

Tsarikova A. A. Using a profiling technique as an Effective mean of border protection

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Governments throughout the world recognize the value of Customs service in their national economies and realize that the service being provided by Customs is one they cannot easily dispense with.

Customs control is the main function of Customs administrations and much attention is paid to evaluation of its effectiveness. The main principle of a Customs control could be viewed as the proper application of Customs laws and compliance with other regulatory requirements, with maximum facilitation of international trade and travel. It is obviously not possible to examine meticulously every consignment that enters the country. Therefore Customs must be selective. The Customs shall use risk management to determine which persons and which goods, including means of transport, should be examined and the extent of the examination⁷¹. People involved in risk management should be aware of in the profiling techniques.

Profiling is the verification (identification) of insincerity, lies, genuine feelings and intentions using non-instrumental method⁷². In the framework of this activity, the specialist makes a *psychologically detailed profile*, analyzes posture, gestures, facial expressions, linguistic and some other verbal and nonverbal cues. As for customs profiling, it is a set of special activities linked to monitoring passengers, studying their behavior and documents, interviewing them to detect suspicious people to provide national security⁷³. This method could be applied to secure virtually any environment and to meet any security requirements. The goal of profiling is to determine whether or not a person, object or situation represents a real threat or risk⁷⁴. A threat is not a risk. The risk is measurable but the threat is not.

Nowadays a profiling system is widely spread all over the world. This system is really flexible so it assumes the probability of its modification according to local features and specificity of treats.

⁷¹ World Customs Organization. [Electronic recourse] – [Revised Kyoto Convention](#): http://www.wcoomd.org/en/topics/facilitation/instrument-and-tools/conventions/pf_revised_kyoto_conv/kyoto_new/gach6.aspx. - Date of access: 28.02.2018.

⁷² Профайлер в Беларуси [Электронный ресурс]. - Профайлер в Беларуси: <http://profiler.www.by>. - Date of access: 04.03.2018.

⁷³ Концепция профайлинга в деятельности психолога. [electronic recourse] – Концепция профайлинга в деятельности психолога: http://elib.bsu.by/bitstream/123456789/55519/1/48_Фоменко%20И.С.%20Сечко%20И.В..pdf. – Date of access: 02.03.2018.

⁷⁴ Alchetron. [Electronic recourse] – Predictive profiling: <https://alchetron.com/Predictive-profiling>. – Date of access: 01.04.2017.

A human element in profiling is something that this system has been based on for many years. It is done by really trained and experienced people. A profiler (a vericator, a specialist of profiling) is an expert on lie identification³. The specialist in this sphere can estimate and predict the behavior of a person analyzing their actions, mimics, gestures and so on.

To work as a profiler a customs officer needs to possess certain traits of character and comply with particular requirements:

- Higher education. Profiling is a specific form of activity that requires knowledge in different branches of the science.
- special training in the field concerned;
- Developed vigilance, strong intuition and analytical skills;
- Fast reaction and non-standard thinking.
- Competent speech, clear diction, pleasant manners.
- Stress resistance.

However, even the availability of listed skills does not guarantee the ability to identify lie absolutely and, as a result, total safety for transboundary movement of goods and passengers. In modern conditions of increased Customs officers' workload and Customs related crimes, the efficiency of Customs control is becoming more and more valuable. The profiling model based on the humans' skills is not as effective as it is required so another model based on the artificial intelligence has been developed by US scientists.

The technology is called AVATAR (The Automated Virtual Agent for Truth Assessments in Real Time) and it is aimed to assist indirect users (e. g. Customs officers) to secure and manage nation's borders. Avatar is designed for use at Ports of Entry, airports, detention centers, benefits and asylum requests, visa approvals, personnel screening, personnel applications, and etc.⁷⁵.

The working principle of the system is the following: individuals approach the AVATAR => scan their identification => and answer a few questions asked by the virtual agent (the language and some basic characteristics of an agent (sex, traits of character) are chosen by a person. Based on the responds of the individual, the AVATAR's functional of built-in sensors provides a risk assessment score and identifies individuals who have to be subject to closer investigation. The system can detect changes in the eyes, voice, gestures

⁷⁵ BORDERS End-to-End –Automated Virtual Agent for Truth Assessments in Real-Time [Electronic recourse] // Science & Technology Directorate. – Mode of access: https://slidex.tips/download/science-technology-directorate-4_- – Date of access: 28.02.2018.

and posture to determine potential risk. Individuals who have been flagged by the AVATAR then undergo a secondary screening with a human field agent⁷⁶.

This technology was recognized in 2010 when The AVATAR was one of three finalists for the Arizona Governor's Academic Innovation. Since that time to 2013, NCBSI and Frontex, the European Union agency for border management, managed four workshops and experiments in the European Union using the AVATAR as a screening tool. AVATAR has been tested in labs, in airports and at border crossing stations of US, Canada and Europe⁷⁶.

Today this system is undergoing a number of tests aimed at improving the quality of detection results and reduction in the number of misclassification facts. The following advantages of this system should be noted:

1. Since the AVATAR is a *non-invasive technology*, the disturbing factors for passengers are reduced to the minimum.
2. This system *eliminates a human factor*. It could be as attentive and vigilant as courteous and diplomatic without reducing in efficiency of control due to different subjective reasons. It also will help to solve the problem of "racial profiling".
3. Reduction of *corruption* opportunities.
4. It can screen for cues that human senses are not capable to percept (eye trackers detect pupil dilation –one of the most prominent "lie-teller" – better than humans do).
5. A human screener can operate multiple AVATARS simultaneously, freeing up other personnel to focus on other mission-critical tasks⁶.
6. It provides real-time feedback and ect.

Each Customs technology has its security-enhancing benefits as well as its potential drawbacks. Implementing this technology in use requires some transformations that should be performed.

1. Before implementing AVATARS technology each country should think about the local features and specificity of risks for the region because the core of this system is person-based questioning by means of which the detection is conducted.

⁷⁶ Homeland security Science and Technology [Electronic recourse] – Rapid Screening Tool: The AVATAR. – Mode of access: <https://www.dhs.gov/sites/default/files/publications/Rapid%20Screening%20Tool-The%20AVITAR-NCBSI-AVATAR.pdf>.– Date of access: 28.02.2018.

2. This system requires Customs officers to be allocated onpost audit based controls to manage the worldwide increase in trade because the AVATAR reduces the necessity in customs staff at the border.

3. The implementation of this detection tool requires on the one side advanced information protection technologies to secure national interests, on the other side international information exchange at a higher level.

4. In addition to that, all systems dependent on the software could become unreliable due to the fact that they are limited with standard program, so it is obligatorily to train staff to be able to do this machine's work as well as to develop detecting system.

A good profiling system cannot be an absolutely rigid instrument. It should be reviewed at regular intervals to ensure that it is always up to date and to rid the system of information that is no longer relevant. Review and evaluation within the profiling process should be incorporated into a regular review procedure to measure, assess and evaluate the effectiveness of the customs control performed by AVATAR.

Today Customs administrations should be encouraged to implement control procedures based on the profiling techniques as a means to identify unreliable people. There are 2 profiling models: one is based on the human element another involves artificial intelligence to target people that possess potential risk. Although AVATAR technology is to be more effective than standard profilers, these two models should exist simultaneously because the AVATAR system is limited by the program installed that could be compensated by a human element in profiling.

Царикова А. А. Использование техник профайлинга как эффективного средства контроля на границе

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Правительства во всем мире признают ценность таможенной службы для национальной экономики и понимают, что без услуг, предоставляемых таможней, обойтись довольно сложно. Таможня в рамках своей деятельности выполняет некоторые функции, включая организацию и функцию совершенствования таможенного контроля, чтобы облегчить перемещение товаров и пассажиров через таможенную границу.

Таможенный контроль является основной функцией таможенного дела, поэтому большое внимание уделяется оценке его эффективности. Основной принцип