



Research Paper

## Public Usage of Police Social Media Applications

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### ABSTRACT

Police Public relationship in tackling the crime issues is very much in deliberations, so is the application of Police Social Media Networks and the objectives within this is to reach the public and to be with them to protect their interests. This objective should depend upon the cooperation of people to the Police expectations. Crime Preventive notion and Access to the Justice are the prime aspects of any law enforcement department will aim for. On these sets of notion the present study is carried out to find out the intentions behind Police Social Media Usage and their various applications, People awareness to level the police intentions and the outcome from it, the expectations of police are studied and critically and empirically tested the findings in the city of Belagavi, Karnataka state. People neglected to perceive and to follow the Belagavi city police social media's purpose in serving them. Even Police department also should handle the events and law related articles and crime news in social media so that the people can better understand about the current updates and their things through social media. Both the people and the police actually should focus more on the actual functionality and the necessity of social media and policing.

**KEY WORDS:** Police Social Media Networks, Police Public Relations, Crime Prevention, Access to the justice.

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### I. INTRODUCTION

The increasing use of social media has made significant role within the country which is leading to go up in crime detection through social networks. But also in the other side, we can't regulate that social media has often been held responsible for the rise in crimes too. The present policy for using social media for outreach, developing protocols for use of social networks for collection of information and intelligence from public and building capacities to "patrol and monitor" social media. Police in most states of India, including the traffic police are leveraging the reach of social networks, and functioning jointly with the citizens to help solve cases quicker. Along with the popular network, Facebook, police are also jumping into Twitter and now WhatsApp, the most popular.

This number is very less than the number suggested by UN guideline i.e., 270-280 police personnel per 100,000 residents. To improve this shortage, police adopts various media to stay connected with the community. Inhabitants can individually connect with the police by calling the telephonic helpline (100 similar to 911), writing to official email, or visiting a police station. The features so far adopted by police for community policing are mostly non-technology based. Realizing the significance of community involvement, police have introduced provisions for community members to watch their neighbourhood, join beat constables to perform beats, and arrange get-togethers to understand neighbourhood's Involving social media for community policing in one such initiative of Indian Police to involve residents for improved safety.

Aim of the study is to know about functionalities of Social Media and Policing in the Belagavi City, somewhat to find out People's awareness on Police Social Media Networks. In 2014, the Home Ministry of the Karnataka state had given its nod for the establishment of the Police Commissionerate for Belagavi. The city is with a population of more than 4.8 Lakh being a Police Commissionerate consists of 1,119 police personnel. The Commissionerate is established with 3 Indian Police Service level officers, one would be the Commissioner and other two being his Deputy's. Belagavi city is one of the wide spread and vast city, in area wise and population wise respectively, in Karnataka state. Belagavi is a city in the state of Karnataka located in its northern part along the Western Ghats. It is the biggest district in Karnataka and also called second capital of Karnataka.

**OBJECTIVE OF THE STUDY**

1. To investigate how effective is social media policing in Belagavi city.
2. To examine whether social media policing helps in crime prevention.
3. To study People's Awareness on Policing through Social Media in Belagavi city.

**Research Methods and Tools**

The research study includes the survey method and descriptive design. For the purposes of this research, Questionnaire schedule is been used. The Researchers explained the objectives and the utility of the proposed research study to the respondents to study their awareness on police social media usage. The study was conducted in the Jurisdiction of Belagavi City Police. Purposeful Sampling is used to draw 100 samples based on the people's knowledge in using Social Media.

**II. RESULTS AND DISCUSSIONS**

The Extent of Social Media Awareness among Public in Belagavi City.

**TABLE NO.1** The following table indicates the personal information of the respondents.

FACTORS	GENDER		TOTAL	
	MALE	FEMALE		
AGE	16-25 Yrs.	52	20	72
	26-35 Yrs.	14	5	19
	36-45 Yrs.	1	4	5
	46-55Yrs	2	0	2
	56-65 Yrs.	1	1	2
	<b>TOTAL</b>	<b>70</b>	<b>30</b>	<b>100</b>
EDUCATIONAL QUALIFICATION	SCHOOL	2	7	9
	PRE UNIVERSITY	5	4	9
	Graduate	26	11	37
	Post-Graduate	37	8	45
	<b>TOTAL</b>	<b>70</b>	<b>30</b>	<b>100</b>
EMPLOYMENT	Student	34	13	47
	Self Employed	11	6	17
	Un employed	11	8	19
	Govt. Sector	8	2	10
	Private Sector	6	1	7
	<b>TOTAL</b>	<b>70</b>	<b>30</b>	<b>100</b>

The personal info includes the factors like age, gender, education qualification and the employment, Age plays significant role in using social media. so divided the age of all 100 respondents into 5 intervals which consist of 10 years of age gaps accordingly it comprises of 70% of male population and 30% of female population when we see the basic statistics male samples 70% are aware of police social media in Belagavi city likewise females only 30% are aware of police social media Belagavi city. Age between 16-25 years is 72% people are well aware of Police Social Media Usage and applications which seems to be good.

**TABLE NO.2** The following table indicates various factors related to usage of Police social media by people of Belagavi city.

SL NO	NATURE	RESPONSES			TOTAL
		Yes	No	Cant say	
1	Often police ask the followers to share their page to every other in order to reach people	32%	34%	34%	100%
2	Any updates seen on appreciation by police to the person for his/her information in their social media	30%	36%	34%	100%
3	Ready to report Police through social media	39%	28%	33%	100%
4	To co-operate with the police work in any information if they Required	59%	4%	37%	100%
5	Request from you to your Friends to follow the Police Social media	61%	6%	33%	100%

People were surveyed whether police asks the followers to share their page to every others in order to reach people, 32% of them have agreed, 34% of the total samples have not at all witnessed any intimations from police, 34% of the total samples have failed to respond .later the question related to people’s reaction in reporting to police through social media, out of 100 samples 39% of the people have agreed to report through social media and 28% of them have refused to report crime through social media simultaneously 37% have not responded to the question. The targeted samples were asked to answer about their role in cooperating with the police through social media 59% have agreed to co- operate with police in any information if they required social media 4% of the total sample have refused to co cooperated with police through social media but 37% of the people not at all responded. Lastly the people were asked to share with their friends to follow the social media

Inferences can be drawn that somewhere people reaction towards following police social media has not much effectively implicated since aim of the research was to find out whether people aware of police social media to share the crime related issues or even by police sharing information relating to crime. Interestingly some questions were asked on reporting to police out of 100 ,39% people are agree with sharing or reporting information but 28% of people are not willing to report police . this is kind of problem in considering police people friendly programs whether they are success or failure in the country usually people won’t report police by going police stations which have many reasons for that. While police social media is considered to the other way to inform them if they hesitate to going physically they can lodge info on police social media pages in relating to the above factor again 33% of people are not keen in responding anything they stayed away.

**Table No.3 The Following table indicates various updates by Police about Criminals.**

Updates about Criminals

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Updates On any Criminals	13	13.0	25.5	25.5
	Photo shared by police				
	Updates Warning alerts by police about Criminal Gangs	12	12.0	23.5	49.0
	Any sort of Updates on Criminals Modus operandi	2	2.0	3.9	52.9
	Seen any sort of Crime video clips	13	13.0	25.5	78.4
	More than One	11	11.0	21.6	100.0
	Total	51	51.0	100.0	
Not responded		49	49.0		
Total		100	100.0		

The above table indicates various frequencies related to sharing of the updates about the criminals by the residence of Belagavi city the results are as follows people updating on any criminal photo shared by the police constitutes 13%, people witnessing the updates about warning alerts by police regarding criminal gangs comprises 12% the updates by police on criminals modus operandi constitutes 2%, people seeing any sort of crime video clips through social Media will be of 13% many people have also witness more than 1 factors of these may be around 11% and lastly around 49% of the total population have refused to answer the requirements

**Table No.4 The Following table indicates factors Pertaining to Crimes. :**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Updates on Crime Patterns	8	8.0	12.9	12.9
	Updating Crime Map	10	10.0	16.1	29.0
	Sharing Crime Statistics	18	18.0	29.0	58.1

Crime Reports	17	17.0	27.4	85.5
More than One	9	9.0	14.5	100.0
Total	62	62.0	100.0	
Missing System	38	38.0		
Total	100	100.0		

The above table shows various percentages of the responses given by the people pertaining crime information given by police through social media the factor and respective values of percentage are as follows police updates on crime pattern are of 8% updates about crime map by the police to reach the people is about 10% police sharing crime statistics to alert people is 18% crime reports given by the police 17% lastly out of these options there is 9% which contributes to multiple options lastly 38% have not answer any of the options

**Table no.4 The following table indicated cross data between age of the respondents and their Interest in Reporting Crime.**

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * Reporting Police	68	68.0%	32	32.0%	100	100.0%

**Age \* Reporting Police Cross tabulation**

Count	Age	Reporting Police		Total
		Yes	No	
	16 To 25	29	23	52
	26 To 35	5	6	11
	36 To 45	1	0	1
	46 To 55	0	2	2
	56 To 65	2	0	2
	Total	37	31	68

The cross related data with regard to age of the respondent and their interest in reporting to police through social media both serve as two diff variables, here as a researcher we wanted to test how age of respondent and there enthusiasm in reporting to police through social media helps us in understanding the very cause and the reason behind the usage of police social media the following table reveals the cross related data between age of the respondent and reporting of crime the result is as follows, 29% have agreed to report to police through social media and 23% have refused to do the same under the age group of 16-25, 5% have agreed to report to the police and 6% have refused under the age of 26-35 years, 1% have agreed the report to the police the age group of 36-45 years, 2% of the people from 46-55 years of age group are not interested to report to police through police social media lastly 2% of the age group 56-65 have agreed to report to the police but surprisingly 32% of overall population have not shown their interest in responding to the question

**Table No.5 The following table indicates the cross data between no of People Cooperating with Police through Social Media and their Respective Gender.**

**Gender wise table of People their willingness to Cooperative with Police works voluntarily.**

Count	Gender	Cooperative With Police		Total
		Yes	No	
	Male	43	7	50
	Female	19	0	19
	Total	62	7	69

The cross related data with regard to gender of the respondent and their cooperation with police through social media both serve as two diff variables here as a researchers we wanted to test how the gender of

the respondent act as a supporting factor in cooperating with police through social media in certain cases the above table reveals a cross related data with regard to gender of respondent and their cooperation with police and values are as follows 43% of sample population agreed to cooperate with police through social media 7% of male are not ready to cooperate with police similarly 19 % of female population are ready to cooperate with police and none of them have disagreed in this regard with the 31% of the total population have hesitated to give their response in regard with the cooperation with police .

### **III. MAJOR FINDINGS**

**Firstly**, The Police department should give importance to the Social Media applications which is much helpful in tracking crimes and in detention of Criminals, If they keep vigilance on social media by regular watch, it would be the best.

**Secondly**, The Police department yet to ensure the reason why they are operating their Social Media, Because the public who all are following, they aren't happy the way the information received by them which is so far hasn't been helpful to them.

**Thirdly**, Public are not so attentive towards Police Social Media Usage, Because of the way police aren't propagating their Media Application in larger scale.

**Fourthly**, On the contrary 40% of people are very active by means of reacting, commenting, and sharing regularly in order to reach maximum number of population Belagavi. And even there are 39% of people who are proud of Belagavi police and their works ready to share the information in order to support them through social media as a matter of policing.

People expect maximum information from the police social Medias which are related to crime, criminals, crime patterns, and crime statistics. Majority of the people have never ever witnessed any updates in the police social media related to criminals by the police but instead people have always witnessed many police-people friendly updates in the official pages of their media. people except that police regularly asks the followers to share their page, police regularly asks to report them through social media and regularly ask their followers to co-operate with them in any info needed.

**Fifthly**, uses 3 types of social media's they are Facebook, WhatsApp, twitter the operation of these social medias will be handled by city computer wing which is restricted to twitter and Facebook and Belagavi city control room which is restricted to WhatsApp.

**Sixthly**, the huge gap between police and the public of Belagavi city in order to achieve the cent percent effectiveness in the method of social media policing the cent percent info's and the updates should reach all the sorts of people in a least time police in the Belagavi city are often using social media's as informative media s rather than policing media's instead of updating with police personal information like crime, criminals, crime patterns and crime statistics it is more used updated with inter departmental information like transfer, retirement, departmental functions and celebrations etc.

**Seventhly**, The handlers of the Belagavi city police social media's are not specially trained in order to update and channelize in a right direction being a departmental, official accounts they are more used personally from their personal devices rather than official computer systems public are no were aware of the exact usage of social media and policing and they themselves hesitate to report through these social media platforms as a matter of fear the huge gap between police and public is effecting the amount of effectiveness between police and public within the city of Belagavi.

#### **Suggestions**

- Police departments should be appointing more numbers of computer Internees so they can collect good amount of information related to crime.
- Police should maintain healthy relation with public and police should avoid wasting their time by posting periods, activities, sports related information and try to focused on the crime controlling by using police social media account.
- Some people suggested that the police should update the currently events and law related articles and Advertisement news in social media so that the people can better understand about the current updates and their things though social media.
- People suggested that the qualified officers it the field of computer, social technology, technical field should be implicated for the usage of police social media.

During the time when people visit the police stations to give complaints of regarding any quarries etc. During their department police should tell them about the police social media usage and its advantages.

#### **IV. CONCLUSION**

Police Social Media creates the platform for effective connectivity between police and people, Even Union Government of India started its significant program on various citizen centric services through the Police department from the plat form of Digital India. This also will build the positive image of the police to work with the community support. Many programmes are often organised by the police to get attention of people to especially in crime hindrance, maintaining law, and order things to make sure people to get access to the Police stations. In Belagavi town, public must reach the expectations of police in ensuring of their own safety by helping police.

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