



***Digital Footprints and Prediction: Easier, and more difficult, than it looks***

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**Date:** April 23rd, 2021

**Time:** 14:00-15:00

**Teams Link:** [Join Seminar](#) (We'd appreciate if you could optionally [register](#) to join our mailing list)

**Abstract:**

In this presentation I will outline research work at the University of Bath conducted as part of the Centre for Research and Evidence on Security Threats that seeks to a) understand the potential for people's digital footprints to predict who they are; b) connect digital patterns of behaviour to what people do in an offline setting; and c) use this understanding to influence patterns of behaviour. Despite a large amount of evidence suggesting that digital footprints can be reliably associated with enduring human characteristics, we find that predicting offline behaviour is rarely achieved successfully, and that attempts to replicate advertising targeting specific traits often fail. Implications for security – in particular predicting when people will move from online rhetoric to offline action – are discussed.

**Biography:**

[Prof. Joinson](#) is Director of the ESRC Digital Security by Design Social Science Hub+ (Dscribe), as well as a co-investigator for the Centre for Research on Security Threats (CREST) and the EPSRC National Centre for Protecting Citizens Online (REPHRAIN). He has led the online behaviour strand of CREST for the last five years, and has worked in the fields of security, technology and behaviour for over 20 years. He has published over 100 articles and books on a range of topics that cover the intersection of security, technology and behaviour.

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