



What is Catfishing?

WHAT IS “CATFISHING” WHEN TALKING ABOUT ONLINE DATING?

WHAT IS THE CATFISH TERM ORIGIN?

A “catfish” is a term derived from an old fish story told to Nev Shulman about stimulating cod to increase the taste and texture. The story explains how fisherman used to have the problem of cod becoming bored and under-stimulated while being “tanked” during the boat-ride from Alaska to China which would cause them to become stale and tasteless. Someone came up with an idea to put catfish in the tanks with the cod. Being a natural predator (we haven’t been able to verify this as we couldn’t find any data supporting the claim and the fact that catfish are fresh water fish), the catfish would chase the cod and keep them moving and agile which, in return would produce a better quality cod. Well, Vince (the husband of the woman; Angela who “catfished” Nev) compared this story to her efforts in contrast to their online relationship where she lured him in and “stimulated” him. This is a nice way to put it since most of these online relationships are purely selfish and the catfish usually has a motive for what they’re doing. **Because of the show, the term Catfish** is now used describes a recently popular “outed” dating scam and is a term coined by “Nev” Yaniv Shulman and his film crew including Max Joseph (Nev’s partner from the TV show Catfish) leading back from the movie Catfish. Know this, catfishing people online is nothing new and has been going on for years since the first dating site Love@AOL and many others were introduced around 1995. Catfishing is not a surprise since data suggest that 1 in 10 dating profiles are fake on these dating sites. Before the show, these were known as scams and have since been bundled with the word catfish.

HOW DOES CATFISHING HAPPEN?

A Catfish scam occurs when someone assumes a persona (or many) in order to trick another person into believing that they’re really that person online. Oftentimes a “Catfish” will go to extremes to continue their lie and typically use social networks, dating sites and all different types online forums. They might display fake profile pictures, get a separate phone line and even create a complete online profile with “fake” friends to cover their tracks. Oftentimes, there is a reason why people choose to create these fake profiles. Below you can see why someone might choose to create a fake catfish profile.

WHAT DOES IT MEAN WHEN SOMEONE SAYS THAT THEY’VE BEEN CATFISHED?

When someone says that they’ve been catfished, this tends to mean that they’ve been duped online with someone who isn’t who they say or present themselves as.