Cue Coding

0=No

1=Yes

**Static cues**

1. No Branding/Logos
   1. Does the email have company branding and/or logos?
2. Poor Overall Design
   1. Is the overall email design poor? This could be things like weird spacing, pixelated graphics, etc.
3. Suspicious Sender Display Name
   1. Is the sender display name suspicious? Ex. Amaz0n instead of Amazon
4. Subject
   1. Does the subject line direct the user to take an action?
5. Lack of Signer Details
   1. Is there any kind of information about the sender? Is there more than just the sender’s name?
6. Generic Greeting
   1. Is the greeting generic or even no greeting at all?

**Randomized cues**

1. URL Hyperlinking
   1. link\_in\_text
      1. 0: true link is displayed in text of message
      2. 1= true link is accessible only by hovering. If there is a link in the text it leads to a different address.
   2. suspicious\_link
      1. 0: Domain name of link clearly corresponds to sender (e.g. ebay.com). Link should be considered non-suspicious even if it has a long file path after it, e.g. “ebay.com/s89ew9eg0erg/” or a domain name that extends to the left e.g. “marketing.ebay.com.”
      2. 1: Domain name of link differs from sender and may be illegitimate (e.g. ebay-communications.com, cheaphost.com/ebay.com, goo.gl/ebay)
2. Spelling and Grammar Errors
   1. Does the body of the email contain any spelling or grammar errors?
3. Use of Time Pressure
   1. Does the email request include a deadline?
4. Use of Threatening Language
   1. Does the email threaten a negative consequence if the instructions aren’t followed?
5. Use of Emotional Appeals - I don’t think we have any of these
   1. Does the email try to get the user to do something by using sympathy or other emotional appeals?
6. Too Good to be True Offers
   1. Does the email have an offer that sounds too good to be true?
7. Requests for Personal Information
   1. Does the email ask the person to submit personal information like a password, social security number, etc.? Is it asking you directly to log in?