

Social media & the police



An investigation into the needs of Generation Einstein for the deployment of social media by the police in the Netherlands

Research questions

- How do the police deploy social media for the benefit of communication with the public?
- What are the needs for Generation Einstein regarding the deployment of social media by the police?



Methodological justification

- Desk research

- Field research



- Random sample survey
- Inductive statistics
- (N=525) is hereby 95.78% and has a 4.22% margin of error
- 245 respondents were male and 280 respondents were female;
- By means of labeling
- Statistical Package for the Social Sciences

Results

- Categorized:
 - Characteristics
 - Acquaintance
 - Needs for presence
 - Possibility to share information



Conclusion on question 1

- Police are lagging behind due to resistance
- Experiments by the police are successful.



Conclusion on question 2

- Deployment by the police is needed
- Prepared to help the police
- Deploy in order to actively involve the public
- Prepared to collaborate



Final conclusion

- Gap between technology, the need and efficiency
- Develop a different strategy to reach the public



Recommendations

- Strategy to give direction to reciprocity
- Further expansion of the applications
- Take responsibility for supervision and awareness
- Greater national and international publicity



Questions ?

Want to read the
research report?

Send an email to:



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