THE EVOLUTION OF PHISHING

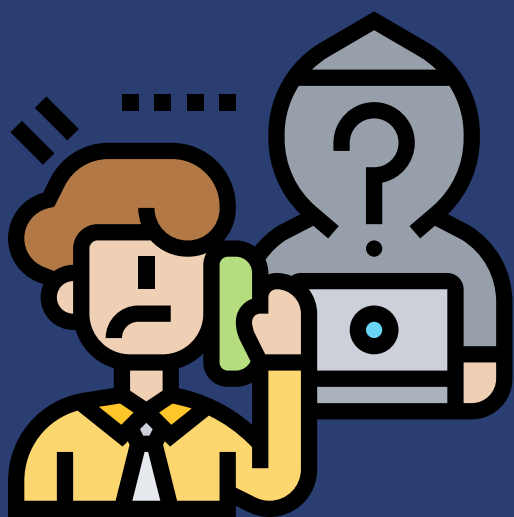## A Dangerous Journey

1990-2000

EARLY PHISHING

Origin in email scams. Basic tactics, easy to detect. Focus on quantity over quality.

2000-2010

SPEAR PHISHING

Shift to targeted attacks. Personalized emails to specific victims. Increased success rate.

2010

SMISHING & VISHING

Expansion to SMS (Smishing) and Voice (Vishing). Utilizes mobile and phone-based tactics.

2010 - PRESENT

SOCIAL MEDIA PHISHING

Exploiting social platforms. Fake profiles, messages, and posts to deceive users.

2020

AI & MACHINE LEARNING

Use of AI for crafting convincing messages. Automated, sophisticated attacks.