

### Journal Entry 3

Countless statistics are suggesting that fake websites are becoming a growing issue. It has been estimated around twenty thousand are created daily to target individuals. The biggest issue arises when they look completely legitimate and users fall for it. With the use of AI, it is extremely easy to replicate a popular website that is not the real thing. Internet deception has been around since the creation of the internet and the way of constructing it has only got better. The main goal of these deceptive websites is to access information and data from them. If a user falls victim to using one it will lead to their data being compromised. There have been patterns that allow users to identify if a website is fake or not. The following listed by Grazioli and Sirkka L. Jarvenpaa in their studies about this topic is creating what appears to be a legitimate persona, accessing information about victims through social media to gain connections, changing online identities as needed, and finally making websites look legitimate. If we were to survey individuals about what makes a side-by-side comparison between two nearly identical websites most people would argue that they are both the same site. Handcrafting websites are not as common as they used to be, so mistakes like added or missing characters are rare but still do occur. The only difference between the two could be an added space character in a spot without text so no one realizes it at first glance or even after using the said website for a while until they do further research.

WordPress site: <https://sites.wp.odu.edu/clarencekimbrelljr/2022/02/24/fake-websites/>