

The Awakening:

The Influence of Social Media on the Perceptions of People of Color of Police Misconduct

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LITERATURE REVIEW

- Differences in police perceptions
 - Minorities tend to base perceptions of the police on video content displayed in the media (Famer, Sun & Starks, 2015).
 - Minorities are more likely to view the police as lacking transparency and frustrated with low salaries causing displacement of frustration in minority communities (Ullah, Hussain, Alam & Akhunsada, 2016)
 - Whites who follow their police departments' social media pages typically have positive views of the police (Williams & Fedorowicz, 2019)
 - Minorities who follow their police departments' social media pages were not as satisfied with their police department (Williams & Fedorowicz, 2019)
 - The media typically views respondents of social media as lacking validity (Everbach et al., 2017)
- Racial differences in the use of social media with regard to the police
 - Blacks use social media to spread awareness of bias (Carney, 2016)
 - Whites use social media to refute claims of police bias asserted by minorities (Carney, 2016)
- Victims of police misconduct are:
 - Typically not satisfied with the media depiction of ethnic groups and law enforcement (Everbach, Clark & Nisbett, 2017)
 - Typically have negative perceptions of the police (Franklin, 2019)
 - Therefore, it not social media that causes minorities to have a negative view off the police, but rather experience with the police that causes this perception (Franklin, Perks, Kirby & Richmond, 2019)

PROCEDURES

- All data is being collected from students enrolled in undergraduate courses at a Historically Black University in Spring 2020.
- The current study is based on the first 57 cases.
- The current study is on-going.

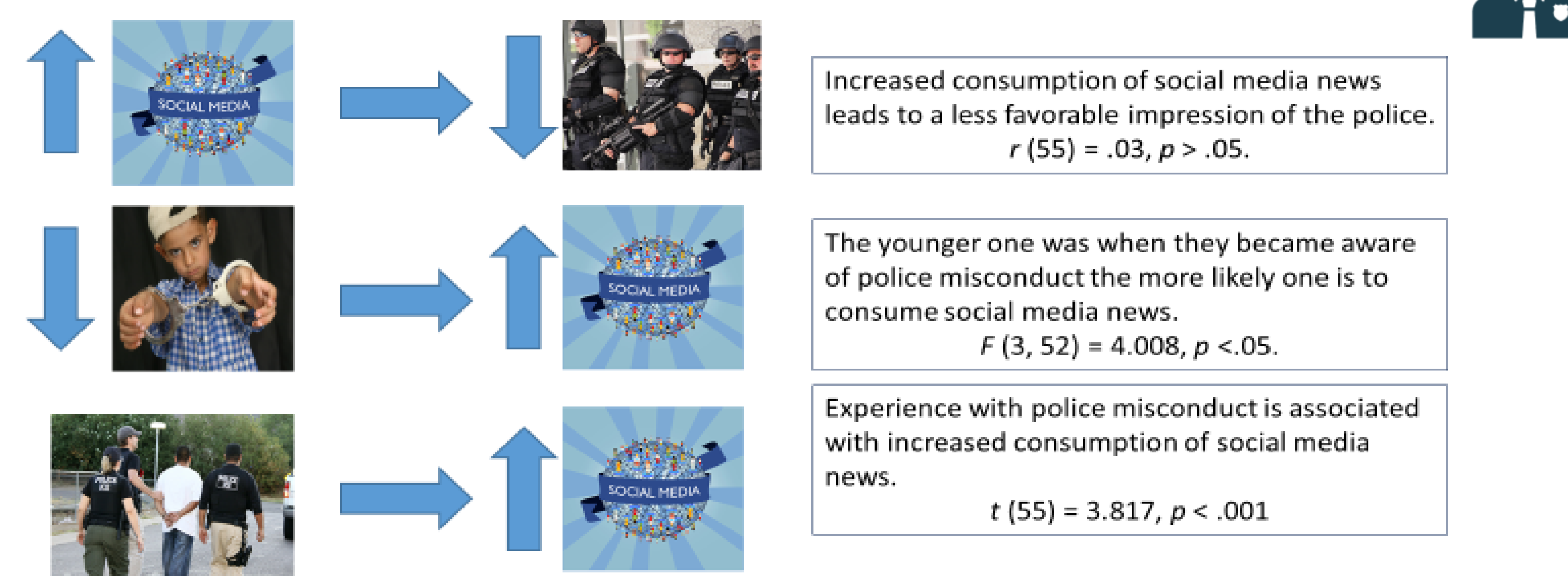
MEASURES

- Attitudes towards the police
 - Semantic differential rating ranging from 1 to 10 (M = 5.54; SD = 2.32)
 - Higher scores indicate more positive views of the police
- Use of social media to follow news:
 - Semantic differential rating ranging from 1 to 10 (M = 1.18; SD = 0.38)
 - Higher scores indicate greater use of social media to follow news stories
- Age aware of police misconduct:
 - Response set includes (ages 5-10; ages 11-15; ages 16-21; ages 22-30)
- Experience with police misconduct:
 - Dichotomous response set (y/n)

SAMPLE DESCRIPTION & RESULTS

Variable	N (%)	Variable	N (%)
Gender		Race	
Male	26 (45.6%)	African American	50 (87.7%)
Female	31 (54.4%)	Hispanic/Latino	3 (5.3%)
Experience With Police Misconduct		Asian	1 (1.8%)
Yes	15 (26.3%)	Other	3 (5.3%)
No	42 (73.7%)	Political Affiliation	
Involved in Police Brutality		Democrat	41 (71.9%)
Yes	2 (3.5%)	Republican	1 (1.8%)
No	55 (96.5%)	Independent	3 (5.3%)
Familiar with Black Lives Matter Movement		No Affiliation	11 (19.3%)
Yes	56 (98.2%)	Educational Background	
No	1 (1.8%)	High School Diploma	4 (7.0%)
Age First Aware of Police Brutality		Some College	36 (63.1%)
Ages 5-10	16 (28.1%)	College Graduate	10 (17.5%)
Ages 11-15	19 (33.3%)	Professional Degree	6 (10.5%)
Ages 16-21	21 (36.8%)	Employment Status	
Ages 22-30	1 (1.8%)	No Job	3 (5.3%)
Income		Part-Time	28 (49.1%)
\$0-\$20K	7 (12.3%)	Full-Time	26 (45.6%)
\$21-\$40K	10 (17.5%)		
\$41-\$60K	13 (22.8%)		
\$61K +	24 (42.1%)		
No Response	3 (5.3%)		

Findings



DISCUSSION

- Minorities' perceptions of police are based on negative interactions with police and not social media.

Implications

- Results can help create a better dialogue about policing and neighborhood relations