

Social Media

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Abstract :

The world-wide usage of Social Media by Urban Citizens and Youth has resulted in crimes of unprecedented scale. In order to prevent and detect these crimes, Police should include, Social media related crime in their training and become techsavvy. Social media can be used as an effective tool to control traffick, crowds and also social evils. Social media provides inputs for gathering Intelligence required for effective Policing.

Introduction :

Indians are very active on different social networks and 88% of users share content on their social profiles and increasingly spending time on various social networking sites. Facebook is the most browsed social network on social media with a large number of about 100 Million users, and this is here to say not fade away in near future in India. More than 80% of those users access Facebook via their mobile phone. Total Twitter users in India are 33 Millions and from this base 76% of users access it via their mobile phone. LinkedIn has 26 Millions India users, out of the total 300 and odd Million users. Of the total chunk of 70 Million total users in Pinterest are 5.5 millions.

The following facts are presented to illustrate the scope of this changing world :

1. Every day 61% seniors (50-65 years) & 46% very senior (+65 years) use email.
2. Every day 20% seniors (50-65) & 13% very senior (65+years) visit social networking sites.
3. Over 2.4 billion people use the internet now.
4. Wikipedia is in 270 languages having in excess of 3.7 million articles in English and about 15 million articles in languages other than English.
5. Candy Crush has 7.6 million user per day and 225 million per month and earns U\$85,000 per day and U\$230 Million per year.
6. There are 100 Billion searches on Google every month.
7. You Tube is the second largest search engine in the world – every minute 24 hours of video are uploaded on you Tube.

Social Media :

Wikipedia defines social media as – “As a computer mediated tool that allow people to create, share or exchange information, career interests, ideas, and pictures/videos in virtual communities and networks”. Social media technologies take on many different forms including blogs, business networks, enterprise social networks, forums, micro blogs, photo sharing, product/service review, social bookmarking, social gaming, social networking, video sharing & virtual worlds.

In the period between July 2014 – August 2015 growth in the number of actual social media users in India was a healthy 26% (+28 million). The average daily use of social media in India via any device is 2 hours & 36 minutes. Total number of actual social media users in India is a huge 134 million that is 10% of the total population. Total

number of actual users accessing through a mobile is 97 million that is 8% of the total country's population. The largest social media use is of the Facebook social networking platform, where 53% of all users in India are connected to it. This is followed by the social messenger service WhatsApp to which 44% are connected.

Impact on Society - Crime and Social Unrest :

They go to meet such "friend" offline due to a variety of reasons and become victims of such heinous offences like kidnapping, abduction, murder and rape. Thus it is imperative that the citizens of the country are made aware regarding the proper and safe use of social media so that they do not cause harm to themselves and others by its unrestrained and unsecured use. At the same time police officials also need to be equipped with the exact knowhow regarding crime and criminal activities prevalent in the social space and how best to deal with it.

In addition to this ever increasing threat of crime on the social media, it has also become a repugnant source of social unrest. It provides an easy means for individuals to connect and accumulate for a cause. If the cause be good then it has a positive effect on the society at large (i.e., the Anna Hazare stir against corruption). But if the people start connecting for a reason that may cause harm and fissures in the society (i.e., the reservation stir in Gujarat), then such social movements can take the form of social unrest and cause untold harm and misery to the society. Such social networked movements can take such proportions that even Governments cannot control their fall out and have to bow down before their fury and unity.

There have been different cases of using social networks in human trafficking, trade in arms, drugs and other illegal activities. Taking advantage of the Facebook and Twitters posts and the location and positioning information, robbers and burglars have committed theft knowing that house occupants are outside town. Using the

personal identifiable information available on them social media, facebook and internet, it is possible to create a detailed profile or fake profiles of an individual, which can then be used by cyber criminals to commit crimes such as spamming, impersonation, identity theft, phishing, vishing (phone based phishing), cyber stalking and bullying, online harassment, online grooming of children for sexual exploitation. There are around 83 million fake profiles on Facebook to commit new and disturbing crimes (CNN, 2015)

The Sex Trade over social media has become well-known committing an offence against citizens. Sexual predators find new ways to exploit growing obsession with social media. When young age girls accepts Unknown friend requests out of curiosity and quickly smitten by the other side man's smooth online flattery. Both exchange phone numbers, and attention increases with rapid-fire texts over online chats. The predator convinces young girls to meet him in a mall, and girl found him just as charming in fake profile over social media. "We are racing against time, and the tech frenzy over Facebook is a trend among teenagers".

The 27 social media related criminal act reported to the commission during 2013 has reflected a starred tend of increasing incidence every year. It has been getting worse as trafficking rings become more widely distributed and hi-tech and then underage children are more easily targeted.

In the diversified and rapidly changing crime and terrorism outlook in digital society, Cybercriminals use social networking not only to commit crime online, but also for carrying out real world crime owing to "over-share personal information" across the social platforms. Crimes like Child Abduction, Child Sex Tourism, Global Human Trafficking, Missing Children, Pornography, Sexual Exploitation.

Numerous legal and illegal activities are taking place in the cyber world. Criminals commit crime activities using social media for sale of targets and victims, committing cyber frauds, defamation, bullying, hacking, social engineering, spreading malware etc., Sex offences associated to Facebook, Twitter and other social media users have increased in India in the last many years. Molesters are increasingly logging onto the social networking sites to target children (Mirror-2015).

Digital Beat and Law Enforcement :

Cyber is a digital beat, which now needs to be patrolled by police just like a physical and real beat.

Federal Bureau of Investigation (FBI) in 2012 launched a 'Freedom of Information and Privacy Act' to explore and cast about solutions for automated search and monitoring of social media, generation of real-time alerts and information for legal action, based on selected parameters / Keywords (FBI-2012). In Country, some remarkable intelligence agencies and Mumbai Police have already set up social media monitoring labs. Delhi Police is also cogitated such as crime Cell and has drifted expression of interest for implementation of "Open Source Intelligence (OSINT)" solution that refers to any uncategorized intelligence and includes thing freely available on the Web. Central Bureau of Investigation (CBI) has recently proposed that "Investigating agencies should exploit social networking sites for their " open and cover" look into by digging out photos, status messages and following the users and their activities".

Indian Computer Emergency Response Team (CERT-India) is a government Organisation under the Ministry of Communications and Information Technology also deals with Cyber Security. Social media monitoring can be undertaken by Tech Intelligence agency such as National Technical Research Organization at the national level and state intelligence departments at the state level can do so.

Researchers have shown that social media can be utilized to forecast prevailing psychological state and future outcomes. Real time monitoring, studies and analysis of social media can be very useful in mental expectancy and predicting regular demonstrations. Monitoring social media also enables. Police to identify provocative, objectionable and offensive contents so that they can be blocked under provisions of Section 69 IT Act and affiliated rules. Although law enforcement agencies have been advanced to realize the opportunities offered by social networks and media, many police organizations have started working in this direction.

Law enforcement agencies (LEA) can afford to ignore social media beat only to its insecurity. If monitored effectively, social networking sites and technical media can provide resourceful, economical and effective plan of action and actionable intelligence. Social networking media are now one of the most productive and crucial sources of criminal evidence. Social media monitoring, case study and analysis has been in use by business organizations to find the market trends, sentiments, likes and dislikes of customers. 4.5 billion like generated daily till May 2013 which is a 67 percent increase from August 2012 (Facebook) and 5.75 billion pieces of accumulated content shared daily as of May 2014 which is a 94 percent increase from August 2015. (Facebook).

Law enforcement agencies can use social networking as a source of information, event and pattern recognition, analyzing public status and trend.

“Police should be swift and act rapidly, or many more girls will become victims.”

Law enforcement should use social media to evaluate criminal activities experienced a significant increase in 2014 compared with the survey report 2012. The second most commonly utilized social media activity, following crime investigations, and currently more

than 51% monitor social media activity for possible criminal activity. Two-thirds witness social media as a valuable tool in evaluating crimes. Law enforcement personnel using social media tools are successively increasing unique and effective ways, from locating criminals and evidence to communicate directly to the community about public safety matters. Effectively employed Social media in various ways:

Author a search warrant on Facebook accounts and locate evidence that shows commission of a hate crime. Facebook updates and photos prove the suspects committing the crime. It led to suspects arrest on multiple types of felonies". Collection of Evidences used to match marks left during the assault". Acknowledge Location of Criminal and Identify date and day of related activities. Social media Identifying Networks of Criminals and helps by identifying suspects that were friends or associates of other suspects in a crime. Use dedicated Social media page for Public Safety Awareness to alert our citizens about what is going on. Put out advisories, warnings and details of crime. Also use Facebook for public service announcements.

Indian law enforcement agencies need to stay ahead of their opponents and criminals by adopting new strategies and tools. There are already many unofficial policing social media sites trying to fill the gap in the absence of official social media presence by most of the Police organizations in our country, India.

At the moment, the use of mobile applications and social media by Indian law enforcement agencies is only at observational stage. Few police departments in India have placed together a system to harness the possibilities of social media. Even those people who are using it have done it partially in a restricted manner. Police in Delhi, Hyderabad, Bangalore, Gurgaon, Kolkata, Mumbai, and Chandigarh have taken important steps in the use of social media to

broadcast information to public. social media sites and resources are another tool in the toolbox of law enforcement investigations and should be used in a manner that agrees to the same principles that govern all law enforcement activities (Global Justice Information Sharing Initiative, 2013). The police leadership in India needs to be made aware of the leveraging role of social media and mobile applications in policing.

Comprehensive Strategy :

The law enforcement agencies must develop a comprehensive strategy to leverage social media to its advantage by integrating it with their functioning. It must also be ensured that while doing so the privacy and civil independence of individuals are not offended. On the lines of “Social Media the Internet and Law Enforcement” (SMILE) Conference, Bureau of Police Research and Development, MHA can initiate a similar annual conference where law enforcement officers of the country can discuss and share experiences, best practices, tools and technologies about use of social media in law enforcement activities. In the digital world where everyone is becoming online and connected, law enforcement agencies in India cannot afford to miss the social media bus by falling prey to ‘Digital Evolution’.

Crime and Criminal activity on the social media can be brought under control by:

- Training Police personnel to deal with crime emanating from the social media interactions and relations.
- Monitor the criminal patterns and techniques being employed by present day cyber criminals.

Conclusion :

In conclusion it can be stated that the police today has to gear up to change with the rapidly changing times. It has to not only become tech-savvy and gadget friendly but also connect to the people and problems more and more through the use of the internet

and internet based applications.

They also have to start using the social media as an effective tool to combat crime and criminal tendencies and regulate law and order situations. Even problems related to traffic management, social disorders, societal evils and crowd management can be addressed with the clever and pointed use of the social media. Monitoring traffic of social media can provide brilliant intelligence to the local law enforcement agencies in tackling and battling a host of situations. It is time that the police adopt the social media as their major, most effective, cost neutral and trusted tool of enhanced performance.

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*I fear the day that technology
will surpass our human interaction.
The world will have a generation of idiots*

- Albert Einstein