Analysis of the Current Situation and Characteristics of College Student “Online Fraud Cases”

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ABSTRACT
In the internet era, the college student groups are internet users who use the internet more widely and deeply than the ordinary internet users. However, college students have insufficient social experience and live in a relatively simple living environment for a long time, which makes them have low ability to distinguish the true from the false, so they are easily targeted by cyber scammers. This paper analyzes the causes and the basic types of online fraud cases that happened to college students; the fraud case data are classified and sorted to extract the salient features of the telecom network fraud cases of college students and the common features of the victims. The paper provides suggestions for guiding college students to learn to screen online fraud and self-protect and to cultivate more comprehensive high-quality talents.

KEYWORDS
Apriori, College Students, Online Fraud Cases

1. INTRODUCTION
With the development of big data technology and Internet of Things technology, the forms of crime and the types of crime are also changing (Dan, 2020). The forms and the methods of online fraud are different from the traditional fraud. They make use of the Internet to target college students, a simple group, and acquire the information of college students through the emerging technologies so as to realize the purpose of precision fraud. College students are in their adolescence, who have a wide range of hobbies and a strong ability to accept new things. However, because of insufficient social experience of college students, as soon as the external information is in line with their own cognition as well as values, they will receive it as the right information, so it is easy for them to believe the words as well as guidance of others. College students have a wide range of hobbies and generally spend a lot of time online. In the meantime, they are curious about new things on the Internet, so they are not easy to be aware of some new types of fraud. They think they are an emerging Internet product or a business model innovation. Because of the regular online behaviours of college students and their weak awareness of prevention, their daily online information and a variety of personal information are easily obtained by others through illegal methods, thereby judging their identity, preferences, user habits, etc. The criminals make false fraud cases or even tricks specifically for college students, so that college students will be taken in, thereby obtaining illegal benefits. Thus, we should strengthen the anti-fraud publicity and education of college students, and conduct a variety of publicity when

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the freshmen first enter universities so as to achieve a comprehensive online anti-fraud education and to prevent college students from being easily deceived.

Accompanying the lower incidence of traditional theft, robbery, and fraud is a higher incidence of online crime today, and college students are becoming the main victims of online crime. In this study, the various elements of a case of crime is analyzed through the application of the Apriori Association Rule model, and the main reasons are discussed for current frequent incidence of telecom fraud for college students: the lack of education about preventing telecom fraud in colleges, the psychology of vanity, and the mismatch between spending power and income level. In light of the actual work of public security organs, this study examines the difficulties and problems of fighting and preventing telecommunication network fraud cases from the perspective of suspects, victims and managers, proposes new education, cooperation and publicity plans, and ponders the future countermeasures based on the specific public security practice, with a view to create a new model for precise prevention and control of telecom fraud for college students.

This paper studies the relevant characteristics of college fraud, fraud time, crime, and other methods, providing data support and scientific basis for the relevant strategic measures to prevent college fraud cases, so as to reduce the probability of similar cases and maintain a good Network usage environment. The remainder of this paper is organized as follows. Section 2 describes the relevant research. Section 3 provides the statistical analysis of telecommunications fraud cases happened on college students. Then, we apply the Apriori association analysis in Section 4, and provides a discussion in Section 5.

2. THE RELEVANT RESEARCH

Because of the rapid development of the Internet era, the traditional types of crimes have gradually changed into new types of network crimes, leading to the frequent cases of online fraud in recent years. Marianne Junger analyses 300 cases of fraudulent activities against Dutch businesses, the research shows that although whilst all CEO-frauds are conducted online, most of the fraudulent contracts and ghost invoices are undertaken via offline means (Marianne,2020). Study Results from Georgia Southern University Broaden Understanding of Security Management, the research introduces the Policing fraud in England and Wales by examining constables’ and sergeants’ online fraud preparedness (Bosslr,2020). Chun Yan improved adaptive genetic algorithm (NAGA) combined with a BP neural network (BP neural network) for forecasting insurance fraud identification, the empirical results show that the improved genetic algorithm is more advanced than the traditional genetic algorithm in terms of convergence speed and prediction accuracy(Yan,2020). Jan Mei Soon applied Bayesian network to predict food fraud products originating from China, and the model predicted 85% of the fraud correctly(Soon,2020). Rongjia Song analyse the fraud detection of bulk cargo theft in port using Bayesian network models(Song,2020).

It is obviously that most of the existing research about fraud identification is from the perspectives of law and economics, and there are few researches focus on the characteristics and association rules of college students’ online fraud cases (Zhu, 2020; Wei,2019; Cassandra,2018; Zheng,2018; Iiigo,2011; Peter,2001). In this paper, the basic characteristics of telecommunications fraud cases happened on college students have been gradually changed into deep case mining, and the association rules of telecommunications fraud cases happened on college students have been further explored.
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