

Can you spot the real one: Consumers' ability to detect real vs. fraudulent tickets

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GASA

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THE WORLD CUP

World Cup ticket scams target desperate fans

Fake FIFA sites, social media sellers and AI-made listings are turning World Cup excitement into a costly trap

🕒 This article is more than 1 month old

Taylor Swift fans being targeted by ticket scammers disguised as social media 'friends', Victoria police warn

Can you spot the real one?



WEEKENDS WITH ADDELE

THE COLOSSEUM: CAESARS PALACE, LAS VEGAS
2024/01/19 · 8:00 PM SECOND MEZZANINE 404, ROW F
Price: \$ 400.00



THIS IS YOUR TICKET. PRESENT THE ENTIRE PAGE AT THE GATE



VISIT
RWANDA



7677001

131055002220039244226802



VISIT
RWANDA

WELCOME BACK TO EMIRATES STADIUM



131055002220039244226802

Arsenal v Chelsea
Premier League
Saturday 29 April 2023 Kickoff at 15:00

Membership: 4488122 **Adult**

Block: 103 **Row: 21** **Seat: 343**

Enter via: North Bank Turnstile E **£357.00**



131055002220039244226802



TERMS AND CONDITIONS

The use of this ticket constitutes acceptance of the Club's applicable terms and conditions, which are available to view at www.arsenal.com/ticket-membership-terms and at the Stadium.

The Club reserves the right to eject from the Stadium any person who fails to comply with such terms and conditions.

BOX OFFICE ENQUIRIES

www.arsenal.com

020 7619 5000

KEY INFORMATION



HANDS

We recommend washing your hands frequently with soap and water for at least 20 seconds and using hand sanitiser dispensers where available.



FACE

We recommend wearing a face covering at all times, especially in enclosed or crowded areas, such as stadium concourses and/or toilets.



SPACE

We recommend maintaining social distancing where possible. Avoid hugs, high-fives, handshakes and close contact with people who are not in your party.



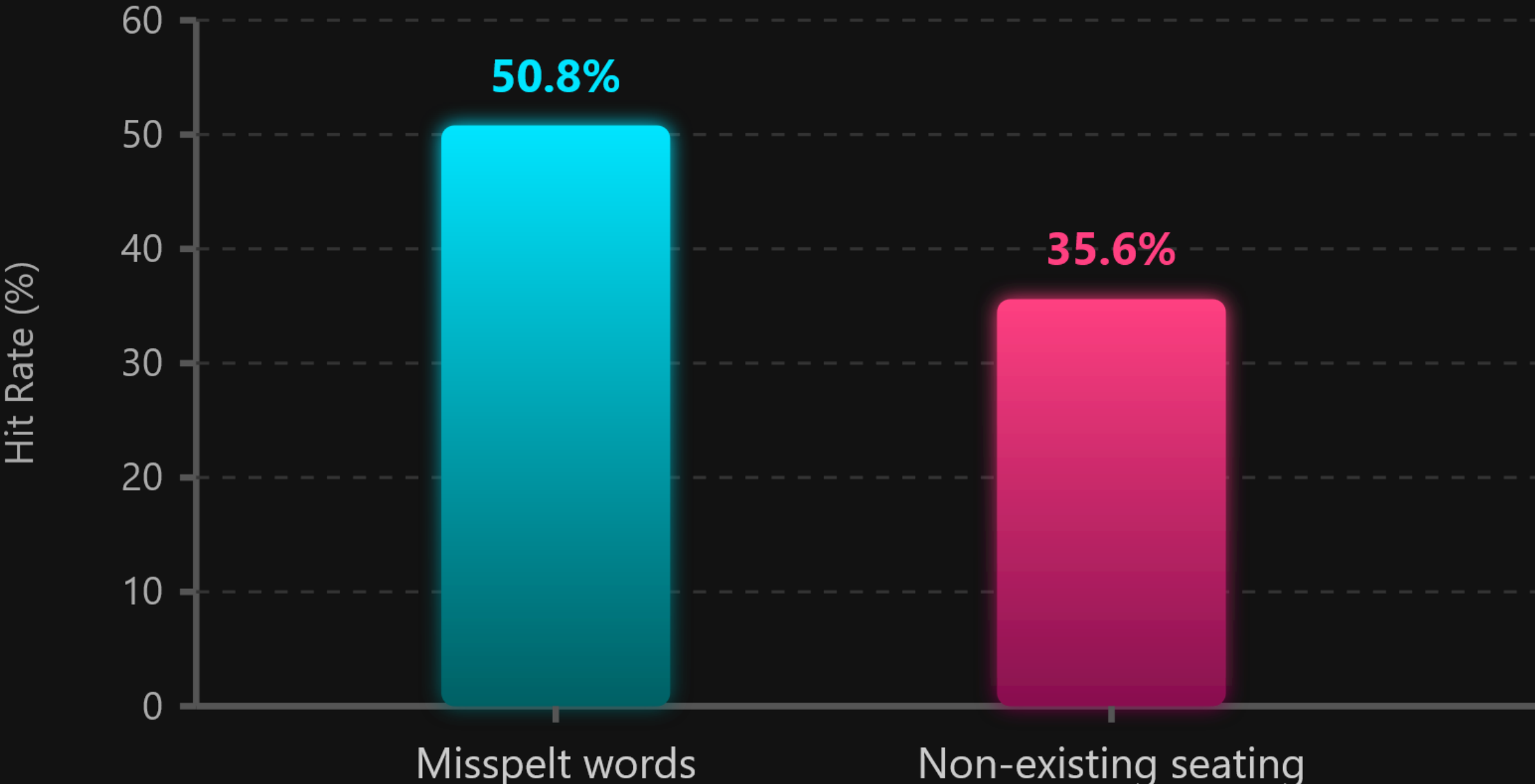
Prolific: 202 adults (Age=42.94; M=100)

Material and procedure

- 8 (4 real) different tickets (concerts, football, comedy and musical).
 - Are they real or fake?
 - Will they buy the ticket?
 - Confidence in their judgment?

What did we find?

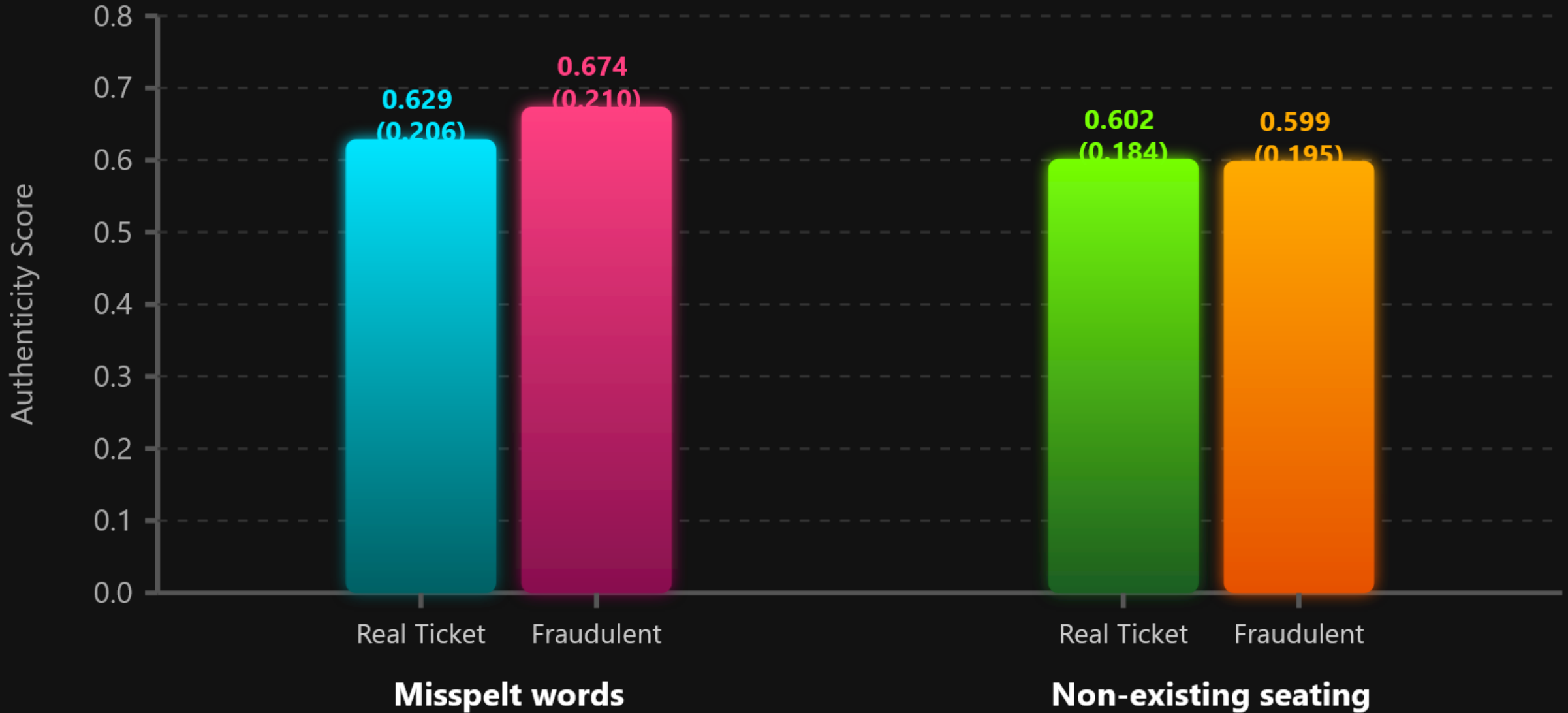
Hit Rates by Scam Type



Likelihood to buy a ticket



Confidence in ticket authenticity



In a nutshell

- Poor discriminability (especially for the non-existent seats).
- High intention to buy tickets
- High confidence, but unrelated to performance.

Study 2: Time pressure

Study 2

- Like study 1, with 2 modifications:
 - A sign that said only 1 ticket left.
 - Time pressure: 30 seconds.

Results

- Overall, very similar to study 1.
- Lower confidence.
- Higher likelihood of buying a fake ticket!
- Poor discriminability was associated with a higher intention to purchase a ticket.

Study 3: Intervention

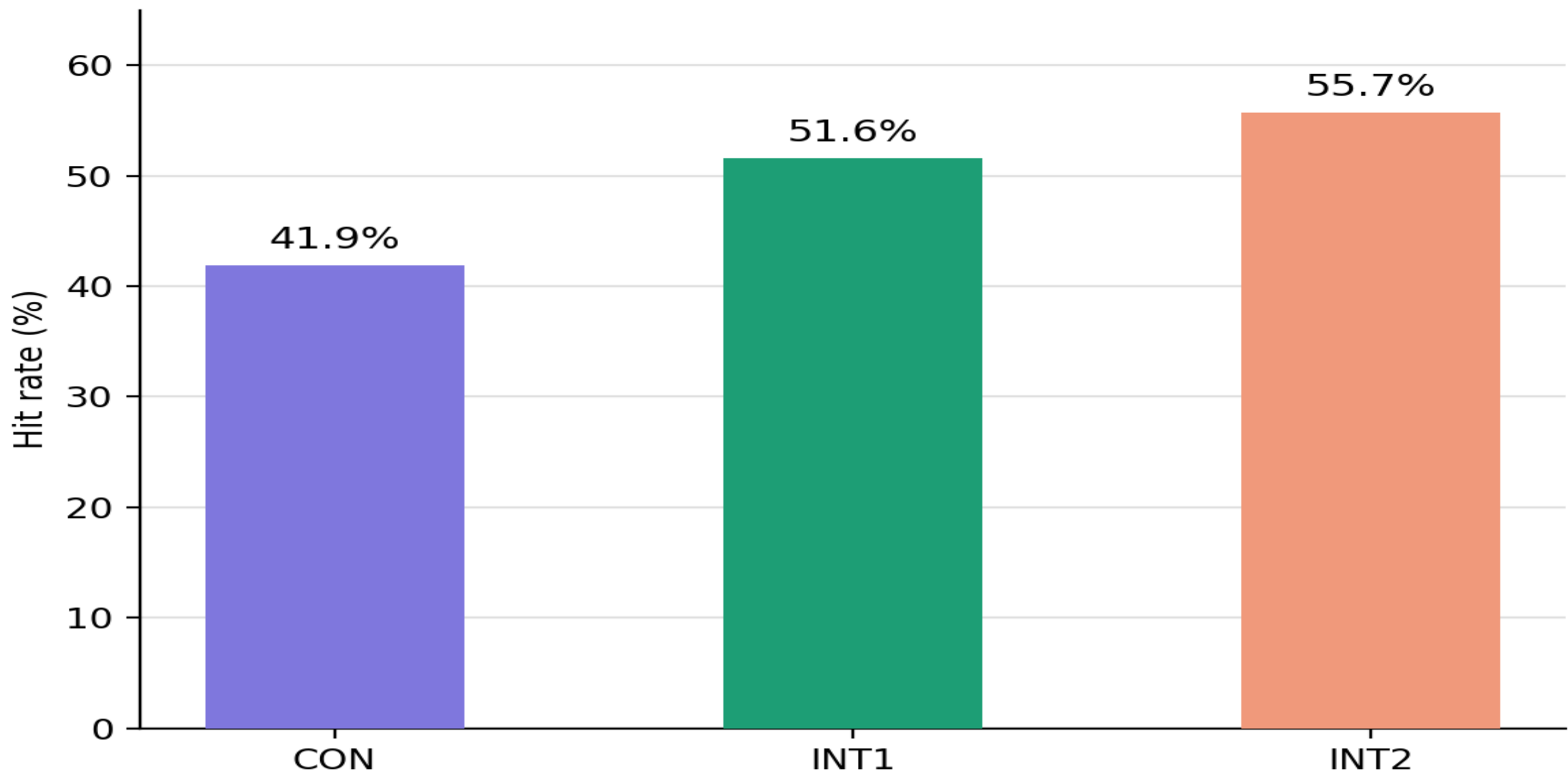


Prolific: 302 adults (Age=42.37; M=150)

Three groups

- Control condition
- Arm 1: Participants were informed how to identify fake tickets. They were then asked two general questions about the material and two practical questions on event tickets.
- Arm 2: Intervention 1 + two questions per ticket asking whether participants reviewed the ticket thoroughly and whether they wished to re-examine the ticket for authenticity

Hit rate for each group



Group Comparison by Scam Type

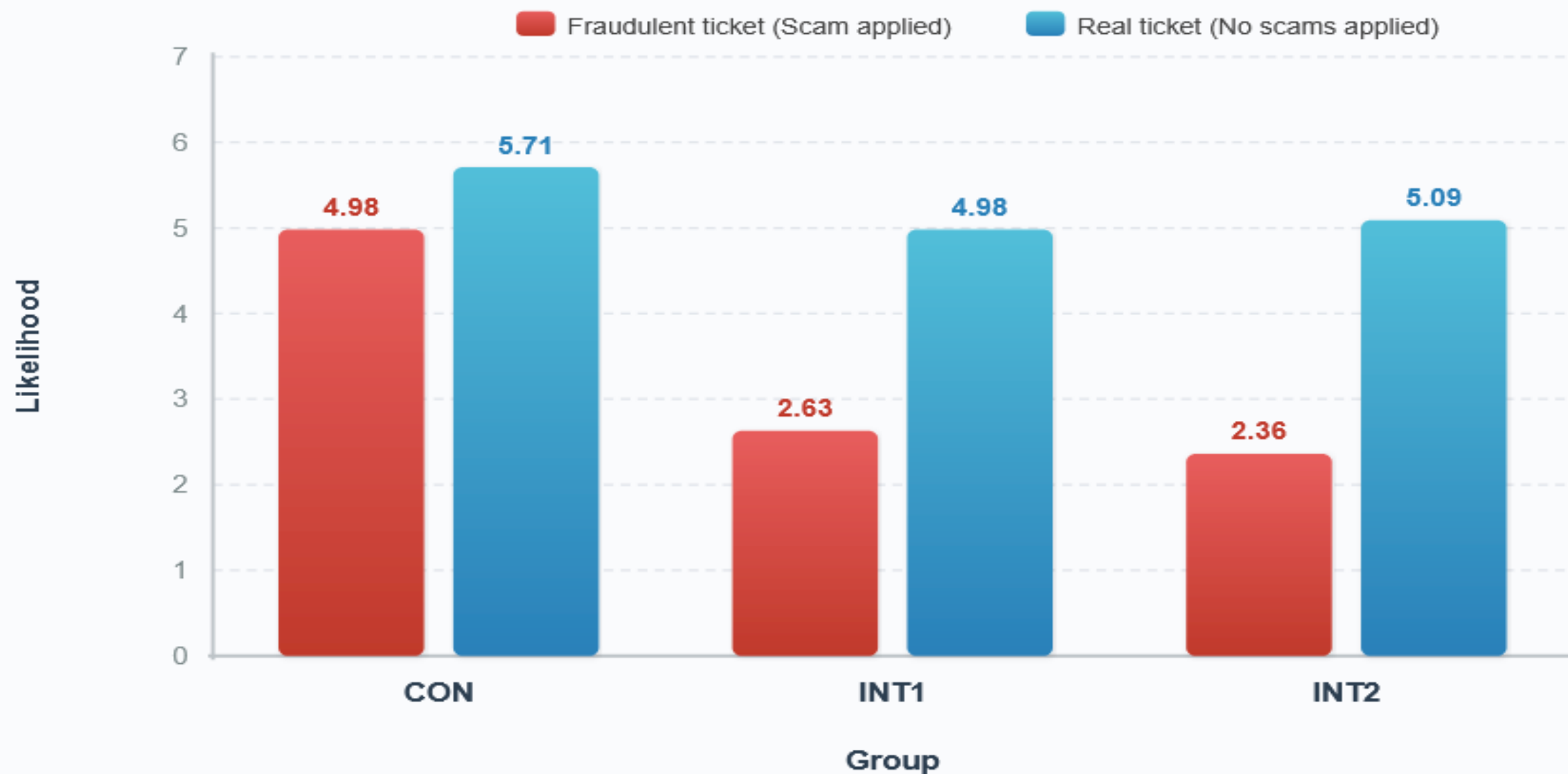
Percentage across participant groups

CON INT1 INT2



Likelihood of Buying a Ticket: Misspelt Words

Scam type comparison across groups



Values represent mean likelihood ratings (SD omitted as requested)

Likelihood of Buying a Ticket: Non-existing Seats

Scam type comparison across groups

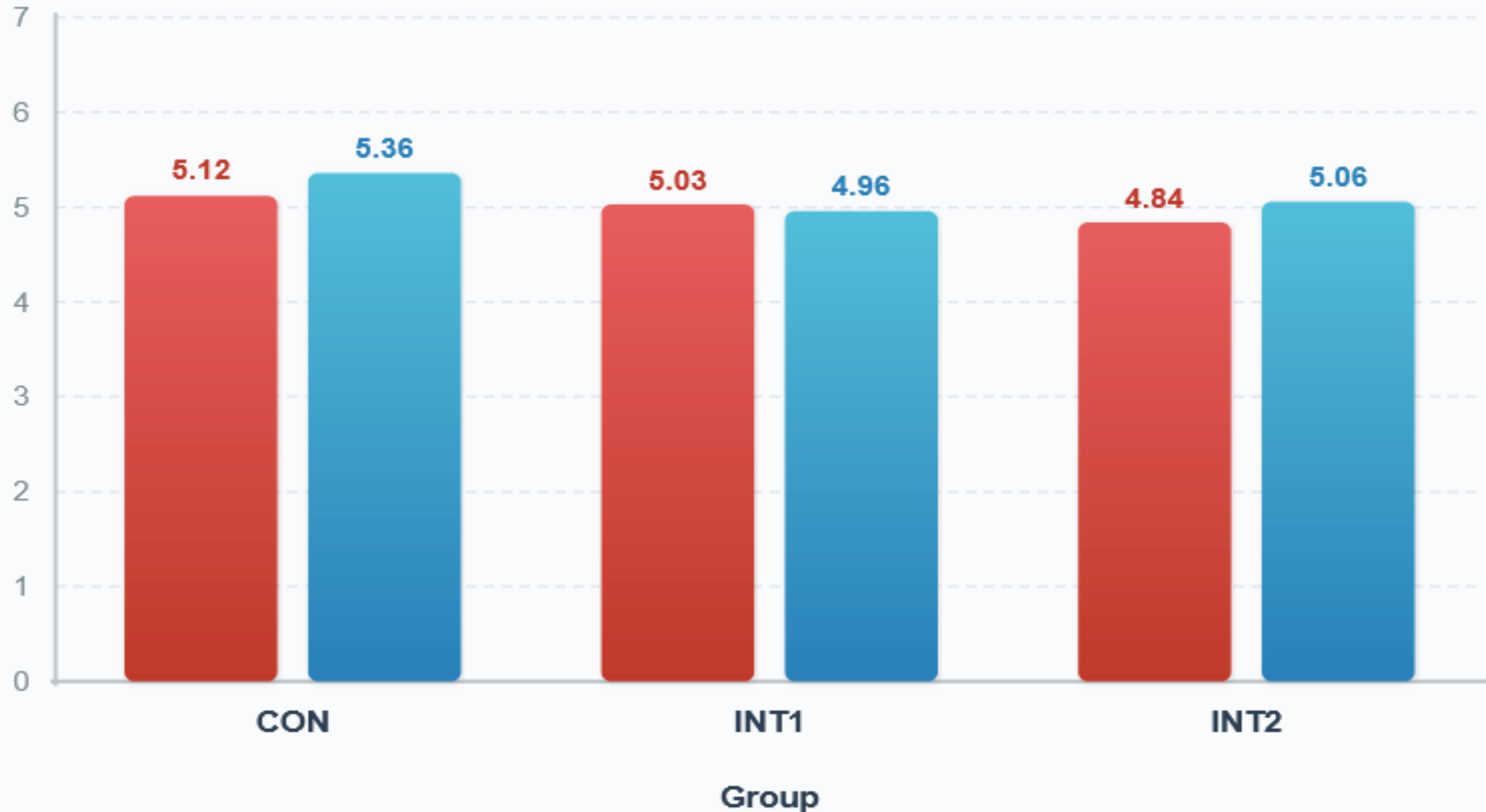


Fraudulent ticket (Scam applied)



Real ticket (No scams applied)

Likelihood



What have we learned

- Poor ability to discriminate between real and fake tickets.
- Confidence impacts decisions but not performance.
- Time pressure had little impact.
- Intervention worked!

Fraud on Social Media

- Internal documents showed that Meta's platforms expose users to an estimated 15 billion "higher risk" scam advertisements daily.
- Meta projected earning \$16 billion—representing 10% of its 2024 total revenue—from advertisements for scams and banned goods

Can an AI warning reduce compliance?



Prolific: 335 adults (Age=38.8; 54% Females)



\$2,420

Mazda 3 2021 - Like New
New York



\$490

iPhone 14 Pro Max 256GB -
Good Condition

New York · Member since 2019 · 31
reviews

Shop now



\$6,015

Yamaha Motorcycle 2021
New York



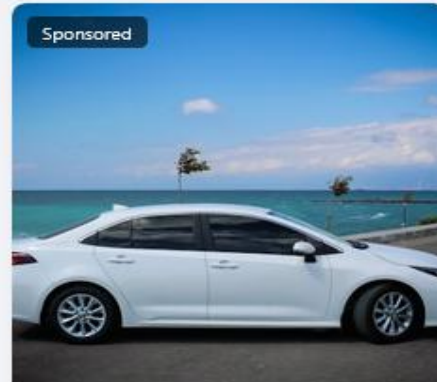
⚠️ Our AI detected unusual account
behavior. This offer may be risky.

\$135

Taylor Swift Eras Tour - Section B
Row 9 - Contact WhatsApp ONLY

New York · No reviews

Shop now



\$28,390

Toyota Corolla 2019 - Excellent
Condition

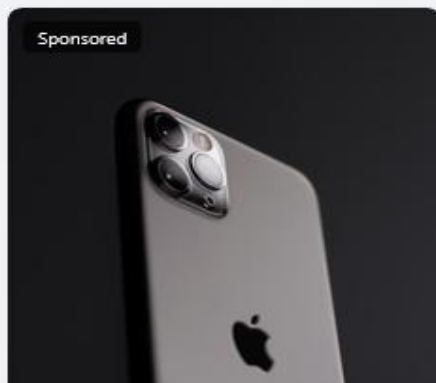
New York



⚠️ Our AI detected unusual account
behavior. This offer may be risky.

\$450

Samsung S24 Ultra - SHIPPING
ONLY - No Platform Payment



\$970

iPhone 14 128GB Space Gray

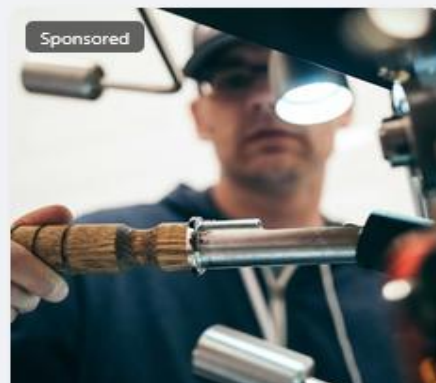
New York



\$285

Taylor Swift Eras Tour - 2 Tickets
Section B Row 19

New York · Member since 2020 · 23
reviews



\$580

Electric Scooter - Xiaomi Pro

New York



\$195

Airsoft Gun Collection

New York



Legitimate Choices

Range 0–3 per participant



Error bars: ± 1 SD



Fraudulent Choices

Range 0–3 per participant



What have we learned?

- Warning works!
 - Reduce compliance with fraudulent offers.
 - Increase engagement with legitimate ones.

With

- Alon Bartal
- Naveh Eskinazi
- Guy Barokas