



Tipsheet

www.eBay.com

What is eBay?

- ❖ eBay is the world's online marketplace; a place for buyers and sellers to come together and trade almost anything!

eBay Basics

- ❖ A seller lists an item on eBay and chooses to accept only bids for the item (an auction-type listing) or to offer the [Buy It Now](#) option, which allows buyers to purchase the item right away at a fixed price.
- ❖ In an online auction, the bidding opens at a price the seller specifies and remains on eBay for a certain number of days. Buyers then place bids on the item. When the listing ends, the buyer with the highest bid wins.
- ❖ In a Buy It Now listing, the first buyer willing to pay the seller's price gets the item.
- ❖ When you buy an item on eBay, you are buying from another eBay member, who is the seller. You are not buying from eBay.
- ❖ To ensure that eBay provides a safe and fair trading environment for all eBay members, eBay has a User Agreement, which you agree to when you register, and rules and policies for everyone. When necessary, eBay will step in to enforce the agreement, rules, and policies and to prevent fraud.
- ❖ To help keep you safe when buying and selling, eBay includes tools such as [feedback](#), a valuable indicator of your reputation for buying and selling on eBay, and Buyer Protection Programs, which are educational resources for shopping safely online. If something does go wrong, eBay includes a Security & Resolution Center for helping you resolve a dispute and eBay Customer Support for additional assistance.
- ❖ Make sure to keep your email address current. Having a current, working email is especially important on eBay because email is used to notify you when you've won an item and to find out shipping and payment options from other buyers and sellers.
- ❖ Be careful of deceptive emails that claim to be sent by well-known companies—including eBay—and that ask you to reply with personal information, such as your credit card number, social security number, or account password.
- ❖ eBay includes thousands and thousands of items in a world-wide marketplace, and this can sometimes feel overwhelming to a new user. To help ease you into trading on eBay, after you register, go to My eBay,

where you can track and manage your eBay buying, selling, messaging, account information, preferences, and more from a single, secure location.

Getting Started on eBay

Step 1: Register

Registering on eBay is easy and free. The registration process includes just a few simple steps:

Enter your contact and personal information

Your contact information includes your name, address and phone number. Personal information includes your date of birth, which is required to verify that you are over 18 years of age.

Enter your email address

You need to enter an email address that you can check immediately because eBay will send you an email that contains instructions on how to complete the registration.

Important: Having a working email account is especially important on eBay because email is used to notify you when you've won an item and to find out shipping and payment options from other buyers and sellers.

If the email address you entered during registration cannot be used to verify your identity, you will be asked to place your credit or debit card on file for identification purposes only.

Read and accept the eBay User Agreement and Privacy Policy

You must accept the agreement to continue registering. You can read these at www.eBay.com

Choose a User ID, password, and a secret question

You'll use your User ID and password every time you sign in to eBay and to Half.com. If you forget your password, eBay will ask you this secret question to verify your identity before providing your password.

Check your email

You'll check your email for a registration email from eBay and follow the instructions in the email to confirm your registration and complete the registration process.

That's all there is to it!

Step 2: Find items

You can find items by browsing or searching.

- **Browse** when you're not exactly sure what you're looking for, or when you just want to explore the range of items in a particular category. To browse, click on a category in the left column of the eBay home page.
- **Search** when you're looking for a specific item that you can describe using a few words. To search, enter a few words to describe the item in the Search box, which is located in the top right corner of most eBay pages.

Step 3: Consider Buying Formats

eBay's range of buying formats makes it easy for buyers and sellers to do business together. Each format has its own characteristics and advantages.

Auction formats – If you enjoy the interaction of bidding and the fun of winning, investigate the following ways of buying.

- ❖ Auction-like Listings – These include Reserve Price Auctions and Private Auctions.
- ❖ Second Chance Offer – Under certain circumstances, the seller can offer the item to a bidder other than the auction's winner.
- ❖ Multiple Item Auction – Listing that offers two or more identical items.
- ❖ Specialty Sites – eBay Live Auction and eBay Motors.

Fixed price formats – If you want to pay a fixed price and get the item quickly, learn about these buying formats:

- ❖ Buy It Now – Sellers have the option to offer a Buy It Now price that allows a buyer to get the item right away without waiting for an online auction to end.
- ❖ Best Offer – Sellers can choose this option to a Buy It Now listing so that buyers can suggest a price they are willing to pay for that item.
- ❖ Specialty Sites – Half.com by eBay and eBay Stores.

Advertisement formats – These buying options do not directly list an item for sale. They help connect buyers with sellers.

- ❖ Ad Format – Instead of bidding as you would in eBay's auctions, interested buyers fill out a contact form. Their information is sent to the seller.
- ❖ Specialty Sites – The Want It Now site is a place where buyers can tell sellers exactly what they want to buy.

Step 4: Consider Payment Methods

Before you bid on an item or use Buy It Now, make sure that the seller's payment options will work for you. Important factors you should consider include:

- Is it traceable and is there proof of payment?
- Is the method fast and convenient?
- How secure is it?
- What is the liability coverage in case something goes wrong?

There are a number of ways to pay on eBay. Most sellers offer more than one option. Some payment options offer more protection than others, so be sure to select a method of payment that makes you feel comfortable.

If you have additional questions about payment options, you can contact the seller directly.

Common payment methods available using the **Pay Now** button include:

- PayPal
- Credit card
- Personal checks, cashier's checks, or money orders

The seller may accept other types of payment methods involving escrow companies (recommended for high-price items) and bank to bank wire transfers.

Important: eBay does **not** recommend cash or cash wire transfers as a payment method. You do not retain any proof of your payment, and will have little to no remedy for transaction problems.

Paying with Pay Pal

- PayPal is the preferred payment method for most eBay buyers and sellers. PayPal enables you to send payments quickly and securely online using a credit card or bank account. However, you should first check that the seller offers PayPal as a payment method for their listing.
- When you select PayPal as the payment method, you go to the PayPal site, where you can send your payment. If you do not already have a PayPal account, you can sign up for an account. At PayPal, you can choose how you would like to fund your PayPal payment (for example, using a checking account, credit card, or PayPal balance) and then send the payment. If you use PayPal, the seller may require a credit card billing address registered at PayPal, sometimes called a "confirmed" address.

Advantages

- Payment is traceable. You can track the status of your payment using My eBay or your PayPal account.
- Is immediate and convenient. You pay directly from the item listing page and payment is deposited directly into the seller's account.
- Does not require you to use your credit card online (you can transfer directly from your bank account). Sellers don't see your credit card number (it is safely encrypted through PayPal's server), which limits the risk of unauthorized use.
- Offers PayPal Buyer Protection on eligible transactions up to \$200 at no additional cost. However, the majority of transactions may be covered up to \$2000.

Paying with a credit card (not through PayPal)

Certain Sellers are set up to take credit card payments. This will require you to provide your credit card information to the seller. To protect yourself, check with your credit card provider for protection terms and conditions.

Advantages

- Payment is traceable.
- Payment is immediate and convenient.
- Provides limited liability coverage. Credit card companies typically provide some level of identity and purchase protection whether you are paying with your credit card through PayPal, or directly to the seller. Contact your credit card company to learn more.

Paying with personal check, cashiers check or money orders

You can pay with a personal check, cashiers check or a money order as long as your seller accepts this payment method. To buy safely, please remember to:

- Check the seller's feedback score.
- See if there is a return policy on the listing.

Advantages

- Payment is traceable to a particular mailing address and provides proof of payment.
- Most banks offer a stop payment service if problems arise before the check is cashed. Some money order services may have the option to stop payment if problems arise before the payment is cashed.

Disadvantages

- Sellers must wait for funds to clear.

- Payment is extremely difficult to recover in cases of fraud.

Step 5: Use My eBay

My eBay allows you to track all of your eBay activities – including buying, selling and feedback – from one page. Once you've registered, you'll have your own My eBay page. Visit it often to watch what's happening with items you're interested in.

Key Features of My eBay

- **Using My Summary and other My eBay views:** View the status of all your buying and selling activities on eBay at a glance. Use individual views for quick access to individual buying, selling, and account-related tasks.
- **Managing buying with My eBay:** Follow your bids, purchases, and the items you're interested in. See your current maximum bids, totals for your purchases, and more.
- **Managing selling with My eBay:** Track your listings, unsold items, and sales. Receive reminders about actions needed to complete sales.
- **Using My Messages:** Receive secure, relevant communications from eBay and from other eBay members, and communicate with current and potential transaction partners. All messages originate from eBay systems and are guaranteed to be authentic.
- **Tracking favorites with My eBay:** Choose and view your favorite categories, searches, and eBay sellers.
- **Managing your account with My eBay:** View and update your personal information, eBay preferences, feedback, seller account information, and PayPal account information.
- **Setting eBay preferences:** Customize and manage your unique settings for using and viewing My eBay and eBay.
- **Viewing and leaving feedback with My eBay:** Find all the transactions for which you need to leave feedback, and view the feedback you've recently received.
- **Customizing My eBay:** Customize My eBay to suit the way you trade.
- **My eBay Icon Glossary:** Learn what all those little pictures mean.

eBay's Feedback System


Feedback is made up of comments and ratings left by other eBay members you've bought from and sold to. These comments and ratings are valuable indicators of your reputation as a buyer or seller on eBay. They are included, along with an overall feedback score, in your member profile.


Feedback Stars are awarded to eBay members for achieving 10 or more Feedback points.


You receive:


- +1 point to your feedback score for each positive comment and rating left for you.
- 0 points to your feedback score for each neutral comment and rating left for you.
- -1 point to your feedback score for each negative comment and rating left for you.
- A feedback star once you have 10 or more comments and ratings left for you.


Here's what the different stars mean:


Yellow Star () = 10 to 49 points


Blue Star () = 50 to 99 points

Turquoise Star () = 100 to 499 points


Purple Star () = 500 to 999 points

Red Star () = 1,000 to 4,999 points

Green Star () = 5,000 to 9,999 points

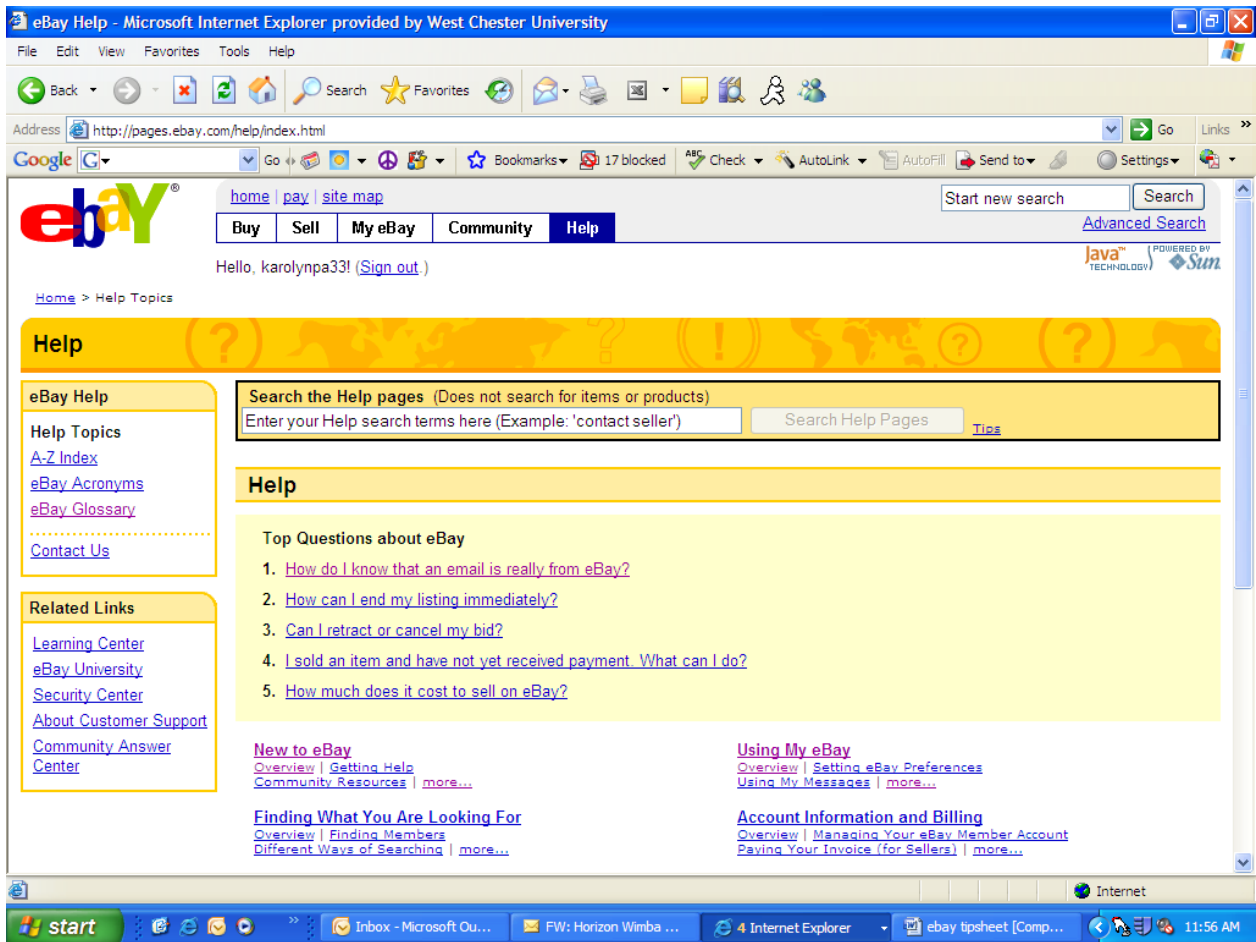
Yellow Shooting Star () = 10,000 to 24,999 points

Turquoise Shooting Star () = 25,000 to 49,999 points

Purple Shooting Star () = 50,000 to 99,999 points

Red Shooting Star () = 100,000 or higher

****eBay's Help page is very helpful in answering any questions you may have.****



Controversy and Criticisms of eBay

(<http://en.wikipedia.org/wiki/EBay>)

eBay has its share of controversy, ranging from its privacy policy (eBay typically turns over user information to law enforcement without a subpoena) to well-publicized seller fraud.

eBay claims that their data shows that less than .01% of all transactions result in a confirmed case of fraud.

Fraud

The major fraud prevention mechanism for eBay users is its feedback system. After every transaction both the buyer and seller have the option of rating each other. They can give a "positive", "negative", or "neutral" rating and leave a short comment. So if a buyer has problems, he or she can rate the seller "negative" and leave a comment such as "never received product". Learning the system and examining a seller's feedback history is a buyer's best protection.

Weaknesses of the feedback system include:

- ❖ Small and large transactions carry the same weight in the feedback summary. It is therefore easy for a dishonest user to initially build up a deceptive positive rating by buying or selling a number of very low value items, then subsequently switching to fraud.
- ❖ A user may be reluctant to leave honest feedback out of fear of negative retaliatory feedback (including "negative" in retaliation for "neutral").
- ❖ Feedback and responses to feedback are allotted only 80 characters each. This can prevent users from being able to fully list valid complaints.

When a user feels that a seller or buyer has been dishonest, a dispute can be filed with eBay. An eBay account (whether seller, buyer or both) may be suspended if there are too many complaints against the account holder.

Many complaints have been made about eBay's system of dealing with fraud, leading to its being featured on the British consumer rights television program *Watchdog*. It is also regularly featured in *The Daily Mirror's* Consumer Awareness page. The complaints are generally that eBay sometimes fails to respond when a claim is made, and since eBay makes its money on commissions from listings and sales it is not in eBay's interest to take action against large sellers.

Frauds that can be committed by sellers include:

- ❖ Receiving payment and not shipping merchandise
- ❖ Shipping items other than those described
- ❖ Giving a deliberately misleading description
- ❖ Shipping faulty merchandise
- ❖ Counterfeit or bootleg merchandise
- ❖ Selling stolen goods

- ❖ Inflating total bid amounts by bidding on their own auction with a “shill” account, either the seller under an alternate account or another person in collusion with the seller. Shill bidding is strictly prohibited by eBay and, in at least one high-profile case involving Kenneth Walton and two accomplices, has been prosecuted by the federal government as criminal fraud.

Frauds committed by buyers include:

- ❖ PayPal fraud: Filing false shipping damage claim with the shipping company and with PayPal.
- ❖ Credit card fraud, in the form of both stolen credit cards and fraudulent chargebacks.
- ❖ Receiving merchandise and claiming otherwise
- ❖ Returning items other than received
- ❖ The buyer sends a forged payment-service E-mail which states that the buyer has made a payment to the seller's account. An unsuspecting seller may ship the item before realizing the E-mail was forged.

Other controversial practices of users

Sellers of inexpensive items may benefit from inflating the shipping cost while lowering the starting price for their auctions, because some buyers overlook the shipping cost when calculating the amount they are willing to spend. Since eBay charges their fees based on final sales price without including shipping, this allows sellers to reduce the amount they pay eBay in fees (and also allows buyers to reduce or avoid import fees and sales taxes). This is called "fee avoidance", and is prohibited by eBay policy, as are excessive shipping and handling charges. A danger to the buyer in such cases is that in the event of defective merchandise, the seller may claim to have met his refund obligations by returning only the minimal purchase price and not the shipping costs.

Sellers sometimes charge fees for use of PayPal as well. Although this is officially banned by eBay and PayPal and is against some local laws as well as violating merchant agreements with Visa, Mastercard and Discover, eBay


does not police for this and will only look at it if the auction is reported. Therefore inexperienced users often wind up paying these illegal and unenforceable fees.

Auction sniping is the process of watching a timed online auction, and placing a winning bid at the last possible moment (often literally seconds before the end of the auction), giving the other bidders no time to outbid the sniper. Some bidders do this manually, and others use online services designed for the purpose. While disliked by many eBay users, sniping is not against eBay rules, and is, in many cases, in the best interest of the bidder.

eBay's Glossary of Terms

A

About Me

A page you can create on eBay that tells other members about you and your eBay business. Click the  next to the User ID of anyone who has an About Me page to view that person's page or to create your own About Me page.

Ad Format

Known as Classified Ads.

Administrative Cancellation

The cancellation of a bid by eBay due to administrative circumstances, such as when a bidder becomes unregistered.

Account Guard

The security feature of the eBay Toolbar. The Account Guard feature identifies when toolbar users are on an eBay or PayPal Web site, and warns them when they are on a potentially fraudulent (spoof) Web site. The Account Guard feature also warns users when they are about to send their eBay password to a non-eBay site and enables users to report suspicious-looking Web sites.

Announcement Boards

Special pages where eBay posts current news and information. You'll find announcements about new features and promotions, policy changes, special event information, and notices about system issues.

Answer Center

Special pages where you can ask questions and get help about using eBay from other members of the eBay Community.

Auction-Style Listing (Online Auction Format)

The basic, most common way to sell an item on eBay. This format lets sellers list an item for sale, collect bids for a fixed length of time, and sell the item to the highest bidder.

B

Best Offer

A listing feature that lets a buyer make an offer to a seller. Sellers can use the Best Offer feature in Online Auction, Fixed Price, Classified Ads and Store Inventory listings.

Best Match

When you run a search, you can select the Best Match option in the "Sort by" menu. Selecting Best Match will display items that are the most relevant to your search, based on factors such as the shopping activity of other eBay buyers.

Bid Cancellation

The cancellation of a bid by a seller during an auction-style listing. Once a bid is cancelled, it cannot be reinstated by the seller. However, the bidder may bid again. The seller can use the Block Bidders/Buyers feature to prevent a particular user from bidding again on a listing.

In general, sellers should not cancel bids in listings. However, they might experience a situation in which they decide it is necessary. For example, sellers might cancel bids if they are unable to verify the identity of the bidder, even after they try all reasonable means of contact. Make sure you're aware of other rules and restrictions surrounding the cancellation of bids.

Bid Increment

The amount by which a bid must be raised in order for it to be accepted in an auction-style listing. The bid increment is automatically determined based on the current high bid. For example, if the current bid for an item is \$5.00 and the bid increment is \$0.50, the next bid must be at least \$5.50.

Bid Retraction

The cancellation of a bid by a buyer during an auction-style listing. In general, a buyer cannot retract a bid once it is placed during an auction-style listing, so please bid carefully. A retraction may be allowed under special circumstances. For example, if buyers accidentally enter the wrong bid amount (entering \$99.50 rather than \$9.95), they may retract it and enter the right bid amount as long as they do so immediately. Make sure you're aware of other rules and restrictions surrounding the retraction of bids.

Bidder

A member who bids on an item on eBay. Remember each bid placed enters a buyer into a binding contract.

Bidder Search

A search for all the items that a member of eBay has placed bids on. This feature lets you see what items you've bid on during the last 30 days. Although you can use search by bidder to view your own current auctions or history, eBay recommends you use My eBay instead. My eBay has many more functions to manage your bidding and buying activities. You can also use this feature to see what another member has bid on during the last 30 days. All you need is the member's User ID. To protect bidder privacy, not all items that this member has bid on may be displayed.

To keep eBay a safe place for buyers and sellers, eBay limits how bid history information is displayed. When the price or highest bid on an item reaches or

exceeds a certain level, members cannot view or search for member-specific information – such as User IDs – on the Bid History page. The Bidding Details page contains detailed information on bidders; however, all bidders are assigned anonymous names – such as Bidder 1. Only the seller of the item can see a bidder's User ID.

Note: The price or bid amount at which User IDs are no longer viewable is determined by eBay and varies by country.


Block Bidders/Buyers

A list of specific eBay members that you create, who are not allowed to bid on or buy items you list for sale. Users on the list will be blocked until you take them off the list. You may want to do this if you've had a negative experience with a buyer in the past.

Buyer

member who buys an item from a seller on eBay. Remember each bid a buyer places enters them into a binding contract.

Buy It Now

A listing feature that lets a buyer purchase an item immediately for a price the seller has set. Items with this feature will display the  icon and the Buy It Now price in their listings. Sellers can use the Buy It Now feature in Online Auction, Fixed Price, and Store Inventory formats.

C

Category Listings

The set of categories by which items are organized on eBay, such as Antiques, Books, Computers, Sporting Goods, etc. Anyone can browse the categories and look at lists of items until they find something they're interested in, (as opposed to doing a keyword search). Sellers can choose which category best fits an item to ensure maximum exposure for the listing.

Changed User ID Icon

Indicates that the member has chosen a new User ID within the past 30 days. Changing User IDs is not recommended because a User ID plays an important role in a member's reputation. A member who has changed User IDs keeps the same member profile. Be sure to examine it as you would with any other trading partner. However, members change their User IDs for various reasons. For example, a seller might update it to reflect a new line of business.

Classified Ads

A type of listing a seller can use to list items, services, or properties for sale in order to generate multiple leads. Interested buyers fill out a contact form and their information is sent to the seller.

Completed Listings (Search)

A search for items that have ended over the last 15 days. This can be useful to help sellers determine how to sell an item. For example, a seller can view completed listings to decide what starting price to use in an auction-style listing.

D

Discussion Boards

Special pages where members can post messages to the eBay Community about various topics. Anyone can ask questions, learn valuable tips, share experiences, and connect with other eBay users. There's a discussion board for just about any eBay topic you can think of.

Dispute Console

The Dispute Console helps buyers and sellers manage, track and take action on disputes related to their transactions. Accessible through My eBay, the Dispute Console is used for the Unpaid Item Process and the Item Not Received Process.

Dutch Auction (Multiple Item Auction)

A listing in which a seller offers multiple identical items for sale. Unlike a regular listing, Multiple Item Auctions can have many winners. Buyers can specify the number of items they're interested in and the price they're willing pay. Winning bids are determined by their overall value (bid price times the number of items bid on).

E

eBay Community

A group of buyers and sellers who are the members of the eBay community. Members can see announcements and calendar events, as well as use discussion boards, groups, and find quick help from other members.

eBay Groups

A group of buyers and sellers who share a common interest. You can create your own community or participate in discussions, newsletters, polls and calendars of an existing group.

eBay Shop

A Web site offering officially licensed quality merchandise with the eBay logo - from apparel to office accessories to cool collectibles.

eBay Stores

Special pages on eBay featuring all the items offered by an individual Store seller. Buyers can shop at eBay Stores to find unique items they can buy right away. Sellers can use eBay Stores to maximize their business through customizable

displays, categories, promotions, and access to an additional listing format (Store Inventory format).

eBay Time

The official time of day at eBay headquarters in San Jose, California in the United States. This location is in the Pacific Time zone.

eBay Toolbar

A free eBay buying tool that you can add to your Web browser. eBay Toolbar tracks items you're bidding on or watching, alerts you when listings are about to end, and offers simple yet powerful ways to search for items. Because eBay Toolbar is added to your browser, it's easy to search for an item on eBay, even when you're on a non-eBay site.

Escrow

A procedure in which a third party holds a buyer's payment in trust until the buyer receives and approves the item from the seller. Escrow gives buyers and sellers extra peace of mind when they exchange payments and items. Escrow is recommended for purchases of \$500 or more. eBay recommends that buyers and sellers use Escrow.com as the escrow company. If a seller suggests a different company, please use caution. Buyers should independently check on any escrow company by ensuring it is bonded and licensed.

F

Feedback

A system that eBay members use to rate their buying or selling experience with another eBay member. After a listing is completed, the buyer and seller can leave a rating (positive, neutral, or negative) and a comment about each other. These become a permanent part of a member's profile and can be viewed by the rest of the eBay Community. To see a member's full feedback profile, click the number in parentheses next to their User ID. The feedback system helps members build a reputation on eBay and helps check the reputation of other members of the community.

Feedback Score

A number used to measure a member's reputation on eBay. Members receive points for ratings as follows: +1 (positive), 0 (neutral), or -1 (negative). The feedback score is the sum of all the ratings a member has received from unique users. A high feedback score means that the member has received a high number of positive ratings from other members. A high feedback score is usually a good sign, but buyers and sellers should also check a member's profile to read comments from other members. Every member of eBay has a feedback score. You'll find it in parentheses next to their User ID. Click the feedback score to see that member's entire feedback profile.

Feedback Star

The color of the star indicates that an eBay member has achieved a certain feedback score. For example, a yellow star means a member has achieved 10 – 49 feedback points. In most cases, a high feedback score is a good sign, but buyers and sellers should also check a member's profile to read comments from other members.

Final Value Fee

A fee eBay charges to a seller when a listing ends. This fee is based on the "final value" of the item, which is the closing bid or sale price. The Final Value Fee is not charged if there are no bids on an item or the high bid did not meet the reserve price the seller set.

Fixed Price

A Format selling format that lets sellers list an item for an unchanging, set price, with no auction-style bidding. This is a common alternative to using Online Auction format, where people bid for an item. For more information on buying formats, see Guide to Buying Formats. Please note that sellers must have a minimum feedback score of 10 or be ID Verified to use Fixed Price format.

G

Gift Services

A listing option that lets sellers promote the item they're selling as something that would make a great gift. When sellers use this feature, a gift box icon appears next to the listing on search and browse result lists. Sellers can also promote gift-related services, such as gift wrapping and shipping to the gift recipient.

Groups

A group of eBay members who share common interests. As a group member, you can participate in discussions, newsletters, polls, calendars and photo albums. Also, you can create and grow your own community.

Guides


eBay or eBay members write and share their expertise on a topic or category. Readers can research and learn about all kinds of information. Anyone can research or write a guide.

H - I

Help Boards

eBay members and staff moderators answer questions and solve problems together. Anyone can ask a question, add a topic for discussion, or browse for an answer.

ID Verified

The  icon indicates that the identity of a seller has been confirmed, giving buyers an extra measure of security. To ID Verify a seller, a third-party company works with eBay to cross-check the seller's contact information across consumer and business databases.

Insertion Fee

The fee eBay charges to a seller for listing an item. This fee varies by the type of listing and is non-refundable.

J - K

L - M

Member

A buyer or seller who has created a profile with eBay. A member has a User ID and password for accessing features, such as My eBay. As a member, you can track items you are buying or selling, review or leave feedback, or update and change your personal information and notifications.

Member Profile

A page showing all of a member's feedback information, including ratings and comments from others who have bought or sold with that person before. To see a member's profile, click the feedback score in parentheses next to their User ID. If you want to see your member profile, go to your My eBay page and click the Feedback link.

Merge Accounts

To combine two eBay accounts into one account. If you've created two eBay accounts (with two User IDs) during the time you've used eBay, merging them can simplify your buying and selling activities. You'll have just one account to manage, with one User ID. The feedback scores and comments from the two accounts will be combined into one member profile.

Multiple Item Auction (Dutch Auction)

A listing in which a seller offers multiple identical items for sale. Unlike a regular listing, Multiple Item Auctions can have many winners. Buyers can specify the number of items they're interested in and the price they're willing pay. Winning bids are determined by their overall value (bid price times the number of items bid on).

My eBay

A central place on eBay where you can manage all of your activities including buying, selling, feedback and general account preferences. To get to My eBay, sign in and click the "My eBay" link at the top of any eBay page.

N - O

New Listing Icon 🌟

Indicates that the item has been listed within the last 24 hours. If you search or browse for the same kind of items repeatedly, this 🌟 icon helps you spot items you may not have seen before.

New Member/User Icon 🌟

Indicates that the buyer or seller has been a registered member of eBay for 30 days or less. New members join the eBay Community everyday. Knowing that a person has recently joined can be helpful in various situations. For example, when dealing with a new member, an experienced seller will know to be more patient as the new member learns how eBay works.

Online Auction Format (Auction-Style Listing)

The basic, most common way to sell an item on eBay. This format lets sellers list an item for sale, collect bids for a fixed length of time, and sell the item to the highest bidder.

P - Q

PayPal

A fast, easy, secure payment method offered by most eBay sellers for purchasing items. When buyers use PayPal, payment is sent from their credit card or bank account without giving any account information directly to the seller. All the buyer need is the seller's email address. With PayPal, credit card or bank account information is kept private and safe on eBay's secure servers.

PayPal Buyer Protection

A buyer protection program that offers up to \$1,000 of free coverage for buyers who pay with PayPal on qualified listings. Listings are qualified if the seller has a feedback score of 50 (98% positive) and meet other transaction-related requirements. Items that qualify for PayPal Buyer Protection are denoted by the PayPal Buyer Protection shield on the View Item page.

Picture Icon 🖼️

Indicates that the listing has a picture of the item in its description. This icon appears in browse and search result lists.

PowerSeller

A seller on eBay who has maintained a 98% positive feedback score and provided a high level of service to buyers. When buyers see the icon next to a seller's User ID, they know they're working with an experienced eBay seller.

Pre-Approve Bidders/Buyers

Lets a seller create a list of specific eBay members who are allowed to bid on or buy an item they are listing for sale. Each pre-approved list applies to only one

item, so sellers can restrict bidding or buying on one listing without changing the other listings. Members not on the pre-approved list must email the seller for approval before they can bid on or buy an item.

Privacy Policy

eBay's policy on how we use and protect your personal information. For more information, see eBay Privacy Policy.

Private Auction Listing

A listing in which the User IDs of bidders are not displayed to others. When a private auction listing ends, the seller and high bidder are notified through email. Sellers may want to use this option when they believe that potential bidders for an item may not want their User IDs disclosed to others.

Proxy Bidding

The feature of an auction-style listing in which eBay automatically bids on the buyer's behalf, up to the maximum amount they set. Enter the maximum amount you're willing to spend on an item, and eBay will continue to bid incrementally for you until either you're the high bidder or your maximum is reached. This means you don't have to keep coming back to bid every time someone else places a bid.

R

Real Estate Ads Listing

A listing format that lets sellers advertise real estate to eBay's audience without having to hold an auction-style listing or conduct the sale on eBay. With this format, there is no bidding. Interested buyers provide their contact information to the seller through the listing. This listing type is also known as Classified Ads.Â

Registered Member/User

A person who has registered with eBay by providing basic contact information. This contact information is kept private on eBay's secure servers. Once you register and choose a User ID and password, you can begin bidding on and buying items on eBay.

Relisting

Listing an item for sale again after it did not sell the first time. If a seller relists an item and it sells the second time, eBay automatically refunds the relisting fee (some restrictions apply).

Reserve Price

The lowest price at which a seller is willing to sell an item in an auction-style listing. When sellers list an item, they can set a secret reserve price. If the highest bid does not meet the reserve price, then they're under no obligation to sell the item to the bidder. This feature lets sellers set a low starting price to stimulate

bidding among buyers, yet ensures that the item will not be sold below a price they're willing to settle for. eBay charges an additional fee for setting a reserve price, but it is fully refunded if an item sells.

Reviews

eBay members write and share their experience with products. Readers can research and learn about all kinds of information. Anyone can research or write a review.

S

Second Chance Offer

A seller can make an offer to a non-winning bidder when either the winning bidder has failed to pay for an item or the seller has a duplicate of the item. A seller can create a Second Chance Offer immediately after a listing ends and up to 60 days after the end of the listing. eBay does not charge an Insertion Fee, but if the bidder accepts the offer, the regular Final Value Fee is charged. In the case of an Unpaid Item, the seller should ensure that everything has been done to resolve the issue with the winning bidder before sending a Second Chance Offer to another bidder. Make sure you're aware of other rules and restrictions surrounding Second Chance Offers.

Secure Server

A special server used for processing credit card and other sensitive information. This server uses Secure Sockets Layer (SSL) encryption to keep your information private and safe.

Secure Sockets Layer (SSL)

An industry-standard encryption protocol that is used to transmit users' personal or credit card information securely and privately over the internet. eBay uses this technology to keep your information safe. By convention, Web pages that require an SSL connection start with https: instead of http:.. When you see https: in the address box in your Web browser, you know you're using an SSL connection.

Security and Resolution

The Center central location on the eBay site for members to report problems as well as for members to learn how to stay safe on eBay and online.

Sell Similar Item

A feature that lets sellers list new items based on the information they've previously entered for another item. When a seller chooses this option, eBay automatically transfers information from the old listing into the new one for easy editing. Sellers save time by not having to enter the same information again.

Seller

A member who sells an item on eBay. Remember eBay has rules to help ensure that transactions are safe and hassle-free for the seller and the buyer.

Seller's Return Policy

A feature in the Sell Your Item form that enables sellers to specify their product's return policy. This feature includes a set of pre-formatted policy from which the seller can choose. Once the seller chooses a Return Policy, it appears in a corresponding section of the View Item page.

Seller Search

A search for a specific seller on eBay. Enter a seller's User ID, and you'll see all the items the seller is currently listing.

Seller's Assistant

An advanced eBay selling tool that can help sellers save hours of work and get paid faster. Seller's Assistant Basic helps frequent sellers create professional listings in bulk, track them at eBay, and manage customer correspondence. Seller's Assistant Pro helps high-volume sellers and small businesses automate processes throughout the sales cycle. It offers everything Seller's Assistant Basic has and more.

Selling Manager

An advanced eBay selling tool that lets sellers perform all of their listing and sales-related activities from one location in My eBay. With Selling Manager, sellers can perform a variety of selling activities, such as tracking listings and managing post-sales activities (feedback, email, payments, etc.).

Selling Manager Pro

An eBay selling tool that has the features of Selling Manager, plus additional capabilities to track inventory, list items in bulk, send feedback and emails in bulk, and generate profit and loss reports.

Shill Bidding

The deliberate placing of bids to artificially raise the price of an item. This practice undermines trust in the eBay Community and is not permitted. To avoid the appearance of involvement in this activity, family members, friends, and individuals living together, working together, or sharing a computer should not bid on each other's items.

Skype

A free application you install on your computer to communicate with other eBay members. Skype is a fast and easy communication method offered by some eBay sellers, so buyers can ask questions. Skype lets you make free calls over the Internet from your computer. You can use the Chat feature or the Call feature to communicate with other eBay members. If you use the Call feature, you will need speakers and microphone or a headset with a microphone.

Sniping

Placing a bid in the closing minutes or seconds of an auction-style listing. Any

bid, placed before the listing ends, is allowed on eBay. To protect yourself from being outbid at the last moment, enter the maximum amount you're willing to pay for an item up front, and eBay will bid automatically for you, making sure you're the high bidder until your maximum is reached. This system is sometimes called proxy bidding.

Starting Price

The price at which a seller wants bidding for an item to begin in an auction-style listing. The starting price may not necessarily be the lowest price they're willing to sell their item for. Sellers can also set a secret reserve price that represents the true minimum. If the high bid does not meet the reserve price, then the seller is under no obligation to sell the item to the bidder. This feature enables sellers to set a lower starting price to stimulate bidding among buyers.

Store Inventory Format

A selling format that eBay Store sellers can use to list items in their Store for a fixed price. Store Inventory items do not appear in regular browse and search item lists on eBay. However, they have a lower Insertion Fee and longer listing durations. Sellers can draw buyers to their Store and Store Inventory items by promoting them in auction-style listings and outside of eBay. This format is available only if the seller has an eBay Store.

T

Title Search

A method of finding items on eBay by entering keywords that match the title of the items. You enter keywords that you think will appear in the title of the item you're looking for. The Search function will return with a list of items that match your keywords.

Turbo Lister

An advanced eBay selling tool that helps sellers create multiple listings quickly and easily on their computer. Turbo Lister is a desktop-based application. You use it on your computer to create your listings, and then upload the listings to eBay. Turbo Lister's features helps sellers save time if they list many items.

U - Z

Unpaid Item Process

The dispute resolution process used by sellers when they have not been paid for their item. Sellers who are not satisfied with the resolution can file for a Final Value Fee credit from eBay.

User Agreement

The terms under which eBay offers registered members access to eBay services. All registered members must agree to these terms before they can bid on or list items, or use any other eBay service.

User ID

The unique name you use to identify yourself on eBay. You choose a User ID when you register on eBay. As you buy and sell on eBay, your User ID may become an important part of your reputation on eBay. You'll want other members to associate your User ID with a reliable, positive buying or selling experience.

Want It Now

eBay's place where buyers can tell sellers exactly what they want. Buyers post a message to Want It Now with a description of what they'd like to buy. Sellers can review these posts and respond to buyers with items they are selling on eBay.

philadelphia.craigslist.org



Avoiding scams and fraud while using Craigslist

-Never wire funds via Western Union, moneygram or any other wire service - anyone who asks you to do so is a scammer.

-Deal locally with sellers that you can meet in person

-Fake cashier checks & money orders are common, and banks will cash them and then hold you responsible when the fake is discovered weeks later.

-Craigslist is not involved in any transaction, and does not handle payments, guarantee transactions, provide escrow services, or offer "buyer protection" or "seller certification"

-Never give out financial information (bank account number, social security number, eBay/PayPal info, etc.)

-Avoid deals involving shipping or escrow services and know that only a scammer will guarantee transaction

The screenshot shows the Philadelphia Craigslist website interface. On the left is a sidebar with navigation links: 'post to classifieds', 'my account', 'help, faq, abuse, legal', a search bar with a 'for sale' dropdown, an 'event calendar (428)' with a grid showing the current date (29), and various utility links like 'avoid scams & fraud', 'job boards compared', 'lawsuit dismissed', 'defend net neutrality', 'Katrina Relief', 'best-of-craigslist', 'craigslist factsheet', and 'craigslist movie & dvd'. The main content area is titled 'philadelphia' and features several category lists: 'community (7940)' with sub-categories like activities, artists, childcare, general, groups, pets, and events; 'housing (21659)' with sub-categories like apts, rooms, sublets, housing wanted, swap, rentals, parking, office, and real estate; 'jobs (15260)' with sub-categories like accounting, admin, arch, art, biotech, business, customer service, education, government, human resources, internet engineers, legal, marketing, medical, nonprofit, retail, sales, skilled trade, software, systems, technical support, tv/film/video, web/info design, and writing/editing; 'personals (49712)' with sub-categories like strictly platonic, women seeking women, women seeking men, men seeking women, misc romance, casual encounters, missed connections, and rants and raves; and 'discussion forums' with sub-categories like 1099, gifts, pets, apple, haiku, philos, arts, health, politic, atheist, help, psych, autos, history, queer, beauty, housing, and recover. A 'for sale (55240)' section is also visible with sub-categories like barter, auto parts, bikes, baby+kids, boats, cars+trucks, books, cds/dvd/vhs, free, clothes+acc, furniture, collectibles, general, computer, jewelry, electronics, rvs, garage sale, sporting, household, tickets, motorcycles, tools, music instr, and wanted.

✦ **Who should I notify about fraud or scam attempts?**

- FTC toll free hotline: 877-FTC-HELP (877-382-4357)
- FTC online complaint form (www.ftc.gov)
- Internet Fraud Complaint Center (www.ic3.gov/)
- Non-emergency number for your local police department.

If you suspect that an item posted for sale on Craigslist may be part of a scam, please email the details to "abuse@craigslist.org". Be sure to include the URL (or eight-digit post ID number) in your message.

✦ **Most scams involve one or more of the following:**

- inquiry from someone far away, often in another country
- Western Union, Money Gram, cashier's check, money order, shipping, escrow service, or a "guarantee"
- inability or refusal to meet face-to-face before consummating transaction

✦ **Examples of Scams**

1. Someone claims that Craigslist will guarantee a transaction, certify a buyer/seller, OR claims that Craigslist will handle or provide protection for a payment
2. Distant person offers a genuine-looking (but fake) cashier's check
3. Someone requests wire service payment via Western Union or MoneyGram

*More examples can be found on **Philadelphia.craigslist.org** under Avoiding Scams and Frauds link*



Craigslist does not send unsolicited email, nor do they send messages with virus attachments or other executable files.



Be careful with other unsolicited email messages as well. There are many viruses and worms which send large volumes of virus-laden messages from spoofed email addresses. If you're not sure who sent the message to you, it's often safest to delete the email without opening the attachment.



Make sure that your virus-protection software is always current, especially if your computer is running a version of Microsoft's Windows operating system.



This information was adapted from:
<http://www.Philadelphia.craigslist.org>
Under the Avoiding Scams and Frauds section

Craigslist Navigation

Type the following address into the URL bar: **www.philadelphia.craigslist.org**

Craigslist is composed of local classifieds and forums for 450 cities worldwide. It is community moderated and largely free. You can find jobs, housing, goods, services, romance, local activities, [advice](#) - just about anything really. The amount of traffic Craigslist gets is amazing: More than 5 billion page views per month!

On the homepage, you will notice to the right side different states and cities. For our purposes, we are working in the Philadelphia region.

On the left hand side of the page you will find a search box. Here, you can type a word in and Craigslist will do an extensive search for you, collecting all the results. There is also a drop down menu under the search box, which can help narrow your search.

As far as prices are concerned, you have the option of typing in the minimum and maximum price you desire. The date the item was posted appears to the left. In parentheses, you will find the city/county the item is located in and whether or not the post contains a picture (indicated by img.).

On the homepage next to each category title, it shows how many posts each category contains.

My Account...used for posting/selling

- This page is secure

- How to create an account: Type in your e-mail address and the prompt code shown on the page where you create an account. Hit continue to type further personal information. After this, an e-mail will be sent to the account you used to register for Craigslist, where you will have to click the link to create a password. After this, your account is created and you will be brought to your account page.

- While logged into your account, you will be able to view your previously posted items.

YOU DO NOT TO CREATE AN ACCOUNT TO PURCHASE SOMETHING ON CRAIGSLIST. You do need one if you intend to post anything.



The Do's & Don'ts of Online Shopping



- **Make sure you are on a "secure" site before you give your name, address or credit card details.** Look for a padlock or a key symbol, which are usually in the bottom right corner of your screen (next to the Internet globe).



- **Be sure the site has good customer service.** There should be an easy way to contact a live person who specializes in what you are looking for and who will take the time to help you.

- **Be sure to read the refund and return policies.** These links are typically available to online shoppers during the 'checking out' step.



- **Do not send your credit card details in an email.** This is not a secure means of transmitting information and can be copied easily to others.

- **Check your credit card statements for suspicious entries.** If you spot anything shady, query the transaction and consider canceling that card.



- **Keep records of all your transactions.** Print details from the webpage you used, write down records of order numbers and billing address. Keep copies of any emails you exchange with the supplier.

- **Think before you buy.** If the online advertisement or junk email offers sound too good to be true, they probably are!

- **Remember the hidden extras, which can push up the price of your online purchase.** Postage and packing costs, VAT and Customs charges for goods from overseas can add greatly to the final cost.

- **Listen to advice and recommendations from others.** Find out which sites have a good reputation for providing a pleasant online shopping experience.

- **If you do have problems with an online purchase, contact your local council's Trading Standards office for their specific advice.** You can involve the police too if a fraud has taken place.



- **Useful Websites:**

www.which.com
www.trust-on-line.co.uk
www.oft.gov.uk



All information on this handout from

http://www.besafeonline.org/English/shopping_online.htm

