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.

<table>
<thead>
<tr>
<th>POSITIVE</th>
<th>NEGATIVE</th>
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<tbody>
<tr>
<td>6 vs 1</td>
<td>5 vs 2</td>
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POSITIVE (e.g., hopeful, excited, happy)

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

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.

44% vs 32%

I tend to act without thinking when I am excited.

39% vs 26%

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

33% vs 6%