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STUDIES



AWARENESS OF ONLINE ROMANCE SCAM AMONG  
THE FACEBOOK USERS

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## **ABSTRACT**

This research study analyzes the awareness of online romance scam among the Facebook users. According to Mercer (2008), Economically Motivated Cyber Crimes is the case with many crimes committed outside the Internet, money is a major motivator for many cyber criminals. By getting the knowledge about this cyber fraud, it can help the public to increase their awareness about the cyber crimes which is related to their safety and financial. By focused on the improvement of awareness of public on the online romance scam, the information are collected and gathered for analyzing. Five factors affected to online romance scam among the Facebook users are knowledge responses, common occurrences, motivation of scammer, protection on face book users, and impact of online scams. Questionnaires were used and the sample was drawn down. The questionnaires was structured in two main sections namely; Demographic and awareness of online romance scam. A survey research design was utilized for the purpose of this study in order to assess the validity and reliability of the data. A quantitative research design was used for the purpose of this study, in a way to acquire the desired outcomes of the research.

# CHAPTER 1

## INTRODUCTION

This chapter provides the background of the study, particularly focused on scams in general and specifically, the online romance scam.

### **1.1 Background of the Study**

Scams can be in the big areas. Mostly, the scams are the ways of the scammers to get a profit or money from the people who are being their victims of romance scam. The Online Romance Scam is a relatively new form of fraud that became apparent in about 2008 (Monica T. Whitty, 2012). This scam had been planned carefully and smoothly so that the victims will put their trust to the scammers without knowing all the plans and purpose by the scammers. In the virtual or online access, the scammers just follow what were given or written from their “script” so that their scams will look very real and their target people will not suspicion with their words. This is why the scammers have been sent the word very nice, sweet words, poems, and love letters.

This fraud or scam does not work individually. It will must at least two and more people (scammers) influenced in this crime. In social media, online romance scam is a part from internet fraud or known as cyber crime which are already existing today especially in Facebook or social media. Facebook be a target place for the scammers to detect and search their target victims because they believe that Facebook was an easier and simple way on how to gain on what they wants.

## CHAPTER 2

### LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

#### 2.1 Introduction

The National Fraud Authority in the UK estimates that fraud costs in the UK equate to over £38 billion a year (Monica T. Whitty, 2012). The online romance scam is a top ten of the internet crime which is also can be find out as financial fraud. Millions of Americans visit online dating websites every year, hoping to find a companion or even a soul mate (Diego, 2013). Cyberspace has become a new tool for improving the efficiency of fraudsters and money launderers which has contributed to substantially reduce mutual trust between people. (Dion, 2011)

#### 2.2 Knowledge responses

The information and any news about the online romance scams can be found in various sources such as from newspaper, internet online, journals and so on. The people also can get the knowledge about this scams through the experiences from another people who are had been lied by the scammers. In this situation, the people can take it as new knowledge so that they will always aware of situation in which can fall them into the trap of romance scam. These are some information to know the characteristics of the scammers to be identified so that we do not entering to the online romance scams (Jinjian Pan, 2010):

1. The age is between 20 and 29, particularly if female.
2. Mostly scammers are Nigerian, particularly if male.
3. Did not disclose sexual orientation.
4. Profess to be in love very rapidly.