

SOCIAL MEDIA TO COMBAT THE CRIME OVER SOCIAL MEDIA BY CYBER CRIME POLICE STATIONS IN INDIA : A STUDY

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Abstract Cybercrime seems to firming its grips on the society. At least one cybercrime was reported every 10 minutes in India in the first six months of 2017, higher than 2016 when there was a crime every 12 minutes. (Times of India, July 22, 2017). Some of the research studies indicate that the technology and online tools for communication like webcams, online dating sites, social media sites and chat rooms enhance the risk of cyber stalking (Van Wilsem (2011). Social networking sites are considered by some others as the medium of choice for sharing private information, leading to disastrous effects. The extent to which users and social media platform administrators can access user profiles has become a new topic of ethical consideration (Wikipedia). However, any medium by itself cannot be blamed for the way it is being used, as the use entirely lies in the hands of its users. The study attempts to highlight that the same social media can be used not only to educate people on cyber crime and preventive measures, but also to share achievements of the people working to combat cyber crime and even catch the culprits. Some of the cybercrime cells in India like Telangana cyber crime cell and Agra cyber crime branch are using their Facebook page actively to create awareness on what they are doing to prevent crime, while the Delhi and Bangaloire cyber crime cells are active on Twitter.

Keywords: Cyber stalking, Prevention, Cyber crime cells, Cyber crime

Prior Studies:

Popularity of Social networking sites has been on the rise, and some of the social networking sites like Myspace, Facebook, Blogger, You Tube, Yahoo! Groups are among the most visited sites globally (Abdullah Al Hasib (2008). Facebook , by itself has more than 2.2 billion users (Hosein Jafarkarimi 2016). Such platforms are simple to use and their use does not require any special skills. Their use, however has given birth to many concerns like cyberstalking (Haron

& Yusof, 2010) and cyberbullying (Hinduja & Patchin, 2010; Huang & Chou, 2013). People tend to disclose too much of information on these sites (Livingstone, 2008) and these sites are used for spreading rumors and fake news (Leitch & Warren, 2009). There is also a tendency of people getting addicted to social media (Balci and G lcü, 2013).

Some studies indicate that the victims of cyber stalking are mostly women, especially those, who are emotionally weak. (Rajesh Prakasham, Dr

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M Suriakala 2016). The technical recommendation for improving security and privacy over Social media has also been studied. (Abdullah Al Hasib 2014)

Reputation management and social media, how people manage their identity online and search for others' information online (Pew Research, 2010) has also been studied.

However, apart from changing the default settings to much more safer settings, there is another way to combat the ills of use of social media, and that is the use of social media itself to create awareness among the users about the cons of its careless usage, as this is one of the preferred media of the target audience that we are trying to educate.

A study of the facebook pages of some of the cyber cells in India is a testimony to it. This study intends doing a content analysis of the social media pages of some of the cyber-crime cells in India who are using this medium to create an awareness of not only cyber stalking, but also many other initiatives of cyber crime police, so that the positive aspect and potential of social networking sites for bringing a positive impact can also be studied.

The Method

- To study and analyse social media sites of cyber crime cells of some of the cities in India in terms of mode of posting messages, objectives behind the messages posted, number of messages posted in a particular duration and response received.
- The people behind posting messages on social media of cyber crime cells can be asked to share their objectives behind posting messages over social media.

Sample

A search for social media presence of cyber crime cells of different cities in India showed that some of the cyber cells were highly active on social media. While Telangana police, Jammu police, Tirupati and Himachal Pradesh were found active on Facebook, Bangalore and Delhi cybercrime cells showed posts on Twitter, another popular social media network. The messages posted on these websites were studied in terms of their mode (Video/Press clipping or a combination of text and pictures. The objective behind each post was also analysed and the public response to these posts was also studied.

Objectives

The objective behind the content analysis of Social media pages of cyber crime cells of some of the cities in India, which are active on these platforms, is to analyse the use of Social media for combating the challenges posed by social media, study people's response to them and explore the options to improvise upon this approach to combat cyber crime.

Another objective behind using this analysis is to spread the message to other streams of life to explore the possibility of use of this medium more actively for development purpose like education, creating awareness about different social issues, agriculture development etc. and to bring forth the implicit message that every medium has its pros and cons and often it lies in the hands and minds of the people using it to use it to meet any objective.

Results and discussion

The people behind posting these messages on social media of cyber crime cells shared that social media are a good and effective medium to reach out to general public and make them aware of some preventive measures, and also to share some of the achievements of the

cyber crime cell with masses.

While other cyber crime cells shared that sharing press clipping on social media extended reach out of the press article to people who missed out or could not reach out to that particular news paper , and it was social media's inbuilt mechanism to show the people's feedback

instantly which made them choose social media itself to combat the crime over social media.

Social Media posts analysis:

Facebook page of Telangana Police for the month of May/June 2017 (June20th- May20th)

(Response as on 24th and 25th July)

Date	Telangana Cyber cell	Jammu Cyber cell	Tirupati Cyber crime cell	Himachal Pradesh
19 th June	Press Clipping picture – Online gamers, gamblers beware 3 Likes, 1 share Objective - Awareness			
17 th June	Press Clipping – Fraudster using fake ATM Card/Adhar card etc. held 5 Like Objective - Awareness			No OTP sharing – Video Ajay Devgan 228 Views 13 Likes Objective - Awareness
15 th June	Video (Courtesy and ethical behavior) 10K Views 257 shares 15 comments Objective – Social Message			2 new photos – Police and Airtel half Marathon poster and pictures 6 likes Objective – Social message
14 th June			Boy Missing picture 106K Views 504 Sad Objective - Tool to track Culprit	
13 th June	Press Clipping picture Awareness on fraud loan offerings 18 comments 3 shares Objective - Alertness		Decline in traffic violation cases on Kadapa-Renigentu highway – Press Clipping Highway Wow 22 Objective-Share achievement	
10 th June		Fishy person photo alert Objective-Awareness	Mahila and Bal Rakshak Programme Video 266 Wow 131 shares Objective - Awareness	

9 th June			SHE Team photos and few lines post 70 likes Objective - Awareness	
5 th June			Plantation of plants pictures 389 wows Objective – Share achievements	
4 th June			2 group photos – 80 meritorious children from grade10 to post graduation rewarded 91 smiles Objective - awareness	
30 th May	Pictures Job/Visa fraud awareness programme pictures with a caption 28 likes 1 share Objective - Awareness			
29 th May	Pictures Job/Visa fraud awareness programme pictures with a caption 35 likes 4 shares Objective - Awareness			
26 th May	Pictures of Cybersecurity Programme (May 24-25) Receiving best Cyber Crime Lab award in Delhi.... 14 likes 1 share Objective – Share achievement			
25 th May	Pictures of winning the best Cybercrime Lab award 42 comments 1 share Objective Share achievement			

20 th May	Bahubali 2 piracy case-video +captionBahubali2 Piracy Case SS Rajamouli & Producer Meet CCS police Over to Know Case Details 19 likes 1 share Objective - Awareness			
18 th May		Ransomware awareness 0like Objective - Awareness		

Twitter page of Bangalore Cybercrime cell for the month of May and March, as that is when many posts were posted for these two crime cells, response taken on 24th and 25th July, 2017 (C=Comment, R=Retweet, L=like)

Date	Bangalore	Delhi	Response
Jul5	Precautions to be taken for skimming posted in Cybercrime, facebook page of CID Bangalore 0 C,3R, 6 L Objective=Awareness		
May 25	More JOB FRAUDS in the guise of reputed companies are rampant, DON'T PAY MONEY for recruitment. #Job Fraud Awareness @BlrCityPolice 7 C, 14R, 36 L Objective= Awareness	March 8 cybercomplaint.in: external site retweeted. 0C,0R, 1L Objective= Awareness	
May 24	There is a rise in OTP frauds, please don't share ur PIN ,debit/credit card details, expiry date ,OTP number & other personal info to any one 6C,25R, 58L Objective=Awareness	March 3 Cyber Crime Cell - File Complaint Online 0c,0R,1L Objective = Media as aTool	
May 23	Please don't share your OTP number of any kind (bank OTP, email OTP, SERVICES OTP etc..) to any one, only fraudsters ask for your OTP 1C,17R,33L Objective=Awareness	March1 1/2 Do not share your Credit Card/ Debit Card information to anyone. If any one claim to be a bank employee or RBI employee #CyberCrime 2C,1R,1L Objective=Awareness	

May23	Do not post your e-mail address/phone numbers and other personal data on forums 3C,13R,15L Objective= Awareness	March 1 Gurugram cyber crime department arrested a fraudier who has cheated 22 lac rupees in name of a job from a person from Tamil Nadu 2C,0R,0L Objective=Awareness	
May 16 Retweet	Ever wonder who's behind that attacks we hear so much about? The 4 Key Profiles You Need to Know http://blog.illusivenetworks.com/cyber-attackers-evolution-4-profiles ... Objective=Awareness		

Results and discussion-

Analysis of some of the social media postings

The facebook page and twitter page of some of the cyber crime cells in

India were analysed, in terms of their objective of communication, mode of communication as well as social response. Number of posts over Facebook by cyber crime cells over a period of 1 month:-

State	Telangana	Tirupati	Himachal Pradesh	Jammu
Number of posts	10	6	2	2
	50%	30%	10%	10%

Types of Messages posted over facebook by cyber crime cells

Type of posts	Press Clippings	Videos	Pictures and text
Number of posts	5	4	11
	25%	20%	55%

Objectives behind social media posts of cyber crime cells

	Awareness	Social Message	Social media as a tool	Share achievements
Number of posts	14	2	1	3
	70%	10%	5%	15%

People's response

Likes	Shares	Comments	Wow	Sad	Views
203	400	75	677	504	Over 10k

Twitter

Number of posts city wise.

City	Bangalore	Delhi
Number of posts	5	4
	55.55%	44.44%

...Objective

	Awareness	Social Message
Number of posts	99 9	1
	90%	10%

People's response

Comments	Retweets	Likes
21	73	151
8.57	29.79	61.63

Conclusions:

Social media is being perceived by many as a breeding ground for cybercrime, cyber stalking and as a preferred medium for picking up personal information about its users by stalkers.

It is the medium, which gives the people the freedom for self-disclosure, and is blamed for spreading rumors and false news. However, much lies in the hands of person using the medium, as it was observed that certain cybercrime cells are actively using social media sites for creating awareness about cybercrime, preventive measures and also for sharing their achievements.

The medium is being used for creating awareness about cyber stalking, for spreading social messages, for sharing the achievements as well as new initiatives of the cybercrime cells.

The medium is also being used as a tool for catching the culprits, or to enable masses to lodge complaints from anywhere, anytime. The social media permits to post messages as videos, pictures, press clippings, as well as text. It was also observed that people's response to these posts was also enthusiastic.

This study focused on the use of

social media sites by cybercrime cells, however, on parallel lines the medium can also be used more extensively for educational purposes in schools, colleges, institutes.

The spread of positive messages, articles on practical ways to use the medium in a positive manner, like this paper itself, in school /college journals, newsletters will allow readers to think in a positive way about the medium.

Talks/Seminars arranged in the Institute/School premises by experts in cyber industry on the positive use of social media will help in shifting paradigm about the usage of social media.

Talks arranged by local people among rural masses giving instructions/tips on use of social media for getting and spreading best methods for agriculture on social media can make a huge difference; another way can be through local plays/nautankis that are often conducted as a mode of entertainment in villages.

Also, the messages being spread through other media like newspaper, and local TV Channels, radio can be monitored to ensure that positive ways of usage of social media also get their due mention.

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