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Open Source Intelligence Analysis -- References -- 3 - Viral Influence: Deceptive Computing Attacks Through Persuasion -- Psychological Principles of Influence -- Factors, Sequence, and Timing of Persuasive Communications -- Dual Process Models -- The Yale Information Processing Model -- The Objectives of Persuasive Communications -- Social Influence and Persuasion in Computer-Mediated Communications -- Social Influence Over Computer-Mediated Communications and Digital Platforms -- Adapting Traditional Social Cues Communicator Salience -- Persuasive Technology -- Deceptive Computing Attacks Through Persuasion -- Hoax Virus Communications -- Principles of Persuasion in Hoax Virus Narratives -- Scareware -- Principles of Persuasion in Scareware Attack "Storyboards" -- Tech Support Scams -- Principles of Persuasion in Tech Support Scam "Storyboards" -- Ransomware -- Principles of Persuasion in Ransomware Attacks -- The Future of Viral Influence -- Conclusion -- References -- 4 - Social Dynamics of Deception: Cyber Underground Markets and Cultures -- Social Dynamics in Computer-Mediated Communications -- The Process of Buying and Selling -- Trust Inducing Mechanisms -- Subcultural Norms and the Role of Trust -- No Honor Among Cyber Thieves: Deception Within Underground Markets -- Virtual False Flags -- Sock Puppets -- Persuasive Technology -- Impersonation -- Attacking Trust Within Underground Markets -- References -- 5 - Phishing, Watering Holes, and Scareware -- Phishing -- Watering Hole Attacks (Strategic Web Compromises) -- The Watering Hole Attack Deception Chain -- Passive Misdirection -- Technical Persuasion -- Scareware -- Ransomware -- Social Engineering -- References -- 6 - Seeing is Not Believing: Deceptive Internet Video Communications -- A Bit of History -- One of Photography's Early Deceptions -- Film Fakes -- Video Software and Tools.
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