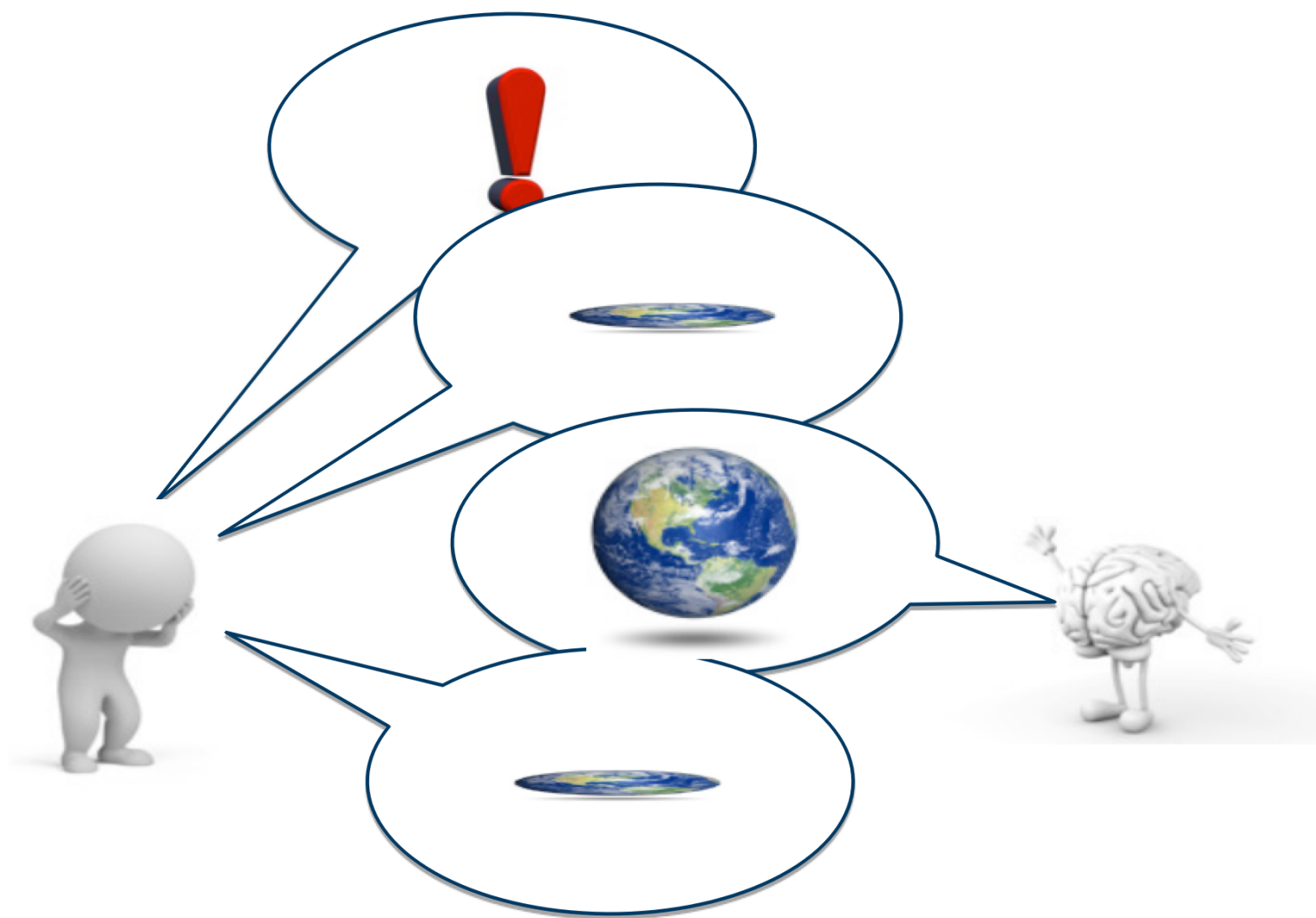
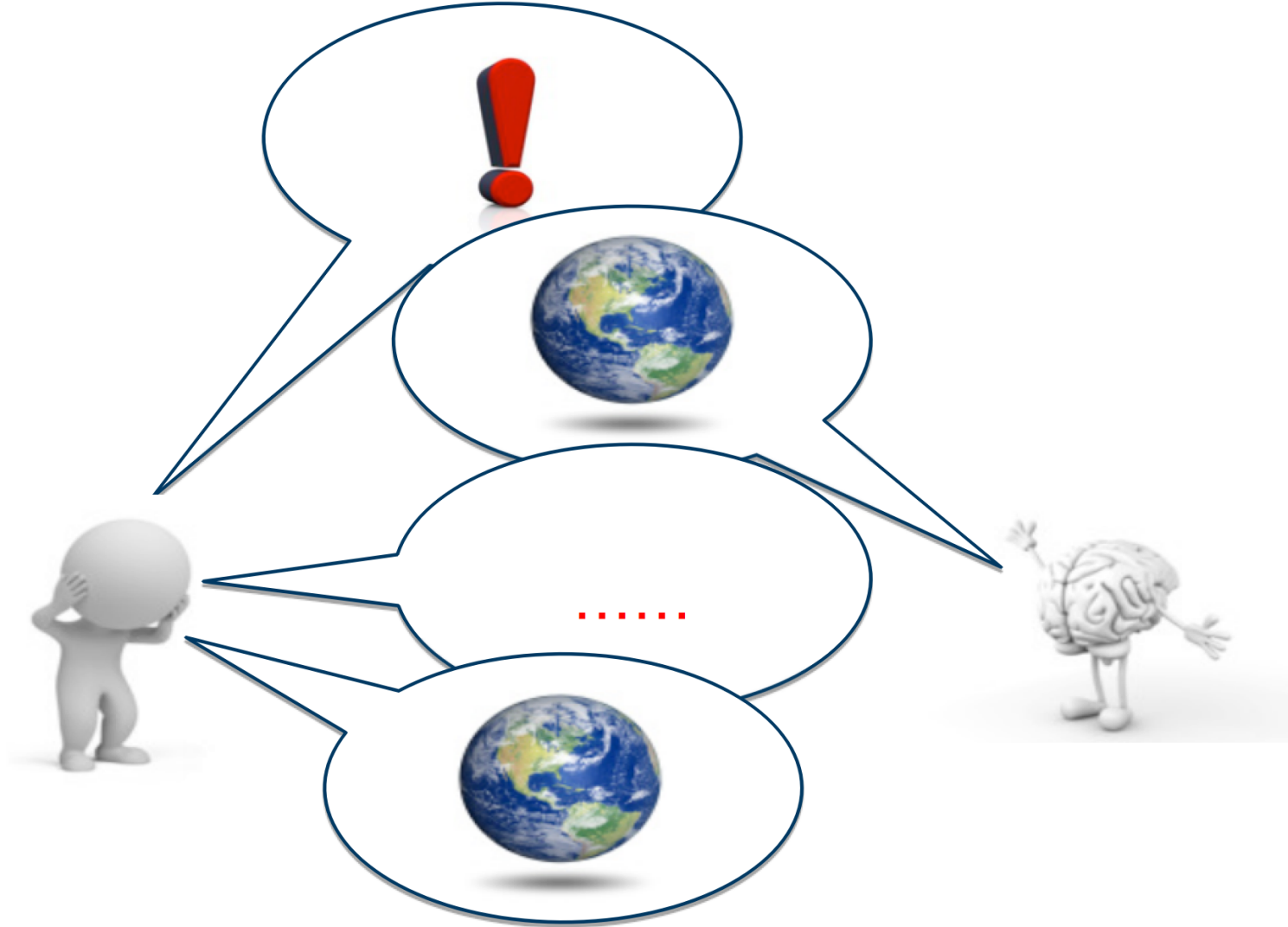


Liar Buyer Fraud, and How to Curb It

Markus Jakobsson, Hossein Siadati,
Mayank Dhiman





Liar Buyer

A consumer orders, receives merchandise - then **reports it not delivered** to get a refund

Usually **not** repeat fraudsters

Challenges

Approach

Focus on **psychological aspects** of fraud

Convey knowledge of identifying information to users –
before they commit to a complaint

Modify the **user interface**

Hypothesis

People listen when the mafia says

“I know who you are, and I know where you live”

Hypothesis: Liar buyers may also listen to this

Experiment Design

Victimize

Motivate to commit crime

Subject to variable treatment

Record reaction

Measure causality by varying the treatment

You got a reply!

Read the reply from Alex!



Simon

Your message:

Hi Alex, I was so disappointed to receive my shipment as it is NOT what was pictured on the sale page! It is not in working order and is in a generally bad condition! I would like a refund and a return label so that i can send it back to you. I don't want to leave you a bad review, but i would like the TV that was advertised. I would be happy to work with you on this. Thanks! Simon



Alex

Alex says:

Sorry! I can't and don't have the time to help you. I have sent the TV in correct shape. I think you are trying to earn something from me! You idiot! I have been in this business for years, and I know people like you. I will not sell you a pen if you contact me again, and will not reply to your emails.

While really angry, you have an idea!

Alex and xBay screwed you! You think of ways to recover your losses.

1- You could order another product with a similar price from xBay (not more because that will not be fair).

2- You wait to receive it.

3- You would then log in to xBay and tell them that you never received what you ordered. (Maybe somebody "stole" the box after the delivery man put it outside your home?)

4- And then you ask for a refund.



You are a good person. I am sorry this happened to you. You have to forgive.

Continue

Resolution Center

Please review the details of transaction and indicate the reason for dispute.

Transaction Information

Transaction ID: **8b65-0983**

Seller Name: **xBay Inc.**

Transaction Amount: **-\$549.99 USD**

Item: **3D WiFi Smart Home Theater System
w Wireless Speakers**

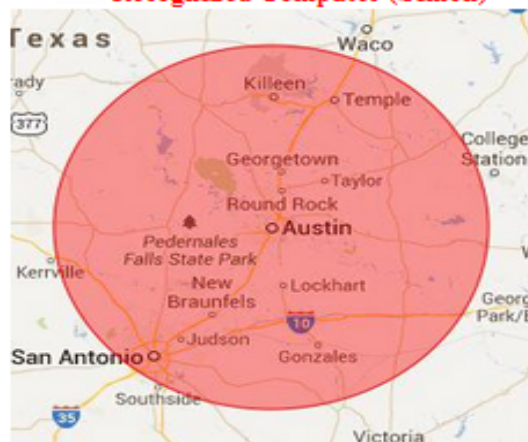
Transaction Date: **23:55:40 March 3, 2013**

Transaction is done from device with IP: **24.45.74.251**

Transaction is done from this location: **Austin, TX**



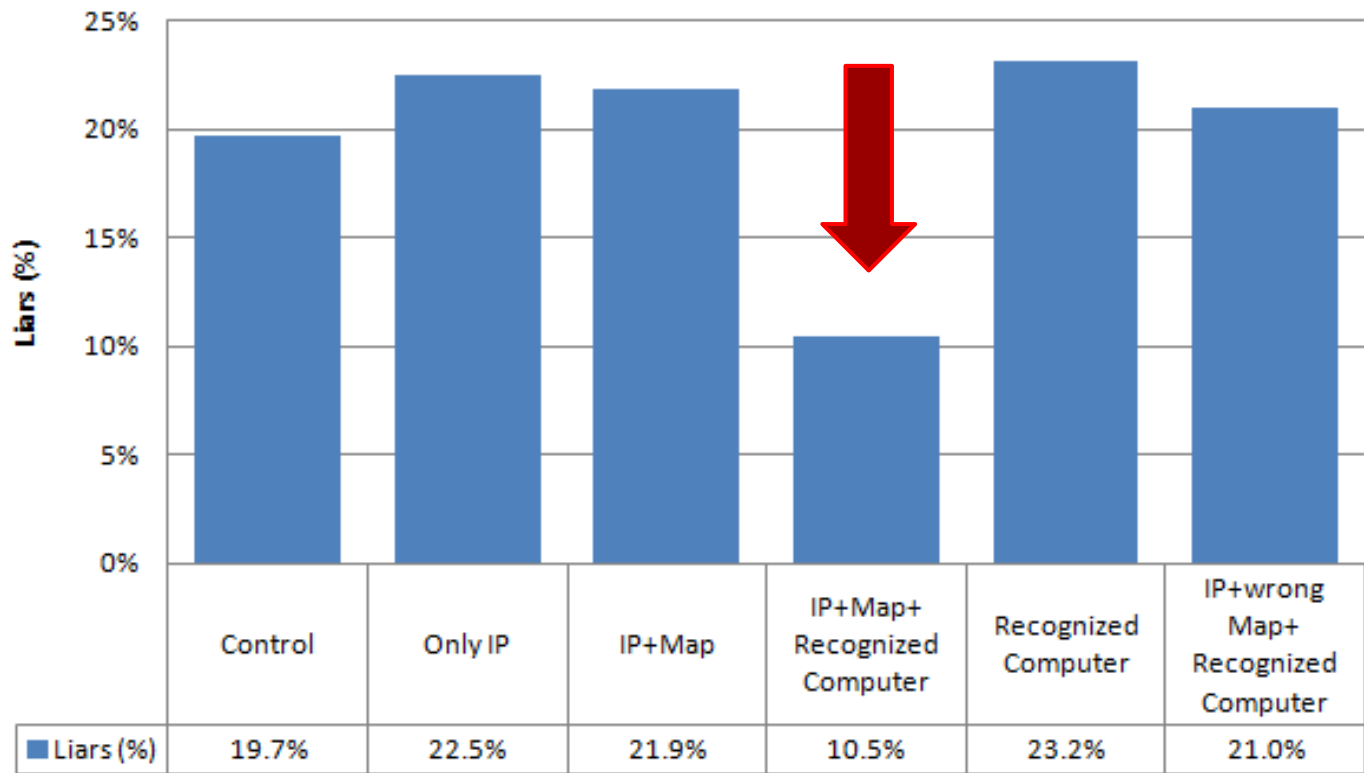
Recognized Computer (Simon)

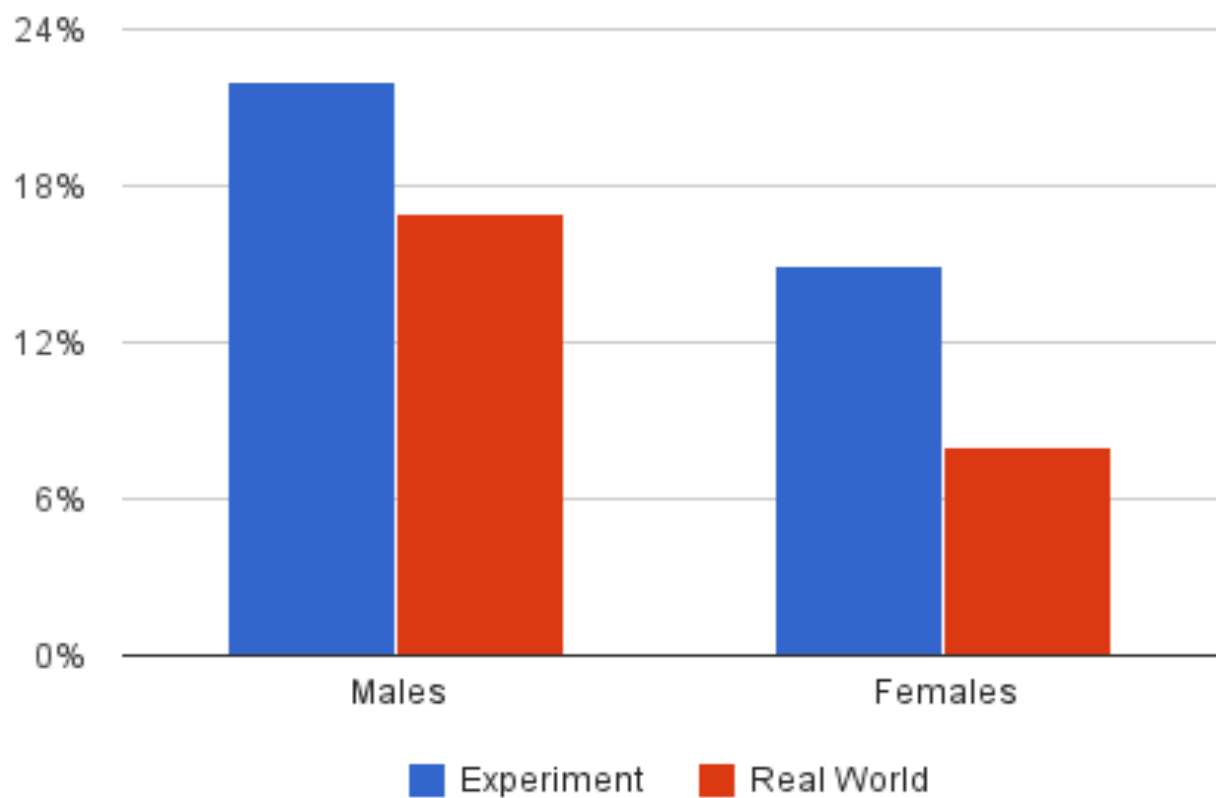


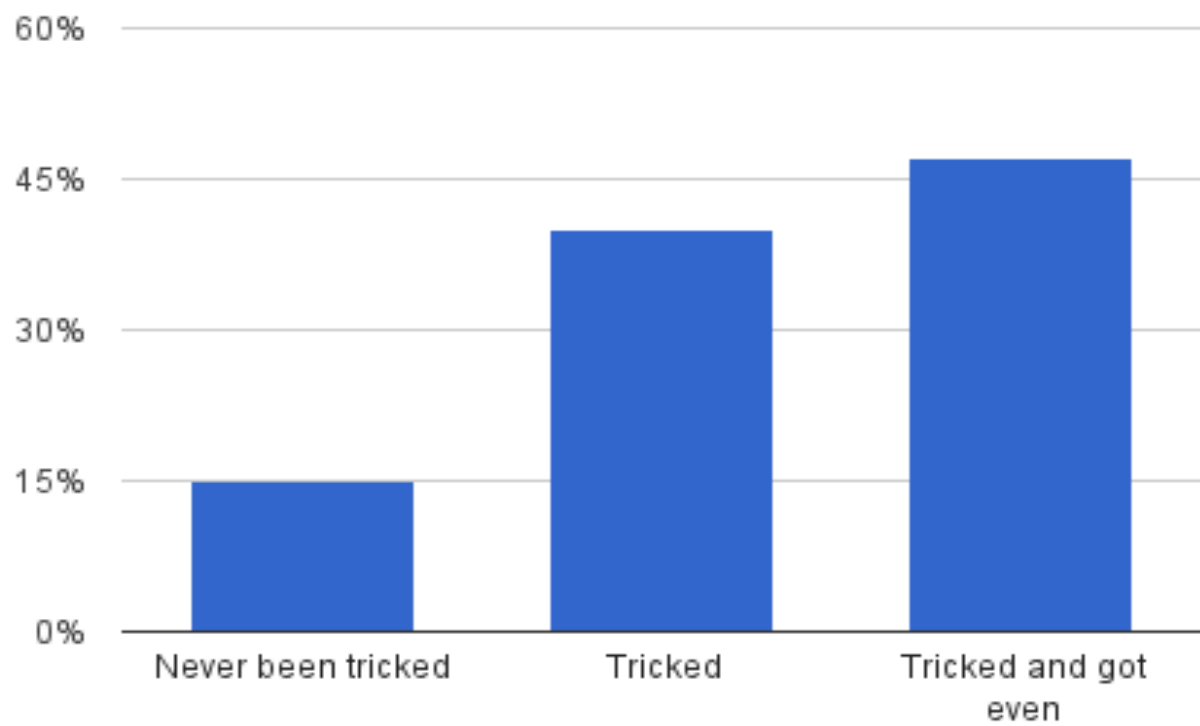
Please select an option to continue:

- Request Refund -- I haven't received my item.
- Cancel Dispute -- I do not have a complaint about this item.

Confirm







Swing Liars

Thanks!

(mdhiman@cs.ucsd.edu)