

Forum:[Hack Forums](#)

Thread: [Facebook Scam Alert - What Really Happens When You "Like"](#)

Morchid - May 9, 2013, 9:27 am

Quote: You've seen those pictures posted on Facebook "type 'move' into the comments and watch what happens" or "If I get a million likes my dad will get me a car." They seem innocent enough, but they are big business, and you are not doing yourself any favors if you like or comment.

The classic example is a colorful picture of a prism with the image from the cover of Pink Floyd's Dark Side of the Moon album in it. It's

accompanied by the caption: "OMG it really works ? Step 1: Click on the Picture. Step 2: Hit Like. Step 3: Comment "MOVE" Then see the Magic!!" You see in your news feed that your friends have liked and commented on the image, so clearly something amazing must happen when you interact as directed. So you click, you comment, and... nothing happens.

Or at least you think nothing happens. But your activity has now spread this image and the page into the news feed of all your friends.

Like Farming

It's called Like Farming. Here's how it works. Someone creates a page and starts posting photos inspirational quotes or other innocent content. You like the page and it now shows up regularly in your news feed. Anytime you interact with a post, that activity shows up in your friends' news feeds. The more likes the page gets, the more it shows up. The more comments each picture gets, the more power the page gets in the Facebook news feed algorithm. And that makes it more and more visible.

The social engineering of these sites is impressive, stimulating pictures like the Pink Floyd image described above or moving stories of 'causes' that need your likes for support. The most famous of these revolved around a girl called "Mallory"

"This is my sister Mallory. She has Down syndrome (sic) and doesn't think she's beautiful. Please like this photo so I can show her later that she truly is beautiful." But there is no Mallory. The picture is of a girl named Katie whose mother is horrified that her daughter's image is being used for the scam.

Scammers Are Making Money Off Your Likes

So why would the owners of these fan pages go to such lengths to scam us into liking? Because there's money to be made from them.

When the page gets enough fans (a hundred thousand or more) the owner might start placing ads on the page. Those ads show up in your news feed. They could be links to an app, a game, or a service they want you to buy. It could be a "recommendation" for a product on Amazon where the page owner gets a commission for every purchase made through the link. Or more nefariously, the page owner could be paid to spread malware by linking out to sites that install viruses on your computer for the purposes of identity theft. Bottom line: access to your news feed is lucrative.

Fan Pages For Sale

Just as a magazine that sells ads, these pages are a business, and they can be bought and sold just like any other business. Online message board, Warriorforum.com listed multiple sites for sale like this page with almost 500,000 fans of hamburgers. Price tag to buy the site: \$5000. Another

site about cuddling has over a million fans and was listed for sale on Warrior Forum for \$7000. Many of these postings on Warrior Forum come and go for fear that Facebook will find out about them and take the sites down. For example, I found this Friends TV show page for sale for \$8500 but the Warrior Forum listing has since been removed. This page has 1.8 million likes and posts a note right on Facebook stating it's for sale – no price listed – just a warning against “low offers.”

A spokesperson for Facebook says selling pages is specifically against the terms of service, and any page that is sold or engages in fraudulent behavior can be removed. But clearly this is a cat and mouse game, with Like Farms popping up on a regular basis.

How To Unlike

If you've liked something and now regret it, you can unlike it. Go to your profile, choose “more” button and choose “likes” from the drop down menu – then “Unlike.”

If you have friends who are over-liking on scammy posts, share this on your Facebook Page so they'll get the message.

<http://ca.news.yahoo.com/blogs/upgrade-your-life/facebook-scam-alert---what-really-happens-when-you--like--150959399.html?vp=1>

Subpar - May 9, 2013, 10:14 am

Always known there was something behind all those random ass facebook pages.

Vintage????? - May 9, 2013, 10:18 am

It was quite obvious, no way social media could interact upon their parents buying em a car..

Jonjonstar - May 9, 2013, 10:21 am

Now I get it, thanks for the information about these 'give me like' posts!

y try it y - May 9, 2013, 11:02 am

Old stuff, it was pretty obvious. But this doesnt envole meme fan pages?

KingGeedorah - May 9, 2013, 11:16 am

Thanks for the info, I always knew something slimy was going on with these, but I never really took the time to think it through. :3 Too much brain clutter.

Seki - May 9, 2013, 2:31 pm

I hate these "like-for-xyz" posts, spammed all over my facebook page. I already knew they just want to make money with my like..

Chlamydia - May 9, 2013, 5:28 pm

Also known as, social network marketing.

It's not really a scam, a scam should be something that is somewhat believable. This is blatantly fake, and I lol at all the people that like and share, because they're stupid as fuck.

People create pages so they get likes, and then they sell products. If they're advertising a product from Amazon, it's not a "scam", it's just an advertisement.

Hinshi - May 9, 2013, 6:02 pm

Disregarding the abundance of arbitrary fallacious religious posts in similar regards, I'd think such a study is quite obvious. Either that, or I have my standards set too high for our current generation. Regardless, within conjunction with the Facebook games in which are granted access to your

account, it is an utter mess for technological illiterate people, or people in which have little reasoning within their set of traits. I use Facebook to keep up with my favorite corporal outputs and things of the like personal notifications especially, specifically family), and that's it.

Great Prosperity - May 9, 2013, 6:41 pm

What an ignorant article? And they call fanpage owners scammers? More like savvy marketers is the real reason. Also tell me something I don't know and \$10 per 1k likes is way overpriced for a fanpage.

Pops - May 10, 2013, 1:34 am

My dad explained this to me mid last year. He runs a fb page for his radio show which gets around 3mil weekly views just from exposure due to people liking the posts. Its pretty amazing that it gets so much traffic as it only has 15k likes, and we live in New Zealand :O

Kirian - May 10, 2013, 1:39 am

(May 9, 2013 11:02 AM)y try it y Wrote: [\[CITE\]](#) Old stuff, it was pretty obvious. But this doesnt envole meme fan pages?

Meme pages are funny, this guy are talking about the ones that say "Like if you think she is beautiful, she has cancer!" I even saw the girl that took the selfie say, "Fuck you, I don't have cancer, I shaved my hair for charity, stop trying to get likes." Dead serious. Proves that these Teen Pages are like-whores, well money-whores in this case now..

Subpar - May 10, 2013, 2:30 am

(May 10, 2013 01:39 AM)CillyCunt Wrote: [\[CITE\]](#) Meme pages are funny, this guy are talking about the ones that say "Like if you think she is beautiful, she has cancer!" I even saw the girl that took the selfie say, "Fuck you, I don't have cancer, I shaved my hair for charity, stop trying to get likes." Dead serious. Proves that these Teen Pages are like-whores, well money-whores in this case now..

Sad that such a good response was made from a super childish username.... But yes.

I agree with this dude.

A + - May 10, 2013, 2:52 am

You won't sell a fanpage with 1 million likes on HF for 8,500 lol. Still, nice niche xp