The Development of an Interactive Animation to Prevent Social Media Fraud

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Abstract. Technology is the creation, invention, methods or systems of something new that has the purpose to overcome human’s limitation, so that the creation can help human to complete the task that they cannot do. However, the world is getting advanced day-by-day, and so do the online frauds, where it is getting more types due to the ease of these technologies. People would use these advanced technologies to scam others, especially through social media. Thus, the number of online scam seems to be rising, and it is an appropriate action that someone does to bring benefits only for themselves. This paper is about the development of an interactive animation to increase the awareness of social media frauds among people and ways to prevent it. Subsequently, we created an animation that can raise the awareness of social media fraud among people, and hence they can also learn effective ways to prevent social media fraud from happening.

1. Introduction
Technology is the creation, invention, methods or systems of something new that has the purpose to overcome human’s limitation, so that the creation can help human to complete the task that they cannot do. For example, Skype was created to enable people to communicate with others using voice and video wherever they are. According to \cite{1}, technology is the word where it is referring to the application of knowledge about science to make something that brings benefits to human. Internet is one of the best technologies that have ever been invented. Internet is a computer network where it connects millions of computer at anytime and anyplace. Internet plays the dominant roles in this information age and the Internet access is effortless to get in this the early of 21st century.

Internet is used on education, business, for research, seeking of information, communication and many more \cite{2-4}. Based on \cite{5}, Internet is a system or method that allows various computers to interconnect, it also refers as “network to network”. Nowadays, people like to spent more time use Internet on social media, social media is a platform where people can socialize with people around the world and get feedback from people while they shared their daily activities in social media. Examples of social media are “Facebook, WeChat, Twitter, LinkedIn and Instagram.” As stated by \cite{6}, social
media is a web-based communication tool where we can create a profile about ourselves and enable people to connect to each other under a platform. In the social media people can share photos or videos about themselves or about things they interested in, where they also can get comments from their friends in social media.

The world is getting advanced day-by-day, and so do the online fraud, where it is getting more ways of performing negative activities due to the ease of this technology. People would use this advanced technology to scam others with social media. Online scam is an appropriate action that someone does to bring benefits for themselves. The scams of social media can be in various forms, for example “Catfishing” this is a form of scam where an individual create a fake profile on social media and seduce man or woman in social media to scam their money, steal important information like bank account number or credit card number, and even worse use this fake profile to bully people on social media. According to [7], there are seven types of social media scams in 2018, and these scams happened frequently among user of social media. The scams are catfishing, profile hijacking, lottery schemes, quizzes that steal your information, fake URL, fake messages and money flipping. In this century, information can be deliver through many type of forms, information not only can spread through human’s speech or text at this new media generation it also can be deliver through video, image, email, and voice.

Animation is one of the elements that can deliver or present the information to people around the world. Animation is illusion that been manipulated to have movement to show actions either in 2D or 3D forms. Animation is used to deliver messages to people such as animation that used by company to promote their products and services. Animation is also used to give awareness to the public about certain issues, for example Ministry of Health Malaysia use animation to show how to prevent mosquito from breeding.

On this era of new media technologies, online fraud is increasing and it is a hot issue that public should be focus at. Online fraud can be in numbers of forms, individuals change their strategy hastily to avoid noticing by the people. Research shows that the percentage of online fraud raises on the year 2016 to 2017, and in 2018 the online fraud cases is more than 30,000. According to [8], online fraud in United State of America increase of 49% from the year 2016 to 2017, and the online fraud cases already more than 30,000 by mid-August 2018. By observing the bar chart in Figure 1, it clearly shows that online fraud is on the rising in 2018, much higher than in 2016.

Having mentioned the concerns above, this paper is about development of an interactive animation to increase the awareness of social media frauds among people and ways to prevent it. The interactive animation will be in video form, duration for the animation is about 2 to 3 minutes the content of the animations is about introduction of types of social media that happens frequently and ways to prevent social media fraud. Wishing that the animations can raise the awareness of social media fraud among people and they can learn ways to prevent social media fraud happening.
2. Methodology
This research is about developing and designing an interactive animation to prevent social media fraud. With using interactive multimedia to give awareness of social media fraud to people, the authors reveal that with the use of animation for education or awareness is more effective compare to static info-graphics and text form information, animation allow the audience to recall back what they watched and listened more compare to other type of media. [9]. The interactive animation explain what is social media fraud and the types of social media fraud at the same time the audience, which allows to interact with the animation and choose their upcoming progress. This interactive animation was made to raise the awareness among the people and decrease social media fraud among people. For this interactive animation, the methodology used to build this system is adopted from [10], which is a model, focuses on the design and development as shown in Figure 2. In this model there are three main phases, which is planning, design and development, each of the phases is linked to each other. The model is used because the model it is meant to use in the design and develop a system and it also suggest ways to be creative and introduce the techniques for design and development on interactive media.
2.1. Framework

Figure 3 shows the framework of the study, this interactive animation explains what is social media fraud and the types of social media frauds that occur frequently these days, the animation gives advices on ways to prevent social media frauds in case to decrease the rate of social media frauds among people. The development of the interactive animation is to raise the awareness of people about social media frauds and know how to avoid while it happens. There are several software that are used to design and develop the interactive animation, namely: Adobe, IVONA Reader and Audacity.
Figure 3: Framework of the study
2.2. *Process Flow Diagram*

Figure 4 shows the overall processes of involved in this study and how the interactive animation gave awareness on social media frauds.

![Process Flow Diagram](image)

Figure 4: Process Flow Diagram.
3. Development

Figure 5 and 6 show the first part of the interactive animation, which is what the users see when they clicked into the link provide. First, the interactive animation comes out a menu that allows the users to click and proceed to another scene. After that, once the users clicked the “START” button, the animation automatic transits to the next scene, which is the part the interactive animation that explains what is social media fraud and introduce the types of social media frauds. After that, the subsequent scene is the ways to prevent social media frauds, which introduces ways to prevent social media frauds to the audience. Once that ends, and then comes the following part. The users can interact with the animation the mini game sections. Here, the users can click on a button to start the mini game and access themselves into the game, the mini game is about Catfishing one of social media fraud and the users can choose 2 options if they pick the right choice the animation pop up the congratulation scene if the users picked the wrong answer the animation that shows the effect of getting scammed.

Figure 5: The menu of interactive animation.

Figure 6: The scene.

Figure 7 to Figure 10 is the final design of the project, where we had chosen a simple background is because we want the audience to put their focus point on the vectors and keep their eyes on the vectors and graphics instead. Referring to Figure 7, we can see that it is different from the draft on Figure 5 because here, we are trying to make it simple as possible so that user will not be confused with the navigation of the animation. For a button on the screen make user to use the animation easily and no need learn anything to make the interactive animation work and run.
4. Conclusion and Perspectives

As for the conclusion, the social media fraud is a type of fraud that is dangerous and can harm public, most of the people may not be aware of social media fraud awareness of fraud is needed by the public. They may think of the fraud, but they have less information about it, and hence the interactive animation is highly recommended as effective tools to raise awareness of public to concern about social media fraud. The content of the interactive animation is well-designed and interesting that can attract a lot of attention from public and raise their awareness after watching and interact with the video. The interactive animation gave the audience lesson and knowledge about social media fraud it is successful in delivering the messages that wanted to be share by the researchers. This study successfully achieved the objectives set.

Nonetheless, there are rooms for improvements that we would like to highlight. There are few recommendations to this study. Firstly, this interactive animation can use real human voice over will be more realistic compared to text to speech software used by the researchers. Real human voice has more emotions and may sound much better than artificial intelligent sound. Furthermore, the interactive animation tends to slow down the voice over in the
interactive animation. Experts have mentioned that the voice over for the animation sometimes too fast if without subtitles it is hard to catch up what the contents is about. So, in the future if there are chances to make improvement these recommendations that can be done by researchers to make it better. Due to the current Covid-19 pandemic situation, it would also help to raise and address awareness through animation, where some people may not know or understand the predicaments that they are in.

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