

Investigating factors influencing cybercrime victimization in social networks (Case Study: Social media users in Guilan province)

nasibe esmaeil dokht*,

Abstract With the spread of the Internet and the advent of virtual space, due to the specific characteristics of this space, such as the possibility of studying various identities, the anonymity and ease of doing different acts, while many of the crimes the physical environment to the virtual space have been displaced, there has also been a new crime. . The main question of the research is that what factors affect the victimization of social media users in Guilan province? Therefore, the overall objective of the study is to examine the factors affecting the victimization of social media users in Guilan province. The present research is a descriptive survey in terms of applied purpose and in terms of collecting data. The statistical population of this study is social media users in Guilan province. With the Unlimited Cochran formula, the minimum sample size is 341 people. 370 questionnaires were distributed among respondents by sampling method. Finally, 341 valid questionnaires were used in the final analysis. The level of individual analysis is a field survey and data collection tool is a questionnaire. In the inferential statistics section of the research, using the probit regression model, we test the hypotheses. And the results showed that the high use of social media has a positive impact on the risk of victimization; the high level of control of the information shared by the social media negatively affects the victim's risk of being victimized, having better information and communication skills, There is a negative perception of the risk of victimization that the user has a positive effect; the high risk of a victim has a positive impact, so all assumptions are confirmed. **Keywords:** victimization, social media, ICT skills, risk taking

Keywords : Keywords: victimization, social media, ICT skills, risk taking

