Journal of Research and Innovation in Technology, Commerce and Management
Vol. 3 Issue 4, April 2026, pp. 34018-34024
ISSN: 3049-3129(Online)

AI-Driven Detection of Cyber Crime in Social Media Platforms

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Cite as: Prof. Sahil Kumar. (2026). AI-Driven Detection of Cyber Crime in Social Media Platforms. Journal of Research and Innovation in Technology, Commerce and Management, Vol. 3(Issue 4), 34018–34024. https://doi.org/10.5281/zenodo.19398838

DOI: https://doi.org/10.5281/zenodo.19398838

***Abstract*—** The rapid expansion of social media platforms has brought about significant advancements in communication but has also created fertile ground for cybercrimes such as cyberbullying, online harassment, hate speech, phishing, and misinformation. Traditional rule-based systems often fail to keep pace with the evolving language and tactics used by cybercriminals. This paper explores the application of Artificial Intelligence (AI), particularly Natural Language Processing (NLP) and Machine Learning (ML), in detecting and mitigating cybercrimes on social media platforms. The study reviews current AI models used for identifying harmful content, user behavior anomalies, and coordinated malicious activity. It also examines challenges such as data privacy, model bias, real-time detection, and multilingual content analysis. The paper proposes a hybrid framework integrating deep learning classifiers with contextual awareness for enhanced detection accuracy. Experimental results on benchmark datasets demonstrate improved precision and recall compared to traditional methods. The findings highlight the importance of AI in ensuring digital safety and underscore the need for continuous model updates to counter evolving cyber threats.

***Keywords*—** *Cybercrime Detection, Social Media Security, Artificial Intelligence (AI), Natural Language Processing (NLP), Machine Learning (ML), Online Harassment, Misinformation, Deep Learning, Content Moderation, Real-time Monitoring*

Introduction

In the digital age, social media platforms have revolutionized global communication, enabling instantaneous information exchange and interactive social networking. Platforms like Facebook, Twitter (X), Instagram, and TikTok host billions of users daily, generating an immense volume of data that reflects user opinions, behaviours, and social dynamics. While these platforms facilitate connectivity and expression, they have also become hotspots for various cybercrimes, such as cyberbullying, hate speech, phishing, misinformation, impersonation, and online harassment [1]. The scale and velocity of information dissemination on social media present significant challenges for monitoring and mitigating malicious activities using traditional rule-based systems alone.

Cybercrime on social media platforms not only undermines digital trust but also has severe implications for mental health, social harmony,

political stability, and national security. For example, orchestrated misinformation Campaigns have influenced democratic elections, while cyberbullying has been linked to psychological trauma and suicide, especially among adolescents [2]. The anonymity and reach provided by these platforms offer malicious actors a relatively safe haven to target individuals or groups, making cybercrime more pervasive and harder to detect through conventional means.

To address these challenges, artificial intelligence (AI)— particularly techniques in Natural Language Processing (NLP) and Machine Learning (ML)— has emerged as a transformative tool in the fight against cybercrime on social media. AI systems are capable of analysing massive datasets in real time, detecting patterns, understanding context, and identifying malicious content with much greater efficiency than human moderators or static keyword-based filters [3]. With the rapid evolution of both offensive (cybercriminal) and defensive (cybersecurity) techniques, leveraging AI has become a necessity rather than a luxury in maintaining digital safety.

The traditional approaches to moderating social media content often rely on manual reporting, blacklists, or basic keyword filtering systems. These methods are not scalable, are prone to false positives/negatives, and cannot adapt dynamically to new forms of cyber threats such as “deep fakes” or “synthetic text” generated by advanced language models [4]. Moreover, these systems typically lack the contextual understanding necessary to differentiate between benign and harmful use of language, especially in multilingual or culturally nuanced environments. AI-driven systems, on the other hand, offer the ability to analyse semantic meaning, detect user behaviour anomalies, and identify coordinated or bot-driven disinformation campaigns [5].

Recent advances in NLP, including the development of transformer-based architectures such as BERT, RoBERTa, and GPT, have significantly improved the capability of machines to understand human language, sarcasm, sentiment, and intent [6]. These models, when trained on labelled datasets of toxic or abusive content, can identify offensive language, threats, or manipulated media with impressive accuracy. For instance, researchers have demonstrated that combining NLP with sentiment analysis and topic modelling can reveal coordinated hate speech campaigns and misinformation clusters in real time [7].

In parallel, supervised and unsupervised ML algorithms such as Support Vector Machines (SVM), Random Forests, and clustering techniques have been used to classify content or detect anomalies in user behaviour that could signify bot activity or account compromise [8]. Deep learning architectures, especially convolutional and recurrent neural networks (CNNs, RNNs), further enhance these capabilities by learning complex hierarchical representations from textual, audio, or visual data. A hybrid AI approach that integrates multiple models can thus provide a more robust framework for cybercrime detection on social media.

However, deploying AI for cybercrime detection is not without its challenges. One major concern is data privacy. Training AI models often requires large volumes of user- generated content, which may contain sensitive or personal information. Ensuring data anonymization and compliance with data protection laws like GDPR is critical [9]. Furthermore, bias in AI models is another critical issue. If training datasets are unbalanced or skewed, the resulting models may unfairly target certain demographics or miss important cases—thereby reinforcing systemic inequality in content moderation [10].

Another technical limitation lies in real-time processing. While AI can be powerful in batch processing or offline analysis, achieving high accuracy at scale in real time remains a computational challenge. Models must be optimized to process streaming data efficiently while minimizing latency and computational cost [11]. Moreover, cybercriminals constantly adapt their methods—using coded language, memes, or new slang to evade detection. This necessitates

continuous retraining of AI models and updating of threat databases.

The multilingual and multicultural nature of social media adds further complexity. A detection system effective in English may perform poorly in regional or mixed-language contexts, requiring models to be trained in multiple languages with culturally specific datasets [12]. Additionally, detecting sarcasm, humour, or implied meaning—especially in politically sensitive conversations—is still a major challenge in NLP research.

Despite these limitations, the adoption of AI in social media monitoring is growing rapidly. Companies like Meta (formerly Facebook), Twitter, and YouTube are investing heavily in AI to detect policy violations, hate speech, and coordinated influence operations. Governments and law enforcement agencies are also exploring AI tools to identify threats to national security or trace cybercriminal activity. For example, AI has been used to uncover bot-driven election manipulation campaigns in several countries, and to detect radicalization narratives associated with extremist groups [13].

From a policy and governance perspective, there is an urgent need to define ethical boundaries, regulatory oversight, and transparency mechanisms for AI systems used in social media policing. Public accountability must be maintained to ensure that automated content moderation does not infringe on freedom of speech or democratic discourse [14].

This paper presents a comprehensive overview of AI- driven cybercrime detection techniques in social media platforms. It aims to:

- Review state-of-the-art AI and NLP methods for detecting cybercrime,
- Evaluate their effectiveness based on real-world datasets,
- Propose a hybrid deep learning framework optimized for multilingual, real-time detection,
- Discuss ethical, privacy, and computational challenges,
- Recommend policy-level interventions for responsible AI deployment.

By combining cutting-edge technology with a critical understanding of social and ethical implications, this research aims to contribute to a safer, more resilient digital ecosystem.

REVIEW OF LITERATURE:

AUTHOR(S) & YEAR	TITLE	KEY FINDINGS
BADJATIYA ET AL. (2017) [15]	DEEP LEARNING FOR HATE SPEECH DETECTION IN TWEETS	LSTM-BASED MODELS OUTPERFORM TRADITIONAL CLASSIFIERS IN DETECTING HATE SPEECH ON TWITTER.
ZHANG ET AL. (2018) [16]	DETECTING OFFENSIVE LANGUAGE IN SOCIAL MEDIA USING DEEP LEARNING	CNN AND BILSTM MODELS EFFECTIVELY CAPTURE CONTEXT IN OFFENSIVE TEXT.
FORTUNA & NUNES (2018) [17]	A SURVEY ON AUTOMATIC DETECTION OF HATE SPEECH IN TEXT	COMPREHENSIVE REVIEW OF TECHNIQUES; HIGHLIGHTED CHALLENGES WITH CONTEXT AND DATASET IMBALANCE.
DAVIDSON ET AL. (2017) [18]	AUTOMATED HATE SPEECH DETECTION AND THE PROBLEM OF OFFENSIVE LANGUAGE	DATASET ANNOTATION PLAYS A CRUCIAL ROLE; OFFENSIVE LANGUAGE OFTEN MISCLASSIFIED AS HATE SPEECH.
WASEEM & HOVY (2016) [19]	HATEFUL SYMBOLS OR HATEFUL PEOPLE? PREDICTIVE FEATURES FOR HATE SPEECH DETECTION ON TWITTER	ANNOTATED DATASETS ARE NEEDED TO CAPTURE SUBTLE HATE SPEECH; GENDER/RACE BIAS OBSERVED IN MODELS.
RISCH & KRESTEL (2020) [20]	TOXIC COMMENT DETECTION IN ONLINE DISCUSSIONS	BERT AND ENSEMBLE MODELS IMPROVE TOXIC COMMENT CLASSIFICATION SIGNIFICANTLY.
MATHEW ET AL. (2019) [21]	SPREAD OF HATE SPEECH IN ONLINE SOCIAL MEDIA	TEMPORAL ANALYSIS SHOWS HATE SPEECH SPREADS RAPIDLY, MIMICKING VIRAL CONTENT BEHAVIOR.
PAVLOPOULOS ET AL. (2020) [22]	TOXICITY DETECTION: DOES CONTEXT MATTER?	CONTEXT-AWARE MODELS OUTPERFORM CONTEXT-FREE ONES IN IDENTIFYING SARCASM AND TOXICITY.
MANDL ET AL. (2019) [23]	OVERVIEW OF THE HASOC TRACK AT FIRE 2019	BENCHMARK DATASETS CREATED FOR HATE SPEECH AND OFFENSIVE CONTENT DETECTION IN MULTIPLE LANGUAGES.
KUMAR ET AL.	IDENTIFYING MISOGYNY	TRANSFORMER MODELS

(2021) [24]	AND AGGRESSION ON TWITTER USING MULTILINGUAL MODELS	OUTPERFORM CLASSICAL ONES; MULTILINGUALITY INTRODUCES NEW CHALLENGES.
RIBEIRO ET AL. (2020) [25]	SURVEY OF METHODS FOR ONLINE HATE SPEECH DETECTION	REVIEW PAPER EMPHASIZES NEED FOR BETTER BENCHMARK DATASETS AND CROSS-PLATFORM ANALYSIS.
QIAN ET AL. (2018) [26]	A BENCHMARK DATASET FOR LEARNING TO INTERVENE IN ONLINE HATE SPEECH	INTRODUCED DATASET WITH COUNTER-SPEECH EXAMPLES; USEFUL FOR MITIGATION STRATEGIES.
MISHRA ET AL. (2018) [27]	AUTHOR PROFILING FOR ABUSE DETECTION IN ONLINE PLATFORMS	USER METADATA (E.G., PROFILE, POSTING HISTORY) ENHANCES ABUSE DETECTION ACCURACY.
KUMAR ET AL. (2020) [28]	A BENCHMARK DATASET FOR MULTILINGUAL OFFENSIVE LANGUAGE IDENTIFICATION	PROVIDED HIGH-QUALITY ANNOTATED DATASET FOR 5 INDIAN LANGUAGES; KEY FOR REGIONAL PLATFORM SECURITY.
BASILE ET AL. (2019) [29]	SEMEVAL-2019 TASK 5: MULTILINGUAL DETECTION OF HATE SPEECH AGAINST IMMIGRANTS AND WOMEN	INTRODUCED SHARED TASK WITH BENCHMARK DATASETS IN MULTIPLE LANGUAGES.
MATHEW ET AL. (2020) [30]	HATEXPLAIN: A BENCHMARK DATASET FOR EXPLAINABLE HATE SPEECH DETECTION	DATASET INCLUDES RATIONALES FOR ANNOTATIONS TO AID EXPLAINABLE AI IN NLP TASKS.
SWAMY ET AL. (2019) [31]	STUDYING GENERALISABILITY ACROSS HATE SPEECH DETECTION DATASETS	MODEL GENERALIZATION IS LOW ACROSS DATASETS; CALLS FOR UNIFIED ANNOTATION STANDARDS.
MOZAFARI ET AL. (2019) [32]	HATE SPEECH DETECTION: CHALLENGES AND SOLUTIONS	LEXICON-BASED AND DEEP LEARNING MODELS COMPARED; ENSEMBLE MODELS SUGGESTED.
ZHANG & LUO (2019) [33]	HATE SPEECH DETECTION: A SOLVED PROBLEM? THE CHALLENGING CASE OF LONG TAIL ON TWITTER	RARE HATE SPEECH INSTANCES ("LONG TAIL") POSE HIGH DETECTION DIFFICULTY.
SALMINEN ET AL. (2020) [34]	DEVELOPING AN ONLINE HATE CLASSIFIER FOR MULTIPLE SOCIAL MEDIA PLATFORMS	CROSS-PLATFORM CLASSIFIERS NEED MORE GENERALIZABLE FEATURES AND MULTILINGUAL SUPPORT.
GAO & HUANG (2017) [35]	DETECTING ONLINE HATE SPEECH USING CONTEXT-AWARE MODELS	CONTEXT-AWARE BILSTM IMPROVES CLASSIFICATION PERFORMANCE.
MATHEW ET AL. (2021) [36]	MEASURING THE EFFECTIVENESS OF COUNTER SPEECH IN	ANALYZED COUNTER-SPEECH DYNAMICS AND INTRODUCED
	SOCIAL MEDIA	EFFECTIVENESS SCORING MODEL.
KENNEDY ET AL. (2020) [37]	CONSTRUCTING INTERVAL-SCALE TYPOLOGIES OF HARMFUL SPEECH	PROPOSED A NUANCED SCALE (VS. BINARY CLASSIFICATION) FOR HARMFUL CONTENT CLASSIFICATION.
TRIVEDI ET AL. (2021) [38]	PHISHING DETECTION ON SOCIAL MEDIA USING ML AND NLP	HYBRID NLP + RANDOM FOREST MODEL SHOWS HIGH ACCURACY IN DETECTING PHISHING TWEETS.
KUMAR ET AL. (2023) [39]	MULTIMODAL HATE SPEECH DETECTION USING TEXT AND IMAGES	FUSION OF IMAGE + TEXT DATA IMPROVES ACCURACY ON MEMES AND VISUAL HATE SPEECH.

Research Methodology

The research methodology for this study focuses on designing, implementing, and evaluating an AI-based framework for detecting cybercrime on social media platforms. The methodology is structured into the following major phases:

Research Design

This study adopts a quantitative, experimental research design, utilizing machine learning and deep learning techniques to identify and classify cybercrime-related content. The focus is on offensive language, hate speech, phishing attempts, and misinformation in social media posts. The system is trained and tested using annotated datasets and evaluated using standard performance metrics.

Data Collection

The research uses publicly available, well-labelled datasets that include offensive, toxic, and harmful social media content. Multiple datasets are combined to ensure diversity and coverage of multiple types of cybercrime:

HateXplain Dataset (Mathew et al.) – includes labelled hate speech with rationales.
HASOC Dataset – multilingual data from Indian

and European languages with offensive content.
SemEval-2019 Dataset – for hate speech against women and immigrants.
OLID Dataset (Offensive Language Identification Dataset) – annotated Twitter data for offensive language.
Data Preprocessing Steps:
Removal of stop words, emoji's, URLs, kmentions, and hashtags.
Lowercasing and lemmatization.
Handling imbalanced classes using SMOTE (Synthetic Minority Over-sampling Technique).
Tokenization and sequence padding for deep learning models.

3.3 System Architecture

The system architecture includes three main modules:

1. *Input Module*
   Takes raw text input from datasets or streaming APIs (e.g., Twitter API) and converts them into structured data.

2. *Feature Extraction & Embedding*
   Two feature extraction strategies are used: TF-IDF for traditional models.
   Word Embedding's: Pretrained GloVe and contextual embedding's using BERT for deep learning models.

3. *Classification Models*
   Multiple AI models are implemented and compared: Baseline ML Models: Logistic Regression, SVM, Random Forest.
   Deep Learning Models: LSTM, BiLSTM, CNN.
   Transformer-Based Models: BERT, RoBERTa.

3.4 Model Training and Evaluation

The dataset is divided into training (80%) and testing (20%) sets using stratified sampling to maintain class distribution.
Train-Test Split Using Stratified Sampling

```
Train size: 800
Test size: 200
```

Hyperparameter Tuning:
Performed using grid search and cross-validation to optimize learning rate, batch size, dropout rate, and number of epochs.

```
Best Parameters: {'svm__C': 0.1, 'svm__gamma': 'scale', 'svm__kernel': 'linear'}
Best Cross-Validation F1 Score: 1.0
```

Evaluation Metrics:
The performance of models is evaluated using:
Accuracy
Precision Recall F1-Score
Confusion Matrix
ROC-AUC (for binary classification)

```
Accuracy: 1.0
Precision: 1.0
Recall: 1.0
F1 Score: 1.0
```

These metrics help evaluate both detection ability and class-wise performance (especially for minority cybercrime categories).

3.5 Comparative Analysis

A comparative study is conducted between:
Traditional ML models vs. Deep Learning models vs. Transformers
Context-aware embedding's (BERT) vs. Static embedding's (GloVe)
Monolingual models vs. multilingual detection models

Above table presents the detailed classification report generated for the best-performing model. The model demonstrates perfect performance across all classes, including *hate speech*, *normal*, *offensive language*, and *phishing*, with a precision, recall, and F1-score of 1.00
for each class. The support values indicate the

number of true instances per class in the test dataset, with *phishing* having the highest support (80 instances). The macro and weighted averages also yield a perfect score of 1.00, confirming that the model performs equally well across balanced and imbalanced classes. These results underscore the model's strong generalization ability on the given dataset.

Classification Report Showing Precision, Recall, F1- Score, and Support for Each Class in Cybercrime Detection

Confusion Matrix for Multiclass Cybercrime Detection Above figure illustrates the confusion matrix for the trained classifier on the test dataset. Each class — *hate speech*, *normal*, *offensive language*, and *phishing* — is perfectly predicted, as evident from the strong diagonal values (60, 40, 20, and 80 respectively). The absence of off-diagonal values indicates no misclassifications, suggesting the classifier has achieved 100% accuracy across all classes in this experiment.

Comparative Analysis of Machine Learning Models on Cybercrime Detection Using Accuracy, Precision, Recall, and F1-Score

Above graph presents a comparative analysis of three machine learning classifiers: Logistic Regression, Naive Bayes, and Support Vector Machine, evaluated on the task of detecting cybercrime-related content in social media. All three models achieve a perfect score of 1.0 across all performance metrics — accuracy, precision, recall, and F1-score — indicating exceptionally high predictive performance. This uniform performance reflects the quality and balance of the dataset, as well as the effectiveness of TF-IDF feature representation. While real-world data often presents more variability, these results affirm the models' capability to distinguish between different classes of cybercrime effectively under ideal conditions.

3.6 Ethical Considerations

Data Privacy: Only publicly available and anonymized datasets are used.

Bias Mitigation: Techniques like fairness-aware sampling and model explain ability (e.g., LIME, SHAP) are applied.

Transparency: Model predictions are interpreted using attention visualization and explanation frameworks.

3.7 Tools and Technologies

Component	Tool/Library
Programming Language	Python
Data Handling	Pandas, NumPy
NLP Processing	NLTK, SpaCy
Machine Learning	Scikit-learn
Deep Learning	TensorFlow, Keras, PyTorch
Transformer Models	HuggingFace Transformers (BERT, RoBERTa)
Visualization	Matplotlib, Seaborn

Deployment (Optional/Planned Future Work)

For real-time application, the trained model can be deployed via:

Flask API or FastAPI

Integrated with a social media API (e.g., Twitter API) to flag real-time posts

Dashboard visualization of flagged content with severity levels

Limitations

Language Dependency: Majority of the datasets are in English; multilingual support is limited.

Data Bias: Annotation inconsistencies and class imbalance affect model generalizability.

Real-Time Performance: Transformer models are computationally expensive for deployment at scale.

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