**Challenge**

1) One approach to offender profiling is the British bottom-up approach. This approach uses facts about the location of crimes and knowledge of how offenders are more likely to work in order to put together a profile. This is in contrast to the American approach to profiling, the top-down approach which….

2) With the aid of statistical analysis, bottom-up profilers are able to use biographical, geographical and psychological data to produce a profile. This means Bottom-up profiling can be seen as more objective and scientific than the Top-down approach as …….

3) The top-down approach and the idea of organised vs disorganised can be seen as too simplistic as it only considers two types of offender whereas…...

4) One problem with top-down profiling is that it only relates to one type of crime, such as violent crimes whereas……