

The Mass Media and Crime Prevention

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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**



Broadcast Media Camera Operator

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 programs and effectiveness**



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For questions please contact:

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