

# Officer Involved Shootings

What effect does the media have on public perception?

Presentation By: Ashton Sanford, Christian Haroldson, Jeff O'Driscoll, & Ivette Amaya

# Experimental Design:

- Administered an anonymous survey to 500 randomly selected UVU students.
  - ◆ Control Group - 250 Random Students
    - Surveys were identical to each other other than the treatment applied.
  - ◆ Treatment Group - 250 Random Students
    - Respondents were asked to watch a short Pro-Police news story.

# Hypothesis:

The experimental (or treatment) group will provide responses that are more positive toward police decision making than those of the control group. Additionally, those respondents who are exposed to the video will provide less neutral responses than those of the control group.

Regardless of group assignment, we anticipated respondents of ethnic minority origins would provide more negative responses regarding police action due to the high rate of minority casualties in officer-involved shootings.

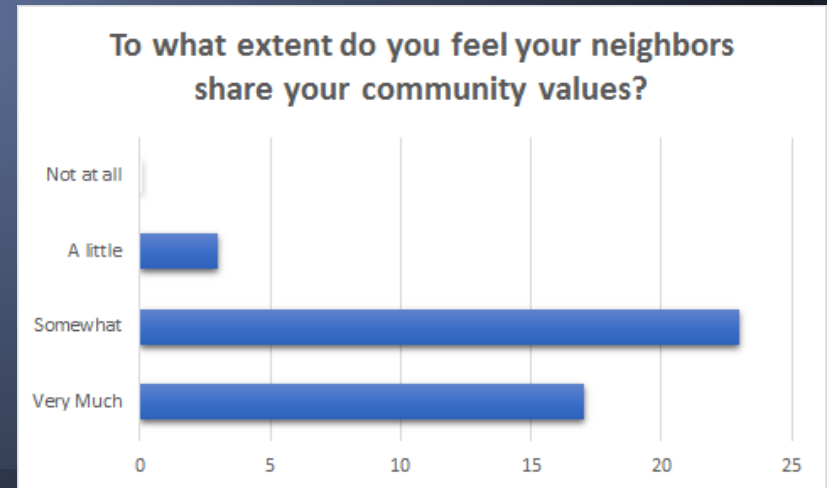
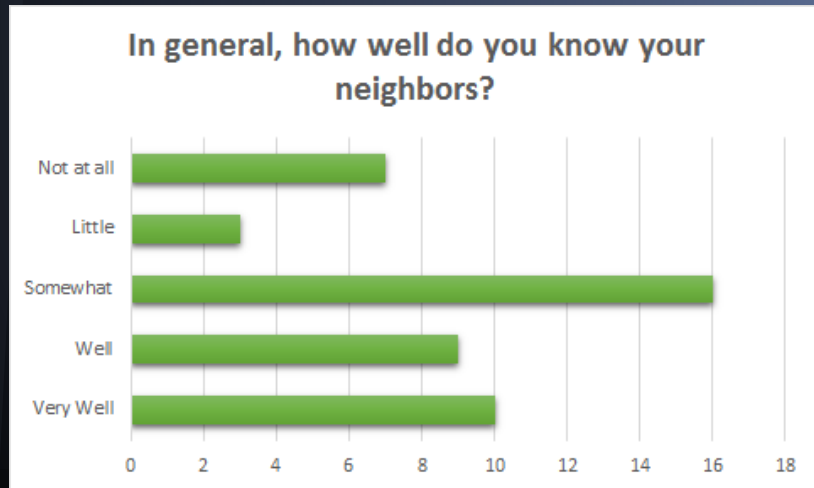
# Community Cohesion & Police Approval

A 2003 study conducted by USC researchers Maxson, Hennigan, and a Sloan suggested that good community cohesion has an effect on approval of the local police.

# Community Cohesion & Police Approval

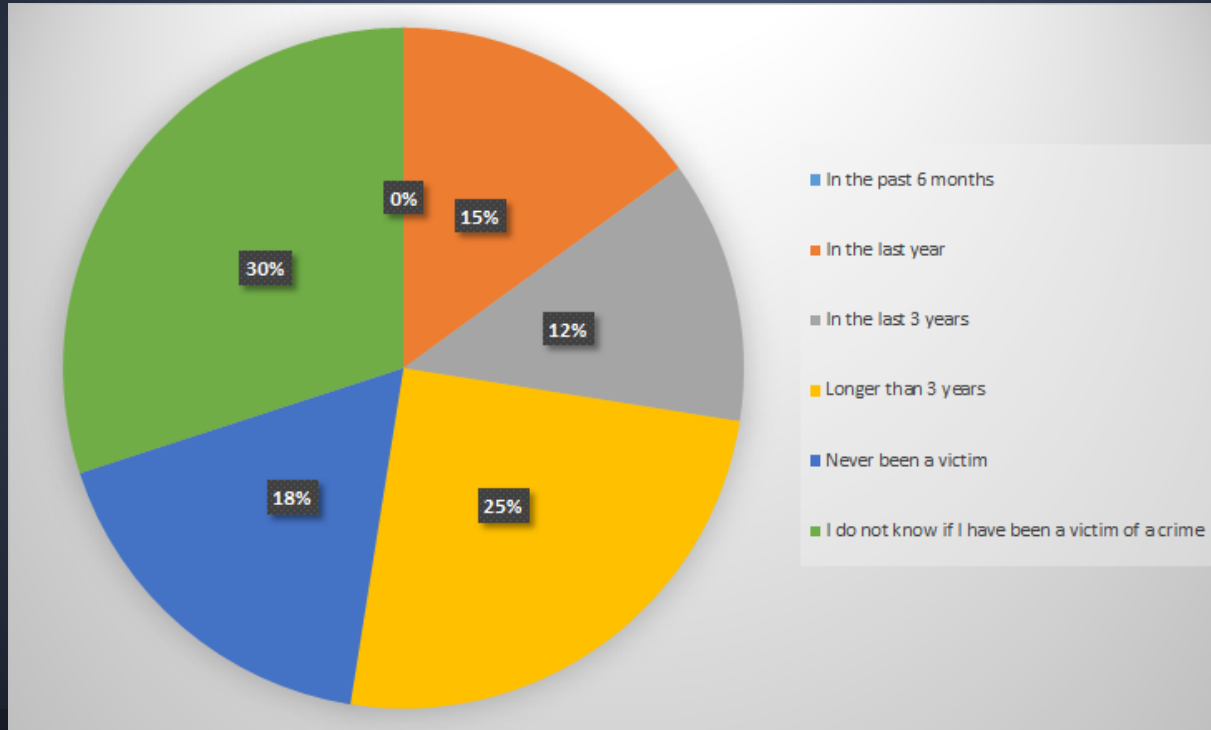
We asked questions about the respondents' communities and their approval of police before administering the video.

We hypothesized that strong community cohesion would result in a strong approval of police.





# When was the last time you considered yourself a victim of a crime?

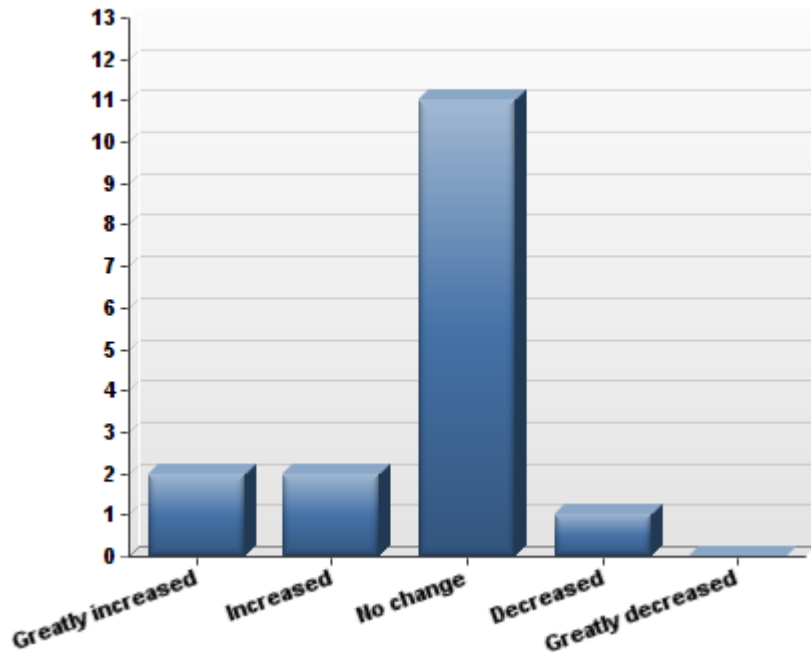


# Comparing Responses of Control and Experimental Groups

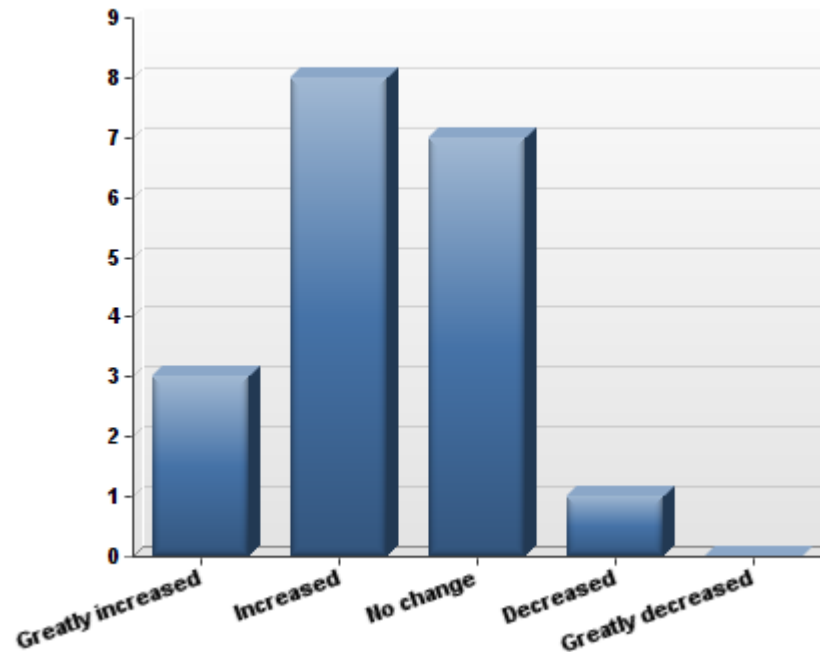
- Responses to questions asked before the video were equally uninfluenced.
- Responses to questions following the video were intentionally designed to present bias in favor of police for the experimental group.
- While responses may have been influenced by a number of factors, we assume that the largest contributing factor to differences in data between the two groups is exposure to the video.



In the last year, how do you feel the number of officer- involved shootings has changed in the United States?

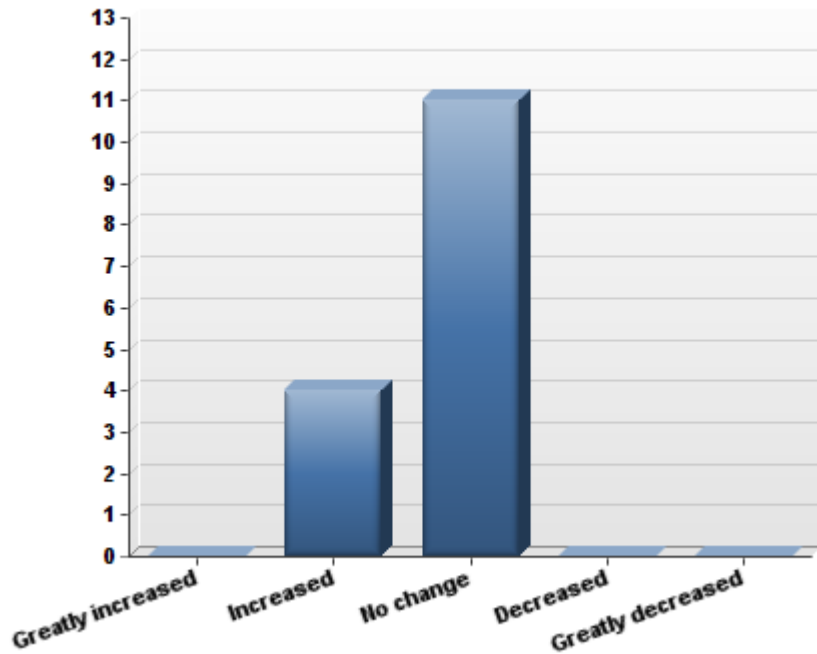


Control Group (No Video)

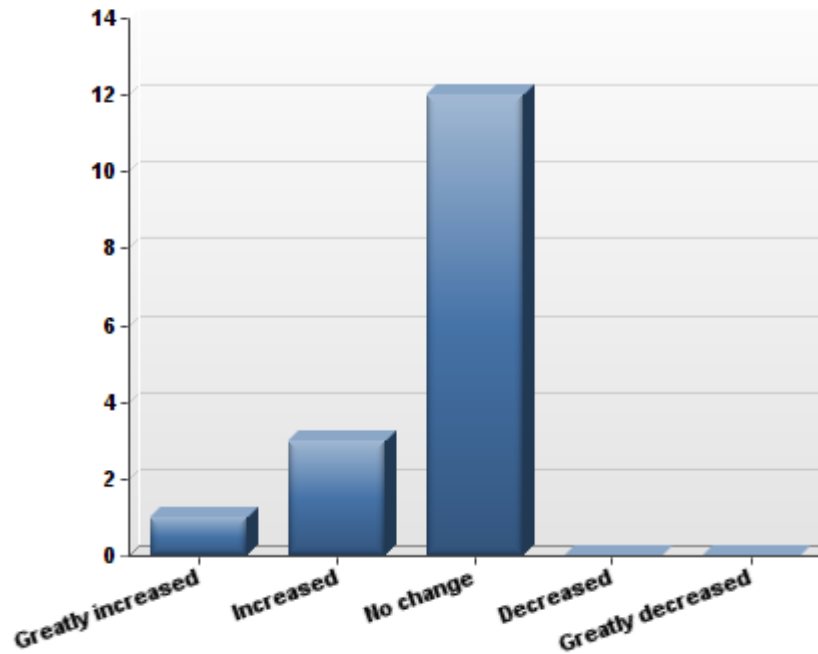


Experimental Group (Video)

In the last year, how do you feel the number of officer- involved shootings has changed in Utah?



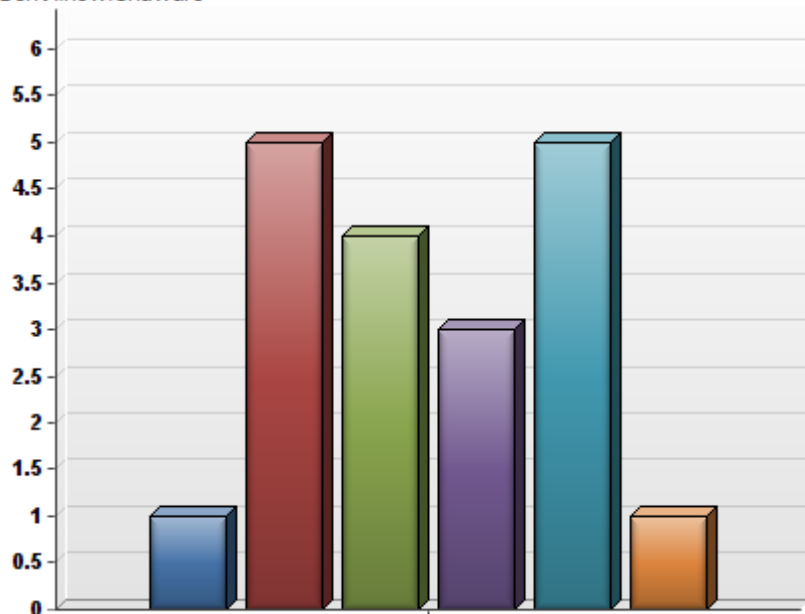
Control Group (No Video)



Experimental Group (Video)

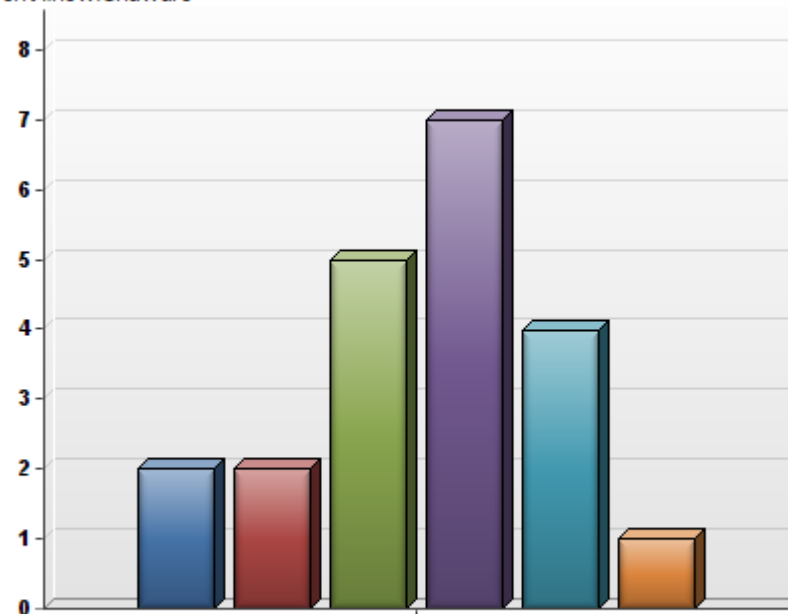
# Police officers are too quick to fire their weapons during encounters with civilians.

Strongly Agree Agree Neutral Disagree Strongly Disagree  
Don't know/Unaware



Police officers are too quick to fire their weapons during encounters with civilians.

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Don't know/Unaware



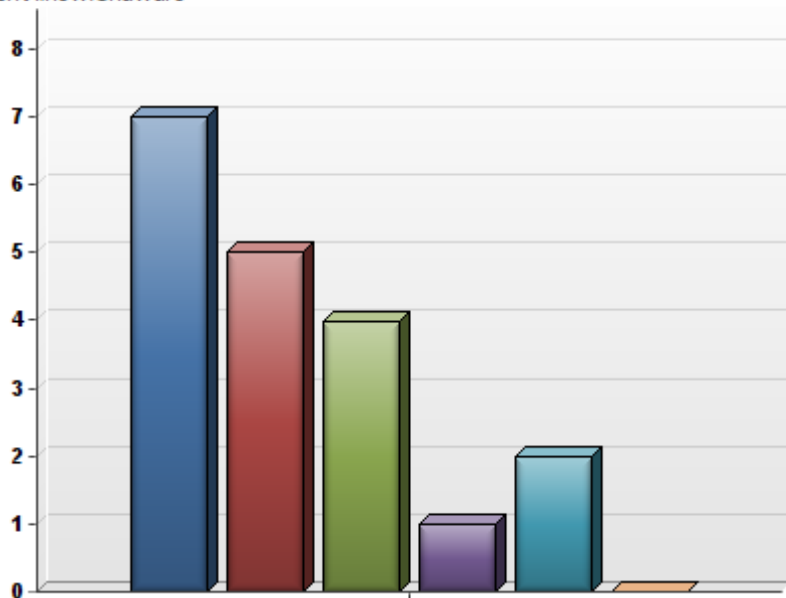
Police officers are too quick to fire their weapons during encounters with civilians.

Control Group (No Video)

Experimental Group (Video)

Police officers should employ other means of force (IE: tasers, batons, etc.) before using lethal force during encounters with hostile persons.

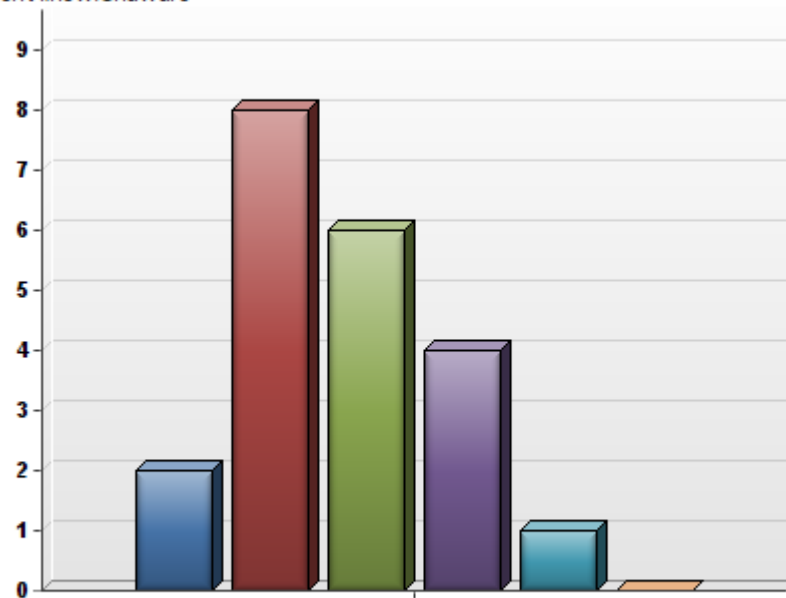
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Police officers should employ other means of force (IE: tasers, batons, etc.) before using lethal force during encounters with hostile persons.

Control Group (No Video)

Strongly Agree Agree Neutral Disagree Strongly Disagree  
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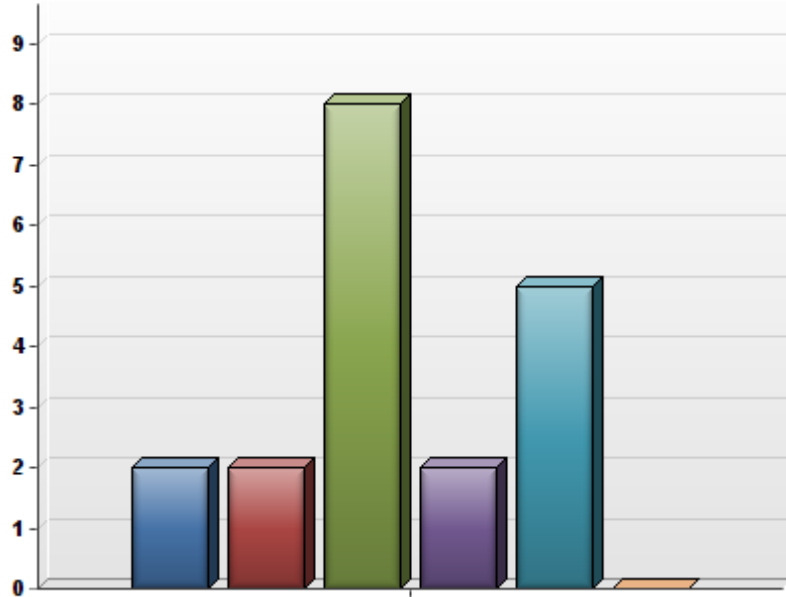


Police officers should employ other means of force (IE: tasers, batons, etc.) before using lethal force during encounters with hostile persons.

Experimental Group (Video)

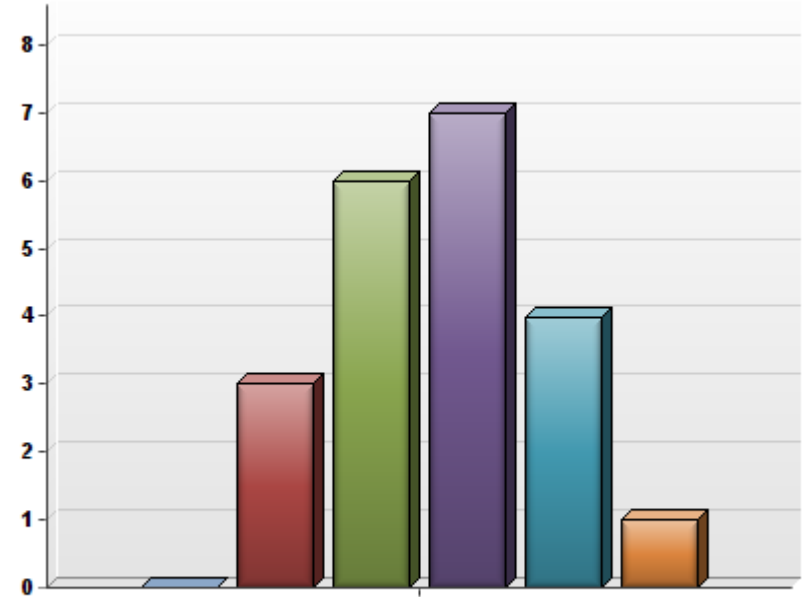
Police officers should employ other means of force (IE: tasers, batons, etc.) instead of lethal force during encounters with hostile persons.

Strongly Agree Agree Neutral Disagree Strongly Disagree  
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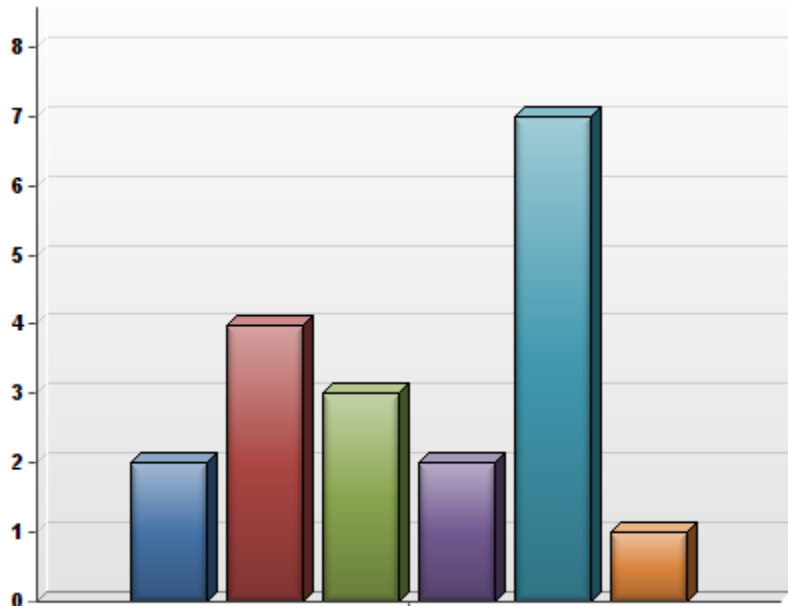
Police officers should employ other means of force (IE: tasers, batons, etc.) instead of lethal force during encounters with hostile persons.

Control Group (No Video)

Experimental Group (Video)

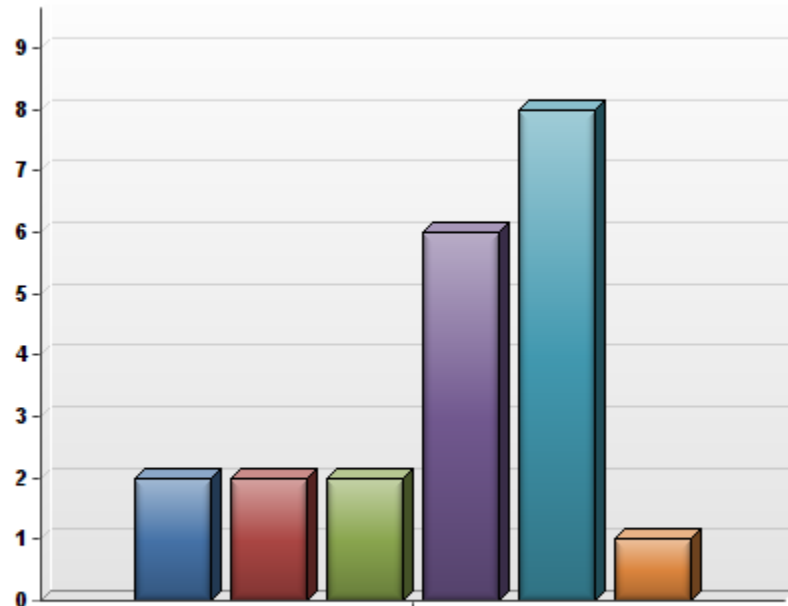
# Police officers are more likely to discharge their firearms on racial minorities than other ethnic groups.

Strongly Agree Agree Neutral Disagree Strongly Disagree  
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Strongly Agree Agree Neutral Disagree Strongly Disagree  
Don't know/Unaware



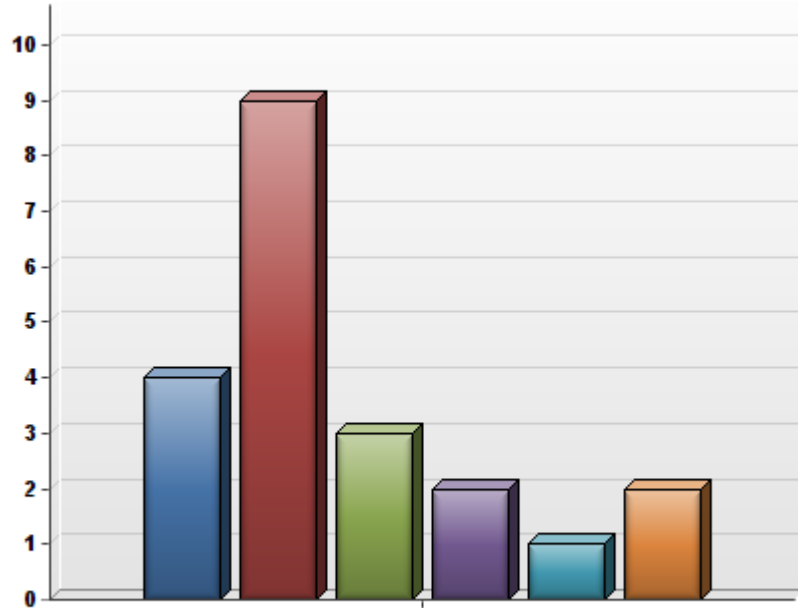
Police officers are more likely to discharge their firearms on racial minorities than other ethnic groups.

Control Group (No Video)

Experimental Group (Video)

# Police officers are being held responsible for their actions following officer-involved shootings.

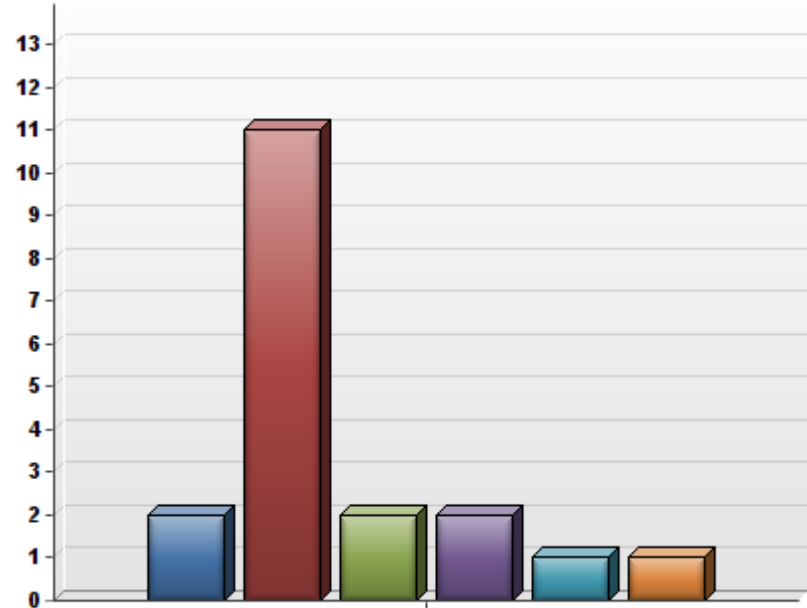
Strongly Agree Agree Neutral Disagree Strongly Disagree  
Don't know/Unaware



Police officers are being held responsible for their actions following officer-involved shootings.

Control Group (No Video)

Strongly Agree Agree Neutral Disagree Strongly Disagree  
Don't know/Unaware

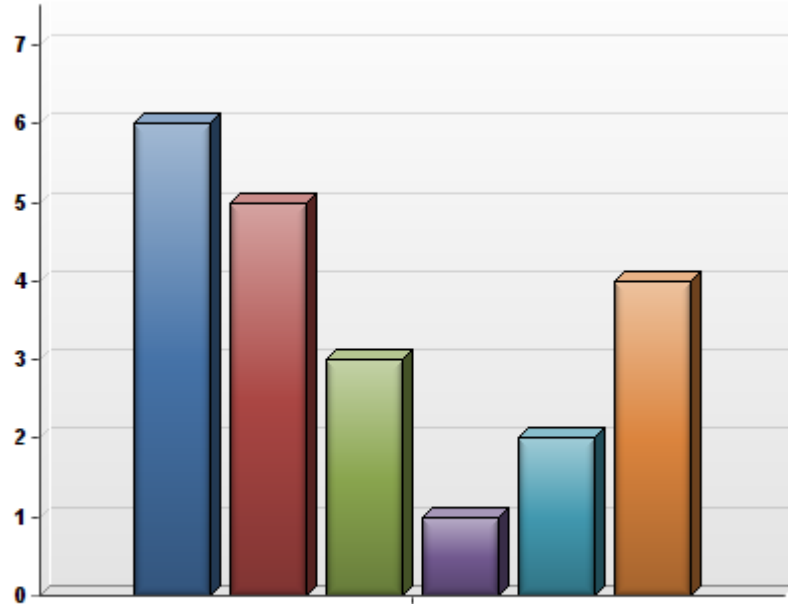


Police officers are being held responsible for their actions following officer-involved shootings.

Experimental Group (Video)

# Police agencies' investigations into the justifiability of officer-involved shootings are fair and thorough.

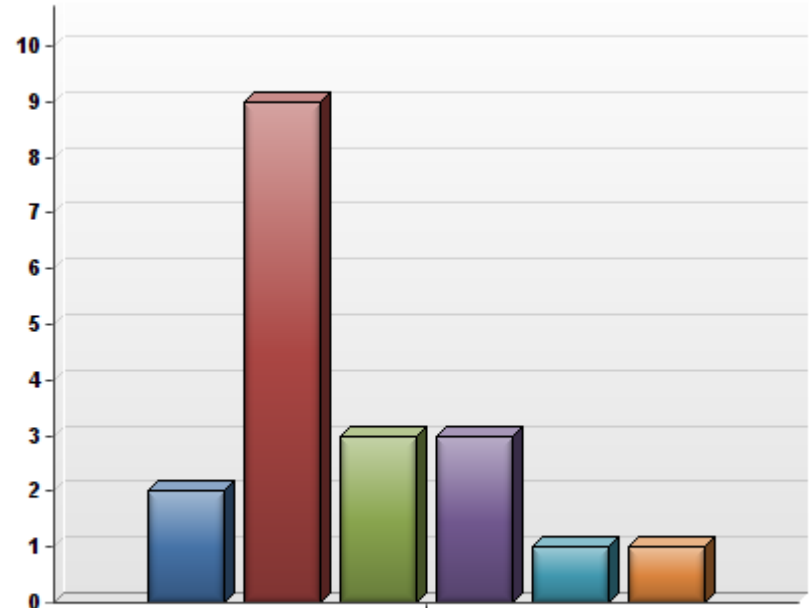
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Control Group (No Video)

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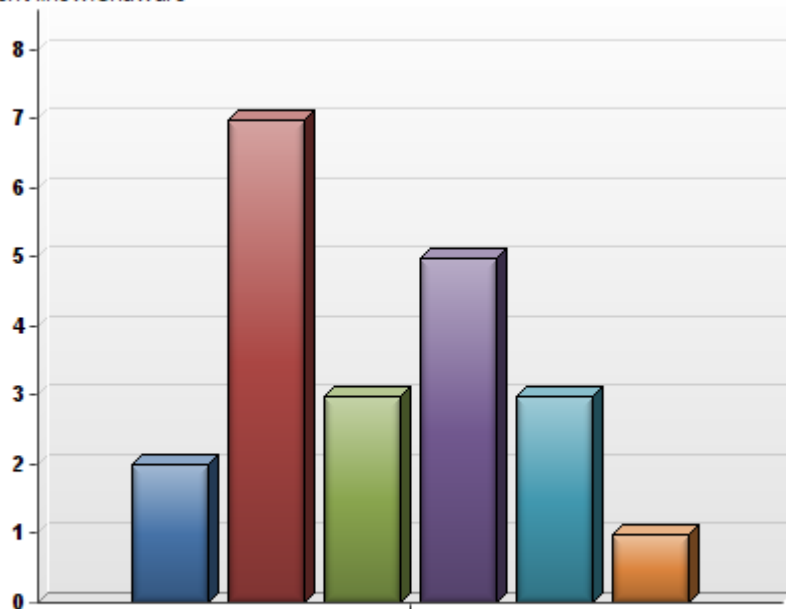
Police agencies' investigations into the justifiability of officer-involved shootings are fair and thorough.

Experimental Group (Video)



# The federal government should investigate officer-involved shootings that seem to violate civil rights.

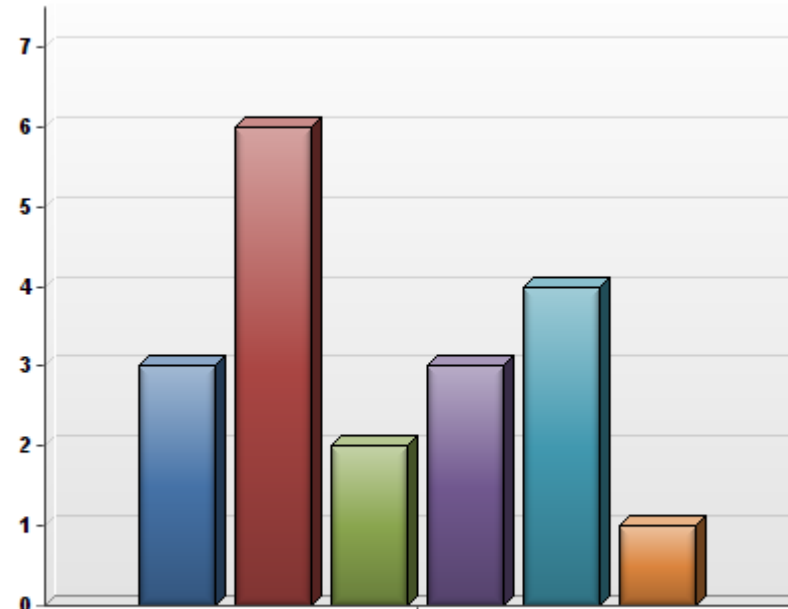
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Control Group (No Video)

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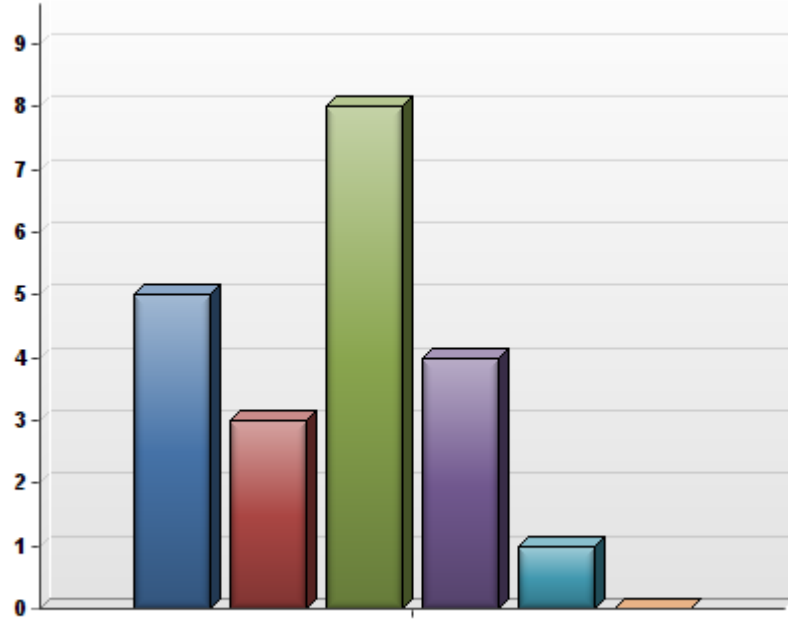


The federal government should investigate officer-involved shootings that seem to violate civil rights.

Experimental Group (Video)

# All police officers should be required by law to wear body cameras.

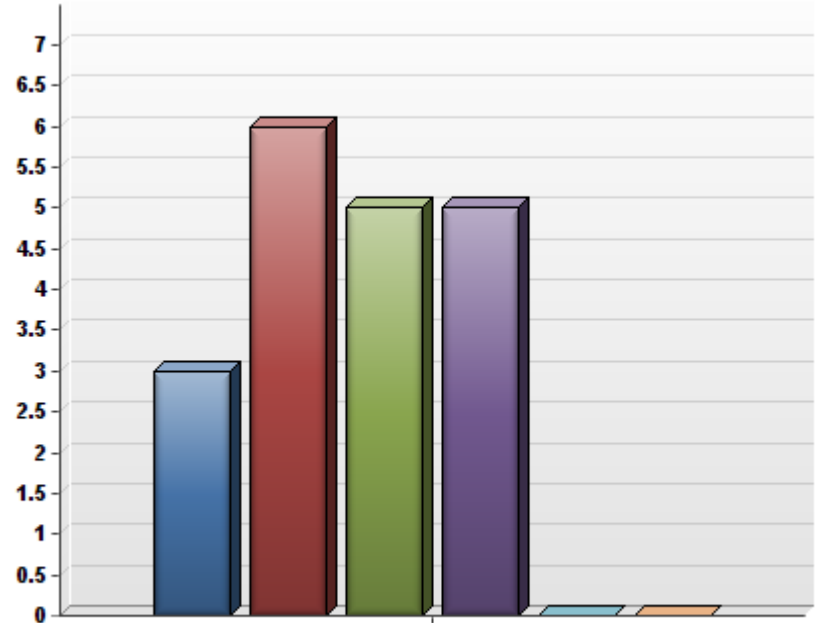
Strongly Agree   Agree   Neutral   Disagree   Strongly Disagree  
Don't know/Unaware



All police officers should be required by law to wear body cameras.

Control Group (No Video)

Strongly Agree   Agree   Neutral   Disagree   Strongly Disagree  
Don't know/Unaware

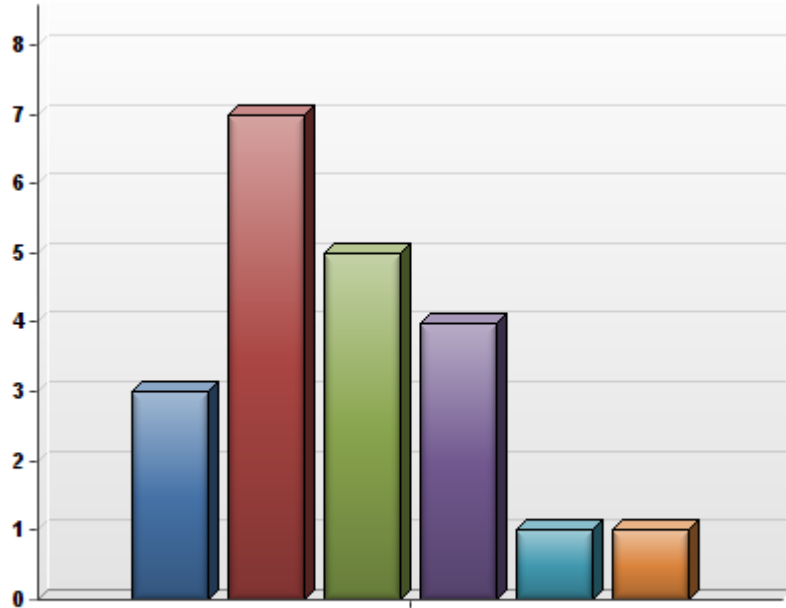


All police officers should be required by law to wear body cameras.

Experimental Group (Video)

# Use of body cameras by police officers will result in fewer unjustified shootings by police officers.

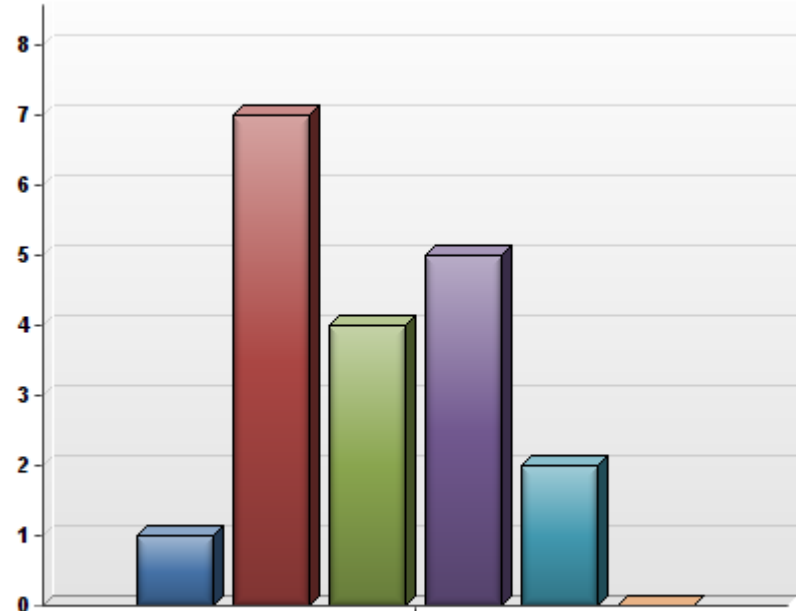
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Use of body cameras by police officers will result in fewer unjustified shootings by police officers.

Control Group (No Video)

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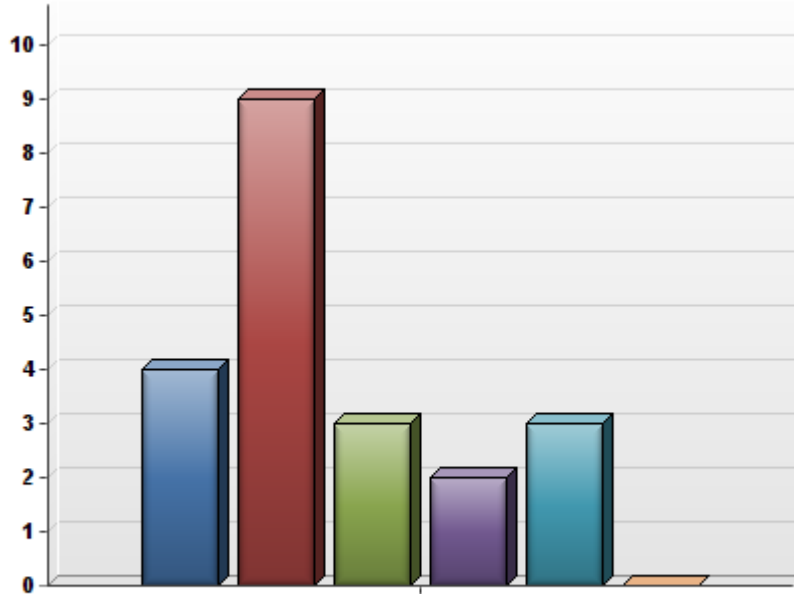


Use of body cameras by police officers will result in fewer unjustified shootings by police officers.

Experimental Group (Video)

# Use of body cameras by police officers will result in hesitation during shooting situations due to concern about public scrutiny of body cam footage.

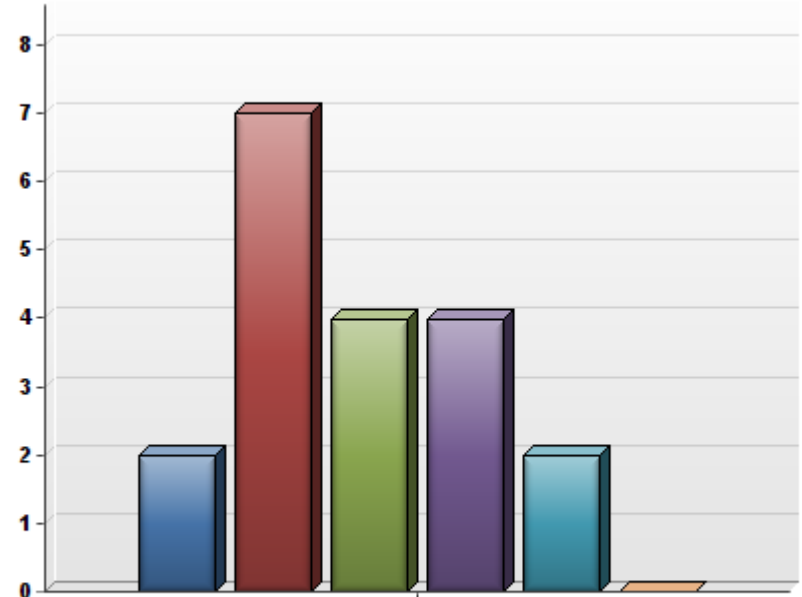
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Use of body cameras by police officers will result in hesitation during shooting situations due to concern about public scrutiny of body cam footage.

Control Group (No Video)

Strongly Agree Agree Neutral Disagree Strongly Disagree  
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Use of body cameras by police officers will result in hesitation during shooting situations due to concern about public scrutiny of body cam footage.

Experimental Group (Video)

# Conclusions

- Strong neighborhood cohesion *does* indicate high approval of police conduct.
- Exposure to pro-police media *does* positively influence public perception of police conduct, particularly concerning officer-involved shootings.
- With additional data collection, we could benefit from cross-tabulation analysis of other influential factors such as race, geography, and area of academic study.
- We recommend, based on our findings, that agencies build relationships with members of the media and concentrate efforts at educating the public on the realities of police work. We believe that such efforts would improve public perception.
- Data was insufficient to determine trends in responses from ethnic minorities.