Craig’s List Experiment

1. **Two Datasets**
2. Transaction Dataset (each row corresponds to one full transaction)
   1. Transaction ID (IP address)
   2. Advertisement ID (replicated for each transaction (if possible))
   3. Scammer’s 1st Message
   4. Name – Presence in the scammer’s first message.
   5. Greeting – Presence in the scammer’s first message.
   6. Phone number – Presence in the scammer’s first message.
   7. Number of characters - In the scammer’s first message.
   8. Smart phone – if there is a smart phone signature
   9. Condition – if asked for product’s condition in 1st reply
   10. Price – if asked for product’s price in 1st reply
   11. PayPal – if PayPal was mentioned in 1st reply
   12. E-mail – if an e-mail address was mentioned in 1st reply
   13. Adequate – if the automated reply was adequate to the scammer’s first reply.
   14. Reply – number of time the scammer reply after the fist.
   15. Double them – if the scammer gave the same exact reply more than once.
   16. Double us – if we gave the same exact response more than once.
   17. Receipt – if sent a PayPal receipt
   18. Suggested other pay service, besides PayPal
3. Advertisement (each row corresponds to one advertisement, or duplicate it for each transaction on the previous dataset)
   1. Advertisement ID (the same as before)
   2. Object
   3. Price
   4. Subject
   5. City
   6. Time
   7. Number of resulting transactions (if possible)
4. Questions
   1. How did you decide on the products parameters?
      1. I selected four popular product categories and then randomly selected one ad from Amazon.  Note that it’s not “most popular” since I didn’t have any exact information of popularity.
   2. How did you decide on the number of e-mails and ads?
      1. I posted about one ad per day, per city, per category.  I tried to reply all the received emails based on pre-defined keywords. If the received email does not contain specific keywords, I didn’t reply.
   3. Do all scammers use PayPal? Or we are targeting a very specific scam?
      1. Many of them wanted to use check or money order.  Since those payment methods are difficult to prove that they are scams (we need to receive them and prove they are fake), we targeted on fake PayPal only.
   4. When he asked you to reply to a specific e-mail, what did you do?
      1. I tried to use a given email address, if I perceived any email address in the email content.
5. Research Questions (for this first dataset)
   1. What parameters affect the number of fraudulent responses received by an ad?
      1. We have some numbers, but we are not sure that if the observation is statistically significant.  That’s why we didn’t put the results in our paper.  I will attach those results to this email.
   2. Which parameters of the scammer’s reply indicate wiliness to keep negotiating?
      1. Sorry, I don’t have that information.
6. Research Questions (for the future/ experiments)
   1. Which parameters of the replies affect the behavior of scammers (i.e. deter them from going through with the deal).
      1. Sorry, I don’t have that information.
   2. What parameters affect the number and type of fraudulent responses received by an ad?
      1. Number: I guess it’s same as 3.a.
      2. Type: Sorry, I don’t have that information.