



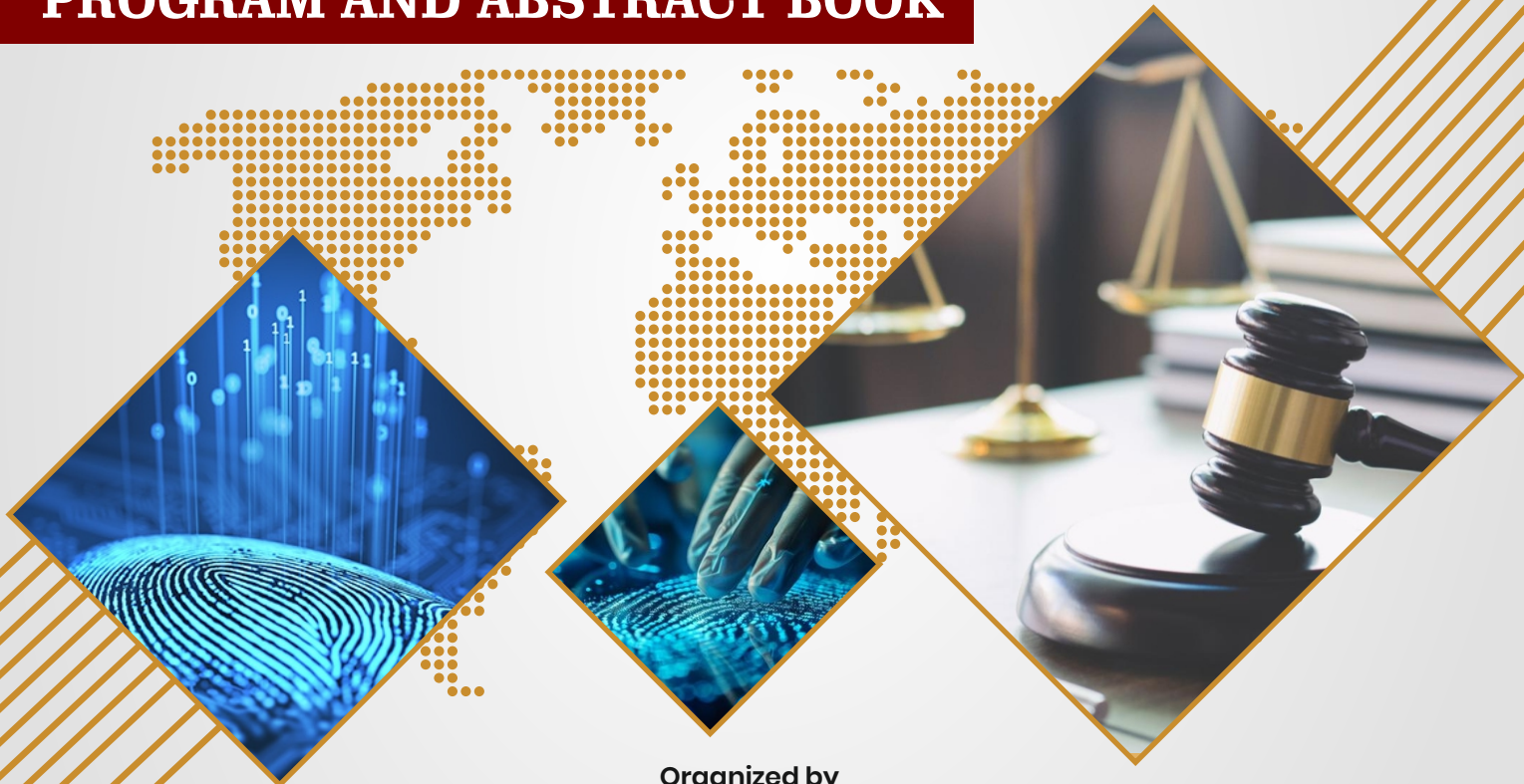
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NEW HORIZONS IN CRIMINOLOGY AND CRIMINAL JUSTICE

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PROGRAM AND ABSTRACT BOOK



Organized by

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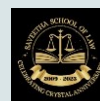
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ICCCJ 2024 – Sri Lanka

Deceptive Social Media Marketing Tactics Utilizing Compromised Facebook accounts to Promote Fraudulent Bitcoin investment crimes: Evidence from Sri Lankan Facebook users

JEGASHINI, K,* AND SHIVANY, S*

This research explores the exploitation of compromised Facebook accounts in fraudulent Bitcoin investment promotions, highlighting the intersection of deceptive marketing practices and cybercrime. By employing a qualitative approach, the study gathers data through in-depth interviews and multiple case studies of individuals whose accounts were hacked to promote these scams. Thematic analysis reveals that cybercriminals increasingly exploit social media platforms like Facebook to push Bitcoin investment scams, leveraging cryptocurrency transactions' irreversible and often untraceable nature. The study emphasizes the rising trend of cryptocurrency scams linked to compromised social media accounts and aims to provide valuable insights into the criminal landscape surrounding social media and cryptocurrencies.

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Analyzing the Emerging Patterns of Hate Speech in YouTube Comments: Trends, Impact on Social Cohesion, and Mitigation Strategies

DIWAHAR. A*

The objective of this research is to study the magnitude of the issue in the present cyber world and how such acts committed over the internet could impact the society and consequences of it in India. And how it creates a sense of fear and insecurity among targeted groups, which threatens the social cohesion as well the fundamental rights of person enshrined in the Indian constitution. The paper relied on secondary source data from youtube comments and other social media, magazines and also the YouTube policies and existing cyber laws and regulations and used non probability sampling method to collect data. The research has highlighted a significant and troubling phenomenon that affects the social interactions which ultimately affects the social cohesion. The analysis reveals that hate speech not only perpetuates social divisions but also fosters an environment where vulnerable as well as the weaker groups may feel threatened and unsafe.

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