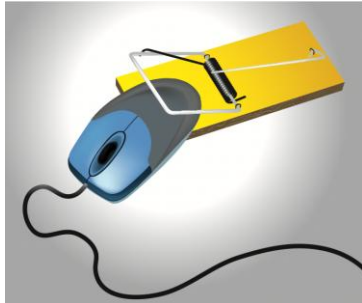


## Online Dating Romance Scam Project

This ESRC funded project investigates the types of people conned by the online romance scam and how such deception psychologically affects a person, as well as the types of strategies that scammers use to con their victims.



**Online romance dating scam:** The number of people scammed by the online dating romance scam has been on the increase in recent years. The romance scam involves organised criminals who target singles columns and dating websites, creating fake profiles and trying to establish trust with that person. They then pretend to be in urgent need of money and ask for help. Many victims

have been persuaded to part with large sums before their suspicions are aroused.

Specifically, the objectives of the project are to:

1. devise a typology of the personality traits as well as other characteristics for the types of individuals who are more likely to be conned by the online romance scam.
2. examine the persuasive techniques employed to con individuals.
3. examine the psychological consequences of being taken in by such a scam.
4. inform interested parties of the results of this project to help prevent these scams from happening in the first place.

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