



GEOSOCIAL INVESTIGATIONS

Advanced Social Media Research. Simplified.

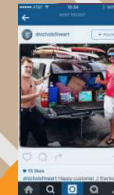


PEOPLE

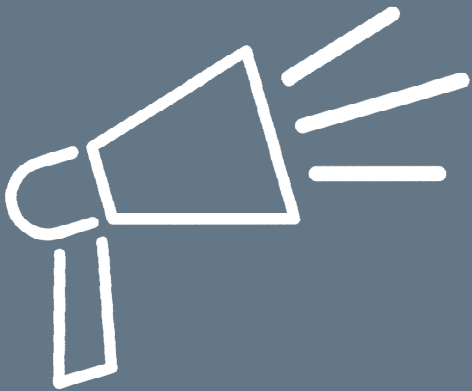
JUSTIN SMITH



PLACES



SELF SURVEILLANCE



Sociologists HAVE been studying the effects of social media on society and have coined the term “self surveillance” to encapsulate a widely-observed phenomenon:

For many people, the desire to promote their “personal brand” is greater than their desire for privacy.

Self surveillance is particularly acute among the younger generations of “digital natives”. However it more recently applies to older generations as well.

INVESTIGATING PEOPLE

METHODOLOGY



- BACKGROUND CHECK
- CONTENT COLLECTION
- PRESERVATION
- ANALYSIS
- AUTHENTICATION (METADATA)
- MONITORING
- TESTIMONY

INVESTIGATING PEOPLE



CASE STUDY 1: “BIKER GRANDMA”

- A 50 year old paper mill worker claimed a worker’s compensation injury due to an alleged **overuse of her right arm**.
- The Self Proclaimed “biker grandma” was found to be **bragging about her injury along with her active lifestyle on Facebook**.
- A Vimeo account was located via an email address which had **168 helmet cam videos** posted by the claimant over a period of two years. This included periods of time **prior to and after the date of loss**.

Issues to Consider: Identity Resolution & Capture v. Post Date





COMMON IDENTITY RESOLUTION MATCHES

- FULL NAME
- GEOGRAPHIC INDICATORS
- EMAIL ADDRESS
- FRIENDS WITH CONFIRMED RELATIVES
- CITY OF RESIDENCE
- KNOWN HANDLE
- SELF-REFERENCE
- DATE OF BIRTH
- PHOTOGRAPHIC



INVESTIGATING PEOPLE



CASE STUDY 2: TRIATHELETE

- 47 year old male who allegedly injured his leg, knee, wrist and back while working for the insured was the subject of the SocialPro investigation.
- Activity was easily located on Facebook and also a YouTube video created by his wife.

Issues to Consider: Account Preservation & Private Accounts

My Team - Men's Division Champs - [REDACTED]



Share

Napa Valley triathlon



Thanks to [REDACTED] and My awesome husband [REDACTED] for making Machu Picchu a trip to remember for lifetime. Here is a glimpse into our spiritual and physically strenuous 4 Day Inca trail adventure..check it out!



4 Day Inca Trail to Machu Picchu- GoPro Hero4 Silver

The Inca Trail to Machu Picchu is one of the most impressive examples of the Incas road work built over 500 years ago. Hiking on this trail took us back in t...

YOUTUBE.COM

Share



CAPTURE DATE v. POST DATE



QUANDARY

The date or photo that is posted is not necessarily the date it was captured. This potential discrepancy may be highlighted by an astute attorney during litigation.

RESPONSE

Utilize comment threads to verify the actual capture date.

“We had sooo much fun at your birthday party yesterday!!”

Use surrounding geosocial data to place photo in context, or simply use clues from the photo.

Signs, banners, event names, etc. in the photo with time and date specificity

Ask for the plaintiff/claimant to produce the content in its native format in order to backup their assertion that the dates are different.

INVESTIGATING PEOPLE



CASE STUDY 3: STREET FIGHTER

- 25 year old male who claimed a **right heel injury** as a result of working for the insured.
- Instagram content revealed links to websites containing videos of the individual **engaged in kickboxing**.
- Oftentimes, a successful social media report will lead to **additional avenues for investigation**.

Issues to Consider: **Additional Services & Data Analysis**



MEDICAL & SPECIALTY SWEEPS

ANALYTICS

ANALYTICS

The information provided was obtained from all publicly available online content posted on social media websites Instagram, Facebook, and Twitter when applicable. Please note that privacy settings may prevent a comprehensive analysis of online activity and that these analytics serve to represent what is publicly available at the time of this report's composition.



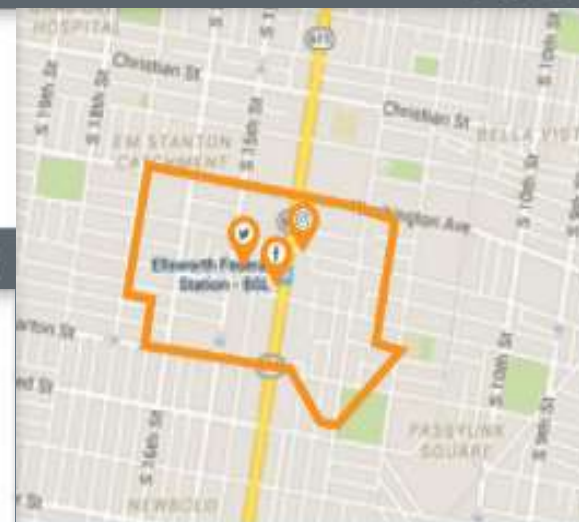
POSTS



FREQUENCY



KEYWORDS



GEO TAGS

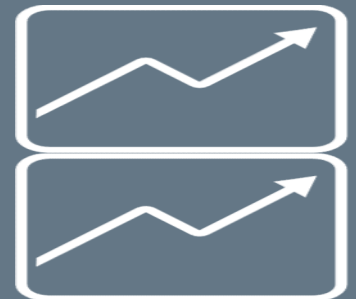


SOCIAL MEDIA: RETURN ON INVESTMENT

DigiStream analyzed performance metrics from a data set of almost **17,000 days of surveillance** between July 2012 and March 2014 conducted nationwide.

- Average surveillance minutes/case **without** a social media investigation – **40.14 minutes**
- Average surveillance minutes/case **with** a social media investigation – **56.92 minutes**
- **42% more video evidence** was obtained when pairing surveillance with a social media investigation
- **97%** success rate in locating **social media** and **original content** online
- Average of **9 websites** discovered per subject
- **Average age** of a subject – **48 years**

*There is **tangible value** in pairing the two services together*

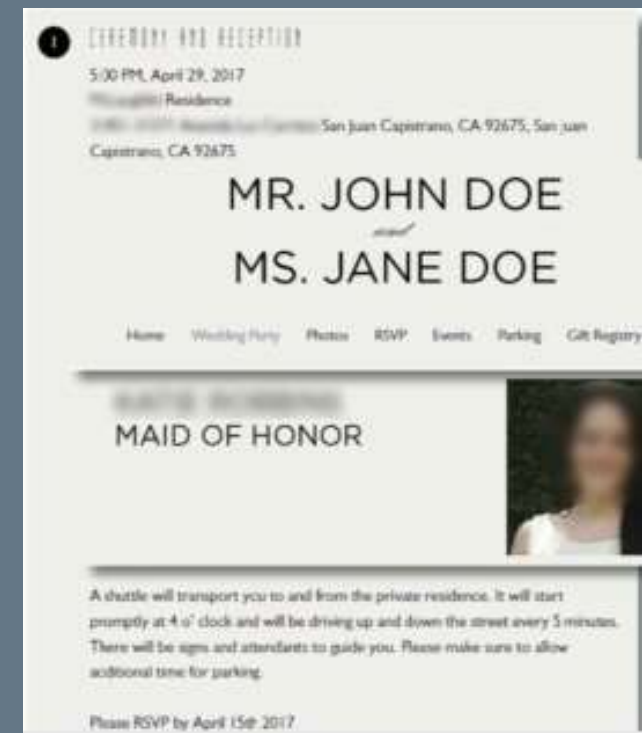


INVESTIGATING PEOPLE



CASE STUDY 4: WEDDING CRASHERS

- 26 year old female who claimed a **knee strain** as a result of working for the insured, and also filed for FMLA.
- Employer was aware that her sister was getting married in California and she was planning to attend, however she did not have any leave accrual.
- Oftentimes, a social media investigation leads to very good surveillance opportunities.



*Additional Services to Consider: **Surveillance***

1

CEREMONY AND RECEPTION

5:00 PM, April 29, 2017

~~Private~~ Residence

~~1000 20th Avenue San Juan~~ San Juan Capistrano, CA 92675, San Juan
Capistrano, CA 92675

MR. JOHN DOE
and
MS. JANE DOE

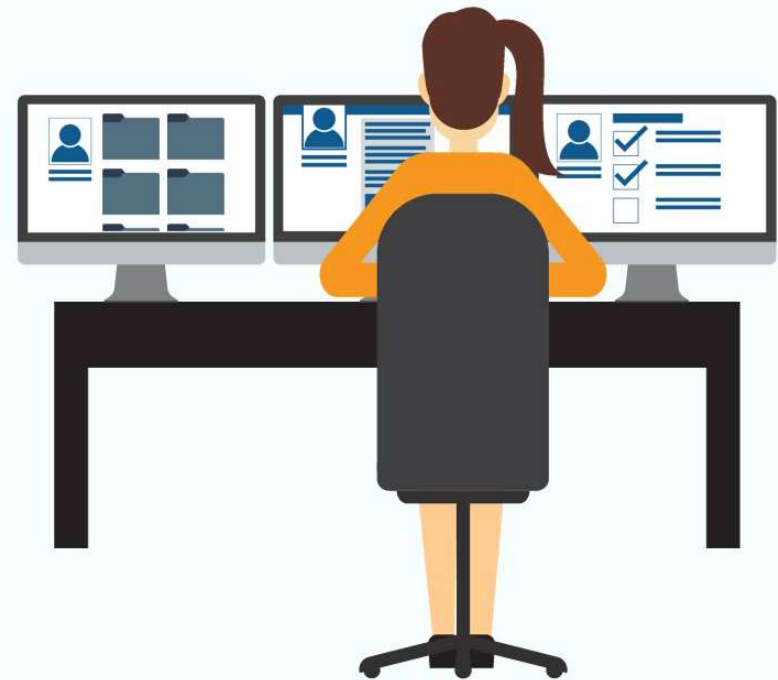
[Home](#) [Wedding Party](#) [Photos](#) [RSVP](#) [Events](#) [Parking](#) [Gift Registry](#)

~~MAID OF HONOR~~
MAID OF HONOR



A shuttle will transport you to and from the private residence. It will start promptly at 4 o' clock and will be driving up and down the street every 5 minutes. There will be signs and attendants to guide you. Please make sure to allow additional time for parking.

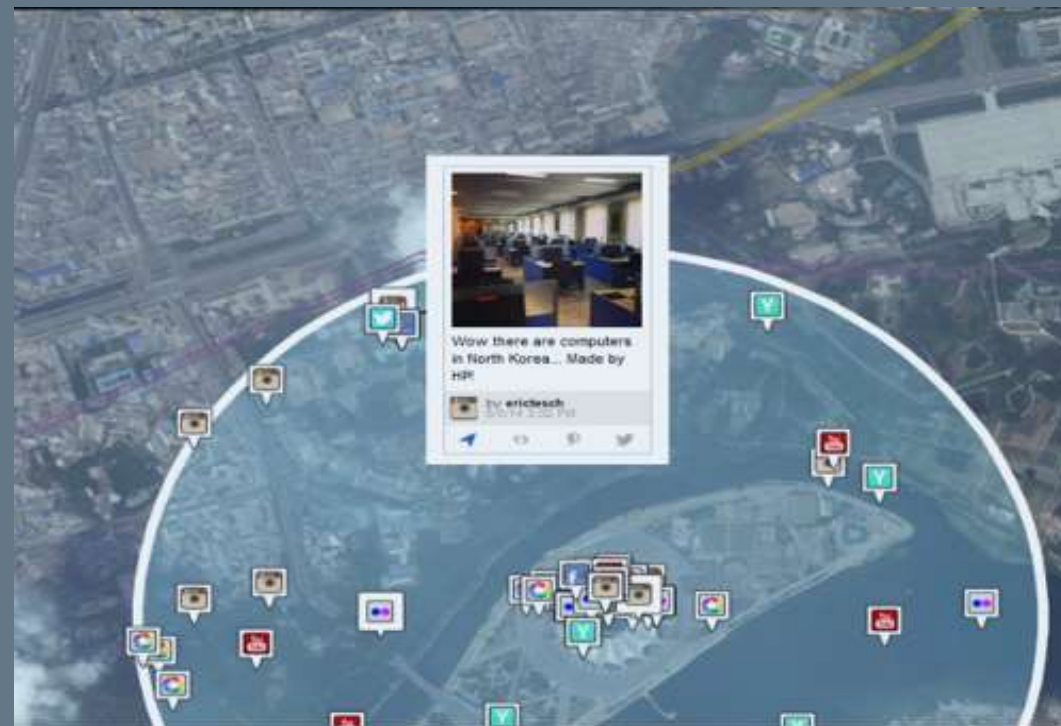
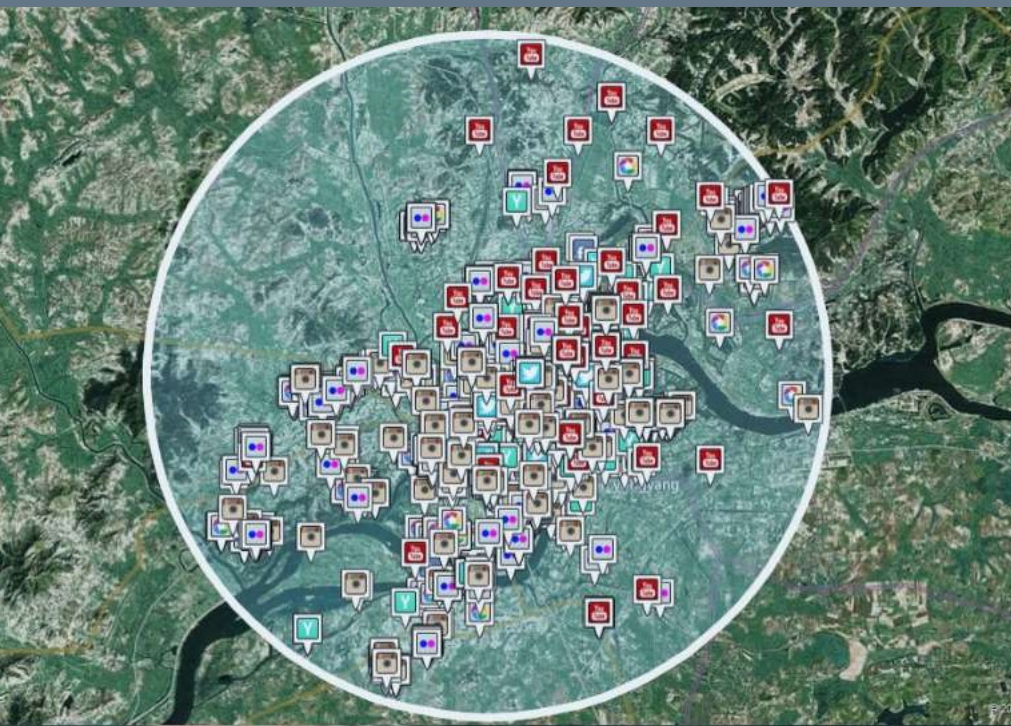
Please RSVP by April 15th 2017



INVESTIGATING PLACES

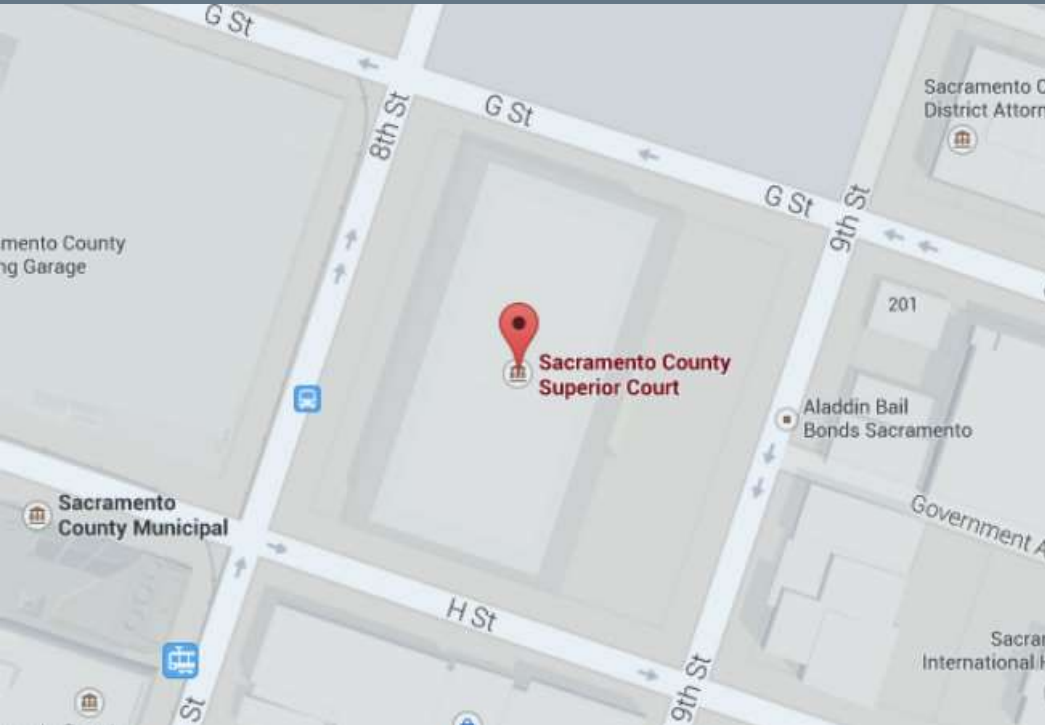
GEOSOCIAL SWEEPS CONCEPTUAL TRIALS

GLOBAL INTELLIGENCE COLLECTION



GEOSOCIAL SWEEPS CONCEPTUAL TRIALS

TRIAL INVESTIGATIONS



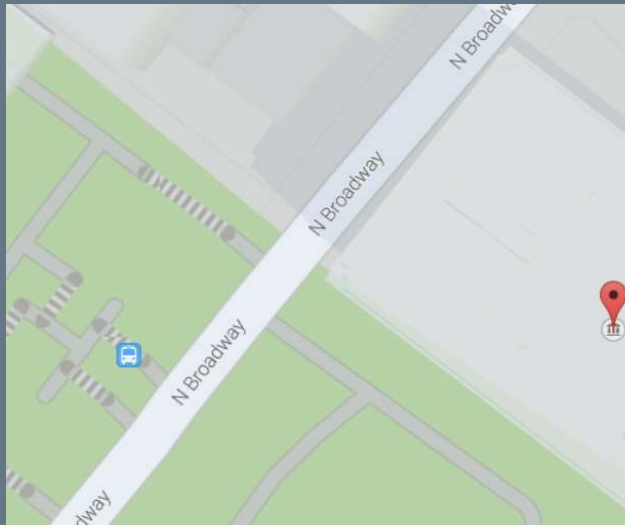
GEOSOCIAL SWEEPS CONCEPTUAL TRIALS

TRIAL INVESTIGATIONS



GEOSOCIAL SWEEPS CONCEPTUAL TRIALS

TRIAL INVESTIGATIONS



 katherin [redacted] katherin [redacted]
Jury Duty #FreeAdnan #TheNishaCall #ShrimpSale #CrabCrib


3/13/2015 4:40 PM
Clara Shortridge Foltz Criminal Justice Center

16 [redacted] [redacted] [redacted] [redacted]

2
 j [redacted] Bummer
3/13/2015 5:32 PM
 [redacted] The rural juror.
3/13/2015 9:52 PM

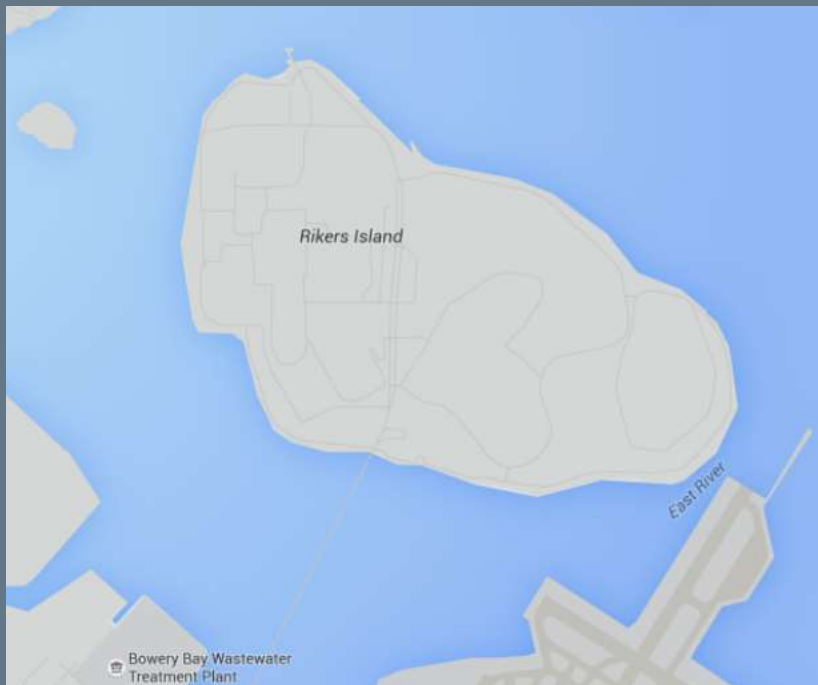
GEOSOCIAL SWEEPS CONCEPTUAL TRIALS

WAREHOUSE & LOGISTICS



GEOSOCIAL SWEEPS CONCEPTUAL TRIALS

PUBLIC INSTITUTIONS



GEOSOCIAL SWEEPS CONCEPTUAL TRIALS

PUBLIC INSTITUTIONS



much work to be done. ██████████ returns to the oceans. rest.



#getthismoney #16hrs #OT

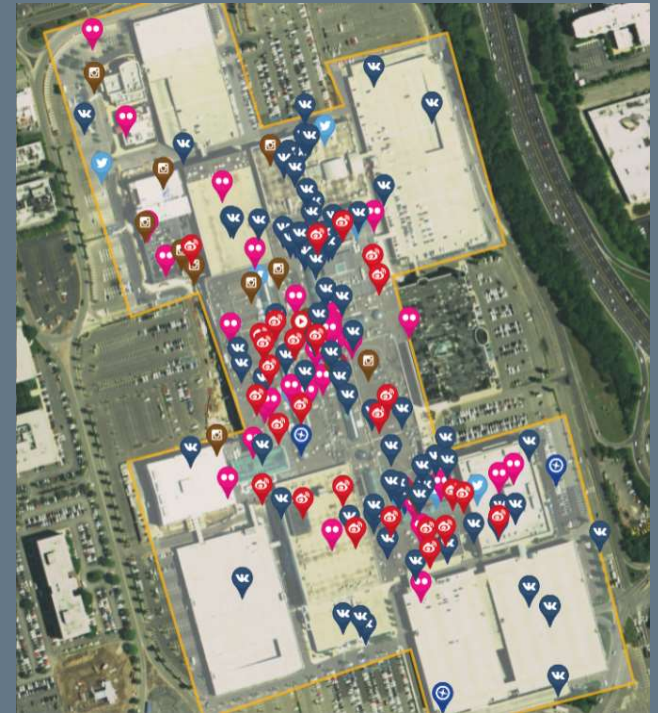


Volunteering my life away. No longer running from this money. Wtf am I rushing home for anyway? I got nothing. Time to man the ██████████ up and establish this empire of mass fortune. #bloodmoney #overtime #nyc #cashflow #hatefuelsme #empireofmassfortune

GEOSOCIAL SWEEPS CONCEPTUAL TRIALS

CASE 1: GEOGRAPHIC HISTORICAL CONTEXT

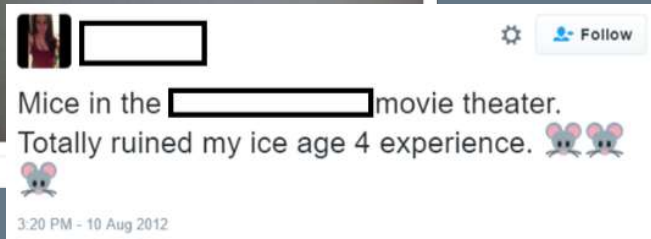
“Any and all information related to rodents and/or repairs or structural problems anywhere on the premises of the mall. The goal is to prove the mall was negligent in upkeep.”



GEOSOCIAL SWEEPS CONCEPTUAL TRIALS

CASE 1: GEOGRAPHIC HISTORICAL CONTEXT

2012



2013



GEOSOCIAL SWEEPS

CASE 1: GEOGRAPHIC HISTORICAL CONTEXT

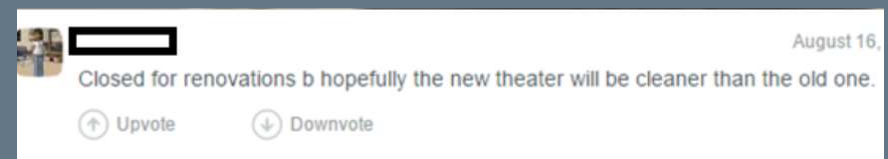
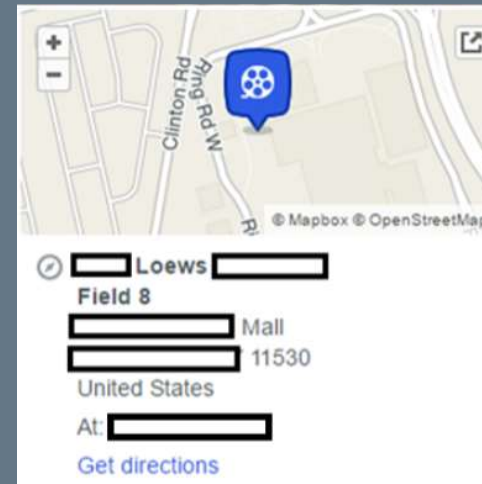
2014

↑ [-] aseaoftgreen • 13 points 1 year ago
↓ I once saw a cockroach crawling all over the pizza in the food court at [REDACTED]...at like 2pm on a saturday. I have no idea how no one noticed it (customers or staff).
[permalink](#) [embed](#)

↑ [-] [REDACTED] • 7 points 1 year ago
↓ I ate there yesterday, there are mice all over the mall. I bet they poop in the [REDACTED]
[permalink](#) [embed](#)

↑ [-] [REDACTED] • 3 points 1 year ago
↓ They're also in the [REDACTED] movie theater, just so you know

2015



GEOSOCIAL SWEEPS

CASE 1: GEOGRAPHIC HISTORICAL CONTEXT

2016



2016: 2 complaints

2014: 11 complaints

2012: 16 complaints

2010: 8 complaints

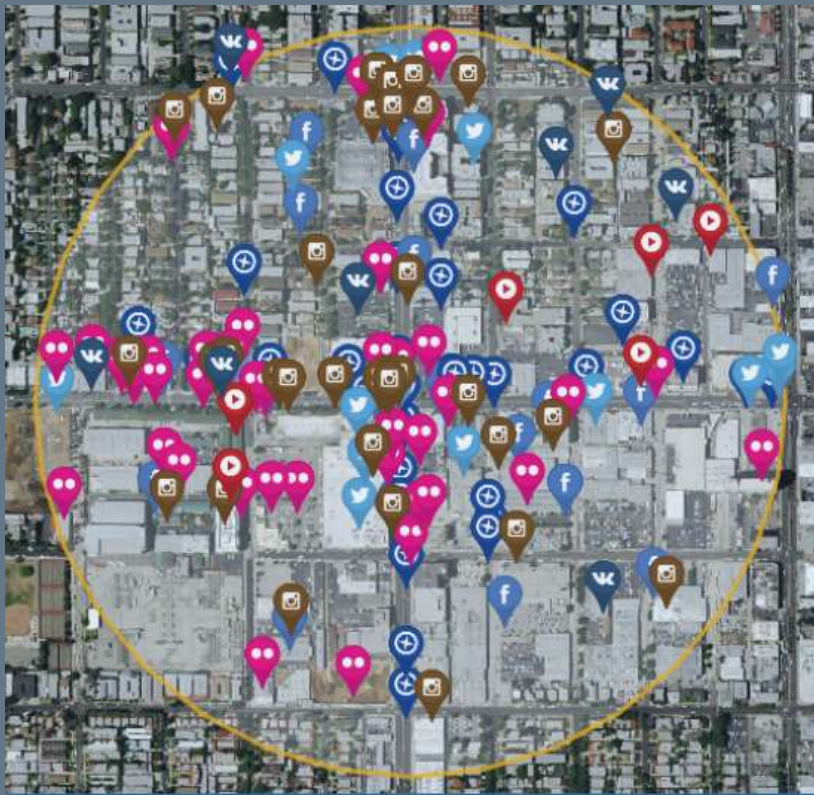
2015: 3 complaints

2013: 6 complaints

2011: 1 complaint

GEOSOCIAL SWEEPS CONCEPTUAL TRIALS

CASE 2: EVIDENCE COLLECTION & WITNESS ID



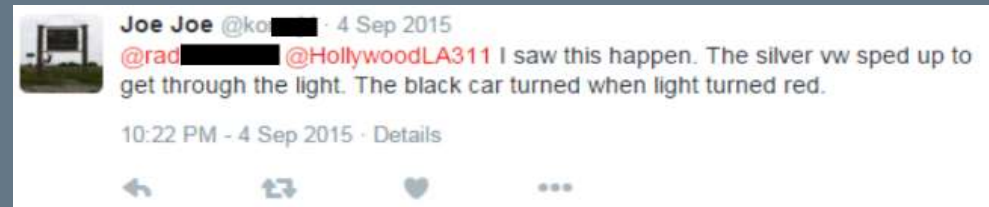
GEOSOCIAL SWEEPS CONCEPTUAL TRIALS

CASE 2: EVIDENCE COLLECTION & WITNESS ID



GEOSOCIAL SWEEPS CONCEPTUAL TRIALS

CASE 2: EVIDENCE COLLECTION & WITNESS ID



Username korsbb (Joe Joe)

Name Joseph Velarde

Possible Addresses 3 Pettom Rd., Norwalk, CT 06850
7058 ½ Hawthorne Ave, Los Angeles, CA 90028

Possible Phone 203.838.5802, 203.984.9117

Possible Email *korsbb@gmail.com, korsbb@yahoo.com

**we note that korsbb@gmail.com is linked to Mr. Velarde's Facebook account*

radmeister

David Price

1201 N. Buffalo St., W. Hollywood, CA 90046
1025 S. Fortuna Ave. #4, W. Hollywood, CA 90046
410.902.7510, 323.780.2321, *323.840.2527

*radmeister@gmail.com

**we note that Mr. Price tweeted on 5/1/2012 that includes the phone number 323.850.2325*

**we note that radmeister@gmail.com is linked to Mr. Velarde's Facebook account*

AUTHENTICATION



WHAT IS METADATA?

- The term metadata was first used to describe the information found in card catalogs of libraries

It is essentially “data about data.”

- In the context of social media evidence, it is the **digital thumbprint verifying when the content was posted, from where, from whose account and that it is original unaltered.**
- From the evidence standpoint, it is the **best way to establish social media content and ensure it holds up in court.**

AUTHENTICATION



Description	
Resource	
Other Info	
Indexing Status	OK
Tags	
MD5 hash	68190C3A2366E374E02FF7F947614808
Ingestion	12/11/2013 3:00:16 PM
Link Fetch Status	
Extracted Text Location	20131211_131646
body_stored	
Mountpoint ID	3973562140388903231
Deliverable Exports	
Account Name	John Smith
Item Deleted	0
Source	Facebook
Collection Type	PublicInformationAccount
Location Geo	
Location Description	
Location ID	
Tags Text	
Version Number	0
Version is Not Latest	0
Location Geo Latitude	
Location Geo Longitude	
Scan Stamp	20131211145211770

THANK YOU
ANY QUESTIONS?

