

SOCIAL ENGINEERING

The clever manipulation
of the natural human
tendency to trust.

**No Assembly
Required**

magikh0e



The Elevator Ride



Who are you?

- People like to know they are talking to a good, honest reliable person that they can trust and perhaps even like, or maybe love...



accountable
communication
devoted
reliable
faithful
respect
dependable
trustworthy
honest
responsible
truthful

Relax

- People can sense a relaxed person.
 - Being relaxed builds trust!
 - First impressions can make or break situations.



Trustworthy or not?



UHH. YEAH. UMM. UH-HUH

- It seems to natural to say, “yup” or “right” or “uh-huh” or with Canadians “eh or I am sorry!”
- The two second rule
 - People unconsciously know when you are not listening to them.



The SIX U's - Nuts and Bolts of Persuasion

- Urgency
- Unique
- Useful
- Ultra-Specific
- User-friendly
- Unquestionable Proof



Desires

- Want a results?!?
 - Satisfy a desire!
- Gut Reflexes
 - Kids should know to never take candy from a stranger!
 - Unless you make the candy super-sweet, the gut reflex will always be rejection initially...



Objections

- Do you know how many times I have been approached to have sex in an elevator?
 - NONE =(
- Gut Objections are common
 - EVERYONE has them!



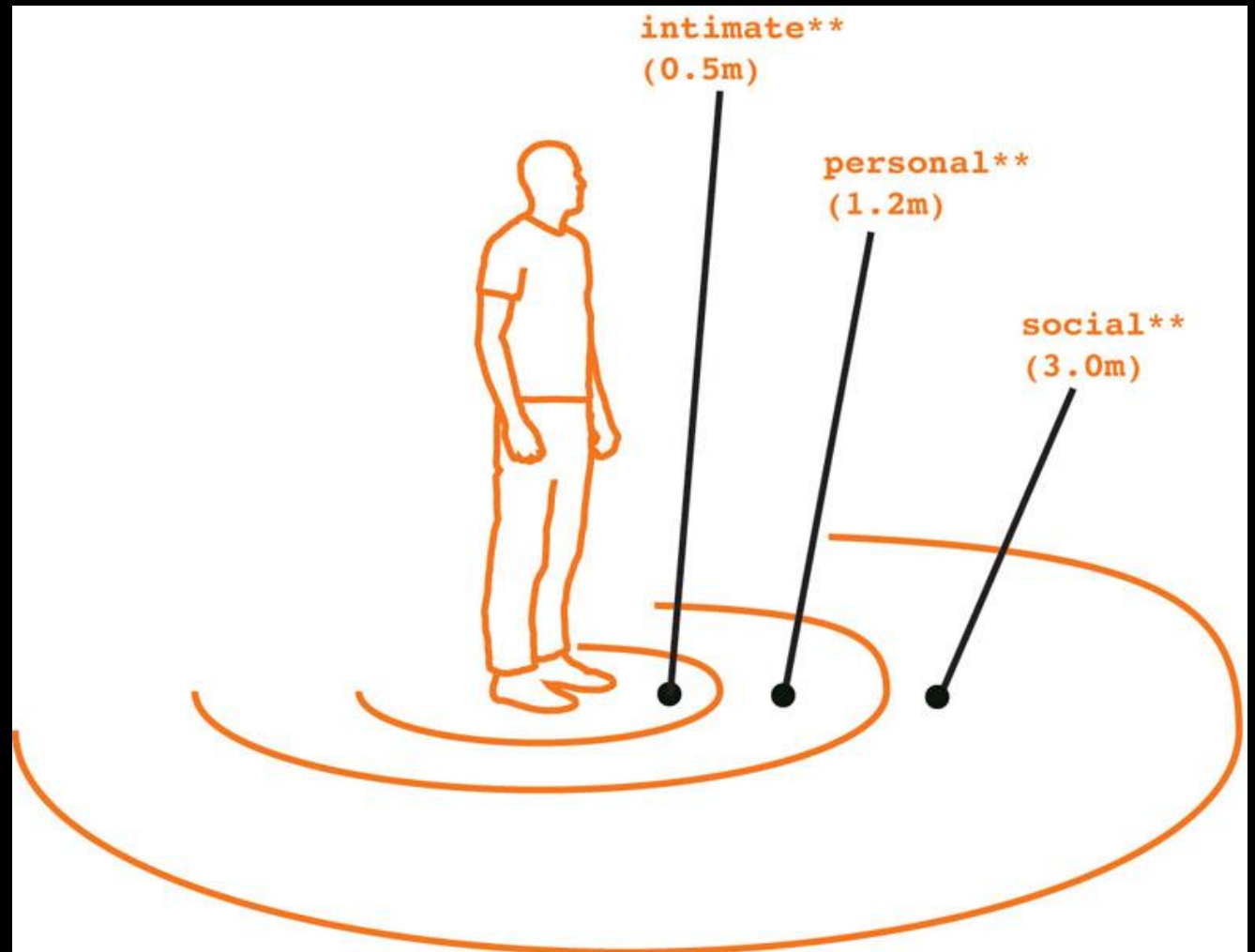
Power of Persuasion

- Humor
 - Very hard to fake!
 - Puts people at ease.
- Most people don't have it!
 - It's not always about persuasion, its about building a connection with the target.



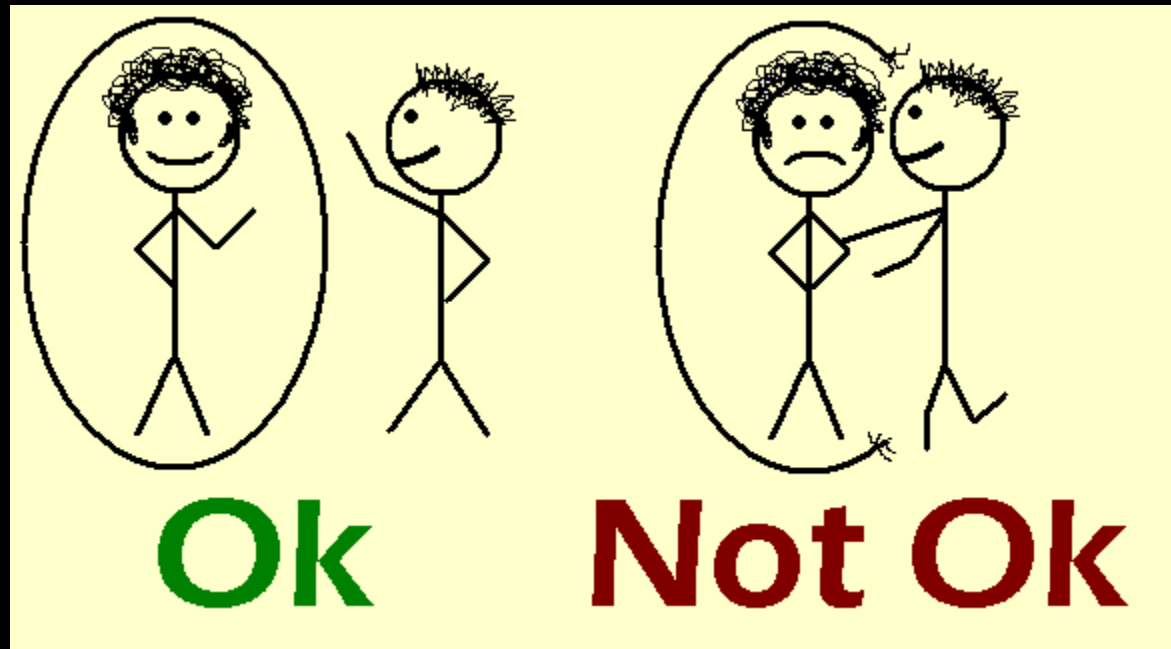
Proxemics

- Intimate
- Personal
- Social
- Public



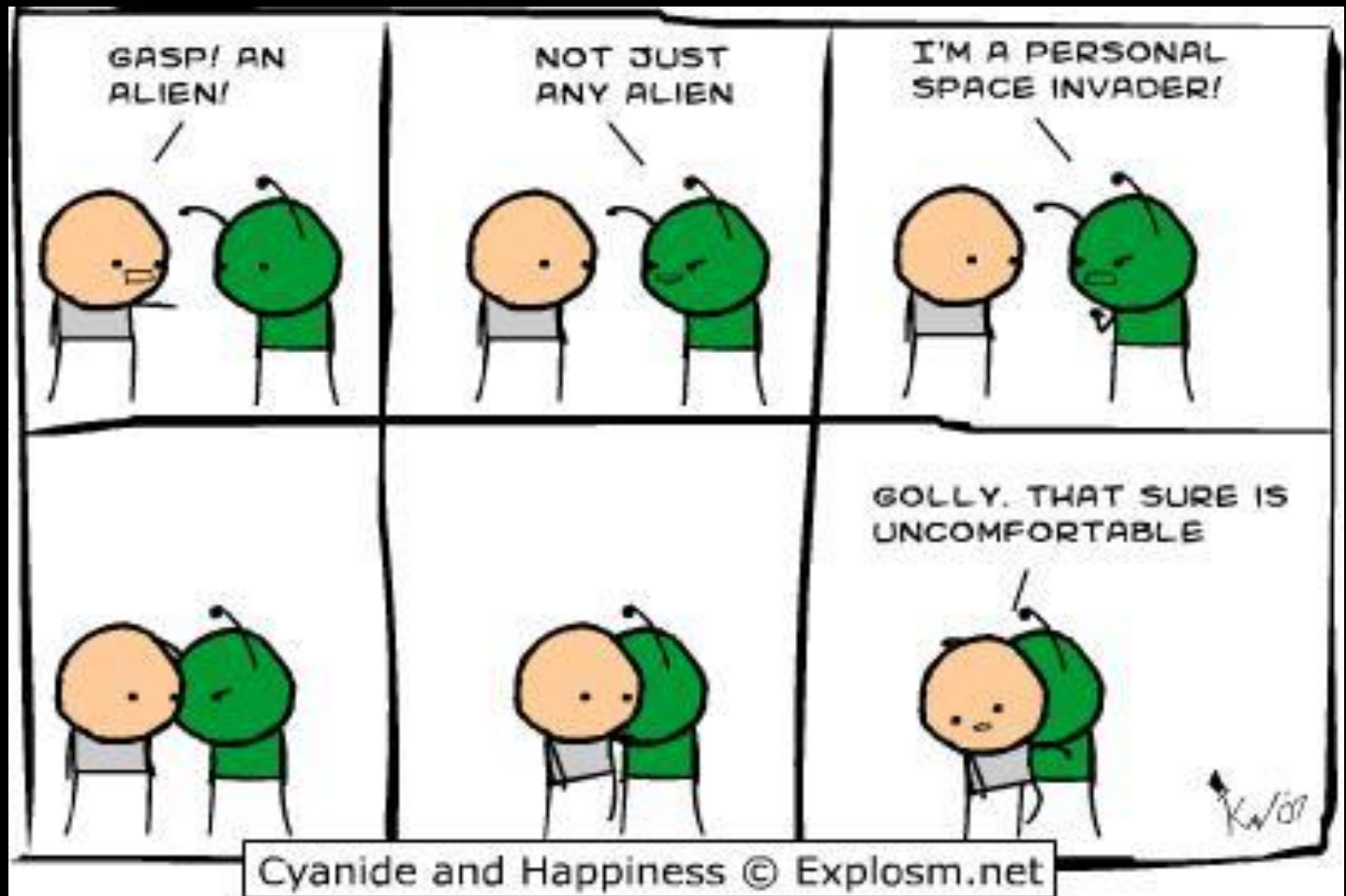
Intimate Space

- 1 handshake away (6 to 18 inches)



Personal Space...Back up please.

- 1 handshake away (1.5 to 4 feet)



Social Space

- About 2 arm lengths away (4 to 12 feet)



Ok

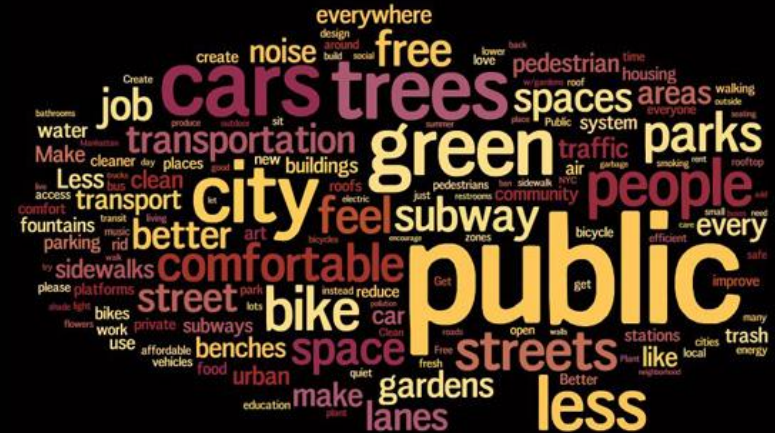


Not Ok



Public Space

- Over 3.6m away (12 to 25 feet)
- The area of space beyond which people will perceive interactions as impersonal and relatively anonymous.



Bypassing the space

- Traversing the levels is like **By**passing a toll bridge
- Context and Plausibility
 - Examples



Techniques

- False assumptions
- Fallacy
- Cognitive biases
- Heuristics in general (mental shortcuts)



How we think and make choices?

- System one

- Operates automatically and quickly, no sense of voluntary control.

- Fast
- Intuitive
- Emotional

- System two

- Slower
- More Deliberate
- More Logical

System two has some ability to change the way System one works



How we think – Intense focusing

Intense focusing on a task can make people effectively blind, even to stimuli that normally would attract attention.

Surge of conscious attention whenever you are surprised.

System two is activated when an event is detected that violates the model of the world that System one maintains.



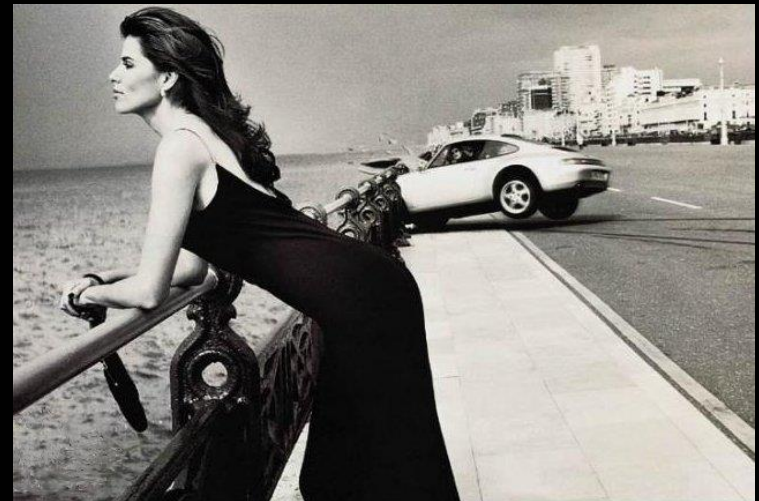
The Busy and The Distracted

TASK: Think of and remember 7 numbers now...

If I had a dollar for everytime I got distracted, I wish I had some ice cream.

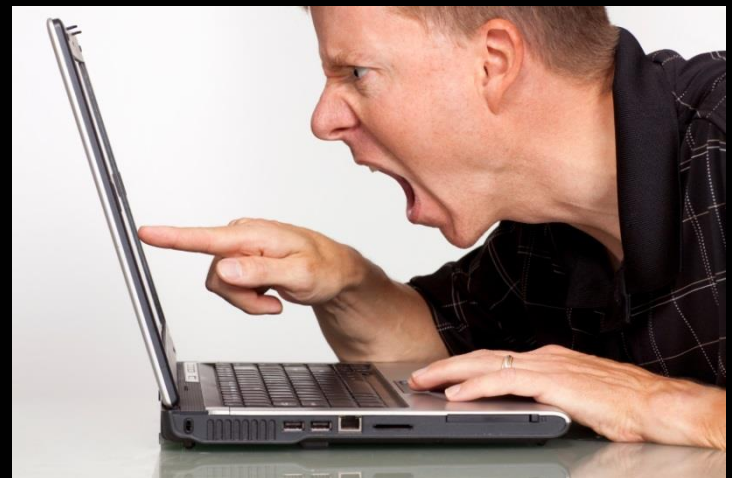


someecards
user card



System one - Fast Thinking

- Seeing and Intuitive thinking



System two - Slow Thinking

$$17 \times 24 = 408$$

math

Word cloud containing various terms related to mathematics and learning, including: get, learning, multiplication, facts, going, better, given, group, great, process, solve, tool, made, even, often, time, creative, names, loved, story, Perhaps, possible, others, exciting, together, connections, never, need, really, just, big, think, want, memorize, chapter, basic, important, play, hope, make, many, learn, Myth, simple, people, kids, right, something, figure, way, count, numbers, analyze, different, patterns, new, debate, memorized, pretty, yet, one, stories, like, school, later, mistakes, yours, enjoy, young, got, possibly, change, some, keep, working, good, give, ideas, teach, see.



The Sins of Representativeness

- On most occasions, people who act friendly, generally are friendly people..
- A professional athlete who is very tall and thin is much more likely to play basketball than football.
- People with a PhD are more likely to subscribe to The New York Times than people who ended their education after high school...



The Sins of Representativeness



Talent and Luck

- Success = talent + luck
- Great success = more talent + a lot of luck



The Illusion of Validity

- System one is designed to jump to conclusions from little evidence.
- Because of WYSIATI, only the evidence at hand counts.
- Because of confidence by coherence, the subjective confidence we have in our opinions reflects the coherence of the story that System one and System two have constructed.



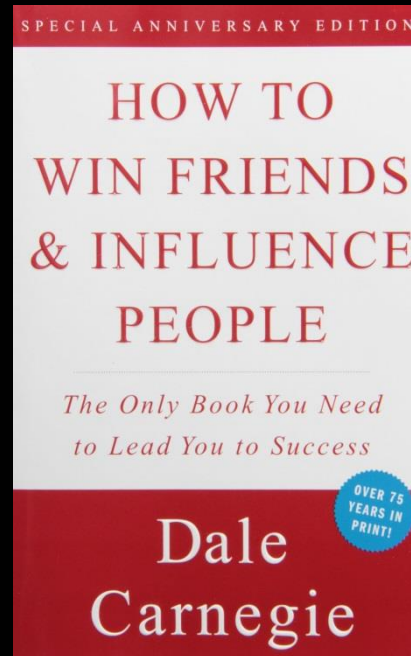
Psychological Backdoors



Psychological backdoors: Liking

1. Liking

- People like to talk about themselves;
Let them!



Psychological backdoors: Reciprocation

2. Reciprocation

- Even when someone does not like you, if they feel they are obliged at owing you something. They usually do.



Psychological backdoors: Authority

3. Authority

- The person asking the questions, is the one in charge of the conversation.

Testers asked odd requests from strangers, with plain clothes and security guard uniforms.

» Complies

42% Street Clothes

92% Security Guard



Psychological backdoors: Credentials

4. Credentials

- Badges, print shops and distracted people!



Blank!

- Left blank intentionally



END

