

# **CYBER CRIME CHALLENGES FACED BY FEMALE STUDENTS IN SOCIAL NETWORK MEDIA**

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## **ABSTRACT**

Women empowerment has been linked to social media as it emerges as a powerful tool for awareness and action. Empowerment of women is necessary for a bright future of the women, family, society and country. It provides women a freedom, independence and control, liberty and empowerment like never before. But the growing incidents of cyber crime restrict the women to utilize this media for their development. Chennai experience a steady increase in Cyber crimes getting 10 to 15 complaints on a daily basis. This study aimed to assess the cyber crimes against girls in social media network. This research is descriptive design in nature. Girls of above 18 yrs who socialize using social media network in Chennai & Kancheepuram districts will be surveyed. A self designed questionnaire will be used for collecting primary data.

**Key words : Cyber, Girl, Student, Social Network, Media**

## **INTRODUCTION**

Social Network media have become a new arena of socializing for identity creation and relationship developments. India stands second with 31% growth in social media users yearly. Social network users in India have increased from 181.7 million in 2015 to 230 million in 2018. It has been projected that by 2020 it would be 310 millions. Women in India irrespective of disparity enjoy the freedom by utilizing this social medias, right from air ticket booking, net banking, tax filling, etc it made women life much easy. This empowers them to stand in unity and share their success stories, emotional needs,

personal problems, feeling, voice out for protest, etc with likely minded people around world. It enables woman to fight for their freedom, equality, problems e.g #metoo. In spite of being a bone for women development in one side, social network media made women life most insecure on other side. Cyber crimes against women are raising and also victimized the women in large around India.

#### LITERATURE REVIEW :

V. L. Yisa et al.[2016] examined the usage of social networking sites along with the experienced risks that were faced by the university students of North Central Nigeria. Investigation of three tertiary institutions in the North Central Nigeria was conducted. M. Fire, et al.[2014] presented the detail on the various kinds of privacy and security risks that were occurred on the social networking sites along with the solutions that can prevent these threats or breaches. Examples of different experienced threats were provided, and the existing solutions were discussed for maintaining the privacy of users'. Y. Najafloo, et al.[2013] reviewed the safety challenges and solutions of mobile social networks. The discussion was presented from the perspective of security, trust, and privacy.

Hiatt, Y. B. Choi, [2016] discussed the role of privacy and security in the social networking sites. The introduction to the concept of social networking, risks that were experienced due to the usage of social sites was discussed. The relation of privacy and security was also described. A. Bendovschi [2015] presented the cyber threats trends, patterns, and countermeasures. As the rate of cyber threats was increasing day by day, thus there was a requirement for improvement in the social sites for defending the attacks. Carter,[2013] presented the perspectives of undergraduate students' of third party observers witnessing cyberbullying on social sites.

Saumya Uma(2017) studied the cyber crime against women and stated that legal measure doesnot reflect the ground realities, hence recommends measures to address cyber crime against women. Madhavan (2017) studied the impact of social media on youth in Tamilnadu, the report state social media has tremendous impact on youth

especially during social issues like Jallikaatu strike, Chennai flood, etc. It gives an opportunity for business development among youth. Debarati (2017) studied cyber victimization scenario in India. Report state cyber cultures raise severe abuse of fundamental rights guarantee by the constitution. Jabee(2016) Studied the requirement to improve the default privacy settings in Facebook, suggests that the users must be more aware and concerned regarding the default security settings.

Yisa, (2016) Measured the impact of Social Networks on the performance of the students, their experience of security risks while using these online social networks. Singh (2014) discussed the privacy preserving techniques to prevent users' from experiencing security risk or breaches. Trivedi, et al. (2016) presented an analytical study of cyber threats on social networking sites. The threats that could be faced were examined along with the prevention measures that can be followed by defending cyber crimes. Neela malar (2012) report state that many girls in Tamilnadu has affected by cyber crime which lead to mental agony. It explained the need for stern cyber laws and cyber cells.

Above researches on cyber crimes both nationally and internationally discussed on cyber crimes prevalence in social media network. Many studies have been done on cyber crime issues at all level, individually, organizational level and government level. Studies have shown that the internet, which gives people access to a wealth of information, connects people and encourages socialization, but the technology made life of a person under stake especially women and children. Cyber crime against women is in alarming stage, and poses major threat to the women in the cyber space, it proves that cyber crimes is one of the major distress of a country. Only few studies have been done on cyber crime against women nationally. But no study has been undertaken on cyber crimes against women in Tamilnadu state. So this study aims to assess the existing scenario of cyber crimes in social network medias for a women and also to compare whether it differs for urban and rural regions.

**OBJECTIVES:**

- To examine the prevalence of cyber crimes in social media network against girls students.
- To investigate usage purpose, pattern of social network media by girls students.
- To learn the awareness level of the women towards cyber crime and victimization.
- To know the cyber crimes experienced in social network media.
- To understand the perception and practice of security measures.
- To study girls awareness on legal principles and rights towards cyber crime.
- To suggest preventive measures for cyber crimes.

**RESEARCH METHODOLOGY :**

This research is limited to victimization of Girls students using social media networks like Facebook, Twitter, LinkedIn, email etc.

**Research Design:**

Thus the proposed research is descriptive in nature. Girls aged above 18yrs socialize in cyber social media network through internet or mobile internet in Chennai district will be surveyed.

**Sampling Techniques**

Convenience sampling method will be used for sample selection.

**Sampling Size**

Around 200 samples from girl students studying in arts & Science, Engineering, paramedical, professional course etc in Chennai will be surveyed.

**Tool for data collection**

A self designed questionnaire with questions on Social media network usage pattern, reason, challenges faced etc will be used to collect primary data.

## DATA ANALYSIS

The data collected from the girls students in Chennai city were analyzed using SPSS. About 55% of the respondent' were belonged to age group of less than 22 years , 35% were belong to 22 – 25 years and 10% were belong to age group of above 25 years. Majority (65%) of the respondent were studying in engineering colleges, 25% were studying in Arts & Science and 5% of the respondent were studying in professional courses and another 5% were studying in Medical courses.

### Social Media Usage pattern

The mode of access for social network media by the respondents is found to be through their mobile. Only few respondents access social media network through their laptop and desktop. In order to connect with their friends' majority of the respondent use social network media, others also use social media for uploading/downloading music/photo/video/podcast documents. Half of the respondents (50%) use facebook and 20% use Twitter, 15% use Instagram, 10% use Whatsup and less than 5% use Google +, etc. Most favored social network media among the respondent found to be Twitter. At a time respondents prefer to connect with 4- 5 social network medias. Most of the respondent prefers to connect with entertainment kind of social network than educational network medias. Only few respondents prefer all communities domain like education, entertainment, information etc. About 65% of the respondents spend 3 hours in the social media and 20% of the respondents spend about above 3 hours in the media. 60% of the respondent use medias predominantly for downloading videos, content etc and another major reason for usage is chatting with friends. About 45% connect with their friends through this social media.

**Table Showing the Usage Of Social Network Media**

Usage of SNS	Percentage
Downloading music/video	60
Uploading music /Video	43
Posting photos	35

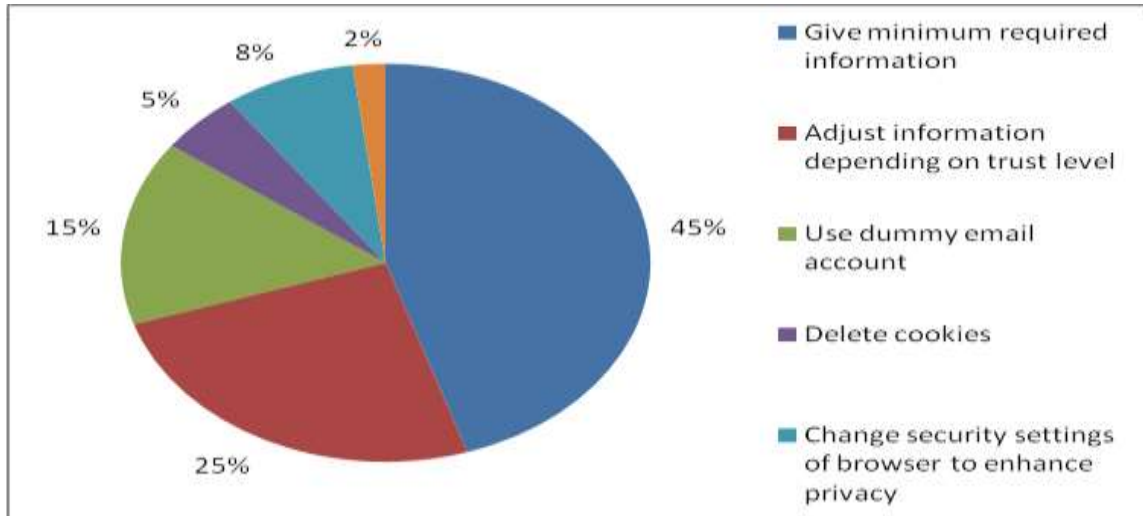
Blogging	20
Creating polls /quizzes	14
Chatting	58
Submitting articles to websites	16
Communication with Friends/ teachers /class fellows	45

### **Security measures awareness**

Most of the respondents are aware of risk in giving the personal details in social media but still they continue with giving the details in order to get the access for site. Few respondents also feel that giving personal information is norm of today society. They are also very sure that they don't have any control on the personal details shared by them and also they are also confident that the personal details shared will be passed to third party for commercial benefits without their concern. Major security measures taken by the girls are giving a minimal personal detail about them, few also use dummy email id, adjust the detail based on the trust level of the site. About 40% of the respondents don't read the privacy policy of the site, 30% of them read the privacy policy but don't understand. 5% of them ignore the privacy policy documents.

### **Precaution measure**

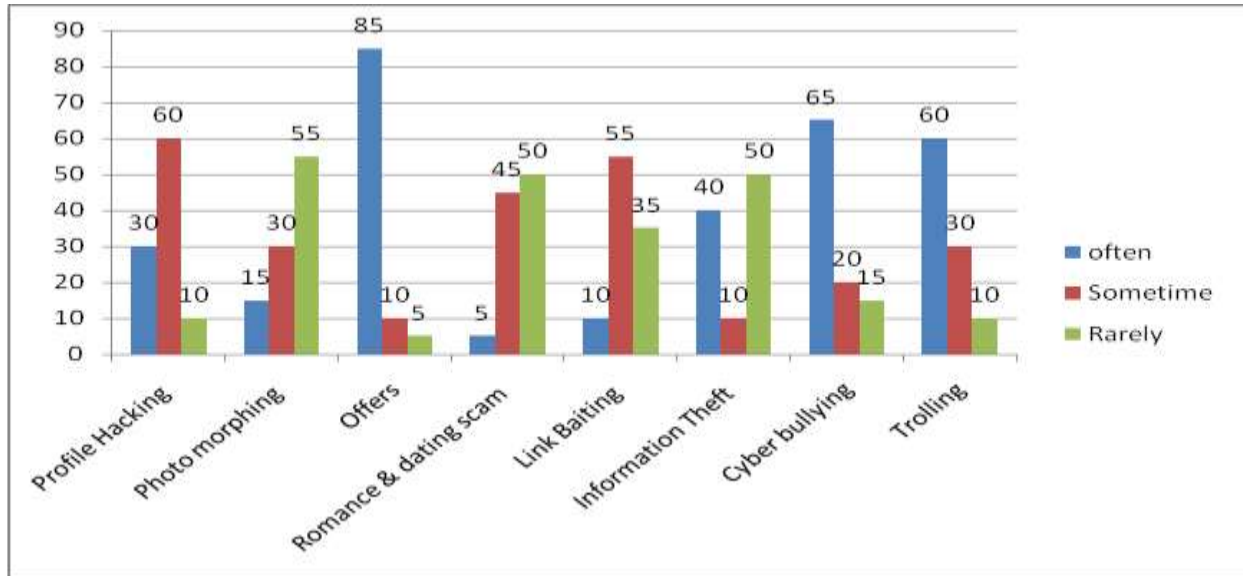
Most of the respondents stated that they don't accept the request from the strangers. They accept the friends request only from friends of friends and checking their profile. Majority of them believe that women are not safe in the internet. When the respondent were asked about their practice towards private policy and security settings it was found that respondent manage their profile visibility by changing the default privacy settings of the Social network sites. They also believe that it is easy to change the default setting of their personal profile, Few members also trust the default privacy settings of social network sites in protecting their information. Most of the respondents have neutral opinion towards the statement that " I am concerned regarding SNSs monitoring and recording my behavior". Another major percentage of the respondents also accept that social network sites provide free services as they collect revenue by providing the personal information to advertisers for targeted commercial advertisements.



**Figure No 1 : Showing Protection of identity in social network sites**

### Cyber Crimes faced

When the respondents were asked whether they face any challenges while using social network site about 65% of the respondent stated that they are facing the challenges. They were asked to explain the nature challenges it was clear that 60% sometimes experience the profile hacking i.e. unable to log in to their account, 55% very rarely face challenge like Photo morphing i.e. using their images, morphing for financial/sexual gains, 45% Sometime experience Romance & dating scam , Most often every one face challenges with Offers i.e. Click on the link for gain, 35% rarely face, 55% of the them experience sometime challenges like Link Baiting i.e. content of their website or pages gets linked to other sites, Very rarely 50% of them experienced information theft of password/bank details, Often 65% of them experience Cyber bullying i.e. Posting sending vulgar message ,Most often girls face challenges like Trolling i.e. Spread conflict opinions in the social network sites. The respondents were asked about the remedial action taken during such situations, most of them expressed that they will block the respective person or group, 40% stated that they will ignore the situation; another 40% also stated that they will warn them. Few of them report to the cyber crimes about the incidents.



**Figure No 2 : Showing challenges experienced in social network sites**

### **Negative impact of Social Media**

The negative impacts of social media on students are--

- Depression.
- Cyber bullying.
- Sleep deprivation.
- Lower self-esteem.
- Social isolation.
- Poor concentration.
- Decreased activity.
- Internet addiction

### **SUGGESTIONS:**

The impact of social media in our education institutions and on our youth is undoubtedly overwhelming. Students in the developed and developing countries are becoming more addicted to social media and its applications for various reasons. With Siri and Google assistant our entire lifestyle is changing. Today we can work from home maybe sometime in future we may study from home. Social media has had a profound effect on recruitment and hiring. Many hiring managers make their hiring decisions based on information found on social media accounts like Face book, Instagram and LinkedIn. The same applies to background checks during matrimonial alliances. One of the effects of social media is encouraging people to form and cherish artificial bonds over actual friendships. The term 'friend' as used on social media lacks the intimacy identified with conventional friendships, where people actually know each other, want to talk to



each other, have an intimate bond and frequently interact face to face.

### Tips to Safe on Social Media

- **Privacy Settings exist for a reason:** Learn about and use the privacy settings to help your control what you share and manage your online experience positively.
- **Once Posted, Always Posted:** Protect your reputation on Social Networks. *What you post online stays online.* Think twice before posting any sensitive personal information.
- **Online reputation can be a good thing:** Recent research reveals that recruiters refer personal brand online (20%), keep this in mind.
- **Keep personal info personal:** Be cautious about personal information being shared; the more you post, the easier for a hacker to steal your identity, access your data or commit crimes.
- **Know and manage your network:** Social networks connect to friends from many aspects of life, not all are created equal. Keep your real friends, the ones you know and trust, with your daily life.
- **Be honest if you're uncomfortable:** If there is uncomfortable contents are posted, let them know. Stay open-minded if someone objects to your postings as well.
- **Know what action to take:** If someone is harassing you, remove them from your friends list, block them and report to the site administrator or legal
- **Avoid Participating in Surveys:** Contests, online quiz, jackpots etc. are well laid out traps to steal your sensitive information, stay away from them.
- **Protect your location privacy:** In Social Media profile, sharing location details or pictures with location co-ordinates are serious security threat.

### Conclusions:

It's been said that information is power. Without a means of distributing information, people cannot harness the power. One positive impact of social media is in the distribution of

information. In today's world platforms such as Facebook, LinkedIn, Twitter and others have made it possible to access information at the click of a button. While the world would be a much slower place without social media, it's caused harm as well as good. However in the positive impact of social media far surpasses the ills associated with sharing. At the end of the day, sharing is about getting people to see and respond to content. As long as the content is still relevant and the need for information still exists, it's always worthwhile for any organization using social media to keep publishing.

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