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**The impact of the media on the public perception of the
UK Policing and the effect that it has on Police Officers.**

School: UWTSD Swansea

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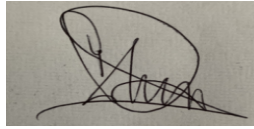
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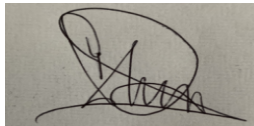
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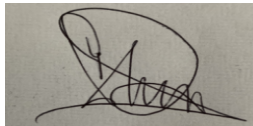
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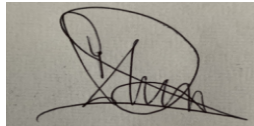
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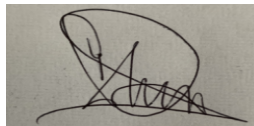
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Abstract

The purpose of this research was to investigate and better understand the links between negative news media and impact that it had on public confidence in UK Policing. The research also aimed to identify if negative news media had any impacts on UK police officers in the carrying out of their day to day role.

The researcher conducted a comprehensive and thorough examination of pertinent and pre-existing scholarly literature pertaining to the subject matter of negative news media and public confidence in policing and investigated the impact of the prevalence of negative news media surrounding policing and its effects.

To assist in understanding the issues with negative news media and current public confidence in policing, two web surveys were conducted with a focus on members of the public and current serving UK Police officers. These surveys were conducted as a way to better identify the current levels of public confidence in policing, the impacts of both negative and positive stories on this confidence and also identify if officers are experiencing issues as a result of these stories.

The results of the study provide significant backing to the extensive body of literature examined in the second chapter. The themes delineated in this project with regards to the impact of negative and positive media stories, currently levels of public confidence, police officers experiences and police officers confidence in the media all factor in to the impact of the media on officers and public confidence.

Upon reaching significant milestones during the project, the dissertation successfully fulfilled its objective by addressing the question “Does negative news media impact public confidence in policing and does that also impact officers in their day to day activities”.

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Chapter 1

1.1 Introduction

The aim of the research is to examine the links between the news media and the public perception of policing in the UK and the impact this has on individual police officers. News media as defined by GDNNet as a service that aims to inform, educate and entertain through features, analysis and news in the press performing these functions on the principles of accuracy, diversity, fairness and balanced representation (GDNNet, 2011).

In a recent YouGov survey, the percentage of Britons approving of the police's performance has dropped. In February 2020, 70% of Britons believed the police were performing well. However, currently only 53% of the public share this sentiment, with the number of those criticizing the police's performance more than doubling from 15% to 37% (YouGov, 2022). In a study conducted by Gauthier and Graziano in 2018 it found that engaging with Internet news can lead to negative opinions about the police, and being exposed to critical news coverage about law enforcement can shape individuals' perceptions (Gauthier, J.F and Graziano, L.M., 2018). The aim of the research is to identify if there is any link between the drop in police popularity and satisfaction as a result of negative news media surrounding the police.

1.2 Background and Rationale

Policing by consent is a core principle that forms the basis of contemporary democratic societies. This idea is based on the notion that the legitimacy of law enforcement comes from the consent and collaboration of the community they protect, rather than the authority of the government (Ministry of Justice, 2024). Due to the most recent drop in the public perception of policing it presents a problem when looking at the model of policing by the consent of the public if the public themselves do not believe in the police.

In a study conducted by Marier *et al* it was found that extensive research has consistently indicated that when police officers perceive a decline in their relationships with the public,

it leads to their disengagement both physically and emotionally from their work (Marier *et al*, 2023). This issue combined with the 72% increase of officers voluntarily leaving across England and Wales in 2022 provides potential links between officers leaving and a decline in public confidence (University of Portsmouth, 2024). The purpose of this research is to also attempt to identify any impact that the news media might have on officers currently within their role.

1.3 Objectives

The aim of the dissertation is to investigate and critically evaluate the impact of the news media on the public perception of policing and the impact this has on individual officers.

1. To investigate and analyse existing research and literature on the impact of negative news media stories on UK policing.
2. To choose a suitable methodology for investigating the opinions and comprehension of the general public regarding the topic of public perception of the police and its effects on police officers.
3. To analyse and interpret the data gained to understand any relationship between negative news media stories and its impact on the public perception of policing and individual officers.
4. Provide recommendations on the relationship between negative news media and the public confidence of policing including the impact on police officers.

1.4 Research Structure

The first chapter has introduced the study by offering a context, delineating the rationale for the research, the goal, and various objectives.

Chapter two will consist of a literature review based upon currently levels of public trust in policing, the impact of misconduct on public perception, the impact of negativity bias on public perception, the impact of negative media on the perception of police and the impact this is having on individual police officers.

In the third chapter, the method and methodology will be illustrated to identify the suitable primary research techniques for this study. This is intended to fill the research gaps and enable the analysis of the data.

Chapter four will examine the primary data that has been gathered using the methodologies outlined in chapter three. The findings will be presented through the utilisation of statistical analyses.

In the fifth chapter, the focus will be on examining and evaluating the research's objectives and aims. Furthermore, there will be a conversation regarding the primary discoveries, recommendations, and limitations of the study.

Chapter 2

2.1 Literature review

The cornerstone of British policing is consent-based policing, in part because of Robert Peel's 9 Principles of Policing, which were initially distributed to all new officers in 1829. The Peelian Principles require officers to always be conscious of the fact that the public's acceptance of the police, their actions, and their demeanour, as well as their ability to win and maintain the public's respect, are the foundations upon which the police's ability to do their duties is dependent. It also says to always keep in mind that winning the public's respect and approval means getting their willing support in the fight to guarantee that laws are obeyed.

2.2 - Police Mistrust

In a recent YouGov survey, 42% of participants expressed a slight or very high mistrust in the Metropolitan Police Service (MPS), on behalf of the BBC (Elgueta, A *et al*). 1051 persons in London made up the sample size for the poll, which was conducted between March 27 and March 31, 2023. Of those surveyed, 43% said their view of the MPS had become worse in the past year. Furthermore, the poll found that 73% of participants believed that some people were treated differently by the police than others (House of Lords, 2023).

The Institute for Government has suggested that there may be a correlation between the increase in reported cases of misconduct and criminal behaviour by police officers and a decline in public trust towards law enforcement. This is particularly evident in high-profile cases such as that of Sarah Everard, who was abducted, raped, and murdered by a serving MPS officer, Wayne Couzens, in March 2021. Similarly, the case of MPS officer David Carrick, who was sentenced to 36 life sentences in February 2023 after pleading guilty to 49 offences, including 24 counts of rape, has further eroded public confidence in the police forces. The erosion of this public confidence can be seen in the protests that took place before the sentencing of Couzens and Carrick. On the 29th of September 2021

a Feminist group Sister Uncut protested outside of the court house where Couzens was set to be sentenced with signs such as “Abolish the Police” and “Met Police, Blood on your hands” (Davis, B, 2021). In the case of Carrick on Monday the 6th of February 2023 protesters for Women against Rape and other organisation gathered outside of Southwark Crown Court, with one protester Hodo Ahmed showing distrust in reporting police violence to the police who they believed to be “the same police who rape us and persecute our children and loved ones, or report us to the immigration authorities”(Russel, H, 2023).

2.3 – The News Media

In order to attract viewers and readers, news groups utilize the negativity bias, as modern news is available 24/7 and generates revenue through subscription fees and advertisements (Conscious Vibe, 2022). This bias is based on the tendency of humans to place greater importance on negative events, objects, or personal traits (Rozin, P., & Royzman, E. B, 2001), which explains the prevalence of negative news stories in the media's coverage of policing.

Research in to the links between the media and public perception of policing has been ongoing for many years. A 2021 study conducted by Jaeyonh Choi aimed to explore the impact of positive, negative, and mixed depictions of the police in the media on individuals' perceptions of law enforcement (Jaeyong Choi, 2021). Data was derived and sampled from a group of undergraduate university students with a large sample coming from Criminology and justice students. Students were shown one of five two minute clips of footage showing one of the following, police misconduct and its effects on victims, footage showing the high risk of police work, and clips that had been complied, edited and evaluated to show both elements in equal measure. The study identified that media that is in its nature positive of police had no effect on the perception of policing in the sampled students. It's findings also indicated that individuals have the ability to shape their perceptions by being exposed to media, with a notable emphasis on negative police images amplifying this effect. Although the links between negative media and police perception are outlined the study suffers from issues with sampling bias. Sample selection bias can occur due to the study's design or the data collection procedure, which may result in the collection of data that is biased towards or against certain groups or individuals, or under certain circumstances (Shringarpure, S., & Xing, E. P, 2014).

As this study was conducted with undergraduate students it is not proportionate of the wider populations as often these types of students are of a similar age and social standing. Students as a sample study are also likely to be less representative of the wider population as people who are considered financially disadvantaged and receiving free school meals are 20.2% less likely to attend university (Department of Education, 2023). This shows the flaws that are present in only sampling students as often they are not a good indication of what the greater public at large is thinking or feeling regarding subject matters. There is also the potential for confirmation bias to be present during the study as the study itself uses a large sample of criminology students.

The term confirmation bias refers to the tendency to search for or interpret evidence in a manner that favours pre-existing beliefs, expectations, or hypotheses (Nickerson, R. S, 1998). A study conducted in 2017 found that online users have a tendency to choose assertions that align with their existing beliefs and disregard contradictory information. The presence of confirmation bias significantly contributed to the spread of viral phenomena. Additionally, the vast accessibility of online content facilitates the formation of communities consisting of like-minded individuals, leading to the reinforcement of group polarization. It also showed that confirmation bias has the potential to influence public discourse and subsequently shape public opinion (Del Vicario, M *et al*, 2017). By Choi selecting a large volume of the sample size from single group of criminology students it leaves the study open for significant confirmation bias tainting any results. Even with the potential for these biases the study still provides value towards proving the fact that negative media has its impacts on the perception of policing.

The implications that media has had an impact on public perception of policing has been prevalent for many years as a 2007 study by Kenneth Dowler and Valerie Zawilski explored. The objective of this research was to examine the influence of media consumption on attitudes towards police misconduct and discrimination. The results indicated that individuals who extensively consumed network news were more inclined to perceive police misconduct as a common occurrence. This trend was particularly evident among minority participants. Likewise, minority respondents who frequently watched network news were more likely to believe that Whites received preferential treatment from law enforcement. Additionally, the findings demonstrated that individuals who regularly viewed police dramas believed that the affluent received preferential treatment from the

police. In contrast, frequent viewers of crime solving shows held the belief that the wealthy did not receive preferential treatment (Dowler, K & Zawilski, V, 2007). Sample data was gained from a survey conducted in 2000 where 1011 adults were contacted via telephone. This was conducted as a closed question survey via a cold calling procedure where participants answer a series of questions on both media consumption and perceptions of policing. Telephone interviews, despite being less frequently utilized in research compared to face-to-face interviews, can still serve as a flexible means of gathering data. Respondents have been noted to exhibit a sense of ease during telephone interviews, leading to a willingness to openly discuss personal information. The qualitative data obtained through telephone interviews have been deemed to be of exceptional quality, characterized by richness, vividness, and detail (Novick, G, 2008). The utilisation of telephone interviews presents a notable advantage in terms of reduced expenses when contrasted with face-to-face interviews (Chapple, A, 1999). Telephone interview also provide access to subjects who are geographically distant (Sturges, J. E., & Hanrahan, K. J, 2004).

In research conducted by Bolland *et al* in 2006 a number of disadvantages to telephone surveying were identified. In this study it found that telephone surveys have become less effective compared to previous years. The study highlights two major drawbacks, namely the decrease in contact rate due to the use of land-line telephones and consumer fatigue, where individuals refuse to participate in phone interviews. Additionally, the growing trend of mobile-phone-only households poses a new challenge for researchers, as the prevalence of landline telephones in homes has been decreasing since 2006 (Bolland, M, *et al*, 2006). This issue is only compounded further when looking at a 2021 study where it was identified that 56% of respondents did not own or operate a landline telephone (Auxier, B. and Anderson, M., 2021). There is also the concern that the lack of visual cues during telephone conversations is believed to lead to the loss of contextual and non-verbal information, as well as hinder rapport, probing, and interpretation of responses (Smith E. M, 2005).

When looking at Dowler and Zawilski's research and the research methods, there is reason to believe that the data obtained is credible and it is believable that the sample size has provided genuine and honest answers to the questions asked. This provides further insight in to the relation between media and policing and again substantiates the links between negative news media and public perception towards policing.

2.4 – Impact on Police

When looking at the media impact on public perceptions of police it is also important to take in to account what impact that this is having on the police itself. In a 2022 study conducted by Gau *et al* officers are less willing to police proactively due to pressures from the media. The findings indicate that officers who have a heightened perception of negative publicity tend to believe that police are less inclined to initiate stops on their own. Additionally, individuals who expressed apprehension about being unjustly filmed also noted a reluctance among their fellow officers. Conversely, perceiving support from higher-level management seemed to act as a safeguard, as those who felt strongly supported by their managers exhibited less worry regarding self-initiated enforcement (Gau, J *et al*, 2022). The study utilises information gathered from police officers in a major urban department to examine the correlation between adverse publicity and the hesitancy of officers to participate in proactive actions, which are self-initiated. The dependent variable utilised in this study concentrates on a specific category of activity that is highly discretionary, thus predominantly within the control of the officers such as stop searches. The study also aims to determine whether police officers suffer from the effects of the “Ferguson effect”.

2.5 – The Ferguson Effect

The hypothesis of the Ferguson Effect proposes that police officers are aware of the adverse media attention directed towards their profession. They acknowledge that their actions can be documented by the public at any moment, which may result in them being reluctant to perform their duties to prevent allegations of racial profiling or excessive use of force. Consequently, this reduction in policing activity contributes to a rise in criminal activities (Wolfe, S. Nix, J, 2016). When looking at the links between the Ferguson effect and this study it is hard to quantify the effect as the study itself does not include any crime statistics but it does show the links between negative media and de-policing. This study provides little to prove the effect of the Ferguson effect on crime itself however in other studies conducted by Rosenfeld and Wallman in 2019 (Rosenfeld, R. Wallman, J., 2019) and Shjarback *et al* 2017 (Shjarback, D, *et al*, 2017) there was no quantifiable effect between de-policing and crime.

The study was conducted by issuing a random identification number to 552 full time officers. Issues in the study relate to the survey itself which asks potential career damaging questions to serving officers. In a 1998 study by Clark and Desharnais it was identified that asking sensitive and embarrassing questions can lead to lying or cheating in studies (Clark, S. J., Desharnais, R. A, 1998). This is also compounded in a 2007 study by Tourangeau and Yan where it was found that respondents to surveys were more likely to lie if the outcome would be embarrassing or have potential repercussions with a third party (Tourangeau, R., Yan, T, 2007). The protection of the individual officers by way of randomised numbers goes part of the way of alleviating this concern as a 2018 study conducted by Robertson *et al* discovered. The study identified that the more anonymity that is provided during a survey leads to more honest answering of said survey (Robertson, R, E, *et al*, 2018). Although data provided in Gau *et al* has the potential to be inaccurate due to the implications for surveyed officers, it still provides a strong idea of what impacts the media has. There is also the potential for the actual impact on proactive policing to be worse as respondents would be more likely to lie to protect themselves as shown in Robertson 2018.

Chapter 3 – Research Methods

3.1 – Introduction

As previously discussed, the purpose of the research is to survey both police and public in an attempt to identify any links between the news media, the consumption of that media and the impact that consumption has on an individual's confidence in UK policing. This will be conducted by way of a web survey for both the public and UK police officers. Web surveys provide a self-administered method that standardises the delivery of multimedia survey content to respondents by leveraging the capability of conducting large-scale data collection (Couper, M, 2000). However web surveys are not without their problems. As discussed by Tourangeau *et al* in 2013, web surveys do not possess a "native" method for selecting samples, unlike other survey methods such as telephone surveys which utilise random-digit dialling (Tourangeau, R *et al*, 2013). It also discusses the issue of internet access however as of 2023 this issue is less problematic as in a United Kingdom census conducted in 2021 it found that 92% of adults were internet users with 99% of adults aged 16 to 44 being recent internet users (Office for national statistics, 2021). There is also concern surrounding error or bias when conducting web surveys as raised by Lee, S in 2006. These concerns surround the fact that there may be a selection error or disparities between the survey population, which consists of Internet users, and the individuals who are recruited into the panel and chosen to participate in the particular survey (Lee, S, 2006). There both present and potential issues that arise as a result of conducting a web based survey however, these are outweighed by the potential for vast data collection and cost value ultimately offered by a web based survey.

3.2 – Approach

The web survey for both parties will consist of short series of closed questions. Closed questions are widely regarded as efficient due to their ease of data collection, coding, and analysis. Efficiency plays a crucial role in survey methodology as researchers strive to capture the attitudes or experiences of a representative sample, allowing for generalization to a broader population. In order to ensure the accuracy of estimates, it may be necessary to gather information from a substantial number of individuals (O'Cathain, A *et al*, 2004).

However open-ended questions offer several benefits, including the opportunity to uncover spontaneous responses from individuals and avoid the potential bias that can arise from suggesting specific responses, as is the case with closed-ended questions. Nonetheless, open-ended questions also come with drawbacks when compared to closed-ended questions, such as the requirement for extensive coding and a higher likelihood of non-response for certain items (Reja, U *et al*). As discussed by Reja, U in 2004 due to the self-administered nature of online surveys, the interviewer is unable to probe for further information. This can pose challenges, particularly with open-ended questions that demand more effort from the respondents leading to the potential for a higher non respondent rate. Although open ended questions offer the ability to gain insight through obtaining qualitative data respondents spontaneous personable responses offer little value to the research question itself which relies more on quantitative data. Open questions efficiency at data collection and analysis mixed with their ability to be more easily generalised across a population was ultimately why this method of survey was questionnaire was selected.

When composing a web based survey it is also important to look at all aspects including the length of the survey. In a 2009 study conducted by Galesic *et al* it was been postulated that questions asked later in a web-based questionnaire will exhibit certain characteristics when compared to those asked earlier. These characteristics include shorter response times, higher rates of non-response, shorter answers to open-ended questions, and less variability in responses to items arranged in grids. In order to test these assumptions, the researchers manipulated the stated length of the questionnaire (10, 20, and 30 minutes) as well as the position of the questions within the questionnaire. The questionnaire consisted of randomly ordered blocks of thematically related questions. As anticipated, the results showed that the longer the stated length of the questionnaire, the fewer respondents started and completed it. Furthermore, answers to questions positioned later in the questionnaire were found to be faster, shorter, and more uniform compared to answers to questions positioned near the beginning (Galesic, Bosnjak 2009). This was also identified in a 2018 study conducted by Kost and Correa where a 2228 eligible member survey was conducted with 3 survey types. The study consisted of an ultra short, short and long survey and the completion rates of each were examined. The study found that the ultra short survey had the highest completion rate with a 63% compared with 54% with short and 37% with long surveys (Kost, Correa, 2018). Short surveys proved to be

dependable and yielded greater response and completion rates compared to lengthier surveys (*ibid*). In a study conducted by Revilla and Ochoa in 2017 where people were surveyed on the idea survey length it found that ideal survey length was 10 minutes with the maximum being 20 minutes (Revilla, Ochoa 2017). When exploring and analysing the existing research there is a common trend in web based surveys yielding better response rates when shorter in length. This is also compounded further when looking at the research of Revilla and Ochoa showing that this is potentially what the surveys respondents themselves want from a survey. It is clear from existing research that the web based survey would be better constructed to be short in format and aim to be completed by respondents within 10 minutes of starting.

When attempting to gain a data set it not just important that the web survey itself is comprised correctly but also that it is aimed and targetted to the correct area's to gain the largest amount of responses. In a study conducted by Ortriz-Ospina Esteban in 2019 it was identified that 79% of US adults used social media with Facebook being used by 30% of the worlds population at 2.4 billion users (Ortiz-Ospina, Roser 2023). In a study survey conducted by the Pew Research Centre in 2021 it found that 61% of male respondents and 77% of female respondents used Facebook as a social media platform (Auxier, Anderson 2021). The reach afforded by Facebook in order to gain respondents cannot be ignored but it is also important to ensure that the data gained is truthful and an honest reflection of the beliefs of the respondent. In 2018 a study was conducted by Guess *et al* which aimed to find if social media survey responses were accurate when relating to politics. The study found that largely respondents self reported answers were accurate when compared to social media trends at the time (Guess, Munger et al. 2019). Although not directly related these findings can be used as a guide in order to identify whether social media namely Facebook can be used as a platform to gain respondents. However in a 2021 study conducted by Suarez-Lledo and Alvarez-Galvez it was found that there is significant misinformation on social media platforms. When relating to medical misinformation it found that there was high amounts of malformation surrounding dominant health topics (Suarez-Lledo, Alvarez-Galvez 2021). This prevalence towards misinformation has the ability to influence responses of the web survey as users may be influenced by misinformation surrounding the researched topic online. This can be seen in a study conducted in 2021 by Snikders et al where 110 participants were presented with 1610 new stories, half of which were false stories (Snijders, Conijn et al. 2023). The study identified that on only 64% of occasions respondents were able to detect a false story

leaving the potential for fake news stories to be impacting a respondents opinion on a subject matter.

3.3 – Choice

Facebook provides a platform that has significant reach for survey respondent gathering due to the sheer amount of available users and research shows that social media sites in general provide largely accurate responses to surveys. The potential benefits of Facebook as a platform are likely to outweigh any negatives when attempting to gain quantitative data for research purposes even with the potential for fake news stories impacting the opinion of the respondent.

Another platform available for the potential of the web survey is Reddit, with around 1.7 billions visits in April of 2023 (Statista, 2023). Previous studies have been conducted using Reddit as a tool for recruitment such as one conducted by Itamar Shatz in 2015. A short survey was conducted by posting on a subreddit called "Language Learning" to recruit participants. There was no monetary reward offered for participation. A total of 962 individuals began the survey, with the majority (848, 88.1%) starting on the first day of the posting. The number of participants decreased to 91 (9.5%) on the second day and further dropped to 23 (2.4%) on the third day. After that, no new participants joined the survey (Shatz 2015). This response pattern aligns with a prior investigation on Reddit's usage, indicating that most users engage with new posts within around 24 hours of their initial publication (Moyer, Carson, & Carson, 2015). Out of the 962 participants who initially took part in the survey, a total of 926 individuals (96.3%) successfully passed the qualifying question. Among those who qualified, 844 participants (91.1%) proceeded to answer the initial background questions. From this group, 676 individuals (80.1%) began the task. Among those who started the task, an impressive 654 participants (96.7%) successfully completed it. Furthermore, out of the participants who completed the task, 634 individuals (96.9%) also finished the final questionnaire. These findings suggest that the primary reason for attrition is a lack of interest among participants at the beginning of the survey, rather than difficulties encountered during the task. The aforementioned statement aligns with the typical browsing behaviour observed among Reddit users, as a significant portion of them tend to quickly leave external links from Reddit (Russel, 2015). There are however issues when it comes to recruitment of participants through Reddit. The selection of candidates in the recruitment process is dependent on individuals voluntarily choosing to

participate based on the stated criteria. This presents a potential concern, as it allows for the possibility of unqualified individuals attempting to deceive their way into participation. This type of behaviour cannot be completely eradicated and is a common challenge in online surveys. Nevertheless, this problem is somewhat alleviated on Reddit due to the absence of monetary rewards, which significantly reduces the motivation to cheat (Gadiraju et al., 2015).

Travis Levell in 2015 also proposed that any study to be conducted with the use of Reddit, two guidelines should be adhered to. These guidelines are *fit* and *reach*. When it comes to fit, it is advisable to share a survey on a subreddit where users are inclined to engage, as the overall subject of the survey aligns with the interests of that subreddit's members. Selecting the most relevant subreddit is a crucial factor to take into account as it can greatly impact the outcome of a survey (Levell. 2015). Nevertheless, it is worth mentioning that the significance of compatibility may pose a concern. This implies that the majority of participants are likely to be individuals who possess a strong interest in the subject matter, thereby making them less representative of the entire population. When it comes to reach, having a higher number of subscribers in a subreddit is advantageous. This is because a larger subscriber base means that more users will see your posts, resulting in higher recruitment rates (Baxter, 2016). It is worth noting that both the subscriber count and the number of active users browsing the subreddit can be easily found in the sidebar of each subreddit.

With the relevant studies in mind the police officer web survey element of the study will be submitted to the subreddit <https://www.reddit.com/r/policeuk>, a subreddit dedicated to police officers in the United Kingdom. This subreddit consists of 69,600 subscribers as of 13th of December 2023 and has an active user count between 250-300 daily. The subreddit was measured over a 7 day period and over this 7 day period the top rated post had 150 upvotes by users and had 42 comments, showing that half of the active users are engaging in the most popular post of the week. There is no authentication process for confirming active subscribers are UK police officers so the opening question of this survey will consist of a question surrounding their current status within a UK police force. As mentioned previously there is a concern that as this survey is self administered that a respondent may lie regarding this status, but as there no financial incentive to completing the survey this should have little impact.

To obtain the relevant data there is also need to capture diversity information during the survey as in a 2021 YouGov poll it was found that only 44% of ethnic Britons have trust in the police which fell from 52% the previous year (Institute for Government, 2022). This shows the need to capture this data during the web survey provided to the public as it might provide further insight in to the public confidence in policing from people of an ethnic background. Although there is not much information available surround the same confidence issues from people suffering from disabilities, there is still a reason to capture. The information captured could provide insight in to whether people suffering from disabilities or other neurodiverse conditions have higher or lower confidence in UK policing. The same is true for both gender and sexual identity however with gender this metric has been measured before. From 2018 to 2020, the Crime Survey for England and Wales (CSEW) revealed that women exhibited higher levels of trust in the police compared to men, regardless of their ethnic backgrounds. However, a recent survey conducted by the End Violence Against Women Coalition in October 2021, involving around 1,700 British adults, indicated that 47% of women reported a decrease in their trust towards the police (POST, 2023). Asking for diversity information surrounding gender, sexual orientation, disabilities and ethnic background could provide valuable data to gain a better understanding but in order to not cause concern within causing a non response, the option to skip or not response to these questions will be provided to all participants.

3.4 – Conclusion

As this study is looking to gain two data sets for analysis, two web surveys will be supplied to two different places. The first survey aimed at members of the general public will be supplied to members on Facebook, this as the research suggest is the best way to gain the largest amount of potential responses and highest response rate. The second, a police officer focused survey will be posted on the PoliceUK subreddit which will yield the biggest potential for users to participate and engage in the survey. From the extensive research available the decision to use a close questioned, short five to ten minute long survey has been chosen. This will allow for the most quantitative data to be collected for review and analysis as it provides the highest potential for response in rates in web best surveys if previous research is accurate.

Chapter 4 – Analysis

4.1 – Introduction

Chapter 3 outlined the techniques and approach utilized in this study. The following chapter will showcase and examine the data obtained from the researcher's primary investigation. Two separate online surveys were created, one aimed towards serving police officers and another towards the general public. Data was sourced from 115 respondents made up of 65 serving police officers and 50 members of the public, each respondent giving their insight in to the media's impact on the public perception of policing and also the impact that could have on service police officers. During this chapter, reference will be made to the data provided by the respondents.

Data analysis involves the collection and processing of data to identify patterns, with the use of visual aids to facilitate comparison of findings (Bryman and Hardy, 2009). The data was gathered and analysed using the Google Forms survey tool. Google Forms offer numerous benefits for data analysis. One advantage is the ability to receive quick responses from participants, easily format the collected data, and comprehend the sourced information effortlessly (Ivanova et al, 2018).

4.2 – Demographics

The survey consisted of 115 participants who were categorised based on their gender in order to explore potential variations in their perspectives. All respondents were 18 years of age or older and took part in the survey willingly. The survey was completed with the use of two primary platforms. The survey for the members of the public was completed with the use of Facebook with the police surveys being completed on the platform Reddit. These platforms were used to increase the range of people completing the surveys. As seen in Figure 1 in the survey for the members of the public there was 60% female and 40% male respondents.

There is a requirement to capture this data as in a previous study it was identified that females are less likely to trust police officers. In a 2023 study conducted by YouGov it was

identified that 42% of women do not trust individual police officers compared to 45% of men (Smith, M, 2023).

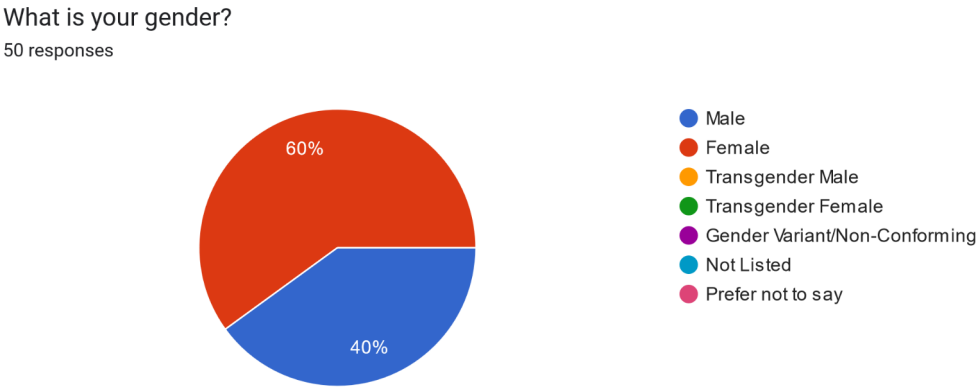


Figure 1: Gender

4.3 – Public Questionnaire Findings

When analysing the 50 respondents for the public questionnaire, It was identified that social media is the primary source when it comes to members of the public consuming news media. This is in line with recent trends which show that 68% of UK adults consume news via online sources (Ofcom, 2023). The breakdown of all news consumption can be found in Figure 2.

How do you consume your news media?

50 responses

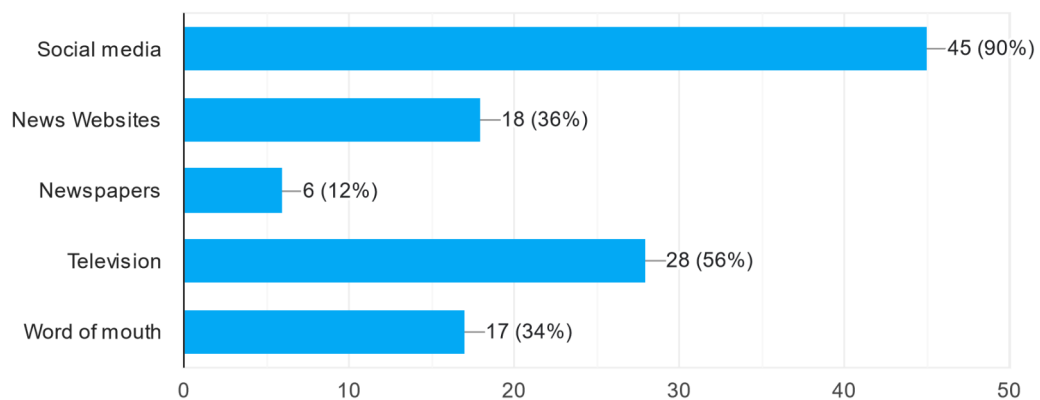


Figure 2

The survey aimed to identify the amount of positive news surrounding policing that has been observed within the 12 months prior to the survey. When looking at the responses the majority stated that they occasionally seen positive news regarding policing with 42%, the next most being never with 34% and 20% with sometimes. These responses are in line with previous studies findings in which between 2011 and 2016 the news media has been more negative in tone when discussing interactions between police and the public (Chatterjee, D, Ryan, A.M., 2020). This trend can also be seen when looking at responses to seeing negative news surrounding police in which 38% stated they see negative stories very often, the next highest was often with 36% and 16% sometimes seeing negative stories.

In the last 12 months, How often have you seen positive news surrounding the police or policing?
50 responses

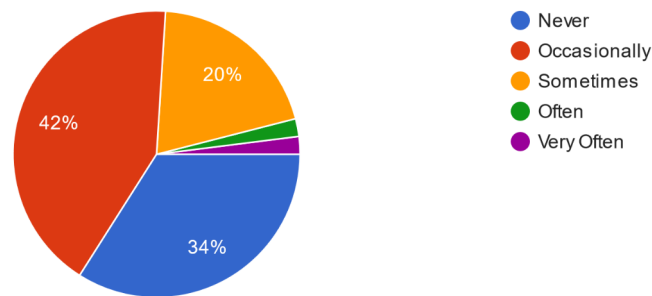


Figure 3

In the last 12 months, How often have you seen negative news surrounding the police or policing?
50 responses

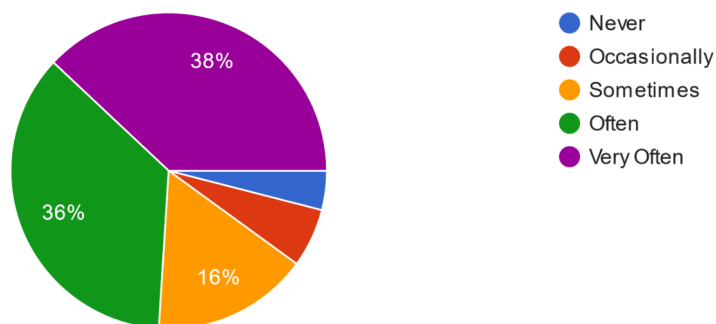


Figure 4

When analysing the 50 respondents, the response gathered was mixed when it come to the impact of positive stories. When asked if they believed positive stories increased their confidence in UK Policing 56% stated that it would with 24% stating it would not. When compared with a similar question which asked if negative stories in the news would decrease public confidence, 70% stated yes with 16% stating no. These results could have potential links with negativity bias, research has shown that adults often exhibit a tendency towards a negativity bias, wherein they are more inclined to focus on, absorb, and utilize negative information compared to positive information (Vaish, A., Grossmann, T., & Woodward, A, 2008)

Do you believe that positive stories in the news increase your confidence in UK policing

50 responses

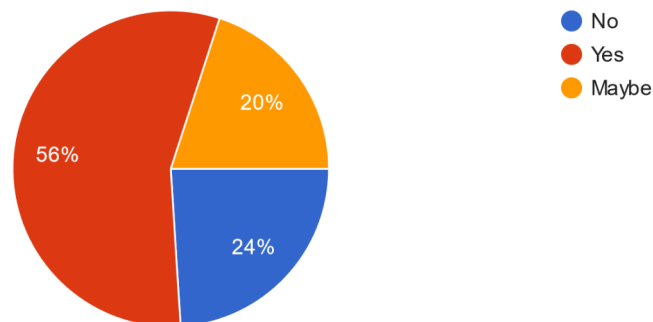


Figure 5

Do you believe that negative stories in the news decrease your confidence in policing?

50 responses

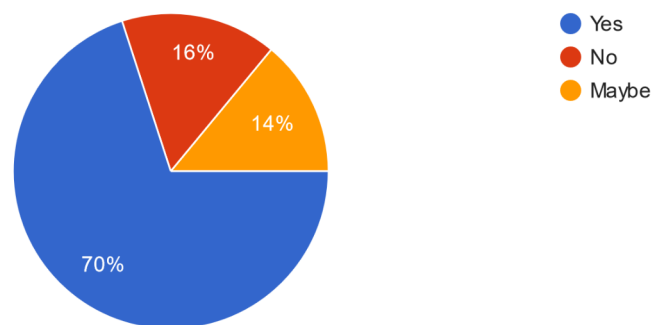


Figure 6

When looking at the impact of news media on public perception of policing it is also important to negate any impact of real life negative impacts on those who have had first hand experience of policing. 82% of respondents stated that they either themselves or a close family members had reported a crime or incident to police. In a further question respondents were asked whether they were satisfied with the police action to the reported incident with 36% were either satisfied or extremely satisfied. 28% of respondents were unsatisfied or extremely unsatisfied with the outcome, with the remaining being neutral in feeling. Although the respondents were more positive in terms of police action with their reported incident it cannot be ignored that the 28% might have built a negative view of the police from personal experiences rather than simply news media.

Overall, how satisfied are you with the police action to the reported crime/incident?
50 responses

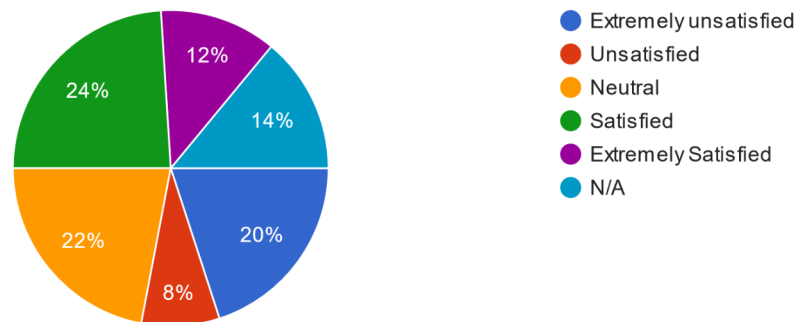


Figure 7

4.4 – Public Perception and Confidence in Policing

Respondents were presented with the question asking them to measure their confidence in UK Policing. When analysing the responses as an organisation as opposed to individual officers with 24% stating that they are slightly confident, 24% somewhat confident and 22% fairly confident. This data shows that overall 70% of the respondents had confidence in UK policing as an organisation. This data matches exactly what was shown in a study which identified that throughout 2020, an average of 70% of participants believed that the police were performing well (House of Lords, 2023). When asked regarding individual officers the sentiment of the respondents was again positive with 38% showing positive attitudes towards individual officers and 28% negative attitudes, the rest stating they have a neutral opinion. Although not exact this data does match trends seen in other studies, such as the one conducted by the IOPC in 2022 which identified that 49% of surveyed people stated that felt positively towards police with 19% feeling negative (IOPC, 2022).

How confident are you in UK Policing?

50 responses

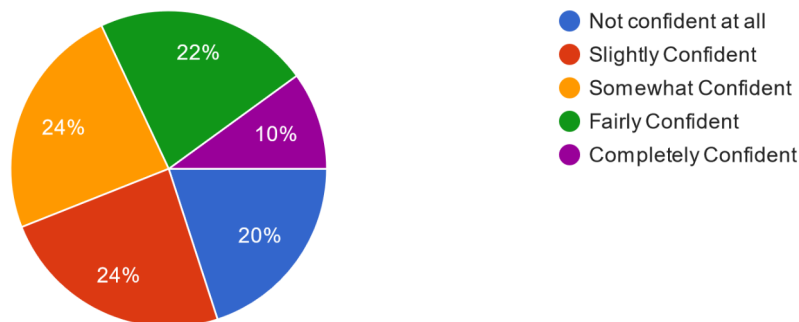


Figure 8

What is your perception of UK Policing and UK Police Officers

50 responses

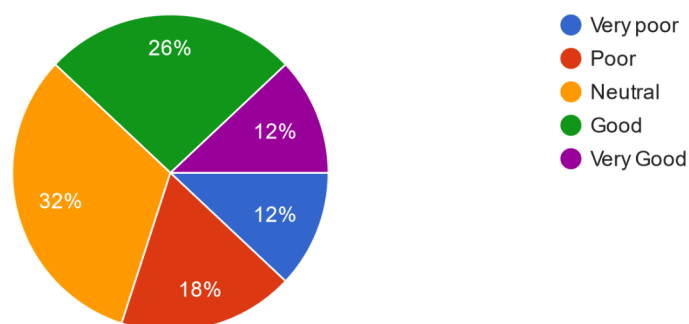


Figure 9

4.5 – Police Questionnaire Findings

The questionnaire aimed at the police garnered responses from 65 active serving UK based police officers. These officers were questioned on their length of service and when analysing the results it showed that the highest response was 58.8% with 0-3 years service with the next highest being 32.3% with 4-7 years experience. This questions was required as in a recent study conducted by the Police Federation it was found that as of September 2023, 38% of UK based police officers would have less than 5 years service (Police Federation, 2023). Figures gained from this study indicate that this number could be higher than the believed 38% as the large majority of respondents would fall within the

0-5 year experience threshold. With the study conducted by the Police Federation there was concern raised regarding inexperienced officers leading other less experienced officers which is raising concerns with senior police officers in forces (*ibid*). The results of this survey show the potential for such issues to be worse than what was previously expected however with only 65 respondents this was be difficult to state for certain.

How many years have you been a Police Officer?

65 responses

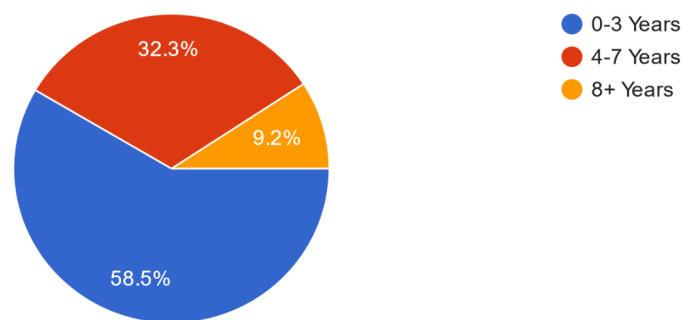


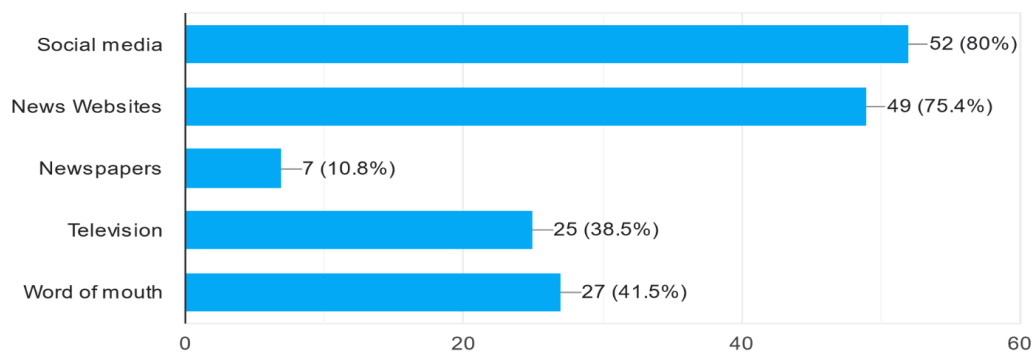
Figure 10

4.6 – Consumption of news media

When analysing the results of the 65 respondents they show a different picture to that of the public survey. The 65 respondents stated that 80% of the surveyed police officers consumed their news via social media but also 75% stated that they also got news direct from news websites. This indicates the potential for police officers to be seeking news directly from news websites instead of be supplied it via social media algorithm. In a 2019 study conducted by Tobias Baer it was identified that there is clear interaction between the algorithm of social media and interactions with the services, which lead to potentially strong biases of posts that are supplied to the user of the platforms (Baer, T, 2019). This bias in the posts supplied has the potential to cause echo chamber like effect where posts viewed by the user will be supplied more regularly to the user resulting in a negative feedback loop.

How do you consume your news media?

65 responses



In a similar way to the public survey, the 65 officers were questioned regarding positive and negative policing stories in the news media. When analysing the results 60% of officers stated that they had occasionally seen positive stories in the media in the last 12 months with the next popular response being 27.7% stating that they had never seen positive stories. This differs from the public survey which responded with 34% to never seeing police positive police stories which as previously stated with social media algorithms causing negative feedback loops potentially identified this issue.

In the past 12 months, How often have you seen positive stories relating to UK Police or Policing?

65 responses

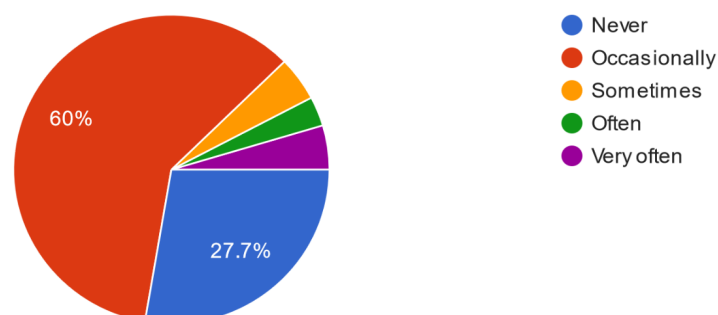


Figure 11

When analysing the responses from the 65 officers, 81.5% of them believed that positive stories regarding the police would increase public confidence. The is significantly higher than the public themselves who 56% of respondents believed that positive stories would

help public confidence. This shows the potential that UK Police officers put too much weight on the impact of positive stories in the news media and the effect that would have on public confidence of policing.

Do you believe that positive stories relation to UK Police or Police increase public confidence?
65 responses

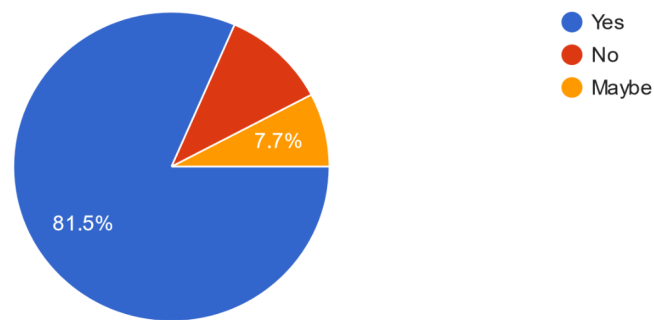


Figure 12

When analysing the responses in relation to negative stories in news media, respondents stated that 81.5% see negative stories very often with the remaining 18.5% stating often. The respondents also stated that 95.4% of them believed that these negative stories decreased public confidence in policing with the remaining 4.6% stated maybe. These responses echo what was previously mentioned in a study conducted by Chatterjee and Ryan surrounding the change towards negative stories in the media surrounding police interactions with the public.

Do you believe that negative stories relation to UK Police or Police decrease public confidence?
65 responses

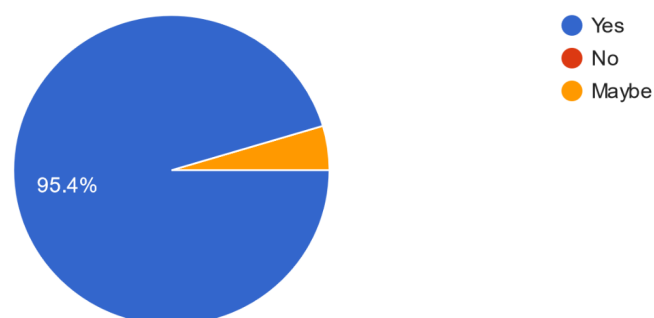


Figure 13

4.7 – Impact on Police Officers

Part of the purpose for the surveys was to identify a link, if any between negative news media and the impact it has on an individual officers ability to conduct their role. Analysing the response of the 65 officers it was identified that 40% of officers sometimes face difficulty in their role as a result of negative media stories with 30.8% stating often and 26.2% stating frequently. These figures show links between negative media stories of the police and direct impact on individual officers. This is line with research conducted and previous mentioned in the cases of Sarah Everard and David Carrick where these cases of misconduct resulted in a direct impact on public perception and attitude towards police officers.

How often have you, as a result of negative media stories faced difficulty in your job role
65 responses

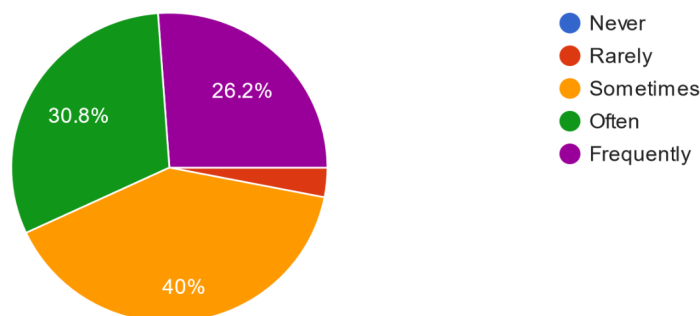


Figure 14

These issues can be seen further when analysing the impact on negative news stories and the ability of officers to perform their role. When looking at responses to the question surrounding the impact 64.6% of respondents stated that news stories have had a negative impact on their ability to perform their role with the next highest response being 16.9% being very negative. These response show the belief of respondents that negative stories are having a direct and profound impact on their ability to perform their role. This shows potential links between negative media stories and the effectiveness of policing as these stories are potentially direct impacts on day to day activities of officers.

What impact have news media stories had on your ability to perform your role as a Police Officer?

65 responses

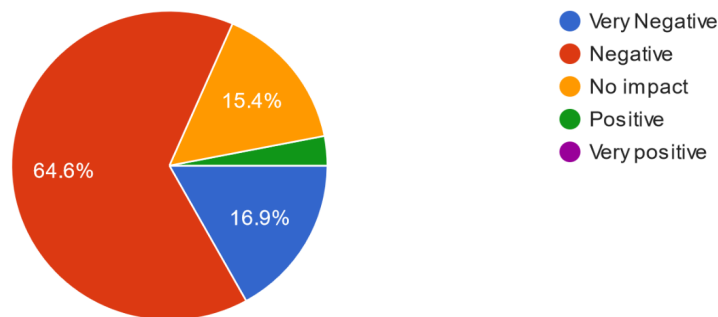


Figure 15

When analysing responses from officers, it was identified that 73.8% of respondents also believed that the news media portrays UK Policing and police officers very negatively with the remaining 26.2% stating that they believe that they are shown in a negative light. 100% of surveyed respondents believe that the news media shows police in a negative or very negative manner. This also lines up with another question asked as part of the survey in regarding to how respondents believed the UK police are treated by the news media which again 100% of respondents stated poorly or very poorly. These results clearly show the belief of officers that the news media both treats the poorly but also portrays them in a negative light. This is in line with research conducted by Graziano, L in 2019 which found that research provides evidence for a correlation between unfavourable attitudes towards policing and the combination of being exposed to widely publicized incidents involving the police and having knowledge of negative media portrayals (Graziano, L.M. 2019).

How do you feel the news media portrays UK Policing and Police Officers?

65 responses

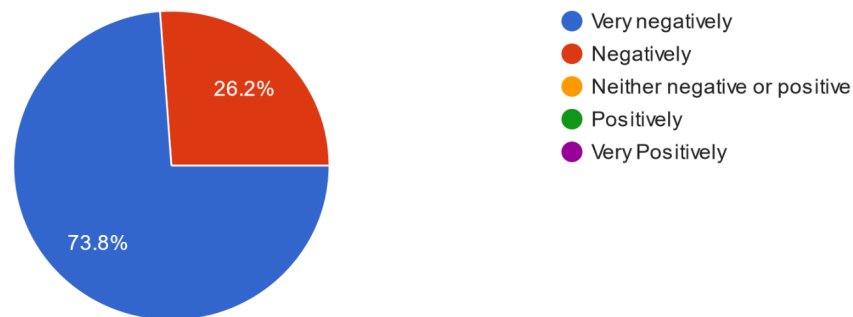


Figure 16

How do you think the UK police are treated by the news media

65 responses

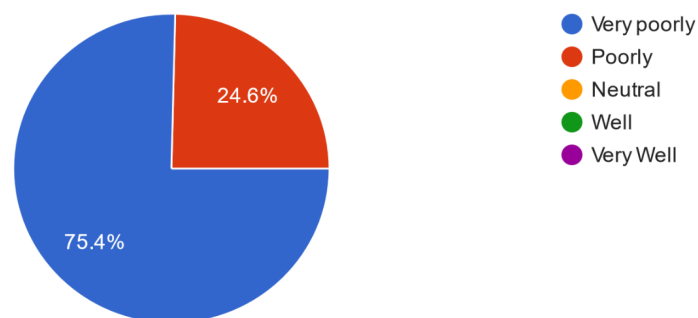


Figure 17

4.8 – Conclusion

In conclusion, the present study identified that UK police officers believe that they are treated poorly by the news media with negative stories being the main focus of the portrayal of UK police. Respondents stated that the negative stories are having a direct impact on their role within UK policing and that they face challenges as a result of this. Officer respondents also believed that positive stories would have an impact on both increasing and decreasing the attitudes of the public and have a strong effect on public confidence of policing. However the public survey identified that there may be a difference in thought between the two parties. The public survey respondents stated that positive stories had far less of an impact on their public confidence compared to what police

officers believed but agreed that negative stories had an impact on their confidence in policing. The real life aspect cannot be ignored however as the many of the public respondents stated that they had direct contact with police which could have lead to their impression of UK policing and their confidence in it.

Chapter 5 – Conclusions and recommendations

5.1 – Main Findings

Throughout the dissertation multiple findings have been consistently observed across all sections. The research set out to identify two main points, the impact of the media on public perception of policing and police officers as well as identifying the impact that perception has on every days policing.

The research provides clear information surrounding the impact of negative stories on the public perception of policing. According to the research conducted it was identified that negative stories presented in the media decrease confidence in UK policing in a significant way. It can also be seen that negative stories are more prevalent in news media compared to those of positive. This can be in part put down to the impact of the previously mentioned negativity bias but it can also be related to the consumption of the media by the public. As media consumption of the respondents was identified to be gained mostly via social media the impact of search based algorithms cannot be ignored where often negative feedback loops can be created as the respondents may be being shown news articles that fit with their normal digital consumption habits.

Even with the negative impact of news media on the public perception of policing, the public perception itself remains high. The majority of respondents to the research stated that in they are confident in UK policing which is in line with previous studies completed. Positivity surrounding individual officers is also high with the majority of respondents stating that they have a good perception to UK Police officers. With this in mind it although direct correlation between negative news media stories and the impact on public perception can be seen, public perception of UK police remains high. This however presents a concern that if the current trend of negative news media does not change that the public perception of policing may decrease over time causing an erosion to the public and public relationship. These positive or negative opinions of policing however cannot be all put down to the impact of the media as the direct impact of crime or police incidents can have an effect on these opinions.

The impact on officers however is much different, with officers clearly stating that news media has had a direct and negative impact on their ability to conduct their role in UK policing. Officers also were very clear with their concerns surrounding the impact of negative stories in policing. Officers believe that negative stories have a significant impact on the public perception of policing and that a shift towards more positive stories would have another strong impact on this opinion. This is confirmed but to a much lesser degree in which members of the public do not believe positive stories have that much of an impact. Surveyed officers are also very strongly of the opinion that they are treated poorly by the news media and that the news media portrays the UK police in a negative light. The clear and significant impact of negative news stories can be seen in the effects its having on officers, causing difficulties in their day to day role and overall policing role. It can also be seen that as a result of these negative news media stories police officers are facing difficulties as a direct result of these stories themselves.

5.2 – Recommendations

During this research, a variety of recommendations can be made. The impact of negative stories on officers is profound and presents challenges to officers on a daily basis. There is also clear evidence that these negative stories are having an impact on the public's perception of policing. By increasing awareness of the issues discussed in this study, it has the potential to enhance involvement and recognition of the problems at hand, thereby facilitating the development of innovative solutions in the future (Rice, 2019).

A first recommendation would be that police forces liaise with news media outlets to promote positive stories surrounding officers and their accomplishments. UK police officers face dangerous and life threatening situations on a regular basis and more emphasis should be placed on promoting these behaviours, attempting to foster a pride in policing with members of the public potentially leading to an increase in police and public relations.

A second recommendation would be regarding the handling of negative media stories surrounding policing. There is need for direct training to be given to police officers surrounding the impact of negative media stories and how to handle them when questioned regarding the matters. This could help alleviate any impact on the officers themselves when confronted with stories that they have little to no knowledge of.

5.3 – Limitations

This dissertation was intended to identify links between negative news stories and the impact they had on public perception. However, the researcher did not consider the impact of the public's opinions that may be derived from direct or face to face contact with officers themselves. In analysis, this avenue may have provided more concrete information surrounding the impact of news media as a whole without having the potential for direct contact with police influencing any potential outcomes.

There is also issues regarding the sample size and its practical world wide application. As only 50 members of the public and 65 members of UK police forces were surveyed further research would need to be conducted in order to generalise the information against the population. The research employed a convenient sample owing to the limited time frame. It would be required to employ a diverse range of participants in order to facilitate the generalization of findings to the broader population.

5.4 – Achievement of Objectives

The research conducted has completed the objectives set to itself

1. To investigate and analyse existing research and literature on the impact of negative news media stories on UK policing.

The goal was achieved through a comprehensive examination of the literature, which concentrated on existing studies that were relevant to the topic.

2. To choose a suitable methodology for investigating the opinions and comprehension of the general public regarding the topic of public perception of the police and its effects on police officers.

The study used a questionnaire developed to identify the public perception but also the impacts seen by individual officers. This survey was then provided to a section of the population to allow for a broader sample allowing for interpretation to the wider population.

3. To analyse and interpret the data gained to understand any relationship between negative news media stories and its impact on the public perception of policing and individual officers.

This was completed via a Google Forms questionnaire followed by graphs and a breakdown of the data supplied by respondents. The results obtained identified the public's perception of policing, the impact of negative news media stories and the impact that it has on individual officers.

4. Provide recommendations on the relationship between negative news media and the public confidence of policing including the impact on police officers.

The researcher successfully accomplished this objective, which allowed them to offer suggestions that concentrate on the influence of negative news media stories on the public's perception of policing.

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Appendix

Appendix A – Public Survey

Section 1 of 4

Media and the public perception of Policing

This survey aims to identify any links between the media and the public perception of UK Police Officers.

What is your gender? *

☐ Male

☐ Female

☐ Transgender Male

☐ Transgender Female

☐ Gender Variant/Non-Conforming

☐ Not Listed

☐ Prefer not to say

What is your age? *

☐ Under 18

☐ 18-24

☐ 25-34

☐ 35-44

☐ 45-54

☐ 55+

What is your race or ethnicity? *

- ☐ Asian
- ☐ Black or African American
- ☐ Hispanic or Latino
- ☐ Middle Eastern or North African
- ☐ Multiracial or Multiethnic
- ☐ White
- ☐ Another race or ethnicity
- ☐ Prefer not to say

Do you have any disabilities or impairment? *

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

Section 2 of 4

Media Consumption.



Description (optional)

How do you consume your news media? *

- ☐ Social media
- ☐ News Websites
- ☐ Newspapers
- ☐ Television
- ☐ Word of mouth

On average, How many hours per day do you spend consuming news media? *

- ☐ 0-1 Hours
- ☐ 1-2 Hours
- ☐ 2-3 Hours
- ☐ 3+ Hours

Section 3 of 4

Media and Polcing



Description (optional)

In the last 12 months, How often have you seen positive news surrounding the police or policing? *

- ☐ Never
- ☐ Occasionally
- ☐ Sometimes
- ☐ Often
- ☐ Very Often

Do you believe that positive stories in the news increase your confidence in UK policing? *

- ☐ No
- ☐ Yes
- ☐ Maybe

Do you believe that positive stories in the news increase your confidence in UK policing? *

- ☐ No
- ☐ Yes
- ☐ Maybe

In the last 12 months, How often have you seen negative news surrounding the police or policing? *

- ☐ Never
- ☐ Occasionally
- ☐ Sometimes
- ☐ Often
- ☐ Very Often

Do you believe that negative stories in the news decrease your confidence in policing? *

- ☐ Yes
- ☐ No
- ☐ Maybe

How confident are you in UK Policing? *

- ☐ Not confident at all
- ☐ Slightly Confident
- ☐ Somewhat Confident
- ☐ Fairly Confident
- ☐ Completely Confident

After section 3 Continue to next section

Section 4 of 4

Personal interaction with Policing



Description (optional)

Have either you or a close friend or family member ever reported a crime/incident to the police? *

- ☐ Yes
- ☐ No

Overall, how satisfied are you with the police action to the reported crime/incident? *

- ☐ Extremely unsatisfied
- ☐ Unsatisfied
- ☐ Neutral
- ☐ Satisfied
- ☐ Extremely Satisfied
- ☐ N/A

What is your perception of UK Policing and UK Police Officers *

- ☐ Very poor
- ☐ Poor
- ☐ Neutral
- ☐ Good
- ☐ Very Good

Appendix B – Police Survey

Section 1 of 4

Impact of Media on Public Perception of Policing

B *I* U [↗](#) ~~X~~

This survey aims to identify links between news media and the public perception of UK policing.

Are you a currently serving UK Police officer? *

- ☐ Yes
- ☐ No
- ☐ Retired

How many years have you been a Police Officer? *

- ☐ 0-3 Years
- ☐ 4-7 Years
- ☐ 8+ Years

What department do you currently work within? *

- ☐ Response
- ☐ Traffic
- ☐ Joint Firearms Unit
- ☐ CID
- ☐ Neighbourhood
- ☐ Another department

After section 1 Continue to next section

Section 2 of 4

Media Consumption



Description (optional)

How do you consume your news media? *

- ☐ Social media
- ☐ News Websites
- ☐ Newspapers
- ☐ Television
- ☐ Word of mouth

On average, How often do you spend consuming news media per day? *

- ☐ 0-1 Hours
- ☐ 1-2 Hours
- ☐ 2-3 Hours
- ☐ 3+ Hours

After section 2 Continue to next section

Section 3 of 4

Media and Polcing



Description (optional)

In the past 12 months, How often have you seen positive stories relating to UK Police or Policing? *

- ☐ Never
- ☐ Occasionally
- ☐ Sometimes
- ☐ Often
- ☐ Very often

Do you believe that positive stories relation to UK Police or Police increase public confidence? *

- ☐ Yes
- ☐ No
- ☐ Maybe

In the past 12 months, How often have you seen negative stories relating to UK Police or Policing? *

- ☐ Never
- ☐ Occasionally
- ☐ Sometimes
- ☐ Often
- ☐ Very Often

Do you believe that negative stories relation to UK Police or Police decrease public confidence? *

- ☐ Yes
- ☐ No
- ☐ Maybe

Section 4 of 4

Impact on officers



Description (optional)

How often have you, as a result of negative media stories faced difficulty in your job role ^{*}

- ☐ Never
- ☐ Rarely
- ☐ Sometimes
- ☐ Often
- ☐ Frequently

What impact have news media stories had on your ability to perform your role as a Police Officer? ^{*}

- ☐ Very Negative
- ☐ Negative
- ☐ No impact
- ☐ Positive
- ☐ Very positive

How do you feel the news media portrays UK Policing and Police Officers? *

- ☐ Very negatively
- ☐ Negatively
- ☐ Neither negative or positive
- ☐ Positively
- ☐ Very Positively

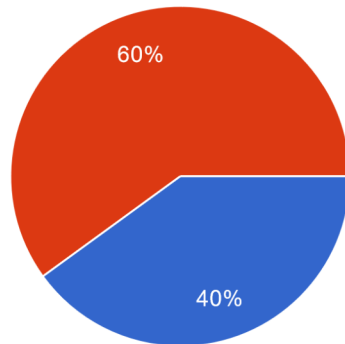
How do you think the UK police are treated by the news media *

- ☐ Very poorly
- ☐ Poorly
- ☐ Neutral
- ☐ Well
- ☐ Very Well

Appendix C – Public Responses

What is your gender?

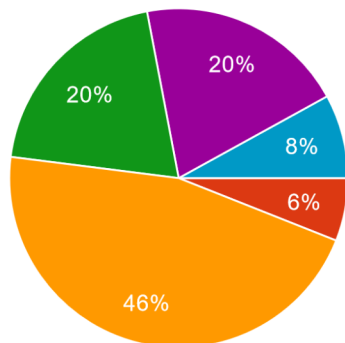
50 responses



- Male
- Female
- Transgender Male
- Transgender Female
- Gender Variant/Non-Conforming
- Not Listed
- Prefer not to say

What is your age?

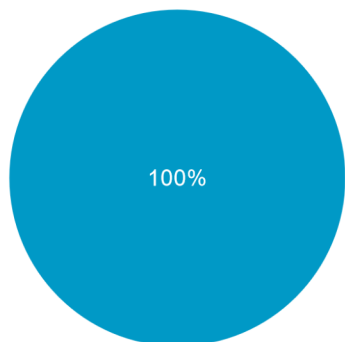
50 responses



- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55+

What is your race or ethnicity?

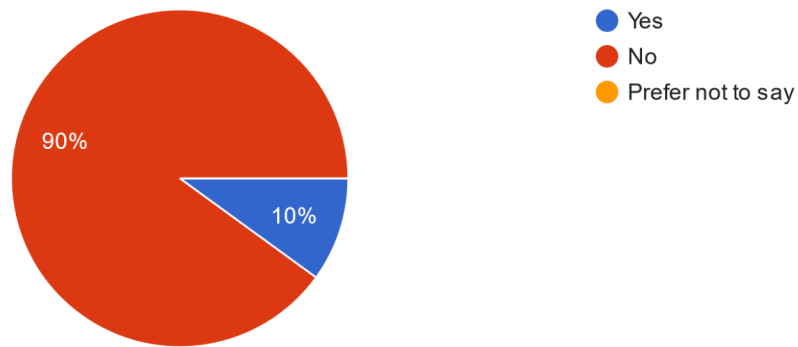
50 responses



- Asian
- Black or African American
- Hispanic or Latino
- Middle Eastern or North African
- Multiracial or Multiethnic
- White
- Another race or ethnicity
- Prefer not to say

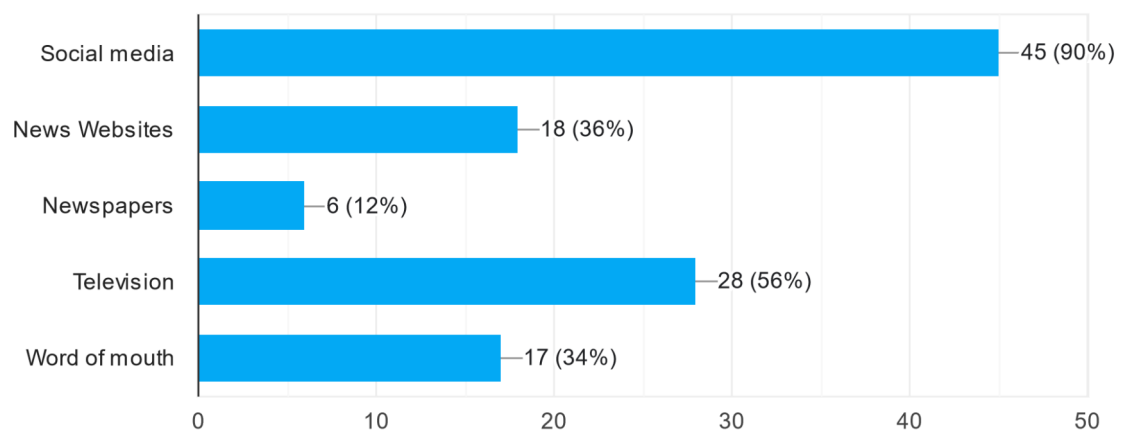
Do you have any disabilities or impairment?

50 responses



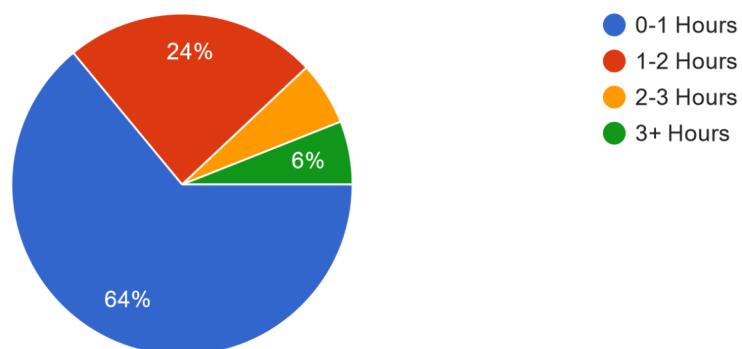
How do you consume your news media?

50 responses



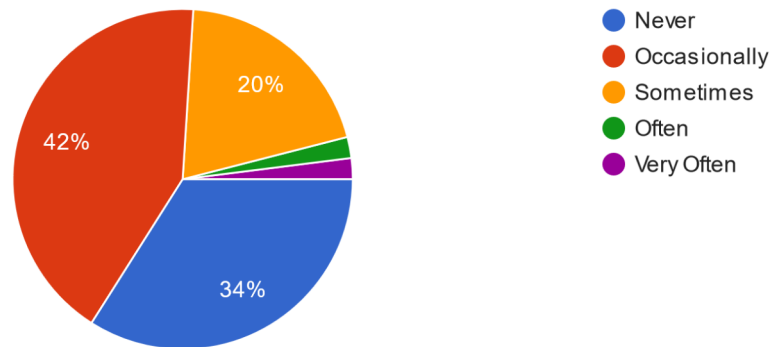
On average, How many hours per day do you spend consuming news media?

50 responses



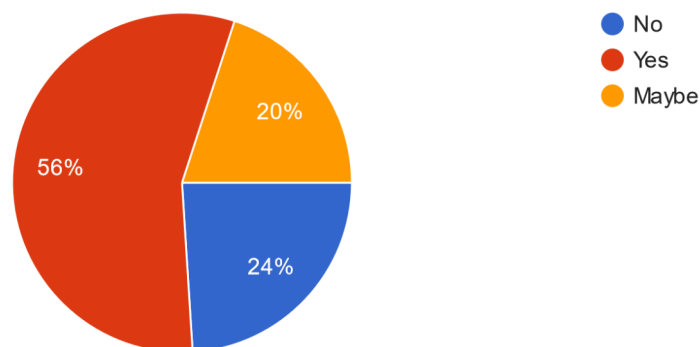
In the last 12 months, How often have you seen positive news surrounding the police or policing?

50 responses



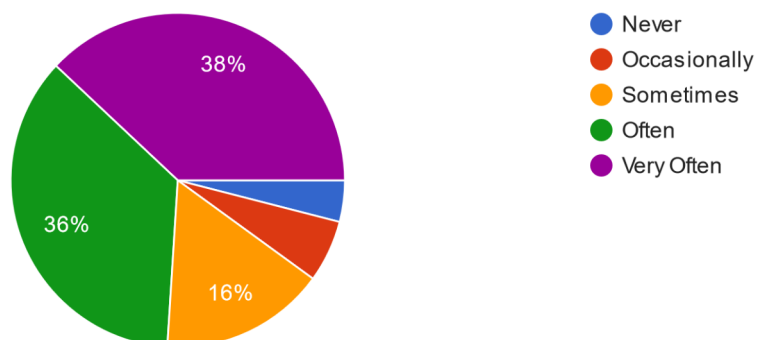
Do you believe that positive stories in the news increase your confidence in UK policing

50 responses



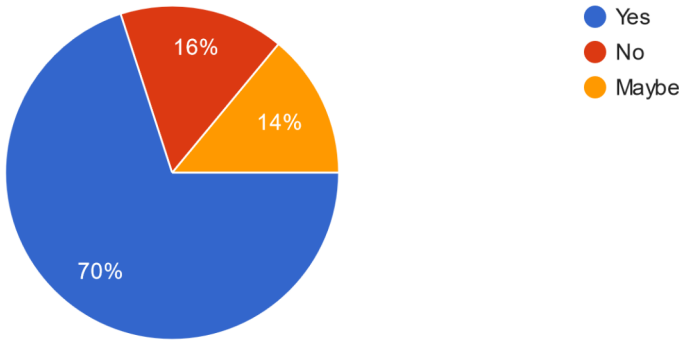
In the last 12 months, How often have you seen negative news surrounding the police or policing?

50 responses



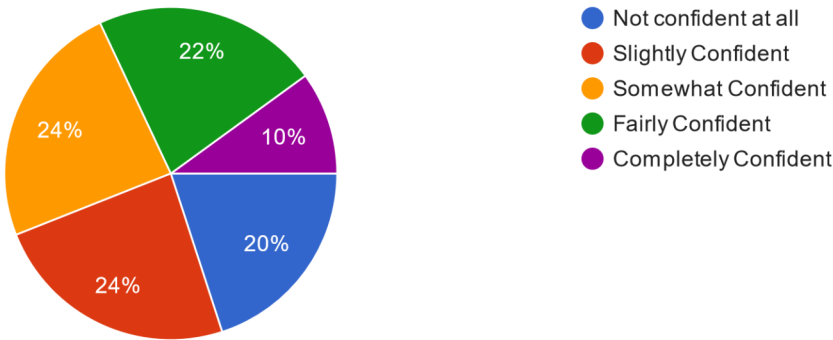
Do you believe that negative stories in the news decrease your confidence in policing?

50 responses



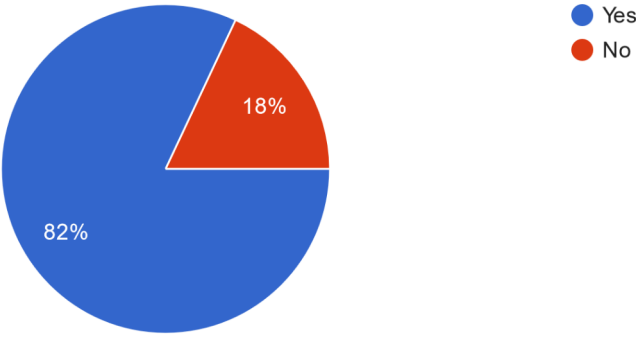
How confident are you in UK Policing?

50 responses



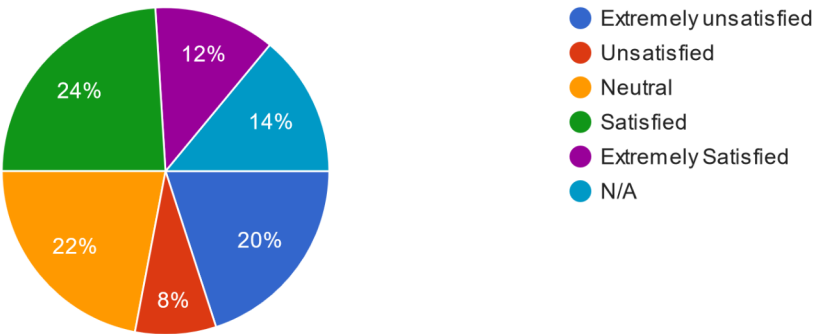
Have either you or a close friend or family member ever reported a crime/incident to the police?

50 responses



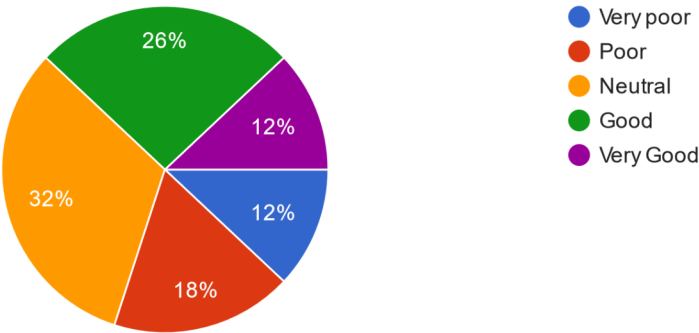
Overall, how satisfied are you with the police action to the reported crime/incident?

50 responses



What is your perception of UK Policing and UK Police Officers

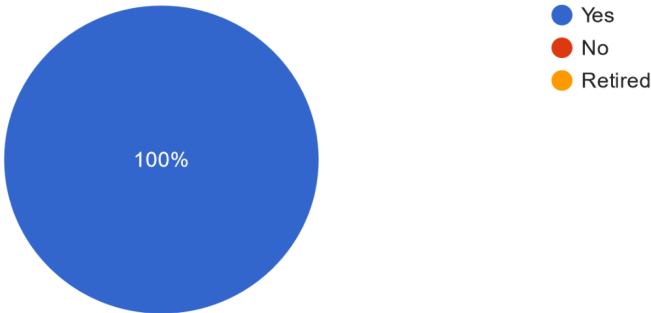
50 responses



Appendix D – Police Response Graphs

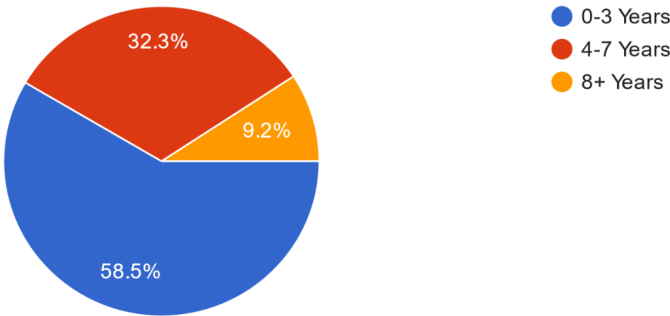
Are you a currently serving UK Police officer?

65 responses



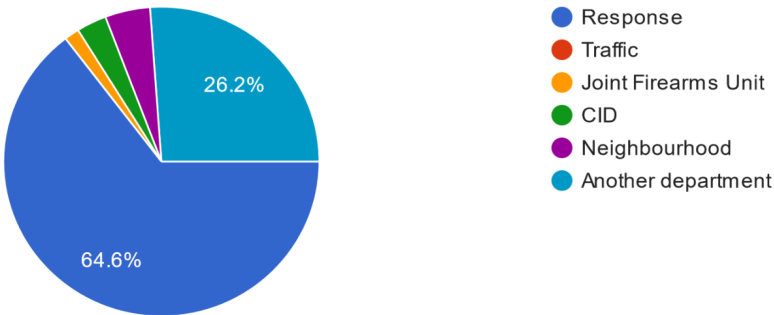
How many years have you been a Police Officer?

65 responses



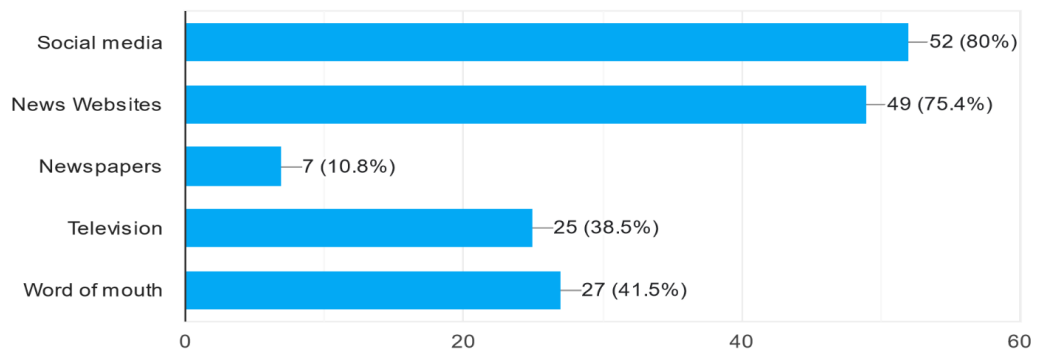
What department do you currently work within?

65 responses



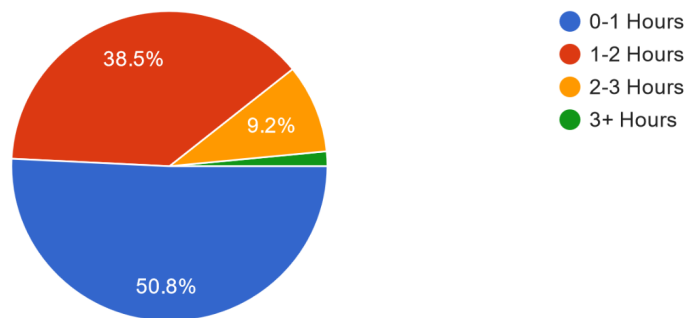
How do you consume your news media?

65 responses



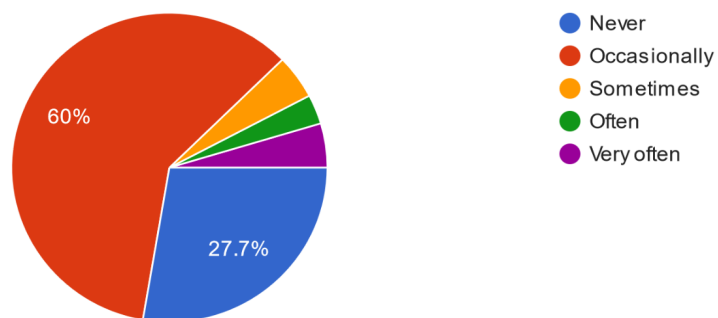
On average, How often do you spend consuming news media per day?

65 responses



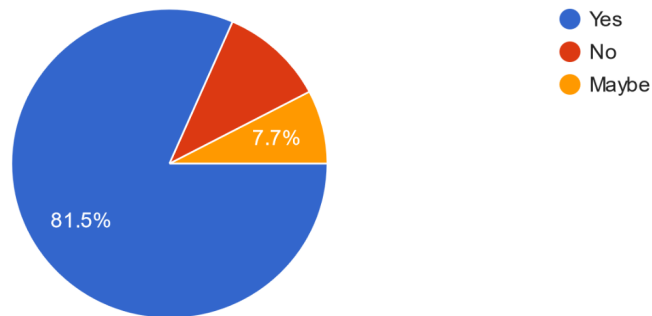
In the past 12 months, How often have you seen positive stories relating to UK Police or Policing?

65 responses



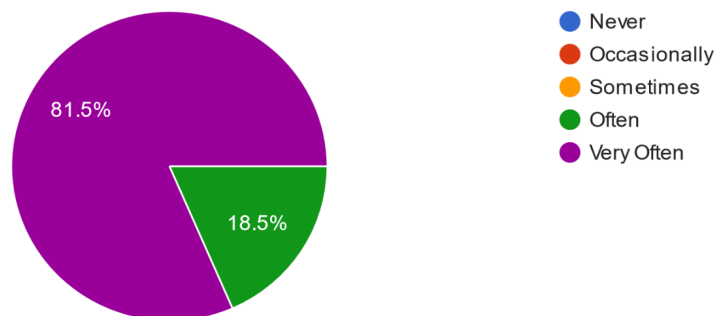
Do you believe that positive stories relation to UK Police or Police increase public confidence?

65 responses



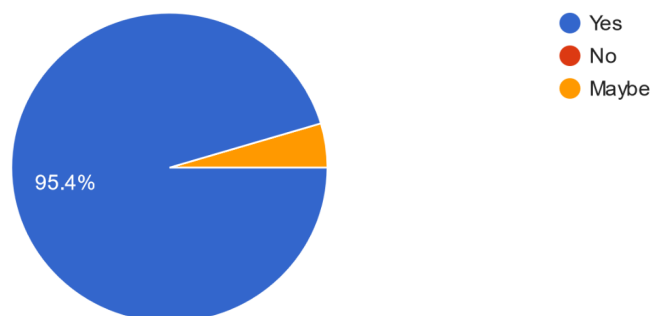
In the past 12 months, How often have you seen negative stories relating to UK Police or Policing?

65 responses



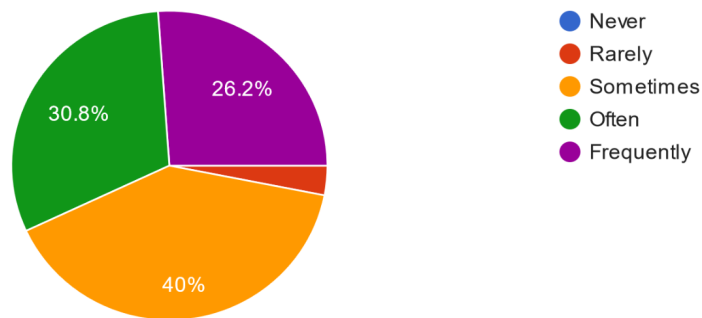
Do you believe that negative stories relation to UK Police or Police decrease public confidence?

65 responses



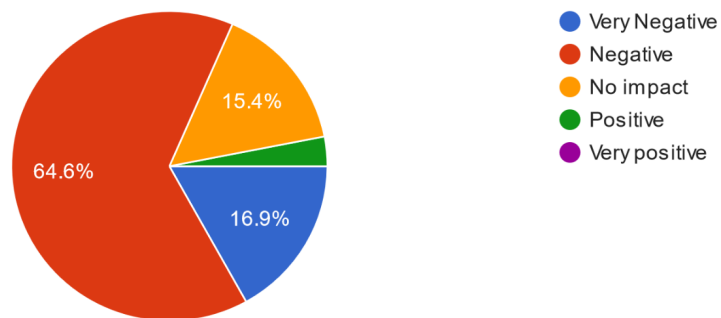
How often have you, as a result of negative media stories faced difficulty in your job role

65 responses



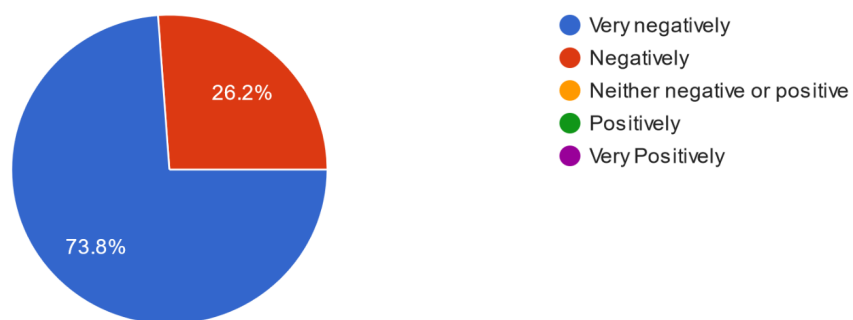
What impact have news media stories had on your ability to perform your role as a Police Officer?

65 responses



How do you feel the news media portrays UK Polcing and Police Officers?

65 responses



How do you think the UK police are treated by the news media

65 responses

