

Social Engineering in the Age of AI

Domagoj Marić

About me

Domagoj Marić

- AI Customer Delivery Manager
 - **Pontis Technology**
- web scraping specialist
- lecturer, developer advocate and knowledge sharing enthusiast
- strong background in cybersecurity



Is the Internet still made for humans?

- The Dead Internet Theory
 - not a theory anymore
 - 51% of all web traffic is synthetic (Imperva Bad Bot Report 2025)



 INDEPENDENT PREMIUM

ANALYSIS

‘Rage bait’, ‘6-7’ and ‘AI slop’: This year’s words of the year show the misery of being online

Dictionaries are highlighting words that run from malevolent to meaningless – and reflect the dire state of the web today, writes [Andrew Griffin](#)

Sunday 14 December 2025 06:00 GMT • [16](#) Comments

Hearing the
Dead Internet
Theory in 2018



Hearing the
Dead Internet
Theory in 2026



The majority of traffic from Elon Musk's X may have been fake during the Super Bowl, report suggests

These numbers are legitimately shocking.

By [Matt Binder](#) on February 16, 2024



An AI Podcasting Machine Is Churning Out 3,000 Episodes a Week — and People Are Listening

On track for 150,000 episodes by the end of 2025, Inception Point AI's Quiet Please podcast network values quantity over quality



Tess Patton November 17, 2025 @6:05 AM

Deezer reports 18 percent of the music uploaded to its service every day is AI-generated

The company debuted a tool for labeling AI music in January.



Ian Carlos Campbell · Contributing Reporter

Wed, April 16, 2025 at 9:36 PM GMT+2 · 2 min read



u/Old-Resolve-1036 Promoted

This Explosive Story Will Change Him Forever.

nextadsagency.com [View More](#)

YouTube ^{HR} senior software engineer explains why

Sve Shorts Videozapisi Nepogledano Pogledano Nedavno pre > O ovim rezultatima Filtri

Senior Software Engineer Explains Why Layoffs Will EXPLODE in 2026
65 tis. pregleda · prije 1 mjesec
Career With Tim
Learn from ex-Microsoft and ex-Amazon software engineers how to land a high-paying developer job: ...
A senior software engineer examines economic and...

ex-FAANG Software Engineer Explains Why Layoffs Will EXPLODE in 2026
4,6 tis. pregleda · prije 1 mjesec
Bgo
Work with me: <https://www.codetoceo.com/?video=ghTeP6H6syE...>
4K
Broj poglavlja: 12 Intro - The Real Threat | The AI Bubb...

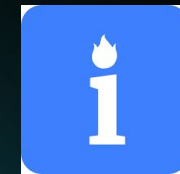
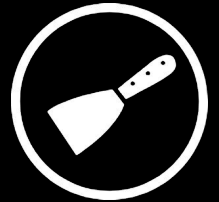
TECH CEO EXPLAINS: Why AI Layoffs Will EXPLODE in 2026
93 tis. pregleda · prije 2 mjeseca
Soleyman Shahir
Pass your AWS Certifications 10x FASTER with AI → https://studytech.ai/el=ai_layoffs Get strategic insights, founder stories, and ...
4K

Senior Software Engineer Explains Tech Layoffs (And How to Stay Safe)
1,3 tis. pregleda · prije 4 tjedna
Anna Vihrogonova
FREE DEV RESOURCES Software Engineering Starter Guide: <https://subscrib...>
Broj poglavlja: 7 AI Isn't Replacing Engineers — Layoff...

AI-powered OSINT

Open Source Intelligence

- web search automation
 - custom search APIs
 - AI-powered web search
- web crawling and scraping
- service APIs for social media data (e.g. LinkedIn)
- lead intelligence tools for discovery and verification of contact data
- wayback machine
 - the Internet doesn't forget!





AI-powered OSINT


The screenshot shows a web interface for an AI-powered OSINT search tool. At the top left, there is a profile picture of a man and the text "Free Search" with "About 73 results in 1.54s" below it. To the right is a "New Search" button with a magnifying glass icon. A large pink button labeled "Generate report" is centered below the search bar. The main area displays a grid of search results, each showing a face with a pixelated overlay. The first result in the top row has a "4 results" badge in the bottom left corner. The second result has a "wts.sh" badge, and the third has an "itapa.sk" badge. Below these are three more partial results showing the top of heads.

The screenshot shows the "Face search" interface. At the top left is a back arrow and the text "Face search". At the top right is a close button (X). Below this is a grid where the first cell contains a photo of a man with a trash can icon in the top right corner. The second cell is a dashed box containing a plus sign and the text "Add more photos for better results". Below the grid is a yellow tip box that says: "Try to upload a better quality image or add more photos to get better search results. **Perfect photo for AI Search - tips.**". Underneath are three checkboxes with text: "I confirm that I am over 18 years old.", "I accept the [Terms of service](#)", and "I have read the [Privacy Policy](#) & agree to use the photo of my face to perform further searches.". Below these is a checkbox labeled "I am human" and the Prosopo logo. At the bottom is a large blue button labeled "Start Search". At the very bottom, it says "You have 10 of 10 free searches today".

The evolution of phishing methodology

VAŽNA NAPOMENA: DJELOVANJE JE POTREBNO!!

 Nataša Zec <fytgdghhhggg@gmail.com>  ...
To: Domagoj Marić Tue 12/11/2024 10:11

 This sender fytgdghhhggg@gmail.com is from outside your organisation.

[Block sender](#)

--
Pozdrav Domagoj

Nadam se da ste dobro. Možete li mi, molim vas, posvetiti nekoliko minuta? Trenutno sam na konferencijskom pozivu i hitno trebam vašu pomoć.


Molim vas, podijelite svoj WhatsApp broj u odgovoru.

Hvala.

[← Reply](#) [→ Forward](#)

Urgent - Message (HTML)

[FILE](#) [MESSAGE](#)

 Giles Garcia <ceo.webmail.1337@hotmail.com>
Hi Gareth

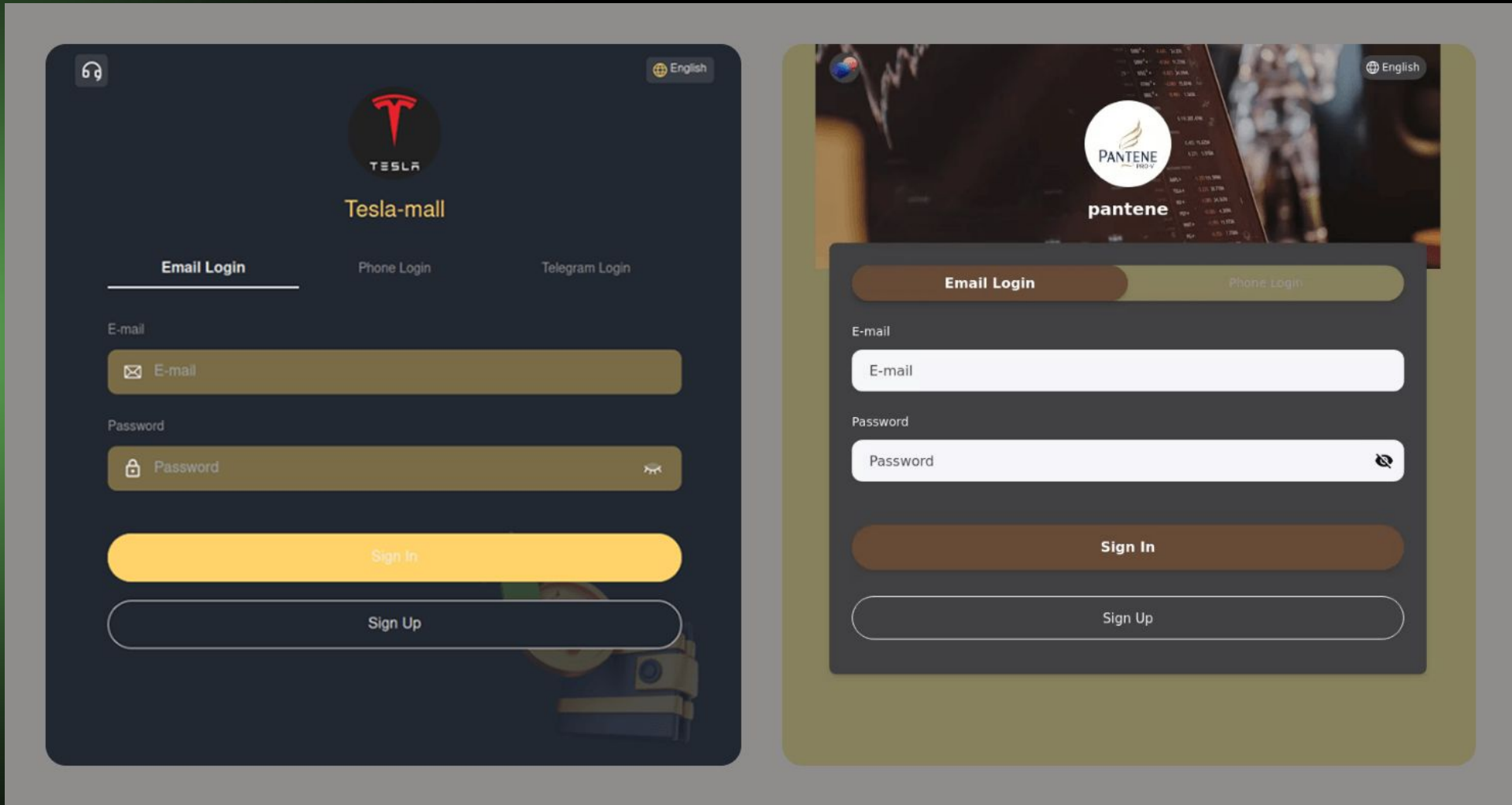
Gareth,

Like i said earlier this is a pending payment and the beneficiary is waiting to receive payment. Would have sent all documents to you but am not available to do so at the moment. Just proceed with the wire transfer, i will get all documents as soon as am available.

How soon can you get it done if i send the beneficiary account details?

Thanks,
Giles Garcia

The evolution of phishing methodology



Source: Kaspersky Blog



Voice cloning



ElevenLabs

Instant Voice Clone

- Upload Audio
- Voice Information
- Finish up

Feedback



Avoid noisy environments
Background sounds interfere with recording quality results.



Check microphone quality
Try external units or headphone mics for better audio capture.




Use consistent equipment
Don't change recording equipment between samples.



Click to upload, or drag and drop
Audio or video files up to 10MB each

or

 Record audio

10 seconds of audio required

Next

MOBILE

AI Voice Cloning Scams Are Now Draining As Much As \$635,000 From Their Victims After Just A 5-Second Audio Sample From A Loved One

Rohail Saleem

Jun 5, 2026 at 02:45pm EDT

Add Wccfttech on Google



5



It was bound to happen eventually, as certain as the alternating day and night. Every new technology has historically unlocked new vectors for fraud, and AI is proving to be particularly fertile for the nefarious-minded, yielding thousands of dollars every month via outright fraud.

Deepfakes



We Built a Deepfake in 90 Minutes — Here's How Dangerous It's Become



CloudGuard

153 pretplatnika

Pretplati me



46



Podijelite



Spremi



3,1 tis. pregleda prije 7 mjeseci

We made a convincing deepfake in 90 minutes using publicly available content and freely accessible AI tools, and the result is alarming. ...više



How to spot a deepfake using one sentence



Public discourse manipulation

Odgovor 558

▼ Prikaži 81 odgovor

Juliet Livingston · 1 tj.

From the video alone—not headlines, not outrage, not ideology—this was a use-of-deadly-force scenario triggered by a vehicle being used as a weapon. In U.S. law enforcement standards (state and federal), a car driven toward an officer is legally treated as lethal force. That’s not politics. That’s protocol.

A few realities people keep skipping: Intent is judged by actions, not explanations after t... Prikaži više

Odgovor 329

▼ Prikaži 254 odgovora

RAP Talk 1 d.

WORLD STOPS: Eminem, Dr. Dre, 50 Cent, and Snoop Dogg Cancel Private Jet Flight for World Tour 2025— Unite in Unprecedented Tribute to Charlie Kirk, But Their FINAL, Unimaginable Act Left Millions Crying in Silence!

See more : <https://thefloridascene.net/minhanhbtv/world-stops-eminem-dr-dre-50-cent-and-snoop-dogg-cancel-private-jet-flight-for-world-tour-2025-unite-in-unprecedented-tribute-to-charlie-kirk-but-their-final-unimaginable-act-left-mill/>



Melodic Comedy 3 d.

Following the shocking news of Charlie Kirk’s death, actor and comedian Adam Sandler made an unprecedented move that stunned fans across the nation. Partnering with the owner of the Detroit Lions, Sandler pledged \$2.5 million to create a massive bronze statue at Ford Field Stadium, designed to honor and celebrate Kirk’s lasting legacy.

Click to see now! <https://booknest.org/posts/adam-sandler-pledges-million-charlie-kirk-statue-ford-field-leaves-fans-stunnedsiu-vantrung123-nslp>

But it wasn’t just the staggering donation that captured America’s attention—it was the mysterious inscription Sandler insisted on engraving at the statue’s base.



Danielle Busby i njih još 189 tis. 189 tis. 8,1 tis. 17 tis.

107 tis. 7,2 tis. 4,8 tis.

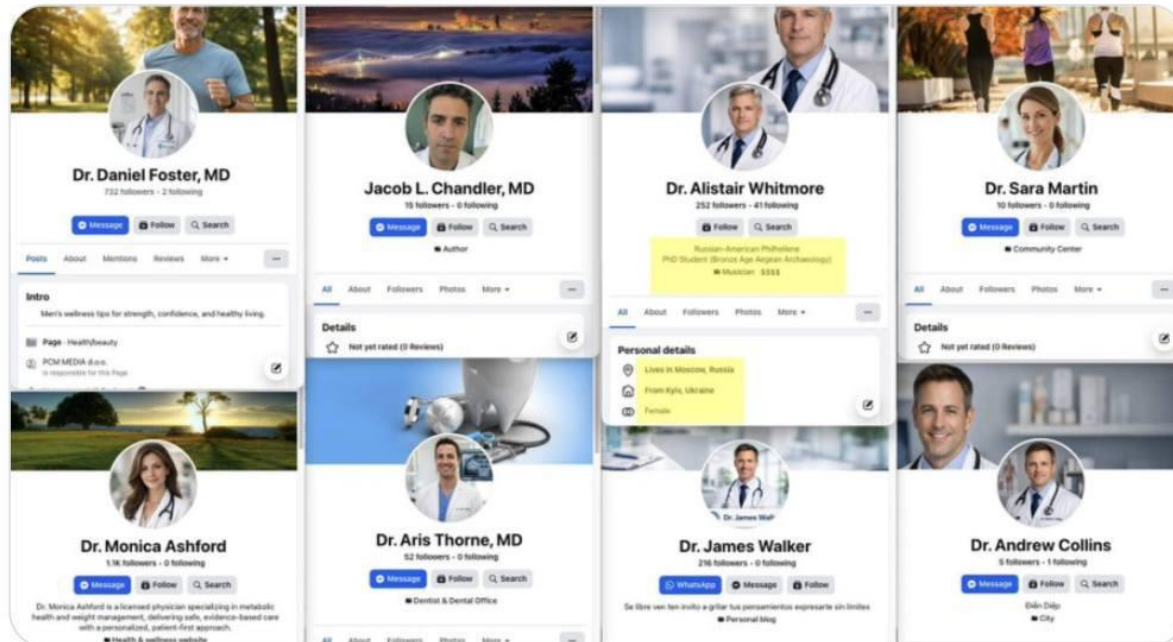


Brand @Brand · Apr 4

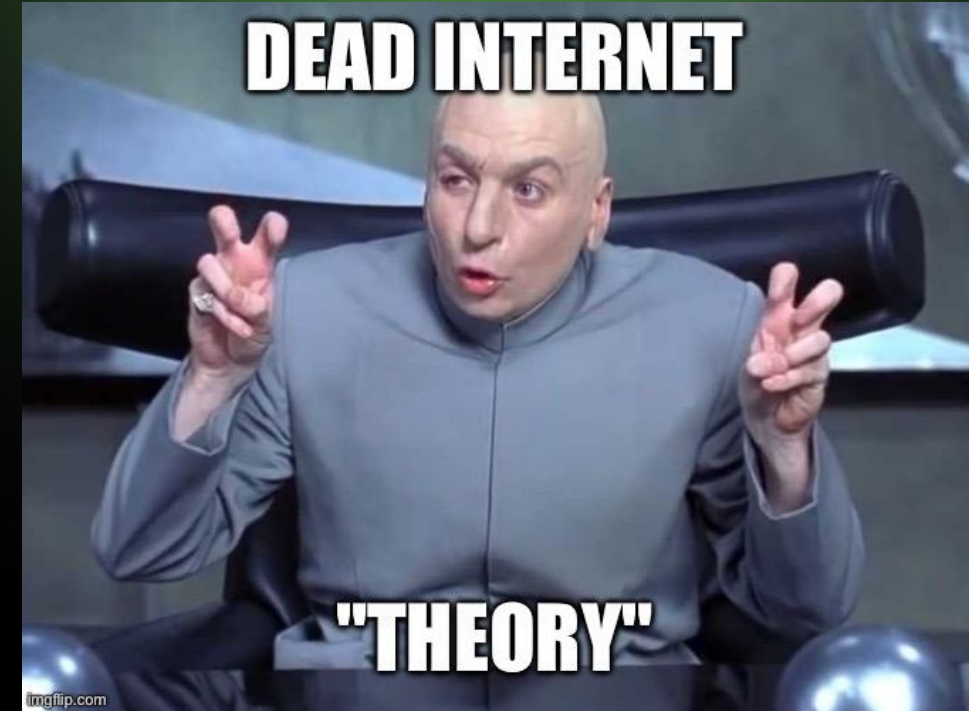
BREAKING 🚨: This is extremely illegal. This is Matthew Gallagher, who created 800+ Facebook accounts posing as fake doctors to advertise on Facebook, and went on to build a GLP-1 telehealth company with just \$20,000, AI, and only one full-time teammate, his brother. The New York Times fabricated their AI startup story.

It generated 401M USD in 2025 and could reach 1.8B USD in 2026. Medvi received FDA Warning Letter #721455 in February 2026 for misbranding violations. Its clinician network, OpenLoop, suffered a data breach in January 2026 that exposed 1.6 million patient records.

Futurism reported that they used AI-generated deepfake before-and-after photos in their marketing. A class action lawsuit was filed in Delaware in November 2025. They are also running 800+ fake doctor accounts on Facebook to sell compounded GLP-1s.



Where is the line?



THANK YOU!



Domagoj Marić

AI Customer Delivery Manager @ Pontis Technology

✉ domagoj.maric@pontistechnology.com

[in linkedin.com/in/domagoj-maric](https://www.linkedin.com/in/domagoj-maric)