

A QUALITATIVE ANALYSIS OF THE STRUCTURE AND PROCESS OF VICTIMIZATION ON THE INTERNET

Ms. S. Saranya
Assistant Professor,
Computer Science and Engineering,
SNS College of Engineering,
Coimbatore, Tamilnadu, India

Abstract— *In this paper, we are going to see about the different level of getting cheated in the internet by using Goffman's concept of frame analysis. The fraud exists in the fabrication which is made to believe by the deceiver. There are three stages of becoming cheated in the internet. In the first stage the victim is separated from the social interaction as the precaution of the victim decreases. In the second stage the victim is interacted by the attacker till transaction completes. In the third stage the victim comes out of the illusion and conforms him as the attacked party. With reference to all these three stages we refer to them as a victim or not.*

Keywords – *Goffman's Analysis, Fraud, Deceiver, Victim.*

I. INTRODUCTION

This paper is about a part of Goffman's analysis under the conditions of digital communication and victim's view. Goffman's frame analysis says about the ways of getting cheated in the internet, this is used in lots of research fields. In cyber crime frame analysis is used for eg, in order to find out the email spammers. This paper is about the technology and its men [1][2].

Goffman's idea over came the Batson's concept of frame answering the questions of sciences of social and history. Goffman does not ask what reality is. Rather, he asks the following: Under which circumstances do we consider things real? (Goffman, 1974, p. 2). According to James world is a differentiated object. It is differentiated into sectors or sub world. Each world has its own realistic character. Even the dream is true to the dreamer which differs from the normal science or social action [3].

Schutz further developed the concepts of James and gave different meaning, which was different from James. Goffman was not fully satisfied with Schutz's solution of the problem of

reality. The framework of everyday life and of wide-awake practical realities, as argued by Goffman (1974), did not fully bring out the implications of the constitution of reality. As the result there was no way to determine the number of worlds, subworlds and transaction between different worlds [4][5].

To overcome this Goffman came with the idea of frames. Frames are not styles of existence— they are styles of Observation. For example, consider a foot ball game which *has* two frames

Physical frame: which the player thinks how to move his leg to kick the ball.

Social frame: which player thinks how to move towards the goal post to score a goal and rules of the game.

Two types of frames can be distinguished: primary and secondary frames. Primary frames are basic and cannot be most reduced to fundamental frames. In Wittgenstein's philosophy of language, the primary level of framing is the mother tongue as the most fundamental language from which all other languages are derived.

There are two types of transformation of frames are possible first is all the persons share the transformation of the frame, Which is referred to transformation key by Goffman. It is also the difference between the real fight and the skit. In the second process only one person can see the transformation. This reframing process is called the fabrication [6].

II. THE CURRENT STUDY

In order to differ some ideas of Goffman's analysis an interview was conducted to 15 victims of cyber fraud in India and the results were gathered. Our argument has two steps: (1) we will outline a conceptual scheme of understanding the

structures and processes of victimization in cyber fraud. In order to understand the structural side of becoming a victim, we refer to Goffman's concept of frame analysis. With the purpose of understand the processional side; we will refer to the concept of rites of passage. (2) we will apply this scheme to qualitative data. These two steps will help us to answer the research questions: How is a system of fraudulent interaction constituted and how is it integrated within an individual's everyday life [7][8].

2.1 Information and models

The sample was taken with respect to gender, age and residence (table 1). The ultimate aim was to know how has been the victim affected, what was their response for being affected and how is their view about internet after the attack and what kind of fraud they was affected (table 2)

Table 1: (details of subjects)

GENDER	AGE	PIN-CODE
Male	20	641025
Female	22	641001
Male	19	641011
Female	23	641025
Male	20	641010
Male	21	641010
Female	25	641025

Some of the victims are attacked many times. More than 35% of the victims were fraud on eBay. We will see some facts said by the interviewees to know how the victims were affected and the reality can be assessed [9][10].

III. RESULTS AND DISCUSSIONS

3.1 Hooking On

In the first phase of *getting hooked on*, future victims decrease their levels of risk perception and increase their motivation to satisfy their private interests as the following example shows

Table 2: (types of attacks)

Wrong or damaged product or products were not delivered even though the victim paid	3
Hidden-fee download	4
Seller on the Internet and never received money from the customer	1
Job offers which appeared fraudulent afterwards	1
Gains/inheritance for which an advance payment is necessary	1
Lotteries	2
Hidden-fee games	1
Account hacking	1
Anonymous	1

I was asked to pay for my mobile in advance which was very cheap so I made my full payment of 15,000 INR This makes the victim to go to the mental setup that he want to get the desired product at low rates. This hides the important message and breaks the victim's awareness [11][12][13].

It was said that the product was free and I downloaded it completely and accepted the terms and conditions for which I got an invoice of 5000 INR The effect of this process, then, is that the victim interprets a given "strip of reality" differently than the offender. In our interviews, victims most often occurred in the area of shopping on the web. Products were wrong, damaged or otherwise incomplete, or they were not delivered even though they were paid for. The respondents, for example, wanted a new mobile phone, or they wanted a rare

book for studying, a motorcycle was offered or even a kitchen for which a deposit was demanded.

Another version is offering access to exotic events, like tickets to a new film. I was offered with the ticket to new most expected hindi movie which I was asked to pay 999 INR and I will get the tickets by post. One of the respondents was to increase his web traffic and wanted to download a freeware. The freeware will increase the network traffic and the number of clicks and the paypal id was asked for every click the amount was deducted from the account.

A specific form of *getting hooked on* by invoking desires or wants for a specific good or service can occur during the process of looking for a job. Persons in urgent need of a job or individuals, who are looking for part-time occupation that can be done from home, are at risk:

On a platform, I found a job offering: ‘international company is looking for a messenger.’ With my handicap I needed a part-time job. It was a good offer. You take the packages and send them to the address, to the country that is indicated. You get a fixed price and a provision.

If such stories are told on a level that is specific and general enough, any person could potentially find some moments in their own life that fit the description. In a non-criminal context, this technique is used for casting horoscopes, but also psychology students studying the various forms of neurosis are familiar with these experiences.

3.2 Staying Attuned

Once the victim is hooked he is taken out of the interaction based on the attacker. The victim drifts into a situation of “strategic interaction”, where the person that controls the situation has another definition of what is going on than the victim. Getting hooked means of reducing the awareness of the victim. This is done by reducing the mistrust or by increasing the trust on the company by various ways to increase your danger of getting attacked. We call this process, in which the fraudster tries to keep the awareness structure stable within the situation,

3.3 Staying-Attuned

In the area of internet deals when the goods are not delivered the victim calls up to the company or mails to them. If the call is not being picked up they think that the seller will be on

holiday. As said by one of our interviewee “After some days I made an inquiry and was told that the seller had a delay and will need more time” by not reading the terms and conditions properly the problems arise this is due to the blind trust on the company which we get goods.

Such forms of fraud are more likely to succeed when technology, like the Internet, is used. Sending mass-mails to a huge number of receivers allows for the general defining of a situation. The story behind the make-believe mechanism is general, yet also specific enough in order to be integrated with the victim’s life course.

3.4 Chilling out

When individuals are detached from ordinary social life by processes of *getting hooked on* (separation) and *staying attuned* (liminality), a way back is needed in which the victim can once more integrate with the taken for granted social order; otherwise, they will be caught in a liminal situation, which does not allow for engagement in interaction processes based on trust and reciprocity of action orientation. Thus, victims must engage in processes of chilling out. This process in different forms was found in all conducted interviews.

The way how one of our interviewee chilled out himself after knowing his delay of getting the good being delivered. He said “I phoned the post office immediately. They said they cannot do anything. I could not get the seller on the phone. I thought by myself, ok, never mind, everyone makes mistakes. I give him some time. I had his e-mail address and all that. I looked him up on the internet”

The last strategy of chilling out to be mentioned is to pass the buck to the next, which is a form of eliminating an event; reverting it by transforming the status of victim into the status of offender. This is, in the cases studied by this research, a built in chilling out mechanism within the offence. Job offers that appear to be a snowball system of selling the buck to the next victim are of this kind. At times, victims try to follow this procedure. In one case, in which a job offer of writing emails from home appeared to be a sales job (of e-books), the victim tried to avoid financial damage by passing the buck.

“Of course I didn’t get the money back. No one ordered a book. I tried it by announcing the e-books on a free website. But the site was closed because it appeared to be unserious. Within a

week it was closed. The job offer can still be found in the Internet. Just yesterday, it came along”.

IV. CONCLUSION

In order to “seduce” a person to engage in fraudulent strategic interaction, a process unfolds that is a functional equivalent of rites of passage. This process is structured by three phases. In a first phase, the victim is detached from taken for granted social reality. Awareness is restructured by a desired good or service; risk perception is decreased, whereas focus on an urgent want is increased. The fraudster must try to make relevant information necessary for interpreting the situation adequately invisible or put it at marginal locations of the perceptual space. Once a victim is separated from integrated social action, he or she must be kept attuned to the new situation without giving too much weight to doubt. The victim finds in a situation at the borders of society, in which a fabricated story (definition of the situation) is taken for truth. If, finally, the victim learns that he or she was duped and the status of being a victim becomes an undeniable fact, he or she must find ways back into socially shared reality by entering into a third phase of chilling out and reintegration with social reality. Chilling out appears in several forms, one of which is reporting incidents to the police, but this is by far not the only solution to the problem. Often victims do not have any hope to get their money back because offenders are abroad. Sometimes they do not even know that the police are competent or that the police could help in such cases; sometimes they feel ashamed by being duped and keep their experiences secret.

References

- [1] Bateson, G. (1972). A theory of play and fantasy. In *Steps to an Ecology of Mind: Collected Essays in Anthropology, Psychiatry, Evolution, and Epistemology* (pp. 177-193). San Francisco: Chandler.
- [2] Burgard, A., & Stoßier, R. (2012). *Cyber Crime: ÖsterreicherInnen als Opfer von Internetkriminalität und anderen Bedrohungsformen*. Unpublished Report.
- [3] Freiermuth, M. R. (2011). Text, lies and electronic bait: An analysis of email fraud and the decisions of the unsuspecting. *Discourse & Communication*, 5(2), 123-145.
- [4] Gerhardt, U. (2006). *Soziologie der Stunde Null: Zur Gesellschaftskonzeption des amerikanischen Besatzungsregimes in Deutschland 1944-1945/1946*. Frankfurt am Main: Suhrkamp.
- [5] Goffman, E. (1952). On cooling the mark out: Some aspects of adaption to failure. *Psychiatry*, 15(4), 451-463.
- [6] Goffman, E. (1967). *Interaction Ritual: Essays in Face-to-Face Behavior*. Chicago: Aldine.
- [7] Goffman, E. (1974). *Frame Analysis: An Essay on the Organization of Experience*. Cambridge (MA): Harvard University Press.
- [8] James, W. (1890). *The Principles of Psychology*. New York: Henry Holt.
- [9] Schutz, A. (1962). On multiple realities. In M. Natanson (Ed.), *Collected Papers I: The Problem of Social Reality* (pp. 207-259). The Hague: Nijhoff.
- [10] Schutz, A. (1967). *The Phenomenology of the Social World*. Evanston (Ill.): Northwestern University Press.
- [11] Van Gennep, A. (1960). *The Rites of Passage*. Chicago: University of Chicago Press.
- [12] Rawls, A. W. (1987). The Interaction Order Sui Generis: Goffman's Contribution to Social Theory. *Sociological Theory*, 5(2), 136-149.
- [13] Wittgenstein, L. (1953). *Philosophical Investigations*. New York: Macmillan.