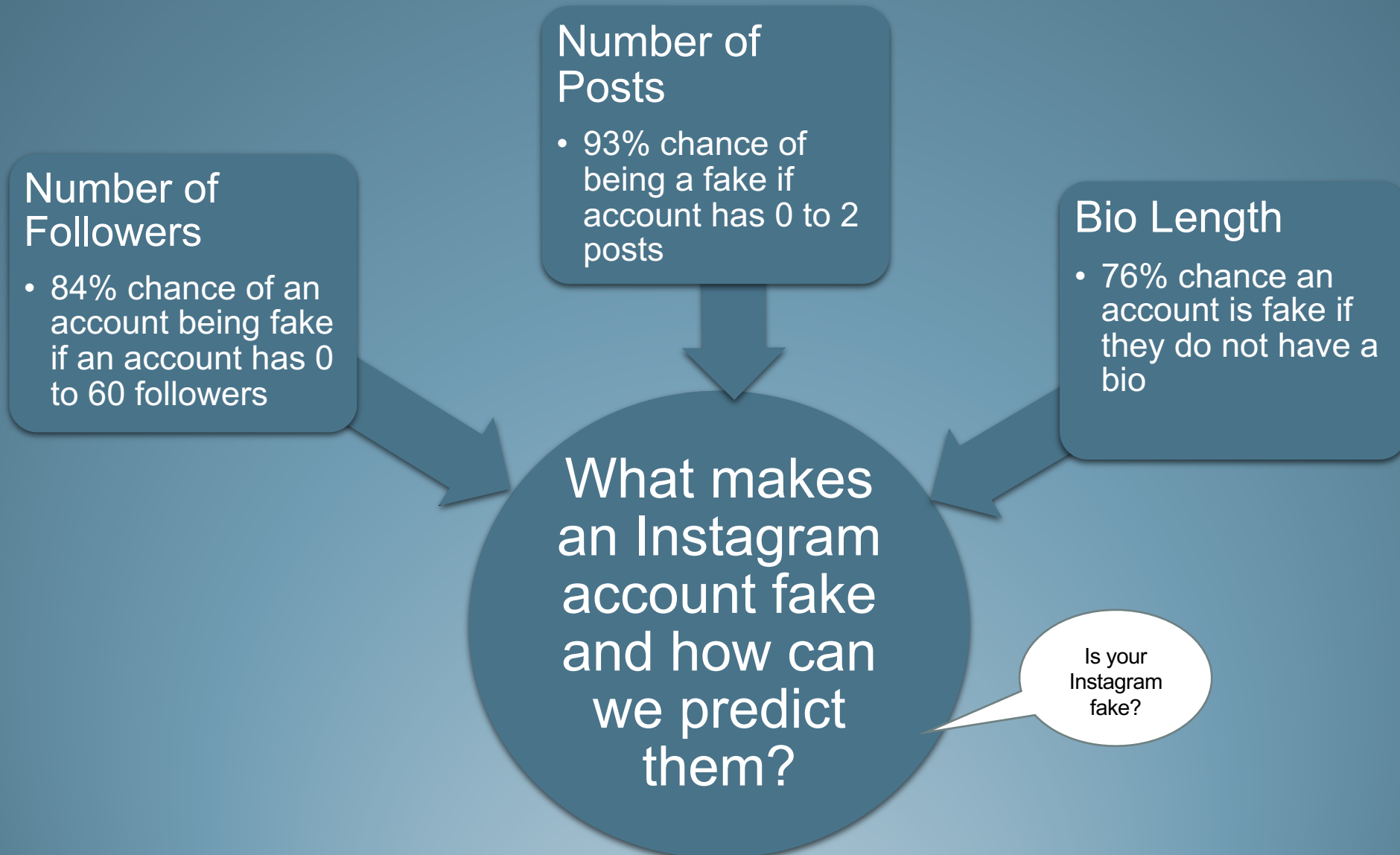




**Spotting
Fakes?**

Drivers of being “Fake”



Limit engagement with fake Instagram accounts!

Giveaways, Investment Promises, Influencer, Catfish

Beef ep 2. 15:48

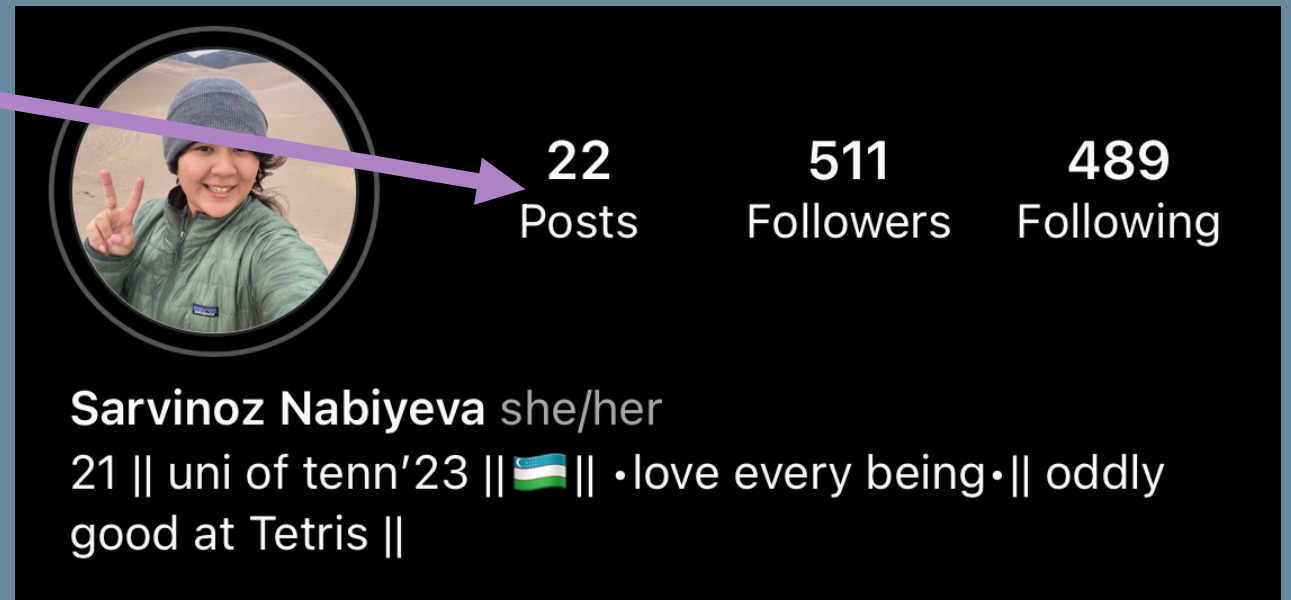
Scams on social media

91% engaged

53% lost money

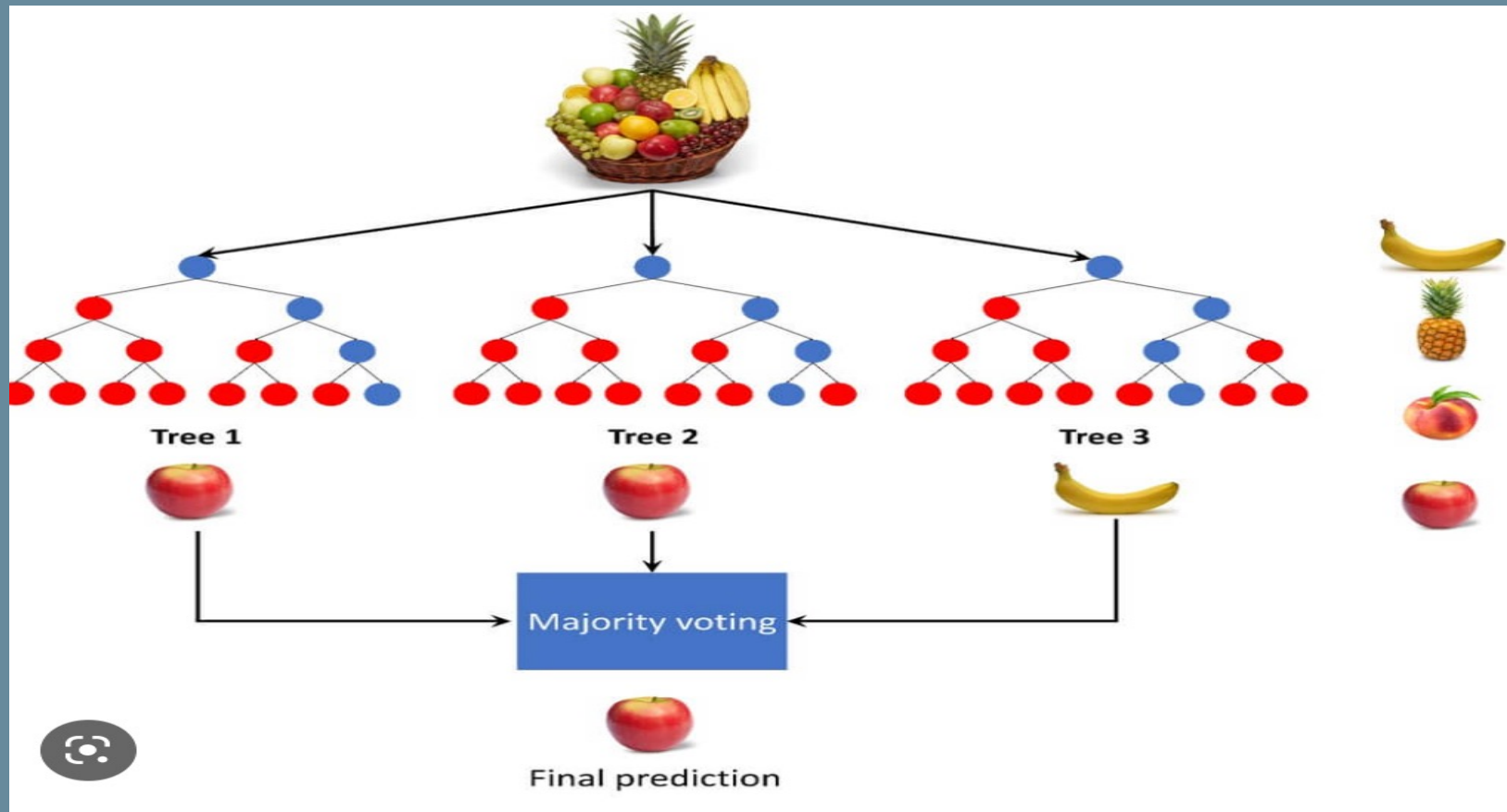
Overall Fake Rate 49.8%

- Profile Picture
- The ratio characters to numbers>25%
- Name also their username
- Number of posts
- Number of Followers

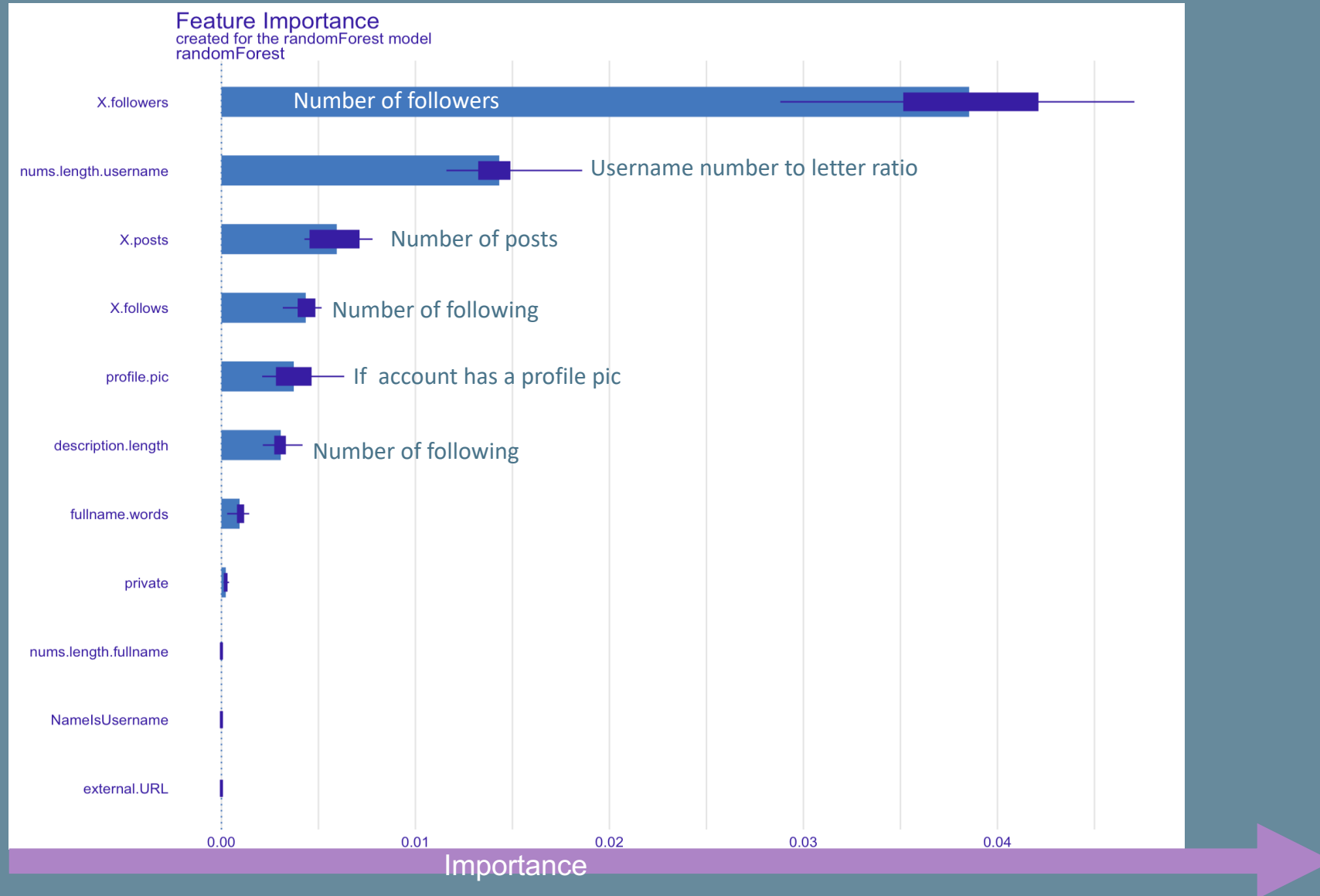


Random Forest 93% Accuracy

- Making predictions on new data

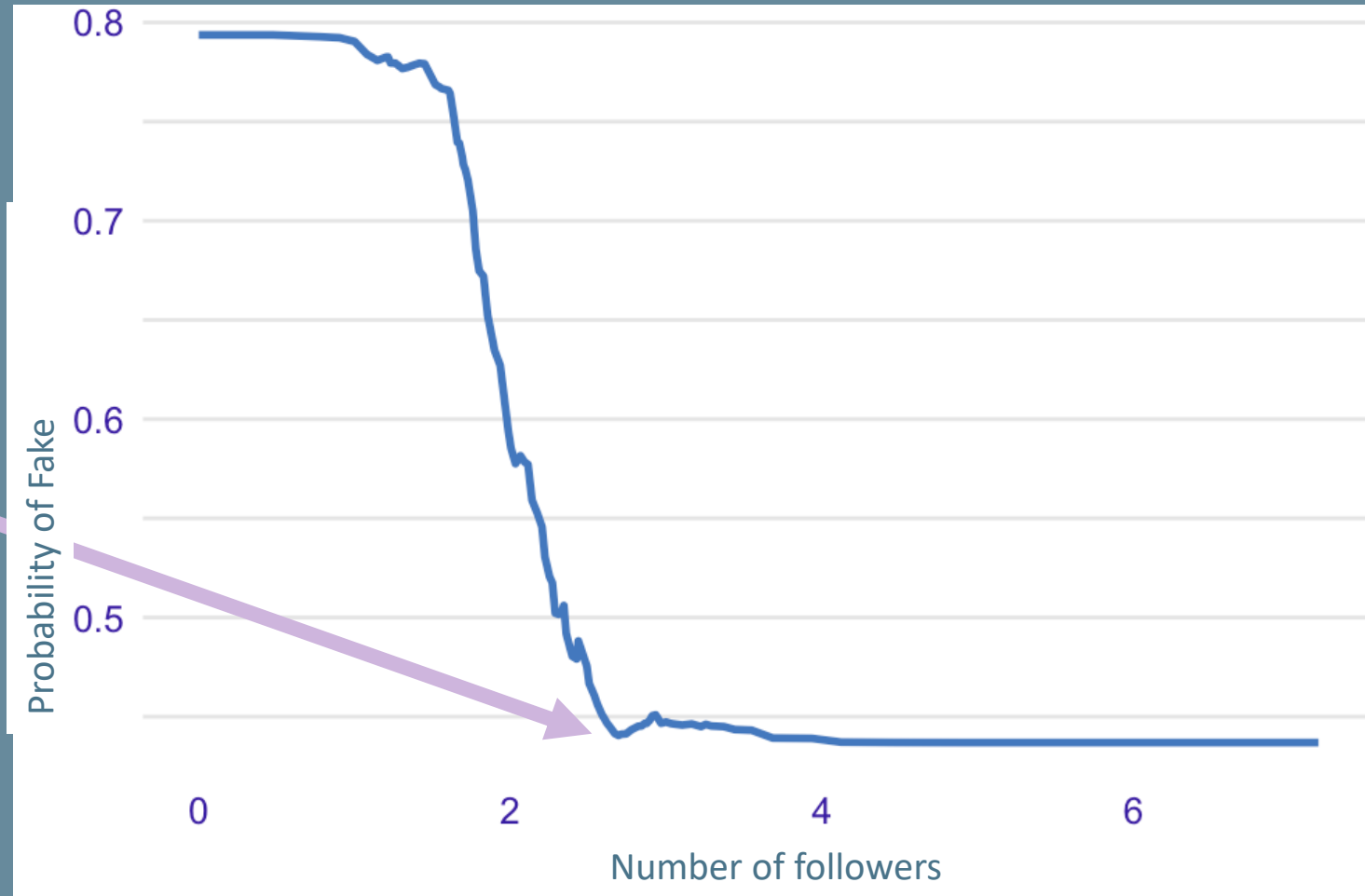


Number of followers is the best predictor of a fake Instagram account



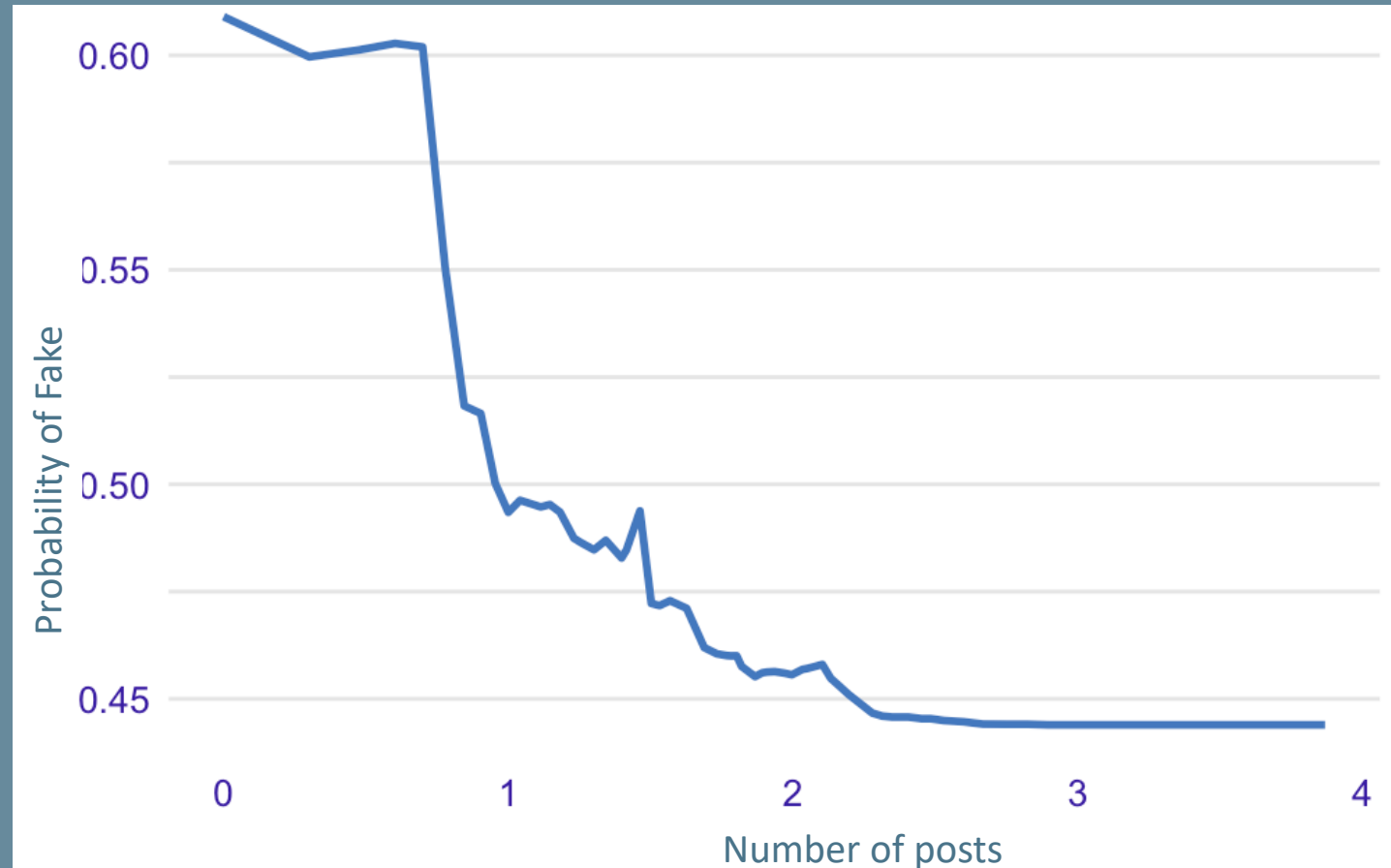
Interact with accounts that have 3 or more followers!

- Engage with accounts that have at least 3 followers
- Note: Scammer accounts create other accounts to follow each other

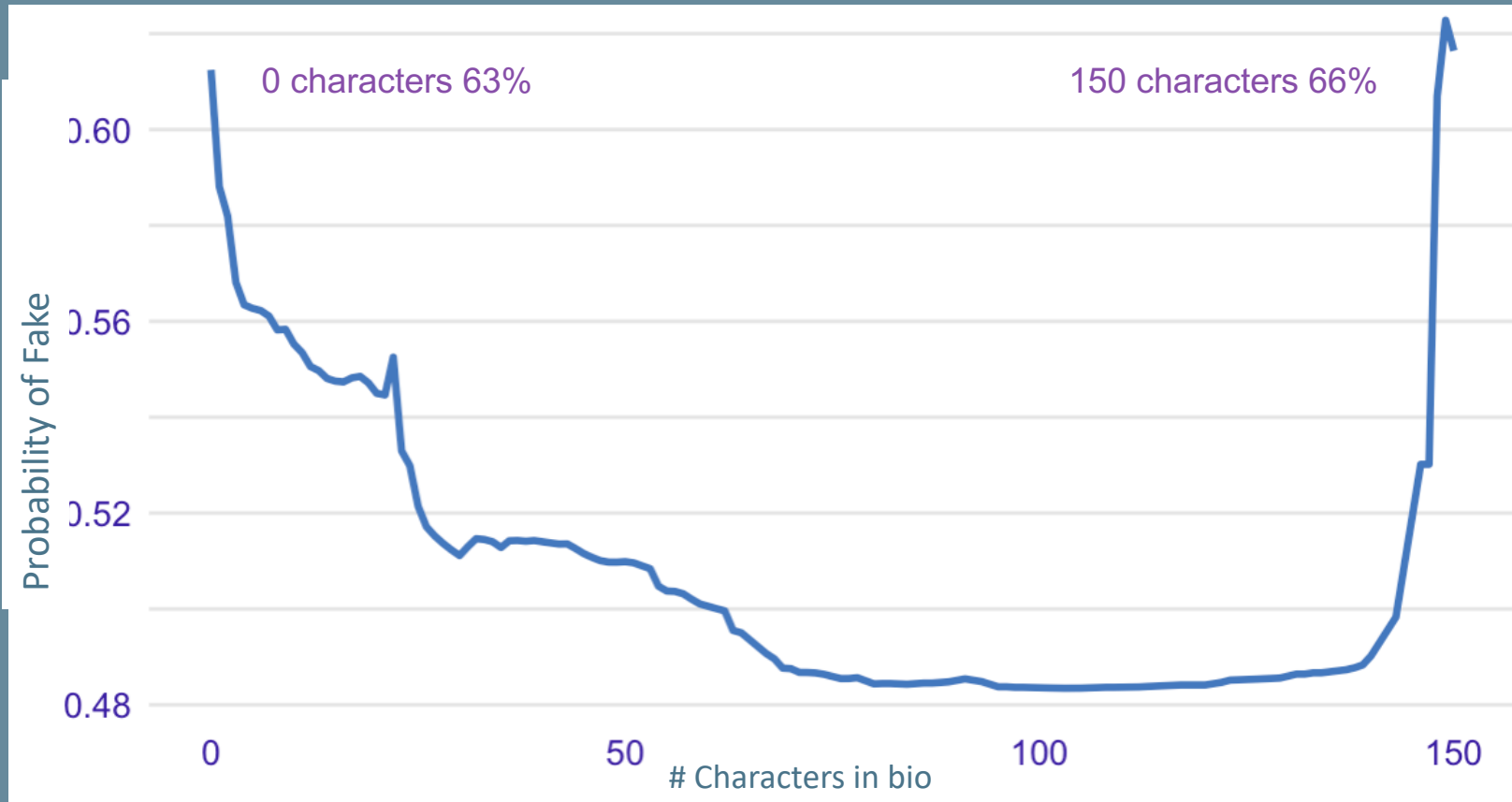


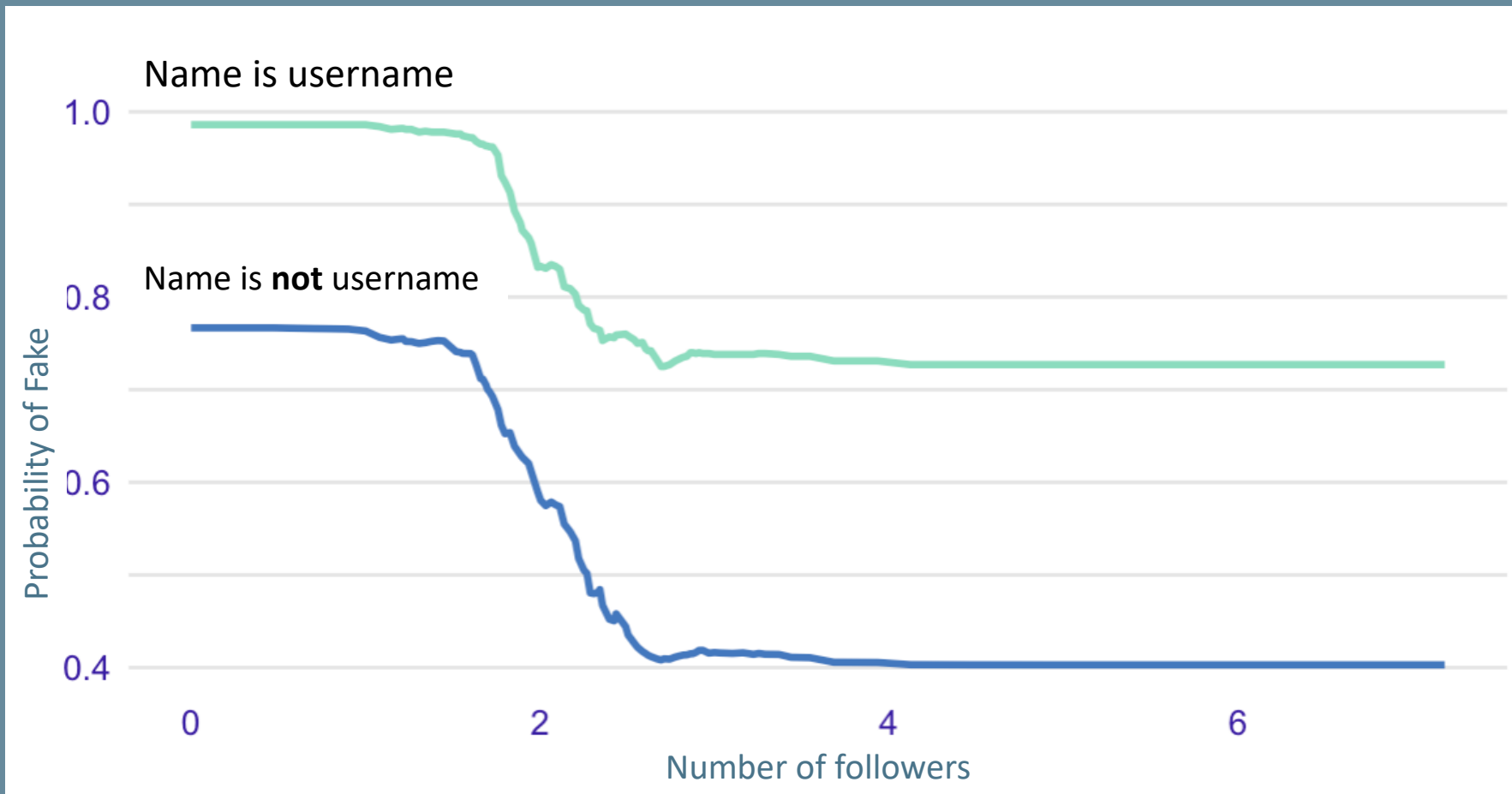
Accounts with 2 or more posts decrease the probability of an account being fake

- Engage with accounts that have at least 2 posts.

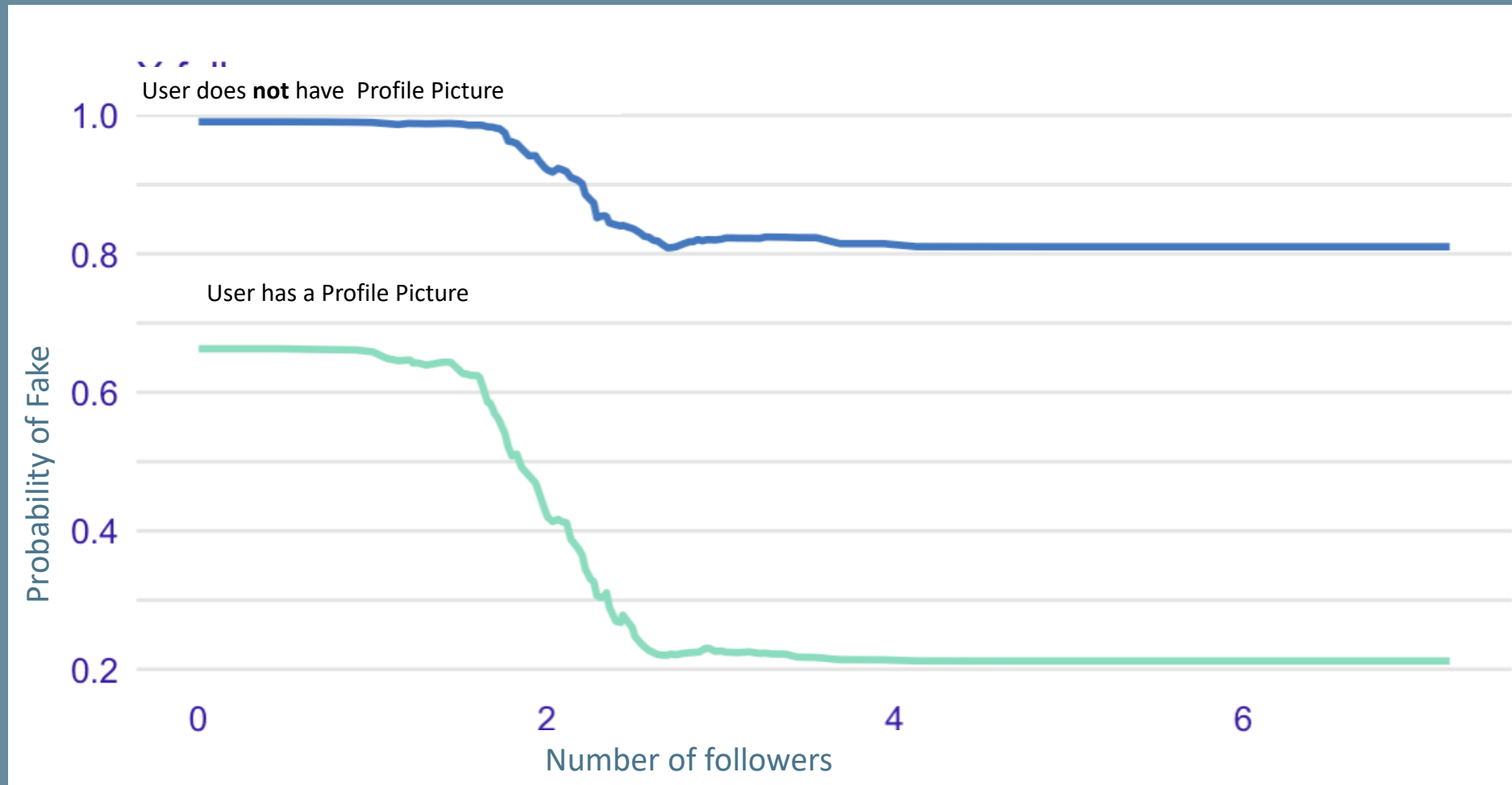


3% difference in probability of fake account with no bio and 150 characters bio





Approximately 20% chance increase probability of being fake when 2 accounts have their Name field as their User Name as well



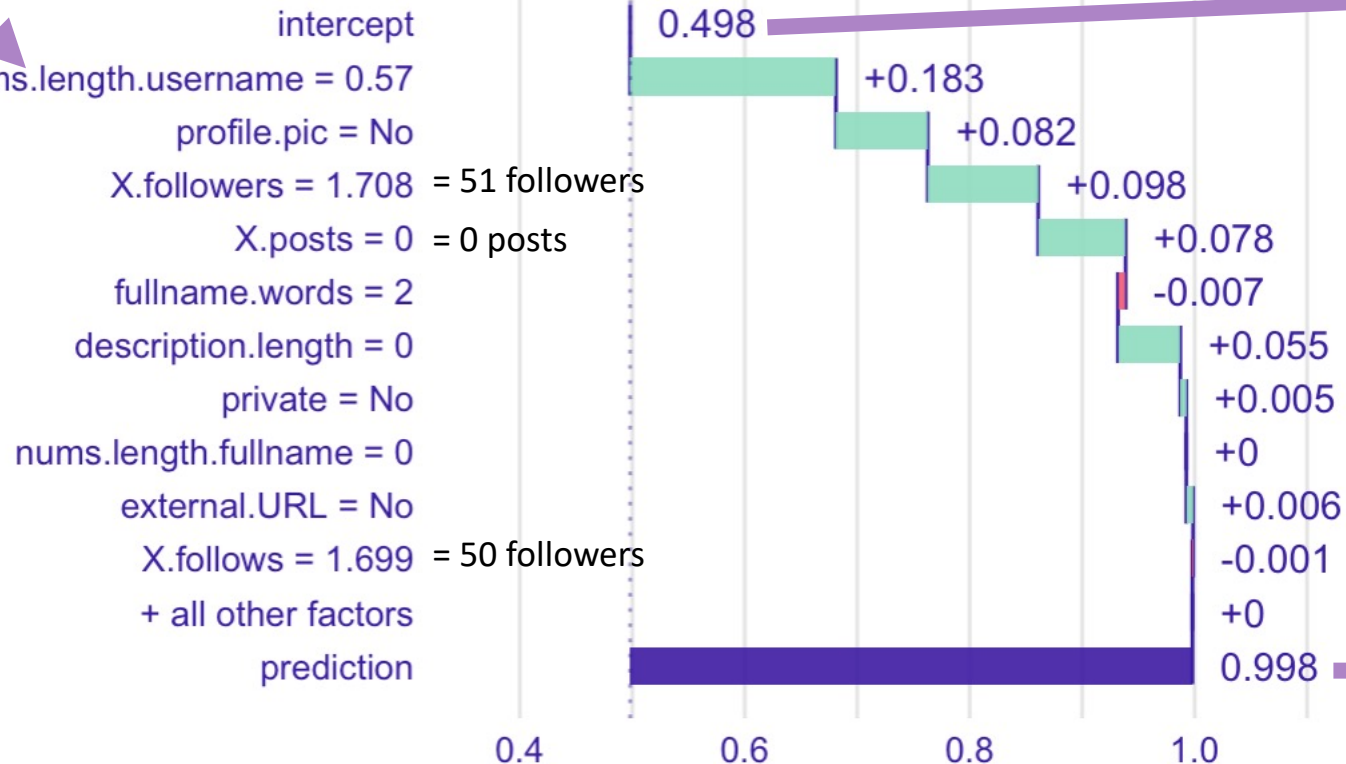
A user with 2 followers and they don't have a profile picture is 3 times more likely to be fake

An account with a higher chance of being fake

Break Down profile

Number to character ratio in username

randomForest



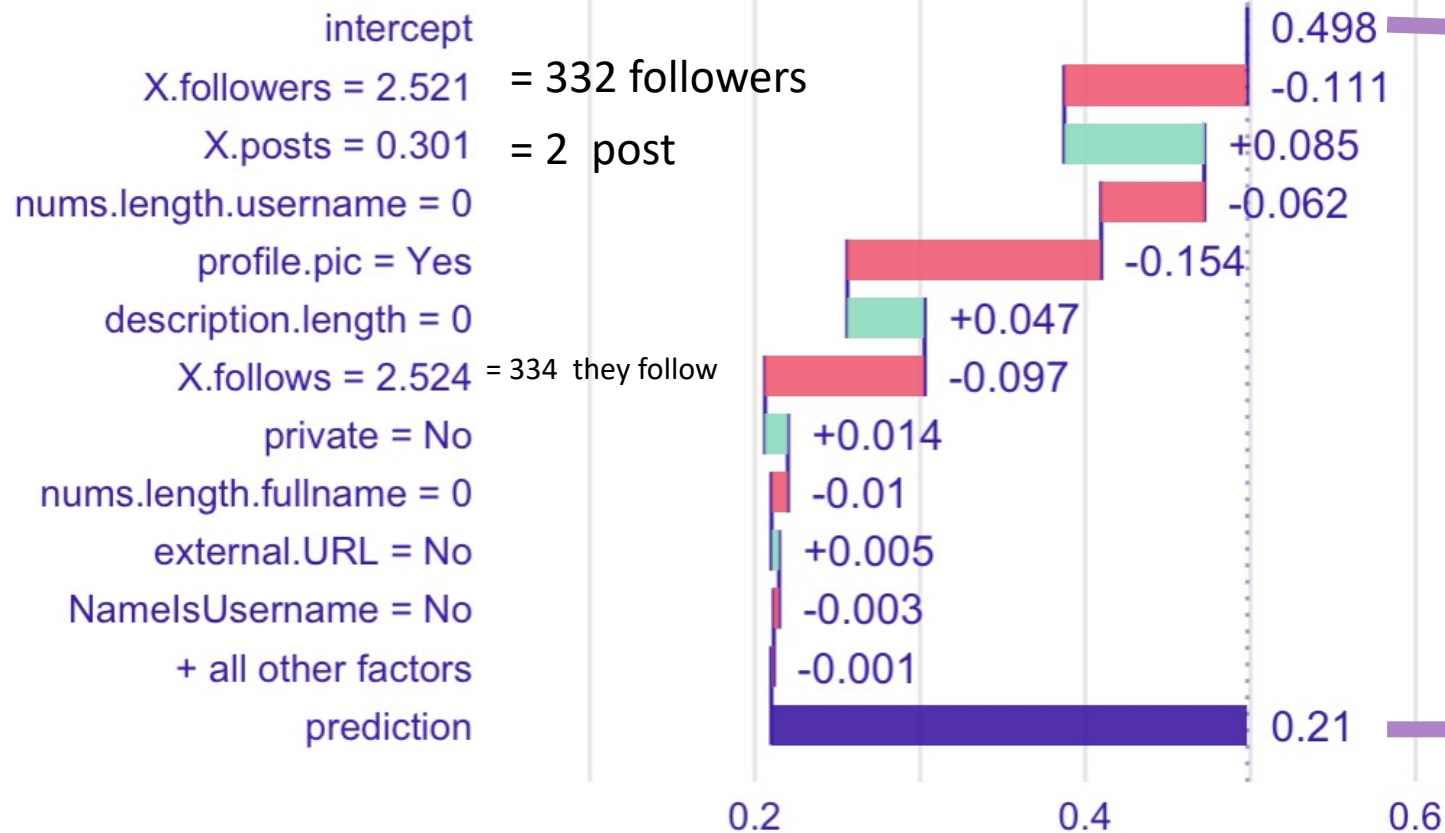
49.8% of accounts are fake in the data set

99.8% chance this account is fake

An account with a lower chance of being fake

Break Down profile

randomForest



49.8% of account are fake in data set

21.0% chance this account is fake

< **sevinchim_me1124** ...


sevinchim_me1124 wants to follow you **Confirm** Delete

 7 Posts 1,982 Followers 54 Following

Sevinchim_me
👉Mahzum bo'lma 📱doim 🙏Alloh sen 🤞bilan 📖
[See Translation](#)

< **juan_beltran3** 😊


juan_beltran3 wants to follow you **Confirm** Delete

 10 Posts 528 Followers 394 Following

Juan Beltran
Snapchat:josegaitan3928
22yrs old

< **axiy087** ...


axiy087 wants to follow you **Confirm** Delete

 8 Posts 419 Followers 360 Following

Elnurbek Toshpolatov
QMU yuridika

< **mening_daerim** ...

mening_daerim wants to follow you **Confirm** Delete

 0 Posts 44 Followers 44 Following

Leyla:@0?
💕Alhamdulillah💕

< **national.nature.by_me** 😊


national.nature.by_me wants to follow you **Confirm** Delete

 176 Posts 5,582 Followers 3,329 Following

national.nature.by.me
[Photographer](#)
From Azerbaijan 🇦🇿
Photo by me 📸
Harikalar yaratan Allah Sensin... gücünü... more
[See Translation](#)

< **alice_fx_cali_** ...

alice_fx_cali_ wants to follow you **Confirm** Delete

 36 Posts 1,227 Followers 4,309 Following

Official_Backupfanpageofswat
Entrepreneur ||Crypto Trader ||Forex Options Trader
Professional Market Analyst 5years trading
experience CS TrustedManager DM TO GET
STARTED NOW



Key Takeaways to avoid getting scammed or spammed

Accounts with low follower counts, number of posts and the number to character username ratio

