E-recruitment.
Research on Prostitution in Latvia and Estonia: Current Tendencies of internet recruitment

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Profile of the research

Title of research work:

Research on prostitution in Latvia and Estonia

Framework:

Prevention of and Fight against Crime (ISEC Programme)

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Project name:

A Safety Compass: signposting way out of trafficking

Project partner organizations:

NAWO Connecting Women

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wow women@thewell

Profile of the research

period of data collection and countries for data collection

Year of 2013, Latvia and Estonia

Current status of work:

done & published

Research process and methodology

<u>1st phase of data collection:</u>

content analysis of web resources

a.most visited offering/seeking job portal in Latvia and Estonia

b. most visited dating portals in Latvia and Estonia

<u>2nd phase of data collection:</u>

expert interviews

incl.
+1 interview with victim of trafficking recruited by internet
+ 1 interview with recruiter

* ACCORDING TO WWW.ALEXA.COM RAITINGS

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WHY the INTERNET for RECRUITMENT in Estonia?

1. «**Cheap and effective!**»

Internet assist to reach out of many people with the little cost resources, offer for many ways of connection and control of victim, offer for many ways to collect data connected with vicitm

2. «**People hear what they want to hear**»

In internet is more easy to create a necessary image, in internet easier arise an „illusions“, people do not aware danger, behave themself irrationally, criticism is lowered.

3. **«You never know with whom you communicate»**

In internet more easy to hide own identity or hide any other important information connected with personality, if you want it.*

(*in result of research, have been opened, that criminals or internet recruiters very well aware they own risks with their on-line behaviour. Have been opened, that they behave themself very **carefully**, often **use a passive tactic of recruitment and in many cases use an internet only as the <u>additional</u> resource for victim recruitment**)

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What are the current main channels for the recruitment on the Internet in Estonia

- **Resources publishing ads**: on-line versions of national newspapers , seeking/offering job portals and so on.
- **Social networks and date portals**

(Examples in Estonia: iha.ee; rate.ee; mail.ru; facebook)

- **Specialized thematic forums and chat rooms**

(Examples in Estonia: www. http://www.foorum69.org/)

Nowadays traffickers use *mix* of the *methods* for recruitment of the victim. Often, internet resources play only the additional role in recruitment process.

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Features of victim recruitment for each of web channel

Resources publishing ads:

Kinds of expolitation: mostly **sexual and labor**

Tactic of recruitment: **mostly passive recruitment, provocation victim for reply**

Motivation factors: **a size of presented reward or salary, mentioning in ad of exact country with a high level of social living, high level of social problems in country of origin, good conversation skills and a person of recruiter**

Social networks and date portals *

Kinds of expolitation: **sexual, labor, sharm marriages**

Tactic of recruitment: **passive recruitment +active recruitment + off-line communication**

Motivation factors: **good conversation skills and a person of recruiter, a size of presented reward or salary**

Specialized forums and chat rooms *

Kinds of expolitation: **sexual, labor**

Tactic of recruitment: **passive recruitment + off-line communication**

Motivation factors: **good conversation skills and a person of recruiter, a size of presented reward or salary**

*need more investigation and research

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High-level vulnerable groups for internet recruitment in Estonia

Minors (experts see as most vulnerable group minor females 19 - … years old. One of the vulnerability reasons - person of this ages a very active internet users. Experts note, that minors, younger 18 years old are also vulnerable, but mostly for other kinds of serious crime, not connected directly with the human trafficking. Especially vulnerable group under 18 years old minors, school of which is far away from home)

For recruitment for labor exploitation, experts named a group on **young man 20 – 24 years** old, without or with low level education. Also **men 41 - … years old** are vulnerable for internet recruitment, because of have less knowledge and experience, as internet users. Some experts detailed this group, as "with low language knowledge", "unemployment" and "owning of obsolete profession".

For sexual or labor exploitation named also females – **single mothers.** Some experts detailed this group, as "young single mothers from small Estonian cities". Mentioned, that this group is especially vulnerable for fictive marriage recruitment.

Persons with **mental or intellectual disabilities**

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RESULTS of research in Estonia: content analysis of web resources

Table 1:	Internet ads recruitment mechanisms: general information			
Name of web portal	Sections of ads presented on the web portal	Number of analysed ads	Number of recruitment ads	%
www.okidoki.ee	job ads/seeking job ads	1719	**115**	**6,69**
www.iha.ee	dating/other	6800	**35**	**0,51**
TOTAL:		8519	**150**	

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Criterias of including into deep analysis for dating portal ads

- **a too big summ of reward** (average thi summ is in limits from 20 – 150 eur, if the advertiser write about 1000 eur of reward, this ad have a traits of recruitment, by our opinion)
- **non informative user profile or information, connected with recruitment is opened in users profile** (an average users have commonly correctly filled profile where they try to open their individuality (photos, interest, sexual preferences, expectations from the partner and so on) for recruitment ads is more typical not open themself and users profiles are filled informative poorly, rarely information about recruitment is opened in profile of user.)
- **systematic and monotonous way of publication of the advertisement** (an average user in most cases have any changes in their posts. Even if looking for a sex partner via this web portal a systematic way of looking for a dating for this user at all, but from time to time he/she have any changes in the text of ad, in the sum of sponsor reward and so on, if we see a „copy-paste" ad for many times on page, we
- **advertisement is contained an information about neccesity to travel abroad**
- **ads fit into the classical scheme of recruitment, such as "loverboy" sheme, for example.**
- **ads contained an offering to do something potentially strongly compromising or degrading** (for example, to be a porn model, have a sex with a group of man and so on)
- **age of advertiser** (we assumed, that recruiter can be in age limit between of 23 – 50 years old)

In most cases we tried to find a few signs or criteria presented in one ad (or strongly expressed one factor) to put it in recruitment ad list and take for in-depth analysis.

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RESULTS of research in Estonia: content analysis of web resources

Table 3:	objectives of recruitment: general information		
	number of ads	%	rank
arranged marriages	*1*	*0,7*	*8*
sex services	**48**	**32,0**	**1**
exotic dances	15	10,0	6
massage	19	12,7	4
escort services	7	4,7	7
striptease	**44**	**29,3**	**2**
"I will do anything"	16	10,7	5
looking for a sponsor/want to be a sponsor	**24**	**16,0**	**3**

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RESULTS of research in Estonia: content analysis of web resources

Table 2:	Main characteristic of recruitment ads							
	section				language of ad*		advertiser	
	vacancy	seeking job	**dating**	various	**local native tongue**	other	**individual**	legal entity
number of ads	**95**	17	**32**	6	**90**	66	**88**	62
% from total	**63,3**	11,3	**21,3**	4,0	**60,0**	44,0	**58,7**	41,3
rank	**1**	3	**2**	4	**1**	2	**1**	2

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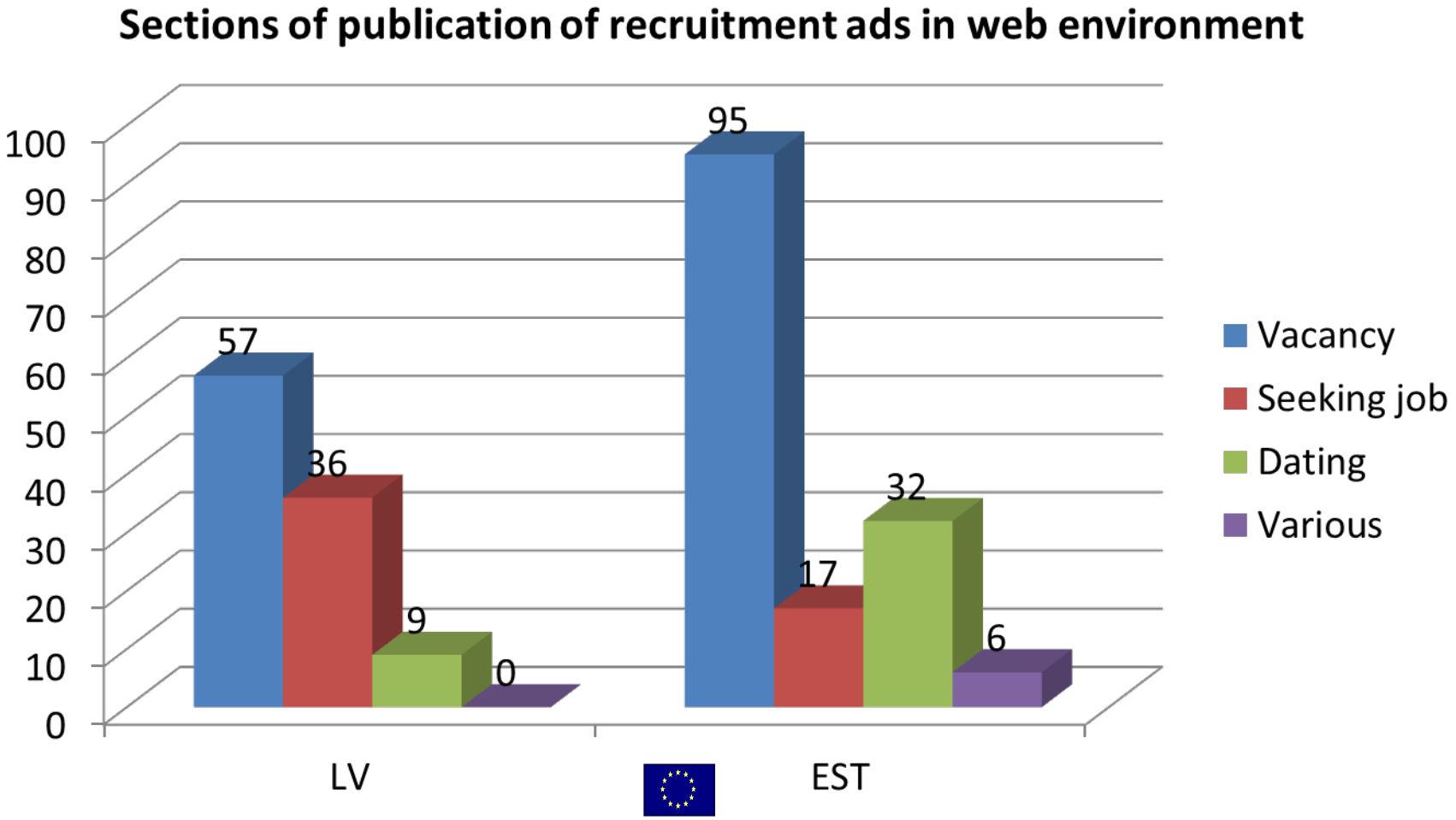
RESULTS of research in Estonia and Latvia: content analysis data comparison



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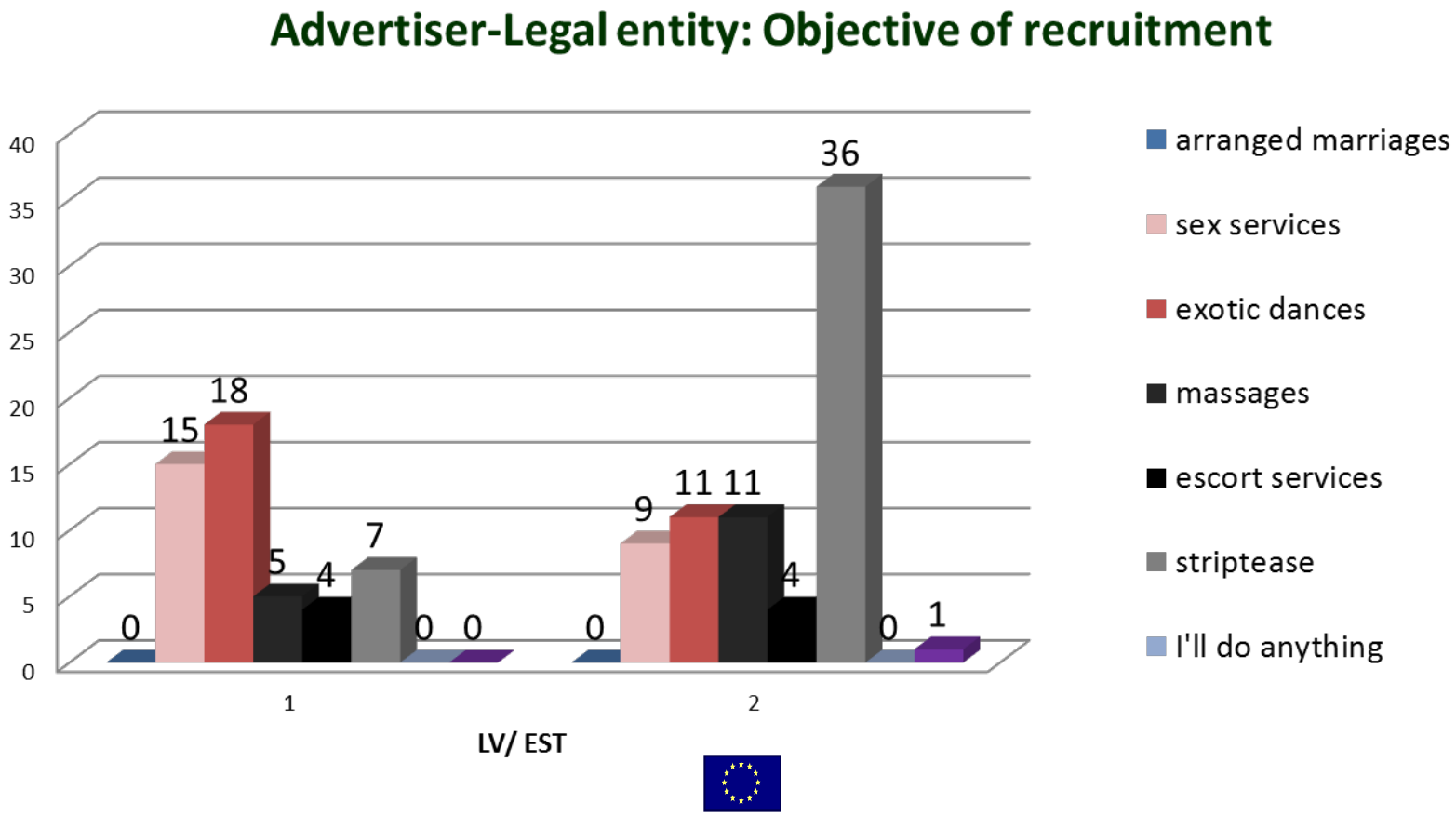

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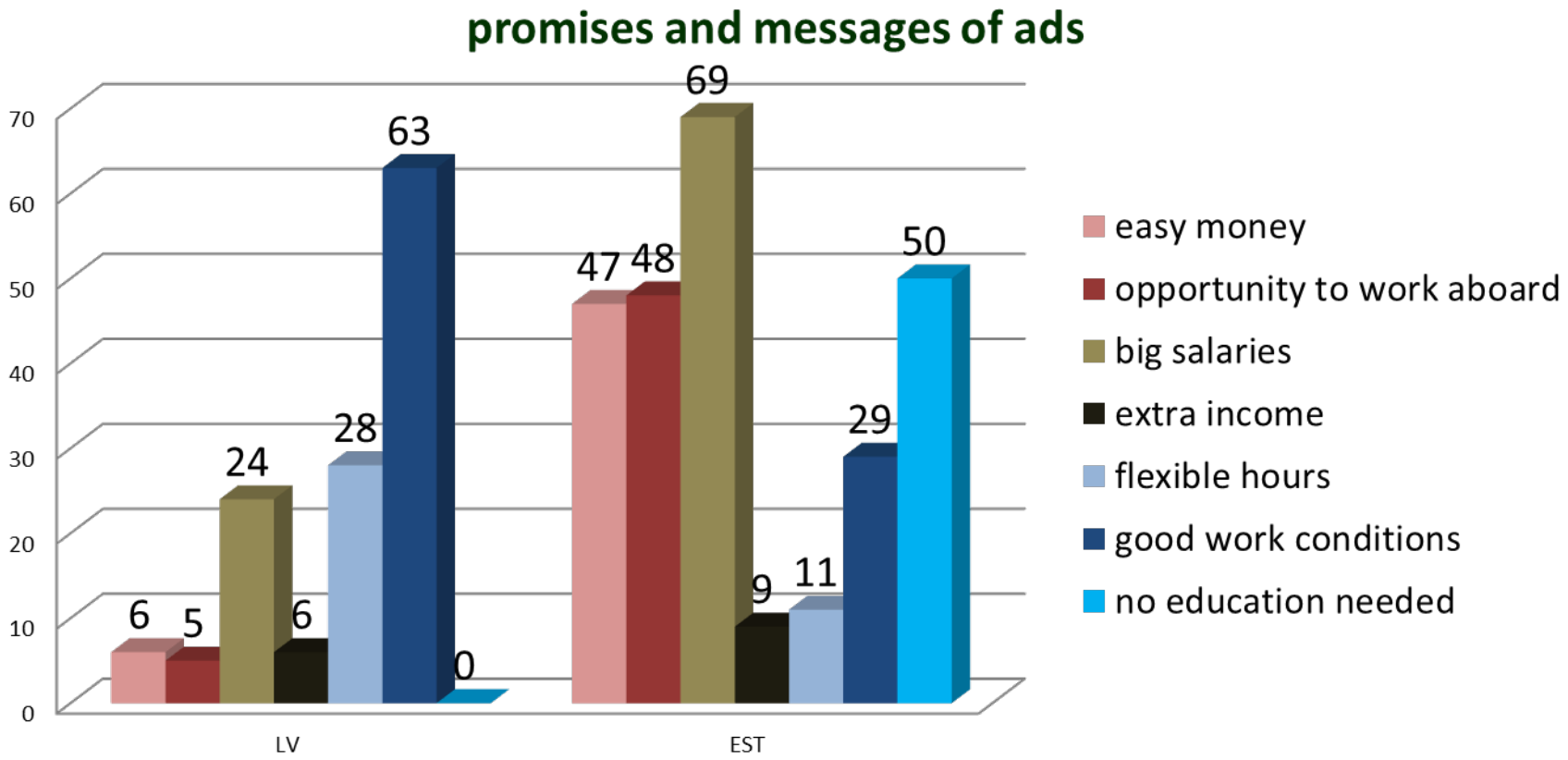

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RESULTS of research in Estonia: content analysis of web resources

Table 4:	Interaction between categories "objective of recruitment" and "messages and promises"																							
	arranged marriages (n=1)	%	Rank	**sex services** (n=48)	%	Rank	**exotic dances** (n=15)	%		**massages** (n=19)	%	Rank	**escort services** (n=7)	%	Rank	**striptease** (n=44)	%	Rank	**"I will do anything"** (n=16)	%	Rank	looking for a sponsor/want **to be a sponsor** (n=24)	%	
easy money	1	100	1	25	52	1	2	13	6	3	16	4	1	14	4	7	16	4	2	13	1	13	54	1
opportunity to work aboard	0	0	2	17	35	3	6	40	2	2	11	6	0	0	6	1	2	7	2	13	1	0	0	5
big salaries	0	0	2	23	48	2	6,0	40	2	13	68	1	2	29	3	29	66	1	1	6	3	2	8	2
opportunities to gain extra income ...	0	0	2	0	0	7	1	7	7	3	16	4	1	14	4	3	7	5	0	0	5	1	4	3
flexible hours	0	0	2	6	13	5	3	20	5	1	5	7	3	43	2	3	7	5	0	0	5	0	0	5
"good work conditions"	0	0	2	4	8	6	5	33	4	9	47	3	0	0	6	15	34	3	0	0	5	0	0	5
"no education needed"	0	0	2	10	21	3	11	73	1	10	53	2	6	86	1	24	55	2	1	6	3	1	4	3

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How to make Internet more safety or four levels for reduce the THB recruitment?

Level of person.
absence of the response for recruitment ads,
critic thinking
awareness

Level of internet providers.
better administration of web resources, identifying and deleting of the recruitment ads

National state level
activities, directed at the prevention of the spread of human trafficking and internet recruitment.
Among these activities:
systematic study courses in schools, directed on rising of awareness in internet,
researches of topic
study courses for professionals: youth workers, social workers,
development a national anti-trafficking network,
assistance to non-governmental organizations, who working in anti-trafficking field,
preparation and adoption of the necessary additions to the legislation of the country.

Level of cross-border cooperation
overcome a technical, juridical and other kind of barriers a good cross-border cooperation

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Thank You for attention!

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