**Social Engineering:** Manipulate someone into doing something they wouldn’t otherwise do, without them realize they are being manipulated.

Principles of Social Engineering:

1. **Reciprocity**
2. **Commitment and Consistency**
3. **Social Proof**
4. **Authority**
5. **Liking**
6. **Scarcity and Urgency**
7. **Reciprocity:** The practice of exchanging things with others for mutual benefit. This type of behavior can be used in social engineering easily.
8. **Commitment and Consistency:** The choices people make to believe more strongly in the decisions we've already made to avoid cognitive dissonance.
9. **Social Proof:** Phenomenon where people follow and copy the actions of others to display accepted or correct behavior.
10. **Authority**: People will tend to obey authority figures, even if they are asked to perform objectionable acts.
11. **Liking:** People are easily persuaded by other people that they like.
12. **Scarcity and Urgency:** Urgency refers to the limited time available to take advantage of an offer or a benefit, while scarcity refers to the limited quantity or availability of a product or a resource.