

# J{AI}NE DOE

swarming online sex trafficking  
with AI & CI enhanced cyber stings

Grishma Bhanderi | Harrison Tan | Nick Grafakos

A woman with long dark hair, wearing a dark jacket, stands in a dark, stormy landscape. She is looking off to the side with a slight smile. The background features dark, silhouetted trees and a cloudy sky with a hint of light breaking through. The overall mood is somber yet hopeful.

# I AM JANE DOE

“ I sent her out with one of her friends, and she didn't come back. ”

## MAGNITUDE

- 3.8 million adults and 1 million children were victims of forced sexual exploitation in 2016
- 99% are women and girls
- There is no official estimate of sex trafficking victims in the U.S.

## A VICTIM'S PERSPECTIVE

“ He made me feel like I was walking on clouds...  
then when I started selling my body...  
I felt really dirty and stuff like that, but...  
**I still felt like I loved him.** ”



## RECRUITING & GROOMING

What traffickers look for:

"Nobody gets me."

"I am so sick of being single."

"I am so ugly... How do I look?"

"My life sucks."

"She's not my true friend."

"My parents don't trust me."

"I'm being treated like a kid."

"I need to get out of here."

What traffickers would say:

"I understand you."

"I love you."

"I think you're beautiful."

"I'll make your life better."

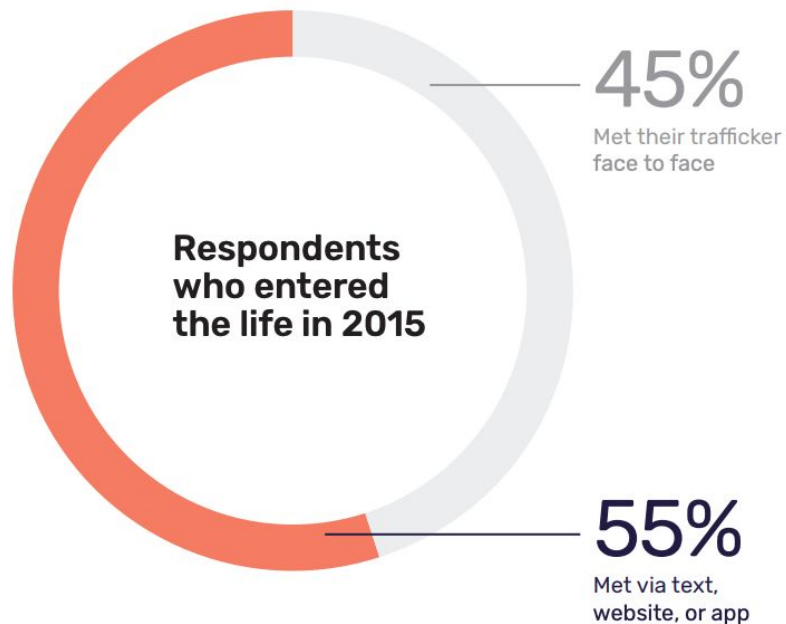
"I'll be your best friend."

"I'll encourage you to take risks."

"You're an adult."

"I'll protect you."

## ONLINE GROOMING



The role of technology in domestic minor sex trafficking

# A TRAFFICKER'S PROCESS



"looking for somebody  
who's **vulnerable**"

"Asks you a million  
questions, makes you  
feel **special** "

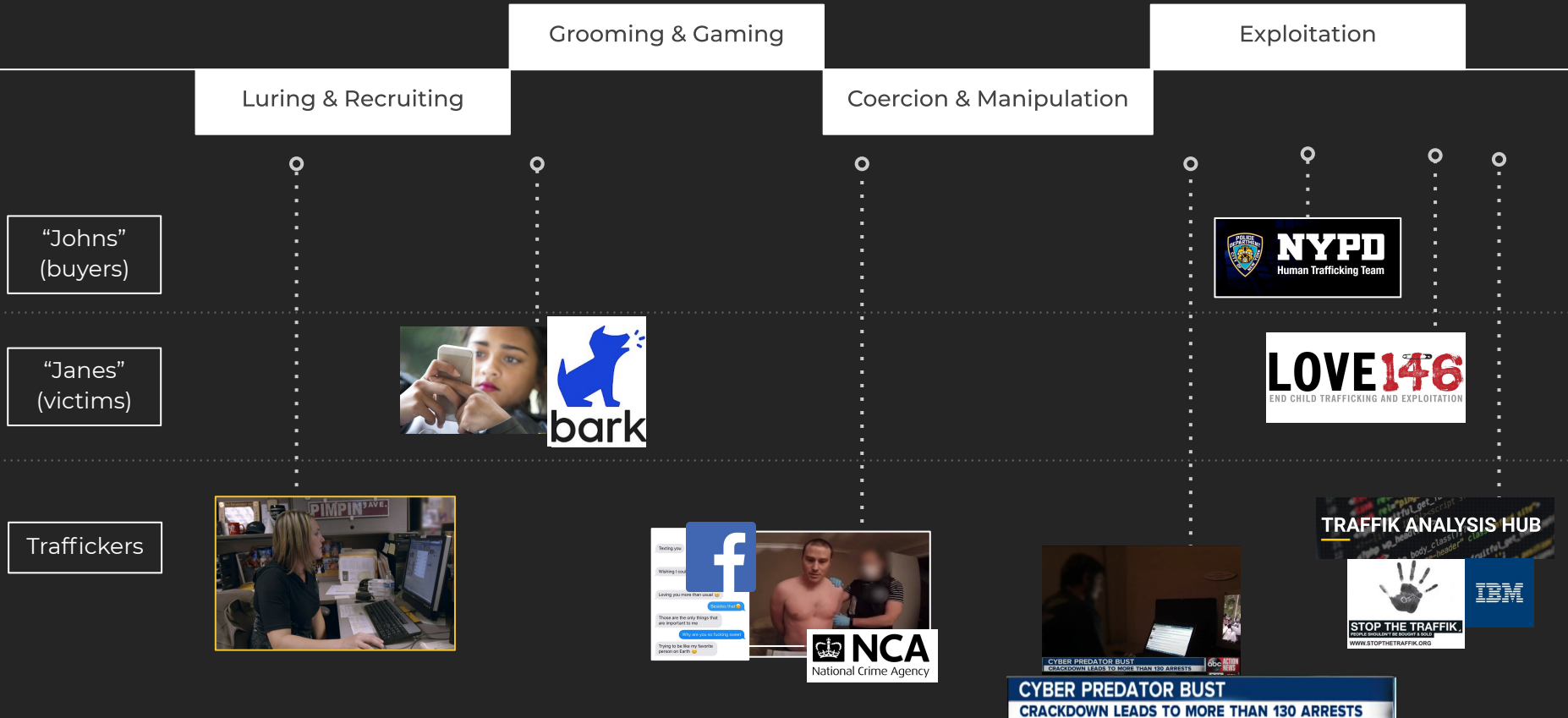
"and then pulls it all  
away... you start to feel  
**indebted** in the  
relationship"

"You start to **do things**,  
he gives you all that  
love and attention  
back."

Then he's going to  
pull it away again....

~ Karly Church,  
domestic sex trafficking survivor

# INTERVENTIONS



## OUR APPROACH

How might we make the online environment more hostile  
for traffickers to **recruit & groom?**

## THE CHALLENGE OF CYBER STINGS

“We will have multiple different profiles across multiple different types of social media.

This persona, I pretend to be very into fashion. So I will share fashion stuff.

And I’ll post these funny little things. So I kinda mix it up to make it look real.

I have about five different pages; this is the one I’ve been using the most lately.

It is a lot of work and I do it when I can.

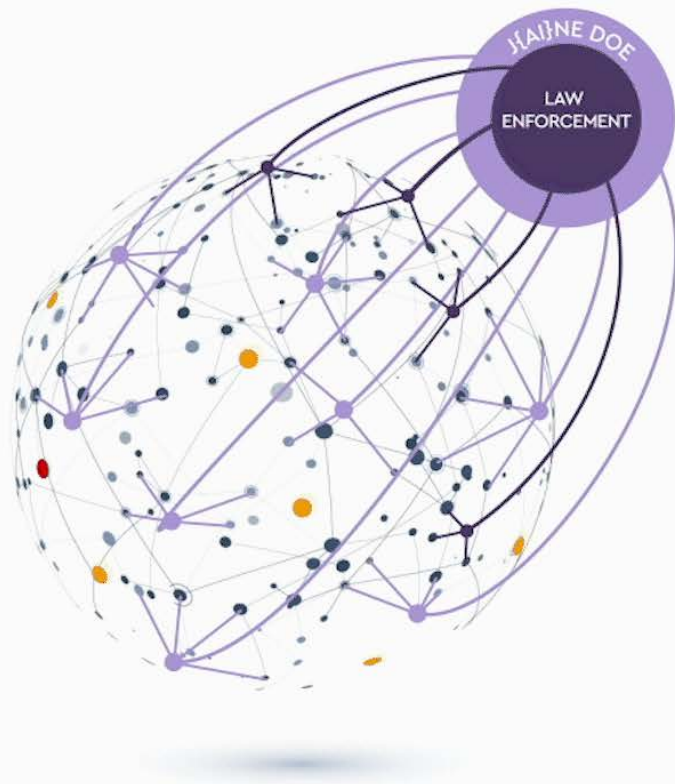
...

it’s important to post things on the weekend or late at night or

– if I only post things Monday to Friday, 8 to 5, then I start to look like a cop.”

~ Detective Christi Decouflé,  
Phoenix anti-trafficking unit

**J{AI}NE DOE**





## Templates



## Maggie Garcia

Age: 17  
DOB: March 2nd 2003  
Ethnicity: Latina  
Location: Paddington, London

## Family

Mum: Remarried after leaving  
Maggie's father  
Dad: Alcoholic and abusive

## Characteristics

Introvert, Loves photography,  
Loves to travel, Immigrant,  
Going to college in Fall '21

## Facebook



## Ellie Nguyen

Age: 16  
DOB: January 2nd 2004  
Ethnicity: Asian  
Location: Bayswater, London

## Family

Mum: Passed away when Ellie  
was only 6  
Dad: Remarried, Lives in USA  
Stepmom: Sweet but biased  
to her own children

## Characteristics

Loves to travel, Immigrant,  
Good sense of humor, Healthy  
social group, Feeling lonely  
since the covid-19 lockdown

## Facebook



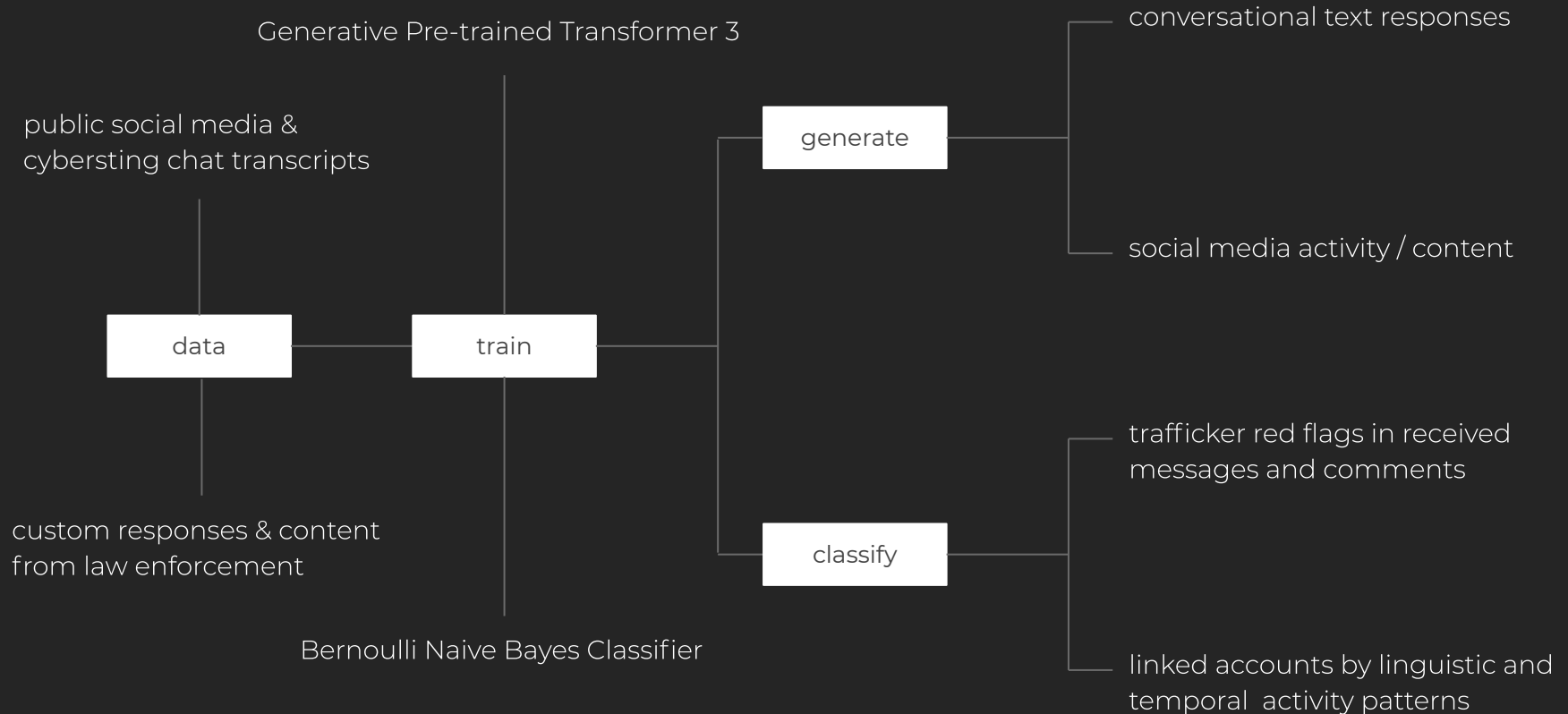
## Characteristics

Moved to London  
Misses home US  
Like to explore th  
Creating a social

## Instagram + F



# (artificial + collective) x intelligence



# Thank You

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