

Investigation and Research on the Use of the App of the National Anti Fraud Center

Ke Li^{1, a}, Chenchen Zhang¹, Zejiong Zhou^{2, b, *}

¹School of Accountancy, Anhui University of Finance and Economics, Bengbu, Anhui, China

²School of Economics, Anhui University of Finance and Economics, Bengbu, Anhui, China

^a1511402543@qq.com, ^{b, *}aczzj123456@163.com

Abstract

China's telecommunications fraud crime continues to occur at a high rate, coupled with the changing means of fraud, and an increasing number of people are being defrauded. In the face of such oppression, the Ministry of Public Security launched the national anti fraud center App in June 2021, which aims to help users maintain the security of telecommunications networks, establish channels for users to report cases related to telecommunications networks, and enhance the purpose of prevention and publicity. However, with the strong support of the state for anti fraud Apps and the requirement of all people to download them, a series of problems came one after another. Different voices were transmitted on major platforms, which also proved that there were some defects in Apps. The project studies the problems existing in the anti fraud App since its launch, such as the imprecise mode setting, the lack of in-depth publicity and education, and the low download rate, and puts forward corresponding solutions to these problems, so as to help the App serve people better.

Keywords

Anti Fraud App; Mode Setting; Function Setting; Publicity and Education.

1. Introduction

At present, telecommunication fraud has become the main type of crime in China. Under the background of the increasingly sophisticated methods of telecommunication network fraud, combined with the existing practical experience of combating telecommunication network fraud, it is necessary to put forward targeted detection and prevention strategies for effectively combating and governing this kind of crime and effectively improving the people's sense of security and happiness.

In October 2015, the State Council established an inter ministerial joint conference system for combating new types of violations and crimes in telecommunications networks, and severely punished criminals. According to the big data analysis of Telecom fraud, the overall crime rate of Telecom fraud in China has shown an upward trend since 2011, mainly due to the rapid development and popularization of telecom business, which has brought many conveniences to people's lives on the one hand, and also provided new technical conditions for Telecom fraud crime. The use of mobile phones, networks and other communication means to implement fraud crime has involved all regions, all levels and all industries in the country. From 2018 to 2019, telecommunication fraud cases reached a peak, and 1940 cases were heard in 2019 alone. After continuous rectification by the state, the cases of telecommunication fraud have shown a downward trend. We will resolutely curb the high incidence of such crimes and make new and greater contributions to building a higher level of safe China and a country ruled by law [1].

The anti fraud App is an anti Telecom fraud application software developed by the Ministry of public security to help users early-warning fraud information, quickly report fraud content, and improve prevention awareness. It is strongly supported and implemented by the state. According to the Ministry of public security, the anti fraud App has more than 65million registered users nationwide, has sent 23million alerts to users, and received 650000 fraud related clues from the public, playing an important role in preventing fraud. But why does the anti fraud App score only 2.7 points in the App store, which is low [2]. In order to understand the reason why the anti fraud App score is so low, this study collected users' comments and practices through crawler software, investigated everyone's cognition of the anti fraud App, judged the anti fraud App based on evidence, found out the main factors leading to the problem, analyzed the rationality of the setting, and put forward corresponding opinions. This paper aims to improve the status of anti fraud App in people's hearts, and publicize anti fraud App in practice to drive the whole people to fight fraud.

2. Research on the Use of Anti Fraud App

2.1. Research Methods

We chose the survey method of combining interview and questionnaire. Questionnaire survey is used to collect standardized quantitative data, and interview survey is used to collect non standardized unstructured qualitative data. Through the investigation, we can get rich and personalized information. Then, through induction, analysis, synthesis and sorting, we draw a regular conclusion. This survey focuses on the interview method. It is through this face-to-face conversation that we want to inquire about the use of the national anti fraud center app, analyze the results, and help the national anti fraud center put forward more accurate suggestions. A total of 1000 questionnaires were sent, and 800 questionnaires were received, of which 572 were valid.

2.2. Research Location

The interview was mainly conducted in Bengbu City, Anhui Province. The questionnaires were distributed in Anhui University of Finance and economics, Anhui Normal University and social groups.

2.3. Research Object

Select a representative group of interviewees, because fraud may occur to everyone. In order to reduce the workload of the investigation and improve the accuracy of the results, we take into account groups of different ages, occupations and regions. In terms of age, we choose groups aged 16 and above, because people under the age of 18 but over the age of 16 can earn income by relying on their own labor are regarded as people with full civil capacity and they have mature minds. There are no restrictions on occupation, but it should include all areas, such as students, personnel of institutions, farmers, etc. Regionally, fraud is measured by dividing the East, West, north, South, urban and rural areas.

2.4. Research Purpose

Through practice, listen to the voices of more people, explore users' acceptance of App, and determine the improvement direction of App.

2.5. Research Results

During the investigation, people praised the anti fraud app. Of course, the anti fraud app did not disappoint people in some aspects and helped solve many cases. Now the use of anti fraud App is analyzed as follows.

(1) High cognitive rate. Among the numerous data surveyed, 93.96% of the respondents knew about the anti fraud App, and only 6.04% of the respondents did not know, indicating that the country has done a very good job in publicizing the anti fraud App.

(2) The download rate is not high. The number of anti fraud App downloads only accounts for 79.29%, not more than 90%, indicating that the number of downloads is not large, but also indicating that App still has potential to play.

(3) Less uninstallation. The proportion of uninstalling anti fraud Apps after downloading only accounts for 16.22%, which proves that more people still choose to support anti fraud apps. For why to uninstall anti fraud App, 55.56% of people think that anti fraud App is useless to themselves.

(4) The masses think that they have a high awareness of anti fraud. The project also made a detailed investigation on why they did not suffer from fraud. A total of 87.85% (this time the proportion is based on the proportion of multiple topics) of the interviewers believed that the credit for not suffering from fraud was due to their high awareness of prevention, while the credit for the national anti fraud Center App accounted for only 58.88%. Although the gap was small, it also showed that people believed more in their awareness of anti fraud.

3. Problems of Anti Fraud App

3.1. The Mode Setting is not Precise Enough, and the Corresponding Module is Missing

According to the 2018 China Telecom fraud analysis report, the current victims of telecom networks mainly include college students, college students, urban migrant workers, the elderly and people in rural areas. Swindlers catch their curiosity, vanity, greed for petty gains and other psychology to cheat them. Young people can quickly use the App to report a case or make inquiries, while for the elderly or other people with mobility difficulties, they don't want to use the anti fraud App with various operation steps in front of many temptations. At present, the app of the national anti fraud center has only one mode, which is not suitable for some groups. For example, for the elderly, the font on the mobile phone is too small, they can't read the fraud news, and they can't get the information they need in a short time. In addition, the elderly's ability to recognize words is not as strong as young people, so it will be difficult to read long news and stare at the mobile phone for a long time, Make their eyes more uncomfortable, so many people will choose to give up using this App even if they download it and become idle. The use of anti fraud App has not been brought into play [3].

3.2. The Publicity and Education are not Deep Enough, and they Still Won't Use it

In order to curb the continuous occurrence of Telecom fraud, the state allocated anti fraud App download indicators to all localities according to the population situation. Many police and other propagandists visited streets, communities, vegetable markets and other populous places in turn, asking them to download anti fraud apps on the spot according to regulations. Downloading apps has also become a pass to complete certain things. After people downloaded it according to the regulations, they didn't get any guidance on how to use it. During the survey, many interviewers said, I know there is this App, but I won't use it. It shows that propagandists only pursue "quantity" and don't care about "quality". Even if many people praise the national release for our good, how can this "good" be reflected? Although the police now conduct publicity and guidance on the Internet to teach them how to install, register and use, there are also some people who haven't seen their videos and still won't use them [4].

3.3. The Download Rate is Not up to Standard, and the Mobile Phone Interception is also Similar

During the investigation, the interviewers said that they downloaded it according to the instructions of their company, and many interviewers did not download it, because some functions of the national anti fraud app are originally available on mobile phones, plus the mobile phone memory is not enough, or they downloaded it and finally unloaded it. These functions, such as mobile phones, will have their own harassment interception settings. When a stranger calls, if it is an express or takeout, it will display the delivery phone; If it is a liar, the harassment call will be displayed. Although it cannot completely identify all callers, its ability is not weaker than the fraud warning of the national anti fraud center app. Moreover, the phone has a blacklist function, and some spam or harassment information will be automatically identified and put into this "trash can", which reduces the possibility of users browsing these fraud information. In addition, the fraud warning function of the national anti fraud center app needs to be opened by itself. Some people can't operate it, and some people are unwilling to open it because they can't choose which apps to control. Therefore, the download rate of the app is not very high [5].

4. Countermeasures and Suggestions for Improving Anti Fraud App

4.1. Add Care Mode and Improve the Novice Guide Function

At present, the elderly account for the majority of the victims in China. Most of the elderly are inconvenient to move, and even can't use mobile phones easily. If there are no children around, the elderly's greed for petty gains, fear of "disease" and conformity will make them more vulnerable to fraud. The national anti fraud center app is applicable not only to young people, but also to the elderly and people similar to the elderly. Therefore, the setting of the app should be more targeted and achieve reasonable "discrimination" for different people. Add care mode and voice assistant to app functions, such as elderly mode, youth mode and disabled mode. Take elderly mode as an example, you can appropriately enlarge the font, classify the same functions of app, simplify processing, etc. At the same time, add local dialect voice assistants to help the elderly and the disabled read fraud cases and help them easily and smoothly understand the latest events, just as in the care mode in wechat, click the text to read it in Mandarin. At the same time, for people who can't use it, the graphics and text of the novice guide are far from enough. Like the care mode, video tutorials can be added to the anti fraud app interface. The video continues to improve with the update of the version, so as to ensure that people with reading disabilities can read more easily [6].

4.2. Improve App Function Settings, Making it More Convenient and Efficient

App is issued by the state to protect the legitimate rights and interests of the people. Since its launch, it not only requires people to download it, but also requires that it can be used by people. Most people have a strong sense of prevention, and they are rarely cheated. Therefore, they think that the functions of mobile phones are sufficient. Therefore, the state can try to stipulate that anti fraud app is a software that cannot be removed in mobile phones, which, like the software of mobile phones, fixes the memory occupied, People have to use it, which reduces the weight of the country to publicize the task of letting people download apps, and stipulates that anti fraud apps can be controlled. Other apps are selectively opened by the owner. In practice, this idea has been supported by the vast majority of people. The identification function of the anti fraud app has not been recognized by the public. The national anti fraud center can classify the numbers. For example, the national anti fraud center can mark the unfamiliar numbers registered for the first time as "registered for the first time", which will be displayed when receiving, so as to improve the vigilance of users; Each fraud number can be stored on the official

website and publicized in the anti fraud app, so as to use the rights of the state to serve the people.

4.3. Vigorously Publicize and Achieve a New Height

Solving the internal factors of app is the first and most important step to reshape the image of anti fraud app in people's minds, but first let people know that this app is also the first step to establish a preliminary impression. Because according to the previous publicity method of app, many people idle the anti fraud app after downloading it, which leads to the fact that the anti fraud app can not give full play to its role and only realize "quantity", so now we need to change a new way. During the publicity, the propagandist explained the use of the anti fraud app to the masses in detail, and told the usage of all its functions. For example, I want to report, because there are so many cases I want to report. In order to enable the case handlers to solve the victims' reports in time, the victims should complete the correct process operation and reduce unnecessary mistakes, Therefore, the propagandists must clarify the types of cases I want to report, what kind of evidence I need to submit, and try to guide them face-to-face as much as possible. Then help them open the restrictions they need and open the early warning function, so that most people can understand and know the benefits of app, achieve the goal of "quantity" and reach a new height in "quality".

Acknowledgments

This work is supported by 2022 Anhui University of Finance and Economics Undergraduate Scientific Research Innovation Fund Project (No.: XSKY22183).

References

- [1] Qin Shuai. It is urgent to do a good job in college students' anti fraud publicity and education [J]. China anti counterfeiting report, 2021 (11): 61-62.
- [2] Yao Dongsheng, Lin Jiwei. Application prospect of artificial intelligence technology in non-contact crime control and prevention [J]. Journal of Wuhan public security cadre college, 2022,36 (01): 79-83.
- [3] Wang Naihui. Countermeasures for commercial banks to prevent telecommunication network problems [J]. Legal system Expo, 2022 (04): 148-150.
- [4] Xu Yangchen. "Precision anti fraud" guards the people's "pockets" [N] China Women's daily, 2021-04-29 (004).
- [5] Li Hongmei. Reasons and containment strategies for the risk of recidivism of telecom network fraudsters [J] Xinjiang Social Science Forum, 2021 (05): 57-64.
- [6] Zhuang Yonglian, Liu Yanhong, Zheng Xinjian, Fu Jianfei, Chang Feng. Telecom network fraud governance problems and solutions [J]. People's Procuratorate, 2021 (11): 37-44.