

The psychology of Fraud, persuasion and scam techniques: understanding what makes us vulnerable

Dove, Martina, author

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Abstrak

The Psychology of Fraud, Persuasion and Scam Techniques provides an in-depth explanation of not only why we fall for scams and how fraudsters use technology and other techniques to manipulate others, but also why fraud prevention advice is not always effective.

Starting with how fraud victimisation is perceived by society and why fraud is underreported, the book explores the different types of fraud and the human and demographic factors that make us vulnerable. It explains how fraud has become increasingly sophisticated and how fraudsters use communication, deception and theories of rationality, cognition and judgmental heuristics, as well as specific persuasion and scam techniques, to encourage compliance. Covering frauds including romance scams and phishing attacks such as advance fee frauds and so-called miracle cures, the book explores ways we can learn to spot scams and persuasive communication, with checklists and advice for reflection and protection.

Featuring a set of practical guidelines to reduce fraud vulnerability, advice on how to effectively report fraud and educative case studies and examples, this easy-to-read, instructive book is essential reading for fraud prevention specialists, fraud victims and academics and students interested in the psychology of fraud.