Temporal Constraints in Online Dating Fraud Classification

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Abstract: A number of automated systems attempt to combat online fraud through the application of classifiers created using machine learning techniques. However, online fraud is a moving target, and cybercriminals alter their strategies over time, causing a gradual decay in the effectiveness of classifiers designed to detect them. In this paper, we demonstrate the existence of this concept drift in an online dating fraud classification problem. Working with a dataset of real and fraudulent dating site profiles spread over 6 years, we measure the extent to which dating fraud classification performance may be expected to decay, finding substantial decay in classifier F1 over time, amounting to a decrease of more than 0.2 F1 by the end of our evaluation period. We also evaluate strategies for keeping fraud classification performance robust over time, suggesting mitigations that may be deployed in practice.

1 INTRODUCTION

Concept drift is a problem in machine learning classification, in which classifiers become less accurate over time as the underlying data's distribution changes. Any subsequent fall in performance is known as time decay. Concept drift often goes unexamined in classifier design due to temporal and spatial biases in classifier evaluations. Temporal bias exists when a dataset is temporally inconsistent, which means that the training and test sets are not chronologically ordered, while spatial bias occurs when a dataset is unrealistically balanced relative to the real occurrence rates (Pendlebury et al., 2019).

In this paper, we investigate the presence and effect of concept drift for a novel application, namely, an online dating fraud classification task. Online dating fraud, also referred to as romance scamming, is a form of fraud in which a criminal entices a target into an online romantic relationship using a false profile, and then uses this relationship to extract money from the target. In the US, the Federal Trade Commission reported losses of \$537m in 2021 from romance scams, up 80% from 2020 (FTC, 2022), a rapid increase highlighting the urgent need for work tackling this crime. Recent works have attempted to combat this problem through a variety of classification approaches (Suarez-Tangil et al., 2020; He et al., 2021; Shen et al., 2022). However, no

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previous work on dating fraud classification has addressed the possibility of concept drift in deployment, the speed or scale with which it may occur, or how it may be mitigated.

In this work, we correct this gap and characterise the temporal constraints relevant to dating fraud classification using a large dataset of over 100,000 dating profiles, including over 6,000 scam profiles, in an evaluation window spread over 6 years of data. Using the TESSERACT Python library (Pendlebury et al., 2019), an example classifier for these scams is first built and subsequently evaluated for concept drift under constraints that correct for temporal and spatial bias. Following that, two plausible mitigation strategies – *classification with rejection* and *uncertainty sampling* are then evaluated as solutions to make classification models more robust to concept drift and reduce the time decay in classifier performance.

2 BACKGROUND

2.1 Concept Drift

Concept drift, also known as concept shift or dataset shift, occurs when the relationship between the input and target variables changes between the training dataset for a model and its deployment scenario. For example, certain features of an Android application may be reliably associated with a label of 'malware' in a training dataset, but when running in the wild, a model trained on such data may perform poorly. This may occur because these features are no longer particularly associated with malware, as malware authors have moved on from the techniques that produced such a pattern. In other words, the concept of what a safe Android application is has changed since the model was trained. Concept drift has been described as "the great elephant in the room for machine learning" (Webb et al., 2017), as it can considerably affect the accuracy and reliability of applied machine learning models when deployed, meaning reported performance figures from research results may be less trustworthy than expected.

Pendlebury et al. have created an open-source evaluation tool for concept drift called TESSER-ACT (Pendlebury et al., 2019), which includes a Python library. Their paper examined the presence of temporal and spatial bias, looking at three different classifiers for Android malware detection (a support vector classifier, a random forest, and a neural network). These classifiers and their earlier published work were believed to be temporally and spatially biased. Pendlebury et al. define three constraints that must be enforced for more realistic evaluations (referred to as *space-time aware evaluation*), which are (Pendlebury et al., 2019):

- **C1.** *Temporal Training Consistency*, under which instances in the training dataset must temporally precede (i.e. chronologically come before) the instances in the testing dataset.
- **C2.** *Temporal Testing Windows Consistency*, under which all instances in a testing window must be from the same time slot. TESSERACT splits the testing set into slots of fixed size. The example provided is that a testing dataset of two years could be split into slots of one month. This constraint states that each testing window should be consistent, with all instances from the same time slot. The user chooses the interval, but it should contain a substantial number of instances in each testing window. Pendlebury et al. suggest at least 1,000 instances in each window.
- **C3.** *Realistic Label Ratio in Testing*, under which the average percentage of class labels in each category in a testing dataset should be close to the estimated distribution that would be seen in the real world.

This literature also defines a time-aware performance metric, *Area Under Time* (**AUT**), and an algorithm that optimises classifier performance by adjusting the class ratio of the training dataset. AUT is calculated as the area under a curve of point estimates of performance scores (such as F1 scores) over time, where each point estimate is for a different testing slot (Pendlebury et al., 2019). We adopt AUT as our primary evaluation metric in the experiments described later in the paper.

Two techniques that may be applied to mitigate the effects of concept drift are *Classification with rejection* and *Uncertainty sampling*. Classification with rejection is a mitigation in which lower confidence predictions are rejected (Bartlett and Wegkamp, 2008; Barbero et al., 2020). Observations with a conditional probability close to 50% (when a binary classification problem) are the most challenging instances to classify. Therefore, a reject option can be used to express doubt over these more uncertain examples (Bartlett and Wegkamp, 2008). When these examples are rejected, they can be quarantined and manually classified.

Uncertainty sampling is a technique under which, rather than refusing to label, class labels are requested for uncertain instances. These instances are found by using the prediction probabilities of an existing model and are then used for retraining the classifier (Kubat, 2017). The technique was originally proposed as a methodology for situations where large quantities of labelled data are difficult to obtain. However, it can also be used to mitigate the effects of concept drift (Pendlebury et al., 2019).

2.2 Online Dating Fraud

Online dating is becoming more popular, and this increased popularity has become an attractant for crime. Online dating fraud started to attract research interest in the 2010s (Rege, 2009; Whitty and Buchanan, 2012), but Huang et al. (2015) were the first to quantitatively study how romance scammers operated online, using data from an undisclosed Chinese dating site between 2012 and 2013. They found there were four types of scammers, including a category they referred to as *Swindlers*, who establish a long-distance relationship online, and after a certain amount of time, request money from the victim. This form of romance fraud is the one that most resembles that described by Whitty & Buchanan.

Edwards et al. (2018) discussed indicators of dating fraud profiles such as reused profile elements and common geographic origins, but it was Suarez-Tangil et al. (2020) who first described an ensemble classifier for automatically detecting profiles likely to be romance scammers, using only passively-accessible static profile elements. Since then, a variety of approaches have been attempted. Al-Rousan et al. (2020) focused on the detection of celebrity images used in some scam profiles, describing a system using reverse image search mechanisms to reveal such impersonation. He et al. (2021) described DatingSec, which built upon the approach of Suarez-Tangil et al. by additionally examining dynamic behaviour and textual messaging features within data from the Chinese dating app Momo, with promising results. Most recently, Shen et al. (2022) have proposed a detection approach grounded in a user trust model, which also integrates both static and dynamic features to identify the accounts used in online dating fraud.

3 BASELINE CLASSIFIER

3.1 Dataset

The data and methods used to extract and process the dating fraud datasets were heavily influenced by previous work by Suarez-Tangil et al. (2020). Our study aims to extend previous work to classify this fraudulent activity to evaluate and mitigate the effects of concept drift. It is not intended to be a heavy reworking of the feature selection or classifier models in these domains. It is also not intended to be a criticism of previous work. The quality of previous work has provided an in-depth understanding of classification in these domains and has allowed particular processes to be replicated.

The data was scraped from the websites https: //datingnmore.com and https://scamdigger.com using a slight modification of the method used by Suarez-Tangil et al. (2020). 96,960 real dating profiles and 6,074 scam profiles were scraped and stored in JSON format. To reduce the costs of training and evaluation, only the demographic data from profiles were used in these experiments. The data was cleaned following the same process as described by the original authors, with slight modifications for fields that have altered format in the online data source.

There were rows of data that either did not have a username or were duplicates. This duplication was part of the original cleaning process, as particular fields in the scam reports contain several options. By way of example, the location given for a scam may originally have been "*New York, USA or Amsterdam, Netherlands*", and this would create two instances in the original cleaning process, a variant profile for each location. We dropped these near-duplicate variants in a process that consolidated the dataset and meant that profiles with multiple entries in a field were not given greater weight within the dataset. When doing this, the first of the variant field values were kept in the dataset. This did mean that some information was lost, as, in this example, only the profile with *New York* as the location would remain in the dataset.

The presence of timestamps is crucial when examining concept drift. Without them, we cannot evaluate classifiers under the relevant constraints. Timestamps were provided within the scam set, as the scamdigger.com website has two fields that reflect the month and the year that a scam was reported. For real profiles, however, there is no reported date (due to their very nature of being genuine). As an appropriate comparison date, the date a profile was last active was scraped and used to create the timestamp field for real profiles – this being how the real dating site user chose to present themselves at a given date.

Figure 1 shows the real and scam profile counts across different years. The visualisation highlights several imbalances. Firstly, there is a lack of real profiles in earlier years, between 2012 and 2015. Conversely, there has been a relative lack of reported scam profiles in recent years. An imbalance can also be seen between the real and scam profiles, where approximately 6% of the profiles were scams in the original downloaded data. This proportion is less than the 10% estimated in Sift's research (Beldo, 2022).



Figure 1: Count of real and scam dating profiles.

3.2 Baseline Classifier

Suarez-Tangil et al. used an ensemble classifier. The different classifiers within the ensemble used different data sources, which fell under three categories: demographics, images, and description (Suarez-Tangil et al., 2020). We focus on a classifier using only the demographic data in this study, with the hope that the variety of fields used by the demographic classifier would better enable us to typify any concept drift in the fraudulent or real profile data. The original study combined a random forest (RF) and naive Bayes (NB) classifier to handle demographic data, since an RF classifier does not work with missing values, but the NB model can appropriately deal with them. Miss-

ing data is common in dating sites where users will have 'incomplete' profiles because they have decided not to fill in certain sections. After initial comparisons, we instead opted to use a histogram gradient boosting classifier (HGBC), which is also capable of handling missing values, and achieves good performance (scikit-learn developers, 2022).

The HGBC was trained initially on a dataset without any temporal or spatial bias constraints. The dataset was split into training and test sets and fitted using the training data – operating a grid search with k-fold cross-validation to decide specific model hyperparameters. These were the learning rate, the maximum number of leaf nodes, and the maximum number of iterations. K-fold cross-validation splits the training set into k number of partitions, set to ten, and trains the model on all but one partition. It is then tested on the remaining fold, and this operation repeats k times, leaving one partition out to test each time. Scores are calculated as the average of the relevant performance metric from these tests. A grid search repeats the 10-fold cross-validation but uses a different hyperparameter combination each time. The best-performing combinations were used for training the model, and then this model was scored on the test dataset. The results in Table 1, while underperforming relative to Suarez-Tangil et al.'s full ensemble model, show performance similar to that of their individual demographics classifier, with an F1 score of 0.77. The HGBC classifier has a lower recall than precision, and just 70% of scam profiles in the test dataset have been correctly identified.

Table 1: Performance metrics for the baseline HGBC classifier.

Precision	Recall	F1	Accuracy
0.85	0.70	0.77	0.98

This result is reasonably encouraging and will be referred to as the baseline classifier. However, in deployment in the real world, for how long can such a performance result be trusted? This question is at the heart of this paper's investigation and will be addressed in the following sections.

4 CONCEPT DRIFT EVALUATION

A key concern when evaluating a classifier under temporal constraints is how to split the data into training and testing windows. The classifier uses the training window to learn and then is evaluated for each testing window subsequently.

		Min.		
Training	Test	testing	Min.	Min.
time	window	window	positive	positive
(months)	(months)	sample	cases	ratio
		size		
12	1	303	0	0.00
12	3	1574	0	0.00
12	4	2099	77	1.78
12	6	3528	153	1.90
18	1	303	0	0.00
18	3	1574	0	0.00
18	4	1044	0	0.00
18	6	3528	153	1.90
24	1	303	0	0.00
24	3	1574	0	0.00
24	4	2099	77	1.78
24	6	3528	153	1.90

Different training and testing window length combinations are examined in Table 2. When deciding the testing window length, a rule of thumb of at least 1,000 samples in a split (Pendlebury et al., 2019) is enforced. The minimum testing window sample size column gives information on whether this occurs in all windows for each combination. Scam profiles need to be present in all windows, so the minimum positive cases column depicts if this is true. The minimum positive ratio is how low the ratio of scam profiles to genuine profiles could be. This ratio is meaningful if it is changed by the spatial constraint to make it closer to the in-the-wild ratio. Based on this review, 18 months for the training set and 6 months for the testing windows were deemed appropriate for this task. These intervals ensured no less than 1,000 profiles and a reasonable number of scam profiles in each testing window

With the training and testing window sizes decided, the HGBC classifier was trained with the first 18 months of data (starting from 2015). We then evaluated the dataset under the constraints of temporal training consistency and temporal testing windows consistency (C1 & C2). Figure 2 indicates that concept drift is present. There is time decay, as the classifier's performance reduces in subsequent six-monthly periods, with the F1 scores dropping lower than the previously reported figure of 0.77. The classifier's ability to correctly identify the scam profiles diminishes, scoring an AUT of 0.63. The recall and F1 scores fall to 0.45 and 0.51 in the ninth testing period, four years after the initial training. This result is crucial as it answers one of the critical questions: is there concept drift present in the online dating fraud classifier? The answer is yes - substantial drops in performance can be seen over time.

Table 2: Minimum outcomes of different training and testing window lengths.



Figure 2: Evaluation of online dating fraud classification with constraints C1 & C2.

The size of the datasets used for training reduces under this evaluation methodology, as the baseline classifier has the advantage of learning from more data. It used over 70,174 samples, whereas the constrained classifier learned from 26,017 samples from the first 18 months of the dataset (from 2015). The performance of a classifier with no temporal constraints but with a similar amount of data can be compared to the baseline classifier. The test scores were similar to the baseline classifier when training an HGBC model with a randomised split of around 26,000 instances. The F1 score for this comparison classifier, trained on a smaller amount of data, was 0.76. This result suggested it is still a sufficient quantity of data.

The previous results in Figure 2 did not include the spatial constraint of a realistic label ratio in testing. This additional constraint is included, where the ratio is forced to be between 7.5% and 12.5% in the testing windows. This range includes the 10% estimate of scam profiles from Sift's research (Beldo, 2022). A caveat of using this estimate was that it was the best research on the in-the-wild ratio that could be found, but it is just one estimate and was not tailored for the datingnmore.com population but the wider online dating population. This constraint is implemented by changing the sample size and downsampling the scam or real profiles until one of the bounds of the range is met. To clarify, if 20% of a testing window were scam profiles, they would be downsampled until the proportion was 12.5%. If 2% of the window were scam profiles, then the real profiles would be downsampled until 7.5% is the ratio (this is the scenario encountered for most of the test-

ing windows for the online dating fraud dataset). The AUT improved, rather than decreased, to 0.67 when imposing this constraint. The difference can be explained by the lower number of real profiles tested for many windows (with some downsampled to force the sample ratio to 7.5%). A smaller magnitude of false positives is reported, increasing the classifier's precision since it decreases the number in the calculation denominator (all else being equal - the true positives do not change as the number of scam profiles remains consistent in this scenario). This increase in precision leads to a higher F1 score and AUT metric. The recall is not affected in most windows, as this metric only considers scam profiles and they are not downsampled, apart from in the first testing window. Figure 3 demonstrates the revised impact under all three constraints, still presenting evidence of a substantial drop in performance over time.



Figure 3: Evaluation of online dating fraud classification with all three constraints (C1, C2 & C3).

To understand the dataset differences underlying this performance drop, we made both visual and automated comparisons of the windows at the two most different time windows. The comparisons were made between the training window dataset (the first 18 months of data) and the ninth testing window dataset, which is the last six months of the data in 2020. A HGBC model was trained to distinguish between profiles from the two time windows but achieved only poor performance (0.16 F1 for distinguishing the correct window for any profile, 0.32 F1 for distinguishing the correct window for only scam profiles). The differences between the profiles were not strongly evident in the distribution of demographic features: marital status, ethnicity and other factors appear to have similar distributions in both the training window and the final test window. One feature which did show some variation was the 'occupation' field, in which female scam profiles became relatively more likely to report 'self-employed', 'student' or 'military' occupations, while male scam profiles became more likely to report occupations in 'construction'. These differences, together with possible alterations in the cooccurrence patterns of other more stable demographic features, could explain why the classifier performance degraded. However, it is important to note that these changes in the underlying data are small and difficult to detect, and so any plan for mitigating the impact of concept drift on classification will likely need to do more than monitor cohort statistics.

5 CONCEPT DRIFT MITIGATION

Classification with Rejection: can mitigate the effects of concept drift. This technique looks at the classifier's probability prediction for each testing example and will reject those that fall below a chosen threshold. Samples for which the HGBC prediction probabilities fall below the rejection threshold are placed into 'quarantine', offloading decisions on these samples to manual labelling. A higher rejection threshold means more predictions are rejected. The tradeoff is that there is a higher cost to label the examples that have been quarantined since it is a manual task. Figure 4 displays the results when rejecting instances with a predicted probability below 80%.



Figure 4: Evaluation under classification with rejection (80%) (C1, C2 & C3).

Classification with rejection increases the AUT

metric to 0.71 but does not stop time decay. The ninth testing period has an F1 score of 0.56, which compares to 0.77 for the baseline classifier. The performance is not a large improvement from the results seen in the evaluation of the classifier without any mitigation. It is interesting to note that only 1,785 testing instances out of 37,651 were rejected based on this 80% threshold. The choice of 80% as the rejection threshold was arbitrary, and a higher rejection threshold could improve the AUT performance of the model, but with the trade-off of higher labelling costs - rejection means the classifier is producing fewer decisions, increasing the manual workload. Model probability prediction also does not always translate to expected outcomes; if the rejection threshold is set to 95%, the AUT changes to 0.72. However, if it is set to 99%, the AUT is 0.62 - worse than at 80%. There is reason to believe that model probabilities can be skewed towards high values (Jordaney et al., 2017), suggesting that the gains from confidence-based rejection may be limited.

Uncertainty Sampling: extends beyond rejection to create a process that can make the classifier more robust to concept drift and involves retraining the classifier with a subset of the most uncertain examples. A proportion parameter is used, and there is a subtle difference between this method and classification with rejection. Classification with rejection examines each example's prediction scores and quarantines it if it falls below α %, where α is some predetermined threshold. With uncertainty sampling, the predictions are first sorted by their highest prediction probabilities. A subset containing $\beta\%$ of the most uncertain instances is then used by the model to retrain. If β were set to 100%, this would be an example of complete incremental learning, where the model would learn from all the labelled data in each period.

Under this method, the AUT metric improves to 0.77 when retraining with the 20% most uncertain predictions. The visualisation in Figure 5 shows that uncertainty sampling makes the classifier more robust against a falling F1 score performance over time; its trend is flat and close to the baseline level. As the model is starting to learn from samples in each period, it gives it a better chance to improve its recognition of future scam profiles. The classifier now maintains its performance to a level consistent with the baseline classifier, which had an F1 score of 0.77. The 20% was an arbitrary selection, but different subset sizes were also tested. 5% can still achieve an AUT score of 0.75, with the benefit that it requires a quarter of the labelling compared to a level of 20%. This decision regarding the appropriate level of sampling is

best determined by the available resource.



Figure 5: Evaluation with uncertainty sampling (20%) (C1, C2 & C3).

The AUT measures for our evaluations are summarised in Table 3. Both the imposition of constraint C3 and each of our mitigation strategies increased performance evaluated over time, with uncertainty sampling displaying the highest AUT and the least deviation from the performance established in the baseline. However, it must be acknowledged that uncertainty sampling in a deployment setting would require a regular manual review of a sample of cases. This poses a potential tradeoff for online dating sites and similar platforms aiming to screen out fraud using automated means, and highlights the need for such platforms to invest in reliable ground-truth-recording mechanisms through both user fraud reporting and manual review processes.

Table 3: Summarised AUT metrics for different constraints and mitigation methods.

Method	AUT
C1 & C2	0.63
C1, C2 & C3	0.67
C1–3 with classification with rejection (80%)	0.71
C1–3 with uncertainty sampling (20%)	0.77

6 CONCLUSION

Our central research question was assessing concept drift and mitigating its effects in the domain of online dating fraud. This is a serious problem, with growing numbers of victims, and we ground our investigation in a large real-world dataset. We find that substantial declines in classifier performance can be seen across the period covered by our testing windows. Our baseline classifier is not intended to demonstrate state-ofthe-art performance levels, but rather to exemplify how performance may decay over time in this domain, using features common to many current models (Suarez-Tangil et al., 2020; He et al., 2021; Shen et al., 2022). We see that a classifier naively assessed as performing at 0.77 F1 performs at 0.51 in the most recent testing window when controlling for temporal biases.

Similarly to Singh et al. (2012) in the domain of malware, we find that the underlying shifts in the distribution of dating profile features are not easy to detect or explain, highlighting that monitoring new data may be insufficient protection for concept drift. We evaluated two mitigation techniques and discovered that classification with rejection does slow the decay in performance over time, but does not halt it. Uncertainty sampling, which involves the regular introduction of new labelled data, is far more effective but may pose operational concerns.

The practical takeaways from our work can be summarised with two main considerations. Firstly, online dating platforms need to be aware of this risk wherever they may be deploying automated solutions to prevent romance fraud, and should consider the use of uncertainty sampling to guide their retraining methodology. Secondly, and more broadly, we hope to demonstrate that concept drift is a measurable problem for security and online safety classification systems, beyond the specific domains in which it has previously been established, and argue for the need for temporal constraints to be more widely adopted as checks on the robustness of detection and prevention models. To give what support we might for this aim, the code for this project is made publicly available as a Github repository, to enable replication and future comparisons¹.

One requirement for temporal robustness checks is the availability of a large, longitudinal dataset labelled for classification purposes. As part of our investigation we also attempted to investigate concept drift in pet scams (Price and Edwards, 2020), but the comparatively short period of time for which data was available made the extent of any drift difficult to establish reliably. Other domains in which concept drift might be a operational concern could also be suffering from the lack of suitable data, meaning researchers and developers willing to perform robustness checks are not able to do so. Reliable access to well-designed security datasets remains a crucial hurdle for many

¹https://github.com/hbu90/Online-dating-fraudclassification-and-dataset-shift

technological developments in online safety and security.

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