

Social Engineering Manipulation Techniques

1

Commitment and Consistency

Uses someone's dedication to trick the victims into taking actions that compromise security.

2

Reciprocity

Exploits people's tendency to return favors.

3

Consensus/Social Proof

Involves convincing a victim that others have trusted a threat actor or completed a request.

4

Authority

A manipulation that uses a perceived authority to trick victims into complying with a requests.

5

Scarcity

When using the concept of supply and demand to create a sense of urgency due to limited supply.

6

Familiarity/Liking

A technique that is using charisma or likeability to persuade a victim to do something.

7

Trust

Leverages psychological manipulation of established reliable relationship to deceive victims into actions that compromise security

8

Urgency

A threat actor persuades the victim into acting quickly and without noticing suspicious signs.

9

Intimidation

Use of bullying tactics like persuading and intimidating victims into doing what they are told.