What is Social Networking?

- An online service that focuses building relations between people based on interests and/or activities.
- A social network consists of user profiles with links to other profiles.
- Key is ability to search for other profiles.
- A “friend” recommendation system, based on trust, is the hallmark of social networks.
Who has a Social Network Profile?

Adults who use social networking sites:

Total: 51%

18-29 yrs  79%
30-49 yrs  61%
50-64 yrs  38%
65 plus    14%

Source: Pew Internet & American Life Project 2012
Social Networking Sites

- USA Market share:
  - Facebook 55%
  - Twitter 13%
  - LinkedIn 7%
  - Google + 6%
  - MySpace 2%
  - Others 17%

ComScore 10/2012
Thailand & Social Media

The most populous Facebook User City in the World is Bangkok 8,682,940 *

HI5 second most popular social media site

Twitter, Interpals, Tumblr & Instagram

* Facebook Top Ten Cities 2012
Social Networking Sites

- The Sphere (luxury network)
- Mixi, Renren, Wretch (Asia sites)
- Hi5, Orkut (South America)
- Match.com, Eharmony
- Iwiw (Hungary)
- LinkedIn, Ask-a-peer (professional)
- ORB (confidential)
Facebook

- 800 Million profiles
- 100 Billion uploaded photos
- Live feed – Users activities are streamed
- Search box allows connections among users.
- Profiles are a self-description.
- “Type yourself into being.”
Twitter

- A very popular instant messenger system that lets a person send brief text messages up to 140 characters in length to a list of followers.
- A short burst of inconsequential information. Known as “tweets.”
- Micro-blogging site.
YouTube

- A video sharing website that allows users to upload and share videos for private or public viewing.
- Allows viewers comments to accompany video.
- 4 billion videos viewed daily; 70 % of videos comes from outside USA.
- Upcoming rival: 4Chan.com
Trending Topics

- Social Mention.com
- Allows a real time search of top trending topics in social media.
- User may include a term in search box to determine where & how term is used.
- Constantly monitored by consumer product companies.
Case Study: Discovery HQ

- 9/1/2010 13:04 Silver Springs, Maryland
- James Lee takes three hostages with handgun & claims to have an explosive device.
- Twitter feeds:
  - 13:14 “Cops w guns drawn at ODP.”
  - 13:29 “We are in lockdown in my building!!! Man with gun on the loose inside Discovery Channel building!!!!”
Case Study: Discovery HQ

- MySpace profile of James Lee located with links to his YouTube videos and blog posts.
- SaveThePlanetProtest.com
- Social networking profile shows abductor is an environmental radical who loves animals and hates people.
- Socially isolated, few friends listed on site.
Case Study: Discovery HQ

- Photo of armed abductor went viral in real time. It was a bogus photo.
- The moment the name of the abductor was publicly released hundreds of people sought out social networking information & posted the information in real-time.
- Number #1 trending topic that day was “Discovery” followed by “gunman.”
Case Study: West Indian Day Parade

- October 16, 2012
- Brooklyn, New York
- 17 Officers posted racist statements & photos on their personal social media profiles.
- All reprimanded with 10 days off with no pay.

New York Post 10/17/2012
Case Study: Kidnappings

- Japanese journalist Kosuhe Tsuneoka held captive by Taliban for five months.
- Low ranking Taliban captor requested help with a new cellular phone.
- “I am still alive, but in jail.”
- Released by captors the next day.
- Utah women with son held for 5 days in home-posts to F/B. Police rescued her in minutes.
Case Study: Operation Tidal Wave

- Two Brooklyn rival gangs bragged on social media regarding committed crimes
- NYPD monitored Twitter, Facebook & YouTube
- Resulted in 43 criminal indictments
Case Study: Western Colony Inn

- 6/21/11 Ogden, Utah Jason Valdez,
  Western Colony Inn
- Gang member, barricades himself with female hostage in a motel room for 16 hours. Fires at Police.
- Updated his Facebook page 15 times including pictures.
Case Study: Western Colony Inn

- Several Facebook friends posted to him support including...
- “Gunner in the bushes to your right.”
- Abductor replied “thanks, Homie.”
- “Only the good die young.”
- Abductor posted “If I don’t make it out alive that I am in a better place and you were great friends.”
- Friend replies “Dude, you’re an idiot.”
Case Study: Western Colony Inn

- Media inquired numerous times on issue of police monitoring of social media.
- Do not confirm or deny.
- Facebook page was private; law enforcement would need an accepted friend to access the social network page or
- An expedited search warrant to F/B.
- [www.facebook.com/safety/groups/law/](http://www.facebook.com/safety/groups/law/)
- guidelines.
Social Profile Information

- Is the profile well-organized or chaotic?
- # of friends? (socially isolated)
- Type of friends? (skin heads/goth/gang)
- Display of firearms; hate language?
- Hyperlinks?
- Wall posts- i.e. other friend’s comments.
- Does the profile mention this event?
Motive

- Hostages taken at women’s gym, school, religious or government institution.

- Search for rants on blogs, YouTube, or comments made on websites.

- Angry people often vent or proclaim their hatred of a group on the internet.
Crime Reduction & Social Media

- Police blotter
- Digital wanted poster
- Anonymous E-Tipsters
- Listening post
- Infiltration
- Informing the public
Social Media as a Prosecutor’s tool

- Research defense witnesses & experts
- Alibi, character & “helicopter” witnesses
- Always check sex crimes victim’s profile
- Jury selection (name & zipcode)
Social Media Ethics

- Never false friend a suspect/defendant
- Never write negative comments on a Judge
- Never friend a juror
- Never friend a Judge or defense attorney
My Contact Information

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