

Chapter 5

Digital Matchmaking: Rise of Cyber Crime and Cyber Victimology

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ABSTRACT

In recent years, matchmaking has gained popularity due to its deep-rooted historical significance, especially in India. The technological advancements of the newly digitalized world have further provided a platform for matchmaking on online platforms, thus giving rise to digital matchmaking. This chapter by the author explores the growing trend of utilizing digital social media and internet platforms to facilitate matchmaking. It delves into the prevalence of crimes such as impersonation, stalking, fraud, and harassment, which have escalated with the transition to online matchmaking. The chapter examines the implications of this shift and explores the challenges and opportunities presented by matchmaking through various social media channels and websites.

INTRODUCTION

Matrimony is seen as a special connection between two people and their families. (Chekki, 1996) Indian marriages have been effective for many generations thanks to newspaper advice, marriage brokers, and family. (Titzmann, 2011) Within Indian society, word-of-mouth and caste-based directories of single applicants are also common. But with globalization, things have changed. People started moving overseas in search of better opportunities for employment, education, or life. While some Indians chose to marry foreigners, others continued to seek comfort in unfa-

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miliar surroundings. The Western marriage paradigm differs in that people often select their spouses based on their level of compatibility or love, which is typically discovered through premarital contacts. In India, the process of choosing a spouse has historically been less individualized compared to Western societies. This is due to certain restrictions imposed by the Hindu social (caste) system, which has limited the range of options in the selection of a marital partner - the criteria of “who can marry whom” is more constrained than in the class-based systems of the West. The significance of the dowry, the influence of the union on property matters, family reputation, financial status, family background, and other familial concerns were all taken into account by the traditional matchmakers in India (Prakasa Rao and Nandini Rao, 1982). However, now one can shortlist your “perfect match” by simply scrolling through online matrimonial sites and adding filters with a few button clicks. But nothing worthwhile in life is simple. With the aid of marriage matchmaking websites, people are attempting to locate their soul mate. However, it is important to acknowledge that the shift towards online matrimonial sites has not completely eradicated the dangers it may accompany.

Digital matching as a system is a foundational element within the enormous field of contemporary technology, transforming the fundamental structure of human connection. This technology has created previously unheard-of relationships, but they have also unveiled a whole new set of risks and difficulties. It is becoming more and more clear as we look into the complexities of cyber victimology that it is critical to comprehend the more sinister aspects of online connections. This chapter takes the reader on a tour through the world of online dating, illuminating the complex relationship between victimization and technology. With online dating services, people may now find friendship, romance, and companionship, these services have become essential tools in today's world. The growth of these platforms has ushered in a new era of accessibility and choice, fundamentally altering the idea of traditional courtship.

Digital Matchmaking

The idea of “digital matchmaking” involves people meeting online with the intention of finding a romantic partner. There's no guarantee that these matches will result in marriage. Online dating is another term for digital matchmaking. Unlike traditional matching, this situation does not include any physical intermediaries. Utilizing certain criteria, relationships with people are made via the digital matchmaking program. In India these filters might be based on a person's sexual preferences, such as having a heterosexual or same-sex relationship, where they live, caste, community or any other shared interests as shown in the table 1 below. So instead of relying on the discernment of friends, family, or village elders, or on figuring

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