

How to Reduce Facebook Cloning

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Where many people, companies and other various commercial fields started to use social media websites such as Facebook for the purpose of marketing, E-commerce, communicating with customers and even for entertainment. On the other hand, some people and organizations misuse the social media, especially in creating fake profiles aiming at deforming other people's images in front of their communities. Consequently, Social media providers should take into consideration the issue of profile cloning, given the wide spread of electronic crimes and the retaliation incidents against some social media users. In this paper we suggest a new methodology that tries to stop cloning of Facebook profiles before creating them by using the Normalization process which is part of "Name Entity Recognition" (NER) methodology, and image processing methodology. We are focusing on Facebook accounts due to the fact that Facebook is widely used more than the other social Media sites. From our research and studies we found out that all these studies examined the cloning of exiting profiles, while none of them tried to prevent cloning of a profile before creating it.

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