Chapter 6

A Critical Appraisal of Crime Over Social Networking Sites in the Context of India:
Social Networking Sites

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ABSTRACT

An inescapable part of our everyday lives, visual communication is a key driver of engagement on social media. These are redesigned their news feed to allow greater emphasis on visual content, resulting in greater interaction. This chapter discusses the current scenario of cyber and social media crime in India and how the government has incorporated the necessities to fight against it. It will also include the types of social media crime enumerating the provisions of Information Technology Act, Indian Penal Code. Through this chapter, the author discusses the various types of cybercrimes, which are cyber defamation, cyber pornography, cyber stalking, fraudulent transaction and misrepresentation, hacking. The author laid emphasis on what legislations are in action to deal with such crimes and how strictly the offenders are punished. The author also discusses the competency of the present legislation and how the loopholes, if any, can be filled to make the virtual world a better place for everyone.

DOI: 10.4018/978-1-7998-1041-4.ch006
INTRODUCTION

The Social Networking Sites like Twitter, Facebook, YouTube, Instagram, Snapchat and LinkedIn in contemporary world, have shattered in popularity and are profoundly entrenched in our day-to-day lives. Moreover, it has changed the mode of communication over the last decade. Further, it has not only transformed the ways we communicate to each other but, at the same time, improved connectedness and interactivity, with access to instantaneous news and information which changed the ways we do business nowadays.

This thriving in social networking platforms has added fuel by the amplified take-up of mobile devices which have replaced the desktop. Today, business entrepreneurs are reaching to their main stakeholders by this inexpensive, valuable communication tool and are thus shrinking the communication gap that once prevailed.

Since their (mobile phones) introduction, the Social Network Sites (SNSs) have grabbed the attention of millions of users and many of users have incorporated these sites into day to day practice. Further, there are various SNSs with numerous technological affordances, assisting a wide spread series of practices and interests. Their main technological characteristics are objectively constant and the cultures that develop nearby SNSs are diverse. Various sites support the conservation of already existing social networks, but others assist outsiders connect based on shared interests, political views, or activities. Different sites provide to various addressees, while other fascinate individuals based on mutual language or religious, sexual or nationality based identities. Also, sites differ in the degree to which they integrate novel information and communication gears, such as blogging, mobile connectivity and Video/photo sharing (Danah Boyd, 2014)

Moreover, with our Social Networking suckle continuously stopped with updates and news, it’s easy for the information to get misplaced in the racket and piles of text. Words only will not capture the consideration of our social networking sites audiences. Though, by assimilating and engrossing visual content, this can boost how your audience engrosses and recollects your message.

Now an inescapable part of our everyday lives, visual communication is a key driver of engagement on Social Networking sites. Notably, Facebook and Twitter have redesigned their news feed to allow greater emphasis on visual content, resulting in greater interaction (Blue communication, 2019, Para 1).

Visual Communication in social networking sites is “a powerful medium for delivering the information. In Digital world, Visual communication is a perfect style of conveying your idea details by using the image, video, or minimal texts. Visual communication can be a drawing, an advertisement, a poster or any visual material you can find online on social networking sites platforms. Today, the internet is occupied by visual content and everything is revealed with the help of visual media” (Adquickly, 2017).

Despite the advantages of visual communication over social networking sites like it connects the people with each other, there is easy and instant communication, we can get real time news and updates, also there is great opportunities for businesses. Simultaneously, it has its bad repercussions also, as the crime rate is increasing day by day over social networking sites. However, the research was carried out with the following questions:

- What are the types of crime happening over Social Networking Sites?
- What is the impact of Visual Communication over Social Networking Sites in the context of Indian judgement Shreya Singhal V. Union of India?
- What are the issues of Privacy over SNS’s?