



Posudek na diplomovou práci

Autor/ka práce: Viliam Kaliňák

Název práce: Psychology of Phishing Attacks During Crises: The Case of Covid-19 Pandemic

Obor/Rok: BS, 2020/21

Autor posudku (vedoucí/oponent): Supervisor

Kritéria	Definice	Max. bodů	Získané body
Hlavní kritéria			
	Výzkumná otázka, formulace problému	10	8
	Teoretický konceptuální rámec	30	27
	Metodologie, analýza argumentace	40	34
<i>Celkem</i>		80	69
Vedlejší kritéria			
	Zdroje	10	10
	Styl	5	5
	Formální kritéria	5	5
<i>Celkem</i>		20	20
CELKEM		100	89



Slovní hodnocení:

Hlavní kritéria:

Research questions along with theoretical and methodological aspects of the work are well done and up to the required standards. Key arguments are credible and well developed.

Vedlejší kritéria:

It is a well researched work supported by key sources and fulfilling all of the key formal requirements.

Text similarity percentage is 7%, full report is available here:
<https://secure.urkund.com/view/105916024-679383-357141>

Celkové hodnocení:

This work explores the phenomenon of phishing attacks during the Covid-19 pandemic. Over 500 phishing emails are analysed in an attempt to structure and document various models that cybercriminals utilise to exhort money, data, and other assets. Considering the pertinence of the topic, the work's goal is ambitious, especially as data is made available and is updated in real time. These factors also influence how the work is structured from a theoretical point of view. Several scientific fields intersect with each other.

Main theoretical focus of the work is the application of theory on psychology of phishing attacks during crises. Empirically, this is done through application of this theory to the Covid-19 pandemic. More specifically through the analysis of thematized emails. The work research questions are spread through the key aspects of principles of persuasion, which are, according to the hypotheses advanced by the work, are key aspects of phishing. Theoretically and methodologically the work is based on the earlier research by Jakobsson and Myers whose model is adapted and developed further to fix the gaps and further research whether psychology of persuasion in phishing has any difference during Covid-19 pandemic.

The work is built on the grounds of solid literature overview of the principles of persuasion as a result of which model is constructed and later tested with the use of acquired email samples. As a second component of the model, stages of crises are analysed based on the literature overview. The work is well structured, containing a literature review, methodological considerations, and a rationale for theoretical choices. It does a good job of



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identifying gaps in the existing literature and directs the study to address those gaps.

From the critical perspective, methodologically there is a sense of expanding the discussion of the choice of methods. Mixed method approach is utilised and more narrow discussion about their use would be of benefit. More focus on the limitations of such method along with data collection criteria would be helpful. Expanding on the data coding and a discussion on the choice of organisations (and individuals) on whose behalf phishing emails were sent would add more conceptual clarity in terms of 'weight' each organisation has in helping deceive target.

It is a very interesting, unconventional, up to date, well researched work.

Výsledná známka: A

Podpis: Dr David Erkomaishvili