

A Perception of Fake Identity Behaviour with Social Media Account

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Abstract: Fake identity behaviour is one of the common pictures of trouble associated with the accounts created on social media network. Fake accounts are always harmful for other users and account holders on the social media. This is a big study for all the associated users and experts. This research paper gives a small view of assessments of experts and user about fake identity behaviour of social media account. The study comprises assessment of KYC process and privacy and security policies along with identification of fake account by various techniques.

Key Words: Fake Identity, Social Media, network, Expert, User.

1. INTRODUCTION:

The propagated research study is an attempt to recognize the belongings to observe the internal part and standing of the accounts on the social media and fake identity behaviour of the user also its brunt on the social media. The responders for the study were randomly taken from Udaipur region to collect the opinion about the fake identity behaviour and social media account. It is intended momentous as accessible hypothetical text on the base of fake account. Moreover and further than, fake identity is the surroundings by which account on social media are viewing in suspense and its impact on the media gives a negative site. Social media account and fake account behaviour is now getting serious issues and is expected to cultivate significantly. Now the fake account behaviour gets highlighted at the security point of view.

2. DEMOGRAPHIC DETAILS OF STUDY:

The data collection has been consummate year 2019. The total of the technical expert respondents are 141 and 177 user from all over the Udaipur zone. So overall responders are 318 in which technical Expert are 44% and User are 56% in totality. The numbers of male and female in the group of technical person were 82 and 59 respectively. Similarly, the numbers of male and female in the group of user and students were 115 and 62 respectively. As per the overall scenario of the responders for the current study, there were 15% responders who belongs from the age group which is ≤ 18 years, the percentage of age group ≥ 19 & ≤ 25 is 46 %, where 34% responders are belongs to age group which is ≥ 26 & ≤ 35 years, the age group of ≥ 36 & ≤ 40 scores 4 % and the age group of above 40years is 01 %. As per the education point of view graduate are 44% and 46 % respondents are master class graduate. The score of matrix, inter and diploma Engineering is 2% simply. The research qualification contribution is 6 %, where vocational study qualified is 2%.

3. OBJECTIVES AND HYPOTHESIS:

Following are the objectives of the present study

1. Evaluation of Frequency of User favouring KYC process
2. Evaluation of Effectiveness Assessment of Privacy Policies on Social Media
3. Assessment of probability of identify fake identify

Hypothesis: following is the hypothesis framed for the study

“There is high probability to identify fake account by visiting account completely and by watching consistency of surfing on the social media.”

4. EVALUATION OF FREQUENCY OF USER FAVOURING KYC PROCESS:

The major question that we are facing is “Do you think that “know your customer” (KYC) process should be applicable to create an account on web-based social media networking sites”. As it implies that the present research

is completely based the social media. So here it is one of the important aspects that the accounts which are available and going to be open should be verified by the authentic process. It is very much helpful to stop the fake identity behaviour by the personnel account.

Know Your Customer (KYC) Opinion

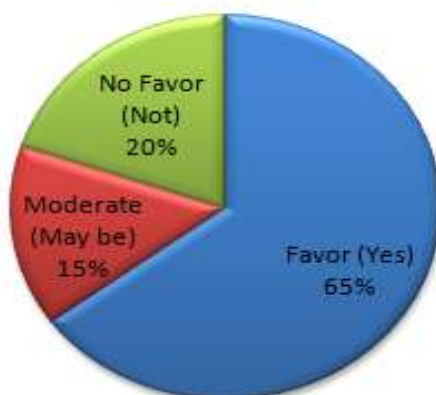


Figure-1: Evaluation of Frequency of User favouring KYC process

By the help of the opinion of the responders it is found that “know your customer” (KYC) process should be applicable to create an account on web-based social media networking sites. These practices of users keep them away from the fake account and malicious attack on the social media. For this analysis, we framed the closed type of question with four very usual options as “ Yes, May be and No”. There is freedom about choice to the responders because the entire topic influences the study and consequences. The response received by the responders is depicted in the given figure. The above pie chart shows that 65% respondents believe that there should be KYC process for opening account on social media. In the same way “May be” is the option, the score for this opinion is 15%. Further, 20% of the responders are not favoring frequent use of KYC process on social media account. So it can be conclude that responders are in the favor of KYC process of account on the social media.

5. EFFECTIVENESS ASSESSMENT OF PRIVACY POLICIES ON SOCIAL MEDIA:

Another key question “Do you think that privacy policies are effective in social networking sites” is crucial one, here it is needs to know about the effectiveness of privacy policies on the social media which is concern from our account. It is very much helpful to stop the fake identity behaviour by the personnel account. So as per the opinion collected from the user we are able to know the answer of the question raised here.

The figure shows that 47% respondents believe that there is effectiveness of privacy policies are found on the account on social media. In the same way “May be” is the option, the score for this opinion is 22%. Further, 31% of the responders are not favoring the effectiveness of Privacy on social media account. So it can be concluding that responders are not cleared about effectiveness of Privacy policies on account on the social media.

Effectiveness of Privacy policies on Social Media

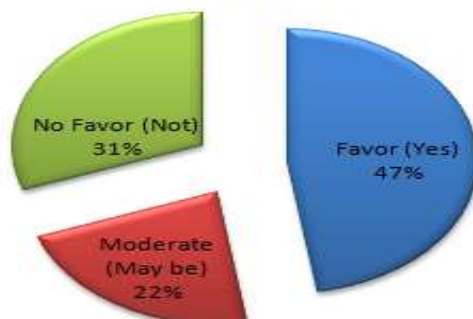


Figure-2: Effectiveness Assessment of Privacy Policies on Social Media

6. HYPOTHESIS TESTING:

The testing of hypothesis about the possibilities to identifying fake account by visiting user account completely and identifying fake account by watching the time consistency of surfing on the social media is subjected here. With the help of both the activities we can form a relation by visiting of account and by watching surfing time we can find out the fake user account and fake identity behaviour on the social media.

Null Hypothesis: H_0 : There is high probability to identify fake account by visiting account completely and by watching consistency of surfing on the social media.

Alternate Hypothesis: H_a : There is less probability to identify fake account by visiting account completely and by watching consistency of surfing on the social media.

In this part of the assessment, the opinions of uses are received for the both the statement that “Is it possible to identify a fake user account by visiting user account completely” and “Fake identity account can be identified easily by the time and consistency of surfing” on the social media The assessments of opinion about both the statement / factors were analyzed for the similarity or for significant relationship between them. The assessment of the opinions is given below.

Group	N	Mean	Variance	Z	Result
By Visiting fake Account	177	2.34	0.499	1.340	Significant
By Consistency of Surfing	177	2.23	0.636		

Table-1: ‘z’ -Test between the statements of Users

To test the proposed assumption we take statements / factor about the possibilities to identifying fake account by visiting user account completely and identifying fake account by watching the time consistency of surfing on the social media. There are total 354 samples (177 for factor one and 177 for other) in the each composite variable. Seeing the sample size, we found that “z” test is the proper test to examine the assumption in the efficient manner. Although we can also use “t” test for two samples here, both will give suitable results.

7. DISCUSSION OF ANALYSIS:

z calculated value : 1.340
z critical one tail : 1.645
z critical two tails : 1.959
Level of significance : 0.05 or 5%

The calculated value of ‘z’ is 0.993, is less than the one tail critical value of ‘z’ at, 0.05 level is 1.645. Therefore, hypothesis is accepted here in the analysis with “z” test, so it can be said that the alternative hypothesis is rejected here thus, we can say that there is possibilities to find fake account by visiting user account completely and identifying fake account by watching the time consistency of surfing.

8. CONCLUSIONS:

According the opinion of the technical experts it is found that 65% respondents believe that there should be KYC process for opening account on social media. So it can be conclude that responders are in the favour of KYC process. Similarly figure -2 shows that 47% respondents believe that there is effectiveness of privacy policies are found on the account on social media where 31% of the responders are not favouring the effectiveness of Privacy on social media account. So it can be concluding that responders are not cleared about effectiveness of Privacy policies on account on the social media. The hypothesis concludes that there is a possibility to find fake account by visiting user account completely and identifying fake account by watching the time consistency of surfing.

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