

Criminal Psychological Analysis of Human Trafficking Based on Cross-Border Telecom Fraud—— Take Myanmar Myawaddy Fraud Park as an Example

Fangyu Dong

School of Social Sciences, University of California, Irvine, Irvine, 92697, USA

1416044245@qq.com

Abstract. Cross-border telecom fraud has evolved into a highly organized and violent compound crime. Among them, there is a widespread phenomenon of factual human trafficking in fraud parks with Myawaddy and other areas as the core. Victims are abducted, restricted in freedom and forced to participate in fraud activities under the lure of "going abroad with high salaries". This study adopts the interactive model of "environment-cognition-behavior" constructed by social cognitive theory, analyzes how criminal organizations shape the control chain through institutional layout and psychological discipline, and focuses on the systematic manipulation process of the victim's psychology in the process of committing crimes in fraud parks, including hope bias, cognitive dissonance, learned helplessness, emotional misunderstanding and conformity, etc., and deeply analyzes the psychological path of the victim's transformation from "cheated" to "accomplice" and reveals its existence. On this basis, this paper puts forward the corresponding intervention mechanism and institutional coping strategies, aiming at promoting the precise governance of this new type of crime and transnational anti-trafficking cooperation.

Keywords: cross-border telecom fraud; Human trafficking; Criminal psychology; Myawaddy fraud park; Social cognitive theory.

1. Introduction

Under the background of the deep integration of globalization and digital technology, transnational telecom fraud is increasingly coupled with the crime of human trafficking, showing a compound trend of high organization and psychological manipulation. In the traditional sense, electric fraud has gradually evolved into a new trafficking mode accompanied by coercive mechanisms such as deception, restriction of freedom and forced labor, especially in the border areas of Southeast Asia. As a representative case, Myawaddy Fraud Park in Myanmar not only gathers victims from many countries, but also builds a manipulation system that combines institutionalized violence, hierarchical control and cognitive discipline, so that the victims gradually fall into a state of identity disorder and behavioral cooperation while losing their personal freedom, which constitutes a de facto "spiritual human trafficking". In this context, from the perspective of criminal psychology, it systematically reveals the means by which fraudulent organizations commit human trafficking crimes, what is the psychological mechanism behind it, and reveals the psychological path of individuals from being deceived to assisting in crimes in the park, which is not only a key incision to understand this kind of criminal mechanism, but also a necessary prerequisite to achieve precise attack and psychological intervention.

2. Literature Review: Research Status of Human Trafficking Based on Cross-Border Telecom Fraud

Under the background of high integration of globalization and digitalization, cross-border telecom fraud and human trafficking crimes show the development trend of organization, technicalization and diversification of psychological manipulation means, and their complex crime structure makes it difficult for traditional legal, governance and intervention mechanisms to effectively curb them. In recent years, the criminal chain of "fraud as a means and population control as the purpose" has

become increasingly complex, prompting the academic circles to re-examine its generating logic and mechanism structure from the perspective of criminal psychology. By combing the representative research results at home and abroad, it can be found that the current related research mainly focuses on how technical media can help crime expansion, the psychological game between actors and victims, and the institutional dilemma and psychological intervention gap in transnational crime governance.

In the study of the overall background of transnational human trafficking, Zhang Yunzheng and Liu Yongcheng revealed from a macro perspective that the globalization process has significantly aggravated the gap between the rich and the poor, the unequal flow of labor force and the uncontrolled spread of technology around the world, providing a "structural soil" for cross-border trafficking crimes. They described in detail how criminal groups cheat individuals in developing countries to implement personal control after leaving the country through path dependence such as fake recruitment and fake marriage, and pointed out that the rise of digital technology made this process more hidden and efficient. However, this study focuses on macro-policy and road map, and does not further analyze how the "decriminalization" speech on the instant messaging platform reconstructs the victim's cognition and decision-making process at the micro level.[1] Focusing further on the practical level of China-ASEAN region, Jiang Wei and others show through empirical research that trafficking crimes in this region are showing the characteristics of "intelligence-collectivization". Vendors often cheat initially by means of "labor dispatch" or "online recruitment", and then implement technical tracking and mental coercion, thus embedding telecom fraud into the chain of population control. However, due to its dependence on official data and lack of first-hand interviews with victims, it is difficult to explain how "intelligent" means break through the psychological defense line at the individual level.[2] Chenchen and Liu Libing criticized the limitations of the traditional framework of "sexual exploitation-women and children" from the perspective of international law, called for attention to male workers who were cheated abroad because of fraud, and suggested expanding the legislative coverage of non-sexual trafficking forms such as "forced labor" and "debt slavery". His contribution is to provide a direction for the improvement of legal provisions, but his research remains at the text level, and no specific practical plan is put forward for the psychological identification and intervention of victims.[3]

On the level of criminal psychological mechanism, Nancy Sidun emphasizes the three-stage model of "emotional manipulation-psychological domination-identity deprivation" and the core role of trauma attachment in long-term isolation, especially the false commitment and emotional binding in the initial stage. However, the model does not consider the instantaneous induction effect of digital speech, and cannot explain how high-return commitment can quickly disintegrate defense psychology in a short period of time.[4] Mark Latonero and others pointed out in their research that digital technology has greatly expanded the operating radius of human trafficking, and fraudsters have built transnational control networks with the help of social media, instant messaging and anonymous payment, especially the real-time and concealment of mobile communication, which is widely used in recruitment, monitoring and intimidation. Its research also reveals the potential of big data and AI technology in identifying fraud patterns and victim trajectories, and advocates the establishment of a technology-driven anti-trafficking model.[5] Starting from the specific fraud mechanism, Hai Thanh Luong and Hieu Minh Ngo take the "pig dish" scam in Southeast Asia as an example to reveal how criminals use fake investment platforms and fake dating websites to "trap information" and psychologically shape the victims through scripted chat scripts. This paper emphasizes that the relationship between fraud and trafficking is nonlinear and progressive, but a two-sided coupled crime. Fraud is not only a means of inducement, but also a tool of continuous control.[6]

In contrast, Gareth Norris and others made a systematic review from the victim's perspective, and put forward that "fraud susceptibility" is not only due to poor information judgment ability, but also closely related to individual loneliness, anxiety level, economic pressure and cognitive trust structure. They summed up three risk dimensions: the inducement of information content, the lack of experience resources and the weakness of personality traits, and emphasized the psychological mechanism that fraudulent language stimulates "situational motivation impulse" in a short time, thus reducing

individual judgment.[7] From the theoretical basis, Albert Bandura pointed out in his social cognitive theory that individual cognition, behavior and social environment constitute a ternary interactive system, in which "symbolic ability", "agent control" and "observation learning" are the core mechanisms to shape individual response. It is by using the victim's internalized logic of social norms, identity evaluation and success path that fraudsters create psychological cognitive deviation, which makes individuals have the illusion of "independent choice" and thus step into the control structure.[8] In terms of empirical cases, Global Times reporters Hu Yuwei and Xu Jiatong recorded in detail the whole process that the victim Zhang was forced to engage in online fraud, imprisoned and beaten after being cheated to Myanmar from "translation work" through the field investigation of "Myawaddy Park". Its case highlights the complete criminal chain of "information induction-physical control-mental oppression", indicating that the boundary between fraud and trafficking has been completely blurred, and the victims are often trapped in multiple identities of "being cheated-controlled-forced to harm".[9] The progress of the rule of law in Macao also provides a case worth learning. Although the Law on Combating the Crime of Trafficking in Human Beings has embodied the spirit of the international Palermo Protocol at the local legislative level, He Zhiyuan pointed out that in practice, the judicial organs' identification of "being cheated abroad" and the victim's psychological trauma assessment mechanism are still not perfect, especially in non-sexual exploitation cases, which shows that the system design still needs to be strengthened from the psychological identification and recovery mechanism.[10]

To sum up, each study has its own emphasis on macro-structure, legal framework, psychological mechanism and technical model, but the deep linkage analysis of environment, cognition and behavior has not been completed in a single study. Based on Bandura's social cognitive theory and the above perspectives, this paper intends to fill this core gap in the existing research through systematic coding and empirical verification of the case of "Myawaddy Park".

3. Research Case and Theoretical Analysis Framework

This paper takes Myawaddy fraud park in eastern Myanmar as a case, focusing on its criminal psychological mechanism interwoven with cross-border telecom fraud and factual human trafficking. Located on the Thai-Myanmar border, this area has become a new crime distribution center after the electric fraud group shifted its focus in recent years, showing the compound characteristics of organization, internationalization and militarization. A control system combining closed space, hierarchical management and cognitive discipline has been built in the park, and the organizers have formed a strong control force with the help of multinational networks and institutional vacuum. The typical characteristics of Myawaddy Fraud Park provide a representative observation field for the analysis of cross-border human trafficking based on telecom fraud. Therefore, this paper systematically reveals the whole process of criminal psychology of fraud organizations through the search and integration of incident reports in authoritative media, aiming at providing theoretical support and practical insights for understanding the psychological structure and anti-governance path of cross-border crimes.

When analyzing the complex and dynamic criminal psychological mechanism in Myawaddy fraud park, Bandura's social cognitive theory shows strong explanatory tension and method adaptability. In the gray institutional space interwoven by cross-border telecom fraud and factual human trafficking, individual behavior is often no longer based on single motivation or pathological personality, but gradually generated in continuous environmental pressure, cognitive induction and behavioral feedback. As a representative field of institutionalized, technical and international development of criminal organizations, Myawaddy's psychological manipulation mechanism and identity transformation process have broken through the explanation boundary of traditional criminal motive model, and social cognitive theory can be used as a dynamic analysis framework that can be compatible with structural conditions and individual cognition, helping to clarify the psychological trajectory of victims' obedience, cooperation and even harmful behavior in high-pressure situations,

and further revealing how organizers build a systematic behavioral logic network through environmental discipline and cognitive manipulation.

The core of the analytical path of social cognitive theory lies in the ternary interactive decision structure, that is, behavior, cognitive factors and environmental conditions are not one-way causal relations, but the construction, regulation and reproduction of behavior are realized through continuous interaction. Environment not only refers to physical space or social system, but also refers to the cognitive field formed by a set of symbol codes, organizational norms and power allocation. Cognitive factors refer to the belief structure, emotional reaction, self-efficacy and value evaluation system formed by the individuals involved in this environment. As a concrete manifestation of the interaction results, behavioral dimension is reflected in the change of role identity in the organizational system. On this basis, social cognitive theory especially emphasizes the feedback remodeling function of behavior results on cognitive structure, that is, once an individual is positively strengthened in a specific behavior, it is easier to solidify his behavior tendency and role identity, and further deepen his obedience and rationalization to institutional arrangements. It can be seen that social cognitive theory can not only reveal the micro-evolution mechanism of individual psychology, but also capture the institutional logic and cultural control strategies behind organizational behavior, which provides a panoramic theoretical support from cognitive path, situational manipulation to behavioral norms for understanding and intervening such crimes. Its comprehensive and dynamic characteristics open a highly explanatory analytical perspective for cracking the psychological mechanism of new organized crimes.

4. Analysis of the Criminal Psychological Mechanism of the Organizers of Myawaddy Fraud Park

The process of Myawaddy becoming a major town of cross-border telecom fraud is not the amplification effect of accidental events or individual criminal motives, but the product of the coupling and symbiosis of political, economic, social and cultural factors in the border space. With the help of reciprocal determinism's analytical framework of "behavior-cognition-environment" in Bandura's social cognitive theory, we can systematically reveal the social structure foundation and psychological logic path for the sustainable operation of fraud parks. Park organizers are not opportunists who simply engage in illegal activities, but strategically construct an efficient organizational structure in the institutional gap. With the precise application of risk-benefit assessment and cognitive manipulation mechanism, a large number of young people in China are induced to fall into the trap, and a closed and efficient fraud ecosystem is gradually constructed in the process of institutionalizing organizational behavior.

4.1. Spatial Embedding and Cross-border Operation in the Institutional Grey Area: the Environmental Generation Mechanism of Myawaddy Fraud Park

From the perspective of external environment, the fundamental reason why Myawaddy fraud park can be formed and operated continuously lies in its unique geographical location and institutional environment, which together constitute a highly ambiguous and fractured spatial structure. As the border area between Myanmar and Thailand, Myawaddy is not only in the marginal area of Myanmar's state power, but also the hub of regional economic flow. For a long time, the power game between the central government and local armed forces has made it difficult for national sovereignty to effectively cover the border areas. Karen State has been dominated by local armed forces and interest groups for a long time, which has made the park essentially "extraterritorial". Fraud organizations gain factual protection by exchanging economic benefits with local forces and embedding them in their power networks. Its operation form is usually "legal shell+illegal substance", which disguises fraud in the name of economic parks, investment projects and scientific and technological enterprises, and constructs "outside the country" criminal units with closed management and militarized security.

The "grey open" state of the Myanmar-Thailand border provides convenient conditions for the flow of personnel and materials. Fraud organizations use tourism, labor services and other channels to realize the legalization of personnel recruitment and identity, and use electronic platforms and logistics systems to evade supervision. The loose social structure, large floating population and weak social control in the border areas make it easy for fraud organizations to mobilize and recruit labor. The lure of high salary covers up the essence of crime, while the border people's weak legal awareness and low risk awareness have aggravated the individual's acceptance of gray jobs. The cultural environment of multi-ethnic juxtaposition and linguistic diversity also reduces the unified value judgment of fraud and provides conditions for organizations to adjust their speech strategies according to local conditions. On the whole, Myawaddy's special geopolitics, institutional vacuum, cultural heterogeneity and fragmentation of governance together constitute an institutional gray area acquiesced by facts, which has become a deep supporting space for the institutionalization and scale of cross-border fraud.

4.2. The Subjective Justification and Cognitive Construction of Fraud: an Analysis of the Psychological Structure of Myawaddy Organizers

On the level of cognitive structure, the organizers of Myawaddy fraud park are not based on temporary luck or blind profit-seeking, but systematically construct fraud as an economic activity with "low risk, high income and rationalization" in the framework of collective cognition. This cognitive model fully embodies the mechanism of "result expectation", "moral decoupling" and "self-justification" in Bandura's social cognitive theory. Organizers generally believe that cross-border fraud is a replicable and profitable business activity, with the operation chain spanning many jurisdictions, high law enforcement cost and weak accountability mechanism, thus weakening their vigilance against legal punishment. They summed up the "empirical laws" such as "many victims don't call the police" and "long transnational law enforcement cycle", and constructed a distorted but logically consistent risk judgment model.

At the same time, in order to avoid moral condemnation, fraud is packaged as "customer transformation" and "cross-border sales" by language strategy, which removes the criminal and invasive characteristics and gradually turns into an internally recognized "compliance task". Organizers empower the words of "ability", "wisdom" and "success", so that fraud can be justified at the cognitive level. Driven by utilitarianism, they generally regard fraud as a "entrepreneurial track" with low cost and high return, and build strong expectation of results with the help of narratives such as "monthly income of one million" to stimulate organizational action and collective confidence. This cognitive logic of minimizing risks and maximizing benefits has become an important basis for the institutionalization of behavior. From post setting to performance incentive, fraud is embedded as a set of "systematic engineering", which operates rationally in the area of "low law enforcement intervention and high profit". Through risk dilution, discourse packaging and value reversal, the organizers have completed the subjective construction of fraud legitimacy at the psychological level, providing stable psychological support and justification for the sustainable operation of the park.

4.3. The Structural Construction of the Deception Chain: the Behavioral Operation Mechanism of Myawaddy Fraud Park.

In the aspect of behavior operation, Myawaddy Fraud Park integrates the whole process of recruiting and deceiving foreign youth into a standardized and reproducible organizational process through a highly institutionalized action mechanism. Combining the mechanisms of "observation learning", "result expectation" and "situation construction" in Bandura's social cognitive theory, it can be seen that this process is not only a collection of scattered fraud, but a set of structured and targeted manipulation practices. Fraudulent organizations construct a complete deception chain through precise division of labor, cross-border scheduling and speech camouflage, and form a closed-loop control system from online information design to offline personnel transfer.

At the initial stage of recruitment, we usually rely on domestic recruitment platforms, social media and intermediary networks to publish false positions in the name of "high-paying customer service" and "e-commerce positions", and deliberately blur sensitive words such as "Myanmar" to create a cognitive scene of "regular foreign companies". After successful application, the organizer will provide visas, air tickets, contracts and other materials as "overseas assistants" to create a compliant employment process. After arriving in Thailand, the deceived person was led into the Myanmar-Thailand border and secretly crossed the border to the park under armed escort, often accompanied by the confiscation of communication equipment and the restriction of personal freedom, and thus entered the compulsory control stage of the fraud system. The whole process is highly institutionalized, and it is strictly embedded in the organizational operation system from information input to human output. Fraudulent organizations are not temporary actions, but a systematic deception mechanism integrating human resource management, cross-border transshipment and space control. More importantly, the organization replicates the behavior path through the mode of "tutorial system" and "old bringing new", strengthens the "observation and learning" mechanism emphasized by Bandura, and makes the deception operation realize organizational reproduction. This mechanism transforms fraud from individual behavior to institutional process, making the control of foreign youth in the park sustainable and extensible.

5. Analysis of the Psychological Process Mechanism of how the Deceived Person Becomes a Fraud Participant

In the operation logic of cross-border telecom fraud park, how the deceived person gradually transforms into a fraud participant constitutes a key issue to reveal the criminal psychological mechanism. Taking the Myawaddy Fraud Park as an example, with the help of the "environment-cognition-behavior" ternary interactive framework of Bandura's social cognitive theory, this paper analyzes how individuals, driven by institutional discipline, language reconstruction and rewards and punishments, experience the psychological evolution path from resistance to acceptance and from imitation to internalization in a high-pressure control environment. Through systematic spatial isolation, discourse manipulation and performance induction, the park completes the weakening of individual moral judgment and the solidification of behavior path, and finally constructs an institutionalized "executive structure of learned crimes".

5.1. Environmental Remodeling: the Discipline of Situational Structure

Fraud parks strictly isolate newcomers, which greatly limits their ability to obtain external information and moral reference. Mr. Zhang was led by an intermediary company that he would go to Singapore to do translation work, but after entering the country, he found himself in a "dormitory area" surrounded by high walls and deep courtyards, barbed wire and dense cameras. He described in detail: "When I first arrived at the park, my mobile phone was confiscated, and even my original card was gone. There are cameras every two meters in the dormitory, and they are not allowed to go out after 9: 00 pm. The 'company mobile phone' can only be used in the park ... Call home twice and be immediately called to the conversation room for training. "[11] This kind of environment completely cuts off the connection between members and family, society and the rule of law, and makes them psychologically degraded from "ordinary citizens" to "park people". Without external moral supervision, fraud is no longer abnormal in the eyes of the quarantined, and it is gradually reconciled with their daily life. The communication is monitored or blocked, which further suppresses the channels for members to question the ethics of behavior. Whether trying to contact family members or obtaining external legal information, they are always intercepted by the system or "inexplicably interrupted". The lack of information caused by long-term isolation makes the fraud "task" become the only realistic instruction, which is tied to the individual's behavior choice.

The park is not only closed in facilities design, but also guides the behavior path in the discipline system. Mr. Zhang also recalled: "We sit at our desk for 18 hours every day and have a conversation.

When we make a few mistakes, we are dragged to the 'water dungeon' and our hands and feet are handcuffed for more than ten hours. There is no resistance at all." [12] In addition, stories from other rescued Chinese also confirm this point. Felipe was forced to work 16 to 22 hours a day in the park. The tour leader intervened to check the call content and system login status every 10 minutes. If he made a mistake, he was insulted or even punished: "If the operation is slow or the system prompts you incorrectly, they will call you 'waste' in public, and even some people will be punished, electrocuted and have to do the task again immediately." [13] In such a high-pressure situation, moral resistance and psychological boundaries are constantly compressed, and behavioral norms are reshaped. Mentoring system-that is, the performer acts as a mentor to instruct new people-also plays an important role: they are a living template for "prescribed actions" and "demonstration operations" and silently and intuitively transmit fraud as a "survival skill". This closed environment, combined with daily corporal punishment, abuse and high-pressure examination, gradually cultivates a psychological logic of "obedience is safety, disobedience is punishment", which makes individuals tend to obey and passively accept both physically and psychologically.

The reward and punishment structure implemented in the fraud park takes performance as the core, and links the rigid speech operation with the fraud realization result. Mr. Zhang described: "We have to make thousands of phone calls a day, and we will earn more, and we will be praised in public, with commission and position promotion; If the results are not satisfactory, not only will the income be reduced, but sometimes the rations will be deducted and the daily necessities will be deleted." [14] The reward and punishment mechanism have double effects: one is positive reinforcement, high performance is often publicly commended, extra materials are harvested, and future exchange rights are obtained, forming a cognitive expectation that "doing well will be rewarded"; One is negative sanctions, poor performance will lead to economic and spiritual weakening, fear will be marginalized, and it is easy to repeat operations. The psychological feedback mechanism composed of reward/punishment takes the standardization of fraud operation as the behavior path instead of moral will. In people's subconscious, fraud becomes a "task to be completed" rather than the focus of moral judgment. The reward and punishment mechanism completes the cognitive transformation driven by the environment, which makes the fraud process slip from "illegal behavior" to "profitable work" significantly.

5.2. Cognitive Construction: Psychological Schema Remodeling

Fraud parks cover up the illegal essence with "customer service skills" through speech training. Zhang Yuan, the narrator, once recalled that the training he received at the beginning of the park was similar to formal customer service training, including not only speech practice, but also psychological analysis and fund operation skills. He described: "The company gave us systematic training, from financial knowledge to human weakness analysis, and then the managers used the blackboard to analyze the problems in the call one by one. Those 'success stories' will be analyzed on the spot ... Then we must write the words by hand and practice them over and over again." [15] The "formal training" under this package defines fraud as skill learning and task completion, and puts it into the category of "standard work" to cover up its illegal ethical essence, which makes participants more psychologically acceptable to this kind of operation. "Customer" rather than "victim"-moral decoupling in the naming framework. Mr. Liu, who is stationed in the park, recalled how the training instructor called the fraud object "customer" and emphasized the skill and operability of "transformation speech": "The person in charge has always said that we transform customers and create value ... the victims are called" customers "and receiving their complaints is still a service. In this way, we feel that we are customer service, not cheating money." [16] Through the substitution of words and the reconstruction of cognition, fraud is neutralized by language, and moral accusation and legal risk are diluted in cognition, which is exactly the embodiment of the moral decoupling mechanism mentioned by Bandura in practice.

The cognitive misunderstanding of "low risk and high return" emphasizes that "the risk of cross-border fraud is very small" and is constantly strengthened through words. When talking about the

legal consequences, the narrator Neo pointed out: "The management said that it took a long time to pursue blame internationally, and some people were repatriated and released without being locked up for a few days. We were told not to worry about whether we will be sentenced or not, and it is true to make more money. "[17] This internally established metaphysical sense of "structured exemption" makes fraud become a low-risk investment behavior in the minds of participants, rather than a criminal offence. The sharing and case dissemination between them further strengthened the path of "weak risk awareness → accepting illegal behavior". Driven by "utilitarian psychology" and the expectation of shaping the results of successful stories, the park will continue to spread successful cases to stimulate the enthusiasm of its members. Neo described: "Some people earn hundreds of thousands a month and will talk about it at the meeting. We thought, 'I wish I earned that number, too'. Everyone is envious, and they also regard doing traffic as an opportunity to turn over. "[18] These "role models" are in line with Bandura's observation and learning mechanism. Individuals reinforce expectations by imitating high performers, and this result expectation becomes an important psychological driving force for behavior generation.

5.3. Behavior Solidification: the Strengthening of Path Dependence

Through the "training-practice-mentor" path to strengthen the work flow, the park implements imitation training, and the training results are transferred to practical tasks, and then the instructors are promoted as mentors to replicate the successful path in a hierarchical manner. Mr. Zhang, a "doctor of Chinese Academy of Sciences" interviewed by CCTV, recalled: "The park arranged two to four weeks of closed training courses for us, including fraud, customer emotional guidance, psychological manipulation and so on. After the training, I will go to work immediately and assign account numbers and customer information to everyone. Those who perform well will be pushed as mentors to help newcomers monitor calls and guide the improvement of speech skills. " [19]] This path model is just in line with the "imitation learning" mechanism mentioned by Bandura: newcomers gradually master fraud skills and internalize them into behaviors by observing the instructor's operation and imitation behavior. With the positive and negative strengthening of the performance system, the park institutionalizes the fraud path, and constitutes the expectation of behavior results through performance standards, rewards and punishments. Mr. Zhang also mentioned: "We have to make hundreds of phones calls every day, and we get a sum of money with commission, as well as 'excellent employees' selection, and the bonus is still high. On the contrary, if the performance is not achieved, the salary will be deducted, the meal card will be deducted, and the training will be isolated. Several friends were confiscated in the 'little black house' because they had no performance for a few days. "[20] This reward and punishment mechanism conforms to Bandura's reinforcement theory: positive reinforcement (reward) encourages repetition, while negative reinforcement (punishment) suppresses deviation, so that fraud is quickly institutionalized and becomes a "reasonable choice" instead of moral judgment.

Mentors demonstrate and observe learning, and successful cases are shaped into realistic examples in the park. According to the interviewer Neo, "People with particularly high performance were called to the conference room, praised by the team leader, and others took photos on their mobile phones and sent them to the group. I was very envious at the time, so I followed them to learn the words. Later, I really used my tutor's words to make a phone call, which really cheated money. "[21] This kind of observation and learning not only conveys skills, but also strengthens the behavior recognition that "fraud is a road to success", which makes the behavior pattern reused in group communication and gradually turns fraud operation into daily culture and norms. The system and reward structure make fraud change from accidental events to normal behavior. As a survey pointed out: "The staff known as 'piggy' have a set number of dials, speech templates and performance standards almost every day. After a long time, everyone regards fraud as a job, and no one questions whether the process is reasonable. " Fraud is regularized by the institutional path and becomes an accepted "work behavior", which strengthens path dependence.

6. Multi-Dimensional Collaborative System Governance Path: Anti-Fraud Mechanism Construction Based on Social Cognitive Theory

On the basis of revealing the psychological mechanism of human trafficking based on telecom fraud, this paper aims at the problem of Myawaddy fraud park, and launches a multi-dimensional and systematic comprehensive management strategy around three core links: environmental transformation, cognitive remodeling and behavioral intervention, in order to achieve an effective breakthrough in breaking the operating mechanism of fraud ecosystem.

On the environmental level, it is urgent to strengthen the integrity and coordination of border governance. The central government of Myanmar should unite with local armed forces, and rebuild the substantive control ability of national sovereignty over border areas through the combination of political negotiations and economic incentives. It is also urgent to establish a transnational cooperation mechanism, and with the help of regional security alliances and international law enforcement cooperation, a multi-strike force against fraud parks will be formed. The institutional fracture to control fragmentation needs to be integrated into a system network of coordinated operations to effectively break the "extraterritorial" state of fraud parks. At the same time, we must strictly supervise the border trade ports, improve the management system of personnel and logistics access, and prevent illegal personnel flow and material transportation in the form of tour groups and labor export. Legal trade channels should increase transparency and prevent the hidden circulation of fraudulent equipment and funds. Local governments and communities should strengthen legal education and social supervision, strengthen residents' awareness and resistance to fraud risks, and gradually fill the lack of laws and moral norms in the "weak bond society". In the multicultural environment, we can introduce multilingual legal services and publicity, build a cross-cultural legal cognitive bridge, and urge all ethnic groups to form an anti-fraud consensus together.

In terms of cognitive remodeling, the governance strategy must break through the psychological legitimacy of fraud organizations. We should construct psychological intervention and cognitive correction programs for the deceived and those involved in fraud, and break the misleading belief of "low risk and high income". Publicity channels should focus on revealing the real harm of fraud and spreading authoritative law enforcement cases to correct the internal "structural exemption" cognitive model. At the same time, we should pay attention to the critical deconstruction of fraud and "customer" substitution, and awaken the public's sensitivity to the ethical issues behind language operation. In view of the narrative of "success stories" in fraud organizations, we should establish a platform for information disclosure and the spread of victims' voices, dilute false utilitarian expectations and prevent the strengthening of imitation learning mechanism. The cross-border integration of legal and psychological counseling resources can provide timely and effective support and guidance for people on the edge of cognition, thus cutting off the closed loop of fraud cognition and curbing the process of internalization of behavior.

Behavioral intervention should aim at breaking institutionalized path dependence and constructing multiple incentive and restraint mechanisms. Establish an accurate performance monitoring system for fraud, cooperate with strict disciplinary measures, impose strong legal sanctions and social deprivation on key node personnel in fraud activities, and reduce the positive reinforcement effect of reward and punishment mechanism on behavior maintenance. At the same time, we should promote social alternative employment opportunities and reduce the dependence and sense of belonging of fraudsters on fraudulent occupations. Training and imitation learning should be intervened, and an incentive mechanism for reporting should be established to encourage "mentors" and "intermediaries" to break away from the fraud ecology and become anti-fraud volunteers or social collaborators. Through the support of role substitution and identity transformation, fraud is promoted to disintegrate from the inside. The active participation of community and family network also helps to strengthen social control and behavior adjustment, and forms positive social pressure on anti-fraud behavior.

7. Conclusion

This paper reveals the complex criminal ecology formed by the interweaving of cross-border telecom fraud and factual human trafficking through the criminal psychology analysis of Myawaddy fraud park in Myanmar. It is found that the fraud park not only constructs a highly closed and institutionalized operating space with the help of special geopolitics and institutional grey areas, but also realizes the systematic control and transformation of the victims through profound psychological cognitive manipulation and behavioral path design. By shaping the cognitive framework of "low risk and high return" and cooperating with the decriminalization of language and utilitarian narration, criminal organizations effectively weaken the moral resistance of their members, make fraud a legitimate economic activity, and thus stimulate the motivation of continuous internal expansion. It can be said that environmental discipline, reward and punishment mechanism and imitation learning are intertwined, which strengthens the institutional dependence and acquirement of fraud, and leads the victim to gradually change from passive deception to behavior participants, forming an internalized crime execution structure.

At the same time, we need to pay attention to the fact that the criminal psychological mechanism revealed by Myawaddy Fraud Park not only presents the deep structure of "environment-cognition-behavior", but also highlights the basic, inductive and legal role played by "interests" in it. Bandura's social cognitive theory emphasizes that the motivation of individual behavior not only comes from environmental stimulation and observation and learning, but also is deeply rooted in the expectation and value evaluation of behavior results. It is by constructing a "high-yield, low-risk" interest illusion that Myawaddy Park transforms fraud from moral denial into economic feasibility, thus realizing the systematic reshaping of individual cognition and behavior. Interest is no longer a pure economic inducement here, but a cognitive device under the control of the organization. It drives individuals to actively participate in fraudulent operations and complete the rationalization of self-behavior through the nested narrative of "income return", "status promotion" and "success narrative". More importantly, interest induction does not exist in isolation, but is deeply embedded in the institutional reward and punishment mechanism and imitative behavior feedback, which has become the core psychological lever to encourage the continuous occurrence and reproduction of criminal acts. In this sense, interest not only constitutes the explicit representation of the behavioral motivation of the fraud park, but also is the most stable and extensible driving factor in the criminal psychological structure. Therefore, the extended understanding of Bandura's theory should further consider how "utilitarian rationality" is solidified into "criminal rationality" through the collaborative embedding of institutional environment, that is, under a certain institutional arrangement, individuals' choice of illegal behavior is no longer based on moral judgment, but on the logic of maximizing expected interests. This perspective is helpful to deepen our understanding of the psychological mechanism of new organized crime, and also suggests that the governance system must reconstruct the social cognitive structure of coupling legitimacy and ethics while curbing the interest loop.

References

- [1] Zhang Yunzheng, Liu Yongcheng. Transnational human trafficking in the process of globalization [J]. Journal of Beijing Information Science and Technology University (Social Science Edition), 2006(01):52-55
- [2] Jiang Wei, Lan Caixiao. Research on transnational human trafficking between China and ASEAN [J]. Journal of Guangxi Police College, 2019(05):43-47
- [3] Chen Chen, Liu Libing. The current situation, misunderstandings and countermeasures of combating transnational human trafficking-from the perspective of economic globalization [J]. Law Forum, 2013(01):124-129
- [4] Nancy M. Sidun, "Understanding and Combating Human Trafficking: A Psychological Perspective", American Psychologist, Advance online publication, 2025, <https://dx.doi.org/10.1037/amp0001516>.

- [5] Mark Latonero et al., "The Rise of Mobile and the Diffusion of Technology-Facilitated Trafficking", Center on Communication Leadership & Policy, University of Southern California, 2012
- [6] Hai Thanh Luong & Hieu Minh Ngo, "Understanding the Nature of the Transnational Scam-Related Fraud: Challenges and Solutions from Vietnam's Perspective", *Laws*, Vol. 13, No. 6, 2024, Article 70
- [7] Gareth Norris, Alexandra Brookes, David Dowell, "The Psychology of Internet Fraud Victimization: A Systematic Review", *Journal of Police and Criminal Psychology*, 2019, <https://doi.org/10.1007/s11896-019-09334-5>
- [8] Albert Bandura, "Social Cognitive Theory of Mass Communication", *Media Psychology*, Vol. 3, No. 3, 2001, pp. 265-299
- [9] Hu Yuwei, Xu Jiatong. The evil chain of human trafficking and electric fraud in Myawaddy [N]. *Global Times*, 2025-01-14(007)
- [10] He Zhiyuan, Guo Jing. Macao Law on Combating Human Trafficking [J]. *Chinese Journal of Criminal Law*, 2011(9):114-118
- [11] Zhejiang guy experienced Myawaddy: In addition to electric fraud, it is also a "criminal paradise" in <https://www.shaoxing.com.cn/p/3281684.html> where pornography and gambling drugs are rampant.
- [12] Dr. Chinese Academy of Sciences was deceived by Miao Wadi: forced to pretend to be an Asian woman to defraud North American male https://news.youth.cn/sh/202501/t20250114_15771091.htm.
- [13] Dr. Chinese Academy of Sciences was deceived by Miao Wadi: forced to pretend to be an Asian woman to defraud North American male https://news.youth.cn/sh/202501/t20250114_15771091.htm.
- [14] Dr. Chinese Academy of Sciences was deceived by Miao Wadi: forced to pretend to be an Asian woman to defraud North American male https://news.youth.cn/sh/202501/t20250114_15771091.htm.
- [15] Myanmar, Thailand, Cambodia, Golden Triangle, Myawaddy KK Park, fraud park training materials routine <https://zhuanlan.zhihu.com/p/17894425596>
- [16] Myanmar, Thailand, Cambodia, Golden Triangle, Myawaddy KK Park fraud park training materials routines <https://zhuanlan.zhihu.com/p/17894425596>
- [17] China News Network, restore the truth of overseas electric fraud: a "general agent" led dozens of fellow villagers to <https://www.chinanews.com.cn/sh/2023/11-14/10111483.shtml>.
- [18] China News Network, restore the truth of overseas electric fraud: a "general agent" led dozens of fellow villagers to <https://www.chinanews.com.cn/sh/2023/11-14/10111483.shtml>.
- [19] Dr. Chinese Academy of Sciences was deceived by Miao Wadi: forced to pretend to be an Asian woman to defraud North American male https://news.youth.cn/sh/202501/t20250114_15771091.htm.
- [20] Dr. Chinese Academy of Sciences was cheated by Miao Wadi: forced to pretend to be an Asian woman to defraud North American male https://news.youth.cn/sh/202501/t20250114_15771091.htm on the Internet.
- [21] China News Network, restore the truth of overseas electric fraud: a "general agent" led dozens of fellow villagers to <https://www.chinanews.com.cn/sh/2023/11-14/10111483.shtml>.