

Internet crime

'Click fraud' is one of a range of Internet crimes to affect businesses. What can be done about them?

1 What does 'fraud' mean? Have you ever been a victim of fraud? Discuss your experiences with a partner. You may need some of the words in the box.

crime trick police false scam to pretend e-mail fake to deceive

2 Read the subject lines (a–e). Match **four** of them to the e-mails below, to the Editor of an online business magazine.

(a) Counterfeit goods (b) Virus alert! (c) Spam (d) Internet crime (e) Click fraud

<p>[1] SUBJECT: I agree that the Internet has brought us innumerable benefits, but it has also brought us Internet crime. I recently received a false mail asking for money, in the famous Nigerian scams. I was also asked for money after hurricane Katrina. Credit card fraud and identity fraud are growing. Lynette Dagleish, Auckland</p>	<p>[3] SUBJECT: Users of your site should watch out for the latest virus targeting business users. It is designed to destroy all Microsoft Word, Excel, Access and PowerPoint documents and is activated when you click on the email attachment. What can be done to stop those who create these viruses? John, NYC</p>
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<p>[2] SUBJECT: >>>>>>>> On 26 February, you wrote: 'What is Click fraud?' An advertiser pays money everytime a customer clicks on their 'pay-per-click' link on, say, Google. So 'click fraud' forces the advertiser to run up a bill. For example, online robots can be programmed to click repeatedly on a link; low-cost workers can be hired in China, India and other countries to do the same; employees can click on rival companies' ads to deplete their marketing budgets. It is not unknown for an unhappy worker to click repeatedly on an advert! Hope this helps. Pete, Oxford, UK</p>	<p>[4] SUBJECT: I recently bought some jewellery on eBay, but discovered that it was fake. I complained to the seller and I received a refund. However, I asked eBay to remove listings for identical pieces – but they refused! eBay maintains it is just a marketplace which link sellers and buyers. I do understand eBay has around 180 million members with maybe 60 million items on sale at any time ... but in my view the Internet has now become a marketplace for selling counterfeit goods, with no policing! Kerry O'Connor, Dublin</p>
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3 Now read the four e-mails again. Which crimes are mentioned?

4 Find one word in each line that does not form a collocation with the word at the end.

1 (a) tax	(b) crime	(c) internet	(d) identity	(e) click	(f) insurance	FRAUD
2 (a) to make	(b) to suspect	(c) to uncover	(d) to prevent	(e) to commit	(f) to discover	
3 (a) major	(b) internet	(c) fraud	(d) organised	(e) serious	(f) violent	CRIME
4 (a) to fight	(b) to commit	(c) to prevent	(d) to reduce	(e) to encourage	(f) to suspend	

5 Work in groups to decide on prison sentences or fines for the following crimes. Can you think of any other ways of dealing with this type of cyber-criminals? Report your ideas to the class.

An 18-year-old boy creates a virus which infects your computer network	A low-paid worker is convicted of 'click fraud' in India	Someone steals your identity and uses your credit card to run up a large bill
A 15-year-old girl tries to sell fake jewellery on E-bay	A sales manager sends out spam advertising	Someone sets up a fake charity to get money from you after a natural disaster