

Scam Project

7/19/2013

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- Ads Basics
- Scam Trials per Day
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- Scammer Email Accounts
- Scammer Clustering

Overview

- Scam emails collection from 4/15 to 6/2.
 - Through “over-priced” honeypot ads on Craigslist
- 20 cities, 4 product categories, price range from \$100 to \$7000
 - 10 big cities and 10 small cities, based on the list provided by Craigslist
 - 4 ads are posted every two days in each city

Overview

- Honeypot ads and scam trials

Number of posted ads	629 (1376, including flagged ads)
Number of received scam trials	6062 (9008)
Average number of scam trials per ad	10.37

- Scam Email Threads

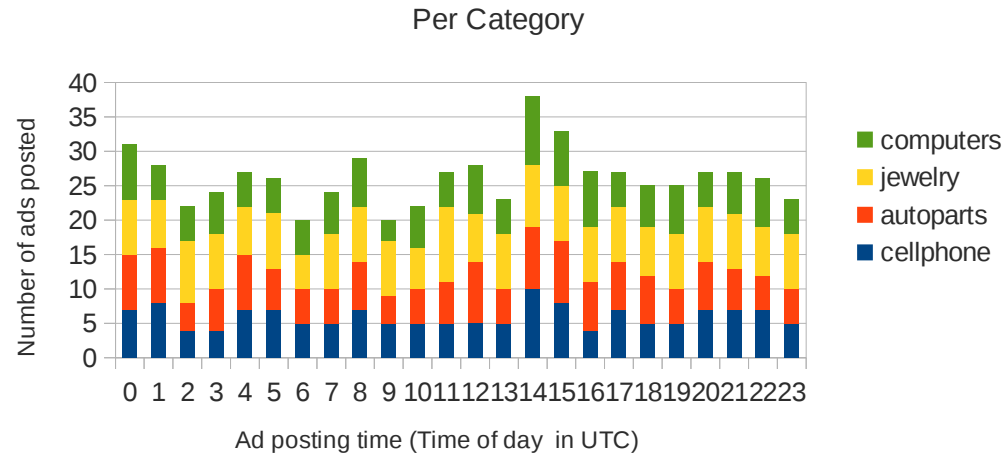
Total number of threads	15283
Number of scam threads (triggered by unflagged ads only)	6062
Number of scam threads	9008
Number of threads with 1 scam email	960
Number of threads with 1 conversation round	6572
Number of threads with more than 2 conversation rounds	1476
Number of fake check payment threads	885
Number of fake paypal payment emails (not threads)	751

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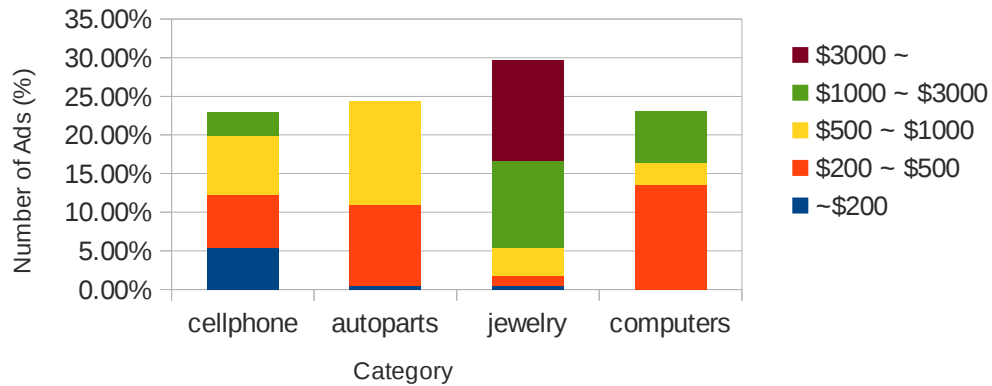
Ads Basics

Distribution of Ad Posting Time



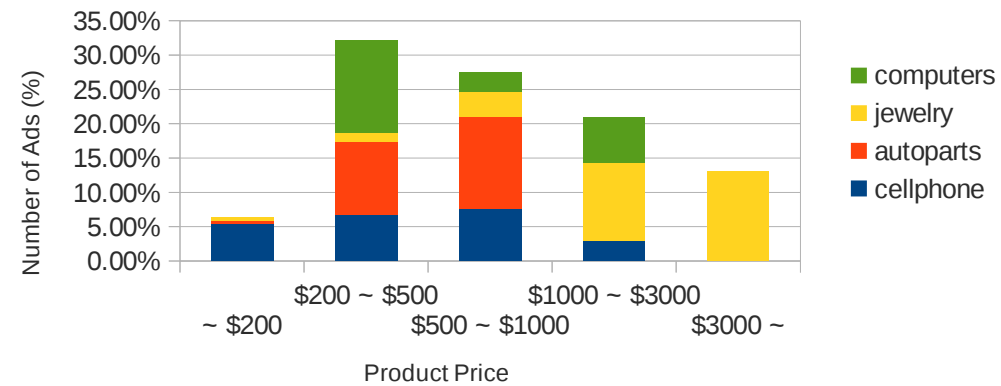
Distribution of Product Category

Per Product Price



Distribution of Product Price

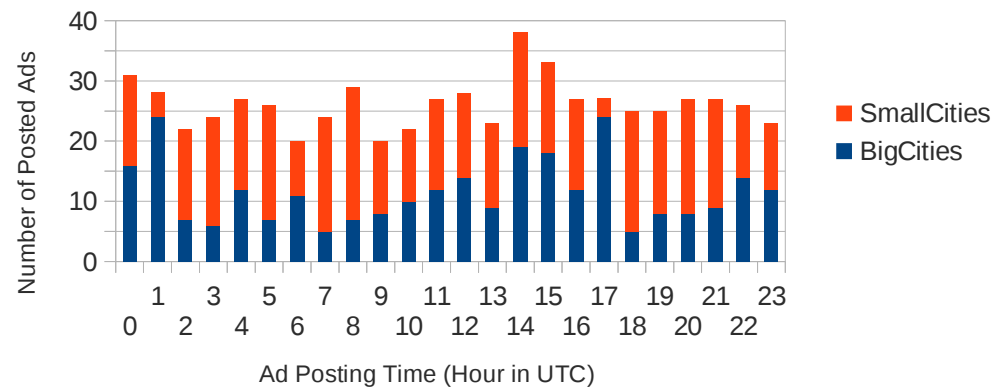
Per Product Category



Ads Basics

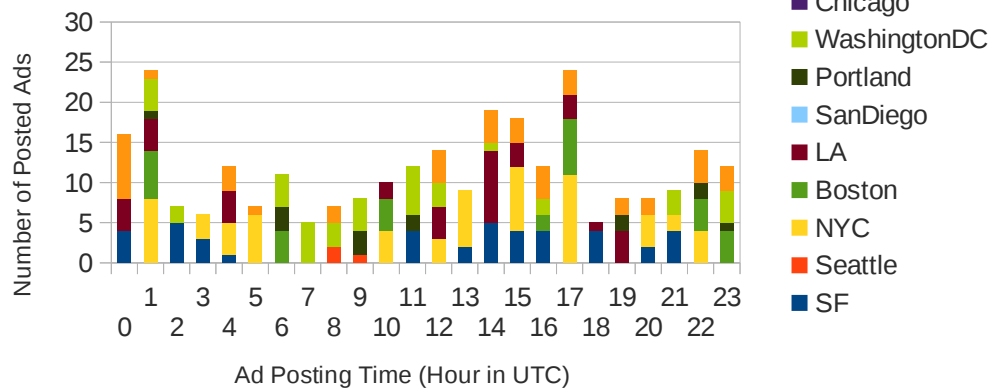
Distribution of Ads Posting Time

Big/Small City



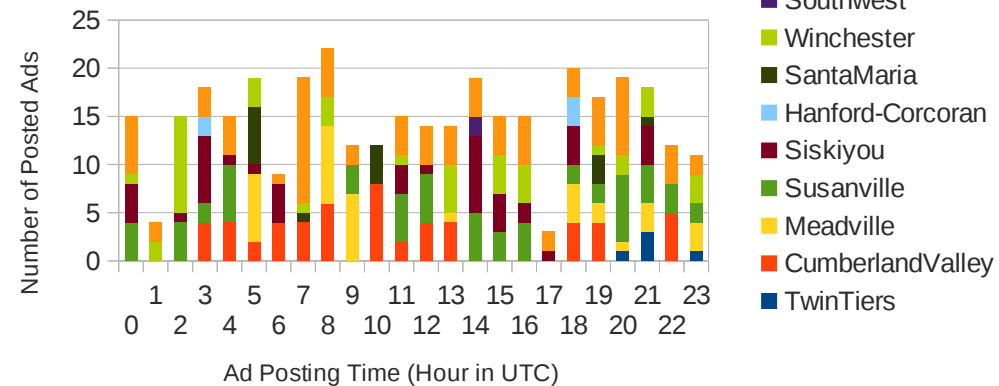
Distribution of Ad Posting Time

Per City (Big Cities)



Distribution of Ad Posting Time

Per City (Small Cities)

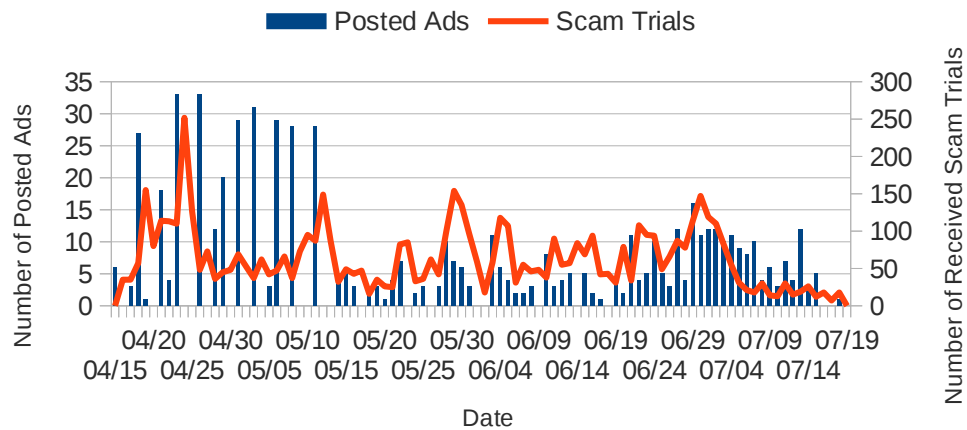


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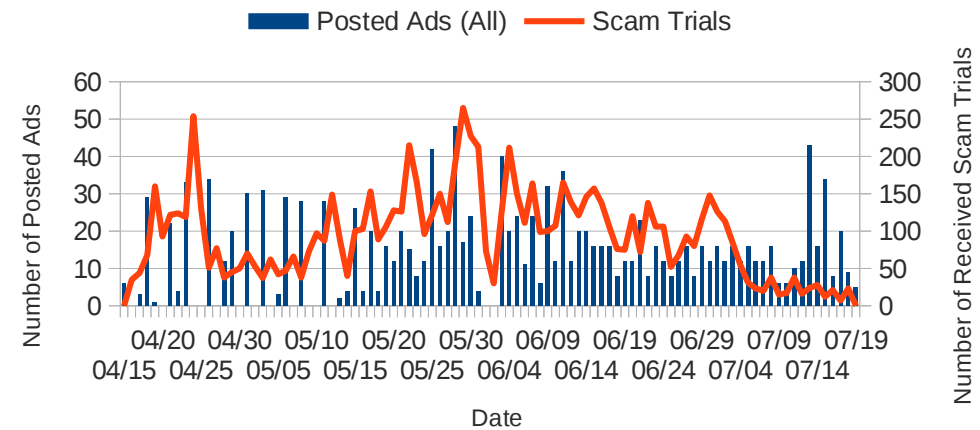
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Scam Trials per Day

Scam Trials Per Day

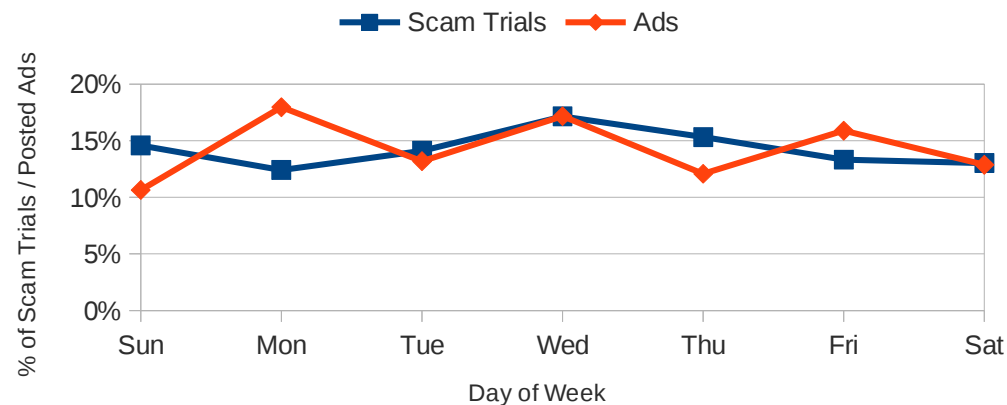


Scam Trials Per Day (All)



PDF of Scam Trials and Posted Ads

By Day of Week



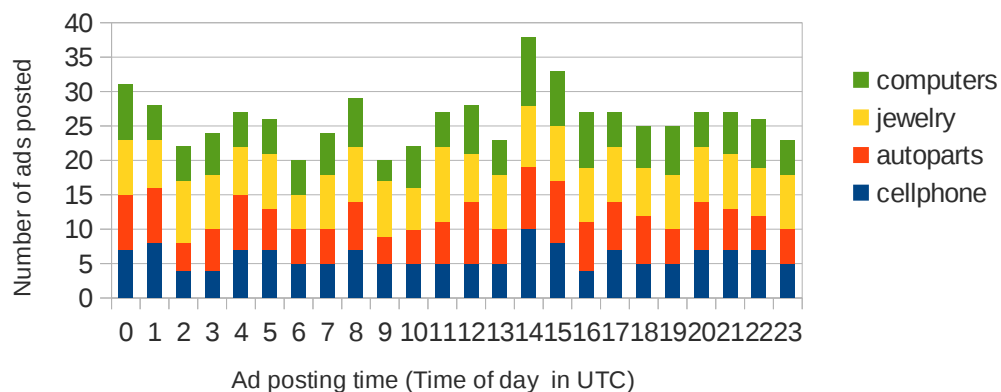
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Received Time of Scam Trials

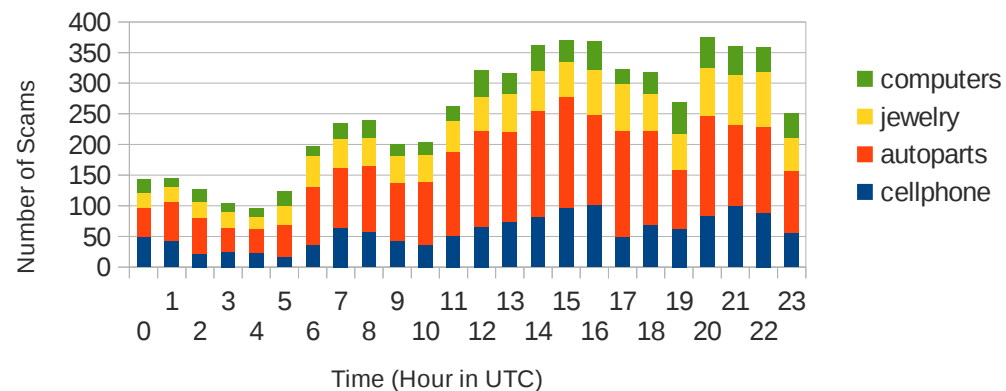
Distribution of Ad Posting Time

Per Category



Distribution of Received Time of 1st Scam Emails

Per Category

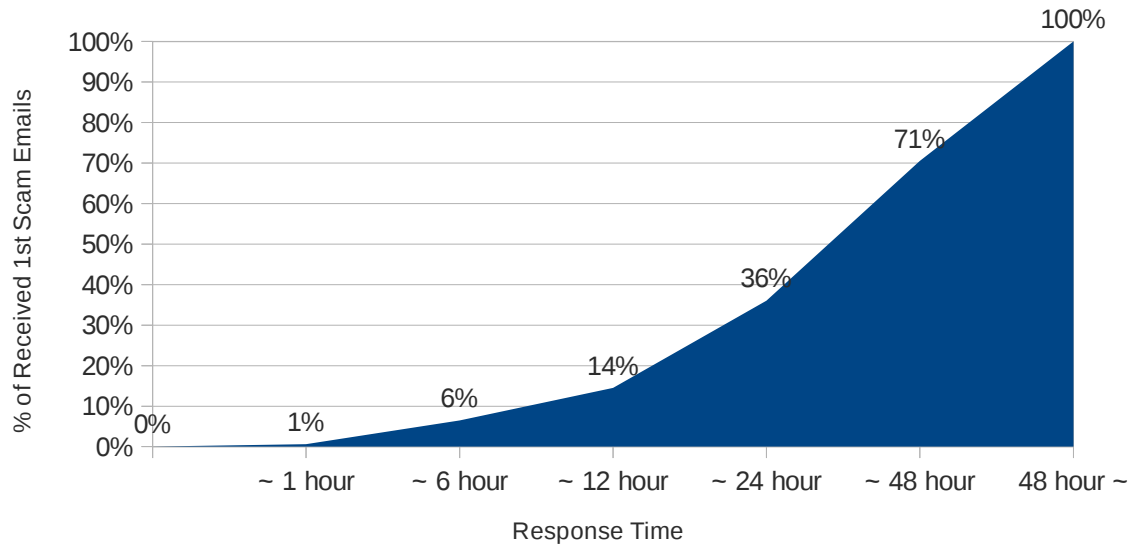


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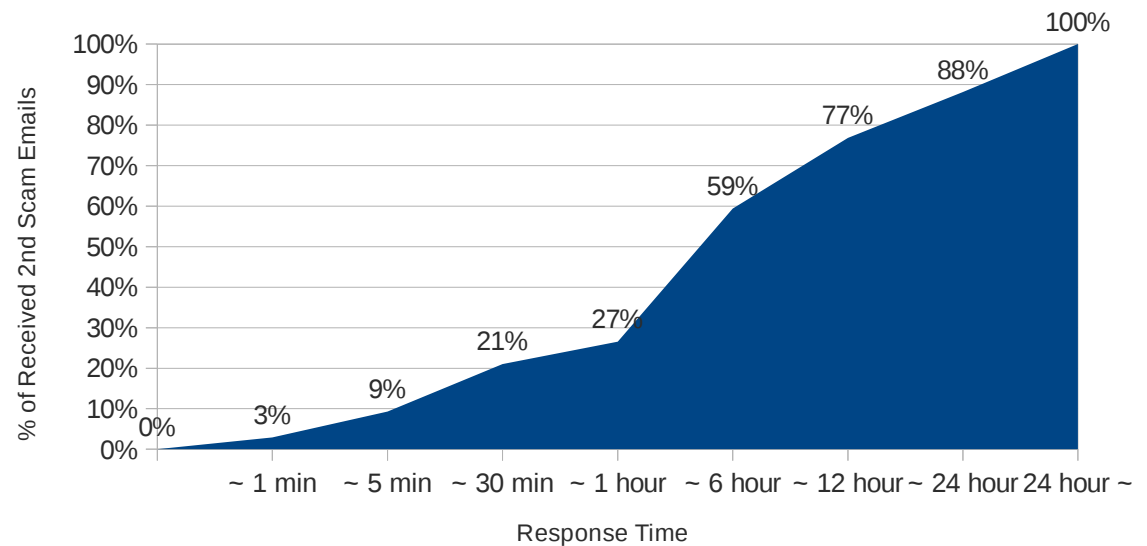
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Response Time of Scam Emails

CDF of Response Time of 1st Scam Email



CDF of Response Time of 2nd Scam Emails



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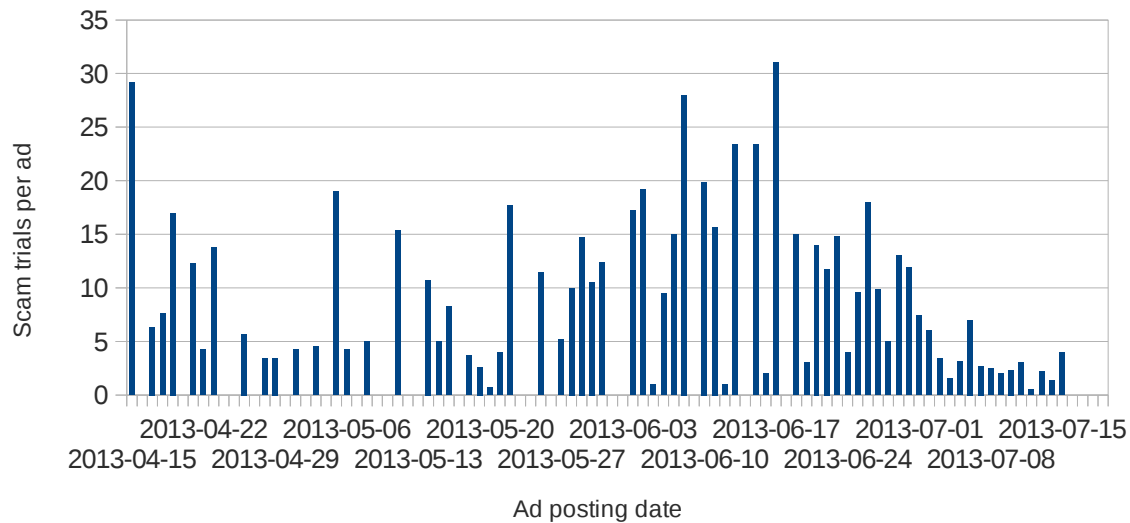
Scam Trials per Ad

Conversation Method	Direct Email
Ad posting period	4/15 ~ 7/18
# of posted ads	629
# of received scam trials	6062
Average # of scam trials per ad	10.37

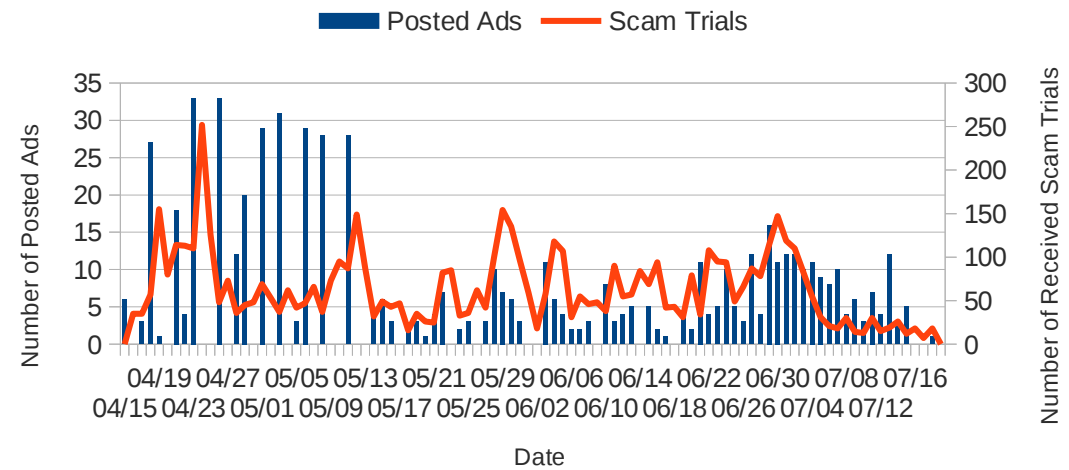
Conversation Method	Through Craigslist	Direct Email
Ad posting period	7/1 ~ 7/18	7/1 ~ 7/18
# of posted ads	27	117
# of received scam trials	33	371
Average # of scam trials per ad	1.22	3.17

Scam Trials per Ad

Scam Trials Per Ad



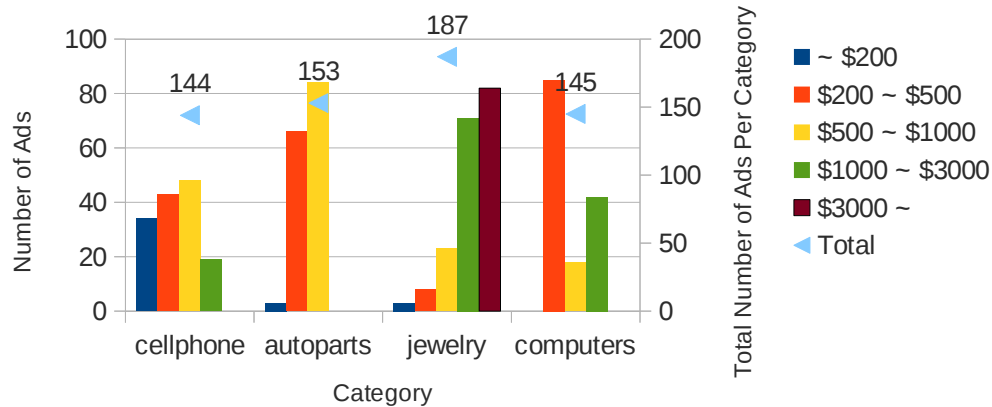
Scam Trials Per Day



Scam Trials per Ad

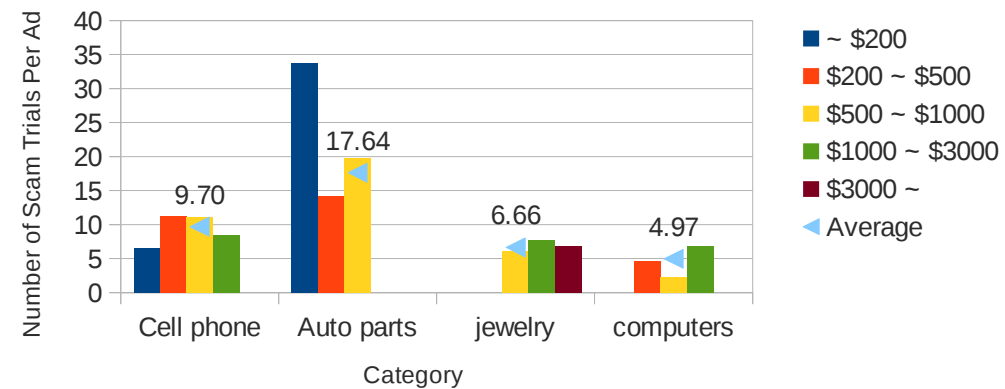
Distribution of Ads

Per Category, Price

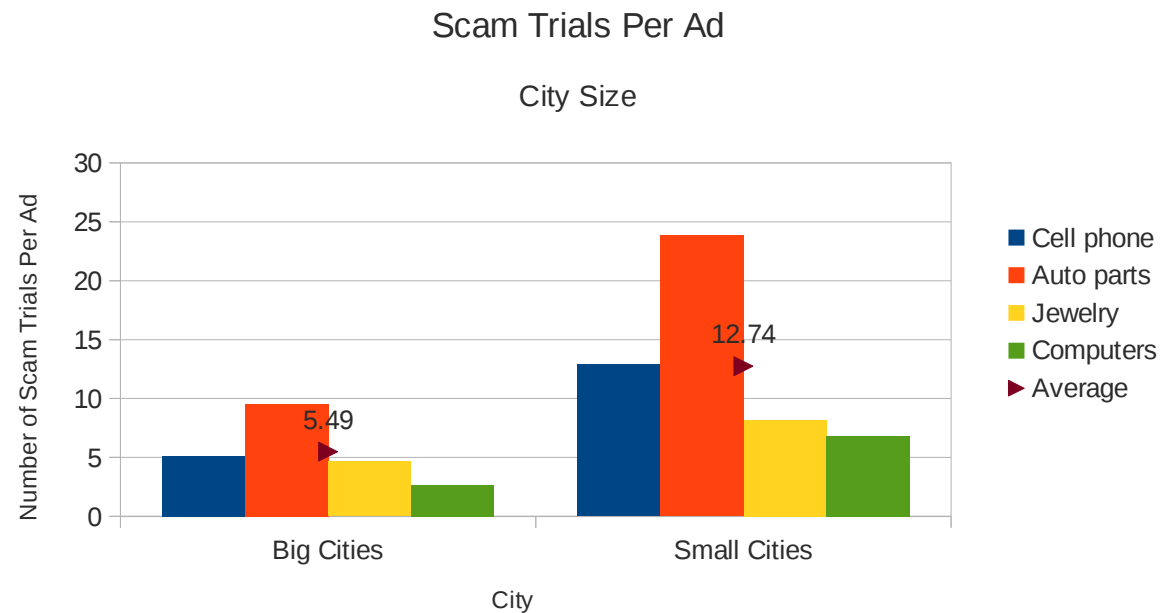


Scam Trials Per Ad

Per Category, Price



Scam Trials per Ad

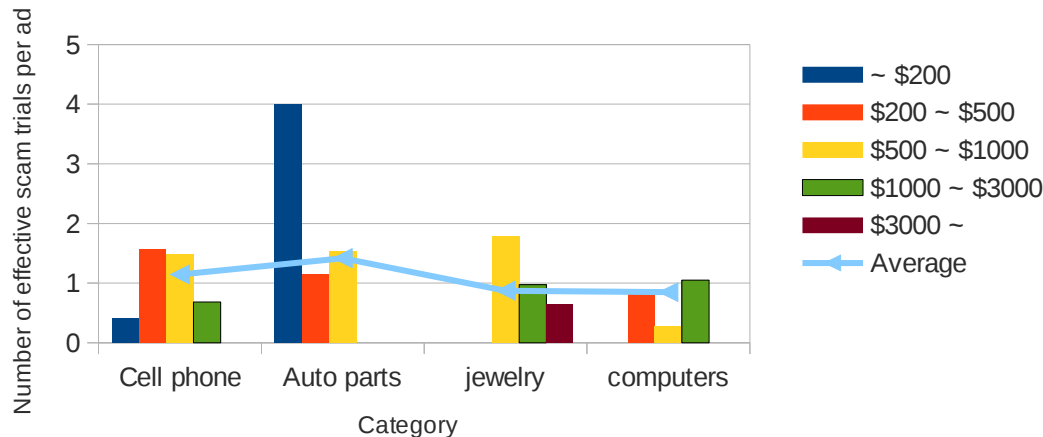


Scam trials with 2+ conversation rounds per Ad

- More in “computer” and less in “Auto parts”

Scam Trials with 2+ Conversation Rounds Per Ad

Per Category, Price



Scam Trials with 2+ Conversation Rounds / All Scam Trials

