

# What are the human traits that criminals exploit?

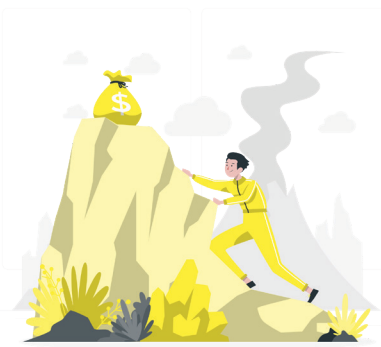
## Trust and authority

Trust and authority are key to human behaviour. People tend to follow instructions from familiar or respected sources like employers, banks, or government agencies. Criminals exploit this by impersonating trusted figures to gain access to sensitive information.



## Greed and curiosity

Greed and curiosity are natural traits driven by the desire for reward and knowledge. Greed attracts people to promises of gain, while curiosity pushes them to explore the unknown. Though often beneficial, these instincts make individuals vulnerable to manipulation. Criminals exploit them by offering tempting rewards or intriguing content, prompting victims to click suspicious links or download harmful files.



## Fear and urgency

Fear and urgency are powerful emotions that can cause people to act quickly and without thinking. Criminals use these emotions to create a sense of panic that forces their victims to react immediately. By creating fear and urgency, they can manipulate people into making hasty decisions that they might otherwise avoid.



## Social norms and politeness

Social norms and politeness guide much of people's behaviour in society. People are often conditioned to be helpful, respectful, and compliant, especially when faced with requests that seem reasonable or come from seemingly legitimate sources. Criminals exploit these tendencies by creating scenarios that play on the desire to be polite and conform to social norms. This makes people more vulnerable to manipulation.

