

Real vs fake websites

Audrey Gyane

Old Dominion University

Cybersecurity and Social Science 201s

Professor Matthew Umphlet

Feb 21, 2024

Question: Can you spot three fake websites and compare the three fake websites to three real websites, plus showcase what makes the fake websites fake?

The first website that I am going to analyze is Tiffany & co. The first thing I can tell that is different is the set up of the websites. First I will be talking about the real website. The real website shows a person showcasing some products so others can see how it looks on a real person. It also shows fun facts or history about each product or the company in general. It gives information on why Tiffany is better than other places to get jewelry. The website also tries to tell a story while you are looking for your preferred jewelry items. It displays some of the jewelry in detail with close up pictures. The fake one starts off showing the storefront. The next thing we see is their sales. As we scroll it starts to show products. It keeps showing products and has a load more signs. The fake also seems to show that they are more focused on deals. Most products are displayed on the front page of the website, which does not make you want to explore the website. Even the font is different which makes the quality of the website better or worse. These specific things help identify real from fake.

The second website is Hoka. The real website has a lot of color. It shows a diversity of people wearing it. It also shows people doing different types of exercises in it. As you scroll it tells you more about the shoes. It gives you different types of shoes for different activities that most people do that need this type of shoe. Also shows in person stores you can get a pair in. The first thing that stands out from the fake one is that the display slide show has pictures that are cut off. The front page does not go into as much depth about the sneakers like the real one does. Most of the shoes are on sale opposed to the real one. It also has limited categories. The email at the bottom also looks questionable. The details aid in reminding me the real from the fake.

The last website is Myfaceboxer. The real one is more zoomed out. It only shows boxers because that is what they are supposed to be selling. It displays different types of underwear they offer. The fake one starts off with a slide show. Everything is a bigger font, even the pictures. It shows you the steps on how to do it. As you continue to scroll it has different categories. It shows that it is not just boxers they sell. It also shows what customers say about the products. Their reviews tend to repeat themselves in some way. That's how it shows differences.

Cited

Best sellers. Tiffany & Co Outlet Shop. (n.d.). <https://tiffanycoshop.com/>

Cushioned Running Shoes & Performance Wear: Hoka®. Cushioned Running Shoes & Performance Wear | HOKA®. (n.d.).

Cushioned Running Shoes & Performance Wear: Hoka®. Cushioned Running Shoes & Performance Wear | HOKA®. (n.d.-a).

https://www.hoka.com/en/us/?utm_source=google&utm_medium=ppc_brand&gad_source=1&gclid=CjwKCAiA29auBhBxEiwAnKcSqo3ZaTxNa651UG1R82f-MpYSyLJRHknVe8wb2rUcyY5Y6smKWDhKKBoCuzYQAvD_BwE&gclsrc=aw.ds

Onlinehokasale.com. (n.d.). *Onlinehoka.* OnlineHoka. <https://onlinehokasale.com/>

Raath, S. (2023, December 20). *List of scam websites to avoid in 2024: ExpressVPN blog.* Home of internet privacy.

<https://www.expressvpn.com/blog/list-of-scam-shopping-websites/>

Sign Up for emails, offers and updates. (n.d.). *Custom face boxers, custom face underwear, put any face on underwear.* MyFaceBoxer.

https://www.myfaceboxer.com/?gad_source=1&gclid=CjwKCAiA29auBhBxEiwAnKcSqlHeVoFvdxoCHstuhYTss9FOXend3TGj6sZZTmOrUMoY-dE0vf8h9xoC_LEQAvD_BwE

Sign Up for emails, offers and updates. (n.d.-a). *Custom face boxers, custom face underwear, put any face on underwear.* MyFaceBoxer.

https://www.myfaceboxer.com/?gad_source=1&gclid=CjwKCAiA29auBhBxEiwAnKcSql

HeVoFvdxoCHstuhYTss9FOXend3TGj6sZZTmhttps%3A%2F%2Fwww.myfaceboxer.co
m%2Fcollections%2Fface-boxer%3Fpage

Tiffany & Co.. US | luxury jewelry, gifts & accessories since 1837. (n.d.).

<https://www.tiffany.com/>