

Police Brutality and Media's Effects on How the Public perceives it

By: Megan North, Travis Shurtliff, & Zach Saenthavisouk

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The Problem we want to answer:

What is the perception of Police Brutality within UVU and is it influenced by what we see in the Media?



Literature Review

Police brutality has received a tremendous amount of publicity over the past decade.

- There are plenty of Research Studies that have been done on Police Brutality but they often aim to answer the question of:
 - Who Influences the Perception of Police Brutality? (Such as certain person, group, or race)
- Many of them focus on determining whether Police Brutality is an issue concerned with minorities.
- We want to determine whether or not the Media impacts the public's views of interactions between Police Officers and Public Citizens.

Our Hypothesis:



We argue that because of the way Media sources portray stories that include police officers it causes a negative impact on public views of police brutality and harms the public's relationship with the officers that are only there to protect/help them.

How We Did It: Electronic Survey

In order to answer if our hypothesis was correct we sent out an anonymous survey to UVU students by email.

There were two different versions of the Survey. One with Police Brutality Headlines and the other with Necessary Force Headlines.

Each Survey had three sections:

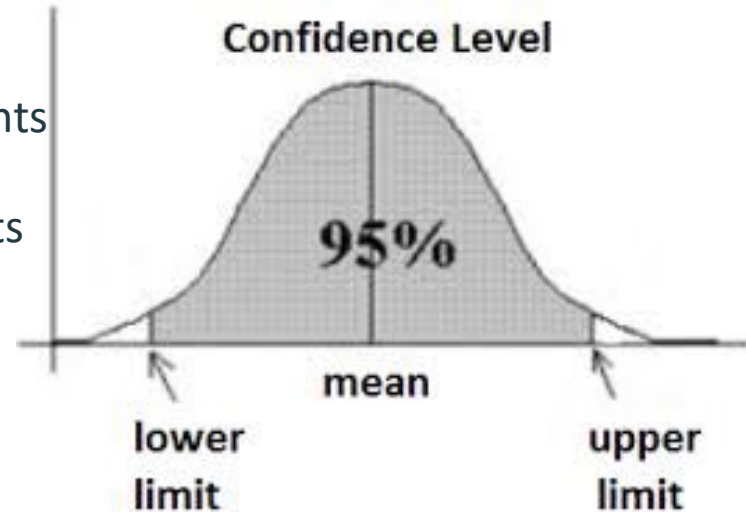
1. Demographic/ Perception Questions- in this section the questions aimed to determine their views of police authority and police interaction with the public.
2. Police Interaction Video- in this section participants were asked to watch video of an interaction between a Police Officer and Citizen.
3. Reflection on Video- in this section participant were asked to outline their thoughts they had while watching the video. Did they think Necessary Force was used? Did they consider it Police Brutality? Or did they think something else?



Sample Size and Confidence Interval & Level:

UVU's Student Enrollment: 34,978 Students

- Sample Size: 500 Random Participants
- Survey 1: 250 Surveys Sent
 - 7 Surveys Completed
- Survey 2: 250 Surveys Sent
 - 7 Surveys Completed
- To Obtain a 95% Confidence Level with a 5% Confidence Interval: a sample size of 380 Participants was needed.



Problems Encountered

- Obtaining IRB approval took longer than expected.
- We also had to revise our Application three different times, which caused a delay in getting our approval.
- Due to the long wait for IRB approval, obtaining our Sample of Participants from the IRI took longer than we had expected.
- Thus leaving our group with only a small amount of time to send out the survey and collect responses.

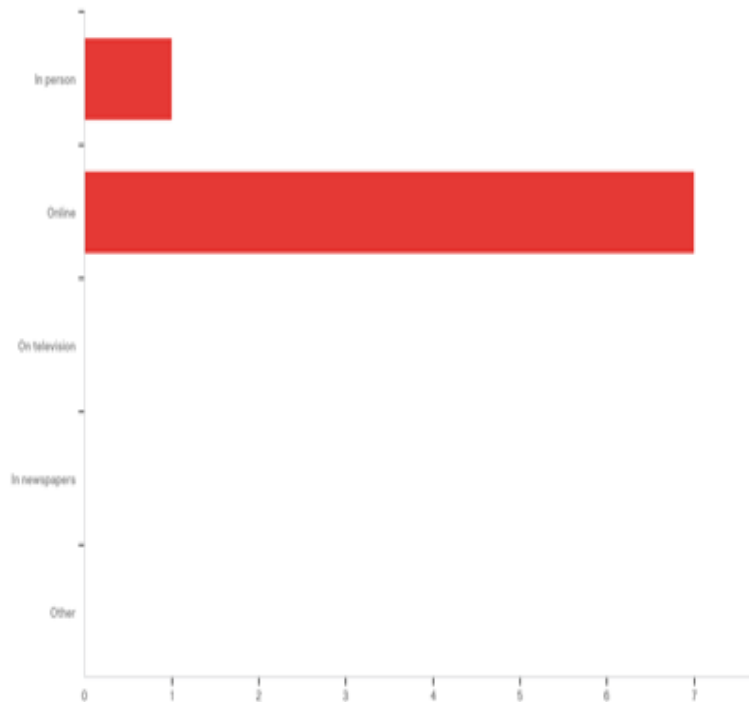


The Survey Questions/ Results:

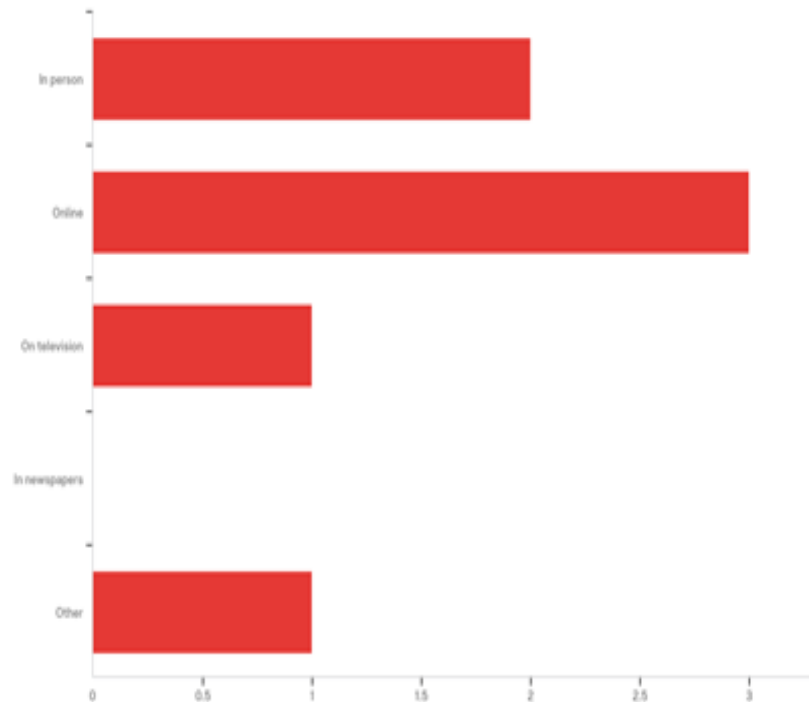
Police Brutality Headline Results:
Graph/Data on Left hand side or Top of
Page

Necessary Force Headline Results: Graph/
Data on Right hand side or Bottom of Page

Q1 - What source do you obtain most of your information regarding current events from?



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#	Answer	%	Count
1	In person	12.50%	1
2	Online	87.50%	7
3	On television	0.00%	0
4	In newspapers	0.00%	0
5	Other	0.00%	0
	Total	100%	8

Q1 - What source do you obtain most of your information regarding current events from?

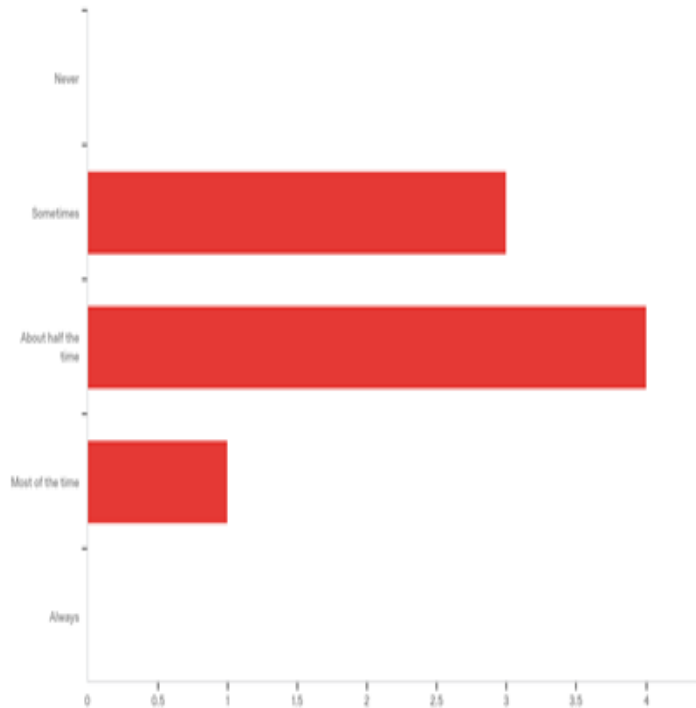
#	Answer	%	Count
1	In person	28.57%	2
2	Online	42.86%	3
3	On television	14.29%	1
4	In newspapers	0.00%	0
5	Other	14.29%	1
	Total	100%	7

Q1 - What source do you obtain most of your information regarding current events from?

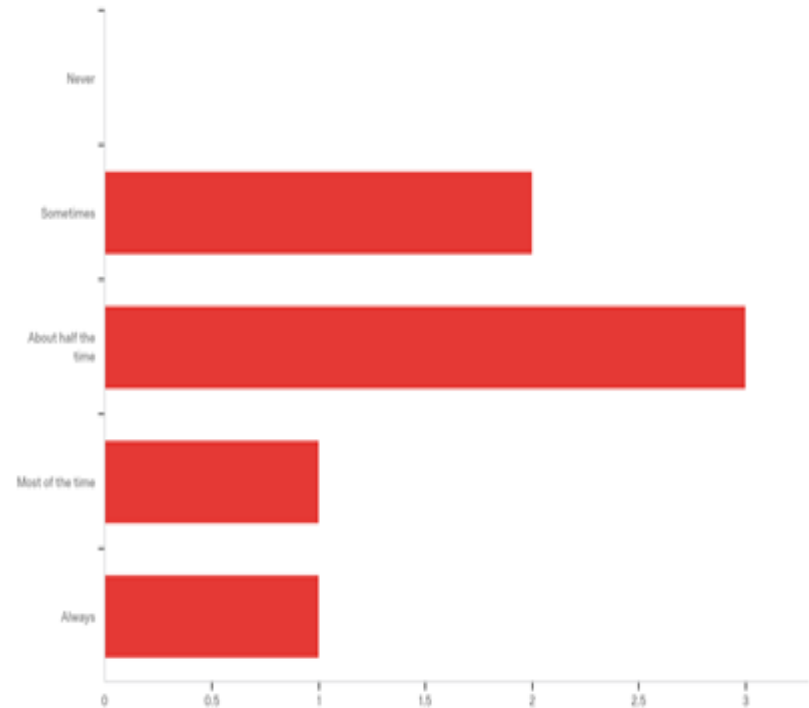
Other
from other people

64% obtain information regarding current events ONLINE.

Q3 - How often do you see stories involving police officers in the Media?



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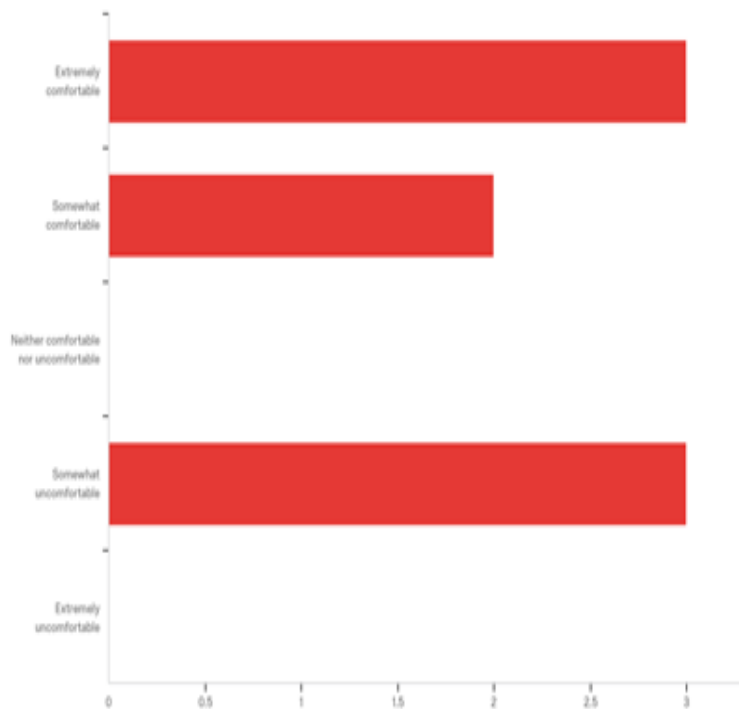
#	Answer	%	Count
1	Never	0.00%	0
2	Sometimes	37.50%	3
3	About half the time	50.00%	4
4	Most of the time	12.50%	1
5	Always	0.00%	0
	Total	100%	8

Q3 - How often do you see stories involving police officers in the Media?

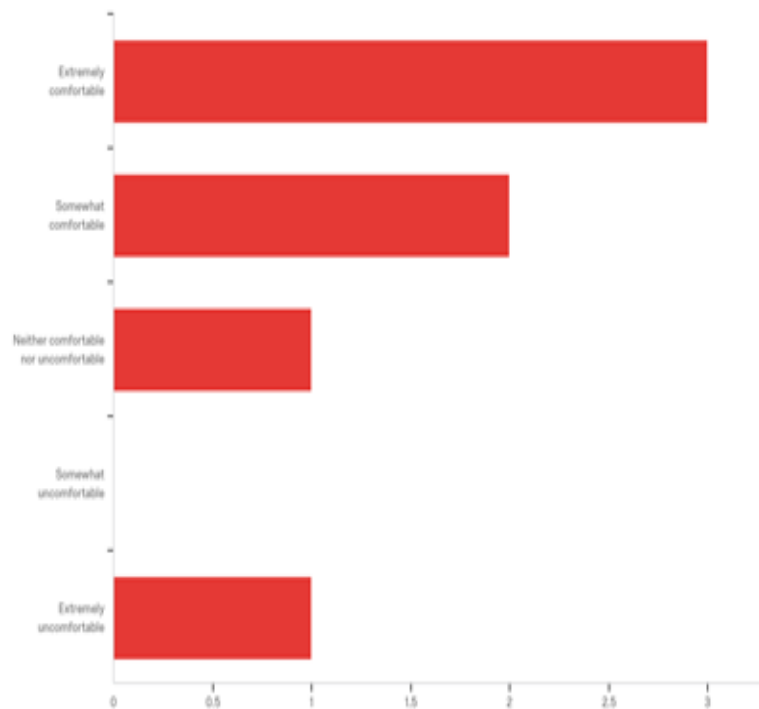
#	Answer	%	Count
1	Never	0.00%	0
2	Sometimes	28.57%	2
3	About half the time	42.86%	3
4	Most of the time	14.29%	1
5	Always	14.29%	1
	Total	100%	7

Half of respondents say Media coverage involves Officers about half of the time.

Q4 - How comfortable do you feel calling the police when you have a problem?



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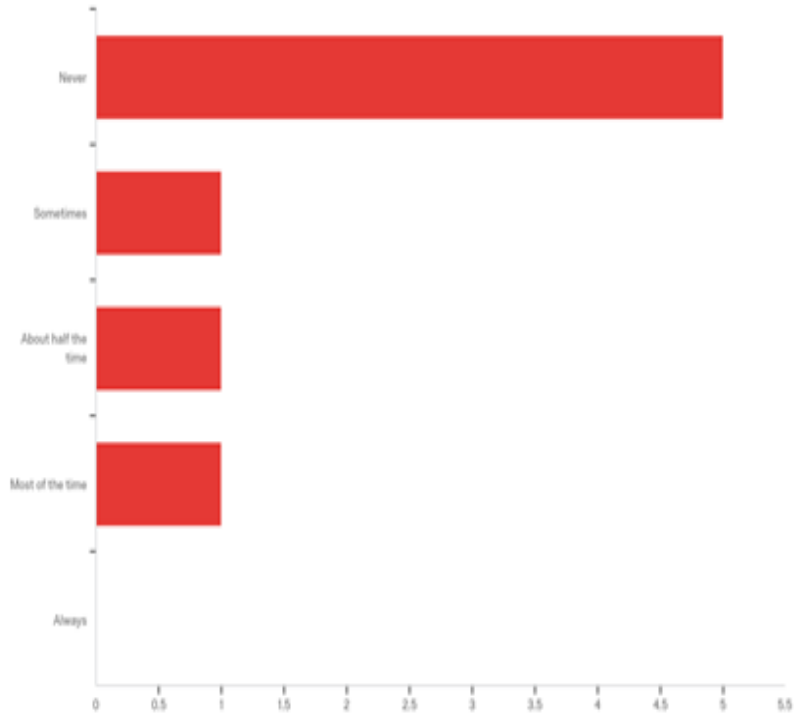
#	Answer	%	Count
1	Extremely comfortable	37.50%	3
2	Somewhat comfortable	25.00%	2
3	Neither comfortable nor uncomfortable	0.00%	0
4	Somewhat uncomfortable	37.50%	3
5	Extremely uncomfortable	0.00%	0
	Total	100%	8

Q4 - How comfortable do you feel calling the police when you have a problem?

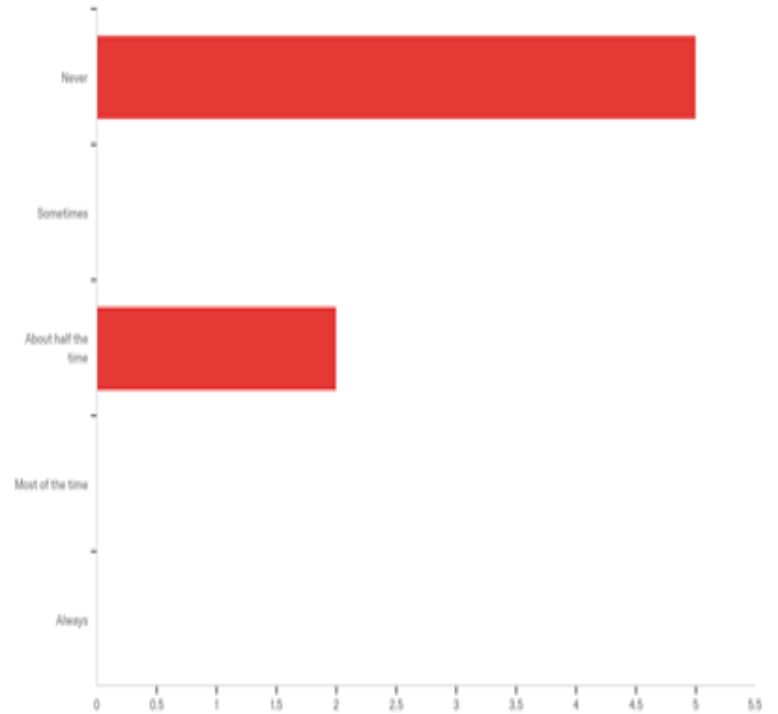
#	Answer	%	Count
1	Extremely comfortable	42.86%	3
2	Somewhat comfortable	28.57%	2
3	Neither comfortable nor uncomfortable	14.29%	1
4	Somewhat uncomfortable	0.00%	0
5	Extremely uncomfortable	14.29%	1
	Total	100%	7

Most say they are extremely comfortable when calling the Police.

Q6 - Out of the times you've interacted with police, how often did you feel like you were treated unfairly?



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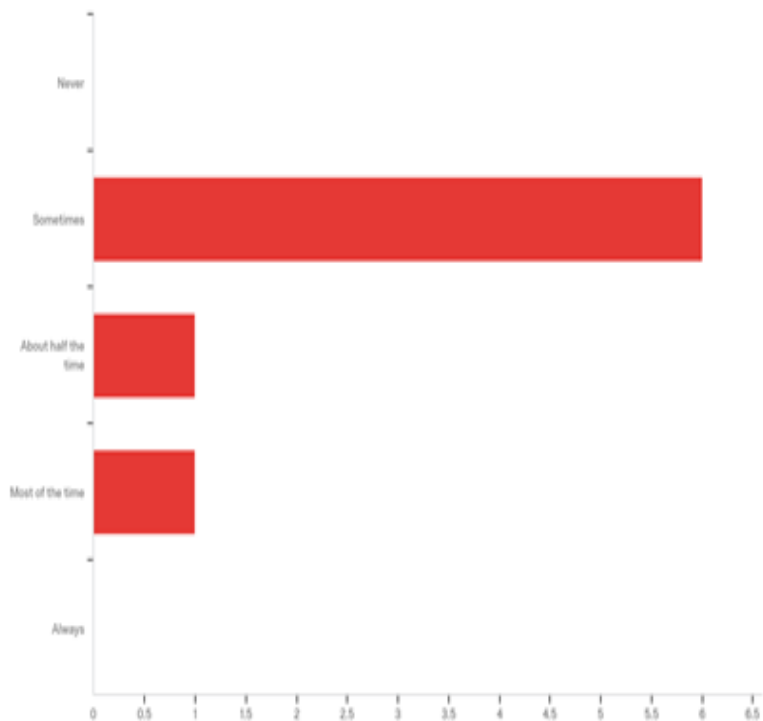
#	Answer	%	Count
1	Never	62.50%	5
2	Sometimes	12.50%	1
3	About half the time	12.50%	1
8	Most of the time	12.50%	1
9	Always	0.00%	0
	Total	100%	8

Q6 - Out of the times you've interacted with police, how often did you feel like you were treated unfairly?

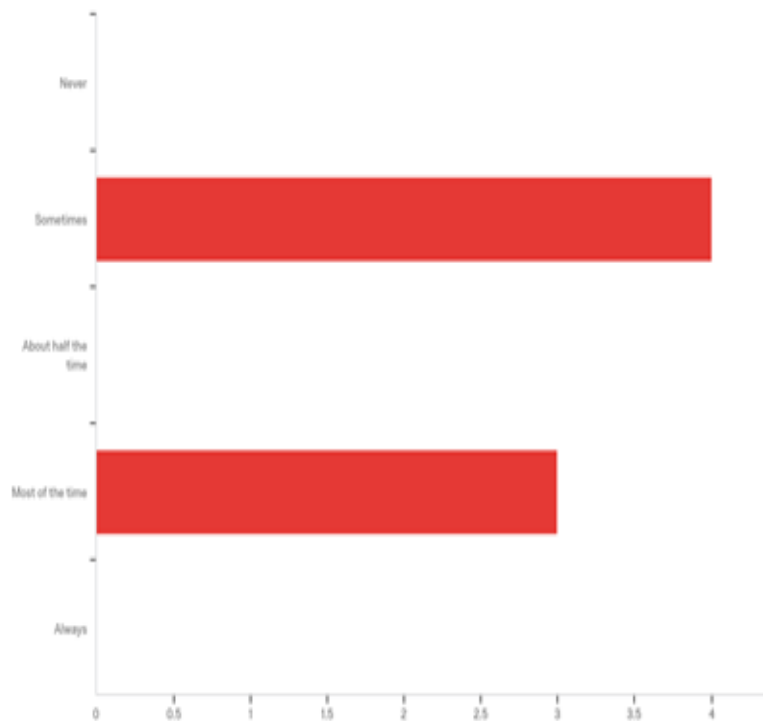
#	Answer	%	Count
1	Never	71.43%	5
2	Sometimes	0.00%	0
3	About half the time	28.57%	2
8	Most of the time	0.00%	0
9	Always	0.00%	0
	Total	100%	7

Most felt that they were never treated unfairly.

Q7 - When the media does a story on police brutality how often do you think they accurately portray what happened?



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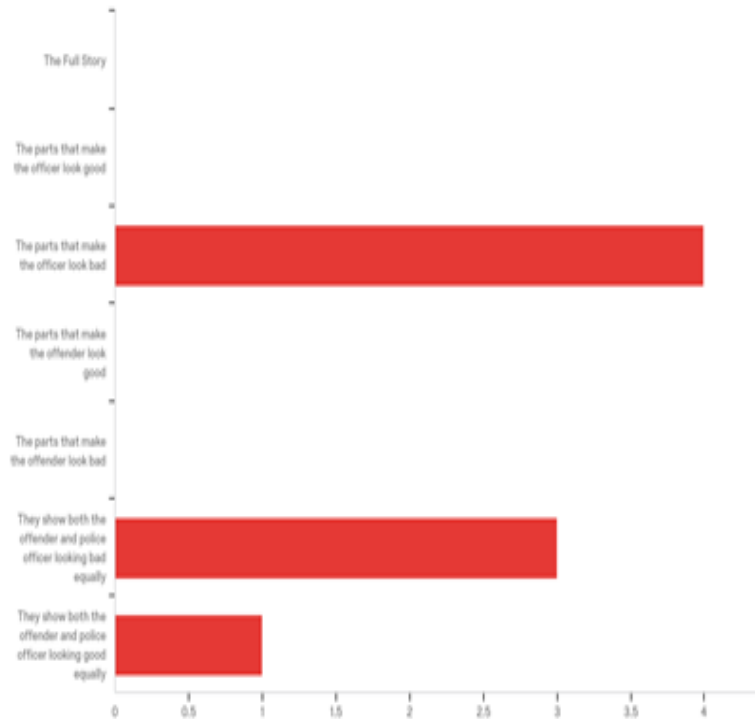
#	Answer	%	Count
1	Never	0.00%	0
2	Sometimes	75.00%	6
3	About half the time	12.50%	1
9	Most of the time	12.50%	1
10	Always	0.00%	0
	Total	100%	8

Q7 - When the media does a story on police brutality how often do you think they accurately portray what happened?

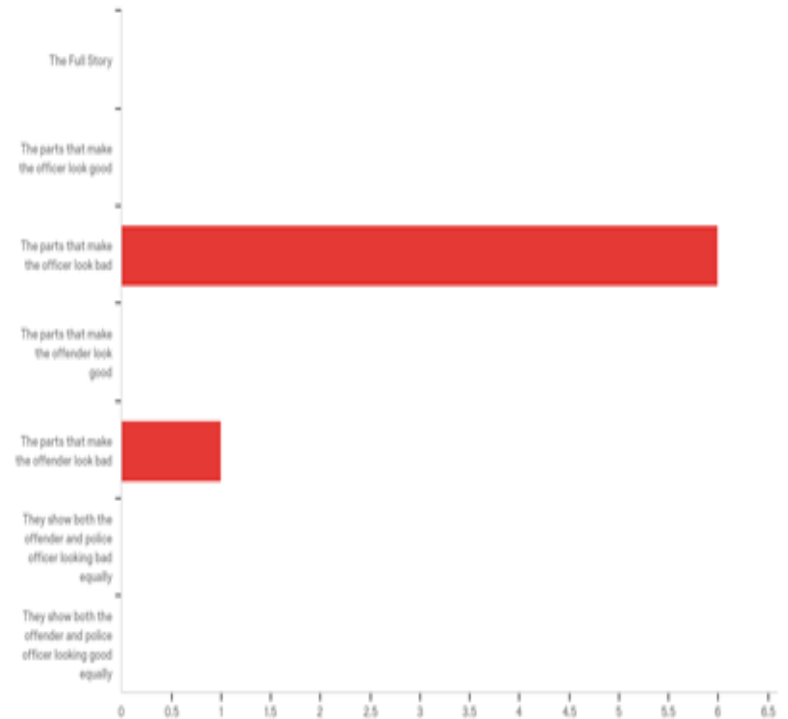
#	Answer	%	Count
1	Never	0.00%	0
2	Sometimes	57.14%	4
3	About half the time	0.00%	0
9	Most of the time	42.86%	3
10	Always	0.00%	0
	Total	100%	7

71% of respondents say that Media accurately portray events only sometimes.

Q8 - In a police brutality news story, How much of the incident do you think the media covers?



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Q8 - In a police brutality news story, How much of the incident do you think the media covers?

#	Answer	%	Count
1	The Full Story	0.00%	0
2	The parts that make the officer look good	0.00%	0
3	The parts that make the officer look bad	50.00%	4
4	The parts that make the offender look good	0.00%	0
5	The parts that make the offender look bad	0.00%	0
6	They show both the offender and police officer looking bad equally	37.50%	3

Q8 - In a police brutality news story, How much of the incident do you think the media covers?

#	Answer	%	Count
1	The Full Story	0.00%	0
2	The parts that make the officer look good	0.00%	0
3	The parts that make the officer look bad	85.71%	6
4	The parts that make the offender look good	0.00%	0
5	The parts that make the offender look bad	14.29%	1
6	They show both the offender and police officer looking bad equally	0.00%	0

Q8 - In a police brutality news story, How much of the incident do you think the media covers?

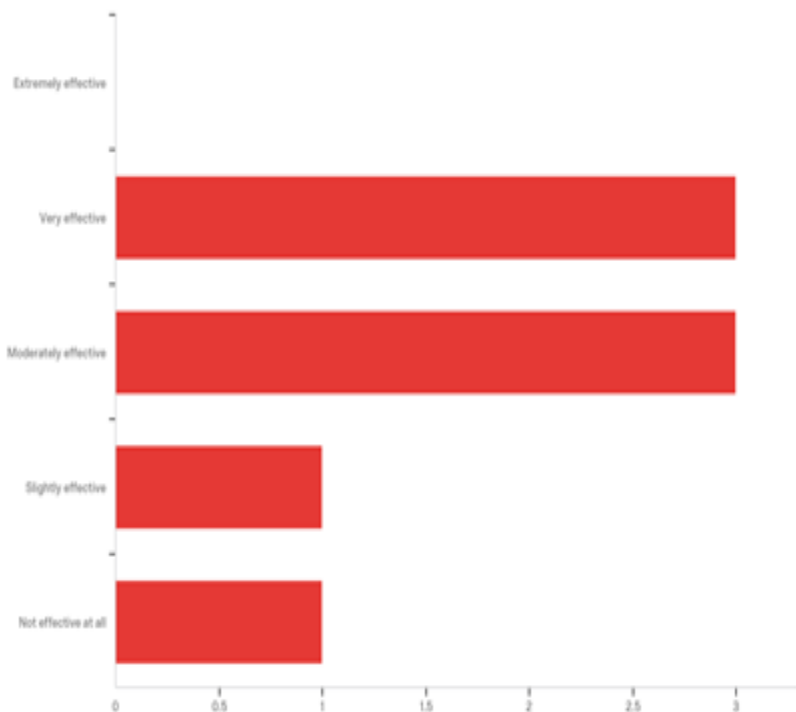
#	Answer	%	Count
7	They show both the offender and police officer looking good equally	12.50%	1
	Total	100%	8

Q8 - In a police brutality news story, How much of the incident do you think the media covers?

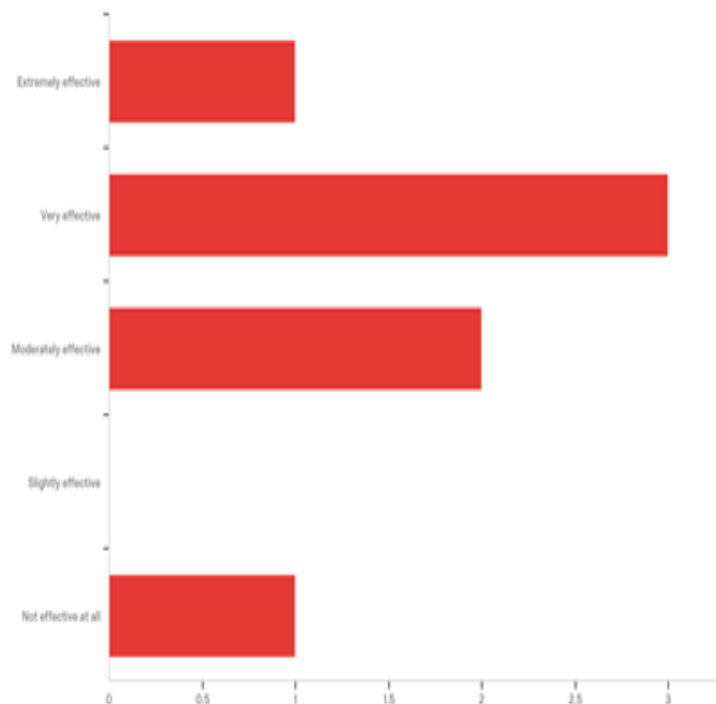
#	Answer	%	Count
7	They show both the offender and police officer looking good equally	0.00%	0
	Total	100%	7

71% of respondents say that Media cover the parts of stories that make the Officer look bad.

Q11 - How effective do you think your police department is in resolving conflicts within your community?



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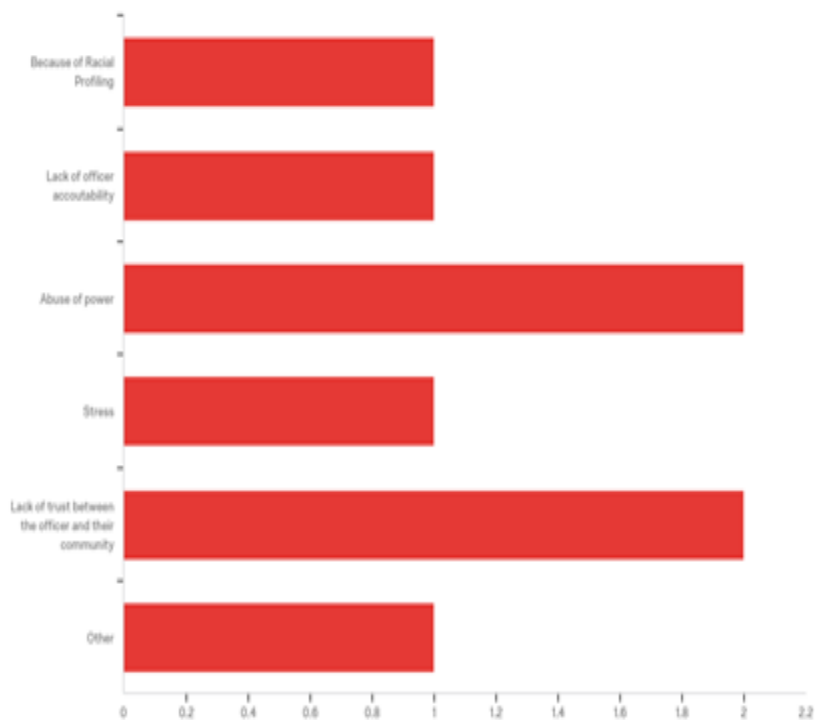
#	Answer	%	Count
1	Extremely effective	0.00%	0
2	Very effective	37.50%	3
3	Moderately effective	37.50%	3
4	Slightly effective	12.50%	1
5	Not effective at all	12.50%	1
	Total	100%	8

Q11 - How effective do you think your police department is in resolving conflicts within your community?

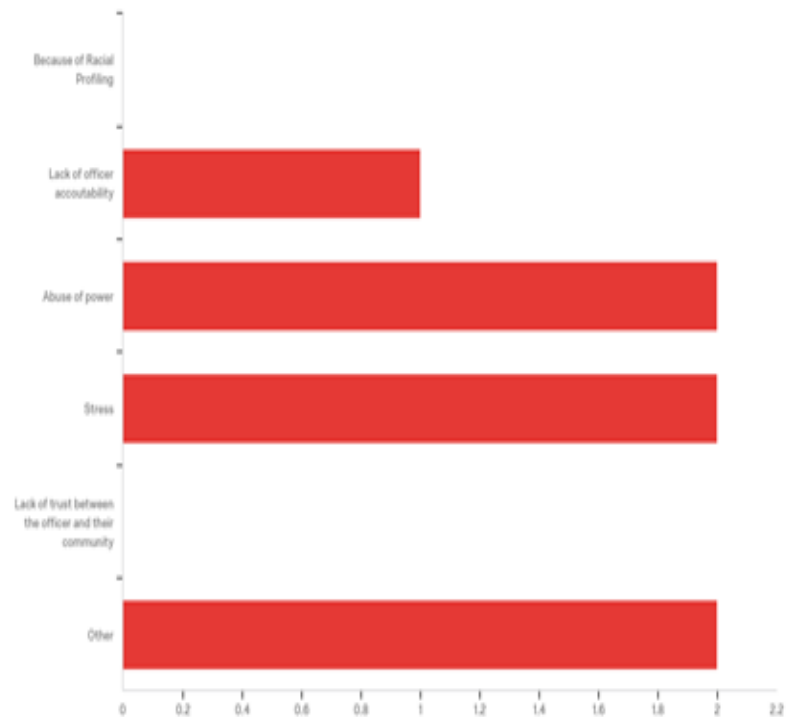
#	Answer	%	Count
1	Extremely effective	14.29%	1
2	Very effective	42.86%	3
3	Moderately effective	28.57%	2
4	Slightly effective	0.00%	0
5	Not effective at all	14.29%	1
	Total	100%	7

Most say Police are effective in resolving conflicts within their community.

Q12 - What do you think is the main reason of why police brutality occurs?



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Q12 - What do you think is the main reason of why police brutality occurs?

#	Answer	%	Count
1	Because of Racial Profiling	12.50%	1
2	Lack of officer accountability	12.50%	1
3	Abuse of power	25.00%	2
4	Stress	12.50%	1
5	Lack of trust between the officer and their community	25.00%	2
6	Other	12.50%	1
	Total	100%	8

Q12 - What do you think is the main reason of why police brutality occurs?

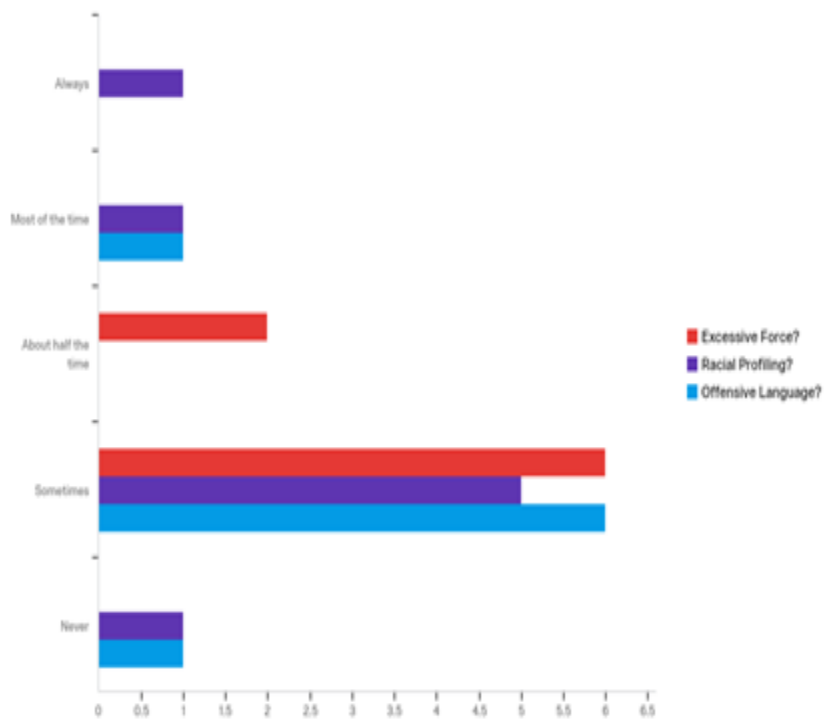
#	Answer	%	Count
1	Because of Racial Profiling	0.00%	0
2	Lack of officer accountability	14.29%	1
3	Abuse of power	28.57%	2
4	Stress	28.57%	2
5	Lack of trust between the officer and their community	0.00%	0
6	Other	28.57%	2
	Total	100%	7

Q12 - What do you think is the main reason of why police brutality occurs?

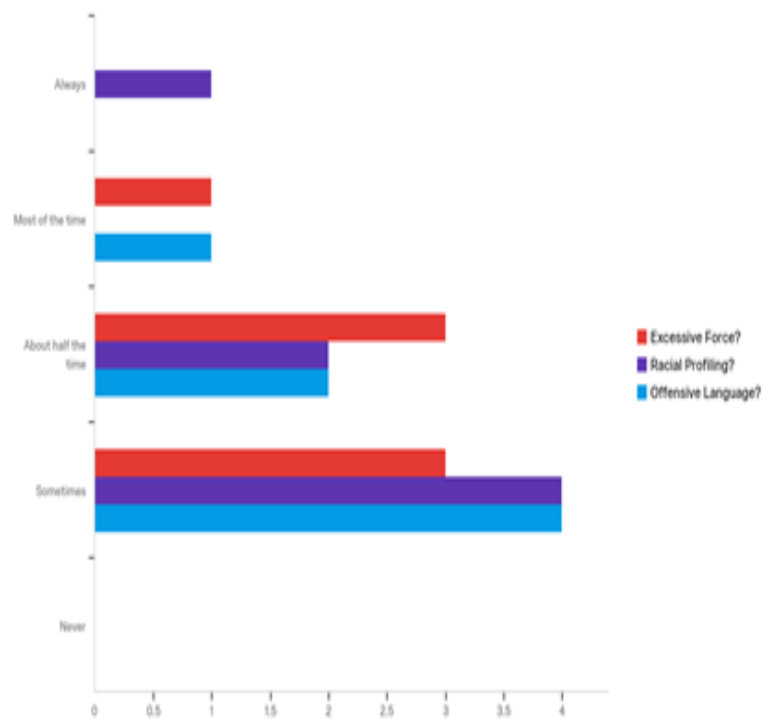
Other
Individuals fail to obey an order given by police
If people stopped acting like idiots and complied with the police there would be no reason, justified or not for any use of force

Most respondents say Police Brutality occurs because Officers Abuse their use of Power.

Q15 - When responding to a call, how often do you think police use



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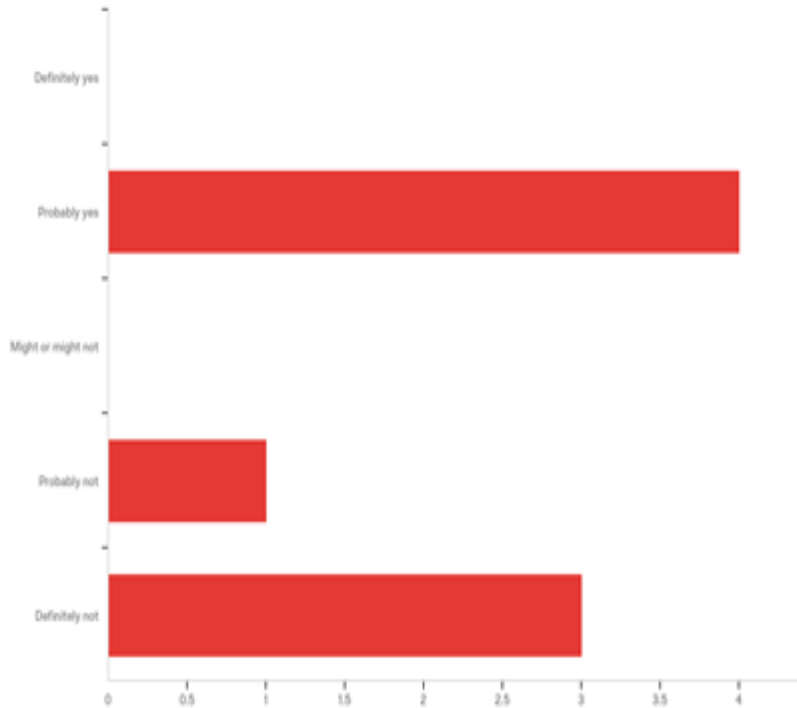
Q15 - When responding to a call, how often do you think police use

#	Question	Always		Most of the time		About half the time		Sometimes
1	Excessive Force?	0.00%	0	0.00%	0	100.00%	2	35.29%
2	Racial Profiling?	100.00%	1	50.00%	1	0.00%	0	29.41%
3	Offensive Language ?	0.00%	0	50.00%	1	0.00%	0	35.29%
	Total	Total	1	Total	2	Total	2	Total

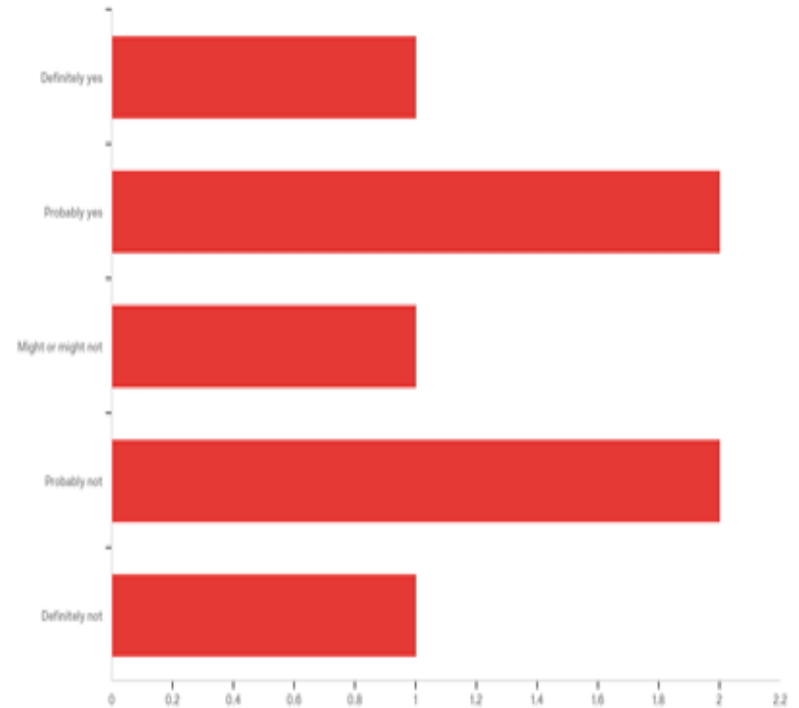
Q15 - When responding to a call, how often do you think police use

#	Question	Always		Most of the time		About half the time		Sometimes
1	Excessive Force?	0.00%	0	50.00%	1	42.86%	3	27.27%
2	Racial Profiling?	100.00%	1	0.00%	0	28.57%	2	36.36%
3	Offensive Language ?	0.00%	0	50.00%	1	28.57%	2	36.36%
	Total	Total	1	Total	2	Total	7	Total

Q16 - Do you think an officer would respond to your call for help faster than they would for someone of another race?



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Q16 - Do you think an officer would respond to your call for help faster than they would for someone of another race?

#	Answer	%	Count
1	Definitely yes	0.00%	0
2	Probably yes	50.00%	4
3	Might or might not	0.00%	0
4	Probably not	12.50%	1
5	Definitely not	37.50%	3
	Total	100%	8

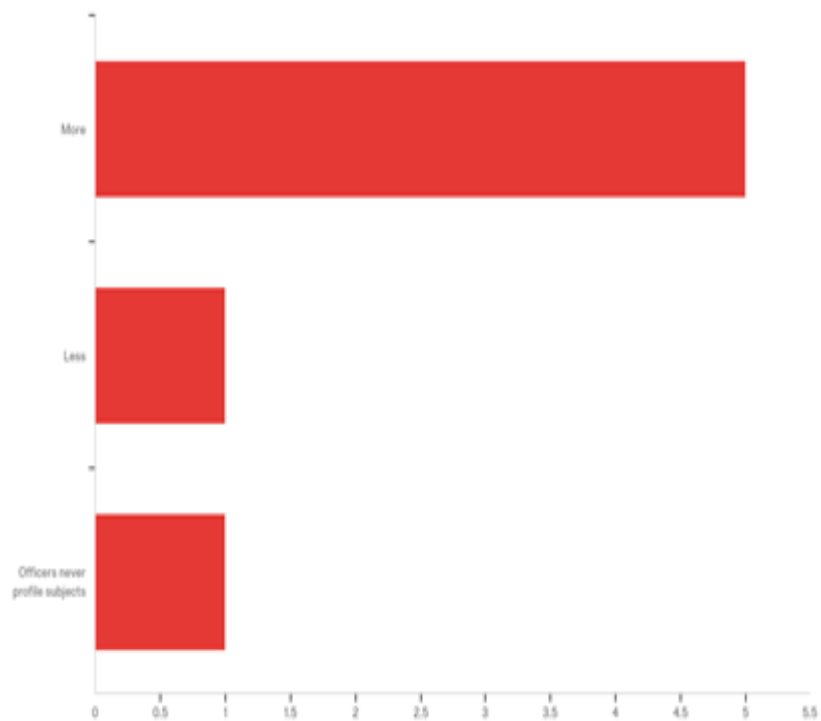
Q16 - Do you think an officer would respond to your call for help faster than they would for someone of another race?

#	Answer	%	Count
1	Definitely yes	14.29%	1
2	Probably yes	28.57%	2
3	Might or might not	14.29%	1
4	Probably not	28.57%	2
5	Definitely not	14.29%	1
	Total	100%	7

Half of respondents say that an Officer would respond to their call faster than they would to a person of another race.

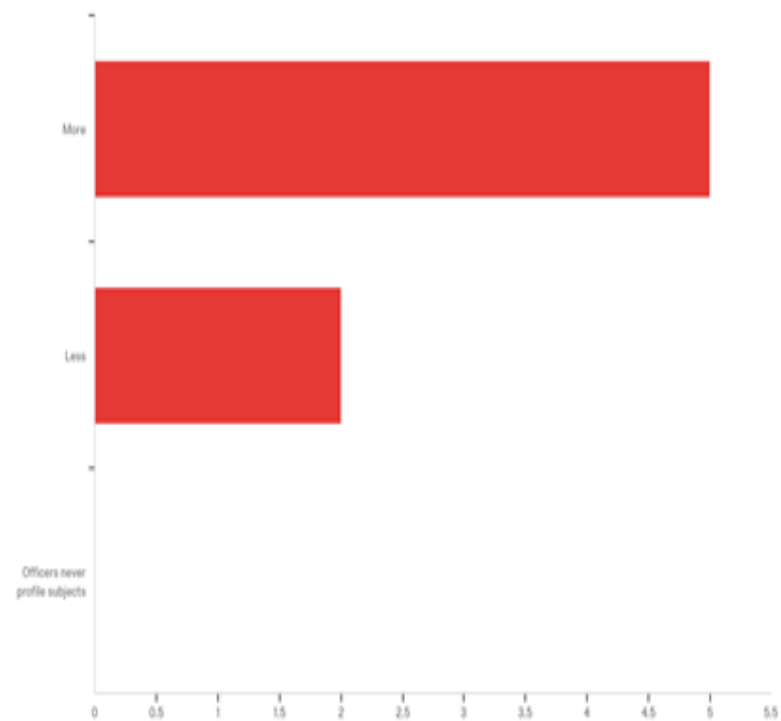
Q17 - Officers profile subjects
persons nationality.

based on a



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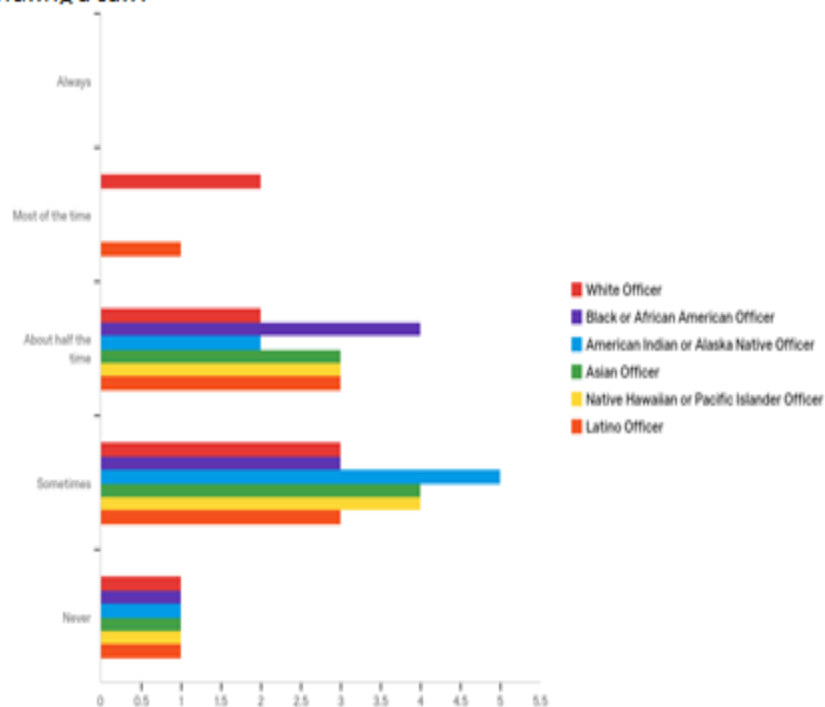
#	Answer	%	Count
1	More	71.43%	5
2	Less	14.29%	1
3	Officers never profile subjects	14.29%	1
	Total	100%	7

Q17 - Officers profile subjects

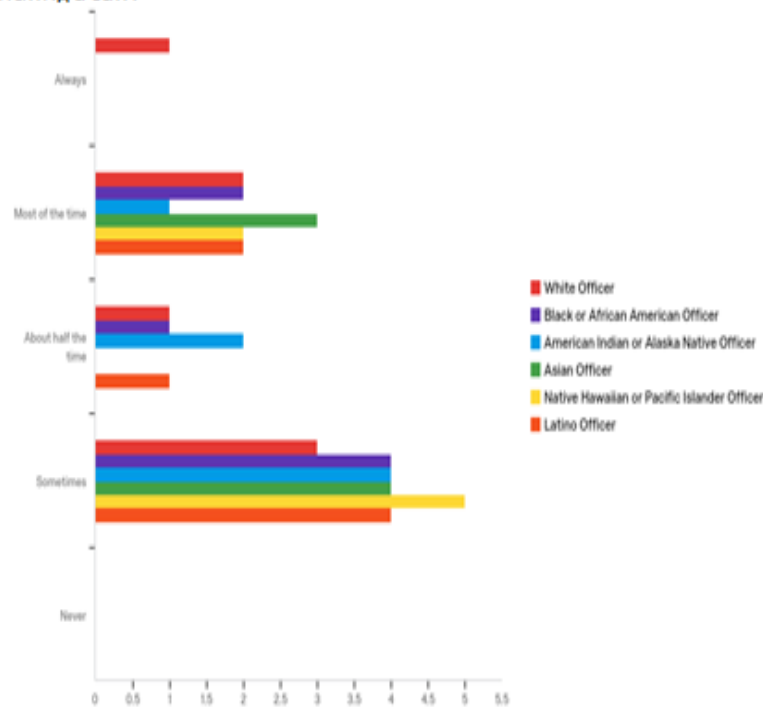
based on a persons nationality.

#	Answer	%	Count
1	More	71.43%	5
2	Less	28.57%	2
3	Officers never profile subjects	0.00%	0
	Total	100%	7

Q18 - Based on an officers nationality, do you think they use racial profiling always, most of the time, half of the time, or never when handling a call?



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Q18 - Based on an officers nationality, do you think they use racial profiling always, most of the time, half of the time, or never when handling a call?

#	Question	Always		Most of the time		About half the time		Sometimes
1	White Officer	0.00%	0	66.67%	2	11.76%	2	13.64%
2	Black or African American Officer	0.00%	0	0.00%	0	23.53%	4	13.64%
3	American Indian or Alaska Native Officer	0.00%	0	0.00%	0	11.76%	2	22.73%
4	Asian Officer	0.00%	0	0.00%	0	17.65%	3	18.18%
5	Native Hawaiian or Pacific Islander Officer	0.00%	0	0.00%	0	17.65%	3	18.18%
6	Latino	0.00%	0	33.33%	1	17.65%	3	13.64%

Q18 - Based on an officers nationality, do you think they use racial profiling always, most of the time, half of the time, or never when handling a call?

#	Question	Always		Most of the time		About half the time		Sometimes
1	White Officer	100.00%	1	16.67%	2	20.00%	1	12.50%
2	Black or African American Officer	0.00%	0	16.67%	2	20.00%	1	16.67%
3	American Indian or Alaska Native Officer	0.00%	0	8.33%	1	40.00%	2	16.67%
4	Asian Officer	0.00%	0	25.00%	3	0.00%	0	16.67%
5	Native Hawaiian or Pacific Islander Officer	0.00%	0	16.67%	2	0.00%	0	20.83%
6	Latino	0.00%	0	16.67%	2	20.00%	1	16.67%

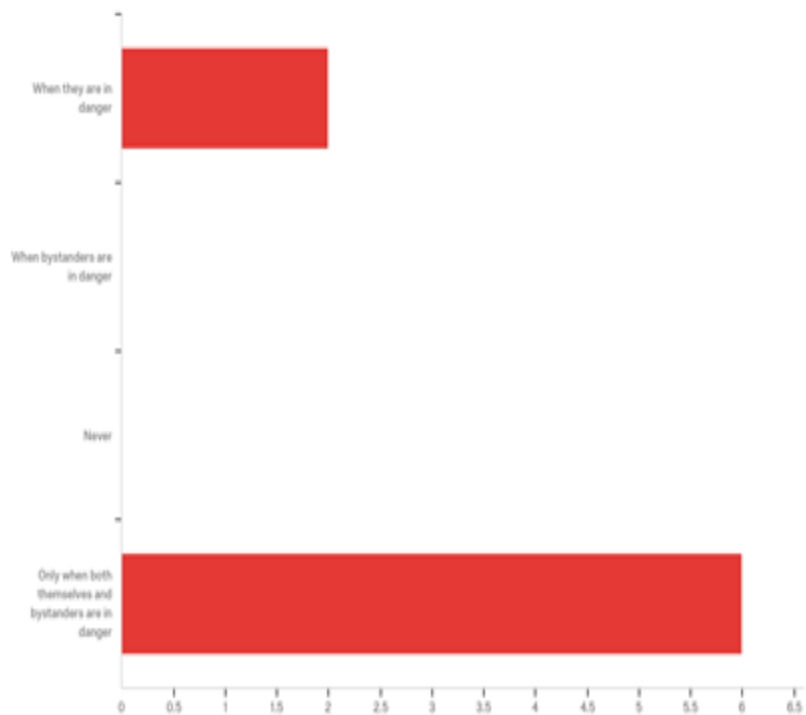
Q18 - Based on an officers nationality, do you think they use racial profiling always, most of the time, half of the time, or never when handling a call?

#	Question	Always		Most of the time		About half the time		Sometimes
	Total	Total	0	Total	3	Total	17	Total

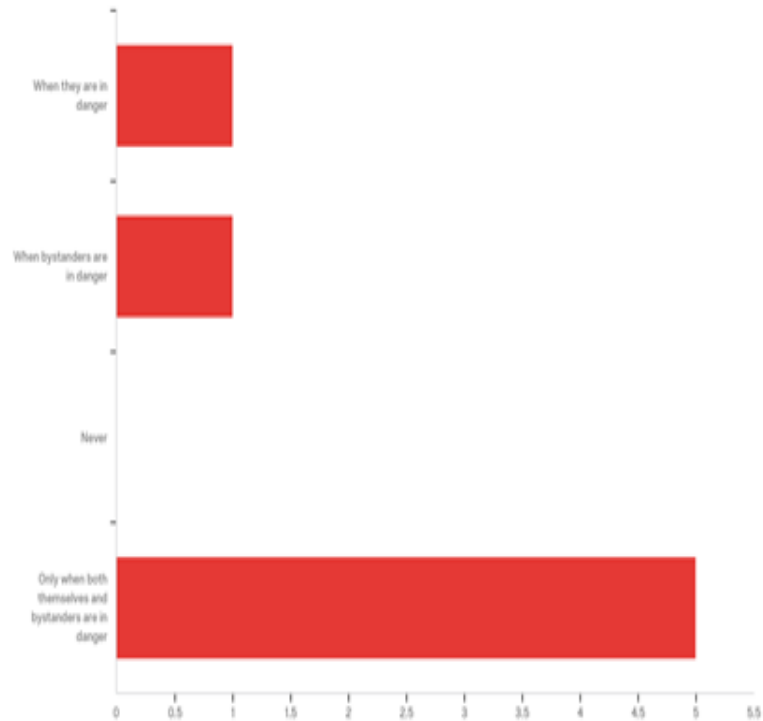
Q18 - Based on an officers nationality, do you think they use racial profiling always, most of the time, half of the time, or never when handling a call?

#	Question	Always		Most of the time		About half the time		Sometimes
	Total	Total	1	Total	12	Total	5	Total

Q19 - When should cops use deadly force?



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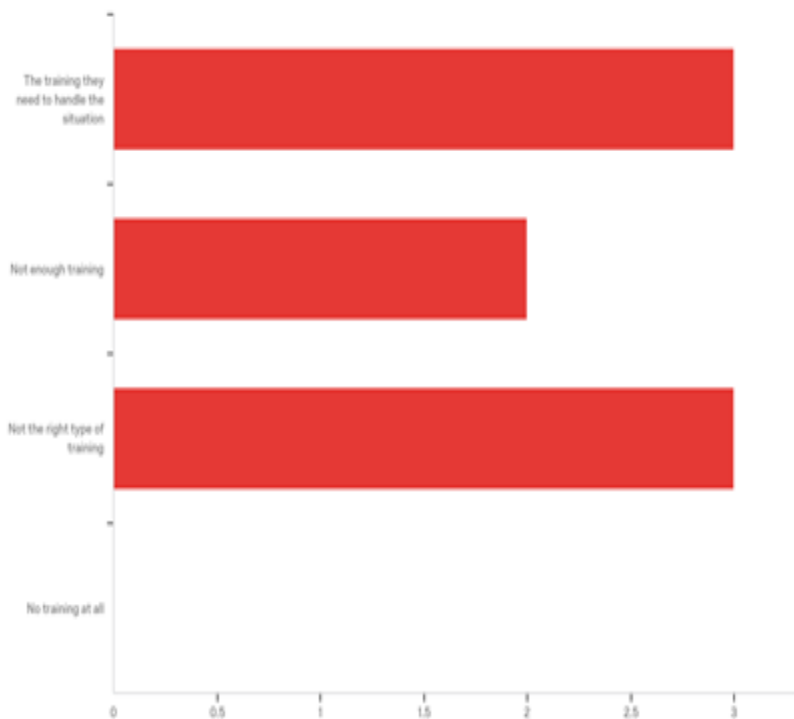
#	Answer	%	Count
1	When they are in danger	25.00%	2
2	When bystanders are in danger	0.00%	0
3	Never	0.00%	0
4	Only when both themselves and bystanders are in danger	75.00%	6
	Total	100%	8

Q19 - When should cops use deadly force?

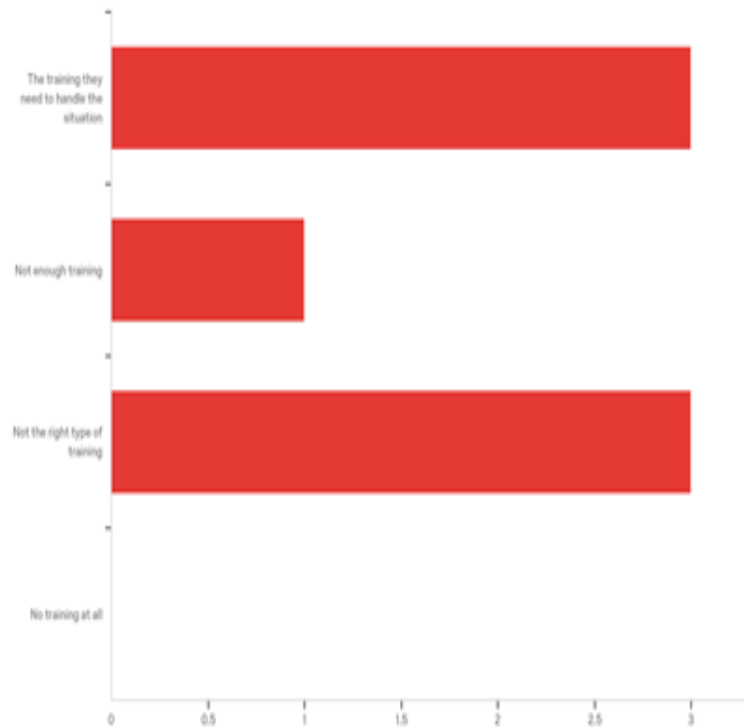
#	Answer	%	Count
1	When they are in danger	14.29%	1
2	When bystanders are in danger	14.29%	1
3	Never	0.00%	0
4	Only when both themselves and bystanders are in danger	71.43%	5
	Total	100%	7

78% say Deadly Force should only be used when both the Officer and Bystanders are in Danger.

Q20 - In terms of an officers training when handling a call, do you think they have?



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Q20 - In terms of an officers training when handling a call, do you think they have?

#	Answer	%	Count
1	The training they need to handle the situation	37.50%	3
2	Not enough training	25.00%	2
3	Not the right type of training	37.50%	3
4	No training at all	0.00%	0
	Total	100%	8

Q20 - In terms of an officers training when handling a call, do you think they have?

#	Answer	%	Count
1	The training they need to handle the situation	42.86%	3
2	Not enough training	14.29%	1
3	Not the right type of training	42.86%	3
4	No training at all	0.00%	0
	Total	100%	7

Video Response: Police Brutality Headline

Q30 - Do you think the Officers use of the Baton was necessary? Why or why not?

Do you think the Officers use of the Baton was necessary? Why or why not?

No, the man was already restrained by the two officers. The use of the baton seems excessive.

Maybe, because he was struggling to be arrested. The video doesn't show the man's actions before. But the officers could just be bad police officers and perhaps are exerting excessive force.

No

Warented at first, but unwarented at the end of the arrest.

Maybe. The man did seem to not be following directions, but the officer did seem quick with the baton, and may have used it more than necessary. We don't have the full story, though, so we cant tell for sure one way or the other

No. I didn't have a very clear view but the man didn't seem to be struggling very much.

Video Response: Necessary Force Headline

Q30 - Do you think the Officers use of the Baton was necessary? Why or why not?

Do you think the Officers use of the Baton was necessary? Why or why not?

yes he was being arrested and handcuffed and was resisting

The video starts at the baton, I don't know what happened before. I don't know why the guy is under arrest. The video looks pretty brutal but for all I know the guy was beating up a cop or his wife. The bato may have been necessary or it may have been excessive depending on what wasn't shown

Yes, the suspect is lying and trying to escape.

yes

Conclusion:

Based off of our findings we found that those who took the Survey with the Necessary Force Headline responded that there was no Police Brutality within the Video. On the other hand, the majority of those who took the Survey with the Police Brutality Headline responded that it was Police Brutality within the video.

We found our hypothesis to be correct.