

TACKLING TRAFFICKING ON BACKPAGE

BLUE TEAM 3

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This presentation contains
information about sexual
assault and violence which
may be triggering to survivors



5,000,000

victims of sex trafficking
in 2016 alone

Up to

2,000,000

were children

HISTORY

- Criminal investigation launched looking into Backpage in 2016



HISTORY

- Criminal investigation launched looking into Backpage in 2016
- Adult Adverts section was successfully shut down



HISTORY

- Criminal investigation launched looking into Backpage in 2016
- Adult Adverts section was successfully shut down
- Users migrated to other sections of the website



HISTORY

Looking for
a friend



HISTORY



METHODOLOGY



METHODOLOGY



Los Angeles
San Diego
San Francisco Bay
Sacramento
Santa Barbara

...

METHODOLOGY



Los Angeles
San Diego
San Francisco Bay
Sacramento
Santa Barbara

...

METHODOLOGY



6201x

A large yellow arrow pointing from the right towards the Python logo.

bp

Los Angeles
San Diego
San Francisco Bay
Sacramento
Santa Barbara

...

METHODOLOGY

KaMilla 🦋💎❤️ ExOtic KOREAN BARBIE ❤️ f l a w l e s s ❤️ 1000%
R E A L B E A U T Y • AVAILABLE NOW ✓✓ - 25

Hello Gentlemen, I Am what your looking for! And I know you want me too. ...▶ Exotic miXed VIXEN 💋💕 Toned Body & baby soft skin. ★...▶✓
Very clean, safe, upscale, & extremely discreet! I'm down-to-earth & will make you feel relaxed in no time. Upscale Classy Platinum Level Girl ✕o✕o.
619 Overnights & Extended Stays Avail. I'm Worth It 💋 251 Serious Inquiries Only ✓ 5821 Text messages are more personal & private so please try texting me first (Don't MISS OUT) ⬅️ Kamilla ⬅️ ▶️ Please No Black Men under 40 ⬅️ 📷 My photos are real and recent 📷 Please do Not ask for private pics 📷 🗿 My tasteful tattoos don't lie 🏴🌸

METHODOLOGY



[gem stone]



[kiss mark]



BEAUTY

beauty

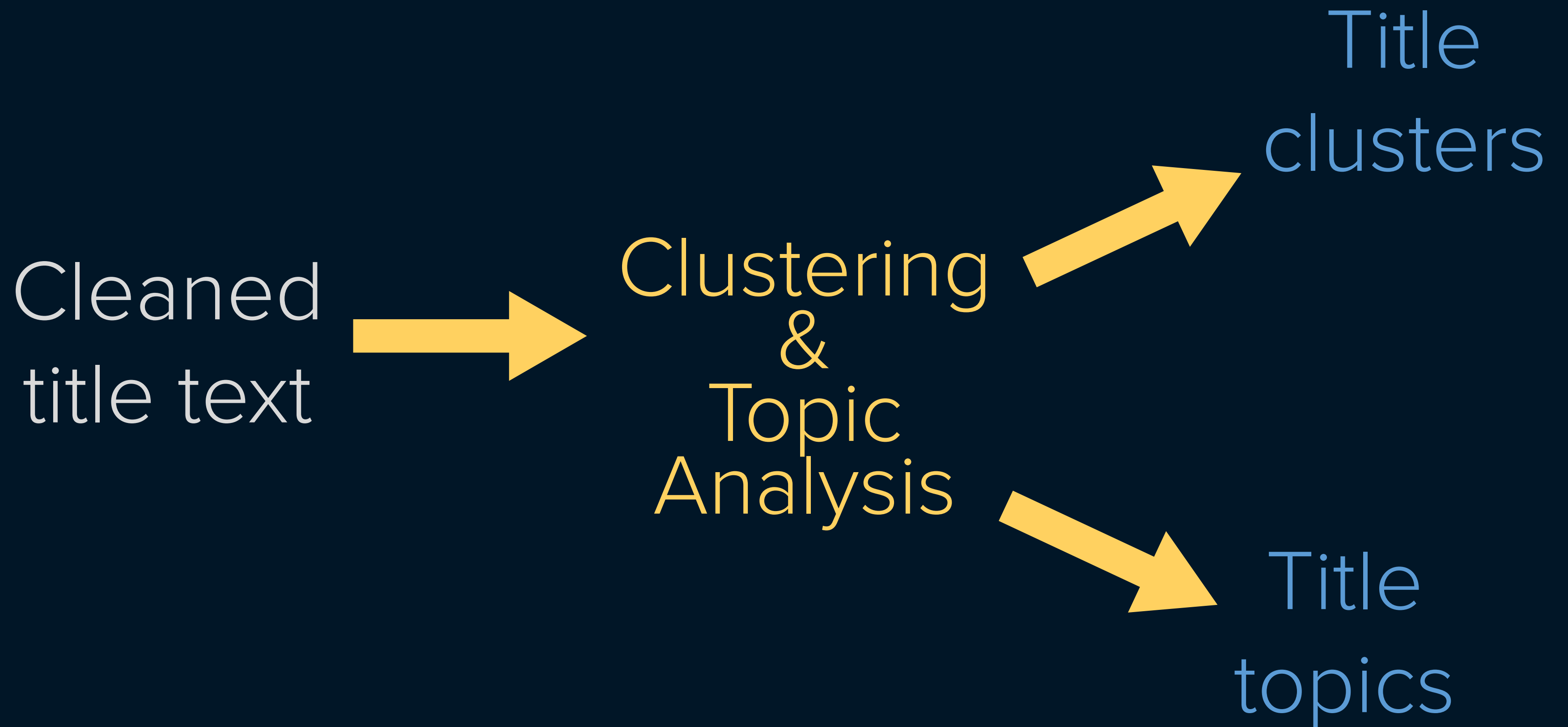
METHODOLOGY

kamilla exotic korean barbie 1000 r e a l eaut available now 25

hello gentlemen, i am what your looking for and i know you want me too.
exotic mixed vixen toned body baby soft skin. very clean, safe, upscale,
extremely discreet i m down to earth will make you feel relaxed in no time.
u s c s s p tinum l girl . 619 overnights extended stays avail. i m worth it 251
serious inquiries only 5821 text messages are more personal private so
please try texting me first don t miss out kamilla please no black men
under 40 my photos are real and recent please do not ask for private pics
my tasteful tattoos don t lie

[butterfly][gem stone][heavy check mark][heavy check mark][kiss
mark][couple with heart][heavy check mark][kiss mark][white heavy
check mark][left arrow][left arrow][fast-forward button][fast reverse
button][camera][camera][camera][wind face][gemini][hibiscus]

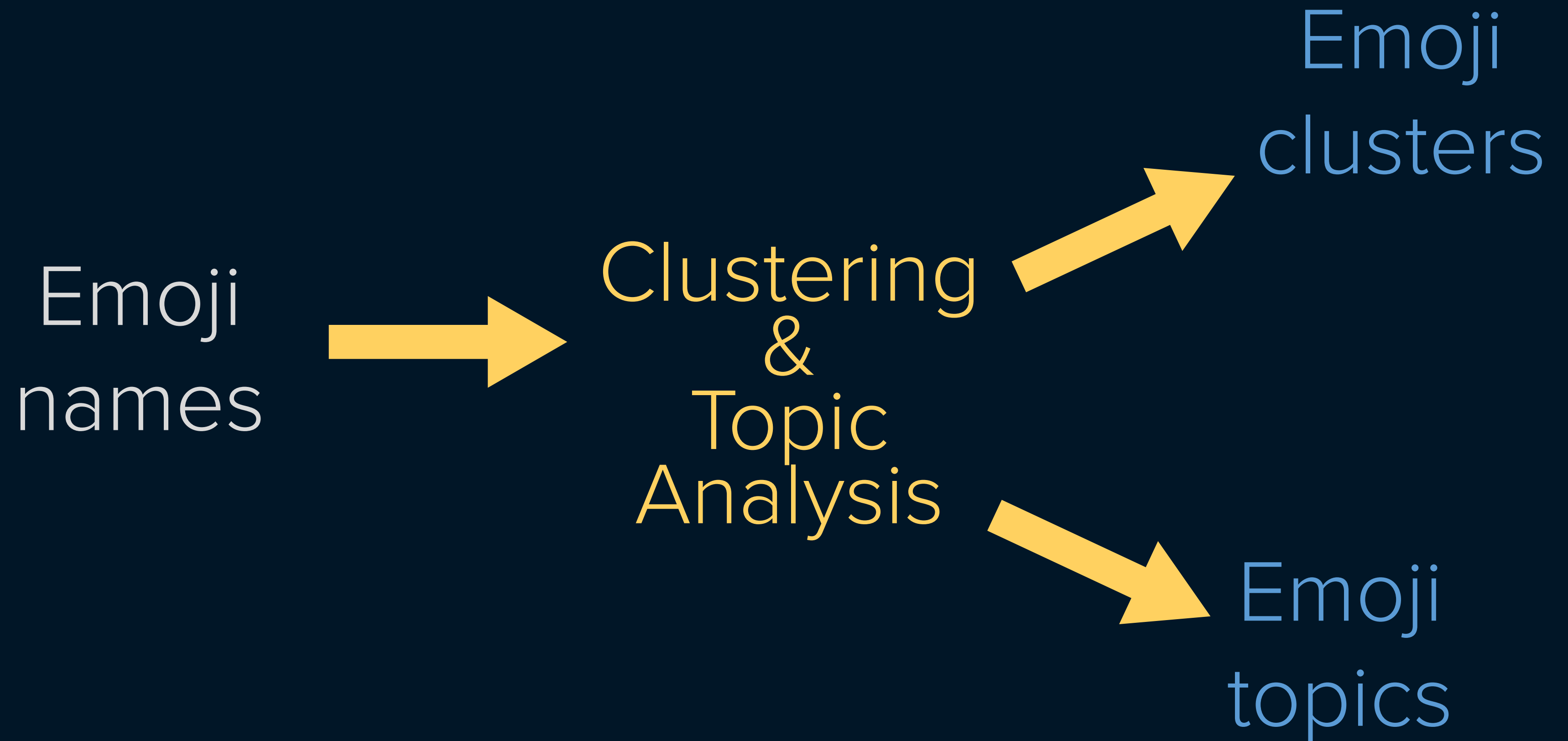
METHODOLOGY



METHODOLOGY



METHODOLOGY



ANALYSIS

Title
clusters

Body
clusters

Emoji
clusters

Title
topics

Body
topics

Emoji
topics

Cherry
Lollipop
Candy
Inexperienced
Measurements
Young
Petite

...

ANALYSIS

Title

Body

Emoji

bp_001



bp_002



...

ANALYSIS

Title

Body

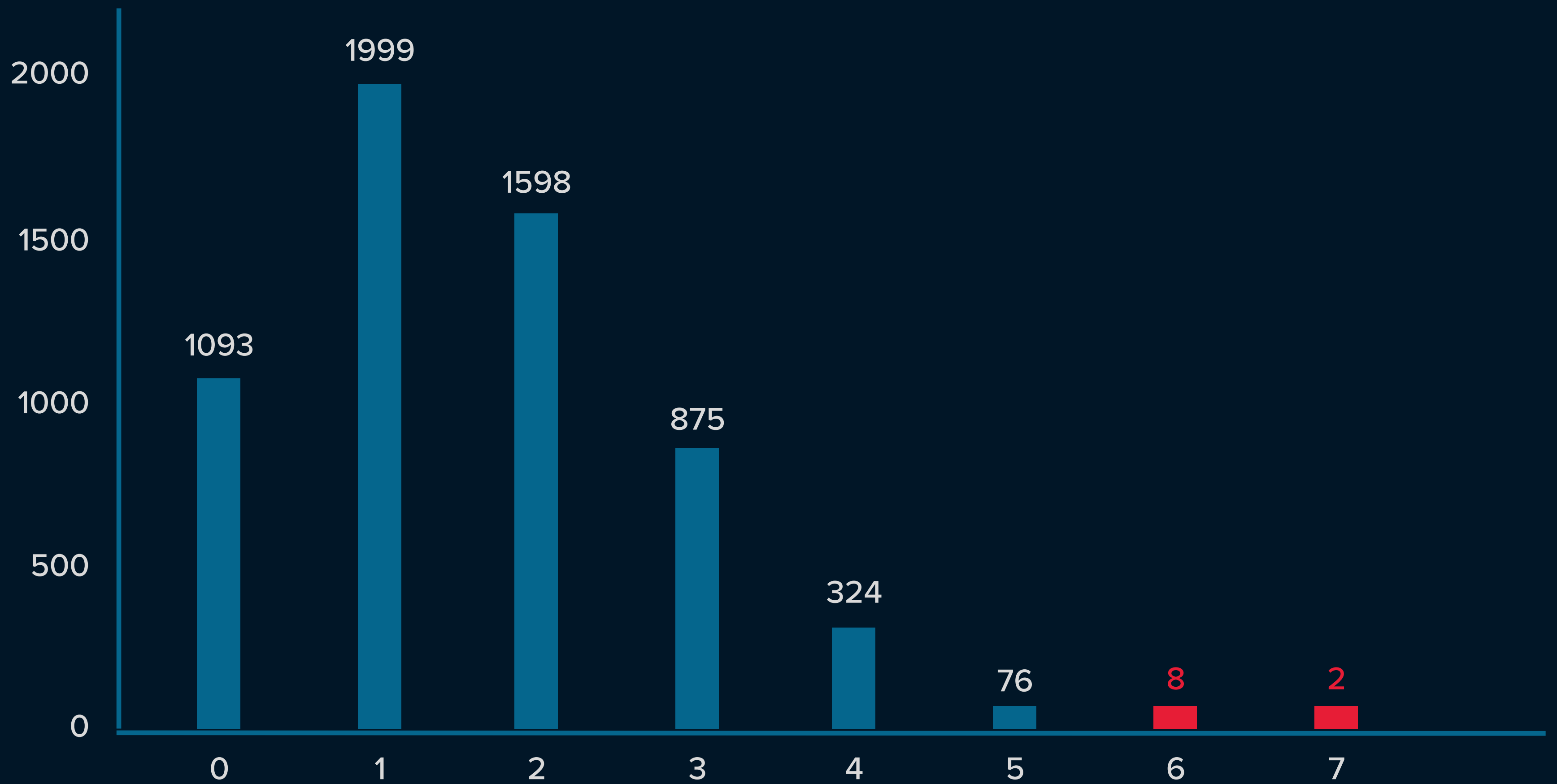
Emoji

bp_001

bp_002

...

ANALYSIS



RESULTS

NEW ARRIVED PETITE ASIAN
SHOWER FUN BEST SERVICE - 24

Hey guys! We are Helen and Yumi We are NEW here.

916-559-4241 MiMi: Age : 22 Measurements : 34D
 Height : 5'3" Weight : 100 lbs Yuki: Age : 24
Measurements : 36D Height : 5'3" Weight : 106 lbs

☑ Great Attitude ☑ Beautiful Face ☑ Sexy Body ☑ Clean ☑ Classy ☑ Skilled

Location: South Sacramento





SOURCES

- Some vector artwork designed by FreePik.com
- Trafficking statistics from <http://www.globalemancipation.ngo/human-trafficking/>