

Effective Strategies for Combatting Social Engineering in Cybersecurity

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Chapter 14

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ABSTRACT

Advancements in digital technologies have made it difficult to distinguish between real and fake media, leading to privacy and security threats. Deepfake, a combination of deep learning and fake, is a technique used to replace or mask someone else's face in images or videos. Social engineering (SE) attacks exploit human attributes and psychology to bypass technical security measures for malicious acts. Deepfake videos, created using artificial intelligence (AI), pose a significant threat to society, politics, and businesses. Deepfakes pose a significant threat, they can be combated through legislation, regulation, corporate policies, voluntary action, education, training, and the development of technology for deepfake detection, content authentication, and

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