

Welcome to the NIST Phish Cues Survey

The National Institute of Standards and Technology (NIST) is conducting an anonymous survey to understand how visually observable characteristics of phishing emails impact how people interpret a phishing email. This is your opportunity to help us understand how people decide whether an email is a phish and what visually stands out in phishing emails. Your responses will help NIST to further its research goals on this important cybersecurity issue and its evaluation of phishing awareness training methods. By participating, your contribution will be of great value to both our research efforts at NIST and the cybersecurity awareness training of your organization.

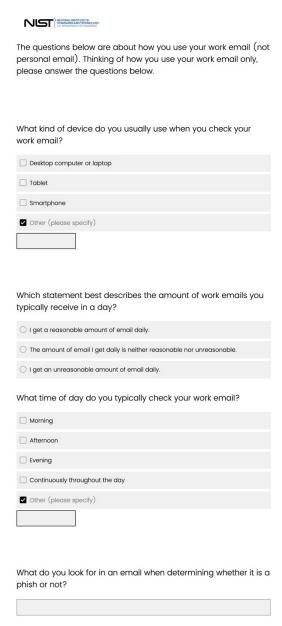
This survey should take no more than 20 minutes to complete. The survey responses are confidential and your information is strictly anonymous. Your participation is voluntary. You may choose to skip any question or quit the survey at any time. If you quit the survey, any answers that have already been provided will be retained. Once the survey is completed and submitted, your answers cannot be withdrawn. The anonymous survey results may be shared publicly. If you have any questions about this study, please contact Shanée Dawkins at shanee.dawkins@nist.gov.

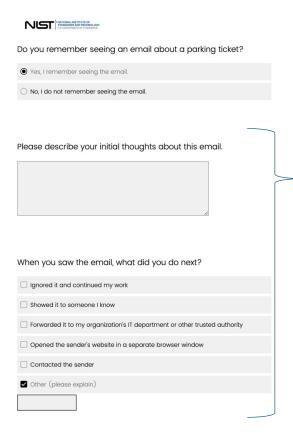
If you have any questions about your rights as a research participant, please contact the NIST Research Protections Office and/or Institutional Review Board at 301-975-5445 or email rpoffice@nist.gov.

OMB Control #0693-0089 Expiration Date: 09/30/2024

A Federal agency may not conduct or sponsor, and a person is not required to respond to, nor shall a person be subject to a penalty for failure to comply with an information collection subject to the requirements of the Paperwork Reduction Act of 1995 unless the information collection has a currently valid OMB Control Number. The approved OMB Control Number for this information collection is 0693-0089. Without this approval, we could not conduct this survey/information collection. Public reporting for this information collection is estimated to be approximately 15 minutes, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the information collection. All responses to this information collection are voluntary. Send comments regarding this burden estimate or any other aspect of this information collection, including suggestions for reducing this burden to the National Institute of Standards and Technology at: 100 Bureau Drive, Attn: Shanée Dawkins.

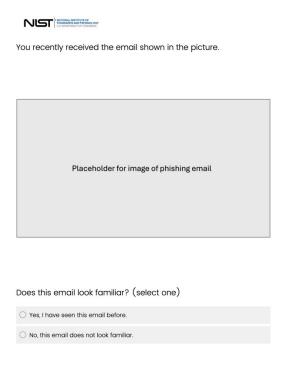
I understand that by clicking "Next", I am choosing to take part in this research study voluntarily.





The wording of this question ("parking ticket") is conditional. The subject of the email depends on the email template the participant receives

These questions are conditional – whether participants are asked or not depends on the participant's responses to earlier questions.



This page is conditional – whether participants are asked this question or not depends on the participant's responses to earlier questions.

Placeholder images throughout this file are dependent on the email template the participant

How much of the email did you read before deciding it la

I only looked at the header of the email.

O I only glanced at or skimmed the contents of the email

O I fully read or inspected the email.

Please explain why you thought the email's header looker

How many suspicious things did you notice about the en

header? Move the slider to the number of suspicious thin

Please list the suspicious things you noticed about the er

These questions are Did you notice anything unusual about the email? Yes, I thought the email looked suspicious. conditional - whether No, I thought the email looked legitimate. participants are asked these questions or not depends on the Did you notice anything unusual about the email? participant's responses to Yes, I thought the email looked suspicious. earlier questions. No, I thought the email looked legitimate. How much of the email did you read before deciding it looked How much of the email did you read before deciding it looked suspicious? O I only looked at the header of the email. O I only looked at the header of the email. O I only glanced at or skimmed the contents of the email Please explain what about the email looked suspicious. Please explain what about the email looked suspicious. How many suspicious things did you notice about the How many suspicious things did you notice about the email? Move the slider to the number of suspicious things you email? Move the slider to the number of suspicious things you Please list the suspicious things you noticed about the email. Please list the suspicious things you noticed about the email.

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questions below:

You recently received the email shown in the picture. Thinking back to when you first saw the email, please respond to the

Placeholder for image of phishing email

Page 4



These questions are conditional – whether participants are asked these questions or not depends on the participant's responses to earlier questions

How much of the email did you read before deciding it looked egitimate?	How much of the email did you read before deciding it looked legitimate?	How much of the email did you read before deciding it looked legitimate?
I only looked at the header of the email.	O I only looked at the header of the email.	i only looked at the header of the email.
I only glanced at or skimmed the contents of the email	I only glanced at or skimmed the contents of the email	1 only glanced at or skimmed the contents of the email
I fully read or inspected the email.	ifully read or inspected the email.	I fully read or inspected the email.
Please explain why you thought the email's header looked egitimate.	Please explain why you thought the email looked legitimate.	Please explain why you thought the email looked legitimate.
	you notice anything unusual about the email?	These questions are conditional – whether participants are asked
	res, I thought the email looked suspicious.	these questions or not
0	No, I thought the email looked legitimate.	depends on the
•	Neither suspicious nor legitimate	participant's responses to
		earlier duestions
How much of the email did you read before moving on?	How much of the email did you read before moving on?	
I only looked at the header of the email.	I only looked at the header of the email.	How much of the email did you read before moving on?
i only glanced at or skimmed the contents of the email	I only glanced at or skimmed the contents of the email	in only looked at the header of the email.
O I fully read or inspected the email.	i fully read or inspected the email.	I only glanced at or skimmed the contents of the email Ifully read or inspected the email.
Please explain why you thought the email's header looked neither suspicious nor legitimate.	Please explain why you thought the email looked neither suspicious nor legitimate.	Please explain why you thought the email looked neither suspicious nor legitimate.

										p o	arti	cip gric	ant d qu	re	ce
How many of the fol	lowing	a, if any	v, did v	ou noti	ce in th	ne emo	ail?	How many of the fo	ollowin	g, if an	y, did y	ou not	ice in tl	he em	ail?
,		, ,					ľm not		0	1	2	3	4	5	ľm
Links where the text did not	0	1	2	3	4	5	sure	Imitation of well-known branding or logos	0	0	0	0	0	0	(
match the URL Links that appeared to be	0	0	0	0	0	0	•	Out-of-date branding or logos from well-known	0	0	0	0	0	0	(
from well-known websites Attachments	0	0	0	0	0	0	0	brands Content or formatting that							
Other suspicious things you noticed in the email (please	0		0		0		0	appeared to be unprofessional	0	0	0	0	0	0	(
specify)	0	0	0	0	0	0	0	Unexpected security icons or text.	0	0	0	\circ	0	\circ	(
								Other suspicious things you noticed in the email (please specify)	0	0	0	0	0	0	(
How many of the fol	llowing	g, if any	y, did y	ou not	ice in tl	he em	ail?	How many of the fo	llowing	g, if any	, did y	ou noti	ce in th	ne emo	?lic
	0	1	2	3	4	5	I'm not sure		0	1	2	3	4	5	ľm su
Legal language like copyright information.	0	0	0	0	0	0	0	Spelling errors	0	0	0	0	0	0	
disclaimers, etc.	Ü							Grammar errors Inconsistencies within the	0	0	0	0	0	0	
Details unrelated to the email's message Requests for sensitive or	0	0	0	0	0	0	0	emails message, sender's information, and/or attachments	0	0	0	0	\circ	0	
personal information	0	0	0	0	0	0	0	Other suspicious things you							
Pressure or urgency to do something quickly	0	0	0	0	0	0	0	noticed in the email (please specify)	0	0	0	0	0	0	
Threats of consequences for not doing something	0	0	0	0	0	0	0								
Other suspicious things you noticed in the email (please specify)	0	0	0	0	0	0	0								
How many of the fo	ollowin	ng, if ar	ny, did	you no	tice in	the en	nail?								
	0	1	2	3	4	5	I'm not sure								
Requests to help, contribute, or donate to others	0	0	0	0	0	0	0								
Offers that appeared too good to be true	0	0	0	0	0	0	0								
Suggestions that something special was just for you	0	0	0	0	0	0	0								
Offers granted only for a limited time	0	0	0	0	0	0	0								
Other suspicious things you noticed in the email (please specify)	0	0	0	0	0	0	0								

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questions below.

Now we will ask you questions about specific parts of the email. Thinking back to when you first saw the email, please answer the

Placeholder for image of phishing email

Page 5 OR Page 6 is asked to the participant, depending on their previous survey responses. All questions on pages 5 and 6 are conditional unless otherwise noted.

For pages 5 and 6, the grid questions below the placeholder image are conditional – whether they are asked or not depends on the email template the participant receives. Only one grid question will be

Now we will ask you may not be present		ns about thing	s that may or
How many of the fol	lowing, if any, c	do you notice ir	the email?
	0	1	I'm not sure
Email's sender name does not match their email address	0	0	0
Email's sender address appears to be from a well-known website	0	0	0
s the email missing O Yes, I noticed. (please		iding or logos?	
O No, I didn't notice.			
O No, this is not in the en	nail.		
O I'm not sure.			
How many of the	following, if o	iny, do you no	otice in the email?
informal greeting Email is not personalized for you	0	0	0
Body of the email is missing the sender's name or contact information	0	0	0
How many of the	following, if c	iny, do you no	otice in the email?
How many of the			

For pages 5 and 6, these questions are also conditional – whether they are asked or not depends on the email template the participant

match the URL" in the email. Please list them below.
How easy or difficult was this email to recognize as a phishing email because of the "Links where the text did not match the URL" that you noticed in this email?
O It was not difficult to recognize this email as a phishing email.
O It was moderately difficult to recognize this email as a phishing email.
O It was very difficult to recognize this email as a phishing email.

For pages 5 and 6, the wording of these questions is conditional. For each item in the first grid question, these questions are asked depending on participant responses.

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Please indicate how applicable the email was to your responsibilities at work, if at all:	
The email had no applicability to my work responsibilities.	
The email had low applicability to my work responsibilities.	
The email had moderate applicability to my work responsibilities.	
The email had significant applicability to my work responsibilities.	
The email had extreme applicability to my work responsibilities.	
What type of device were you using when you first saw the email?	
O Desktop computer or laptop	
○ Tablet	
○ Smartphone	
O Don't remember	
Other (please specify)	

For pages 5 and 6, these questions are asked to all participants and are not conditional.

NIST MONEMULES

Using the screen capture of the email shown, please respond to the following questions.

Placeholder for image of phishing email

Now we will ask you further questions about things that may or may not be present in the email.

Page 5 OR Page 6 is asked to the participant, depending on their previous survey responses.

The skip logic and branching is identical to page 5. The only difference between page 5 and page 6 is the wording

Page 6

How many of the following, if any, do you notice in the email?

	020		0.00		17520	1120	ſm not			0	6	2	3	4	5	îm not sure
	0		2	3	4	5	sure	Spelling a	errors	0	0	0	0	0	0	0
Links where the text does not match the URL	0	0	0	0	0	0	0	Gramma		0	0	0	0	0	0	0
Links that appear to be from well-known websites	0	0	0	0	0	0	0	message	encies within the email's e, sender's information, ettachments	0	0	0	0	0	0	0
Attachments	0	0	0	0	0	0	0		spicious things you							
Other suspicious things you notice in the email (please specify)	0	0	0	0	0	0	0	notice in its specify)	the email (please	0	0	0	0	0	0	0
How many of the follow	wing, i	if any,	do yo	u notic	ce in th	ne em	ail?	How ma	any of the follow	ving, if	any, a	do you	ı notic	e in th	e emo	?lic
	0	1	2	3	:4	5	I'm not sure			0	1	2	3	4	5	ſm
imitation of well-known branding or logos	0	0	0	0	0	0	0	Requests t donate to	to help, contribute, or others	0	0	0	0	0	0	(
Out-of-date branding or logos from well-known brands	0	0	0	0	0	0	0	Offers that be true	t appear too good to	0	0	0	0	0	0	(
Content or formatting that appear to be unprofessional	0	0	0	0	0	0	0		ns that something just for you	0	0	0	0	0	0	(
Unexpected security icons or text.	0	0	0	0	0	0	0	Offers gran	nted only for a limited	0	0	0	0	0	0	(
Other suspicious things you notice in the email (please specify)	0	0	0	0	0	0	0	Other susp	picious things you he email (please	0	0	0	0	0	0	(
How many of the follow	ing, if	any, d	o you	notice	in the	emai	1?									
	0	ĺ.	2	3	4	5	fm not sure									
Legal language like copyright information, disclaimers, etc.	0	0	0	0	0	0	0									
Details unrelated to the email's message	0	0	0	0	0	0	0									
Requests for sensitive or personal information	0	0	0	0	0	0	0									
Pressure or urgency to do something quickly	0	0	0	0	0	0	0									
Threats of consequences for not doing something	0	0	0	0	0	0	0									
Other suspicious things you notice in the amail (please specify)	0	0	0	0	0	0	0									

How many of the following, if any, do you notice in the email?

	Now we will ask you t may not be present i		ns about things	that may or
	How many of the following	owing, if any, a	do you notice in	the email?
		0	1	I'm not sure
	Email's sender name does not match their email address	0	0	0
	Email's sender address appears to be from a well-known website	0	0	0
	Is the email missing	expected brar	nding or logos?	
	Yes, I noticed. (please	describe)		
	O No, I didn't notice.			
	O No, this is not in the em	ail.		
	○ I'm not sure.			
	How many of the	e following, if	any, do you no	otice in the email?
	Email is missing an appropriate formal or informal greeting	0	0	0
Please inc responsib	Email is not personalized for you	0	0	0
○ The emo	Body of the email is missing the sender's name or contact information	0	0	0
○ The emo				
○ The emo	How many of the	following, if	any, do you no	otice in the email?
		0	1	I'm not sure
O The emo	Email appears to be work-related	0	0	0
O The emo	Email appears to be from a friend, colleague, boss, or known authority	0	0	0



Previously, we asked about the specific email used for this training exercise. Now, the questions below ask more broadly about emails you typically receive at work.

What is your level of confidence in identifying an email as a phishing email because of the following?

	No confidence	Low confidence	Neither high nor low confidence	High confidence	Extremely high confidence
Imitation of well- known branding or logos.	0	0	0	0	0
Out-of-date branding or logos from well- known brands.	0	0	0	0	0
Content or formatting that appears to be unprofessional.	0	0	0	0	0
Unexpected email security icons or text.	0	\circ	0	0	0
Missing expected branding or logos.	0	0	0	0	0

	Extremely unlikely	Unlikely	Neither likely nor unlikely	Likely	Extremely likely
Imitation of well- known branding or logos.	0	0	0	0	0
Out-of-date branding or logos from well- known brands.	0	0	0	0	0
Content or formatting that appears to be unprofessional.	0	0	0	0	0
Unexpected email security icons or text.	0	\circ	0	\circ	\circ
Missing expected branding or logos.	0	0	\circ	0	0



Previously, we asked about the specific email used for this training exercise. Now, the questions below ask more broadly about emails you typically receive at work.

What is your level of confidence in identifying an email as a phishing email because of the following?

	No confidence	Low confidence	Neither high nor low confidence	High confidence	Extremely high confidence
Legal language like copyright information, disclaimers, etc.	0	0	0	0	0
Details unrelated to the email's message.	0	0	0	0	0
Requests for sensitive or personal information.	0	0	0	0	0
Pressure or urgency to do something quickly.	0	0	0	0	\circ
Threats of consequences for not doing something.	0	0	0	0	0
Missing an appropriate formal or informal greeting.	0	0	0	0	0
Not personalized for you.	0	\circ	\circ	0	0
Body of email missing email sender's name or contact information.	0	0	0	0	0

	Extremely unlikely	Unlikely	Neither likely nor unlikely	Likely	Extremely likely
Legal language like copyright information, disclaimers, etc.	0	0	0	0	0
Details unrelated to the email's message.	0	0	0	0	0
Requests for sensitive or personal information.	0	0	0	0	0
Pressure or urgency to do something quickly.	\circ	0	0	\circ	\circ
Threats of consequences for not doing something.	0	0	0	0	0
Missing an appropriate formal or informal greeting.	0	0	0	0	0
Not personalized for you.	0	\circ	\circ	\circ	\circ
Body of email missing email sender's name or contact information.	0	0	0	0	0

Previously, we asked about the specific email used for this
training exercise. Now, the questions below ask more broadly
about emails you typically receive at work.

What is your level of confidence in identifying an ema	il as	a
phishing email because of the following?		

	No confidence	Low confidence	Neither high nor low confidence	High confidence	Extremely high confidence
Spelling errors.	0	0	\circ	0	0
Grammar errors.	0	0	0	0	0
Inconsistencies within the email's message, sender's information, and/or attachments.	0	0	0	0	0

	Extremely unlikely	Unlikely	Neither likely nor unlikely	Likely	Extremely likely
Spelling errors.	\circ	0	0	0	\circ
Grammar errors.	\circ	\circ	\circ	\circ	0
Inconsistencies within the email's message, sender's information, and/or attachments.	0	0	0	0	0

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Previously, we asked about the specific email used for this training exercise. Now, the questions below ask more broadly about emails you typically receive at work.

What is your level of confidence in identifying an email as a phishing email because of the following?

	No confidence	Low confidence	Neither high nor low confidence	High confidence	Extremely high confidence
Requests to help, contribute, or donate to others.	0	0	0	0	0
Offers that appear too good to be true.	0	0	0	\circ	0
Suggestions that something special is just for you.	0	0	0	0	0
Offers granted only for a limited time.	0	\circ	0	\circ	\circ
Email appears to be work-related.	0	0	0	\circ	0
Email appears to be from a friend, colleague, boss, or known authority.	0	0	0	0	0

	Extremely unlikely	Somewhat unlikely	Neither likely nor unlikely	Somewhat likely	Extremely likely
Requests to help, contribute, or donate to others.	0	0	0	0	0
Offers that appear too good to be true.	\circ	\circ	\circ	0	0
Suggestions that something special is just for you.	0	0	0	0	0
Offers granted only for a limited time.	0	0	0	0	0
Email appears to be work-related.	0	0	0	0	0
Email appears to be from a friend, colleague, boss, or known authority.	0	0	0	0	0

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What is your job title?					
Which job type listed below best fits your day-to-day responsibilities?					
Administrative support: Provide general clerical and coordination support for the business aspects of the organization.					
Mission-based: Central to the mission and goals of the organization.					
Facilities support in the field: To provide protection, safety, maintenance, construction, repair or installation of facilities, grounds, infrastructure, equipment and/or vehicles.					
Facilities support in the office: Plan, design, direct, or organize activities related to the protection, safety, maintenance, construction, repair or installation of facilities, grounds, infrastructure, equipment, and/or vehicles.					
 Legal: To ensure organizational legal and regulatory compliance and/or provide legal counsel. 					
Management: Provide directorial-level administrative decisions that affect the organization and envision, develop, and recommend higher-level managerial and administrative initiatives, programs, and policies.					
Organizational support: Advise on, administer, or perform work that requires knowledge of both business and trade practices.					
Other (please specify)					
Please provide any last thoughts, comments, or observations about phishing emails that you would like to share with us.					

When a participant hovers over a response option, examples of the job type will be displayed:

- Administrative support-For example, timecard tracking, travel and expense report preparation, or meeting planning
- Mission-based-For example, an instructor, scientist, researcher, or salesperson
- Facilities support in the field-For example, security guard, janitorial staff or groundskeeper
- · Facilities support in **the office**-For example, a facilities manager or security captain
- Legal-For example, general counsel
- Management-For example, Chief Executive Office, Director, or Department Chair
- Organizational **support**-For example, grants and contracts, employee relations, finance, public affairs,