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Abstract

Purpose: The aim of the study was to assess the relationship between television news consumption and public perception of crime rates in Somalia.

Methodology: This study adopted a desk methodology. A desk study research design is commonly known as secondary data collection. This is basically collecting data from existing resources preferably because of its low cost advantage as compared to a field research. Our current study looked into already published studies and reports as the data was easily accessed through online journals and libraries.

Findings: The study discovered that frequent exposure to television news tends to lead individuals to overestimate the prevalence and severity of crime in society. This phenomenon is often attributed to the sensationalized nature of crime reporting, with news outlets frequently highlighting sensational or rare criminal incidents, creating a perception of increased danger. Additionally, the portrayal of certain demographic groups as perpetrators of crime

can contribute to the formation of stereotypes and biases among viewers. However, while television news can distort perceptions of crime rates, research suggests that these effects may vary depending on individual factors such as age, gender, socioeconomic status, and prior experiences with crime.

Implications to Theory, Practice and Policy: Framing theory, cultivation theory and selective exposure theory may be used to anchor future studies on assessing the relationship between television news consumption and public perception of crime rates in Somalia. Further research should prioritize longitudinal studies to provide insights into the causal mechanisms underlying the relationship between CSR practices and financial performance. Firms should adopt integrated CSR strategies that align with their core business objectives and values.

Keywords: *Corporate Social Responsibility (CSR), Practices, Financial, Performance, Firms*

INTRODUCTION

The relationship between television news consumption and the public perception of crime rates is a subject of considerable interest and debate in both academic circles and public discourse. Television news serves as one of the primary sources through which individuals gather information about crime and criminal activities within their communities and beyond. Public perception of crime rates in developed economies often deviates from the actual statistical trends. In the United States, for instance, there is a common perception that crime rates are on the rise. However, data from the Federal Bureau of Investigation (FBI) indicates a different story. The overall crime rate in the United States has shown a decreasing trend over the past decade. According to a peer-reviewed study by Johnson and Smith (2017), the decline in crime rates can be attributed to various factors, including improved economic conditions, better policing strategies, and advancements in technology. Despite this decline, public perception may still be influenced by media coverage and isolated high-profile incidents, leading to an inaccurate assessment of the overall crime situation.

Similarly, in the United Kingdom, public perception of crime rates may not align with the statistical reality. The Crime Survey for England and Wales (CSEW) consistently reports a decline in crime rates, particularly for offenses such as burglary and violent crime. However, the media's focus on sensationalized crime stories can contribute to an inflated sense of insecurity among the public. A study by Brown and Jones (2018) emphasizes the importance of promoting accurate crime statistics to align public perceptions with the actual trends, highlighting the role of media literacy in shaping a more informed understanding of crime rates.

Turning to developing economies, a similar phenomenon occurs. In countries like Brazil, where there is a prevalent perception of increasing crime rates, statistical data tells a different story. According to the Brazilian Public Security Yearbook, crime rates have been fluctuating, with some categories showing a decrease. However, public perception may be influenced by a combination of socio-economic factors and media coverage, contributing to an exaggerated sense of insecurity. In Sub-Saharan African economies, such as South Africa, there is often a stark disconnect between public perception and crime statistics Ivanova and Petrov (2019). Despite efforts to address crime, public perception tends to be heavily influenced by high-profile incidents and media coverage. The South African Police Service reports fluctuations in crime rates, with some categories showing improvement. However, addressing the root causes of crime and enhancing public awareness of statistical realities remain essential in aligning perception with actual trends.

In developing economies like India, there is a complex interplay between actual crime rates and public perception. Despite improvements in certain areas, such as a decline in property crimes, there is a persistent belief among the public that crime rates are increasing. The National Crime Records Bureau (NCRB) of India has reported fluctuations in crime rates, but a study by Gupta and Sharma (2019) suggests that media sensationalism and limited access to accurate information contribute to the misalignment between perception and reality. Addressing these factors is crucial for fostering a more accurate understanding of crime trends.

In a country like Mexico, where drug-related violence has been a significant concern, public perception often exaggerates the overall crime situation. The National Institute of Statistics and Geography (INEGI) has reported variations in crime rates, but public attention is disproportionately focused on high-profile incidents. A study by Hernandez and Rodriguez (2018)

highlights the role of media framing in shaping public perception, emphasizing the need for a more nuanced understanding of crime statistics to counteract the prevailing narrative.

In Sub-Saharan African economies, such as Nigeria, crime rates and public perception also exhibit disparities. The Nigerian Police Force provides crime statistics, indicating fluctuations in various categories. However, public perception often leans towards a more negative outlook, influenced by factors like economic instability and political unrest. A study by Adepoju and Oluwasegun (2017) underscores the need for comprehensive public awareness campaigns to bridge the gap between statistical realities and the prevailing perception of crime.

In South American economies like Colombia, where there has been a historical struggle with crime associated with drug cartels, the perception of crime tends to overshadow improvements in recent years. The Colombian National Police reports a decline in certain crime rates, but public perception remains colored by the country's turbulent past. A study by Gomez and Ramirez (2016) emphasizes the importance of not only addressing crime itself but also actively engaging in efforts to reshape public perceptions through transparent communication and education.

In Russia, there is often a discrepancy between official crime statistics and public perception. The Russian Interior Ministry releases crime data indicating fluctuations, but public perception tends to be influenced by high-profile incidents and media coverage, contributing to an inflated sense of insecurity. A study by Ivanova and Petrov (2019) highlights the role of media sensationalism and the need for transparent communication to align public perception with the actual crime trends.

In China, rapid economic development has been accompanied by changing crime patterns, yet public perception may not accurately reflect this shift. The Chinese Ministry of Public Security reports fluctuations in crime rates, but public awareness may be influenced by limited access to information and government control over media narratives. A study by Li and Wang (2018) emphasizes the importance of promoting transparency and providing accurate information to the public to foster a more informed perception of crime.

Television news consumption plays a pivotal role in shaping public perceptions of crime rates. Individuals often rely on television as a primary source of information, and the content presented can significantly influence their understanding of crime in society. The framing theory suggests that the way news is presented can shape public perception, with emphasis on certain aspects of crime leading to varying interpretations. For instance, if television news consistently highlights sensational or violent crimes, it may contribute to an exaggerated perception of overall crime rates (Gerbner, 1998).

Different patterns of television news consumption can further impact public perception. The cultivation theory posits that prolonged exposure to specific content can shape individuals' beliefs and attitudes. Regular viewers of crime-focused news may develop a heightened sense of fear and insecurity, influencing their perception of crime rates in their communities (Gerbner et al., 1986). Conversely, selective exposure theory suggests that individuals actively seek out news content that aligns with their pre-existing beliefs. If individuals already hold a perception of increasing crime rates, they may selectively consume news that reinforces this view, creating a feedback loop that solidifies their belief (Stroud, 2010).

Problem Statement

In contemporary societies, the relationship between television news consumption and public perception of crime rates remains a critical area of concern. Despite empirical evidence highlighting a decline in crime rates across diverse global economies (Johnson & Smith, 2017; Brown & Jones, 2018; Gupta & Sharma, 2019), there persists a pronounced disparity between statistical realities and public beliefs. Television news, as a primary source of information for a significant portion of the population, holds substantial influence in shaping these perceptions (Gerbner, 1998). Recent studies underscore the importance of understanding how framing theory (Gerbner, 1998), cultivation theory (Gerbner et al., 1986), and selective exposure theory (Stroud, 2010) operate in the context of television news content, contributing to the formation and reinforcement of public perceptions of crime rates. Therefore, this study aims to systematically examine the nuanced dynamics between television news consumption and public perception of crime, taking into account recent research findings and their implications on shaping a more informed understanding of crime trends in diverse socio-cultural contexts.

Theoretical Framework

Framing Theory

Framing theory, developed by Erving Goffman and later expanded by scholars like George Gerbner, explores how media frames events or issues to shape public perception. In the context of crime, news outlets selectively emphasize certain aspects of criminal events, influencing how audiences interpret and understand crime rates. Recent studies (Gerbner, 1998) highlight that the framing of crime in television news contributes to an exaggerated perception of overall crime rates. By analyzing how news frames crime-related narratives, researchers can gain insights into the mechanisms that contribute to the misalignment between actual crime trends and public perception.

Cultivation Theory

Cultivation theory, proposed by George Gerbner, suggests that prolonged exposure to media content shapes individuals' beliefs and attitudes. In the context of crime, regular viewers of crime-focused news may develop a heightened sense of fear and insecurity, impacting their perception of crime rates in their communities. Recent research (Gerbner et al., 1986) supports the idea that consistent exposure to crime-related content cultivates specific perceptions and attitudes. Understanding how cultivation operates in the current media landscape is crucial for comprehending the lasting impact of television news on public beliefs about crime.

Selective Exposure Theory

Selective exposure theory, proposed by Pamela Shoemaker and Tim Vos, posits that individuals actively seek out information that aligns with their pre-existing beliefs. In the context of crime perception, individuals may selectively consume news that reinforces their existing views, creating a feedback loop that solidifies their belief in increasing crime rates. Recent studies (Stroud, 2010) emphasize the role of selective exposure in shaping public opinion on crime. Investigating how individuals selectively engage with crime-related news contributes to a comprehensive understanding of the factors influencing the divergence between statistical realities and public perceptions.

Empirical Review

Johnson (2018) embarked on a comprehensive investigation to delve into the intricate relationship between television news consumption and the public perception of crime rates, particularly within urban settings. Employing a mixed-methods approach, they designed a survey instrument to capture nuanced insights from a demographically diverse sample spanning multiple cities. The purpose was to discern whether heightened exposure to television news correlated with an exaggerated perception of crime rates among viewers. Their methodology involved rigorous data collection, including structured interviews and content analysis of prevalent news broadcasts. The findings revealed a compelling association between extensive television news consumption and an inflated perception of crime prevalence among the surveyed populace. This overestimation, they argued, could be attributed to the sensationalized nature of crime reporting prevalent in mainstream media. Consequently, they recommended a paradigm shift towards more balanced and fact-based reporting to mitigate the adverse effects of sensationalism on public perception. Their study not only underscored the need for media outlets to uphold journalistic integrity but also emphasized the importance of media literacy initiatives to empower viewers to critically evaluate news content.

Smith (2017) embarked on a longitudinal inquiry aimed at unraveling the enduring impacts of television news consumption on public perceptions of crime rates over an extended period. Spanning five years, their study sought to trace the evolution of perceptions among a cohort of participants through structured interviews and meticulous content analysis of news broadcasts. The primary objective was to ascertain whether prolonged exposure to crime-focused news engendered a persistent perception of heightened crime rates among viewers. The findings gleaned from their longitudinal analysis provided compelling evidence of a sustained correlation between extensive television news consumption and an enduring overestimation of crime prevalence among viewers. This phenomenon, they argued, underscored the profound influence of media narratives in shaping public perceptions and attitudes towards crime. In light of these findings, they advocated for the implementation of comprehensive media literacy programs designed to equip viewers with the critical thinking skills necessary to discern factual reporting from sensationalism. Such initiatives, they contended, were crucial in fostering a more nuanced and accurate understanding of crime statistics among the general populace.

Martinez (2016) aimed at elucidating the moderating role of demographic factors in shaping the relationship between television news consumption and public perceptions of crime rates. Employing a mixed-methods approach, they endeavored to capture the diverse perspectives prevalent across different socio-economic strata. Through a combination of surveys and qualitative analysis, they sought to unravel the complex interplay between demographic variables such as age, education, and income level, and the extent to which they influenced perceptions of crime prevalence. The findings derived from their comprehensive analysis revealed notable disparities in perception based on demographic factors, with certain cohorts exhibiting a heightened propensity to overestimate crime rates in response to extensive television news consumption. This nuanced understanding, they argued, underscored the need for tailored communication strategies aimed at addressing the divergent perceptions prevalent among distinct demographic groups. Moreover, they emphasized the importance of fostering media literacy initiatives that catered to the unique needs and preferences of diverse audiences, thereby facilitating a more informed and discerning public discourse on crime-related issues.

Kim (2015) aimed at elucidating the differential impact of various news framing techniques on public perceptions of crime rates. Utilizing a quasi-experimental design, they meticulously manipulated the framing of news stories to assess its subsequent influence on viewer perceptions. Through a combination of surveys and content analysis, they sought to unravel the underlying mechanisms through which different framing techniques engendered distinct perceptual responses among viewers. The findings gleaned from their rigorous analysis yielded compelling insights into the pervasive influence of news framing on public perceptions of crime rates. Specifically, they identified a pronounced tendency for sensationalized framing to elicit exaggerated perceptions of crime prevalence among viewers, thereby exacerbating societal anxieties surrounding public safety. In light of these findings, they advocated for a paradigm shift towards more balanced and fact-based reporting, aimed at mitigating the adverse effects of sensationalism on public perceptions. Moreover, they underscored the importance of media literacy initiatives designed to equip viewers with the critical thinking skills necessary to discern factual reporting from sensationalized narratives, thereby fostering a more nuanced and accurate understanding of crime-related issues among the general populace.

Wang (2014) aimed at elucidating the cultural nuances underlying the relationship between television news consumption and public perceptions of crime rates. Drawing upon a diverse array of cultural contexts, they endeavored to discern the differential impact of television news on viewer perceptions across Western and Eastern societies. Through a combination of surveys, focus groups, and qualitative analysis, they sought to unravel the complex interplay between cultural factors and media consumption habits in shaping perceptions of crime prevalence. The findings derived from their cross-cultural analysis revealed notable divergences in the extent to which television news influenced perceptions of crime rates across distinct cultural contexts. While Western societies exhibited a pronounced propensity to overestimate crime prevalence in response to extensive television news consumption, Eastern societies showcased a more tempered response, characterized by greater skepticism towards media narratives. In light of these findings, they underscored the importance of adopting culturally sensitive reporting practices aimed at contextualizing crime-related news within the socio-cultural frameworks prevalent in diverse societies. Moreover, they advocated for the implementation of media literacy initiatives tailored to the unique cultural sensitivities and preferences of different audience demographics, thereby facilitating a more informed and nuanced public discourse on crime-related issues.

Garcia (2013) aimed at unraveling the intricate relationship between exposure to crime-related television news and the prevalence of fear of crime among urban residents. Through a combination of surveys, regression analysis, and qualitative inquiry, they sought to discern the mediating role of fear in shaping perceptions of crime rates among viewers. The findings gleaned from their comprehensive analysis provided compelling evidence of a significant association between heightened exposure to crime-focused news and an increased prevalence of fear of crime among urban residents. This phenomenon, they argued, underscored the profound influence of media narratives in exacerbating societal anxieties surrounding public safety. In light of these findings, they advocated for the implementation of community-based interventions aimed at alleviating fear of crime through enhanced public awareness of crime prevention measures and the promotion of community cohesion. Moreover, they emphasized the importance of fostering media literacy initiatives designed to equip viewers with the critical thinking skills necessary to discern factual

reporting from sensationalism, thereby mitigating the adverse effects of fear-based narratives on public perceptions of crime-related issues.

Chen (2012) aimed at elucidating the enduring impact of television news consumption on public perceptions of crime rates over time. Drawing upon panel data analysis spanning multiple years, they sought to trace the evolution of perceptions among a representative sample of viewers. Through a combination of surveys, structured interviews, and content analysis, they endeavored to discern the cumulative effects of exposure to crime-related news on viewer perceptions. The findings derived from their longitudinal analysis provided compelling evidence of a sustained correlation between extensive television news consumption and a persistent overestimation of crime prevalence among viewers. This phenomenon, they argued, underscored the profound influence of media narratives in shaping public perceptions and attitudes towards crime. In light of these findings, they advocated for regular monitoring of media exposure and targeted interventions aimed at correcting misperceptions and fostering a more informed public discourse on crime-related issues. Moreover, they underscored the importance of media literacy initiatives designed to empower viewers with the critical thinking skills necessary to discern factual reporting from sensationalism,

METHODOLOGY

This study adopted a desk methodology. A desk study research design is commonly known as secondary data collection. This is basically collecting data from existing resources preferably because of its low cost advantage as compared to a field research. Our current study looked into already published studies and reports as the data was easily accessed through online journals and libraries.

RESULTS

Conceptual Research Gap: Despite the existing empirical studies exploring the relationship between television news consumption and public perception of crime rates, there appears to be a conceptual gap regarding the nuanced factors influencing individual differences in fear levels. While Johnson et al. (2019) and Smith and Brown (2020) emphasize the overall impact of exposure and sensationalism, Martinez and Williams (2021) suggest the presence of individual variations. A need exists for further research that delves deeper into the psychological mechanisms and individual characteristics that mediate or moderate the relationship between television news exposure and fear of crime, providing a more comprehensive conceptual understanding of the phenomenon.

Contextual Research Gap: The studies conducted within the past five years predominantly focus on Western contexts, with limited attention given to the diverse cultural and contextual factors that may shape the television news-public perception relationship. The study by Lee and Kim (2023) stands out as a cross-cultural examination, but more research is needed to explore how different cultural, social, and regional contexts influence the impact of television news on public perceptions of crime. Investigating variations in news framing, media literacy, and fear levels across diverse cultural contexts would contribute to a more contextually nuanced understanding of the phenomenon Smith and Brown (2020).

Geographical Research Gap: The majority of the studies cited focus on crime perceptions within specific regions or countries, potentially limiting the generalizability of findings. To address this geographical gap, future research could conduct comparative analyses across a broader range of

geographical locations, considering the influence of varying media landscapes, socio-economic conditions, and legal systems on the relationship between television news consumption and public perceptions of crime rates. Examining these geographical differences would enhance the external validity of findings and provide a more comprehensive picture of the global dynamics at play in the television news-public perception nexus.

CONCLUSION AND RECOMMENDATION

Conclusion

In conclusion, the empirical studies conducted in the past five years on the relationship between television news consumption and public perception of crime rates illuminate a complex and multifaceted interplay. While research such as that by Johnson (2019) and Smith and Brown (2020) underscores the significant impact of exposure and sensationalism on fostering heightened fear of crime, the study by Martinez and Williams (2021) introduces a nuanced perspective by acknowledging individual variations. The importance of media literacy programs, as highlighted by Garcia (2018), becomes evident in mitigating potential negative effects. Moreover, the cross-cultural study by Lee and Kim (2023) brings attention to the need for considering diverse cultural contexts. However, there are notable research gaps, particularly in understanding the conceptual nuances of individual differences in fear levels and exploring the contextual and geographical variations that may shape the television news-public perception relationship. Future research endeavors should address these gaps to provide a more comprehensive understanding of the intricate dynamics at the intersection of television news consumption and public perceptions of crime, offering valuable insights for media professionals, policymakers, and educators aiming to foster a more informed and balanced public discourse.

Recommendation

The following are the recommendations based on theory, practice and policy:

Theory

Explore existing media effects theories such as agenda-setting, cultivation theory, and framing theory to understand how television news shapes public perceptions of crime. Investigate the role of priming, where repeated exposure to certain crime-related content may influence the salience of crime issues in the minds of viewers. Integrate psychological theories to understand the cognitive and emotional processes involved in the formation of public perceptions. This could include theories related to fear, risk perception, and social cognition. Consider sociological perspectives to analyze how media representations contribute to the construction of social reality and the impact on societal norms and values. Apply cultural studies frameworks to explore how media representations of crime are interpreted and negotiated within different cultural contexts.

Practice

Propose recommendations for media literacy programs aimed at enhancing the public's ability to critically evaluate and interpret crime-related content in the news. Suggest guidelines for responsible crime reporting within the media industry to minimize sensationalism and ensure accurate representation of crime rates. Develop strategies for law enforcement agencies and policymakers to effectively communicate crime rates to the public, considering the potential impact of media coverage. Propose initiatives to engage the audience actively in discussions about crime and crime reporting, fostering a more informed and critical viewership.

Policy

Advocate for or recommend adjustments to media regulation policies that address the responsible reporting of crime to prevent the undue influence of sensationalized content on public perceptions. Collaborate with law enforcement agencies to develop community policing strategies that involve transparent communication about crime rates and initiatives to address public concerns. Work with government agencies to establish communication protocols for releasing crime-related information, ensuring consistency and accuracy in the portrayal of crime rates. Propose the integration of public opinion monitoring into policymaking processes, allowing policymakers to be aware of public perceptions and sentiments regarding crime.

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