

Effects of Mass Media Reports on Police Performance: A Case Study of Swat

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ABSTRACT

Aim of the Study: The study aimed to find media reports about police performance and effect of media reports on the performance of police.

Methodology: Using quantitative method, the researchers collected data through survey and random sampling technique was adopted to collect the data from target public. Self-designed questionnaire used as tool consisted on close-ended questions and was distributed among 300 policemen in District Swat. In return, (N=232) questionnaires were returned hence response rate was 77%. Data was analyzed using (SPSS), and results presented in the form tables.

Findings: Findings of the study revealed that qualified officers, the use of technology and female police force required in the area for the betterment of the society, crime control, and culture restrains.

Conclusion: The study concluded that high qualified force needed to tackle crimes as well as for the positive image building of police force. It was also revealed that the relation between mass media and police is very important in positive image building of police in the society. Furthermore, professionalism and equipped with latest technology can be more fruitful to increase the police performance.

Keywords: Media Reports, Police Performance, Swat, Khyber Pakhtunkhwa.

Introduction

In the twenty first century policing operates a highly mediated environment that places a liability to communicate effectively (Safdar et al., 2018) on police personnel throughout grades and ranks and across roles, but especially on the staff of police force press offices. Intentions to work with media organizations as a mean of disclosing accountability and informing various publics, concerned with controlling the flow as well as with content of information with promoting favorable images of policing is obvious (Mawby, 2002; Safdar et al., 2020).

Good press relation has not always existed in police department mainly which may cause of the policeman's failure (Clift, 1948-1949). The officers who engaged in the public trust doing most proactive policing and increases most arrest rate. Relation of a police officer with a community could build trust (Mayer, 2019; Safdar et al., 2017; Safdar et al., 2015).

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It has been observed that media reports affecting the image and performance of an individual and society (Shabir et al., 2015). This study aimed to investigate the effects of mass media reports on the performance of police that how media portray the image of police to the public and how police department changed their attitude, behavior and performance by these reports.

Police Stations per District in Khyber Pakhtunkhwa

The provincial organizations of police structure and characteristics similar to each other for some reasons or others all over the country. According to the Inspector General of Police KP, the following police stations are placed in different divisions from 2009 to 2018.

Table 1: *Police Stations per District in Khyber Pakhtunkhwa*

Division/District	Police Chowkies									
Khyber Pakhtunkhwa	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
1. Peshawar Divisio.n	133	134	137	137	138	162	152	131	130	139
Peshawar	69	76	79	79	79	101	93	80	80	90
Charsada	37	37	35	35	35	29	35	29	31	30
Nowshera	27	21	23	23	24	32	24	22	19	19
2. Mardan Division	79	73	77	69	78	70	54	47	41	58
Mardan	59	53	54	46	55	54	40	25	25	42
Swabi	20	20	23	23	23	16	14	22	16	16
3. Kohat Division	26	16	20	18	17	17	17	15	17	15
Kohat	14	13	13	13	12	12	12	12	14	12
Karak	2	2	2	2	2	2	2	2	2	2
Hungu	10	1	5	3	3	3	3	1	1	1
4. D.I. Khan Division	8	19	22	20	20	20	33	20	20	20
D.I. Khan	7	7	7	8	8	8	20	8	8	8
Tank	1	12	15	12	12	12	13	12	12	12
5. Bannu Division	34	33	40	47	48	42	30	43	49	27
Bannu	30	29	29	32	33	38	26	39	45	23
Lukky Murwat	4	4	11	15	15	4	4	4	4	4
6. Hazara Division.	63	46	34	64	65	85	35	35	45	50
Abbotabad	12	16	15	15	14	17	17	18	19	19
Mansehra	29	3	1	31	24	32	1	1	1	1
Kohistan	12	16	7	7	18	22	8	8	14	19
Haripur	8	8	7	7	7	7	7	6	6	6
Batagram	2	3	4	4	2	7	2	2	5	5
7. Malakand Division	71	72	81	74	80	78	93	94	96	85
Swat	24	25	25	19	23	23	26	25	27	22
Dir	14	13	23	13	20	20	33	24	33	23
Chitral	21	21	21	22	21	21	22	22	17	18
Buneer	11	12	11	16	12	12	12	15	15	17
Shangla	1	1	1	4	4	2	--	8	4	5

Source: *Inspector General of Police Khyber Pakhtunkhwa* retrieved on 9-5-2021 available at http://police.kp.gov.pk/page/police_station_police_posts

District Swat Brief History

Geographical location of Swat valley started from Malakand hills, but the administrative boundaries are between Landaky to Gabral (Gulabad) area, the length contains 91 miles from each other. The widest plain area of Swat valley is between Barikot and Khwazakhela. In some old books it has been mentioned by the

name 'Udhyana'. In Sanskrit it is called 'Ujjiana' which means garden or park. It is known that Swat is famous for the attractive and delightful beauty (Ali, 2013).

Charming Swat valley is located in the north of Khyber Pakhtunkhwa, old name North-West Frontier Province (NWFP). The center of this area contains haughty crusts of mountains, 37° North latitude and 71° and 32° East longitude. The height of this valley from sea level is 2500ft to 7500ft respectively, its area is about 4000 sq miles. Chitral and Gilgit are in the North, Mardan in South, Indus splits it from Hazara in the East, while district Dir is located in the West (Mugus & Hapkin, 2012).

Statement of the Problem

Police is playing an important role in the society to control the criminal activities, while on the side media is called mirror of the society (Shabir et al., 2015 & Shabir et al., 2015a) which claim to show the real face of an individual, community and department. The current study also conducted to find out that how media presenting police department and what is the effects of press information on the performance of them?

Importance of the Study

This study would not give shed light on the police performance and media relations, but would also present policy and recommendations for the betterment of police personnel and police department. It would also be the contribution of this study that to identify the causes and factors of low performance of the police department to overcome the criminal activities, because the media has power of accountability (Safdar et al., 2015). This research would contribute to the police department to provide a mechanism train the police to encounter the media allegations.

Objectives of the Study

To find out relationship between mass media reports and police performance.

To search out effective source of information for police personnel.

To examine level of understanding of police personnel about media reports.

To investigate relationship between mass media reports and behavioral change police department.

To find out the role of media regarding police image.

To explore association between media reports and action of police.

Hypotheses

H1: There is no relationship between media reports and performance of police.

H2: It is assumed that television is effective source as compared with other media.

H3: It is more likely that media not presenting bad/negative image of police as compared to positive.

H4: It is assumed that media reports have no effects on behavioral change of police.

H5: There is an association between media reports and action of police.

Literature Review

Callanan & Rosenberger (2011) the public opinion impact on police performance and built their confidence on police. Sela-Shayovitz (2015) at the time of insurgency media would need to build the trust of public for police image. Media effecting the policies and practices of police due to its coverage positive and negative. Hoque et al., (2004) due to positive widespread media coverage, people had taken interest in police. Police department didn't believe on accountability but on the evaluation of performance. Dirikx et al., (2013) study found that negatively association between their exposure and police performance. The respondents didn't satisfy with performance in sense of fairness and authority in the society. Meares & Neyroud (2016) social media is the power which could change the world because of easy and free access to information as well as

criticizing individuals and departments. Hassan et al., (2019) Due to the social media criticism the police expedite the procedure of investigation, which show their positive performance. Sun et al., (2014) explored the reality regarding police and public perception about the police performance and found “satisfaction with government performance and media influence were also predictive of police trustworthiness”. Kilburn & Krieger (2014) investigated the police and public perception. Study revealed that the communication between police and public is two-way but one-way, which show gap between both. It would create mistrust between both communities. Surette (2015) New media opened new ways of fighting for police. They could take advantages from it because the culprit might share text, audio or video digitally from the crime scene. Weitzer & Tuch (2004) reporting are documented on mis conduct of police but little good to maintain the confidence of public. Safdar et al., (2016a) Corruptions, illegal use of force and news media reports are the common cause for reforms. Chan & Chan (2012) & Safdar et al., (2016) crime reporting of newspapers effect on public perceptions. Sensational newspapers negatively affect public conceptions. Fernandez et al., (2017) Social media gives much access policing organizations, social media act as a bridge between police and public to sharing information. Police staff use it to get much close to public. Sahapattana & Cobkit (2016) confidence in police and attitudes toward crime suppression and prevention have strongest correlations. Rantatalo (2016) biased representation are in favor of unit and elite have had great impact on working of police officers. Role of media affecting real life policing and their working identities. Dirikx et al., (2012) claimed that young have negative perception rather than police functioning is wrong. Tengpongsthorn (2017) study explored factors that relative to work effectiveness of police. Using qualitative and quantitative method, study revealed that motivator factors and hygiene factors have positive correlations with work performance and effectiveness. Results showed that enough equipment increase work performance. Tiwana et al., (2015) study about police measurement in police organization identified that police performance usually related to the facilities given to the officers and persuasion to promote transparency and accountability to improve police performance. Hodgkinson et al., (2019) study measured police performance. They argued that in traditional way, police not able to achieve desire results. In traditional way, usually police response more slowly. They argued that network governance approach is more effective for better police performance. This approach will engage stakeholders directly to get desire results and possibly lead to more success and accountable policing.

Theoretical Framework

Agenda setting theory by Maxwell McCombs and Donald Shaw shows that media set the agenda to show its viewers/readers “what to think about”. This theory argue that media create the image of an event or personality or specific department by giving more importance and consistently space to make it prominent among the viewers or listeners or readers. The current research study based on agenda setting that in mass media reports how the image of police is being portrayed and how the public think about police performance.

Research Methodology

Research methodology defined as study technique used by the researchers to investigate the issue of concern. It is basically a process used by researchers for the solution of problem (Kumar, 2019). In this study quantitative methodology used to explore the phenomenon of concern. This method was adopted by the researchers to observe the attitude of the respondents toward the mass media coverage and police performance.

Population

Population is a group of individuals having similar qualities of researcher interest. A group of individuals from which information is collected to inspect the problem (Babbie, 2013; Lavrakas, 2008). Khyber Pakhtunkhwa police was the population of the study from which data was collected.

Sampling, Technique & Tool

Sample is smaller set of elements which is chosen from large group. Sampling as when a whole population is represented by a small group (Singh & Mangat, 2013; Pandey, 2015). Due to limitation of time resources, data was collected from all the police stations of district Swat and questionnaires were distributed among 300 among police personals in all police stations of district Swat. In return, 232 questionnaires were returned hence, response rate was 77%. For the selection of respondents, researchers used available and convenient technique to collect the data from the respondents. To get the respondents' response, the researchers' development easy and well-structured questionnaire and was translated in local language to get response in more easy and effective way. After data collection, data was analyzed in SPSS software to maintain objectivity and accuracy.

Data Analysis

Table 2: *Respondents Detail*

Age	F	%
23-29	58	25.0
30-36	103	44.4
37-43	47	20.3
44-50	19	8.2
51-57	5	2.2
Total	232	100.0
Gender		
Male	229	98.7
Female	3	1.3
Total	232	100.0
Education		
` Middle	5	2.2
Matric	72	31.0
Inter	77	33.2
BA	62	26.7
MA	16	6.9
Total	232	100.0
Training Courses		
1	54	23.3
2	70	30.2
3	52	22.4
4	27	11.6
5	8	3.4
6	5	2.2
7	6	2.6
8	6	2.6
9	2	.9
10	1	.4
15	1	.4
Total	232	100.0
Service Experience		
1-11	144	62.1
12-22	63	27.2
23-34	25	10.8
Total	232	100.0

Rank/Position		
Assistant Sub Inspector	29	12.5
Constable	74	31.9
Head Constable	114	49.1
Inspector	2	.9
Sub Inspector	13	5.6
Total	232	100.0

Above table shows the demographics of the respondents that were selected as sample. The demographic information include age, gender, qualification, training courses they have done, service experience and rank/position of the respondents.

Table 3: *Media reports and public opinion about police performance*

Question	Choice	F	%
Types of media to which respondents are expose	Newspaper	62	26.7
	Radio	2	0.9
	TV	48	20.7
	Social Media	120	51.7
	Total	232	100.0
Respondents' time consumption on media	Less than an hour	152	65.5
	1 to 2 hours	60	25.9
	3 to 4 hours	14	6.0
	Above	6	2.6
	Total	232	100.0
Frequent exposure to media of respondents	Daily	130	56.0
	Bi weekly	13	5.6
	Weekly	3	1.3
	Rarely	86	37.1
	Total	232	100.0
Exposure of respondents to crime news in past six months	Yes	192	82.8
	No	40	17.2
	Total	232	100.0
Exposure of respondents to news against police	Yes	174	75.0
	No	58	25.0
	Total	232	100.0
The allegations were true?	Yes	45	19.4
	No	187	80.6
	Total	232	100.0
Media presenting favorable image of police to public	Yes	63	27.2
	No	169	72.8
	Total	232	100.0
Media reports and police department has positive relationship	Strongly Agree	22	9.5
	Agree	70	30.2
	Neutral	48	20.7
	Disagree	51	22.0
	Strongly Disagree	41	17.7
	Total	232	100.0
Police exposure to media regarding public complaints	Strongly Agree	71	30.6
	Agree	107	46.1
	Neutral	20	8.6
	Disagree	20	8.6

	Strongly Disagree	14	6.0
	Total	232	100.0
Media reports changed behaviour and performance about duties & responsibilities.	Strongly Agree	18	7.8
	Agree	57	24.6
	Neutral	30	12.9
	Disagree	82	35.3
	Strongly Disagree	45	19.4
	Total	232	100.0
Fear of Media compels police department to take action on time	Strongly Agree	19	8.2
	Agree	80	34.5
	Neutral	33	14.2
	Disagree	65	28.0
	Strongly Disagree	35	15.1
	Total	232	100.0
Reporting and conducting enforcement activities more quickly by police department due to exposing to media reports	Strongly Agree	14	6.0
	Agree	71	30.6
	Neutral	40	17.2
	Disagree	75	32.3
	Strongly Disagree	32	13.8
	Total	232	100.0
After media reports, police department taking quick action against culprits.	Strongly Agree	19	8.2
	Agree	94	40.5
	Neutral	28	12.1
	Disagree	62	26.7
	Strongly Disagree	29	12.5
	Total	232	100.0
Due to media reports the police department is taking preventing measures of victims	Strongly Agree	15	6.5
	Agree	92	39.7
	Neutral	25	10.8
	Disagree	64	27.6
	Strongly Disagree	36	15.5
	Total	232	100.0
Media awareness provoked police department to increase the patrolling time and duration for the security of public	Strongly Agree	17	7.3
	Agree	95	40.9
	Neutral	32	13.8
	Disagree	54	23.3
	Strongly Disagree	34	14.7
	Total	232	100.0
Searching and investigation process upgraded and improved by Police department such as dictated by media	Strongly Agree	14	6.0
	Agree	96	41.4
	Neutral	33	14.2
	Disagree	65	28.0
	Strongly Disagree	24	10.3
	Total	232	100.0
The informer and information are cross checked by police department due to media reports	Strongly Agree	14	6.0
	Agree	61	26.3
	Neutral	42	18.1
	Disagree	84	36.2
	Strongly Disagree	31	13.4
	Total	232	100.0
	Strongly Agree	8	3.4

Media reports encourages police to depoliticalize the police department	Agree	61	26.3
	Neutral	37	15.9
	Disagree	65	28.0
	Strongly Disagree	61	26.3
	Total	232	100.0
Media awareness improved the police department in using force & authority fairly, effectively and confidently to overcome crimes	Strongly Agree	13	5.6
	Agree	76	32.8
	Neutral	58	25.0
	Disagree	55	23.7
	Strongly Disagree	30	12.9
Total	232	100.0	
My performance was positively affected by media reports	Strongly Agree	10	4.3
	Agree	65	28.0
	Neutral	41	17.7
	Disagree	78	33.6
	Strongly Disagree	38	16.4
Total	232	100.0	

The above table shows the frequency distribution of questions asked to respondents. Majority of the questions shows five elements Likert Scale option to choose the appropriate answer as per respondent's experience towards their department and media reports.

Hypothesis Testing

Table 4: Mean, Standard Deviation, P-value and association of assumed hypothesis (H1)

Hypothesis	M	S.D	Person Chi-Square	Df	P-Value	Association
Association between Media Reports & performance behavior of Police.	2.72	1.317	80.299 ^a	16	.000	Significant

Significant P-value at <0.05

The chi-square result shows the significant relation between the selected variables that i.e. association between the media reports and the change in performance of police. The table demonstrates that statically significant with $p=.000$ that there is a strong relationship exists between media reports and performance of police.

Table 5: Mean, Standard Deviation, P-value and association of assumed hypothesis (H2)

Hypothesis	M	S.D	Person Chi-Square	Df	P-Value	Association
Association between types of Media & change in behavior & performance police.	2.16	1.217	22.763 ^a	12	.003	Significant

Significant P-value at <0.05

The chi-square result shows the significant relation between the selected variables i.e. association between the type of media and effect on behaviour & performance of police. The table demonstrates that statistically significant with $p=.003$ that one type of media is alike that is more effective source than other mediums for behavioural change of police.

Table 6: Mean, Standard Deviation, P-value and association of assumed hypothesis (H3)

Hypothesis	M	S.D	Person Chi-Square	Df	P-Value	Association
Association between News Against police & Media Presentation of Police Image.	2.33	1.107	17.910 ^a	5	.005	Significant

Significant P-value at <0.05

The chi-square result shows the significant relation between the selected variables i.e. association between how media present police department and news against police department. The table demonstrates that statically significant with $p=.005$ that media is more likely presenting negative image of police as compared to positive.

Table 7: Mean, Standard Deviation, P-value and association of assumed hypothesis (H4)

Hypothesis	M	S.D	Person Chi-Square	Df	P-Value	Association
Association between Media Reports & behavioral change of Police.	2.40	1.207	80.299 ^a	16	.000	Significant

Significant P-value at <0.05

The chi-square result shows the significant relation between the selected variables i.e. association between the media reports and the change in behaviour of police. The table demonstrates significant results with $p=.000$ that there is a strong relationship exists between media reports and behavioural change of police.

Table 8: Mean, Standard Deviation, P-value and association of assumed hypothesis (H5)

Hypothesis	M	S.D	Person Chi-Square	Df	P-Value	Association
Association between media reports & police action due to media reports.	2.66	1.007	84.130 ^a	16	.000	Significant

Significant P-value at <0.05

The chi-square result shows the significant relation between the selected variables i.e. association between the media reports and actions taken by the police due to the media reports. The table demonstrates significant results with $p=.000$ that there is an association between media reports and actions of police.

Discussion

The purpose of this study was to know the effects of mass media reports on the performance of police that how media portray the image of police to the public and how police department changed their attitude, behavior and performance by these reports. Result showed that most of the responded are male while only 1.3% was female respondents. The study of Chan & Chan (2012), Safdar et al., (2016), Sahapattana & Cobkit (2016) also revealed that male police officers are more active but latest equipment are compulsory to increase the efficiency. Male police are more needed in action at conflict side as well as have the capability to rush the situation more rapidly as compare to female. In rank of view, majority of the respondents were head constable and constable, whereas 12.5% were Assistance Sub Inspector and Sub Inspectors. In qualification point of view, majority of them were low qualification (intermediate), but only 6.9% having master's level of education. About media exposure of police, most of them having access to

news/information through social media, 1/4th of them expose to Newspapers while 20% of them found prefer to watch Televisions. According to the cultivation theory exposure to media effecting more the audience, mostly respondents were frequently exposing to media while only 1.3% found weekly. While the rest of respondents were expose rarely to media. The study further explored that majority of the respondents agreed that media is presenting favorable image of police to public as compare to negative approach. The same results found in the study of Callanan & Rosenberger (2011) and Sela-Shavovitz (2015). While the study of Dirikz et al., shows opposite results that most of the respondents found not satisfy with police performance. The study revealed that majority of the respondents agreed with the statement that police exposed to media carefully regarding public complaint, while a number of the personnel agreed that listened public complaints very carefully because media has power to show background reality and factual reports upon which public and police department trusted very much. The results verify the results of Meares & Nevroud (2016) that media has the power to perform watch dog role about police performance and the study of Hassan et al., (2019) also exposed that social media has enable the public to criticize the police regarding their investigation system. The study of Sun et al., (2014) also exposed that police performance found satisfactory due to media influence. The results found in this study that 54% of the police personnel disagreed with media reports bring changes in the behavior and performance of police personnel about their duties and responsibilities, because media not doing job fairly. They argued that police-public relation is more important to improve police performance. The same results found the in the study of Kilburn & Krieger (2014) that police-public communication can eliminate gap between the public and police and their relation can be stronger. The study found that most of the respondents believed that media influenced police department to take action on time because media should report issue on time as well as police should expose to media on time. The study of Surette (2015), Weitzer & Tuch (2004) and Safdar et al., (2016a) also explored the same results. The results explored that mostly police take rapid action after media reports.

Conclusion

Current research study was conducted to find out the relationship between the media reports and police performance. The study concluded that female police forces is required in the area for the betterment of the society, crime control, and culture restrains. High qualified force also needed to overcome the crimes as well as for the image building of police force. The study examined effects of strong and positive relationship among mass media and police is necessary to increase police performance and media should portray the positive image of police to the public and police department should change their attitude, behavior towards societal safety. The position relation between media and police are very important to tackle crimes more effectively.

Future Directions

Due to time and resources constraints, this research was limited to swat police only. In future, this can be extended to divisional and provincial levels that the results could generalize on the large scale. For more generalized and accurate results the same can be repeated with different methodology and research questions. Future researchers can use mixed methodology. Both quantitative and qualitative will help understanding the status of police and their relation with media in more details.

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Conflict of Interest


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