

PINTEREST ATTRACTION BETWEEN USERS AND SPAMMERS

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ABSTRACT

Over the last few years, Online Social Networks (OSN) have become one major way for millions of users to interact and communicate with each other. OSNs had a deep impact in changing the way people practice their social life partially and replacing some conventional ways people use to keep in touch with family and friends. In 2010 a new member has joined the OSN World, this new member is Pinterest. Pinterest has experienced exponential growth since its birth date. Among all Social Networks, the fastest growing one in 2012 was by far Pinterest. As spammers usually go where users go, it is not surprising that Pinterest is increasingly attracting both users and spammers. Spam on Pinterest has been the hot topic this past year among users, reviewers, and reporters. Although the spam problem in OSNs has been studied before for many networks such as Facebook and Twitter, we mark this paper to be the first review to spot the problem of spam and fake accounts in Pinterest. In this paper, we take a closer look on spammers' activity on Pinterest, trying to make a good understanding of how they operate and how they target end users.

KEYWORDS: Online Social Networks, Spammers, Fake Accounts