

8-5-2011

## Trends in Phishing Attacks: Suggestions for Future Research

Jeffrey Gainer Proudfoot  
*University of Arizona*, [jproudfoot@cmi.arizona.edu](mailto:jproudfoot@cmi.arizona.edu)

Justin Scott Giboney  
*University of Arizona*, [jgiboney@cmi.arizona.edu](mailto:jgiboney@cmi.arizona.edu)

Ryan M. Schuetzler  
*University of Arizona*, [rschuetzler@unomaha.edu](mailto:rschuetzler@unomaha.edu)

Alexandra Durcikova  
*University of Arizona*, [alex@eller.arizona.edu](mailto:alex@eller.arizona.edu)

Follow this and additional works at: [https://aisel.aisnet.org/amcis2011\\_submissions](https://aisel.aisnet.org/amcis2011_submissions)

---

### Recommended Citation

Proudfoot, Jeffrey Gainer; Giboney, Justin Scott; Schuetzler, Ryan M.; and Durcikova, Alexandra, "Trends in Phishing Attacks: Suggestions for Future Research" (2011). *AMCIS 2011 Proceedings - All Submissions*. 424.

[https://aisel.aisnet.org/amcis2011\\_submissions/424](https://aisel.aisnet.org/amcis2011_submissions/424)

This material is brought to you by AIS Electronic Library (AISeL). It has been accepted for inclusion in AMCIS 2011 Proceedings - All Submissions by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact [elibrary@aisnet.org](mailto:elibrary@aisnet.org).

# Trends in Phishing Attacks: Suggestions for Future Research

## *Research in Progress*

**Jeffrey Gainer Proudfoot**  
University of Arizona  
jproudfoot@cmi.arizona.edu

**Ryan M. Schuetzler**  
University of Arizona  
rschuetzler@cmi.arizona.edu

**Justin Scott Giboney**  
University of Arizona  
jgiboney@cmi.arizona.edu

**Alexandra Durcikova**  
University of Arizona  
alex@eller.arizona.edu

## **ABSTRACT**

One of the most common and costly forms of deception and fraud online is phishing. Due to the ramifications of successful phishing attacks, security experts and researchers seek to better understand this phenomenon. Prior phishing research has addressed the “bait” and “hook” components of phishing attacks, the human-computer interaction that takes place as users judge the veracity of phishing emails and websites, and the development of technologies that can aid users in identifying and rejecting these attacks. Despite the extant research on this topic, phishing attacks continue to be successful as tactics evolve, rendering existing research less relevant. Although numerous tools have been created to aid people in recognizing phishing attacks, users disregard the recommendations of these tools. This paper summarizes the core of phishing research, provides an update on trending attack methods, and proposes future research addressing computer credibility in a phishing context.