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Week 6 – Journal Entry

In this journal article there are several examples of fake websites. At just a glance of the website for the Bank of America example it is very hard to spot just from the landing page. This is also similar of the eBay fake website example also. These landing pages both share logo’s, similar formatting and more. The third I found most interesting was the willemfinservices.net. All three of these pages look very real.

Upon comparing the Bank of America example, the fake website is easily found the URL address. This is also painfully clear with the eBay example; it shows a Google pages URL! The third site has a few giveaways in its URL also. The .net address is the first giveaway, the shorthand spelling of “finservices” and not financial services sets off alarms for me. A step further would be searching for FDIC disclaimers or copyrights that are required to be listed by real financial institutions.

**Source**

Abbasi, A., Zhang, Z., Zimbra, D., Chen, H., & Nunamaker, J. F. (2010). Detecting Fake Websites: The Contribution of Statistical Learning Theory. *MIS Quarterly*, *34*(3), 435–461. https://doi.org/10.2307/25750686