishing
  - TED talk: The sophistication of phishing (18 minutes)  
[https://embed-ssl.ted.com/talks/james\\_lyne\\_everyday\\_cybercrime\\_and\\_what\\_you\\_can\\_do\\_about\\_it.html](https://embed-ssl.ted.com/talks/james_lyne_everyday_cybercrime_and_what_you_can_do_about_it.html)
  - Have students discuss the importance of protecting yourself from phishing.

#### **Sources:**

<http://learning.blogs.nytimes.com/2004/03/25/phishing-tales/>: Clayton DeKorne, The New York Times Learning Network; Yasmin Chin Eisenhauer, The Bank Street College of Education in New York City

<http://www.tdbank.com/wowzone/lessons/Gr9-12Lesson10.pdf>: TD Bank

<http://www.nytimes.com/2011/06/03/technology/03hack.html>

<http://www.wired.com/2015/04/hacker-lexicon-spear-phishing/>