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# **Cybercrime: Current Scenario in India**

- Divya Khera

## **Abstract**

These days internet is growing rapidly in India. It gives rise to many industries like sports, fashion, media, business, education etc. the use of internet has advantage and disadvantage as well and the rising scenario of internet is cyber crime. Cyber crime is an illegal activity. The recent development of the Internet has created a substantial increase in criminals using computers to commit crimes. Thus, an emerging area of criminal behavior is cybercrime. Cyber crime is an activity committed using a computer network. Also, cyber-crime involves the breakdown of privacy, or damage to the computer system properties such as files, website pages or software. The major issue seen in this crime is hacking of our bank accounts as well. It is seen that this cyber crime is majorly committed by educated people because this crime requires skills and knowledge. In this paper, I will discuss about various ways of cyber crime, its market and preventions.

**Key Words:** Cyber Crime, Prevention, Hacking, Cyber Cases

## **1. Introduction**

In today's life computer and internet has become a basic need of life. They are the mediator of our life. One shares information, store information through internet. Now a day's internet is a back bone of the society. One can use internet from anywhere and anytime and is easily accessible. The growing dependency on internet world is termed as cyber world. The augmentation in the usage of internet has enabled an increase in the volume of cybercrime activities because there is no longer a requirement of the criminal to physically present when committing a crime.

Cyber Crime is a malicious activity including the illegally receiving data, system interferences that compromises network and integrity and availability and copyright infringements. In other words, Cyber Crime is an illegal activity performed with the help of a computer system. It was started with hackers trying to break into computer networks. Some did it for thrill of accessing high level security networks, but others have quest to gain sensitive, classified material. Eventually, criminals started to infect computer systems with computer viruses, which led to breakdown on personal and business. It is such a big threat to the cyber world. Anyone using his mastermind can take out any personal or professional information by applying some techniques to the software.

## **2. Types of Cyber Crime**

**2.1 Hacking:** This type of crime is very dangerous and punishable as it refers to the breaking down into the computer system so that one's valuable data can be accessed easily without any permission in hacking criminal uses different software to enter a person's computer and a person may not be aware of that his system is being used from another location.

**2.2 Phishing:** Phishing refers to steal information like passwords, credit card details, user names, account passwords etc over the internet. It is carried out by e-mail spoofing. We receive many emails containing links to permit appearing websites.

**2.3 E- Mail Bombing:** It's a major crime in which a person sends huge amount of e-mails to the inbox of the target system. When one opens a mail, finds a meaningless and excessively long mail to consume network resources. Such mails can be easily found in spam mails.

**2.4 Cyber stalking:** it's a new form of internet crime in our society when a person is followed online. A cyber doesn't follow physically; he does it virtually, following him online or to take information about him by threatening him verbally. They harass their victims through e-mails, chat rooms, websites, discussion forums etc.

**2.5 Identity theft:** It occurs when someone steals your identity and shows that it's you to access your things such as credit cards, bank accounts and some more benefits on your name. Information technology (Amendment) act 2008, crime of identity theft under section 66-c. whoever fraudulently and dishonestly make use of electronic signature, password or any other unique identification feature of any other person , known as identity theft for which criminal shall be punished with imprisonment of either description for a term which may extend to three years and shall also be liable to fine which may extend to rupees one lakh.

**2.6 Virus dissemination:** These programs or software attach themselves to infect the systems or files. It poorly damage the working of a system as well as it results in loss of data or information .It can be usually spread by removable media (pen drive, CD etc) or the internet.

**2.7 Web Jacking:** This term is derived its name from 'hijacking '. Hackers hijack the website and post irrelevant material on internet site .The site looks similar as a previous one but the content is different. People do it for their own selfish reasons.

**2.8 SMS Spoofing:** SMS spoofing allows one to change the name or number of text messages which they are originally coming from.

**2.9 Information Warfare:** It's the ability to exploit, deceive and disrupt adversary information system while simultaneously protecting our own. There are seven different forms of warfare: c and control warfare, intelligence- based warfare, electronic warfare, psychological warfare, hacker warfare, economic information warfare and cyber warfare.

**2.10 Voice phishing :** Vishing stands for 'voice phishing' and a new twist on phishing e- mails that you may have received but now the criminals are using phone as well to take out the personal information.

**2.11Cyber trafficking :** It can be described as trafficking in weapons , drugs , human beings , which affect the large numbers of masses.

**2.12 Software piracy:** One can easily find movie, songs, software from any origin for free. We all are part of this type piracy because knowingly or unknowingly download many things for free from the internet sites.

### **3) Challenges of cyber crime in India**

Cyber crime in India is no longer an illusion. The situation can go out of control if there will be no check on the systems. There are major three aspects of cyber crime which deserve attention:

1. the legal safeguards that are available,

2. the adequacy of training of police investigators , prosecutors and the judiciary,
3. the nature of links forged by the Indian police with foreign law enforcement agencies so that cooperation in matters of investigation and training is readily forthcoming.

A few years back, there was lack of awareness about the crimes that could be committed through internet. In the matters of cyber crimes, India is also not far behind the other countries where the rate of incidence of cyber crimes is also increasing day by day.

The study shows:

IT Act			IPC	
Year	Cases registered	Persons arrested	Cases registered	Persons arrested
2011	1791	1184	422	446
2012	2876	1522	601	549
2013	4356	2098	1337	1203
2014	7201	4246	2272	1224
2015	8045	5102	3422	2876
<b>total</b>	24269	14152	8054	6289

**Table 1: Cyber Crimes up by more than 3 times in 5 year**

It is seen that many cases are registered under the IT Act and IPC. The cases registered under the IT act increased by more than 350% from 2011 to 2015. It was almost a 70% increase in the number of cyber crime cases under the IT act between 2013 and 2014. The cases registered under the IPC increased by more than 7 times during the period between 2011 and 2015. Similar trend is observed in the number of persons arrested. The government also acknowledges the increase in the number of such crimes and that the introduction of technologies, devices including smart phones and complex applications, and rise in usage of cyber space for businesses has resulted in such an increase

#### **4. Cyber Laws in India**

Due to the sudden increase in rate of cyber crime Indian Parliament passed its Information Technology Act 2000 on 17<sup>th</sup> October to deal with the cybercrime activities such as e-commerce, e-governance, e-banking as well as penalties and punishments in the field of cyber crime.

#### **5. Punishment for hacking and damage:**

According to the **Section: 43** of '*Information Technology Act, 2000*' whoever destroys, deletes, alters and disrupts or causes disruption of any computer with the intention of damaging of the whole data of the computer system without the permission of the owner of the computer, shall be liable to **pay fine upto 1 crore** to the person so affected by way of remedy.

According to the Section:43A which is inserted by 'Information Technology(Amendment) Act, 2008' where a body corporate is maintaining and protecting the data of the persons as provided by the central government, if there is any negligent act or failure in protecting the data/ information then a body corporate shall be liable to pay compensation to person so affected. And Section 66 deals with 'hacking with computer system' and provides for **imprisonment up to 3 years or fine**, which may extend up to 2 years or both.

## **6. Preventive measures for cyber crime**

It is truly said that prevention is better than cure. People should take some precautions while working with internet and try to follow certain measures.

- 1) One must not share his/her personal information while chatting or sending an e-mail.
- 2) Keeping your systems update helps you to protect from hackers as its difficult to gain access of an updated system.
- 3) One should not share his/her passwords with anyone and keep it on a safe place. Try to use different passwords for different sites.
- 4) Try and change passwords in atleast 90 days. This can protect you from the damage caused by someone who has already gained the access of your account.
- 5) Parents must keep watch on their child when they are using internet to protect them from harassments.
- 6) Protect your system by latest anti-viruses. These security systems keep you safe against various internet activities.
- 7) While choosing a password one should keep in mind that it shouldn't be easily guessed by others. It is considered that a strong password must contain letters, symbols and numbers. One should keep a unique password which cannot be easily ruled out.
- 8) Website owner has to keep a watch on traffic and keep a check if there is any irregularity on the site.
- 9) Do not respond to those mails which demand your personal information. Before clicking on such mails check the genuinity of the organization otherwise it will take you to the malicious or fraudulent sites.
- 10) Time to time kindly review your credit card statements and bank account statements. This will help you to protect the misuse of your bank accounts and cards. Keep a regular contact with your bank.
- 11) One has to pay attention towards private policies mention on sites. It is necessary to understand how organization collect and use your personal information before you share it to them.
- 12) Information Technology department should pass some more guidelines for protection of computer systems and also make some strict laws to breakdown such criminal activities.

## 7. CONCLUSION

Day by day technology is increasing similarly the crime is increasing. Now it's very easy to access information through internet. It's just a matter of few seconds one can take out any information as internet is a major medium of information and a major means of communication. It is also noticed that qualified people are committing this crime because it requires lot of skills and technique. So, there is need to punish those people and tell them about ethics and principles for the use of technology in proper manner. By looking at the past incidents we can learn from them and use that information to prevent future crime. There is also a need to work on the law and try to catch hackers as quickly as possible. It is also seen that there is a need of proper connection between citizens and government to work on new and unexpected challenges in cybercrime. Government should aware masses by conducting some essential training programmes. Though India has adopted many measures to prevent the cybercrime however, there is a need to change the according to the changing scenario.

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# **Social Media and Social Activism**

- Ayushi Sachdeva

## **Abstract**

Nowadays, we are connected with our near and dear ones with the help of social media. With the advent and rapid boom of the Internet, social media has eliminated physical and geographical barriers and virtually we come in contact with a person or a group of people as if two or more people are sitting and talking right next to each other. Imagine, if we can use social media to bring about a change in something, additional to keeping in touch with your family and friends. The answer would be a yes. It would be highly beneficial to use social media to spearhead a campaign or to disclose untold views and stories of anything related.

Today, social media has become a primary tool for political and social movements globally. They serve to strengthen the already existing networks of political and social relationships among the masses. It is generally driven by excessive public participation, i.e., more the number of people participate for a cause via social media, the more impactful and successful will it be. There are many ways of social or media activism like publishing censored news on websites, creating effective video and audio presentations, spreading information to the people about the nature and reason for protesting for a cause, and organising campaigns and meetings related to media and communications policies. Often, the main aim of social activism is to change policies of the government that is mostly related to mass media and communication strategies.

Social activism is now required by the population for expressing their own views and opinions, in order to bring about a necessary change. With almost half of the countries over the globe having less or no press freedom, according to the rankings made in the Press Freedom Index, published by the United Nations Development Programme (UNDP), it is always necessary to garner more public support internally from other areas of a country or externally from other countries, to make the citizens' voices reachable to the concerned authority. The rise of digital media allows social activists to address this challenge, providing new mechanisms to influence public policy. It is also believed that the activists have shaken hands and are supporting with the corporate sectors, in order to influence them with their own decisions.

Social networking platforms such as Facebook, Twitter, Pinterest, LinkedIn and Google+, to name a few have been successful for activists and anarchists for spearheading their digital campaigns, most notable being the Arab Spring in 2011, that toppled the dictators of Egypt, Tunisia, Libya and Yemen. Many social activists consider the larger picture – how can they find ways to end injustice and hold the perpetrators responsible for such nefarious activities. Also, they tend to create strong communities which encourage economic, social and psychological health.

If we define social justice as the belief in an equitable, compassionate world where difference is understood, valued and respected, then we can see that social activism and social justice are flip sides of the same coin. Social action work is a way to meet the goal of social justice. The use of hashtags in social media enables people online to know more about the nature of the digital campaign and also to suggest ideas and opinions to make the campaign an efficient,

effective and a successful one in bringing about a change in the society. With the boom of the Internet, media activism is only going to increase more in the coming years and non-democratic



governments, who have curbed freedom of expression, are highly threatening by the wrath of the people, who will ensure that the authority falls out and bite the dust finally, to respect the sentiments of the people.

**Keywords:** campaign, movement, change, hashtag

## **Introduction**

In the light of the recent acts of activism that have occurred globally on social media platforms, it is imperative to analyze the effectiveness of such acts and how social media is growing as a platform for such events. Social media is an array of internet based tools that make it easier for a person to share his/her thoughts, opinions, and expressions, with a click of the mouse. Activism refers to the vigorous campaigning that is done to bring about a social or a political change. Social media activism is when the social media platforms like Twitter, Facebook, YouTube etc. are used as instruments in bringing about that social or political change.

With the advent of technology, the world has been shrunk into a global village. Dissemination of information has become comfortably easier. Moreover, people all across have found a mouthpiece in the form of Facebook statuses, tweets, and YouTube videos. The ones who were previously being gagged by their compeers in the community now have an instrument to articulate harmlessly in the virtual space. Time and again, global leaders, celebrities, and people of different communities have joined hands to share or endorse ideas and bring about a change through new media and internet. Be it the ALS Ice Bucket Challenge, or #YesAllWomen, or #BringBackOurGirls, social media has triggered public discourse about everything right from patriarchy, to climate change, to feminism.

Until a decade ago, the activists in the society had controlled routes to carry out a campaign. Early advocates of any social movement had only word of mouth and print mediums to promulgate their ideas, since letter writing was the only way to reach out. Participation in the movement was limited to rallies by those who were present in that city. With social media coming into the picture, movements today spread around like wildfire, and the numbers of supporters keep increasing at a rampant rate. Social media has communized activism, opening up participation at public platforms like Facebook, Twitter, Tumblr, etc., therefore ruling out the trenches of geographic constraints.

While social media has proved out to be the greatest apparatus for feminist exposition, “Social Media Activism” is a term that has been quite scorned. Freethinkers have ganged up on the fact that social media hasn’t spawned any actual change but has only blown up the world with fruitless hashtags. This may as well be the unvarnished truth since social media campaigns have been competent in fleshing out awareness, but they have not effectuated any real change.

Huffington Post, 13<sup>th</sup> November, 2014. The Case for Social Media and Hashtag Activism [http://www.huffingtonpost.com/sabina-khanibarra/the-case-for-social-media\\_b\\_6149974.html](http://www.huffingtonpost.com/sabina-khanibarra/the-case-for-social-media_b_6149974.html)

## **Rationale of the study**

To study the acts of social media activism and analyze the effectiveness of such campaigns. The idea is to understand how social media is being used time and again to trigger a political or a social change, and if the objective is being fulfilled.

Social media is best described as an array of internet based tools that make it easier for a person to share his/her thoughts, opinions, and expressions, with a click of the mouse. Activism refers to the vigorous campaigning that is done to bring about a social or a political change. Social media activism is when the social media platforms like Twitter, Facebook, YouTube etc. are used as instruments in bringing about that social or political change.

The scope and reach of social media has made it a widely used platform to trigger a movement underlining political or social change. The trenches of geographical boundaries have been eliminated, and movements are being joined or supported from the comfort of one's living rooms. Besides, social media also carries with itself a sense of urgency and has an immediate impact as messages are circulated within seconds and call for immediate attention or action.

## **Objective of the study**

1. To figure out cases of social media activism like #YesAllWomen and #BringBackOurGirls.
2. To study the effectiveness of these cases.

## **Research Methodology**

The given study is based on the information and data available through secondary sources like newspapers, magazines, media reports, periodicals etc. This study is a conceptual presentation of ideas.

## **Findings and Discussions**

The origin of activism dates back to the beginning of politics. All through these years, the idea behind it has remained the same, only the channels have been switched from interpersonal conversations, to print mediums, to social media. What was earlier being channelized through newspapers is now being championed through hashtags. In the 21<sup>st</sup> century, social media has well been at the core of a number of protest stories and social campaigns. With the growing connectedness and involvement of masses on social media platforms, revolutionaries, campaigners, and protesters feel empowered and equipped. Reel back to 2010 where social media played an instrumental role in raising global awareness in the Middle East about the "Arab Spring." That was one of the very first instances of social media being used as a vehicle of activism and social change. Shawn Ahmed, a queer Muslim and activist from Canada, started the Uncultured Project and with effective use of social media, precisely YouTube, helped restore a Bangladeshi school that was destroyed in a cyclone.

The founder of Change.org, Ben Rattray believes that Barack Obama would have never been able to become the US President had internet not existed, since it was the internet that made it possible for 1,00,000 people to gather around, vote, and work towards change.

Adweek, December 28, 2015. 2015's Top 5 Social Activism Campaigns: #BlackLivesMatter, #LoveWins & more <http://www.adweek.com/digital/2015s-top-5-social-activism-campaigns-blacklivesmatter-lovewins-more/Lawstreet>, January 2016. The Evolution of Activism: From the Streets to Social Media <https://lawstreetmedia.com/issues/politics/evolution-activism-streets-social-media/Mashable>,

October 2010. Why Social Media is Reinventing Activism <http://mashable.com/2010/10/09/social-media-activism/#KBxYpcwfDqi> #YesAllWomen

This hashtag dates back to 2014 when Elliot Rodger murdered six people in Isla Vista, California, deeming hatred for women and sexual rejection as the reason for his rampage. In his final video, Rodger said, “You girls have never been attracted to me. I don’t know why you girls aren’t attracted to me, but I will punish you all for it. It’s an injustice.. I don’t know what you don’t see in me. I am the perfect guy and yet you throw yourselves at these obnoxious men instead of me, the supreme gentleman.” This message unmasked Rodger as a lonely misogynist and catalyzed the female section under the label of male sexual entitlement.

Soon Twitter and Tumblr were brimming with stories of everyday sexism and misogyny. The idea behind the hashtag was to spotlight the pervasiveness of misogyny, sexism, and violence against women, and substantiate that all women deal with the fear of maltreatment and assault. This hashtag became a global conversation in no time. Having begun in the United States, it gradually spread to South Africa, Australia, Iceland, Japan, and Brazil. It then struck Europe and Germany, and when the German feminists supplemented #YesAllWomen with #Aufschrei (which means outcry), the world witnessed just how resultant a hashtag could be.

This hashtag was revived in the year 2016 in the light of the Bengaluru molestation case where hundreds of women were groped and molested on the New Year’s Eve. Feminists and women in general again took to Twitter to establish the fact that every single woman has gone through an act of molestation or has been exposed to misogyny at some point or the other in her life. A few days later, this hashtag was retorted with #NotAllMen which emphasized on the idea that all women might have been subjected to misogyny and harassment, but not all men are rapists or molesters. Just like in the public domain, patriarchy had quite comfortably crawled into the virtual space too wherein a movement that was started to manifest the ubiquitous nature of the maltreatment that women undergo was soon taken over by a lame outcry from the male gender.

Mashable, May 26, 2014. How the #YesAllWomen Hashtag Began <http://mashable.com/2014/05/26/yesallwomen-hashtag/#Psr1fvIpDaqw> Feminism in India, January 11, 2017. #YesAllWomen – Response to #BengaluruMolestation and #NotAllMen <https://feminisminindia.com/2017/01/11/yesallwomen-response-to-bengalurumolestationnotallmen/#BringBackOurGirls>

In the same year, which was 2014, when Boko Haram kidnapped over 270 Nigerian schoolgirls, activists fell back on Twitter to ensure that it wasn’t just another blotted out African story to be sacked into the sidebars of national news. The #BringBackOurGirls hashtag brought light to the grave issue of terrorism in Nigeria and the child abductions globally.

On April 15<sup>th</sup>, 2014, around 270 schoolgirls, most of which were believed to be between the ages of 16 to 18, were abducted from Government Girls Secondary School in Chibok, Nigeria. This horrific crime was carried out by the Islamist militant group – Boko Haram. As nationals marched to the capital of the country, Abuja, the global media rallied around a call to #BringBackOurGirls. Oby Ezekwesili was one of the three Nigerian campaigners to have started the campaign at the grassroot level. She described her incredulity at the lack of action the primary reason behind this campaign. (The Guardian, 2014)

The United States came to Nigeria's aid by deploying a troop of 200 military and law enforcement delegation to help search and rescue the schoolgirls. A Tumblr page was set up by Amnesty International, a human rights organization, where pictures were being posted in solidarity with the people of Nigeria. The campaign was supported by the then First Lady of the United States, Michelle Obama, wherein she posted a picture of herself posing with a placard that read: #BringBackOurGirls. Other advocates of the movement were – Pakistani education activist – Malala Yousafzai, American actresses – Angelina Jolie and Amy Poehler, and British fashion model – Alexa Chung.

Teen Vogue, May 8, 2014. Everything that you need to know about what's going on in Nigeria <http://www.teenvogue.com/story/bring-back-our-girls-nigeria>

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In October 2016, 21 schoolgirls that had been kidnapped by Boko Haram were reunited with their devastated families, after a span of more than two years. However, even three years after abduction took place, a vast majority of the schoolgirls still remain missing. The hashtag might have taken the social media by the storm, but it didn't bear any fruits. Different section of people propagate different theories where some believe that the girls might have been sold off, been made to marry the militants, or may have crossed boundaries with the neighbouring countries.

In 2015, the Nigerian military was said to have freed hundreds of women and girls from the captivity of Boko Haram, yet none of them were from Chibok. 730 days from when this horrific incident took place, the parents of those schoolgirls are awaiting their daughters, praying for a miracle to happen.

Similarly, #YesAllWomen faced a lot of backlash from people who believed the movement was just another instance of excessive feminism and was being used by women to generalize and contaminate the entire male community. #YesAllWomen was fought against with #NotAllMen and once again patriarchy overtook and the idea of the entire movement was lost somewhere. To add to that, there hasn't been a cut-down in the instances of harassment and misogyny, and the female gender is still made to live under the horrors of maltreatment and molestation.

Pri, October 17, 2016. Nigeria's #BringBackOurGirls campaign celebrates 21 returnees <https://www.pri.org/stories/2016-10-17/nigerias-bringbackourgirls-campaign-celebrates-21-returnees> Gordon Brown, Huffington Post. The world should be ashamed of the failure to #BringBackOurGirls [http://www.huffingtonpost.com/gordon-brown/bring-back-our-girls-anniversary-boko-haram\\_b\\_9692818.html](http://www.huffingtonpost.com/gordon-brown/bring-back-our-girls-anniversary-boko-haram_b_9692818.html)

## **Conclusion**

While social media has proved out to be a great apparatus for activists' exposition, it is a given fact that media activism alone won't get to the bottom of the world's problems, or bring about a global change. Social media activism has its limitations too in the form of computer literacy, internet access, and technological requirements. Freethinkers also argue that social media activism, often deemed as "slacktivism", doesn't carry the weight of traditional protests and campaigns. Social

media has been credited for disseminating information in the blink of an eye, and for raising public awareness, but bringing about an actual change is something it has lacked in.

A societal change won't happen with a plethora of tweets or by signing online petitions. That still requires the dedication and sensitivity of protests and marches being conducted in large scale and being joined by a huge number of supporters. Social media acts as an ally to such campaigns by being a mouthpiece to the gagged, the marginalised, and the downtrodden.

Imagine a transgender man whose orientation has been brushed away by his family, but discovers solace in the world of Tumblr – in the form of alleviating messages and identical stories. Or imagine a woman who has underwent the horrors of harassment and molestation and takes it to Twitter to vent out her wrath and plight. She knows there are people listening, and that she will be heard to a point that will foster change.

Social media has also given rise to armchair activism. A kind of activism where people send out a particular message only because they are cautious of their image in the public eye, and aren't even one bit concerned with the movement in question. Activism revolves around the age-old idea of fostering change and though the manners of actualizing might have changed, yet the nature remains the same. Even in the 21<sup>st</sup> century, the more preferred and effective way to carry out campaigns is in the streets, with placards in hand, and yelling out slogans in unison.

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# Campaigns and awareness towards animal cruelty on social media

- Ambika Sharma

## **Introduction**

Cruelty against animals is increasing day by day animal abuse is becoming crucial. Animals are being abused at many levels like in circus they are treated as puppets or in Puppy mills where large-scale commercial dog breeding operations are held that put a greater priority on profits than the health of the puppies. More than 50% the fur in the US comes from China, where millions of dogs and cats are often bled to death and skinned alive for their fur. Millions of monkeys, rats, mice, rats, dogs, cats, rabbits and other animals become victims of lab testing and sacrifice their lives but nowadays social media is too active to eradicate animal cruelty from our society. Many campaigns and awareness programs have been coming to light and spread information through social media as social media has always been known for its speed and networks it has a mass capacity of blowing up events and spread it to the masses in no time.

Many campaigns like #Makeover the world, #enforcelaw16 and many NGO's like PETA, SPCA, Awaz and PFA etc. are spreading awareness towards animal cruelty. People are getting aware and active towards this issue and coming forward to help animals and giving them lives that they deserve. Many laws and order are constituted to help animals and now with the help of social media people came to know about the rights of animals and they can punish for violation of animal rights.

## **Objective**

Main Objective of my research is to analyse three major factors:

- How social media is helping in generating awareness regarding animal abuse?
- How to protect animals or raise awareness regarding animal abuse with the help of social media?
- How Campaigns and events on social media regarding the animal problems are helpful?

Many people and organizations are hyper active on social media nowadays and create so many events and awareness programs such events generate an emotional appeal and aware people about the hideous crimes against animals. Some organizations like PETA considered social media to aware people about animal rights and ask them to join them and help animals. Some events like



STRAY LOVE organize with the help of social media to help stray dogs. These events and campaigns are effective in my research I like to objectify my statement and questions.

## **Research Methodology**

Research Methodology is a way to find out the result of a given problem on a specific matter or problem that is also referred as research problem. In Methodology, researcher uses different criteria for solving/searching the given research problem. Different sources use different type of methods for solving the problem.

The data which is been collected in this research is done using primary method. Primary research is research that produces data that are only obtainable directly from an original source basically first-hand information.

The method used to collect data in this research is Data collection through Questionnaire.

This method of data collection is quite popular, particularly in case of big enquiries.

Questionnaire consists of a number of questions printed or typed in a definite order on a form or set of forms. The questionnaire is mailed to respondents who are expected to read and understand the questions and write down the reply in the space meant for the purpose in the questionnaire itself. The respondents have to answer the questions on their own.

For this research I used this method to gain knowledge about people's opinion that how they get influence, what they feel about the campaigns on social media, how frequently they get aware. This method is useful for my research because there are so many people are on social media and it is easy to collect data by asking them some questions.

## **Literature review**

- <http://www.thebetterindia.com/46721/humane-society-india-animal-laws-prevention-of-cruelty-act/>

This article was published by "The better India" on February 19, 2016 by Human Society International (India) on Animal Rights in India.

In this article animal rights are mentioned and it is to inform that India has some of the finest provisions to safeguard animals in the world. In this articles 15 animal rights are listed to aware people that animals also have right to live and violation of these rights is punishable.



Review: In this article rights are mentioned which belongs to the animals. This is to inform people that animal abuse is also a punishable offence and animals have equal right to live their lives happily. This also states that a country like India also wants to eradicate animal cruelty from the society. All the rights that have been mentioned clearly stated that one cannot be cruel to animals.

- <http://indianexpress.com/article/cities/rights-activists-ngos-protest-against-cruelty-on-animals/>

This article was published by “Indian Express” on January 31<sup>st</sup>, 2016 by Express news service.

### **Rights activists, NGOs protest against cruelty on animals**

It is based on an incident that happened in Chandigarh in which a stray dog is tied up with a tree and beaten up by four residents of the society and then they dumped him somewhere else. Many NGO's stand up for the dog and logged the complaint.

Review: In this news article NGO's like PETA, Society for Prevention of Cruelty to Animals (SPCA), People For Animals (PFA), and Aawaz. Raise their voice towards animal cruelty. The link that has been given it is of the video that has been gone viral on social media and spread awareness about this hideous crime. The accused has been booked under the sections of Prevention of Cruelty to Animals Act, 1960. This article shows how some people do not think animal as living being. They just treat them as an object. Even after the police complaint accused did not tell the protesters where they dumped the dog. I wonder how people can be so cruel and harsh. This also shows how much our laws are affecting the people of our country.

- <https://youtu.be/j3vA953h2t8>

This video is uploaded by India today on July 6<sup>th</sup>, 2016.

In this video it shows that the dog who was mercilessly thrown off a roof top in Chennai by 2 Medical students has been found alive. The dog has been taken to the Madras Veterinary College for treatment. The dog is unable to walk properly and is receiving adequate medical treatment.

Review: In this video shravan an animal activist found the dog that has been thrown from the roof of the building the incident came to light when the video of the same gone viral through social media. Those medical student who throws the dog from the roof are not

eligible to be a doctor they should get punished for their actions. They smiled when the dog cries in pain at the end of the video shows that they have no soul. When the animal activist found the dog she was so terrified and in pain the good thing is that now she is good hands.

- <http://blog.mapsofindia.com/animals/cruelty-to-animals-in-india-how-can-we-bring-an-end-to-it/>

It was published by Blog Maps of India on May 19<sup>th</sup>, 2012.

In this article all the aspects of animal cruelty is shown and how animals are treated as an object and information about the organizations that work for animal welfare is also given.

Review: In this animal cruelty on different levels are mentioned what is happening with the animals in our society. This is necessary to inform people about how animals have been tortured. And what can we do about it.

- <https://youtu.be/gOosxuKkukk>

It was uploaded by Anand Kamnath on March 20, 2015.

In this a documentary has been made on homeless dogs in Mumbai and how people treat them what is the perspective of people towards stray animals.

Review: this documentary shows how stray animals should be treated and people need to change their perspective about them. There are some people who are willing to help them, they feed them, take care of them, and show them love and affection. As these things are basic needs for a living being why anyone should being deprived of them. Many organizations are also helping in controlling the population of the strays and helping them to live a healthy life. People should learn that strays are same as any foreign breed they just need you love and they give you same love as any other breed. Through this documentary they are trying to spread awareness and the message is simple but so amazing and affecting “adopt a stray instead of buying one” this should followed and provide a better world for strays to live.

- <https://youtu.be/Uam9N0hyACM>

This video is uploaded by Pepper media on October 8, 2014 In this video Rakesh Shukla is the go-to guy for dog rescue in Bangalore. His privately-funded venture, 'The Voice of Stray

Dogs' champions the cause of India's stray/ street dogs with research, publication, litigation, veterinary and healthcare services for stray dogs.

Review: In this a person named Rakesh Shukla started something for a cause he thinks that every dog is precious and rescued them and gave them that life what they deserve. He spread an amazing message by the help of this video and asks people to become dog's best friends. He started an organization and improve those lives who can't raise voice for themselves and become the voice of the strays.

- <http://www.scmp.com/news/asia/south-asia/article/1976563/cruelty-against-stray-animals-rise-india-amid-lack-effective>

This article was published by South China morning post on June 17, 2016.

“Cruelty against stray animals on the rise in India amid lack of effective laws”

In this article it shows that how india is becoming more and more crucial for strays especially dogs many incident happens in a within a span of a month. And there is need to renew the Prevention of cruelty to animal act 1960, whose penalties have not been revised for the last 50 years.

Review: in this it was stated that how our country need to revised penalties which has been 50 rupees only. Government need take some serious steps and stop the animal abuse that is increasing day by day people are becoming more crucial and abusing animals. Many NGO's are there but they also need some affective laws so people have something because of which they afraid to abuse an animal.

- <http://www.thenational.ae/uae/social-media-campaign-enforcelaw16-aimed-at-preventing-abused-animals>

This article was published by The National UAE on November 16, 2014 whose author is Ayesha Al Khoori.

“Social media campaign #enforcelaw16 aimed at preventing abused animals”

In this article Animal enthusiasts have launched a social media campaign against animal abuse. The campaign began after a dog was found in the streets near the Corniche (Abu Dhabi) with his tail cut off. Animal Action – Abu Dhabi, a group of volunteers on Facebook who try to provide homes to animals, received a call about the dog, later named Kleidi. They

took the dog to see a veterinarian and an emergency surgery was performed. However, the dog died a few days later because of blood poisoning.

Review: Animal abuse is a global issue everywhere animals are abusing by humans and there are some people who try to protect them. In this article same happens some good people try to help the dog but he couldn't make it. They also states that people should report animal abuse as a crime because animals are also living beings they have equal rights to live on this planet.

- <https://www.rspca.org.au/campaigns/makeover-world/makeovertheworld>

This article was published by RSPCA on June 3<sup>rd</sup>, 2016.

In this article it is stated that people believe that animal testing in cosmetics is a thing of the past, but the sad truth is that thousands of animals worldwide still suffer in the name of beauty. So they created a social media campaign #makeovertheworld.

Review: through this article they did an amazing job and aware people by informing them with the help of social media and asked people to raise their voice against them.

- <https://web.facebook.com/fwdanimals/videos/1281305501901016/>

This video is uploaded by FWD: Animals on September 17, 2016.

In this video information about the puppy mills are given and at the end they ask people to adopt not to buy.

**Review:** In this video harsh truth about the puppy mills is shown. They show how dogs are treated as a business related product not as living being. Also people need to understand that they do not need to spend their money to buy a pet if they starting adopting one this can be stopped.

- <http://www.dhyanfoundation.com/causes/animal-laws.php>

This article was published by Dhyan Foundation.

In this article laws regarding animal abuse are explained vividly.

Review: In this article laws for animal abuse is explained and also highlight some problems that faced by people who helps strays. This information is necessary for those people who faced challenges because they helped some helpless strays.

- <http://www.peta.org/blog/save-animals-social-media/http://www.peta.org/blog/save-animals-social-media/>

This article was published by PETA on February 9, 2012 author is Michelle Kreter.

In this article they explained How to save animals with social media?

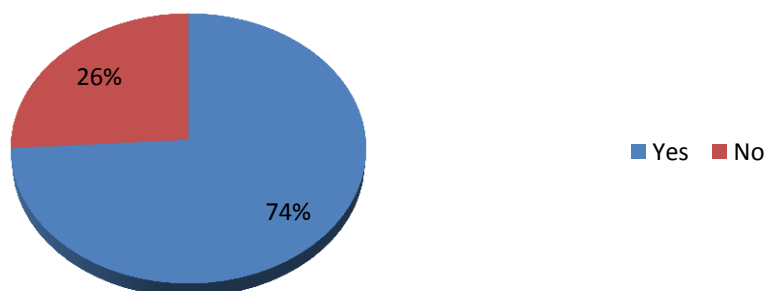
Review: In this blog everything is explained simply but strongly. She explained everything step by step that one should like, share, and post anything about animal abuse on social media. This can help animals by warning the people who are involved in animal abuse that they can be caught.

### **Data Representation & Interpretation**

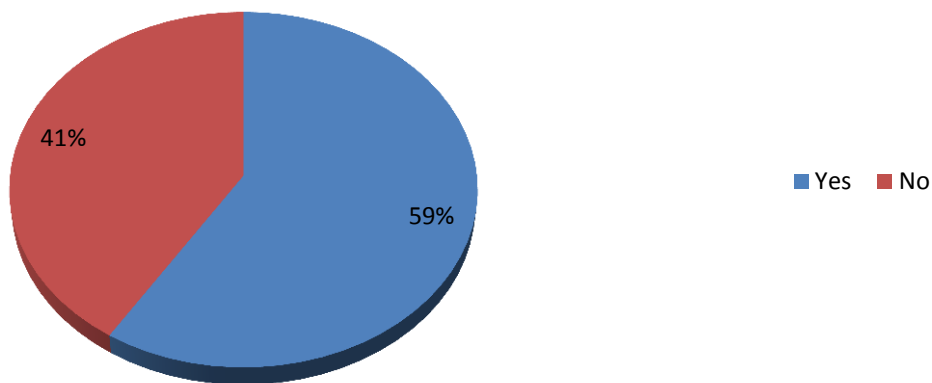
1. On average, how much time do you spend daily on a social networking sites?



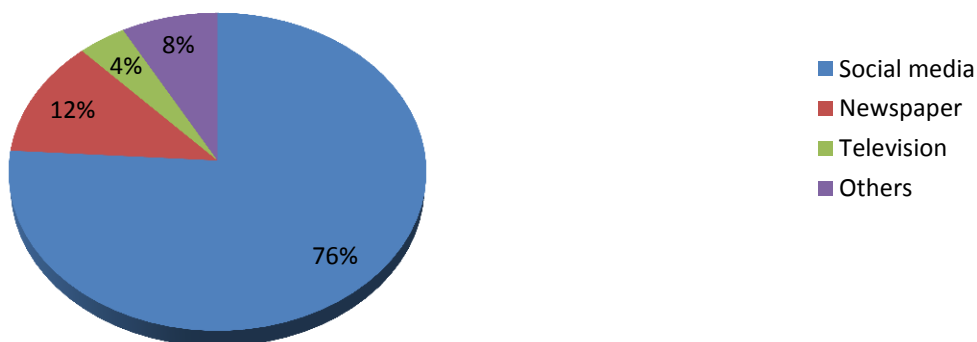
1. Are you an animal lover?



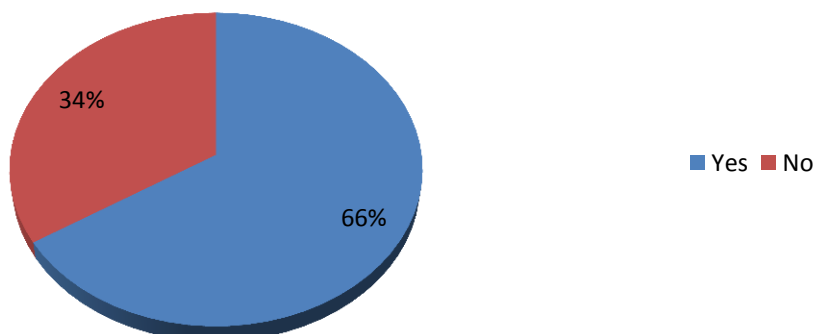
2. Do you have knowledge about laws regarding animal abuse?



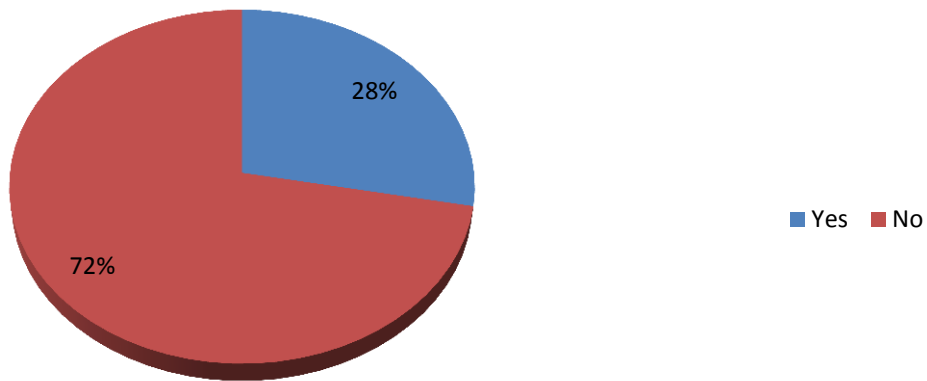
• If yes, how you came to know about these laws?



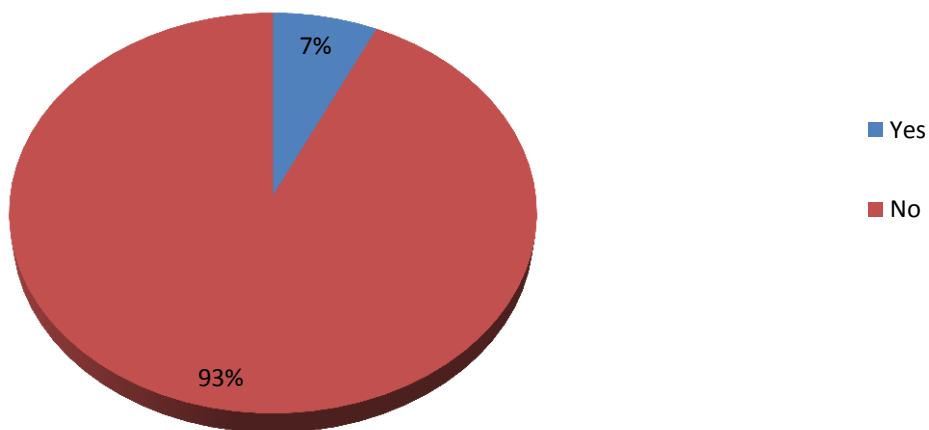
3. Do you think social media plays an important role in creating awareness regarding animal abuse?



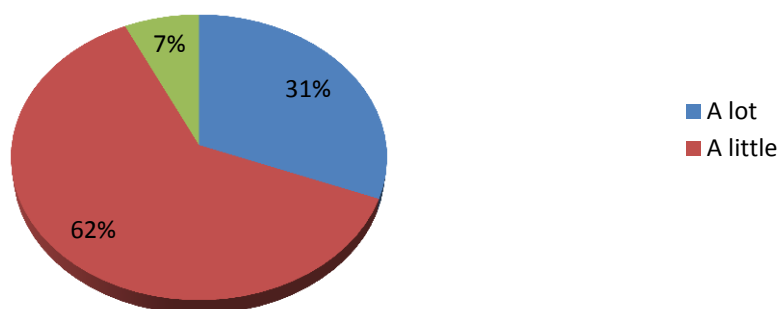
4. . Have you ever join any campaign on social media related to animal abuse?



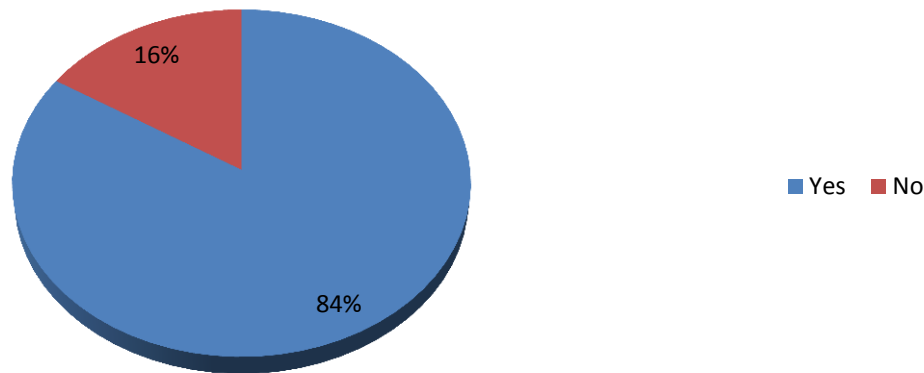
- If yes, have you ever adopted an animal with the help of these campaigns on social media?



5. What do you think that how much effective are these campaigns on social media on animal abuse?



6. Do you think these awareness program can change a person's behavior towards an animal?



After analyzing the data the result shows that people understand that animals are living beings too and steps can be taken to save animals and in this social media plays an important role. Some people and organizations are helping them but still there are some people who are not really bother. The statement which is provided previously (hypothesis) is supported by this data. And the data is positive in many aspects.

## **Conclusion**

As my research topic “Campaigns and awareness towards animal cruelty on social media” is accomplished by undergoing and adopting different techniques of data collection. Results have been evaluated and the research topic swings in the right direction. As per my data collected by me 66% of people think that social media plays an important role to create awareness regarding animal abuse. All the data that I had collected shows that mostly people are aware about the certain issues and the objectives or questions that were generated in the starting of my research project are being answered.



# Ephemeral Messaging and Future Of Temporary Data Over The Internet

■ Shivam Wadhwa

## INTRODUCTION

What is ephemeral messaging?

Ephemeral messaging is the mobile-to-mobile transmission of multimedia messages that automatically disappear from the recipient's screen after the message has been viewed. The word "ephemeral" describes something that only lasts for a short period of time.

What is cyber dust?

Cyber Dust is simply a more natural way to communicate without leaving a trail of everything you say. Messages and media disappear within seconds, never hit a hard drive and cannot be recovered. Cyber Dust keeps you in control of your content. Mark Cuban created cyber dust.

What is encryption?

Encryption is the most effective way to achieve data security. To read an encrypted file, you must have access to a secret key or password that enables you to decrypt it. Unencrypted data is called plain text whereas encrypted data is referred to as cipher text.

## The Journey

The word "ephemeral" describes something that only lasts for a short period of time.

While ephemeral messaging is reshaping the landscape of digital communication, it is also raising questions around data privacy, data permanence and data security. Snapchat is a well-known example of an ephemeral messaging application. Snapchat messages can only be viewed once -- and during the viewing period, the recipient must maintain contact with the device's touchscreen or the message, which is called a Snap, disappears. Snapchat became the subject of an U.S. Federal Trade Commission (FTC) investigation when it was alleged that Snapchat deceived consumers with promises about the ephemeral nature of messages sent through the service. The FTC has since ruled that Snapchat did not employ reasonable security measures to protect personal information from misuse and unauthorized disclosure.

Ephemeral messaging which "self-destruct" can be contrasted with SMS text messaging and iMessage, both of which require the recipient to physically delete messages from the device.

## Scope

A growing number of startups, led by rapidly growing photo-sharing app Snapchat, are challenging the assumption with apps that allow you to send text and multimedia messages that—like in *Mission Impossible* self destruct themselves.

While technology allowing us to send and receive expiring messages is not new, there are apps that offer a very simple way to exercise control over your data in a world where your so-called permanent record is now documented across the Web. If their appeal continues to climb, such ephemeral media could soon become more far-reaching, and will perhaps even extend to some of the social networks that now mine our every move in an effort to serve up targeted online ads.

One of the reasons these services are popular is they're hearkening back to a time when the context was all that mattered. In my opinion "You're just having a little shared thing that goes away after it's been shared." That was the idea behind Snapchat as well.

## Snapchat

**Snapchat** is an image messaging and multimedia mobile application created by Evan Spiegel, Bobby Murphy, and Reggie Brown, former students at Stanford University, and developed by Snap Inc. which is originally now called Snapchat Inc. The prototype for Snapchat was started by Brown and Spiegel as a project for one of Spiegel's classes at Stanford, where Spiegel was a product design major. Beginning as "Picaboo", the idea was to create a selfie app which allowed users to share images that were explicitly short-lived and self-deleting. The temporary nature of the pictures would therefore encourage frivolity and emphasize a more natural interaction.

The free app, which is whimsically styled with a smiley faced, tongue-bared ghost mascot, allows a user to take a photo or video and it send to friends who can see it for up to 10 seconds.

Snapchat recipients must keep a finger on the smartphone's screen while viewing a picture, which makes it tricky, but not impossible, to take a screenshot (when this happens, the person who sent the image is notified). This hasn't hampered its popularity, though. In December, users were sharing 50 million snaps per day; this has since risen to 100 million. Snapchat, which declined to comment for this article, doesn't release user figures, but as of Wednesday it was the seventh-most-popular free iPhone app and 20th most-popular free Android app.

## Perpetual Messaging

A message is a discrete unit of communication intended by the source for consumption by somerecipient or group of recipients. A message may be delivered by various means, including courier, telegraphy, carrier pigeon and electronic bus. A message can be the content of a broadcast.

An interactive exchange of messages forms a conversation and when those texts stay in our phones and get saved in our history and are only deleted manually, they're termed as Perpetual messages.

## **History Of Text Messages:**

### **Short Messaging Service (SMS)**

SMS is the simplest and most common type of text message and is supported by a large number of mobile phones. SMS typically allows for text messages with a maximum of 160 characters per message.

### **Smart Messaging**

These messages may contain non-text content, they still use SMS text data stream to communicate the data. Smart Messaging was developed by Nokia and is found only on Nokia phones.

### **Extended Message Service(EMS)**

The EMS standard allows non-text content similar to Smart Messaging, but in addition, EMS adds the ability to format the text messages including the font size, font color, font style and text and picture placement within a message.

### **Multimedia Messaging Service(MMS)**

MMS standard includes the ability to create messages with text, picture, music and other content.

MMS messages may consist of multiple pages, each page with its own text, picture, music, etc.

### **Mobile Email**

Most of the newer mobile models have the option to send and receive email. In fact, when composing a picture message with a mobile phone, most will offer the ability to send this picture message to an email address as well as to a phone number (using MMS).

## **Ephemeral Messages**

Ephemeral Messages are short lived messages that self destruct within a few short moments or days as per different apps do. The word "ephemeral" describes something that only lasts for a short period of time.

## **Privacy**

In a climate that seems to be rife with privacy problems due to how information is handled and controlled, things seem to get a lot simpler if that very same information is out of people's hands. Snapchat has historically been transparent about how the information it transmits is destroyed almost immediately, though with some important exceptions when it comes to law enforcement.

The same applies to Poke, though it destroys data after a few days. Wickr was created with security in mind, adding Dropbox functionality that allows files to self-destruct after a specified time.

One of the oldest adages of the information age is that everything sticks on the Internet. There's no escaping what you've done, what you've searched, and even where you've been. Maybe this moment is the first time that idea is being resisted.

The **Objective** of the research:

1. Find out future of ephemeral messages on web.
2. The effect and usage of ephemeral messages.
3. Detect the problems that could arise with self-destructing texts.

## **Significance of Research**

Conversations have gone from talking face to face to telephonic to texting to video chats and now it's latching on to self-destructive messages. Consider the most ephemeral messaging of all: the telephone call. History repeats itself they say and this is what the future looks like for now.

Everything that seems good also has a bad side to it but do we realize it yet? These self destructive messages could have been a tool for the government for the past but it's going to be a problem for the future and as for users, we like to try new things and this is one of them and it's getting viral.

## **Research Methodology**

There are many different types of research methods, also called research designs that are used by psychologists in trying to find things out about behavior. My research method based on **Survey (lottery method)**. Basically, a survey is a structured list of questions presented to people. Surveys may be written or oral, face to face or over the phone. It is possible to cheaply survey large numbers of people, but the data quality may be lower than some other methods because people do not always answer questions accurately.

## **DATA COLLECTION**

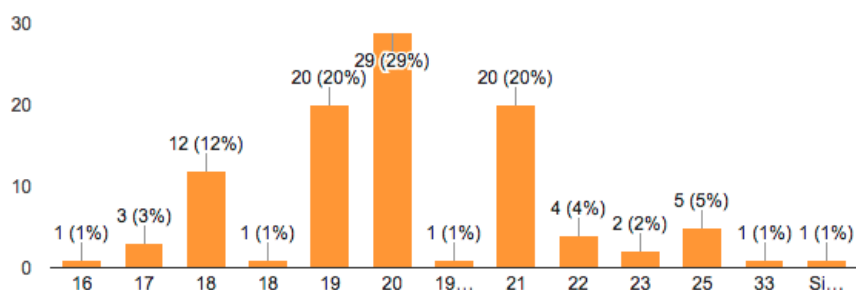
100 people were surveyed out of which I researched. The target audience was the youth that has a smartphone and have a history of texting from before just to make sure the research has a quality to it. These are just few of those names.

## What's Your Name? (100 responses)

Hrithik Adlakha
Harshita
Shivakshi
ATISHAY MALKOTIA
Srishti tyagi
Harshit vashisht
Megha Sarin
Nidhi
Suraj
Rjvansh Chadha
Ashu Kawatra
Jitesh sharma

## Question 2

### What's Your Age? (100 responses)



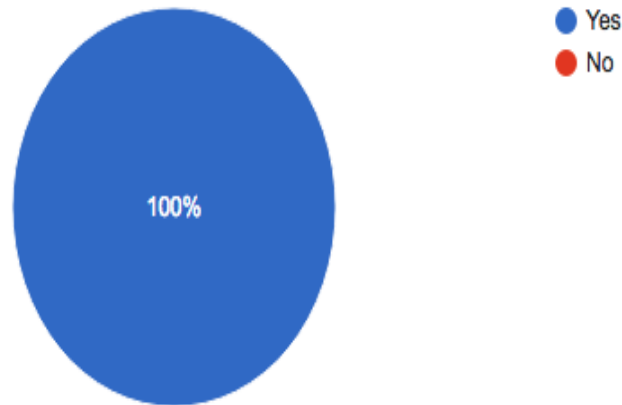
I took a survey of 100 young adults and their age ranging between 16-26, I found out that the range in between that is 19-21 years is the time where people are using self destructive messages on a frequent basis, they say it helps them to save their memory and nothing gets saved so no proof of whatever happened.

Younger people of 16-18 are getting used to using ephemeral services and are getting a hang of it, they are the early birds in the game and with the new features and apps coming up on this concept, young people are baited to get on the apps, however for adults over 21 it's not that fascinating to use some however do like it but once you get past the age of earning money, saving

memory and making things simpler doesn't seem such an important thing to do. Still people do like using this service.

### Question 3

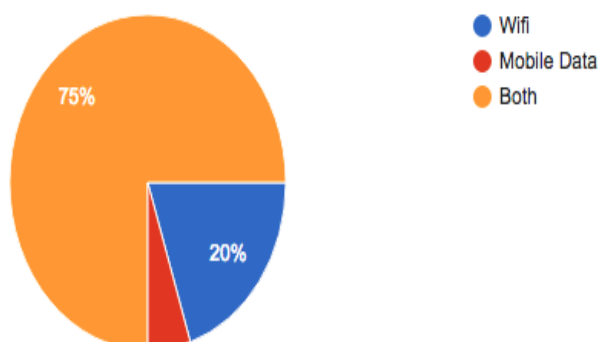
Do you have a smartphone? (100 responses)



Each individual I surveyed had a smartphone that they owned for at least an year just to make sure this technology is not hidden from them, all the individuals had a smartphone with all the qualities to run a ephemeral texting app, that would need good connections, camera and mic and every smartphone had that and so I interviewed the smartphone owners only.

### Question 4

How do you use the internet? (100 responses)

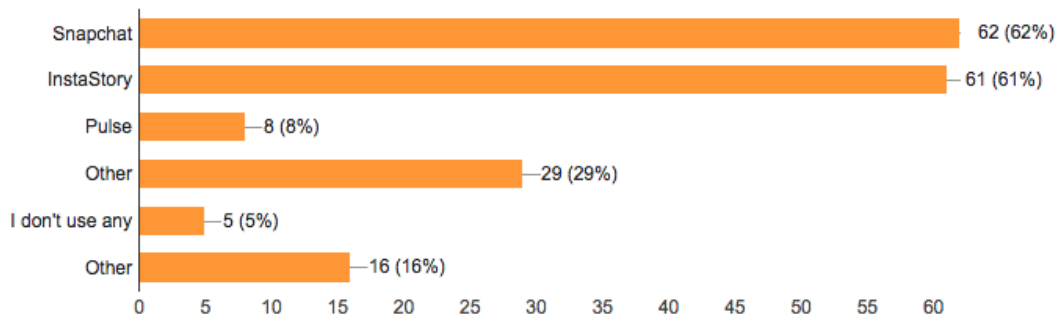


According to the pie chart only 5% of people use only mobile data, 20% use only WiFi 75% of people use Mobile Data and WiFi both. This survey was done in order to know if people only used apps like snapchat at home/college/office where wifi is available.

But with mobile data it's easier to use these apps outside the comfort of their wifi. This chart also determines how much people use the apps of ephemeral messages.

## Question 5

Which of these social media applications have you used? (100 responses)



According to this question, all the individuals were asked about the applications that they used that included ephemeral services. The options that were given were

Snapchat

Instastory that is stories by Instagram

Pulse

Other ephemeral texting apps

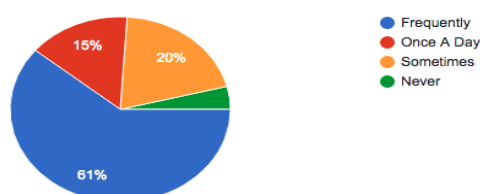
You don't use any apps like that

What other apps do you use? Mention.

Snapchat being the oldest in the game had many users, almost 62% of them Instagram that recently came was the next with 61% followed by other apps with 29% and 8% used pulse that is 8/100 people as it's very new.

## Question 6

How often do you use these apps? (100 responses)

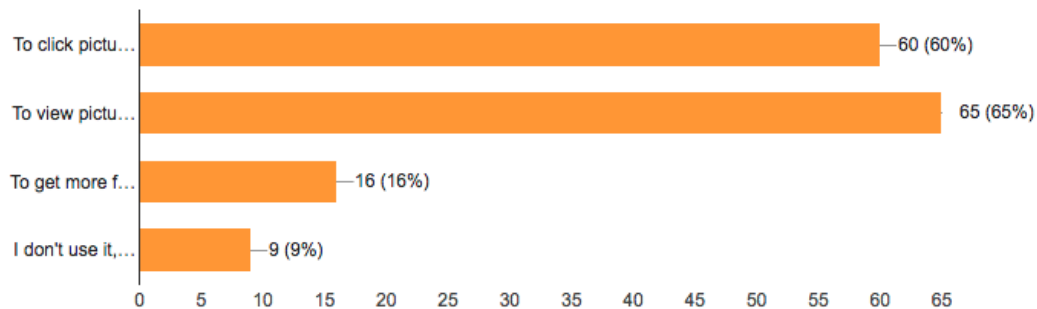


The next question was a follow up question asking how often do they use these apps or they just have them in their phones. 61% of people use it frequently that is more than two times a day, 20%

use it sometimes and 20% use it only once a day but still only 4% never use it, they just have these apps in their phones.

## Question 7

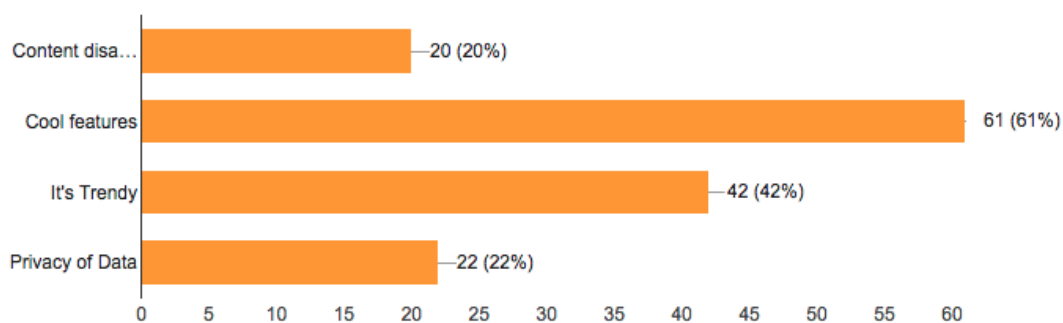
Why do you use these applications? (100 responses)



The next question was the second part question asking why do people use these apps. 65% reported using these to view pictures and videos, 60% of them said to make content, 16% however use it to get more followers and only 9% people have these apps but do not use it because either they don't like using it or they don't get it

## Question 8

What do you like about these applications? (100 responses)

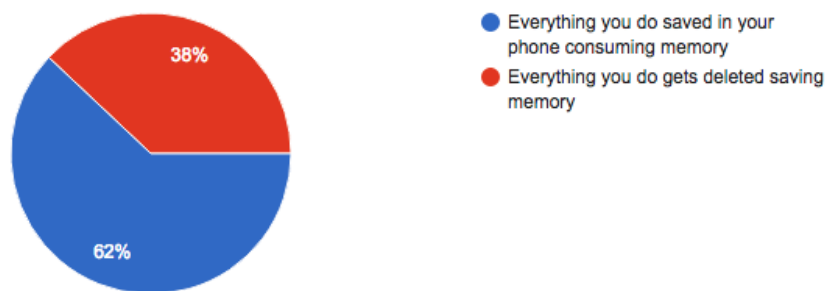


61% of the people use these apps for the cool features that they offer as such filters and lenses, 20% use it because it's trendy and most people use it and so they also get on the app because there's a lot of peer pressure these days, 22% use it because it's very good for the privacy of the user as nothing is saved and only 20% people use these because the content disappears in 24 hours leaving no trail of their work from before.

## Question 9



### What would you rather have? (100 responses)



62% of the people still want their phone memory to have all their conversations saved and get their memory consumed but the rest of 38% of people like self destructing messaging because it saves their memory

## Question 10

### What do you think is the future of self destructive messaging? (47 responses)

Very secure feature ! Great way
Great idea but deleting without permission would not be good :p
No it can not be happened cause messages are way of exchanging important information so there is no future of self destructive messages
Self destructive messages are cool way to share things and by the looks of it, it may come out big and replace the common messaging but it's for the time to tell.
Connecting online, rejecting offline
Its just a part of social media which will keep on updating.
Breaking up through texts.
Self destructive messages are nowadays limited to some apps only and hopefully I will look forward for more networking apps to have such a feature . And if we talk about its future than its bright for sure coz we really need to save our phone memories .
The future is bright
It have a great future

From “Self destructive message? Why? If you want to destruct message then why are you sending. It depends on the receiver if he/she wants to destroy message. In my opinion self destruct message has no future.” to “Self destructive messages are nowadays limited to some apps only and hopefully I will look forward for more networking apps to have such a feature . And if we talk about its future than its bright for sure coz we really need to save our phone memories.” I got so many opinions and it was all mixed but on an average more people said it had a bright future and it would be a famous thing.

## RESULT & FINDINGS

The demand for Self-Destructing messages are increasing day by day and we do not even realize on how fast it is happening. There are still many milestones for us to discover before this becomes a thing of the future. For the first tier population it has already become a thing of use and it's usage and style will eventually trickle down to the second and the third tier population of the world, although it's a long way to go.

According to this survey, most of the people that owned a smartphone had a ephemeral texting app due to many different reasons and the top being cool features. Data is not saved and therefore if you open applications like Snapchat with no features, it would seem like a very boring app with names of people but it's the filters and lenses that makes a simple tool that is phone's front camera amusing to eyes. These little things give a company to already popular self destructing messages to make it less boring and attractive.

Media is playing a great part in spreading neutral information about this way of texting and introducing the technology to the world, blogs like Techcrunch and Appimate review this technology and help out to determine the problems that could be raised with future use of ephemeral messaging.

One of the main problem that comes up is for the government, mainly because the government needs to keep a track on all the activity that could be harmful to the nation and for that they seek information that is available anywhere but with the usage of this technology, the information will get destroyed within seconds and cyphers and codes that generally take more than a few moments to crack could never be cracked again.

The better thing about the same situation is for big companies as such when they share information worth millions or sometimes billions, it needs to be safe and should go only in safe hands, encryption is the key and ephemeral mails are the timed locks. The information would than be harder to hack into and only the desired personals can read what's given to them.

Life is not a simple thing as it used to be in the past few years. People had less demands and less requirements in the past as compare to today. Today people know about their rights and they are also very well aware of their requirements and demands. The importance of education and science cannot also be denied. So far the privacy of digital technology can not be trusted as long as hackers exist but if there is no information to protect, there won't be any hacking because the information would not exist that is to be hacked. This is the main reason for applications like Snapchat to thrive and have a larger impact and it is also the reason why people use it.

Finally, it can be understood, that as people progress towards more open ways to have conversations with leaving no trail of digital footprint behind, they would actually start enjoying the value of no proofs left. In this world of mistakes, some would be easier to forget as they get deleted

in moments. Ephemeral technology still has a long way to go to be accepted by one and all but as soon as that happens, I'm sure something else might come into place for example hologram video chats.

## CONCLUSION

Adapting to new technology is hard but eventually everyone gets a hang of it and it becomes harder to leave. Every coin has two sides and so does technology. Ephemeral technology would survive and be the next thing to be on people's hand for a very long time to come. The market it has created for short lived messages is marvellous and is attracting people in hundreds every single day.

Maybe this would become a thing for mass communication in the near future and lead the world into being fast and improve the speed of thought process as we evolve with the technology but one thing is clear, the future for ephemeral messaging is quite bright and clear which is a very good thing for all of us in need of privacy in our digital media content.

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