



[Read Full Paper Here]

Motivation

Contextual values and norms could **intensify** the repercussions - evidenced by media cases of honor killings resulting from NCIDA



Focus of Prior Work



Research Questions

1. In what forms do NCIDA manifest within the Pakistani context?
2. What are the impacts of NCIDA on victims and their families?
3. What remedies do victims prefer to mitigate such abuse?

Methods

Collaborated with a Cybercrime Wing of a Federal Investigation Agency and an NGO

Conducted **semi-structured interviews** with 12 victims, 8 family members and 12 investigation officers.

Observations for 240 hours during investigations of 70 NCIDA cases

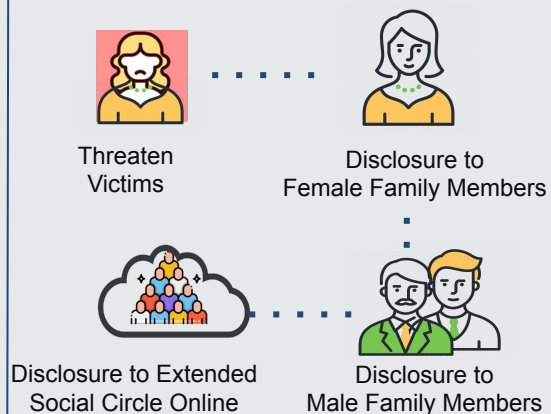
Findings - Broader Conception of NCIDA Compared to Western Perspectives

A significantly lower bar of what constitutes as a problematic content

Besides sexually explicit content, the following types of content are also considered problematic:

- People of opposite genders **holding hands**
- Individuals **wearing jeans** and sleeveless tops
- **Collage images** of normal pictures with heart emojis
- **Derogatory comments** on otherwise normal pictures

Threat mechanisms include disclosure to male family members



Repercussions differ significantly in terms of the number of people affected and the intensity experienced by the primary victims.

Tragic Death: [She let our honor down... I'll kill both of them before this becomes public] (Ali, victim's brother)

Financial Harm: [Ever since my father's death, I am the sole provider for my family. My ex-boyfriend exposed compromising content to my employers... Having changed jobs four times and missed three months' wages, my family's financial reserves have depleted.] – (Bismah, the sole breadwinner)

Victims demanded a unique mix of punitive (P) and restorative (R) justice

No disclosure at all (only threats to victims):
(P) Problematic content removal
(R) Written guarantee

Selective disclosure to family members:
(P) Problematic content removal, minor legal actions against perpetrators (e.g., physical remand without FIR)
(R) Written guarantee from perpetrators and their family/friends

Public disclosure on social media platforms:
(P) Major legal actions (e.g., FIR and court trial)
(R) Public apology on social media platform

Discussion - NCIDA Preliminary Theory: NCIDA Operates within the Framework of Local Norms

- **Cultural Acceptance:** NCIDA exist in relation to what the local culture finds socially and morally acceptable
- **Predictive Potential:** Cultures that are relatively more open with nudity see a narrower set of NCIDA content than those that hold all nudity to be private

Tech Recommendations

- Limit or prevent screenshots during video calls
- Shadow banning sensitive content
- Flagging abusive 'one-time view' messages
- Improve digital literacy through public service message campaigns

Platforms' Policy Recommendations

- Platforms should create a liability fund for NCIDA in the countries they operate in
- Collaboration with local law enforcement agencies
- Cross platforms' consortium for addressing NCIDA
- Compliance with local regulations