

#### The Media and Crime

- Crime prevention efforts have been limited
- Potential to influence individual/group behavior
- Research on potential to create crime
- Media likes crime/crime related activity
- Major portion of written/broadcast media

### The Purposes of the Media in Crime Prevention

- · Increasing risk to offenders
- · Increasing perceived risk to offenders
- · Encouraging public safety practices
- · Reassuring the public



### Crime Prevention Media Campaigns

- · Potential to decrease fear and crime
- · Messages reach public; few undertake suggestions
- · Impact of media related to saliency
- · Need to reach intended/vulnerable audiences
- ·Set goals focusing on attitudes/behaviors
- · Programs require assistance for some



### Examples of the Use of Media in Crime Prevention

- · McGruff campaigns
- · Crime newsletters
- · Information lines (i.e. Crime Stoppers)
- · "Reality television" programs



#### What is New Media?

- · Integrated technology allowing on-demand access
- Democratization of the information-sharing process
- · New Media v. Traditional Media
  - Immediacy
  - · Interaction
  - · Audience



#### New Media Uses for Crime Prevention

- · Posting of crime prevention tips
- · Supporting neighborhood watch groups
- · Promoting crime prevention events
- · Hosting crime prevention web chat
- Developing crime prevention blog or podcast
- · Soliciting information on unsolved crimes



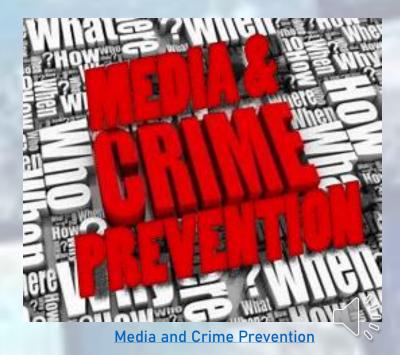
# Why Use New Media for Crime Prevention?

- Advantages
  - · Agencies can publicize events quickly
  - · Many more events can be shared
  - · Agencies can reach entirely new audiences
- · Information lacking on <u>programs</u> and effectiveness



# The Media's Responsibility for Crime Prevention

- · Assumes blame for crime policy failure
  - · Fails to critically assess claims
  - · Focuses on disagreement between legislators
- · The media does poor job because...
  - Not criminal justice educated
  - · Does not hold politicians accountable
- · The future of crime prevention
  - Social media



# The Mass Media and Crime Prevention

For questions please contact:

Kimberly.Kampe@knights.ucf.edu

#### · References

- · Lab, S.P. (2014). *Crime prevention: Approaches, practices, and evaluations* (8th ed.). Cincinnati, OH: Anderson Publishing.
- Text Resources:
  - Domdouzis, K., Akhgar, B., Andrews, S., Gibson, H., & Hirsch, L. (2016). A social media and crowdsourcing data mining system for crime prevention during and post-crisis situations. *Journal of Systems and Information Technology*. Retrieved from http://shura.shu.ac.uk/12182/1/Domdouzis%20et%20al.%20FINAL%20PAPER.pdf.
  - Greer, C. (2009). Crime and media: understanding the connections. *Criminology*, 2, 177-203. Retrieved from http://repository.essex.ac.uk/27477/3/2009%20-%20Criminology%20-%20Crime%20and%20Media%202nd%20Ed.pdf.
- · Images:
  - Beeby, D. (2015, October 16). Harper government withholds millions budgeted for crime prevention. *CBC*. Retrieved from https://www.cbc.ca/news/politics/harper-government-withholds-millions-budgeted-for-crime-prevention-1.3272773.
  - Bright Grahame Murray Chartered Accountants. (n.d.). New media and technology. Retrieved from <a href="https://www.bgm.co.uk/sectors/new-media-technology">https://www.bgm.co.uk/sectors/new-media-technology</a>.
  - · City of Los Altos. (n.d.). Crime & prevention. Retrieved from <a href="https://www.losaltosca.gov/police/page/crime-prevention">https://www.losaltosca.gov/police/page/crime-prevention</a>.
  - Gray, T.H. (2016, February 3). Marketing communications collected links. Thomas H. Gray. Retrieved from <a href="http://www.tom-gray.com/2016/02/03/marketing-communications-collected-links-2/">http://www.tom-gray.com/2016/02/03/marketing-communications-collected-links-2/</a>.
  - McKay, D.R. (2019, January 9). Camera operator: Career information. The Balance Career. Retrieved from https://www.thebalancecareers.com/camera-operator-525460.
  - Pescovitz, D. (2014, February 10). McGruff the crime dog busted for pot and weapons. boingboing. Retrieved from https://boingboing.net/2014/02/10/mcgruff-the-crime-dog-busted-f.html.
  - Stellenbosch. (2016, September 12). Social media and crime prevention. Retrieved from <a href="https://showme.co.za/stellenbosch/news/social-media-and-crime-prevention/">https://showme.co.za/stellenbosch/news/social-media-and-crime-prevention/</a>.
  - Swinburne University of Technology. (2020). Media and communication. Retrieved from <a href="https://www.swinburne.edu.au/courses/find-a-course/media-communication/">https://www.swinburne.edu.au/courses/find-a-course/media-communication/</a>.

