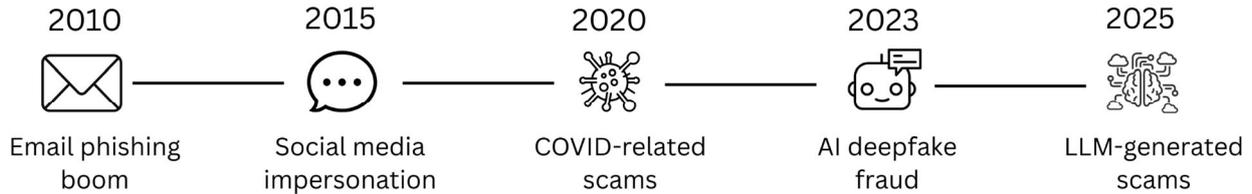


# SLLM: Empowering Users Against Evolving Scams

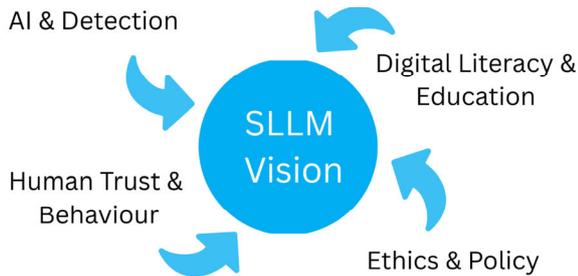
## Scam Evolution

Scams have evolved from simple phishing to AI-driven deception, outpacing traditional detection methods.



## SLLM Vision

The SLLM project integrates technical, ethical, and behavioural research to empower users and build digital trust.



## Research Gap

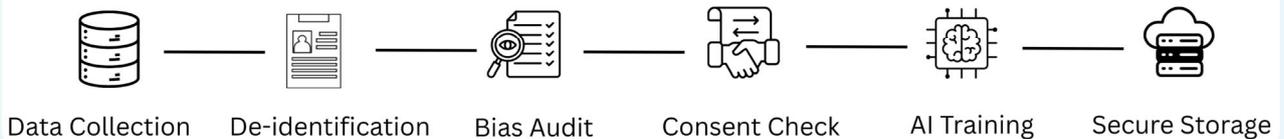
Despite rising scam prevalence and sophistication in Australia, there is an unmet need for adaptive, personalized, and engaging digital literacy systems that leverage emerging LLM technologies to equip users across diverse demographics with practical scam recognition skills.

**Current State:** Existing systems focus on detection after harm occurs.

**Our Approach:** SLLM aims for proactive, educational prevention.

## Privacy & Ethics

The SLLM adheres to APPs and privacy principles through transparent and secure AI development.



## Research-to-Prototype Roadmap

The literature review establishes the foundation for the SLLM prototype and educational applications.



## Impact

The SLLM project contributes to TDS's vision of a safe, inclusive, and ethical digital society.

