

# Investigating Fake Online Digital Personas in cyber crime offences



**Trends, tactics and investigation tips to detect deception techniques and reveal the true identity of online criminals**

## **EXCLUSIVE WORKSHOP**

**29 March | Hazlewood Castle | Tadcaster**

The Investigator is hosting this exciting one day workshop that provides a fascinating insight into the trends, tactics and behaviours that criminals are using to dupe unsuspecting victims online by adopting false identities.

Digital communities are now providing criminals with new ways of exploiting victims online in a range of offences from child grooming, radicalisation and terrorism and fraud.

#### Investigation challenges

One of the biggest challenges for investigators is online criminals conceal their identities by adopting fake personas – even lying about their age, sex and background. In child grooming case, adult criminals are pretending to be children in order to gain the trust of their victims.

The day is an exclusive course that you won't get elsewhere. It will be led by recognised online crime experts from the University of Lancaster who will provide a fascinating insight into the tactics and techniques online criminals resort to in order to exploit their victims.

#### Current online criminality

Our experts will provide practical advice for the frontline investigator about how to look for clues about a person's age, gender and background by analysing the use of language as well as their wider online behaviour.

It is aimed at all investigators who want to expand and enhance their knowledge and understanding of the current and future picture of online criminality. Whether you work in major crime, cyber crime, CSE, or counter terrorism, this workshop will provide you with a not-to-be-missed opportunity to expand your learning in this rapidly evolving area.

#### The day will include:

- Uncovering masquerading digital personas
- A look at the different online language styles that criminals adopt online
- How to use language analysis to predict an author's identity
- How to identify and mimic authors
- Choosing useful markers of authorial style
- Good versus bad datasets
- How new software developed by the team at the University of Lancaster can help investigators carry out sophisticated analysis of digital personas

#### Our experts

The workshop will be led by Dr Alistair Baron and Dr Claire Hardaker from the University of Lancaster who are both recognised experts and in online criminality.

Dr Baron is a lecturer from the School of Computing and his expertise is around applying natural language processing techniques to serious online crime including child sexual abuse, extremism and social engineering.



Recent examples of his work include using online text features to predict author demographics and linking social media accounts to assess a organisation's social engineering attack surface.

Dr Hardaker is a forensic corpus linguist in the Department of Linguistics and English Language. She is an expert on online aggression, deception and manipulation.



This involves analysing anything from cloned and fraudulent accounts to trolling and threatening language to grooming strategies.

**Venue:** Hazlewood Castle, Paradise Lane, Hazlewood, North Yorkshire, LS24 9NJ

Accommodation is available at the hotel for a discounted price of £84 B&B please call 01937 535353 and quote The Investigator when booking your room.

**Details:** Registration 9.30am, start time 10.00am, finish 3pm. Refreshments and lunch are included in the price

**Cost:** £249 per delegate.

**Booking:** Please send the delegates name(s), email address and purchase order to [info@the-investigator.co.uk](mailto:info@the-investigator.co.uk) or telephone 0844 660 8707 for further information. Payment can be made by debit/credit card.

### About the venue

The first records of the house are to be found in the Domesday Book, described as being owned and occupied by Sir Mauger the Vavasour (a vavasour is a type of sub-tenant). Hazlewood was then inhabited by descendants of the Vavasours for over 900 years. During the Second Barons' War (1264–1267) the house was burnt down by a rival branch of the Vavasour family. It was rebuilt in 1283 by Sir William Vavasour and in 1290 fortified and crenellated.

In 1217 Robert Vavasour was Sheriff of York and his statue was placed above the door of York Cathedral in recognition of the fact that he gave stone from his Tadcaster quarry to maintain the cathedral.

Sir William Vavasour was High Sheriff of Yorkshire for 1548 and 1563 and MP for Yorkshire in 1553. His son John Vavasour was host to Mary, Queen of Scots on the night of 27 January 1569, when she passed through Wetherby en-route between Bolton Castle and Tutbury Castle.

John was convicted in 1610 of being a Catholic recusant. His nephew and heir William was gaoled for five years in Newgate prison for the same reason. William's son Thomas was forced to pay an annual fine even though he had been made a baronet in 1628. The second Baronet was a Royalist during the Civil War and was obliged to flee to France, not returning until the restoration of the monarchy in 1660.

Under the 6th Baronet the house was substantially modernised. On the death of the unmarried 7th Baronet in 1826 the baronetcy was extinguished and the estate passed to Edward Stourton, a relative. In 1828 he took the name Vavasour and was made the 1st Baronet Vavasour of the second creation. In 1908 the Vavasour family sold Hazlewood and bought a vineyard in Awatere, New Zealand. After 1908 the site changed hands many times over the following years. It was first owned by a solicitor named Simpson, whose family occupied it until 1953, although it also served as a maternity hospital during the Second World War (and afterwards until 1953). For a few years it then belonged to the Fawcett family until it was sold in 1958 to Donald Hart, who sold it on as a retreat for the Carmelite Friars from 1971 until 1996. In 1997, after restoration, the house reopened as Hazlewood Castle Hotel.

### Travel

Hazlewood Castle just off the A1(M) is one hour by car from Manchester, one and a half hours from Liverpool, one hour thirty minutes from Newcastle and two hours from Birmingham.



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