



Exploration of Public Perception regarding Crime Raid Shows of Pakistani TV News Channels: An Ethical Perspective



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Abstract: *Effects of television are very gigantic and enormous in terms of influencing the mind-set of audience through multiple tactics i.e., presentation styles, formats, language or even contents itself. However, crime and violence constitute major portion of media content and on the other hand, have significant impacts while producing changes in the behaviours of the audience as a result of constant exposure. Key objective of this study was to inquire that what audience actually thinks about crime raid shows broadcasted on Pakistani TV channels and the content presented in these programs by relating it with ethical standards. Residents of Multan city were taken as population of the study on which results had been generalized; moreover, sample of 480 was drawn from the population to collect data. Findings however happened to explain that media surely exaggerated the ratio of crime events occurred in reality which afterwards caused of fear, aggression and violent behaviors among the audience as a consequence. Moreover, viewers were also of the view that there must be substantial restrictions for media practitioners at times of presenting crime or violence as media should recognize its responsibility towards citizens and society.*

Key Words: Fear, Crime, Media Responsibility, Desensitization, Violence, Aggression, and Media accountability.

Introduction

Mass media has undoubtedly evolved as powerful tool to influence the minds and attitudes of the public (Weiss, 1966). That's why social activists consider mass media as mediated platform for public to reflect the culture as a whole (McQuail, 1977). However, Jamieson and Campbell (2000) state that although media has strong influential impact over opinions and beliefs of the audience yet this impact heavily depends upon the transmitted content. In the same way, mass media is either considered as kind of mirror image for the reflection of socio-cultural values of the society. Coleman (1993) suggests that demographics of the audience also play an important role in contexts of impact factor. But many people strongly agree with the idea that whatever is portrayed

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on media is highly based on facts and figures that's why its acceptability as truth is very high (Rubin, 1986).

Though all forms of media are powerful in creating strong influence over the audience however television since its advent has stepped in as dominant medium among all other types (Gauntlett, 2005). Within context of almost all societies in the world, TV has become family member of majority of the population. Moreover, type of content of these programs broadcasted on TV is getting diverse day-by-day perhaps because of the introduction of several new channels targeting each and every social categorization of the society. TV as an audio-visual medium enjoys real supremacy among the rest of the forms of media. However, in accordance with cultivation hypothesis developed by Gerbner (1970s and 1980s), constant dose of exposure to content on TV causes powerful and long-term effects.

McLuhan (1994) states that society follows what exactly is portrayed on TV. Moreover, the effects TV causes could be categorized in three different areas i.e., public's behaviors, moral values of the society and socio-cultural standards. Barker and Petley (2002) argue that through diversity, originality and demonstration, however, these details are comprehensively discussed in newspapers but the impact is more created through TV.

Likewise, the stories themed on criminal activities constitute 4th largest content group after business, sports or general interest-based stories respectively (Tammy, 2009). It is widely held idea that mass media endorses stories which are unique, full of sensation and highly extreme. And the reason is that these are noticeable and influence the great extent of people. Weigman et al. (1992) explains that the effects which come after exposure to crime through TV viewing are comprised of aggression, fear and desensitization.

Mass media in Pakistan has become fourth and most important pillar of society as compared to government or other social institutions. But with the passage of time, it is getting transformed into an organized industry as diversity is increasing and media is highlighting the issues which at earlier times were forbidden to discuss openly. On the other hand, television channels are becoming highly commercialized as increased competition among channels for ratings and maximum share of the audience in market is also there which is indirectly affecting the quality of content presented, for example, crime scene photographs, pictures of injuries, blood or blasts etc. are openly shown on TV which desperately impacts the minds of the audience (Agha, 2013).

Media has started portraying criminal activities and events occurred in society initially as re-enactment programs but afterwards reality programs hold the actual boom. Reality shows based on crime stories are titled as crime raid shows. However, the crime raid shows in Pakistani society are getting acceptable in the name of liability as well as accountability instead of dramatization as re-enactment programs.

There is long list of crime raid shows broadcasted on different Pakistani TV channels but the selected ones for this research study are Sar e Aam, Khufia Operation, Raid, Target and Khufia etc. The patent rationale for selecting these shows is that these are on-aired on leading Pakistani TV channels as per audience choice. Audience' choice is measured through ratings of the shows

and surveys conducted by different sources to estimate the popularity of different channels. However, brief information about the selected programs is given below:

Sar-e-Aam is the most popular crime raid show among all shows Pakistani television news channels have ever broadcasted. It is being broadcasted on 'ARY' News channel since December, 2011 where it is appreciably hosted by 'Iqrar-ul-Hassan'. *Khufia Operation* is transmitted on SAMAA TV channel since September, 2012 and the host for the show is 'Sajjad Saleem'. *Raid* is transmitted on Dawn news channel and started its transmission in 2011, however, it is hosted by 'Ali Hashmi'. *Target* is transmitted through AAJ TV since 2012 whereas the host of the show is 'Shiraz Nasir'. *Khufia* is being televised from the show *Abb Takk* under the hosting of 'Sana Faisal' started since 2013.

Criminal activities include several types of unethical actions like corruption, forgery, fabrication, violence, harassment, smuggling, trafficking, child abuse, money laundering, fake institutions, abduction, kidnapping, extortions, and rape etc. which are mainly identified and exposed within these crime raid shows.

According to PEMRA code of ethics (Code of Conduct for Broadcasters, 2002, p. 24-30), some of the actions are prohibited but media is continuously involved in these practices:

- i. It is unethical to show pornographic or obscene content against socio-cultural standards of the society.
- ii. Unlawfully defaming someone by disseminating false information.
- iii. Portraying pictures that can encourage discomfort, conflict and clash in society.
- iv. It is prohibited to portray any anti-state or anti-society content.
- v. Defaming any person or group on the basis of race, gender, or any other specific characteristics.
- vi. Promoting content against the socio-cultural norms and values of the society.
- vii. Portraying content that encourages criminal activities in society or present criminals as heroes.

In addition to it, Universal Declaration of Human Rights (UDHR, 1948) states it is essential for media practitioners to respect the privacy of people and it should not be violated. No one is allowed to intrude into private lives of people without their consent (Associated Press, 1846; Journalists' Code of Ethics, 2004; & Society of Professional Journalists, 1909). Furthermore, not only national but international code of ethics for journalists endorse that anonymity of the victims and sources should be maintained; avoid content including photographs, pictures, language etc. which promote vulgarity, obscenity and profanity; and a news report must comprise all important facts and information (AP, 1846; Code of Ethics, 2004; SPJ, 1909; & UDHR, 1948). Furthermore, no media organization, journalist or any other media professional is allowed to defame any person nor they are allowed to pass any judgments before that person is proved as culprit (All Pakistan Newspaper Society, 1950; Council of Pakistan Newspaper Editors, 1957; Press Council of Pakistan Ordinance, 2002; & European Code of Ethics, 2008).

While presenting the crime-based content on TV, media claims to be objective and unbiased and in the name of presenting true and facts-based picture of the events portrays unethical material. But when it is critically evaluated, consequences of the content itself and its presentation style over the audience. This can be taken as problem statement as well as purpose of the study to address this issue and to analyze the content presented in these shows within the context of ethical standards developed by the institutions.

Objectives

Objectives of the study are developed as following:

- To find out whether demographic characteristics of the respondents affect their consumption of crime content on media.
- To assess whether increased presentation of crime is creating societal acceptance for crime.
- To know whether media sensationalizes crime to get higher ratings.

Literature Review

In order to find out the position of current study in already existing pieces of knowledge related to topic, literature review has been given below keeping in mind all the requisites of the study:

Effects of media are gigantic and enormous, irrespective of the point that whether we agree or not, beliefs and opinions of audience are highly influenced by the information disseminated to us through media (Hayes & Levett, 2013). Media has become the main source of information for majority of the population, and unintentionally their views and beliefs reflect information they get from mass media (Groenhart, 2012). Wondemaghen (2013) endorses this point while explaining that mass media presents distorted picture of reality regarding sex, violence, aggression and other crime-related activities. Since decades, media has dedicating large proportion of time and space to crime content (Machin & Mayer, 2013) which has caused hazardous effects to society like making people desensitize to such activities, and creating social acceptance for crime etc. (Ward, 2011).

Furthermore, as crime is one of the major segments of media, analyzing the effects of crime-based TV shows including reality shows, re-enactment shows and raid shows etc. so has become major area of interest for researchers in the field of media studies (Brown, Lauricella, Douai & Zaidi, 2012). Research scholars from all over the world have been exploring such shows and content within variety of contexts like relationship between crime shows and feelings of fear among viewers, association between exposure to crime content and desensitization, and effects of violent content on behaviors of audience etc. (Wondemaghen, 2013). For instance, Kort-Butler and Hartshorn (2011) have analyzed the relationship between mediated representation of crime and the feelings of anxiety among viewers, on the other hand, consumption patterns of viewers about crime shows have been explored by Brown, Lauricella, Douai and Zaidi (2012) utilizing Uses & Gratification approach. Where Chan and Chan (2012) have tried to find out the trends of

dramatizing law enforcement agencies in general and police in particular by the media, Sullivan and Chermak (2012) have indicated the fabrication of crime by media.

According to Kort-Butler and Hartshorn (2011), exposure to crime events causes anxiety and disturbance among the viewers, whereas, types of programs selected serves as contributing factor in attitude development of audience. Direct experience, on the other hand, makes the relationship between exposure to crime content and feelings of fear, anxiety and disturbance among the viewers (Custers & Van den Bulck, 2011). Therefore, the personal experience of the criminal activity develops more powerful impact as resonance of the cultivation theory and negatively affects public thinking (Ward, 2011). Subsequently, it is not surprising that after watching exaggerated crime events on media, audience overestimate the small ratio of crime events happenings in society and over-estimate some of crime issues and their nature, as a consequence (Hayes & Levett, 2013). Media evidently presents disproportionate exposure to different events with additional ingredients of sensationalism and dramatization through its specific formats (Machin & Mayer, 2013). Sullivan and Chermak (2012) state that audience falsely perceive issues related to sex and violence because media predominantly presents these issues with vividness.

Wondemaghen (2013) here argues that though media fabricates information about crime, this fabrication process highly depends upon various factors like commercial interests and other benefits. Therefore, the sources of information for media organizations also play important role, for instance, information about corruption and fraud cases are mainly received through industries and major institutions while different offices and government provide information about business related crimes etc. which perform gatekeeping (Hayes & Levett, 2013). Moreover, Chan and Chan (2012) argue that media not only sensationalizes the events and issues of criminal activities but also portrays police and other law enforcement agencies negatively. Groenhart (2012) extends this point as depiction of crime-related content through mass media lacks journalism of standard quality, furthermore, endorses the importance of media accountability and liability towards society. However, media accountability is the key factor for the quality assessment process of mediated representations of crime. Therefore, in this regard, an innovative strategy named as 'flourishing media ethics across borders' advocates the strong need of brief and compact ethical standards for media to set a standard for the accountable media ethics all around the world (Ward, 2011).

Apart from the media side, demographic characteristics and geographics of the viewers also play very important role in determining the effects of crime content on their attitudes and behaviors (Brown, Lauricella, Douai & Zaidi, 2012). For example, even if the cultivation hypothesis of Gerbner is analyzed, it is clear that effects of crime content varies from person to person on the basis of their personal characteristics and also with their consumption patterns (Custers & Van den Bulck, 2011).

Using different approaches, theoretical bases, significant variables, different population and samples, and varying hypotheses etc. there is diversity in the findings of researches conducted by research scholars all over the world. This specific study towards its completion could endorse

some of these findings, could oppose other ones while could also add new results in this dimension of research.

Theoretical Framework

When it comes to theoretical framework of the study, two theories provide foundational basis for this study. Wimmer & Dominick (1983; 2013) states that supporters of cultivation hypothesis have always worked in a single dimension to test the association between TV and violence. If we analyze the definition of violence, provided by George Gerbner, founder of cultivation theory, it explains that winners within the game of survival are portrayed dramatically. However, theorists of this approach discuss that young audience are more likely to imitate aggression and violence if constantly exposed to such content (Lowery & DeFleur, 1995).

Moreover, social responsibility theory explains that maintaining harmony and order in society should be the main objective of mass media. Hodges (as cited in Middleton, 2009) states that society decides what responsibilities media should fulfill and what practices media should perform. Siebert, Schramm and Peterson (1956) for the first time developed a theory providing guidelines for the responsible role of mass media in the society. However, it suggests that media should work to certify the social order and guarantee sovereignty and peace in the society.

Research Hypotheses & Questions

Research hypotheses and research questions for this study are:

H1(a): It is more likely that Gender of the viewers affect their consumption of crime raid shows.

H1(b): It is more likely that Age of the viewers influences the exposure to crime raid shows.

H1(c): Viewers' level of education would impact their viewing of crime raid shows.

H2: It is more likely that media exploits criminal events to gain higher ratings.

H3: It is more likely that media fulfills its social responsibility while televising social issues.

- i. Do demographic characteristics affect viewers' consumption of crime raid shows?
- ii. Do viewers believe in the content shown by crime raid shows?
- iii. Does increased presentation of criminal content create societal acceptance for crime?

Methodology

Keeping in mind all the objectives, research questions and hypotheses for this specific study, research design includes methodology for the data collection, population, sample size, sampling frame, sampling technique and data analysis tools. Survey research method is used to collect the required information from the respondents to fulfill the objectives of the study. Residents of Multan city are selected as the population for this study on which results will be generalized later. It is made possible that sample selected from the population must contain all characteristics as of population i.e., must be representative sample. Therefore, the viewers who watch crime raid shows on television have specifically been selected as population of the study by using purposive

sampling technique because only those can respond to the underlying research questions precisely.

The characteristics that must be included in sample are titled as sampling frame which for this study is comprised of exhaustive categories of gender, age groups, level of education and division of Multan city into 6 different areas (i.e., Bosan road, Mumtazabad, Cantonment area, Bosan town, Androon Multan, and Shahrukn-e-Alam), out of which, 480 respondents are selected for the sample to collect data (80 respondents from each area which is further divided on the basis of demographics). However, through using SPSS (version 21) software, chi-square test will be applied to measure the relationship between demographic characteristics and other variables, along with logistic regression test to find out the dependency of several variables.

Variables of the study are defined as:

Viewers' Beliefs

It carries the beliefs of the audience regarding the stuff shown through these programs i.e. Whether content presented in these programs bases on reality or not.

Social Acceptance

It shows viewers' less concerns over whatever takes place around them or shown by media regarding crime.

Exploitation of Crime Events

It delineates various tactics media use to present a crime story in a way that it could grab maximum viewership.

Total 480 respondents were selected as representative sample from the population for this specific research. Questionnaires were distributed among the sample to get prerequisite information regarding their perception and attitude towards crime raid shows broadcasted on Pakistani TV channels. Respondents from Multan city were further classified into different categories on the basis of gender, age and education. On the basis of gender, sample was further divided in two equal categories i.e., 240 males and 240 females.

Moreover, 4 distinguished categories were also developed for the sample on the basis of age group i.e., 120 from teenage (20-under), 120 from young (21-35), 120 from middle-age group (36-50) and 120 from retired category (51-above). Subsequently, in terms of level of education 4 categories were established and each category constituted 120 members i.e. uneducated, less educated (matric-under), middle educated (upto intermediate and graduation) and highly educated (upto masters, M.phil and Ph.D.).

Table 1. Gender * Frequency Cross-Tabulation

Gender	Ratio of Watching ¹				Shows per Week ²					Repeat Telecast ³				
	Ra.	Oc.	Fr.	Re.	On.	Tw.	Th.	Fo.	Mo.	Ra.	Oc.	Ne.	Fr.	Re.

	7	1.5%	7	1.5%
	12	2.5%	17	3.5%
	91	19.0%	90	18.8%
	45	9.4%	50	10.4%
	85	17.7%	76	15.8%
	32	6.7%	5	1.0%
	28	5.8%	12	2.5%
	22	4.6%	35	7.3%
	71	14.8%	68	14.2%
	87	18.1%	120	25.0%
	11	2.3%	13	2.7%
	22	4.6%	26	5.4%
	38	7.9%	35	7.3%
Male	169	35.2%	166	34.6%
Female				

Note: Ra. = Rarely; Oc. = Occasionally; Fr. = Frequently; Re. = Regularly; On. = One; Tw. = Two; Th. = Three; Fo. = Four; Mo. = More than four; Ne. = Never.

Chi-Square Value¹ = 0.650

P-Value¹ = 0.885

Chi-Square Value² = 34.393

P-Value² = 0.000

Chi-Square Value³ = 1.634

P-Value³ = 0.803

As mentioned in the title, this table is the cross-tabulation between ‘gender’ and ‘ratio of watching crime raid shows’, ‘no. of shows watched per week’ and ‘no. of repeat telecasts watched’ where, p-value for the link between the former one is 0.885 > 0.05 which indicates that the relationship is insignificant. Moreover, p-value for the relationship between ‘gender’ and ‘number of crime raid shows watched per week’ is estimated as 0.000 < 0.05 which indicates that the relationship is significant. Subsequently, the p-value for the later one is 0.803 > 0.05 which means results are insignificant.

Table 2. Age * Frequency Cross-Tabulation

Age	Ratio of Watching ¹				Shows per Week ²				Repeat Telecast ³					
	Ra.	Oc.	Fr.	Re.	On.	Tw.	Th.	Fo.	Mo.	Ra.	Oc.	Ne.	Fr.	Re.
Teenage	86	20	7	7	64	20	10	15	11	37	24	49	5	5
	17.9%	4.2%	1.5%	1.5%	13.3%	4.2%	2.1%	3.1%	2.3%	7.7%	5.0%	10.2%	1.0%	1.0%
Young	88	19	13	0	66	32	15	5	2	37	20	57	6	0
	18.3%	4.0%	2.7%	0.0%	13.8%	6.7%	3.1%	1.0%	0.4%	7.7%	4.2%	11.9%	1.3%	0.0%
Middle Age	90	11	11	8	51	35	10	10	14	42	18	47	8	5

	1.0%	4	0.8%
	1.7%	10	2.1%
	9.8%	28	5.8%
	3.8%	33	6.9%
	8.8%	45	9.4%
	2.9%	10	2.1%
	2.1%	10	2.1%
	2.1%	22	4.6%
	7.3%	52	10.8%
	10.6%	26	5.4%
	1.7%	9	1.9%
	2.3%	17	3.5%
	2.3%	23	4.8%
Retired	18.8%	71	14.8%

Note: Ra. = Rarely; Oc. = Occasionally; Fr. = Frequently; Re. = Regularly; On. = One; Tw. = Two; Th. = Three; Fo. = Four; Mo. = More than four; Ne. = Never.

Chi-Square Value¹ = 19.665

P-Value¹ = 0.020

Chi-Square Value² = 54.993

P-Value² = 0.000

Chi-Square Value³ = 23.648

P-Value³ = 0.023

Above table depicts the relationship between ‘age’ and ‘ratio of watching crime raid shows’, ‘no. of crime raid shows watched per week’ and ‘no. of repeat telecasts watched’. Recorded p-value show that results are significant for all relationships as $0.020 < 0.05$, $0.000 < 0.05$ and $0.023 < 0.05$ respectively.

Table 3. Education * Frequency Cross-Tabulation

Edu.	Ratio of Watching ¹				Shows per Week ²					Repeat Telecast ³				
	Ra.	Oc.	Fr.	Re.	On.	Tw.	Th.	Fo.	Mo.	Ra.	Oc.	Ne.	Fr.	Re.
Unedu.	97	16	3	4	30	27	19	23	21	32	32	46	3	7
	20.2%	3.3%	0.6%	0.8%	6.3%	5.6%	4.0%	4.8%	4.4%	6.7%	6.7%	9.6%	0.6%	1.5%
Less.	84	20	11	5	58	39	8	8	7	35	28	47	8	2
	17.5%	4.2%	2.3%	1.0%	12.1%	8.1%	1.7%	1.7%	1.5%	7.3%	5.8%	9.8%	1.7%	0.4%
Middle.	79	14	15	12	60	35	17	3	5	47	14	45	10	4

	0.8%	1	0.2%
	2.1%	8	1.7%
	9.4%	43	9.0%
	2.9%	21	4.4%
	9.8%	47	9.8%
	1.0%	4	0.8%
	0.6%	6	1.3%
	3.5%	13	2.7%
	7.3%	38	7.9%
	12.5%	59	12.3%
	2.5%	3	0.6%
	3.1%	19	4.0%
	2.9%	23	4.8%
	16.5%	75	15.6%
High.			

Note: Edu. = Education; Unedu. = Uneducated; Less. = Less Educated; Middle. = Middle Educated; High. = Highly Educated; Ra. = Rarely; Oc. = Occasionally; Fr. = Frequently; Re. = Regularly; On. = One; Tw. = Two; Th. = Three; Fo. = Four; Mo. = More than four; Ne. = Never.

Chi-Square Value¹ = 25.952

P-Value¹ = 0.002

Chi-Square Value² = 63.951

P-Value² = 0.000

Chi-Square Value³ = 22.470

P-Value³ = 0.033

Cross-tabulation between the variable’s ‘education’ and ‘ratio of watching crime raid shows’, ‘no. of crime raid shows watched per week’ and ‘no. of repeat telecasts watched’ is demonstrated in above table. However, p-value for these associations is $0.002 < 0.05$, $0.000 < 0.05$ and $0.033 < 0.05$ which shows results are significant.

Table 4. Multi-Variate Analysis Regarding Viewers’ Belief

No.	Variables	Coef	SE Coef	Confidence Interval	Z-Test Value	P-Value	Decision	Remarks
1.	Exaggeration of Crime	-0.0296041	0.0835184	95%	-0.35	0.723	Accept Ho	Non-Significant
2.	Direct Experience to Crime	-0.250675	0.0763299	95%	-3.28	0.001	Reject Ho	Significant
3.	Actual ratio matches crime ratio on TV	0.139755	0.0850510	95%	1.64	0.100	Accept Ho	Non-Significant
4.	Mirror Reflection Approach	-0.513718	0.0799947	95%	-6.42	0.000	Reject Ho	Significant

Method	Chi-Square	DF	P
Pearson	463.674	412	0.040
Deviance	462.460	412	0.043

Above table is the exploration of the relationship of audience on crime content being broadcasted on TV which is taken as dependent variable along with media exaggeration, direct experience with crime, actual ratio of crime and media, mirror reflection approach of media. It was intended to find out the cumulative effect of all these independent variables on viewers by applying ordinal logistic regression. P-value for the relationship for the 1st variable is recorded as $0.723 > 0.05$ which makes it totally insignificant, p-value for 2nd variable is estimated as $0.001 < 0.05$ that means relationship is appropriately significant, 3rd variable's p-value is measured as $0.100 > 0.05$ that makes relationship insignificant, lastly for 4th variable relationship is totally significant because recorded p-value is $0.000 < 0.05$.

Table 5. Multi-variate Analysis Regarding Media Responsibility

No.	Variables	Coef	SE Coef	Confidence Interval	Z-Test Value	P-Value	Decision	Remarks
1.	Privacy of people	0.211880	0.106019	95%	2.00	0.046	Reject Ho	Significant
2.	Social Acceptance for Crime	-0.433074	0.107663	95%	-4.02	0.000	Reject Ho	Significant
3.	Commercialism of Crime content	0.532347	0.102241	95%	5.21	0.000	Reject Ho	Significant
4.	Mirror Reflection approach	-0.748325	0.0895642	95%	-8.36	0.000	Reject Ho	Significant
5.	Suppression of facts	0.198030	0.0980974	95%	2.02	0.044	Reject Ho	Significant
6.	Dramatization of Police	0.0939993	0.0980797	95%	0.96	0.338	Accept Ho	Non-Significant
7.	Crime Scenes	-0.128398	0.0904871	95%	-1.42	0.156	Accept Ho	Non-Significant
8.	Ethical Laws	-0.0851958	0.116008	95%	-0.73	0.463	Accept Ho	Non-Significant
9.	Restrictions on media	-0.138759	0.109947	95%	-1.26	0.207	Accept Ho	Non-Significant

10.	Unethical Images	-0.165968	0.111618	95%	-1.49	0.137	Accept Ho	Non-Significant
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Method	Chi-Square	DF	P
Pearson	968.770	836	0.001
Deviance	791.302	836	0.864

Same practice has been followed to measure the association between the responsibility of media being dependent variable along with long list of independent variables, for instance, media violating the law of privacy, constant exposure to crime making it socially acceptable, exploitation of the crime by media to get commercial interests, mirror reflection approach of the mass media, certain facts suppressed by media, presentation of police in dramatic manner by mass media, repeated exposure to harmful criminal content, ethical values for mass media, imposition of certain restrictions on media by society and presentation of particular images on TV etc.

Estimated p-values for all the relationships are as follows: $0.046 < 0.05$, $0.000 < 0.05$, $0.000 < 0.05$, $0.000 < 0.05$, $0.044 < 0.05$ respectively which means all of these relationships are significant. However, for subsequent variables all p-values are above than 0.05 i.e. 0.338, 0.156, 0.463, 0.263, and 0.137 respectively which means these are not significant.

Results

Results attained after the statistical analysis conducted on different variables, are mentioned as follows with reference to their respective research questions and hypotheses developed earlier. For instance, a research question was developed as ‘do demographics affect the consumption patterns of viewers regarding crime raid shows’ and on the basis of analysis it was found that out of three demographic variables i.e., age, gender, and level of education etc. results are significant for age and education. As findings showed that gender does not affect the consumption patterns of viewers but their age and level of education influence their preferences and the frequency of watching crime raid shows. In this regard, research hypotheses developed as ‘It is more likely that Gender of the viewers affect their consumption of crime raid shows’ is rejected while other two hypotheses i.e. ‘It is more likely that Age of the viewers influences the exposure to crime raid shows’ and ‘Viewers’ level of education would impact their viewing of crime raid shows’ are evidently supported with chi-square test results. Therefore, some researchers have worked on this same assumption previously (i.e., Cohen & Weimann, 2000; Coyne, 2007; Dowler, 2003; Eschholz, 2002; Haridakis, 2002 and so on) and this research endorses their findings.

Moreover, another research question was developed as ‘do viewers believe in the content presented in these crime raid shows. To find the answer for this research question, ordinal logistic regression test was applied to data as statistical tool, and the results indicated that out of four independent variables (i.e., direct experience to crime, media as mirror of the society, exaggeration of crime by media, and comparison between actual ratio of crime events in society with its portrayal by media) that were tested for this purpose, only two were significant. It means that audience belief on mediated crime content depends upon the personal experience of crime

event by viewers and consideration of media being the mirror of society, while remaining two do not have any noteworthy impact on viewers' belief. So, on the basis of these results, it is concluded that viewers were of the view that media exaggerates and sensationalizes the crime events that's why they do not believe these events to be true.

However, when it was intended to analyze results regarding the assumption that media exploits crime to gain higher ratings, different questions were asked from respondents through questionnaire and majority of audience were of the view (as depicted through their responses) that media intentionally suppress certain facts and highlights few aspects of the issues and events in order to get commercial benefits. Moreover, respondents also believe that this practice indirectly reveals subjective approach of media while dealing with crime-based issues which is ethically wrong and is against its responsibility towards society. Thus, the pre-developed assumption i.e., 'media exploits criminal events to gain higher ratings' got accepted on the basis of findings.

Furthermore, another presumed research question was 'Does increased presentation of criminal content create societal acceptance for crime'. Findings regarding this question revealed that mirror reflection approach being practiced by media (i.e. claim to be objective while presenting scenes and events as it is) adversely affect the everyday lives of audience. Crime news and events related to crime, for example, murders; rape; injuries; sexual harassment; and crime scenes etc. are usually illustrated through audio-visuals in order to provide viewers with clear picture of event (so-called mirror reflection approach of media). But in reality, this practice creates disturbance among members of the society. Large number of the respondents strongly believed that this practice is creating social acceptance for the crime as people are getting used to with crime events and are indirectly becoming desensitized. These results supported the findings of Altheide (1997), Dowler (2002), Burkhart (1991), Naz (2005), and Taylor & Dozier (1983).

Therefore, findings regarding media responsibility while televising the social issues indicated that majority of the viewers believe that media is definitely not fulfilling its responsibility towards the society while dealing with crime news and events, for instance, revealing the victims' identity, their names and faces, even the audio-visuals of crime scenes, blood and injuries etc. is highly unethical practice but media do so in the name of mirror reflection approach. Respondents are of the view that media do this to create hype among audience and to sensationalize the issue which is against the ethical standards developed by the authorities to regulate media organizations. Moreover, with increase in TV channels, competition is also increasing to capture the maximum share of audience, and for this sake media deliberately intrude into private lives of people especially public figures. On the other hand, media is not basically informing the public about different crime events happening in society but making people aware about new ways of committing crime. To fulfill the objective, ordinal logistic regression statistical tool was to measure the responses, and results showed that social responsibility of media have high dependency over violation of law of privacy, creating social acceptance for crime, exploitation of crime for commercial interests, mirror reflection approach, and intentionally suppression of

certain facts, all done by media. All these factors serve as the independent variables influencing media responsibility towards society while all other variables do not have any impact. So, the pre-developed assumption about it as 'media fulfills its responsibility while televising social issues' got rejected on the basis of these findings.

Conclusion

Historically, crime has always been the consistent but punishable and disgraceful phenomenon of the human life. But with the inventions and advancements in the media technologies, along with other social institutions, it has become the responsibility of media to do efforts in reducing crime and maintaining peace and harmony in the society. But on the contrary, it has been observed that through inappropriate and unethical coverage of crime, media is not only creating fear among society members but also contributing considerably in inspiring viewers to get indulged in criminal activities and making them aware about new ways of committing crime too. All of these arguments are developed on the basis of this scientific study conducted on exploring the public perception about crime raid shows of Pakistani TV channels with reference to ethical standards.

Therefore, it is concluded on the basis of these results mentioned above that though people state that Pakistani media is not creating feelings of fear among viewers through its crime raid shows and is only informing them about crime events of the society. But at the same time, they themselves agreed to the fact that through its audio-visual content related to violence and sex in the name of mirror reflection approach, media has disturbed and created uncertainties in people's lives. Moreover, they also believed in statement that media explicitly violates the law of privacy and exploits its responsibility towards society by sensationalizing and exaggerating not only crime but also the criminals.

However, if we talk about Pakistani society it is the utmost responsibility of media to make noteworthy contribution in reducing crime from the society because Pakistan is a country where ratio of extremism, terrorism, corruption and many other criminal activities is considerably high and media here need to play very delicate and responsible role. It is witnessed that media here is not working for the betterment of the society or the citizens as it is getting far beyond the socio-cultural norms, values, and the standards set by society while dealing with crime and criminals in order to gain commercial interests i.e., hype is created among audience and crime is sensationalized to capture more audience (higher rating gets more advertisements and sponsors etc.). Moreover, viewers believe that portraying the criminals as heroes, open exposure of guns and other weapons, scenes of blood and disasters isn't the real function of mass media instead it is the clear-cut violation of the standards developed by PEMRA and other institutions.

Therefore, this study concludes with few suggestions for media practitioners to enhance its presentation of crime-based issues according to ethical standards, which are given below:

- i. Media is considered as fourth pillar of the society, so media should work for the betterment and improvement of society not against its values and norms leading towards its destruction.
- ii. Crime shows must be developed in a way informing people about the consequences of committing crime so they can avoid it, rather than inspiring them to get indulged in such activities.
- iii. Privacy and anonymity of participants must be maintained at any cost.
- iv. Responsibility of media is to bring culprits and their crime into light, it is not included in the duty of media to punish or pass judgements against them, so this practice should be avoided.
- v. Objectivity is considered to be one of the essential news values, but it is neglected somewhere in the race of TRP (TV Rating Points). Media should follow it necessarily.

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