

Expanding Concepts of Non-Consensual Image-Disclosure Abuse: A Study of NCIDA in Pakistan

Amna Batool, Mustafa Naseem, Kentaro Toyama | University of Michigan

Full Citation: Batool, Amna, Mustafa Naseem, and Kentaro Toyama. "Expanding Concepts of Non-Consensual Image-Disclosure Abuse: A Study of NCIDA in Pakistan." In Proceedings of the CHI Conference on Human Factors in Computing Systems, pp. 1-17. 2024.

Link to the published paper: <https://dl.acm.org/doi/pdf/10.1145/3613904.3642871>

Abstract

Non-Consensual Image-Disclosure Abuse (NCIDA) represents a subset of technology-facilitated sexual abuse where imagery and video with romantic or sexual connotations are used to control, extort, and otherwise harm victims. Despite considerable research on NCIDA, little is known about them in non-Western contexts. We investigate NCIDA in Pakistan, through interviews with victims, their relatives, and investigative officers; and observations of NCIDA cases being processed at a law enforcement agency. We find, first, that what constitutes NCIDA is much broader in Pakistan's patriarchal society, and that its effects can be more severe than in Western contexts. On every dimension -- types of content, perpetrators, impact on victims, and desired response by victims -- our findings suggest an expansion of the concepts associated with NCIDA. We conclude by making technical and policy-level recommendations, both to address the specific context of Pakistan, and to enable a more global conception of NCIDA.



Expanding Concepts of Non-Consensual Image-Disclosure Abuse

A Study of NCIDA in Pakistan

Amna Batool



[Read Full Paper Here]

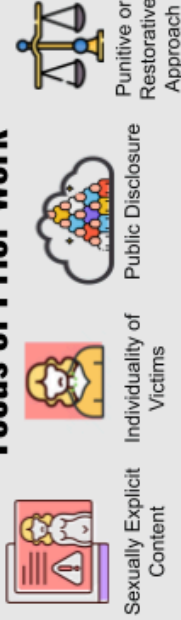
Motivation

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



https://yehkhalil.com/2023/12/27/woman-murdered-in-pakistan-over-photoshopped-image-with-boyfriend/

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

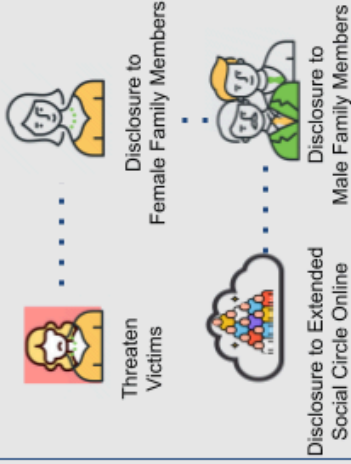
Findings - Broader Conception of NCIDA Compared to Western Perspectives

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

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