

Evaluating The Impact Of Mass and Social Media Programming to Alter Public Perceptions



UNITED STATES
INSTITUTE OF PEACE

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Pakistani police are bearing the brunt of Pakistan's war against terrorism yet public mistrust of this institution remains high and approval ratings remain low across the country.

Poor public perceptions hurt morale and effectiveness, and reflect a broken social contract.

Numerous efforts aim to build the internal capacity of the police to enhance their effectiveness as an institution. However, less has been done to help citizens understand the challenging circumstances in which the average police officer operates and how citizen and government support, in the form of policy reforms, are crucial for effective law enforcement.

Perito, Robert and Tariq Parvez. "Empowering the Pakistan Police." United States Institute of Peace. May 2013.

PROGRAM NEED

Police Awam Saath Saath



Objective:

Improved public perception,
confidence & trust in Pakistani police



Program Phase 1:

Media Campaign
(2015 – 2017)



Program Phase 1I: Capacity building and community
outreach (2017 – 2019)



PSAs

Music Videos



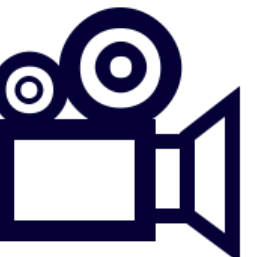
Telefilms on
Police Heroes

Campus
Roadshows



Women Police
Drama

Documentaries
on Best Practices



Short Films

Social Media

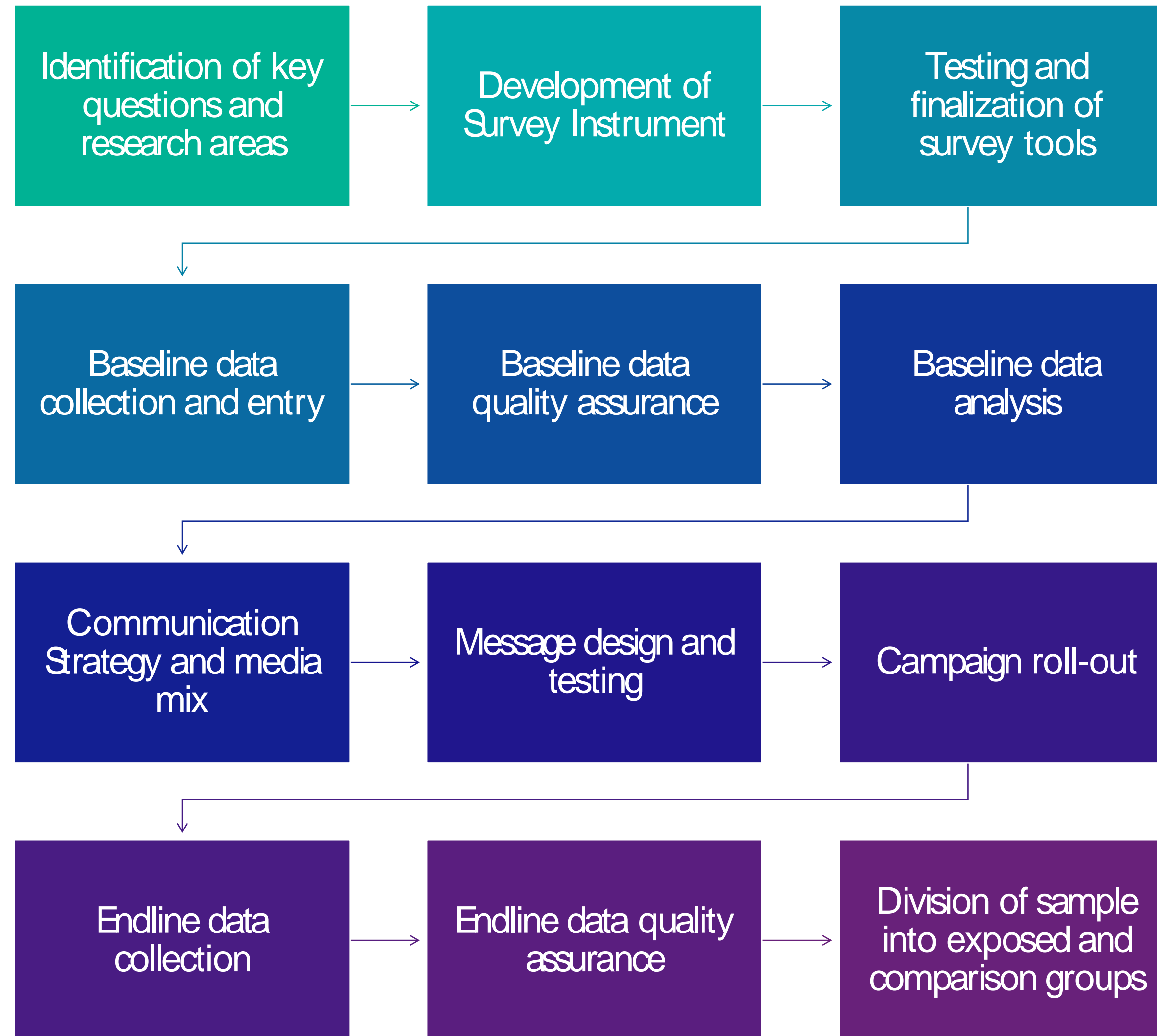


IMPACT EVALUATION

Learnings from the Police Awam Saath Saath Program

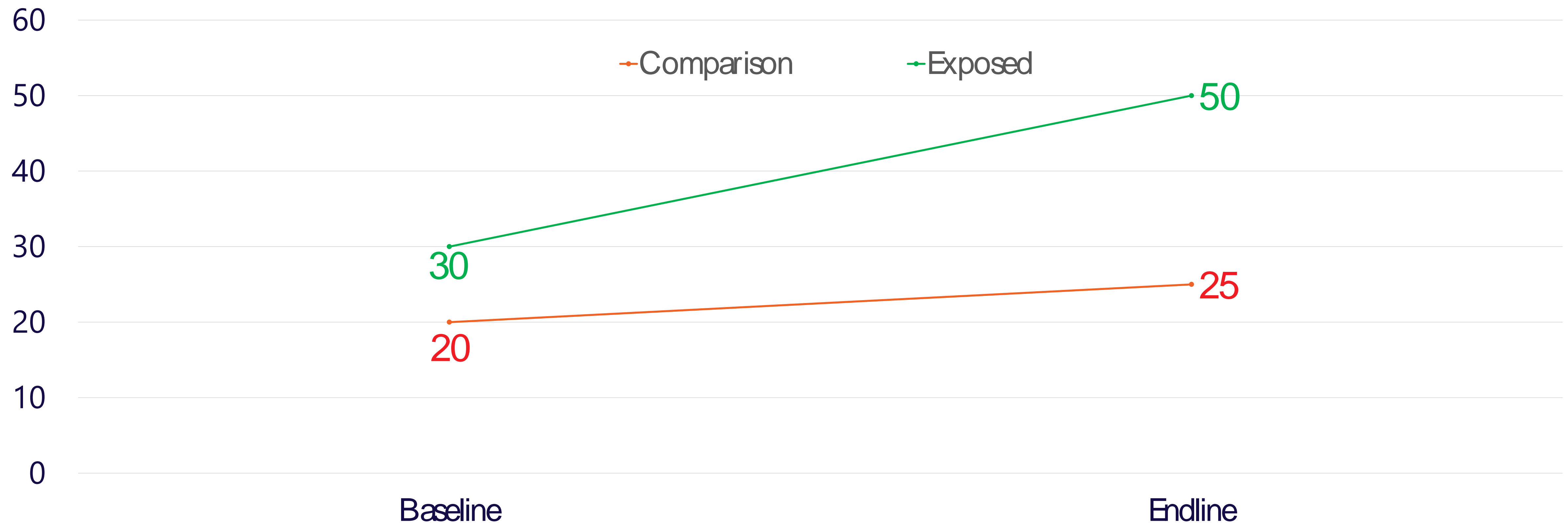


Evaluation Process



Evaluation Design and Approach

Standard Quasi-experimental Difference-in-differences (DID) Approach



Total Treatment Effect: 15% increase in awareness about the challenges faced by the police: $(50-30) - (25-20)$



Creation of Exposed and Comparison Group at Endline

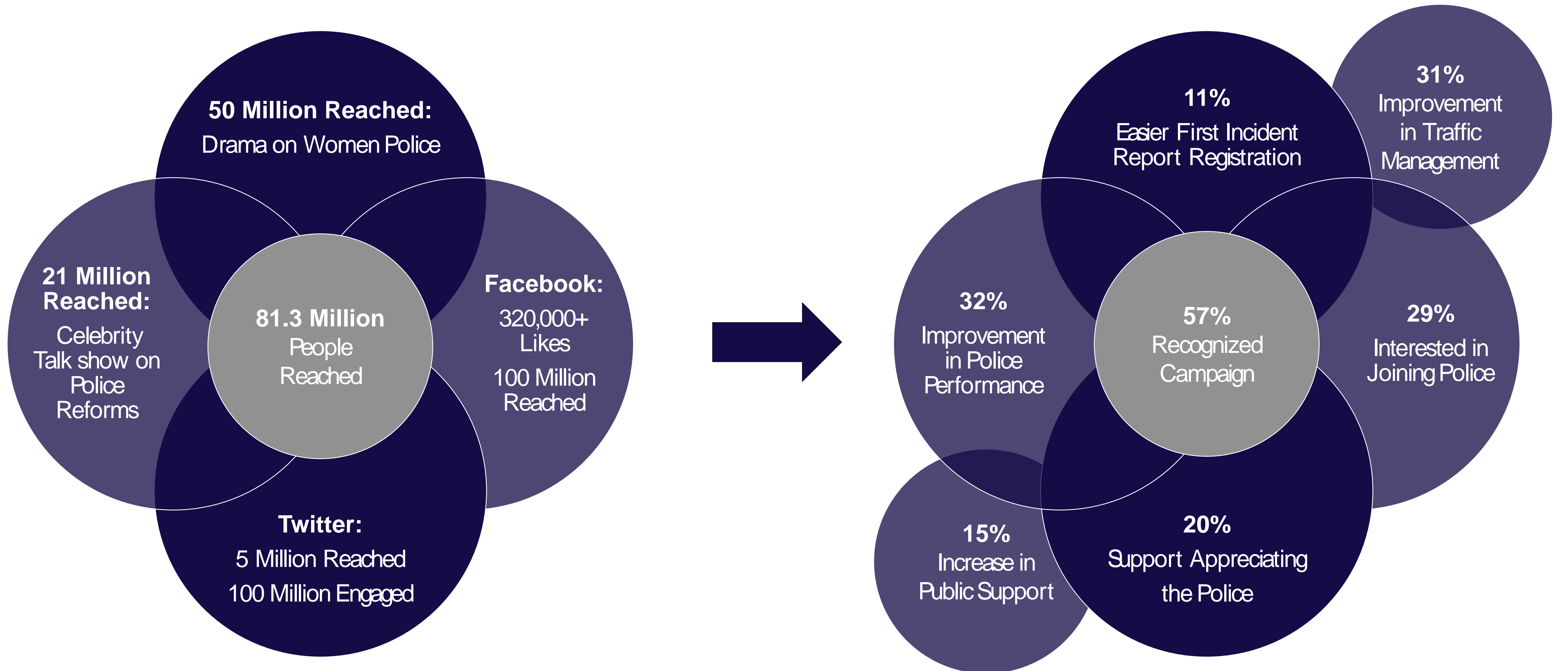
- 9,005 respondents at baseline, 6,869 at endline. High panel mortality (24%)
- Out of the 6,829: the exposed group consisted of 2,094 (34%) who spontaneously (that is, without a prompt) identified one or more of the campaign's 11 uniquely identifiable messages (UIMs).
- The remaining 4,775 (who did not identify any UIM spontaneously) served as the comparison group.



Major Results

Learnings from the Police Awam Saath Saath Program





Reach

Impact

Our reach led to perception change that can be attributed to the campaign



Lessons Learnt

Unique and easily identifiable messages

Less is more

High Messaging Frequency and Saturation for recall

Build local police capacity for sustainability

Engage journalists for building pressure for reform

Direct positive engagement augments media outreach





Thank You!



