

# Youth Perception on the Implication of Media in Crime Prevention at Mangaluru City

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**Abstract:** Media, a plural of Medium that describes all ways of communication from Printed Media to Digital Media. It encompasses News, Educational Content, Sports, Entertainment and other current affairs which can reach and influence people around the globe in the form of News Paper, Television, Social Media, Magazine and Internet. Researches reveal that media has a significance role in the personality development process of an individual which can be either positive or negative. Previous studies stated that reporting crimes, violence and anti-social activities in media can influence youth in two ways; one is providing a warning or preventive measures and the other is inculcating criminal behavior. As per World Health Organization, youth are those who come in between the age of 15 to 24 years. They are the one who frequently make use of various forms of media which is currently available in their fingertips.

After the analysis of secondary data about the crime rate, it is clear that there is a need to mitigate crime to lead a joyful life and to safeguard the society. Hence, the researcher had planned to take up a study with the objective to know the impact of media on youth, implications of media in crime prevention and to suggest measure to curb the evil of crime by collecting the primary data. The youth residing in Mangaluru city are the respondents and the data is collected through interview method. Simple random technique is adopted for the selection of sample. The present study focuses on the youth perception about the role of media in preventing crime in the city of Mangaluru which would also give an insight to the various stakeholders of Law enforcement agencies to work together to reduce the crime problems in the society. Community policing, police-public relationship, communicating the crime preventive measures, awareness programmes and the effective punishment given to the wrongdoers through various mass media would reach a large group of people in and around the state. If all the stake holders join together to mitigate the crime surely we can make our country as crime free in 2047.

**Keywords:** Mass Media, Youth, Crime rate, Crime Prevention.

## INTRODUCTION

Media has played a significant role in the society since the introduction of technology and the gradual exposure to it in various sectors such as education, news, informational and entertainment. The consistent use of various media platforms facilitated in the change in perception among individual especially youth. Social media platforms serve as significant avenues for exchanging information, expressing opinions, fostering social connections, influencing decisions, and promoting businesses. They play a crucial role in shaping user perceptions and decisions related to their activities and plans. The influence of media has been observed to have a notable change in the opinion, academics, and awareness of various current incidents among youth. Media has proven to bring a difference in perception of few aspects that has been a taboo in the society. The increase in global population and installation of digital equipment has helped law enforcement agencies to bring a decline in the crime rate unfortunately there has not been an effective way yet found for the complete eradication of crime. Due to which the effective ways through which crime prevention can be arrived has to be found and implemented for a crime free society.

According to NCRB report, the registered cases in the year 2022 was 5,82,4946 and about 6,0,96310 registered cases in the year 2021. This shows that despite having a slight decline the crime rate, the global issue regarding crime has not had an effective decline. This also gives the implication that there is a need to gather suggestions to ensure there are effective measures incorporated to ensure the reduction of crime.

A study conducted by Thapa Shyam and Mishra Vinod (2003) on the topic "Mass Media Exposure among Urban Youth in Nepal" shows the data on lifetime and daily exposure to specific mass media sources among Nepal's urban youth. Here, it was observed that females have greater exposure towards media than males. As per the report given

in the National Crime Record Bureau 4.4 lakhs cases have been registered by women in 2022. Crime rate is increasing day by day in the society. The criminals are motivated by different sources and they commit various crimes. The previous researches showed that media plays a vital role in portraying crime scenes and violence in Entertainment which affects a young mind negatively. Hence, there is a need for the effective preventive measures to be planned against such crime by involving youth.

**METHODOLOGY:**

Methodology is a significant part of any study as it gives the information about the tools and technique used for the collection of data in systematic way. The present study is taken up with the following objectives;

- To know the impact of media on youth.
- To find the implications of media in crime prevention.
- To suggest measures to prevent crime in Mangaluru city.

The present study is descriptive research design conducted in Mangaluru city. The primary data was collected from youth who are aged between 15 to 24 years using pre-planned interview schedule consisting of 15 open ended questions. After obtaining the consent from the respondents the researcher collected the data through face to face verbal communication. Further, the collected data

has been scrutinized and code book has been drawn. Altogether, 43 variables have been found, of which 17 variables are used for the present study. Thereafter, the coded information has been entered into computer using SPSS Software. The coded data has been presented in bi-variant tables for the analysis.

**DATA INTERPRITATION**

Data analysis is the process where through logical and systematic techniques, the data gets evaluated and an unbiased inference gets illustrated. The data from the bi-variant table has been cross-related for interpretation.

TABLE No.01: Age of the Respondents in relation to the Form of Media they use.

The age group used for the present study is between 15 to 24 years, as it is the age range recognized by the World Health Organization as youth. In the current world, the rise of technology and its advancements have led to the incorporation of media into people’s day to day life, especially among youth. The use of various platforms available in the internet by the youth are for academic purpose, research, communication, leisure time, especially they make use of social media platforms extensively. The convenient accessibility of media makes it a popular way of finding out about information. Due to the unavoidable presence of media platforms among youth the correlation has been sought as show in the table No.01.

	Form of Media often use						Total
	Entertainment Media	Communicati on Media	Mass Media	Entertainment & Communicati on Media	Entertainment & News Media	Communicati on & News Media	
Age 17-18	Count	6	0	1	0	0	7
	% of Total	7.5%	0.0%	1.2%	0.0%	0.0%	8.8%
19-20	Count	17	2	3	3	2	27
	% of Total	21.2%	2.5%	3.8%	3.8%	2.5%	33.8%
21-22	Count	16	1	8	7	0	34
	% of Total	20.0%	1.2%	10.0%	8.8%	0.0%	42.5%
23-24	Count	8	0	1	3	0	12
	% of Total	10.0%	0.0%	1.2%	3.8%	0.0%	15.0%
Total	Count	47	3	13	13	2	80
	% of Total	58.8%	3.8%	16.2%	16.2%	2.5%	100.0%

The data displayed in the above table depicts that 76.30% of the respondents belonging to the age group of 19- 22 years use entertainment media (41.2%) as the most usable form followed by mass media (13.8%) and communication media (12.6%). Among the 15% of the respondents belong to the age group of 23-24 years are also make use of entertainment media (10%). The present study

reveals that irrespective of age, 58.8% of the youth use entertainment media as their most used form followed by 16.2% each make use of entertainment and news media.

TABLE.No.02: Gender of the respondents in relation to the duration of usage of media per day The disparities in usage of media is observed between male and female. The content shared and

accessed have a significant difference among genders. Youth tends to utilize time in media for communication, academic sources, research etc. Since, media exposure is dependent on the purpose,

duration varies accordingly. The following table depicts the gender of the respondents in relation to the duration of usage of media per day

			Duration of Media Usage per day						Total	
			0-2 hours	2-4 hours	4-6 hours	6-8 hours	8-10 hours	More than 10 hours		Doesn't know
Gender	Male	Count	7	7	4	2	3	2	0	25
		% of Total	8.8%	8.8%	5.0%	2.5%	3.8%	2.5%	0.0%	31.2%
	Female	Count	10	13	19	5	2	2	4	55
		% of Total	12.5%	16.2%	23.8%	6.2%	2.5%	2.5%	5.0%	68.8%
Total	Count		17	20	23	7	5	4	4	80
	% of Total		21.2%	25.0%	28.8%	8.8%	6.2%	5.0%	5.0%	100.0%

The data from the above table shows that among 68.8% of female respondents, 23.8% have expressed that they use media for about 4-6 hours per day followed by 28.7% of them use media for up to 4 hours per day. Among the male respondents, 17.6% of them use media for up to 4 hours per day. Irrespective of gender, 11.2% of the respondents are using media for more than 8 hours per day. It indicates that majority of the youth are more susceptible to media usage with an average of 5.7 hours per day

the essential steps in their academics. The wide range of different digital platforms from attending workshops to conferences, to searching a significant topic to finding knowledge worthy articles and journals there is a rise in the instillation of digital media platforms that can contribute to their academic excellence. Apart from academics, social media are also used to connect to other people, share one's thoughts and idea, speak for a current alarming issue providing numerous opportunities available in media platforms. The easy accessibility of social media makes it one of the most prominent internet-based system. Hence, the present study has related the data with the education qualification of the respondents in connection with influence of media on them.

TABLE No.04: Education qualification of the respondents in relation to the influence of media

The current global status of digital era constitutes to the overwhelming application of media into most of

			Influence of Media on Youth					Total
			Negatively	Positively	Depends on individual	Doesn't know	No response	
Education Qualification	PUC	Count	3	4	2	3	0	12
		% of Total	3.8%	5.0%	2.5%	3.8%	0.0%	15.0%
	UG	Count	6	10	23	6	1	46
		% of Total	7.5%	12.5%	28.8%	7.5%	1.2%	57.5%
	PG	Count	3	9	8	2	0	22
		% of Total	3.8%	11.2%	10.0%	2.5%	0.0%	27.5%
Total	Count		12	23	33	11	1	80
	% of Total		15.0%	28.8%	41.2%	13.8%	1.2%	100.0%

The data analyzed from the above table depicts that among 75% of the respondents from under-graduate and post-graduate programme, 38.8% of them expressed that influence of media is depending on the individual. Among 23.7% of the respondents from under-graduate and post-graduate programme signified there is a positive influence of media where as 11.2% of the respondents expressed negative influence of media among youth. The study reveals that irrespective of their education qualification majority of the respondents opined that

the influence of media is related to the perception of an individual.

TABLE No.5: Gender in relation to the role of media in crime prevention

The incorporation of various media platforms can be utilized as a great source to create awareness as well as laws related to crimes and the process involved in litigation. By broadcasting the crime and the punishment prescribed to the culprit, media provides a transparency that can help to create awareness in the society.

			Current role of media in prevention of Crime					Total
			Creating awareness	No role in prevention	Quick Alert	No response	Doesn't know	
Gender	Male	Count	13	6	5	0	1	25
		% of Total	16.2%	7.5%	6.2%	0.0%	1.2%	31.2%
	Female	Count	26	14	1	4	10	55
		% of Total	32.5%	17.5%	1.2%	5.0%	12.5%	68.8%
Total		Count	39	20	6	4	11	80
		% of Total	48.8%	25.0%	7.5%	5.0%	13.8%	100.0%

The data from the above table depicts that among 68.8% of female respondents, 32.5% expressed that media has a significant role in creating awareness followed by 17.5% opined that there was no role of media in crime prevention. Among 31.2% male respondents, 16.2% of them expressed that the importance role played by media is creating awareness where as 7.5% of them believes there is no significant role of media in crime prevention. The data reveals that 48.8% of the respondents stated that there has been significant role of media in crime prevention.

TABLE No.6: Education qualification in relation to positive influence of media in crime reduction

The use of media in the law enforcement agencies have helped them to share information necessary to ensure the safety of the people. The stringent actions that are taken for criminal activities can create awareness in the society. Other than law enforcement agencies, other governmental and many non-governmental organizations broadcast awareness programme through media. The data

analyzed from the above table shows that, among 57.5% respondents from under-graduate programme, 40.0% thinks that media is effective in creating awareness while 31.3% of respondents from post graduate and pre-university expresses media has a considerable role in creating awareness. Among 82% of the respondents from under-graduate and post-graduate programme, 6.2% expressed that documentary videos are helpful for crime prevention. Majority of the respondent have an opinion that media is effective in creating awareness.

TABLE No.7: Age in relation to effectiveness of form of media in crime prevention

The multifaceted approach of media can be used to implement effective role in crime prevention. The advancements in technology and the increase use of media has lead to creating various media platforms that can be used depending on the preferences. Therefore, the form of media that can be effective in crime prevention is depicted through correlating age to form of media.

			Form of media play effective role in crime prevention							Total	
			Social Media	Print Media	Mass Media	Visual Media	Doesn't know	Media network	None		Electronic Media
Age	17-18	Count	5	1	0	0	1	0	0	0	7
		% of Total	6.2%	1.2%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	8.8%
	19-20	Count	12	0	7	1	1	4	1	1	27
		% of Total	15.0%	0.0%	8.8%	1.2%	1.2%	5.0%	1.2%	1.2%	33.8%
	21-22	Count	12	1	14	2	0	2	2	1	34
		% of Total	15.0%	1.2%	17.5%	2.5%	0.0%	2.5%	2.5%	1.2%	42.5%
	23-24	Count	4	1	3	1	0	3	0	0	12
		% of Total	5.0%	1.2%	3.8%	1.2%	0.0%	3.8%	0.0%	0.0%	15.0%
Total		Count	33	3	24	4	2	9	3	2	80
		% of Total	41.2%	3.8%	30.0%	5.0%	2.5%	11.2%	3.8%	2.5%	100.0%

The data analyzed from the above table conveys that among 76.3% of the respondents between 19-22 years, 30% of them expressed social media is the most effective form of media in crime prevention whereas 26.3% of the respondents of the same age range agrees on mass media to be the most effective

form of media. The data reveals that majority of the respondents gathers information from social media.

TABLE No.8: Gender in relation to impact of crime related programme by media

The use of media can lead to exposure to various genre of programme and the impact can be either negative or positive. The portrayal of crime related programme need to go through strict screening to ensure that the message delivered through such programme creates awareness. To understand the impact of crime related programme, cross relation is sought between gender and impact of such programme. The data analyzed from the above table reveals that among 68.8% of the female respondents,31.2% agrees that the crime related programme uploaded in media are effective in encouraging youth to take part in creating awareness while 16.2% of the female respondents believe it impacts negatively and lead to criminality. Among 31.2% male respondents,12.4% of them believes media has a negative impact and tends to lead to criminality among youth whereas 6.2% expressed it helps to create awareness among youth. Irrespective of gender,37.4% of the respondents considers media has a significant role in creating awareness.

TABLE No.9: Education qualification in relation to crime prevention programme discovered in media

		Opinion of youth on measures to prevent crime through media			Total	
		Yes	No	Doesn't know		
Age	17-18	Count	6	0	1	7
		% of Total	7.5%	0.0%	1.2%	8.8%
	19-20	Count	23	3	1	27
		% of Total	28.8%	3.8%	1.2%	33.8%
	21-22	Count	27	7	0	34
		% of Total	33.8%	8.8%	0.0%	42.5%
	23-24	Count	8	2	2	12
		% of Total	10.0%	2.5%	2.5%	15.0%
Total		Count	64	12	4	80
		% of Total	80.0%	15.0%	5.0%	100.0%

The data analyzed from the above table shows that among the 76.3% respondents who are in the age range of 19-22 years,62.6% of them agrees that there is a significant role of media in crime prevention whereas 12.6% of the respondents expressed that media does not have a crucial role in crime prevention. The data depicts that majority of the respondents agrees on the effectiveness of media in crime prevention.

### FINDINGS

Findings indicate the research outcome after the analysis and interpretation of the data collected from the respondents. It helps the researcher to reach a conclusion. It is the simplified written format of the

Several crime related programme and interviews of officials from law enforcement agencies and NGOs are available in various media platforms that are primarily broadcasted as videos or podcast. The use of such available sources among youth are sought. The data analyzed from the above table shows that irrespective of the educational qualification, 66.2% of the them have not come across any crime prevention programme in media whereas 28.8% of the respondents have acknowledged the presence of crime prevention programme in media. This indicates that in spite of daily usage of media, youth are unaware of the sources available in media to create awareness against crime.

TABLE No. 10: Age in relation to measures to prevent crime through media

The perception of a person from the content they get exposed to in the media can alter the opinion due to which the information acquired from media is very crucial. The increase in new methods used to commit crime also leads to change in the measures undertaken. The opinion of youth is very significant as majority of them are aware of occurrence of crime.

information depicted from the data represented in the form of tables, bar graphs, pie chart etc.

The findings from the data are as follows:

- Among 76.30% of the respondents belonging to the age group of 19- 22 years use entertainment media (41.2%) as the most usable form followed by mass media (13.8%) and communication media (12.6%).
- Irrespective of age, 58.8% of the youth use entertainment media as their most used form of media.
- Of the 68.8% female respondents, 23.8% have expressed that they use media for about 4-6 hours per day

- Majority of the youth are more susceptible to media usage with an average of 5.7 hours per day.
- 86.30% of respondents from nuclear family use the media during evening (42.50%) and night (43.80%) whereas the respondents belonging to the Joint family opined that during morning and afternoon they don't use the media which shows despite the family structure, the youth spend their maximum hours of the day with media is the evening and night.
- Among 75% of the respondents from under-graduate and post-graduate programme, 38.8% of them expressed that influence of media is dependent on the individual.
- 48.8% of the respondents believe that media has a significant role in crime prevention. Within 57.5% respondents from under-graduate programme, 40.0% of them think that media is effective in creating awareness while 31.3% of respondents from post graduate and pre-university expresses media has a considerable role in creating awareness.
- 76.3% of the respondents between 19-22 years, 30% of them expressed social media is the most effective form of media in crime prevention
- 37.4% of the respondents stated that media has been considered to have a significant role in creating awareness about crime.
- 66.2% of the respondents have not come across any crime prevention programme in media whereas 28.8% of the respondents have acknowledged the presence of crime prevention programme in media.
- Among 76.3% respondents who are in the age range of 19-22 years, 62.6% of them agreed that there is a significant role of media in crime prevention.

#### SUGGESTIONS

Suggestions are the information provided after the researcher have assessed the data collected from the selected universe. It includes the opinions and recommendations that can be implemented to enhance the effectiveness. The accessibility and availability of content makes media, a powerful tool which need to use more resources in implementing

awareness programme which can be easily understood. The convenience in understanding will allow the information to reach a larger section of people. Along with broadcasting the crime and details on modus operandi, the legality need to be discussed. To instill a sense of responsibility among youth, programme initiative encouraging debates pertaining to current issues can be organized. Since the use of media are higher among youth, parental monitoring can help to analyze the content and the duration of time spent in media. The exaggeration into criminal's background history sometimes instigates few to follow such path that can lead to crime. Hence, strict screening and stringent measures has to be taken to minimize the risk of criminality.

#### CONCLUSION

The multifaceted approach of media makes it an inevitable factor from today's digital era. The vast availability of content that can be resourceful for the academics and research aspect makes media the most used and acceptable platform for various needs. Despite the introduction of media into the academic curriculum, it also provides enormous contents for entertainment through media like OTT platforms, YouTube etc, current issues through various news portals and social media like Instagram, Facebook, Twitter etc. Since, the youth population more than 50% in India, their perception on media's involvement in crime prevention is necessary. The absence of parental monitoring on usage of media among the youth and the availability of content were there are exaggerations and heroic implication on the culprit may tend to create a dangerous fantasy about the impact of crimes in society. Through the research, the researcher found that though there is a great number of respondents who agrees the effectiveness of media in crime reduction and crime prevention, there is also similar number of respondents who have observed that the media role in crime prevention is currently ineffective. The programme put forth by governmental and non-governmental organization has to be given more importance and highlighted through various platforms so as to mitigate crime. The factual information and awareness programme can be effective in crime reduction as well as encouraging youth to be part of such programme and organizations to prevent crime.

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