Public Perceptions of the Police: The Role of Social Media

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Overview
• Social media has taken off in the last 15 years and alters the way we communicate (Spizman & Miller, 2013).
• American policing has come under fire in past few years due to shootings of unarmed black men (Weitzer, 2015).
• We build off of Intravia et al. (2018) by examining the effects of social and traditional media consumption on attitudes toward police.

Method

Data
• Survey of 18 undergrad classes
• N = 320

Analysis
• Bivariate (t-tests)
• Multivariate (OLS, Logistic)

Variables

Outcomes
Procedural Justice 5-item scale (α=.90)
Distributive Justice 3-item scale (α=.81)
Support for police 1=yes; 0=no

Predictors
Social Media 1=yes; 0=no
Facebook Days per week
Twitter Days per week
Watch MSM Days per week
Watch Local News Days per week
Read MSM Days per week
Read Local News Days per week
Positive Stories # viewed in past month
Negative Stories # viewed in past month
Crime & Disorder 4-item scale (α=.81)
Personal Contact Last six months (1=yes;0=no)
Vicarious Contact Last six months (1=yes;0=no)

Results

Conclusions
• The way police are portrayed on individuals’ social media networks has the potential to shape their beliefs about PJ and DJ, net of personal experiences.

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