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Social Media

Relevance to Law & Order and Security

The world today is changing very rapidly. The world has become a cauldron of rapidly developing scenarios, situations and possibilities. The changes are so sweeping and all encompassing that sometimes it becomes even difficult to comprehend their scale, size and rapidity.

Little known facts about the changing world:

- 28% of the population in India with the highest IQ's is greater than the total population of North America.
- China will soon be the #1 English speaking country in the world.
- The US Department of Labour estimates that today's learner will have 10-14 jobs by the age of 38.
- 1 out of 4 employees have been with their current employer for less than 1 year.
- 1 in 2 has been for less than 5 years.
- The top 10 in-demand jobs in 2013 did not exist in 2003.
- We are currently preparing students for jobs that do not exist yet.
- Using technologies that have not been invented.
- In order to solve problems that we do not know are problems yet.
- For first time in history we have four generations working side by side – TRADITIONALIST; BOOMER; GEN & MILLENNIAL.

- Who are very different in the way they grew up communicating – TRADITIONALIST: Write me; BOOMER: Call me; GEN X: email me; MILLENNIAL: Text me.
- Every day 61% seniors (50-65 years) & 46% very senior (+65 years) use email.
- Every day 20% seniors (50-65) & 13% very senior (65+years) visit social networking sites.
- Over 2.4 billion people use the internet now.
- Wikipedia is in 270 languages having in excess of 3.7 million articles in English and + 15 million articles in languages other than English.
- 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.
- There are 100 Billion searches on Google every month.
- You Tube is the second largest search engine I the world – every minute 24 hours of video are uploaded on you Tube.
- 175 Million users are connected at each moment to FaceBook.
- 50% of all mobile internet traffic in the UK is for FaceBook.
- 1 in 6 couples married in the USA met online.
- 1 in 5 divorces are blamed on FaceBook.
- Age of visual data – Instagram vs Pinterest
- Netflix – 22 Million hours of TV shows and movies watched daily.
- Pandora – 19 Million hours plus of music streamed daily.
- Zynga – 1 Petabyte plus of game contents processed daily.
- More than 400 new books are published every day.
- It is estimated that a week's worth of New York Times contains more information than a person was likely to come across in a lifetime in the 18th Century.

- 3.5 Zeta bytes of unique new information will be created worldwide this year.
- Amount of new technical information is doubling every 2 years.
- Third generation fiber optics have been recently separately tested by NEC Japan & Alcatel – that carries 10 trillion bits per second down a single strand of fiber
- 50 Billion devices will be connected to the internet by 2010 – Internet of Things.
- By 2049 a single U\$\$ 1,000 device will exceed the computational capabilities of the entire human species.

The snippets give the actual situation in the world regarding the data and economy in which we are living and existing today. In a famous book written in the 1980's called "Future Shock" the celebrated writer Alvin Toffler had coined the phrase "Information is Power".. in those days nobody took him seriously little understanding that in a little over three decades the prediction of this prophet will come true and today Information is real Power. The more a person or system has access to information the more powerful he/she or it is.

Former President of India Dr. APJ Abdul Kalam (late) has put the present scenario very succinctly in his book entitled "India 2020. In this he has written a very startling and pertinent fact – "The world has not changed in the past 50,000 years as much as it has changed in the past 5000 years. It has not changed in the past 5000 years as much as it has changed in the past 500 years. It has again not changed in the past 500 years as much as it has changed in the past 50 years and finally it has not changed in the past 50 years as much as it has changed in the past 5 years".

Taken together this means that the world has not changed in the past 50,000 years as much as it has changed in the past 5 years. This is something stupendous and unimaginable. These changes are more

like upheavals and they encompass all aspects of human survival – be it information, communication, education, employment, relations, health, entertainment, social networking, commercial sector and even crime. The natural corollary to this is that when the world is changing in all aspects so fast and unabated then we should change with the changing times. This means that we have to change our practices, our efforts, our mindsets, our intentions as well as our procedures to keep pace with the digitally charged and changing world of today. The sooner we do so the better to guarantee our personal and professional excellence.

It is necessary to enumerate the factors that are fuelling this rapid change and mind boggling transformation.

1. Technology: Rapidly changing technology is the biggest engine for the changing world. It poses serious challenge to policing the cyber space too. Due to regular changes in technology cyber crime is said to have a shelf life of three months. This definitely impedes proper training and equipping the law enforcement officers dealing with cyber crime detection and investigation.

2. Gadgets: New, connected and more powerful gadgetry are another major factor push factor for the changing world.

3. Internet: Deeper penetration of the internet into hitherto unconnected and disconnected areas also contributes towards this rapidly changing world.

4. Social Media: Ever growing social media and communication is a prime factor in bringing about rapid, permanent and sweeping changes in the world.

As social media is one of the prime engines of change in today's world, it is an important that its effects viz a viz law & order and security are analyzed, so that the threats posed by it and the opportunities afforded can be clearly identified. Based on this, measures to limit the threats and utilize the opportunities can be suitably devised.

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”. According to Nielsen, internet users continue to spend more time with social media sites than any other type of site. 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.

Indians are very active on different social networks and 88% of users share content on their social profiles and as well as increasingly spending time on various social networking sites. Facebook is the most browsed social network on social media with a large based of 100 Million users, clearly it is not fading away anytime soon in India. More than 80% of those users access Facebook via their mobile phone. Total Twitter users in India are 33 Million and from this base 76% of users access it via their mobile phone. LinkedIn has 26 Million India users, of the total 300+ Million users. Of the total chunk of 70 Million total users in Pinterest, 5.5 Million comprise from India. Instagram the usage is more dominated by men in comparison to women; ratio being 75/25. It shows only 1/4th of the women population in India are on Instagram, looks like selfies are more appreciated by men than women! The most shared type of videos is film or movie trailers.

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.

Digital media, Internet and the World Wide Web have transformed the way we collaborate, communicate and share information with each other. The online communication is not bound by the geographical limitations and is entirely in virtual world. Internet exists with sites which offer facilities for interaction, uploading information, pictures

and videos for sharing. Also plays crucial roles in various fields like business and commerce, personal relationships, leisure activities, political usages, speech and expression, etc. This is the reason why social media websites like Facebook, Twitter, LinkedIn, etc are very popular world over. Mobile connectivity and smart phones have added a new dimension to this new development called social media networking or Web services 2. Children and younger generation have been quick to choose, follow and use technology. What is the public implication of involvement of the socio-technological change for law enforcement organizations? The broad acceptance of social media and the increasing effect that the adaptation has in police work requires police organizations to define and employ strategies for social media acceptance. India has a significant population that is attached to various social media or social networking websites. According to a survey by internet and Mobile Association of India (IAMAI) and IMRB International, India will have 236 million Mobile Internet users by 2016 (IAMAI-2015). According to research firm eMarketer, India will have the world's largest Facebook population by 2016, India is increasingly logging into their Facebook and other social accounts, with the country recording the highest social networking growth of 37.4% (2013). According to another study, 83% of Facebook users in India are less than 34 years old (Nayak-2014). This has given rise to a unique law enforcement and regulatory challenges before the countries around the world.

This social media has become such an important tool of networking, communication and information gathering in India that it is ever present and omnipotent. These platforms and networks were formed with the noble objective of getting likeminded people on one platform; to enable them to make new and lasting relationships and friendships; to have healthy exchange of ideas and issues amongst such friends; as a result of such interactions the evolution of some new and beneficial ideas. The social media today is definitely fulfilling the objectives defined above but it has also become a hot bed of crime and criminal activities. All sorts of crimes are today reported on such platforms like – cheating, embezzlement, defrauding, impersonation, breach of contract, blackmailing, threatening, stalking, bullying,

invasion of privacy, conspiring, indecent representation of women, morphing, child pornography, trafficking in contraband items (like drugs, wildlife parts, weapons), terrorism – the list is almost endless. In addition certain offences occur offline after individuals form friendships through this media with unknown persons online. They go to meet such “friends” 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. The series of movements in what is called the “Arab spring” led to the downfall of well established and long serving Governments in countries like Egypt, Tunisia, Libya and Algeria. Hence the emphasis here too has to be in educating the public at large, regarding the limited and restrained use of the social media – one which is for the benefit of the society and which does not result in fractures and conflicts. The police as the premier law enforcement agency should be also equipped with the relevant tools and training to analyze the social media traffic and prevent any build up to serious law and order situations. Such tools to analyze traffic in the public domain have been developed and they should be provide to each and every district police to do a better job at monitoring the social media space.

Cyber is a digital beat, which now needs to be patrolled by police just like a physical and real beat. Numerous legal and illegal activities are taking place in the cyber world. Criminals commit crime activities using social media for sale of smuggled items, organizing terrorism, selection of targets and victims, committing cyber frauds, defamation, bullying, hacking, social engineering, spreading malware etc., Sex offences associated with 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). 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)

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. 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.

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 our 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.

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; 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's requests out of curiosity and is 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.

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

Law enforcement uses social media to evaluate criminal activities experiences 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 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:

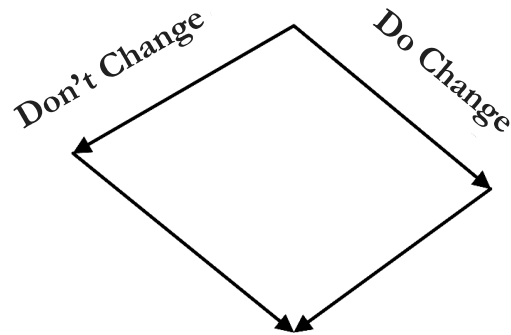
Criminal Activity Investigation and Obtain Probable Cause for a Search Warrant. Author a search warrant on Facebook accounts and locate evidence that shows commission of a hate crime. Facebook updates and photos prove the suspects committing the crime. It led to suspects arrest on multiple types of felonies". 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. 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’.

We can conclude by resorting to the “Two Dangers Theory” which can be pictorially represented below:

Two Dangers Theory



Damned if you Do & Damned if you Don't

This clearly represents the fact that if we “Do not Change” with the rapidly changing world then we will be left behind and will become outdated. But if “We Do Change” with this rapidly changing world without changing our perceptions, efforts, procedures and performance we are exposing ourselves to extreme risk and harm. So we come to the epitaph – “Damned if you do and damned if you don’t”! Thus the motto of today has to be that we DO CHANGE with the changing world but with a rapidly changing mindset and performance, only then can we be safe and secure.

Thus, the social media has to be looked at from a similar point of view. It can be an extremely important friend as well as an implacable foe to the law enforcement agencies of India. If analyzed and monitored in a proper manner it can be a treasure trove of information regarding the state of security in the region as well as provide vital indicators to the prevalent law and order situation. At the same time 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.

In conclusion it can be stated that the police today has to gear up to change with the rapidly changing times. It has not only to 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 seriously thought in this direction and adopt the social media as their major, most effective, cost neutral and trusted tool of enhanced performance. The results will not only be rewarding but also extremely encouraging. The best part is that it will be greatly appreciated by the public at large and especially the youth of this young country.