

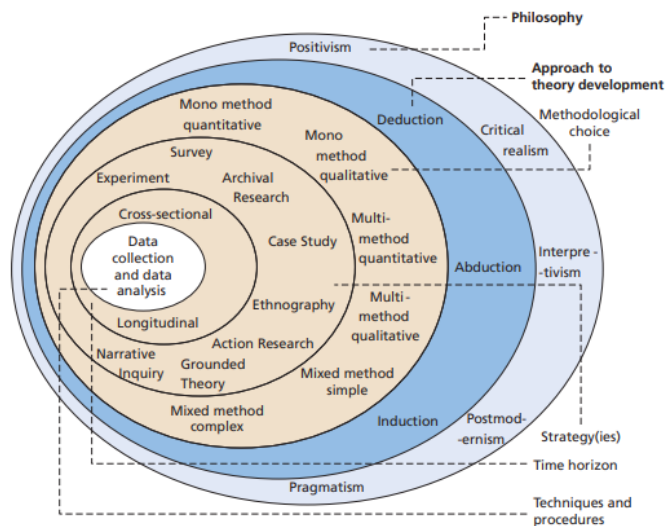
Research Method – 2124833 – Dan Edwards

The previous chapter of this dissertation examined existing literature surrounding the effect of body worn video on police transparency and public perception. It identified a number of advantages stemming from the introduction of this technology, these included a reduction in complaints specifically surrounding use of force, an additional method for gathering strong evidence of criminal offences and the perceived ability to promote police transparency and police legitimacy.

Primary research entails the collecting of previously uncollected data through the use of first-hand data collection procedures or direct research from the intended respondents. Secondary research differs from primary research in that the latter makes use of already gathered data or study. Primary research encompasses both qualitative and quantitative methods and may involve focus groups, questionnaires, interviews, surveys, and focus groups (Doyle, 2011).

Numerous shortcomings in the published literature and current research have been highlighted by the literature review. Although there has been a fair lot of study on police body cams, there is still a lack of evidence to support their effectiveness and a lack of statistics surrounding public opinion. The majority of existing literature is based on research conducted in the USA; this is in part attributed to the fact that there are vastly more police officers employed in the USA than in the UK (Belkin, 2021). This research will aim to counter the shortcomings identified in the review by conducting primary research in the UK.

The stages involved in creating a research technique are delineated and illustrated by Saunders, Lewis and Thornhills (2007) 'research onion'; this 'research onion' is a tool for creating a strong methodology since it offers a logical development from the outermost layer to the innermost layer, or from the core research concept to the most advanced data gathering technique. The research onion is a popular tool because of its adaptability and sequential design, which guarantees validity and dependability by requiring you to travel from the outermost layer inside to obtain more detail (Saunders, Lewis and Thornhill, 2007).



The 'Research Onion' (Saunders, Thornhill and Lewis, 2019).

The term "research philosophy" describes a set of presumptions and views on the continued development of knowledge (Saunders, Thornhill and Lewis, 2019). Whether they are conscious of them or not, the researcher will make a variety of assumptions at every level of the study (Burrell and Morgan, 2017). These encompass, among other things, presumptions regarding the realities that researchers come across during their research (ontological assumptions), presumptions regarding human understanding (epistemological presuppositions), and presumptions regarding the degree to which researchers' own values impact the investigation process (axiological assumptions). These presumptions invariably influence how research is seen, what questions and techniques are employed, and how the findings are interpreted (Crotty, 1998). A credible research philosophy will be composed of a well-considered and consistent range of assumptions. This research philosophy will serve as the foundation for the methodological decisions, research plan, and processes for gathering and analysing data. This will make it possible for a research project to be cohesive, with all of the research's components fitting together (Saunders, Thornhill and Lewis, 2019).

Further affirming the deductive and inductive research approaches seen in Saunders, Lewis and Thornhills (2007) 'research onion', Gabriel (2013) states that the primary distinction between deductive and inductive research methodologies is that the former focus on verifying existing theories, while the latter seeks to generate novel theories based on data analysis.

An inductive technique typically uses research questions to focus the study's scope, whereas a deductive approach typically starts with a hypothesis. Causality is often the focus of deductive procedures, whereas the goal of inductive approaches is either the exploration of novel phenomena or the examination of previously studied phenomena from an alternative angle. While deductive methods are more frequently linked to quantitative research, inductive procedures are typically connected with qualitative research. There are no hard-and-fast guidelines, though, and some qualitative research may go towards deduction (Gabriel, 2013). According to Bryman and Bell (2011),

inductive research takes a theory-based approach to the subject rather than developing or evaluating one that already exists; this method is far more appropriate for qualitative research. The deductive method will be used to conduct this study in order to build on earlier research in the field, produce findings that are more applicable to policing in the UK than most previous studies found during the literature review, and determine how transferable earlier research from other nations is to the United Kingdom.

A Google Forms-distributed questionnaire will be used as the research approach for this study. In an effort to spread the word about the Google Forms questionnaire to law enforcement-related groups like UKCOPHUMOUR and the PoliceUK reddit page, a link to it will be posted on social media platforms like Facebook and Instagram. A leaflet drop will also be used in an aim to target an audience wider than these platforms in the researcher's local area. It is important that participants participate in the study anonymously, which is made possible by doing the survey online where no personal data will be collected. Anonymous data collection is important for encouraging more revelation of private or stigmatising information than with non-anonymous techniques. Historically, higher disclosure rates have been considered to be more accurate than lower ones (Murdoch et al., 2014). This research approach is highly economical and successful in gathering a lot of quantitative data. A mixed method approach will be used in the research to collect both quantitative and qualitative data, with the latter serving as the backdrop for the former.

Examples of police body worn video may be embedded or linked in sections of the survey in order to gather data surrounding the changes in public perception before and after the use of body worn footage. This video will be obtained through legitimate policing agencies and must have been made publicly accessible. If the video is embedded, it will be done so with the express permission of the specific policing agency however this permission is not required if the video is only linked to a publicly accessible page of the agency's own media site. As any police body worn video footage may be considered as distressing to members of the public, this aspect of the survey can be skipped by participants and a clear warning displayed before the linked video. A warning will also be provided if the weblink will open an external site such as those owned by policing agencies as these sites have their own data protection arrangements which are out of the control of this research. Any video used will be screened for distressing, personal or inappropriate content and if any such content is found, it will be excluded from the research and a link not provided.

The research's time period is specified in the 'time horizons' layer of the research onion. "cross-sectional," or short-term, research in which data is gathered at a certain moment in time; "longitudinal," which refers to gathering data often over an extended period of time for the purpose of comparing data (Melnikovas, 2018). Three main time horizons are distinguished by Kosow and Gassner (2008): short-term, which is up to 10 years; medium-term, which is up to 25 years; and long-term, which is more than 25 years. Additionally, Kosow and Gassner (2008) separate static observations as an alternate temporal horizon from a point in the future that is often linked with normative

techniques. This kind of retrospective is typically employed in the creation of "static" or "end-state" situations. A cross-sectional approach will be employed in this study as this method is the most practical for the length of the study and an effective way to do research.

Martínez-Mesa et al. (2016) defines the term 'sample' as a limited portion or subset of individuals selected from the intended population. The target population, on the other hand, is the whole group of participants whose traits the research team is interested in. Through a method known as statistical inference, researchers can draw inferences concerning the target group with a given degree of confidence based on data returned by the sample. Because of time and financial restrictions, it would not be feasible to investigate the complete population for this research; instead, a sample would be used. The goal of drawing conclusions from samples is to extrapolate them to the entire population and occasionally even to the future. For this reason, the sample has to be representative of the population (Andrade, 2020a). For quantitative research, which will be the main focus of this study, a sample size of 25 is frequently necessary (Flick, 2015). The research attempts to get at least 50 replies since samples of 25 or fewer participants might lead to a disproportionate influence from one response on the results.

Among the most crucial and essential areas in evaluating any measuring technique for data collecting in a quality study are reliability and validity. Whereas reliability is concerned with the accuracy of the data collected and the extent to which any measuring device reduces random error, validity is concerned with what a device measures and how effectively it does it (Ahmed and Ishtiaq, 2021). Due to their ability to capture vast volumes of data quickly and their widespread acceptance as a reliable method of data collection, research questionnaires are recognised as reliable and legitimate data gathering techniques (Einola and Alvesson, 2020).

The breadth of the study may be limited due to the dissertation's word count and the deadline for submitting the research; also, the time limits may affect participation. One of the intended purposes of this research is to identify future research directions so that the body of literature on this subject will have additional context. In the absence of a reward or incentive, people might not participate right away or at all. Sharing personal data may also raise issues (Andrade, 2020b). This research will be completely secret, and no personal data will be gathered except from general data capture information like age and gender, in an effort to lessen the concerns around the acquisition of personal data.

There aren't many ethical concerns with this research. Any member of the general public, regardless of race, gender, or religion, will be included in this study. There are no problems arising from the exclusion of children from the research because it is intended only for adults over the age of 18. Although the survey's video component may be upsetting to some people, there will be a clear warning and an option to skip it. The research topic is not sensitive. Additionally, the video will be checked for any potentially upsetting content and removed if any is identified. There will be no copyright issues as

any video used will be linked, the source stated and will be accessed through the external party's own media server which will be publicly accessible. Participants may revoke their consent at any time, and participation is completely optional. Only data needed to create datasets will be gathered; no personal information will be gathered or kept.

1824 words

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