EMOTION

Scammers Use Our Emotions Against Us

A scammer’s goal is to get their target into a heightened emotional state so that they are easier to persuade and control – increasing our susceptibility to fraud.

On average, victims experienced more positive and negative emotions during scam encounters.

POSITIVE (e.g., hopeful, excited, happy)

NEGATIVE (e.g., worried, angry, doubtful)

3 vs 1

4 vs 2

More victims reported they are likely to make decisions without thinking or that they later regret when they are in a heightened emotional state, whether that emotional state is positive or negative.

When I’m upset, I often act without thinking.

47% vs 38%

I tend to act without thinking when I am excited.

45% vs 29%

Victims are three times more likely than non-victims to report feeling out of control at the time of the fraud encounter.

35% vs 11%