

## Analyzing Representation of Police Reputation and Image: A Bibliometric Analysis of Police Reputation and Image in Media

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### Abstract

**Objectives:** Public perception of the police is influenced by media coverage. This study aims to map research related to the image and reputation of the police in media coverage.

**Methods:** This research uses a bibliometrics approach. The research data was obtained from the Scopus database.

**Results:** Our results found 433 articles and provide an overview of the evolution and current state of research in police reputation and image in the last 28 years. The study found that the trend of police reputation and image publications continues to increase. The results indicate that researchers in this field have investigated a wide range of topics that can be grouped into four broad areas: police, policing and media channels, police and public, police brutality, and crime.

**Conclusions:** This study implies that police should pay greater attention to news coverage in mainstream media. Police must realize that public opinion cannot be formed simply by increasing social media presence. Conducting evaluations and updates in community policing can be a solution to improve the police's image and reputation.

**Keywords:** Media; police; police image; police reputation; policing; publication trend

### تحليل تمثيل سمعة الشرطة وصورتها: تحليل بيبليومتري لسمعة الشرطة وصورتها في وسائل الإعلام

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#### ملخص

الأهداف: يتأثر التصور العام للشرطة بالتغطية الإعلامية. وتهدف هذه الدراسة إلى رسم خريطة للأبحاث المتعلقة بصورة الشرطة، وسمعتها في التغطية الإعلامية.

المنهجية: يستخدم هذا البحث المنهج البيبليومتري. وتم الحصول على بيانات البحث من قاعدة بيانات

Scopus.

النتائج: وجدت نتائجنا 433 مقالة وتقدم نظرة عامة على التطور والحالة الراهنة للأبحاث في مجال سمعة الشرطة وصورتها خلال الـ 28 عامًا الماضية. وجدت الدراسة أن سمعة الشرطة والمنشورات المصورة مستمر في التزايد. تشير النتائج إلى أن الباحثين في هذا المجال قد بحثوا في مجموعة واسعة من المواضيع التي يمكن تجميعها في أربعة مجالات واسعة: الشرطة، والقنوات الشرطية والإعلامية، والشرطة والجمهور، ووحشية الشرطة، والجريمة.

الخلاصة: تشير هذه الدراسة إلى أن الشرطة يجب أن تولي اهتماما أكبر للتغطية الإخبارية في وسائل الإعلام الرئيسية. يجب على الشرطة أن تدرك أنه لا يمكن تشكيل الرأي العام بمجرد زيادة الحضور على وسائل التواصل الاجتماعي.

يمكن أن يكون إجراء التقييمات والتحديثات في مجال الشرطة المجتمعية حلاً لتحسين صورة الشرطة وسمعتها.

الكلمات الدالة: وسائل الإعلام؛ شرطة؛ صورة الشرطة؛ سمعة الشرطة؛ ممارسة مهام الشرطة؛ اتجاهات النشر

## INTRODUCTION

In recent decades, academics and practitioners have attempted to identify factors that influence public opinion toward the police. Public opinion toward the police is influenced by several factors, such as demographics (age, gender, race, income, and education level), contextual factors, such as perceived neighborhood safety (Zhao et al., 2014), factors related to police interactions with the community, such as police response to public calls (Braga et al., 2014; Yuksel & Tepe, 2013), police response to media coverage (Callanan & Rosenberger, 2011; Weitzer & Tuch, 2005b, 2005a).

Previous studies have found that non-Aboriginals, women, married, older generations, those with higher education, and the upper middle class are more satisfied with police performance (H. Cheng, 2015). Other findings suggest that learning about crime from media coverage is also positively correlated with public satisfaction with the police (Baker et al., 1983; Bradford et al., 2009; H. Cheng, 2015; Dowler, 2003; Reisig & Parks, 2000).

Before public opinion toward the police is formed, the public first has sentiments toward the performance of the police as law enforcers (Succar et al., 2024). One of the moments that caused high negative sentiment towards the police was when the "Black Lives Matter" movement occurred (Durham, 2022). Even the Associated Press of the National Opinion Research Center pointed to a deep divide in public view regarding the judicial trials of police officers who were allegedly responsible for individuals' injuries or deaths (Coombs & Cassilo, 2017; Lebron, 2023; Yousman, 2022).

Police behavior that is perceived as full of violence and brutality has affected the relationship between the police and the public, especially for police whose scope of work is in metropolitan cities and big cities (Lawrence, 2023; Mastrofski et al., 2002; Weitzer, 1999; Weitzer & Tuch, 2004; Wilson, 2009). Public perception regarding police performance cannot be separated from how the mass media and social media portray an event. In other words, police performance is framed by the news produced by the media.

Several academics have studied the media's framing of police performance. The choice of words used when the media reports news related to terrorism can change public perception regarding risk and even cognitive bias. Primarily, regarding the use of the word "Al-Qaeda," it seems scarier than "Domestic rebel separatist group" (Kapuściński & Richards, 2016). Other studies have found that the public tends to have a more negative perception when consuming news related to police brutality in the form of news in print media, videos, and data journalism (Callanan & Rosenberger, 2011; Gauthier & Graziano, 2018; Graziano, 2019; Intravia et al., 2020; Miethe et al., 2019; Roche et al., 2016).

The media has a responsibility to report on crimes that occur. In crime news, the media will usually report as neutrally as possible by focusing more on the chronology of events and the punishments given to the suspects. However, the large number of crime news also has the potential to negatively affect the reputation of the local police (Baker et al., 1983; Callanan & Rosenberger, 2011; Gilliam et al., 1996; Gilliam & Iyengar, 2000; Intravia et al., 2020; MacDonald et al., 2016; Romer et al., 2003; Weitzer & Kubrin, 2004). Several studies have found that local crime incidents significantly impact public perception of the police. For example, if the environment is considered unsafe, the public will perceive that the performance of the police in the area is poor and will be dissatisfied with the performance of the police in the area (Duffy et al., 2008; Ratcliffe et al., 2015). However, the relationship between media coverage of local crime and the public's perception has not been widely studied because it is thought that local media deliberately use sensational framing to gain local media audiences. News reports may exaggerate stories of criminal events, either by highlighting the blameworthiness of offenders, aggrandizing criminal situations, or by emphasizing the police's ineffectiveness in combating them (Succar et al., 2024). Previous studies found that the media coverage of criminal events is uncorrelated mainly with the actual crime rates, thereby creating the perception that crime rates continuously soar (A. K. P. Chan & Chan, 2012; Coleman & Thorson, 2002; Kappeler & Potter, 2017).

The media is critical in shaping public perception regarding law enforcement. The media has an impact on the formation of public perception regarding the police. The police realize that the community is a partner for them to create a safe environment for everyone (Callanan & Rosenberger, 2011; Duffy et al., 2008; Holland et al., 2018). So, there is a concept of community policing in the police to form a good relationship between the police and the community (Drew & Hulvey, 2007; A. J. Goldsmith, 2010). With good community policing, it will accelerate the receipt of information, accelerate the

dissemination of information, and accelerate the resolution of problems in the community. In addition, the relationship between the police and the media can also be improved by providing exclusive information regarding the activities carried out so that they can control the representation of police performance in the media (Ahmad et al., 2022; Kovačić Čelofiga & Plenković, 2020; Lawrence, 2023; Walker & Archbold, 2018)

News regarding heroic police actions also affects public satisfaction regarding the police (Chermak et al., 2006; Dowler, 2002; Mullis, 2009; Perlmutter, 2000; Sela-Shayovitz, 2015; Stoughton, 2016; Z. Zhou, 2024). Likewise, brutal and discriminatory police actions can damage the image of the police (Hawkins, 2023a; Lawrence, 2023; S. Williams, 2021). An internal policy is needed so that there is no misconduct related to the police, more structured cultural sensitivity training, and an external view to strengthen and improve the overall image of the police (Lawrence, 2023). Besides that, community policing strategies can increase interaction between the police and the community (Kappeler et al., 2020; Skogan & Hartnett, 2019).

People are more satisfied and eager to collaborate when the police treat them fairly (Abril et al., 2022). However, a bad perception of the police, mainly brought on by unfair or biased media coverage, can undermine public confidence and spark social unrest. For example, the "Ferguson Effect" emphasizes how unfavorable media coverage might impact public trust and police recruitment (Copeland et al., 2022). Understanding how the media shapes public perceptions of the police and how they affect public opinion is crucial. Police procedures must be transparent, and improvements that meet the public's expectations of justice must be promoted (Hodge & Boddie, 2022). By doing this, police agencies may react better to establish a good rapport with the community.

According to several studies, the media significantly influences how the general population views crime, safety, and the police (Anand & Taneja, 2024). Public opinions on criminal cases, particularly opinions about law enforcement, are greatly influenced by the mainstream media (Choi, 2021; Fadhillah, 2024; McKay, 2022; Park & Kim, 2023; Shnurko, 2022; Wozniak et al., 2021). Police agencies can use social media to improve community relations (C. Williams & Fedorowicz, 2019). The use of restorative justice in situations where false material circulated on social media during elections (Rosita et al., 2024). The controversy around government surveillance methods is intensifying, mainly about how law enforcement obtains personal information from third parties (Gray, 2014). There is no need to be a complete picture of the larger study patterns in the interaction between police and media because these studies often concentrate on certain media kinds or events. More studies are needed to offer a thorough bibliometric picture of how this problem has evolved in scholarly literature.

Compared to previous studies, this research adds value as an evaluation of the police regarding their image and reputation in the media. Improving the police's image is a long-term task, especially for police who serve in communities with various kinds of social conflicts (H. Cheng, 2015). As a public institution in direct contact with the community, the police play an important role in providing services, security, and order in accordance with their obligations and functions (Bharti, 2006; Modise, 2022; Nikach, 2012; Srivastava, 1999).

Furthermore, previous research on the police using bibliometric analysis methods has not come from the communication science discipline, especially public relations. Previous research explored policing strategies for 50 years from a police science perspective (Basilio et al., 2022). Likewise, Brown and McKenzie observed research trends in the *International Journal of Police Science and Management* for 25 years (Brown & McKenzie, 2024). Next, still overlapping with police duties, Sujono et al. researched cybercrime from a legal perspective (Sujono et al., 2024). Meanwhile, research focusing on media coverage and perceptions related to the Police has been conducted by Graziano using a systematic literature review. Graziano's research suggests that more research should be related to the relationship between public perception and the police, which is influenced by media coverage (Graziano, 2019).

This study aims to map research related to the image and reputation of the police in media coverage. This study will analyze the performance to measure the visibility and impact of scientific production on police reputation and image in the media (most cited author, journals, and topics). Then, this research would like to visually present the scientific structure by research topics on police reputation and image in the media. This research uses a bibliometrics approach. The research data was obtained from the Scopus database with the keywords "police reputation," "police image," "police reputation in the media," and "police image in the media". The data was taken on October 30, 2024, and 433 articles were found.

The analysis in this study uses bibliometric techniques starting from the most productive authors, the most productive journals, and citations to countries that support the development of research related to the image and reputation of the police in the media. In addition, the analysis is assisted by using VOSViewer 1.6.20 version.

## METHOD

This study employs a bibliometric approach to mapping the research literature about police image and reputation portrayed in the media from Scopus. *Bibliometrics* is a computer-assisted methodology that helps measure performance by identifying the core theme and sub-themes, profiling authors, the most influential country, and the intellectual and social structure of the research (Ball, 2017; De Bellis, 2009; Diodato & Gellatly, 2013; Lawani, 1981).

For the current study, the bibliometric research design is adopted to fulfill the study's objectives and identify the major trends in police image and reputation in the media. This research uses bibliometric analysis to offer a thorough review of the composition and evolution of scholarly literature on police reputation and image in the media.

To begin this research, the Scopus database was used to search and download articles based on the research objectives. To find pertinent publications on the research subject, the TITLE-ABS-KEY (title, abstract, and keywords) was searched using the most appropriate keywords to answer the research objectives. The keywords consist of "police AND reputation OR brand\* OR image AND media."

On October 30, 2024, data for this study was gathered. There are 433 documents that all satisfy the search and filtering requirements. The inclusion of articles is based on specific criteria such as the span of publication during 1995-2023 and several publishing years that were deemed less important for current trends in this topic—namely, 1974, 1981, 1986, 1987, 1990, 1991, 1992, 1993, and 2024—were removed from the search results in order to preserve the data's quality and relevance. In order to limit the study to research articles, books, and conference proceedings published in English, several document categories were also eliminated, including books, reviews, conference papers, editorials, and notes.

After the data was gathered, researcher begin to do descriptive analysis such as the trend of research publication, most productive authors, and most contributive journals about police image and reputation in the media. VOSviewer software version 1.6.20 was employed. A citation network map between authors will also be utilized to identify the authors and journals that are this study's subject and illustrate the relationships between important publications. Based on the analysis's findings, the study should offer a thorough understanding of research trends regarding media portrayals of police and gaps in the body of literature.

## RESULTS AND DISCUSSION

### Trends in Publication

Trends in publication and citations are a good indicator of the development patterns of a field or discipline. Figure 2 shows dynamic growth of police reputation and image publication from 1995 to 2023. Publications begin with a small number of publications, fewer than five papers per year in the late 1990s and early 2000s. There was a noticeable rise in publications beginning in 2008, with sporadic upticks. The tendency stabilizes after 2016, with an average of more than 20 publications per year. There was a notable increase in research interest or production in 2022, as seen by the high of 55 documents in that year. However, the number slightly declined to 27 papers in 2023, which is still significant compared to prior years but lower than the previous peak. This pattern could point to growing interest in new fields of study, particularly in the past ten years.

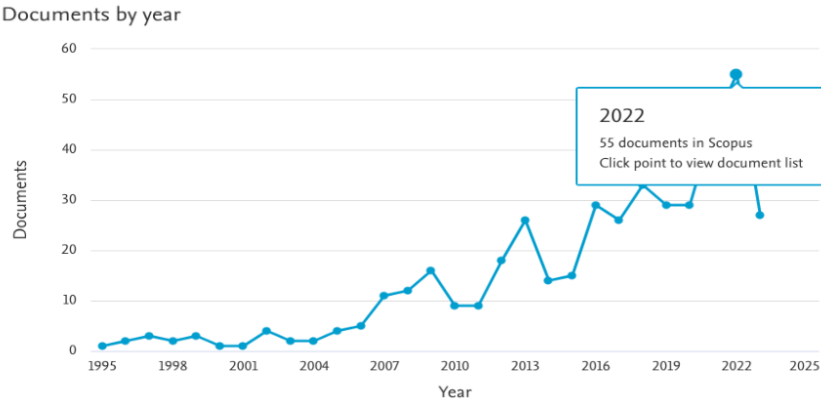
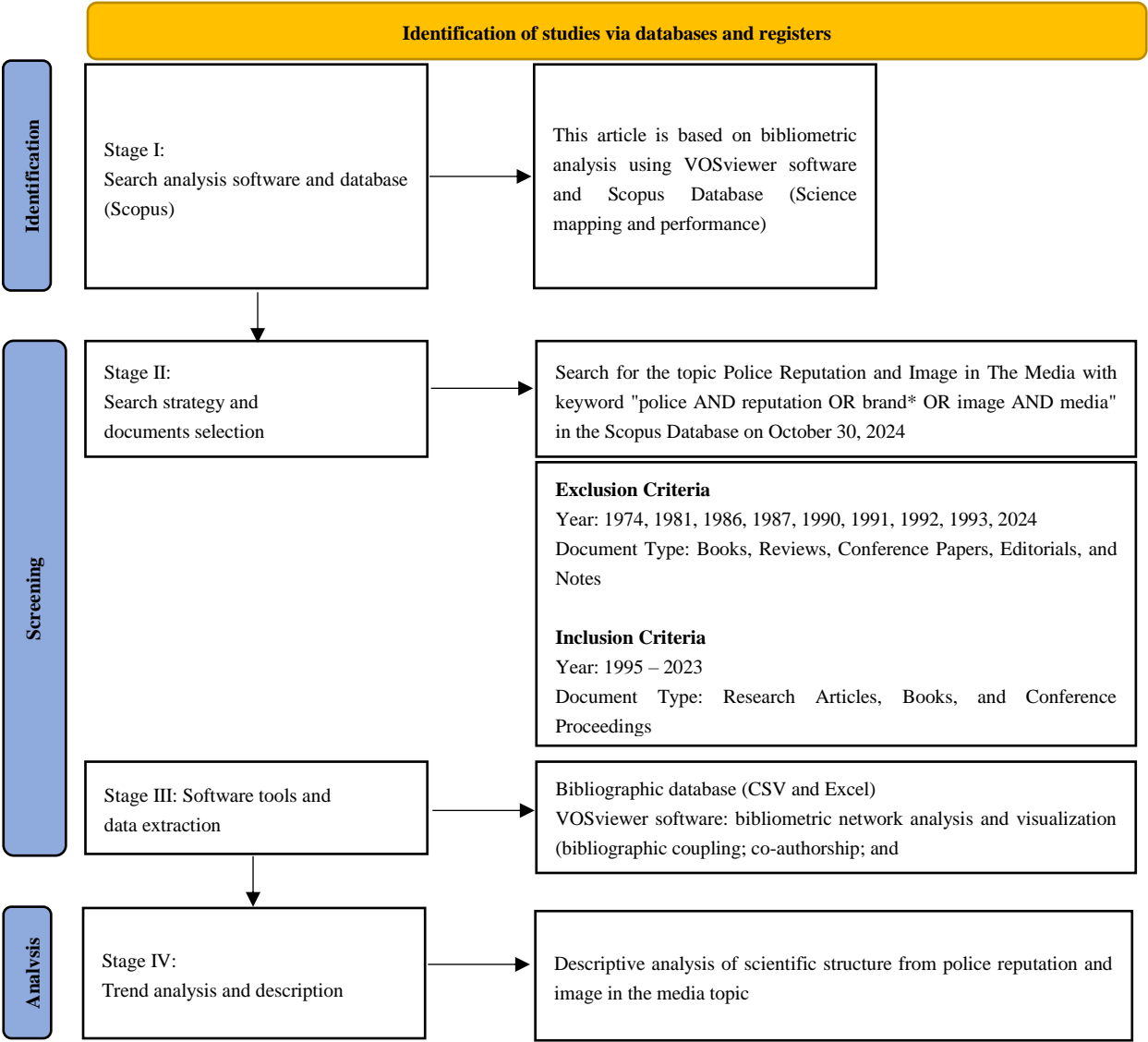


Figure 2. Publication trends (1995-2023)

### Most Contributing Countries

The United States leads in publication trends by nation with 123 publications and 2,572 citations (Table 1). The United Kingdom comes in second with 60 publications and 922 citations. High connection strength indicates that both nations have robust collaboration networks. With 29 and 26 publications, respectively, Canada and Australia are significant contributors. Their high citation counts demonstrate the influence of their research. Moderately productive nations like Brazil, China, India, and Germany have fewer publications but varied citation impacts, suggesting that research activity is developing or expanding in these areas. While Indonesia has few publications and citations, which may indicate little engagement or a young field of research, other European nations, such as the Netherlands, Spain, Sweden, and Italy, make minor contributions. With notable contributions from various established and emerging nations across continents, the data demonstrate the dominance of Western nations in research production and citation impact.

**Table 1. Most contributing countries**

Country	Documents	Citations	Total link strength
United States	123	2572	11
United Kingdom	60	922	17
Canada	29	480	6
Australia	26	474	12
India	15	32	2
Germany	11	536	5
Brazil	7	41	5
China	7	7	2
South Africa	7	19	1
Netherlands	6	79	5
Spain	6	5	2
Sweden	6	97	2
Hong Kong	5	58	0
Indonesia	4	3	0
Italy	4	30	4
New Zealand	4	53	4
Norway	4	22	2
Poland	4	6	2
Portugal	4	44	1
Cyprus	3	13	3
Denmark	3	35	0
Greece	3	21	3
Iran	3	16	1
Nigeria	3	15	0

### Most Contributing Journal

Based on the document analyzed, UK journals have the most articles in this category. With 12 published articles and an H-Index of 54, which indicates high importance and quality in the subject, Policing and Society is the journal with the most significant contribution. It is classified as Q1 with an SJR of 0.82. With eight papers, an H-Index of 46, and a ranking of Q1, Crime Media Culture, published by SAGE Publications in the UK, is significant in this field. Other journals that have made substantial contributions and are indexed in the top quartile, such as Police Practice and Research (5 articles, H-Index

37, Q1) and *Critical Criminology* (4 papers, H-Index 37, Q1), are likewise regarded as credible by the academic community. Despite having four papers with a lower H-Index of 10, Routledge's *Current Issues in Criminal Justice* is still classified as Q1, suggesting a more focused but high-caliber publication. On the other hand, the US-based *Proceedings of SPIE* has a very high H-Index (193) but has yet to be placed in a quartile, suggesting that it is a cross-disciplinary publication with a broad effect. These figures show how UK journals dominate research publishing in this area, particularly in high-quartile journals with a significant academic impact.

**Table 2. Most contributing journal**

Source Title	Document	Country	Publisher	H-Index	Quartile	SJR (2023)
<i>Policing And Society</i>	12	United Kingdom	Routledge	54	Q1	0.82
<i>Crime Media Culture</i>	8	United Kingdom	SAGE Publications Ltd	46	Q1	0.53
<i>Police Practice and Research</i>	5	United Kingdom	Taylor and Francis Ltd.	37	Q1	0.69
<i>Critical Criminology</i>	4	Netherlands	Springer Netherlands	37	Q1	0.42
<i>Current Issues in Criminal Justice</i>	4	United Kingdom	Routledge	10	Q1	0.38
<i>Proceedings Of SPIE The International Society For Optical Engineering</i>	4	United States	SPIE	193	Not yet assigned quartile	0.15

### Most Productive Authors

Based on the number of published papers, citations, and other metrics (H-Index and i10-Index), Table 3 shows the most productive authors. The most productive author was Mawby R.C. from the University of Leicester with four documents and 125 citations. Their significant and consistent contribution is shown by their i10-Index of 30 and H-Index of 23. Despite having only two publications, Walby K. from the University of Winnipeg has the most significant total citations (5,534), the highest H-Index (42) and i10-Index (123), and a significant impact on the field. With H-Indexes of 36 and 34, respectively, and high total citation counts (4,862 and 5,438), other writers like McGovern A. from the University of Oklahoma and Goldsmith A. from the University of Massachusetts Boston also have a significant impact. The academic community values the work of Huey L. from the University of Western Ontario and Lee M. from the University of Sydney, as evidenced by their considerable contributions, high total citations, and each H-Index over 29. Even while each author's publishing output may not be as high as Mawby R.C.'s, writers with high H-Index and total citations, like Walby K., McGovern A., and Goldsmith A., demonstrate exceptional quality and impact in the field.

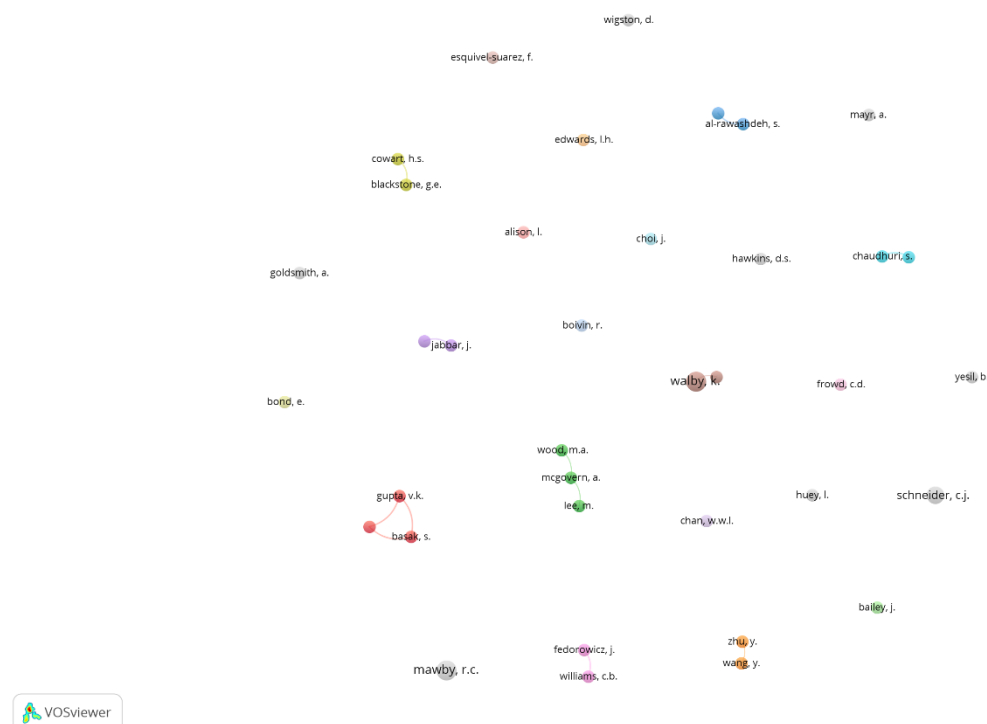
**Table 3. Most productive authors**

Author	Documents	Citations	Affiliation	Total Citation	H-index	i10-Index
Mawby R.C	4	125	University of Leicester	2.155	23	30
McGovern A.	2	85	University of Oklahoma	4.862	36	72
Goldsmith A.	2	79	University of Massachusetts Boston	5.438	34	58
Huey L.	2	75	University of Western Ontario	3.109	32	72
Lee M.	2	66	University of Sydney	3.484	29	57
Wood M.A.	2	65	Deakin University	766	16	23
Bond E.	2	48	University of Suffolk	2.021	17	27

Author	Documents	Citations	Affiliation	Total Citation	H-index	i10-Index
Mayr E.	2	48	Zayed University	5.103	15	16
Hawkins D.S.	2	45	Department of Communication Studies, Emerson College	112	4	1
Walby K.	5	41	University of Winnipeg	5.534	42	123
Chaudhuri S.	2	40	Michigan State University	766	14	14
Lacourse A.	2	40	Michigan State University	208	6	5

### Most Cited Articles

Table 4 shows the most cited articles covering a range of important social and criminal concerns. "Images of protest: Dimensions of selection bias in media coverage of Washington demonstrations, 1982 and 1991" by J.D. McCarthy, C. McPhail, and J. Smith, which was published in the *American Sociological Review* in 1996, has received 488 citations, making it the most referenced article. With 200 citations, C. Smiley and D. Fakunle's 2016 research on the stigmatization of black males in America comes after this article, demonstrating the high scholarly interest in racial discrimination. Research on secondary stress in law enforcement, child sextortion, the effects of racism on African-American teenagers, and the contribution of social media to the perpetuation of gender stereotypes and inequality are among the other widely referenced papers. These studies address important topics, including video activism, secondary trauma among criminal investigators, and how social media shapes police perceptions and digital activism. These highly cited articles highlight scholarly attention to the connections between media, social behavior, and public policy while offering significant insights into how social dynamics, public perception, and media affect social justice, law enforcement, and the representation of vulnerable groups.



**Figure 3. Collaborative Research Networks between Authors (Co-authorship)**

Note. Only authors with two or more publications were considered in the analysis (n = 37)

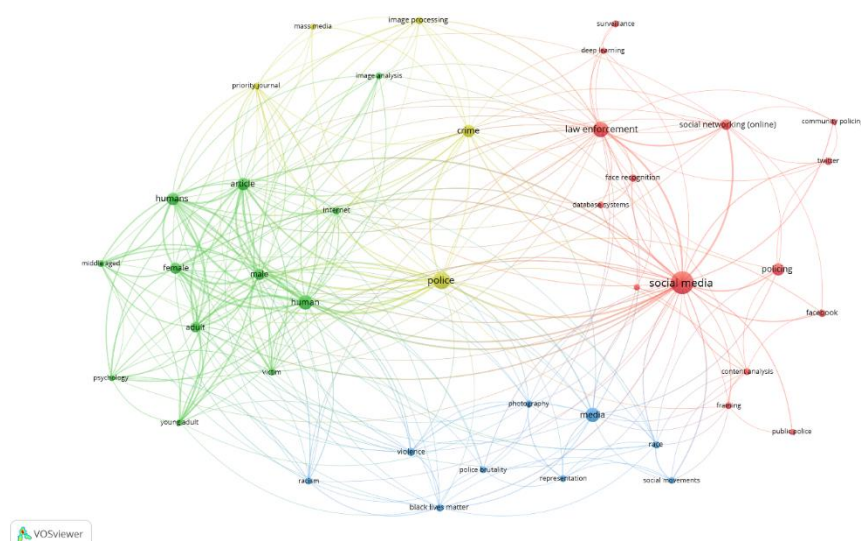


**Table 4. Most Cited Document**

<b>Cites</b>	<b>Authors</b>	<b>Paper Title</b>	<b>Year</b>	<b>Source</b>
488	J.D. McCarthy, C. McPhail, J. Smith	Images of protest: Dimensions of selection bias in media coverage of Washington demonstrations, 1982 and 1991	1996	American Sociological Review
200	C. Smiley, D. Fakunle	From "brute" to "thug": The demonization and criminalization of unarmed Black male victims in America	2016	Journal of Human Behavior in the Social Environment
157	L.M. Perez, J. Jones, D.R. Englert, D. Sachau	Secondary Traumatic Stress and Burnout among Law Enforcement Investigators Exposed to Disturbing Media Images	2010	Journal of Police and Criminal Psychology
153	J. Wolak, D. Finkelhor, W. Walsh, L. Treitman	Sextortion of Minors: Characteristics and Dynamics	2018	Journal of Adolescent Health
113	C. Berkel, V.M. Murry, T.R. Hurt, Y.-F. Chen, G.H. Brody, R.L. Simons, C. Cutrona, F.X. Gibbons	It Takes a village: Protecting rural African American youth in the context of racism	2009	Journal of Youth and Adolescence
110	J. Bailey, V. Steeves, J. Burkell, P. Regan	Negotiating with gender stereotypes on social networking sites: From "bicycle face" to Facebook	2013	Journal of Communication Inquiry
87	J. Drakett, B. Rickett, K. Day, K. Milnes	Old jokes, new media -online sexism and constructions of gender in internet memes	2018	Feminism and Psychology
85	T.R. Kochel	Constructing hot spots policing: Unexamined consequences for disadvantaged populations and for police legitimacy	2011	Criminal Justice Policy Review
75	D.S. Coombs, D. Cassilo	Athletes and/or Activists: LeBron James and Black Lives Matter	2017	Journal of Sport and Social Issues
72	A. Goldsmith	Disgracebook policing: social media and the rise of police indiscretion	2015	Policing and Society
72	D. Wilson, T. Serisier	Video activism and the ambiguities of counter-surveillance	2010	Surveillance and Society
72	M. Krause	Identifying and Managing Stress in Child Pornography and Child Exploitation Investigators	2009	Journal of Police and Criminal Psychology
60	C.D. O'Connor	The police on Twitter: image management, community building, and implications for policing in Canada	2017	Policing and Society
60	M. Lee, A. McGovern	Force to sell: Policing the image and manufacturing public confidence	2013	Policing and Society
59	C.L. Buist, C. Stone	Transgender Victims and Offenders: Failures of the United States Criminal Justice System and the Necessity of Queer Criminology	2014	Critical Criminology
56	M.L. Wellman	Black Squares for Black Lives? Performative Allyship as Credibility Maintenance for Social Media Influencers on Instagram	2022	Social Media and Society
55	R. Smit, A. Heinrich, M. Broersma	Activating the past in the Ferguson protests: Memory work, digital activism and the politics of platforms	2018	New Media and Society
52	X. Hu, K. Rodgers, N.P. Lovrich	"We are more than crime fighters": Social Media Images of Police Departments	2018	Police Quarterly

**Table 5. Clustering Concept Items by VOSviewer**

No	Cluster	Concept Items	Color	Item No.	Research Trend
1	Cluster 1	Community policing, Content analysis, Database systems, Deep learning, Face recognition, Facebook, Framing, Law Enforcement, News Media, Policing, Public Police, Social Media, Social Networking (Online), Surveillance, Twitter	Red	15	Police, Policing, and Media Channel
2	Cluster 2	Adult, Article, Female, Human, Humans, Image analysis, Internet, Male, Middle aged, Psychology, Victim, Young Adult	Green	12	Police and Public
3	Cluster 3	Black lives matter, Media, Photography, Police brutality, Race, Racism, Representation, Social movements, Violence	Blue	9	Police Brutality
4	Cluster 4	Crime, Image processing, Mass media, Police, Priority Journal	Yellow	5	Crime



**Figure 4. Clustering Concept Item (Keyword Co-occurrence Network)**

Note. Only authors with five or more occurrences were considered in the analysis (n = 41)

### Keyword Co-occurrence Analysis

The keyword co-occurrence analysis is a method that analyzes the similarity and closeness between knowledge structures based on the semantics of words that are closely related but not the same (Ball, 2017; Van Eck & Waltman, 2011; Wong, 2018). Using VOSviewers software, the classification of research topics related to the reputation and image of the police in the media was concluded in clusters based on co-occurrence analysis (Figure 4).

A co-occurrence analysis of keywords in the publication's title, abstract, and keyword list in the dataset was conducted to reveal the general themes or topical focus on police reputation and image research (Figure 4). Only keywords with five or more occurrences were considered in the analysis ( $n = 41$ ). This network is based on four specific clusters with 281 links and a total link strength of 856 combined keywords relating to a specific aspect of the police's reputation and image.

In the map (Figure 4), the node's size denotes the occurrence of the keyword. The proximity of two nodes and the

thickness of the line connecting them indicate the co-occurrence strength between pairs of keywords. The color of the nodes represents keyword clusters, which frequently contain co-occurring words and can be interpreted as broad research topics in the field. Based on the co-occurrence analysis, several research topic trends related to police reputation and image lead to several topics, namely (1) Police, Policing, and Media; (2) Police and Public; (3) Police Behavior.

The largest cluster of the network is represented by red color (Cluster 1) and consists of 15 keywords. Thus, this cluster explains the implementation of the practice of community policing. Several keywords are seen that are often used in research, namely: community policing (Hornberger, 2013; Mayes, 2021; O'Connor, 2017; Rivera-Cuadrado, 2023; Skogan & Hartnett, 2019; Watson, 2016; Willis, 2011; Yuksel & Tepe, 2013), policing (Callanan & Rosenberger, 2011; Carlos Ruiz Vázquez, 2013; H. Cheng, 2015; Chermak et al., 2006; Dowler, 2002), law enforcement (Ayuningrum & Herari, 2024; Durahman et al., 2021; Firdaus et al., 2023; Hill, 2021; Horgan et al., 2024; Jeanis et al., 2021; Kruis et al., 2023; Long et al., 2016; Ogunsola & Ojebola, 2017; Perez et al., 2010; Runturambi et al., 2024; Schulze et al., 2014; Sever et al., 2021; Wilsker, 1997; Wuysang et al., 2024), police and public (Hohl et al., 2010; Kääriäinen et al., 2016; Zheng, 2023), and surveillance (Cable, 2014; Houwing & van Eck, 2020; McVey, 2022). In addition, it explains the use of various social media, such as Facebook and Twitter, in police communication with the public. Seen in several topics that examine social networking (online), social media, Facebook, and Twitter (Cable, 2014; A. K. P. Chan & Chan, 2012; Gauthier & Graziano, 2018; Graziano, 2019; Kääriäinen et al., 2016; Krylova, 2020; Mawby, 2010; Monaghan, 2022; Riddle et al., 2020; Schneider, 2018; Spratt, 2008; Walby & Joshua, 2021; Wan et al., 2018). Then, journalists framing of police activity and performance. This topic is seen with several studies that focus on content analysis, framing, and news media. Moreover, this cluster has important implications for police institutions, especially for the public relations division. The institutions must monitor media and social media to evaluate public perception of them—either its community policing, transparency efforts made by the police, or messages conveyed through social media. The study results can also be used to design more effective community policing strategies. In addition, it can be an input to design a more effective communication strategy.

Previous research has found that police interpret reputation through a perspective called the "false reputation paradigm." Police assume that most of the negative perceptions about the police in the community are unfounded, such as rumors, prejudice, and misunderstandings about police practices. To improve perceptions related to the police, a reputation management strategy is needed that seeks to change public perceptions of the police. One strategy is to form a good image of each police personnel to change the reputation of the police institution (Rivera-Cuadrado, 2023).

Another strategy that can change negative perceptions of the police is building good relations between the police and the community with community policing (Brogden & Nijhar, 2013; Cordner, 2014). For decades, community policing has been a solution to bring the relationship between the community and the police closer. Community policing aims to create public safety with various implementation variations (Skogan & Hartnett, 2019).

Community policing attempts to regain lost legitimacy and address the consequences of anti-police sentiment (Cooley et al., 2019; B. Lee, 2019; H. D. Lee et al., 2019; Torres et al., 2018). In addition, community policing has positively impacted job satisfaction and legitimacy toward the police (Crowl, 2017; Gill et al., 2014). Previous research has found that non-law enforcement activities improve public attitudes toward the police for up to 21 days afterward (Peyton et al., 2019). However, community policing is often criticized as an empty "Public Relations Activity" merely for image purposes and intended to legitimize police decisions while making little change to their practices (Cheng, 2019; Skogan & Hartnett, 2019).

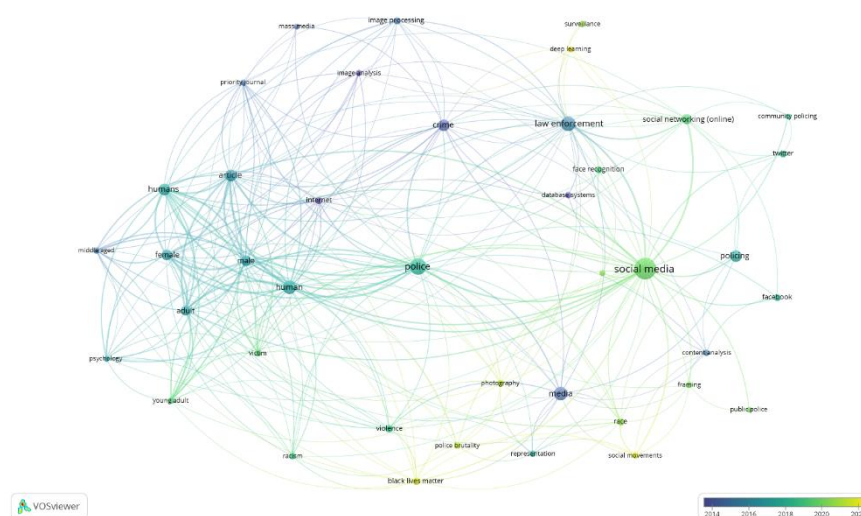
Community policing strategies have also had negative impacts, with increased suspicion of the police, a growing urban underclass, and an overrepresentation of African Americans in complaints (Agee, 2020). More recently, community policing strategies have come under criticism for their variability in bringing about change when following a controversial gang unit; officers claimed to be implementing community policing tactics, such as polite behavior, even when demeaning and using violence against criminalized parties (Rios, 2020). There were complaints from residents directly addressed to officers regarding procedural requirements, and most complaints were met with silence or template statements. This has led to "perfunctory community policing." (T. Cheng, 2019). Thus, in implementing community policing, caution is needed because many similar programs fail to fulfill their commitments (H. D. Lee et al., 2019; Mayes, 2021; Watson, 2016).

In the Indonesian context, another study found that integrating restorative justice in community policing is an effective solution to improving relations between the community and the police. The police must introduce a restorative justice approach in community policing programs, thereby changing the paradigm of law enforcement and fostering public trust.(Firdaus et al., 2023)

The second largest cluster (Cluster 2), colored green, consists of 12 keywords. This cluster focuses more on human aspects. The map shows that the largest node in this cluster is "human" keyword. Research focuses on humans from various genders and age groups because police work is related to many people. An important concept that can be taken from Cluster 2 is related to human psychology. The police must understand the psychological conditions of humans related to crime so that what the police do to protect the public is not perceived as frightening. In addition, understanding human psychology is also helpful for the police in creating good policing strategies. Several other keywords dominate in this cluster, such as adult (Bothamley & Tully, 2018; Hegarty, 2022; Wolak et al., 2018), female (Awan et al., 2013; Creighton et al., 2016; Ghosh et al., 2021; Shortland & Palasinski, 2019), male (Bailey et al., 2013; Said & McNealey, 2023; Shortland & Palasinski, 2019), psychology (Dearey, 2014; Krause, 2009a, 2009b; Vredeveltdt & Tredoux, 2022), victim (Allen & Whitt, 2020; Bothamley & Tully, 2018; Buist & Stone, 2014; Cunha et al., 2022; Dowler, 2004; Honeycutt et al., 2019; Kapardis & Papastergiou, 2016; Rackley et al., 2021; Said & McNealey, 2023; Smiley & Fakunle, 2016).

Cluster 3 (blue) explains about police brutality. In this cluster, several research focuses appear, such as black lives matter (Clayton, 2018; Durham, 2022; Estes et al., 2023; Hockin-Boyers & Clifford-Astbury, 2021; Kelley et al., 2016; Yousman, 2022), racism (Bailey & Shayan, 2021; Berkel et al., 2009; Esquivel-Suarez & Victoria, 2024; Garland & Bilby, 2011; GEORGE, 2021; A. Goldsmith & McLaughlin, 2022; Lennox, 2022; Patton et al., 2022; Phelps & Hamilton, 2022; Smiley & Fakunle, 2016), representation (W. W. L. Chan, 2015; W. W. L. Chan & He, 2017; Majewska, 2022; Mayr, 2015; Rantatalo, 2016), social movements (Baisnée et al., 2022; Bradshaw, 2013; Della Porta, 2013; Dewi et al., 2022; García et al., 2014; Ho & Chiu, 2022; Liang & Lee, 2023), and violence (Alarcón Zayas & Bouhaben, 2021; Bond & Tyrrell, 2021; Evans & Farmer, 2022; Haanstad, 2022; Novich & Zduniak, 2021; Stork, 2016)

Figure 4 describes the evolution of the topical foci of research on police reputation and image from 1995- 2023. In this figure, bluish nodes represent frequently used keywords at the beginning of the period, while yellowish nodes account for more recently. A fascinating insight emerges from the analysis. First, popular keywords from 1995–2014 were related to crime, the internet, and media. Second, attention to the human and policing peaked around 2016–2018. Third, social media issues have dominated from 2018 to 2020. Lastly, keywords that became popular in 2020–2022 are police brutality, black lives matter, and social movement.



**Figure 5. Evolution of Research Themes in Police Reputation and Image in The Media Research (1995–2023)**

## Discussion

The study's findings demonstrate a distinct trend in the investigation of social justice, media, police, and the interaction between the community and law enforcement organizations. The number of studies has significantly increased over the last few decades, according to a survey of publications, particularly after 2010. In 2022, there were 55 published documents, the highest amount to yet. This demonstrates the growing scholarly and popular interest in social justice, law enforcement, and the influence of social media on public opinion. For instance, because of heightened public attention, law enforcement has responded more quickly to the growing number of domestic abuse cases (Ismiati, 2024). Western nations are actively involved in the research of social justice and police interactions with the community, as seen by the dominance of nations like the United States, the United Kingdom, and Canada in this subject.

The publications that publish these studies the most frequently, like *Policing and Society* and *Crime Media Culture*, show an emphasis on the media's involvement in defining justice issues and the connection between the police and society. This study is regarded as academically relevant and has a major influence on the fields of criminology and media studies because of the vast number of studies published in prestigious (Q1) journals like *Policing and Society*. In addition to being widely referenced and regarded as important within the criminology and criminal justice community, this demonstrates the journal's pivotal role in forming scholarly discourse (Barranco et al., 2016). Part of the "Big Five," *Justice Quarterly* is another important publication in the discipline and is well-known for its substantial contributions to criminology research (Fenimore et al., 2023).

According to the study's findings, the most prolific writers identified a number of scholars who made noteworthy contributions to the relevant literature, including Mawby R.C. and Walby K. The study's findings also demonstrate the presence of a robust network of collaboration, as evidenced by the total link strength indicator, which shows cross-country cooperation. Members can create objectives, exchange best practices, and work together on projects when cross-country collaboration is successful (Tcymbal et al., 2022). The impact of collaborative networks in research with extensive author networks and significant citation metrics is demonstrated by cross-national studies, which also show that trust-building strategies differ significantly across countries (Schaap, 2018), influenced by historical and local context (Kiparoglou et al., 2021). With a large proportion of collaborative work encompassing various nations, international collaboration greatly boosts the scientific impact of publications (Limaymanta et al., 2022). Multifaceted proximity characteristics, including geographic and economic closeness, have an impact on scientific cooperation networks. These factors affect the level of collaboration and innovation performance (W. Zhou & Li, 2024), as well as the production of citable publications (Yang et al., 2020). The increasing integration of nations with rapidly expanding research outputs, like Indonesia, into global collaboration networks highlights the need for proactive measures to cultivate these connections (Pohl, 2020), promote cooperation, and improve research output (Lam et al., 2022). A variety of theoretical and methodological viewpoints are highlighted in these writers' contributions, which enhance our knowledge of social media use, policing, and its effects on public trust and policy. Police departments are using social media platforms more and more to improve public relations and operational plans. This involves communicating with the public, obtaining information, and enhancing the public's perception of law enforcement using social media (Nweke & Wright, 2023). In order to enhance public views and satisfaction with law enforcement, police agencies have embraced social media to disseminate self-promotional content and enlighten the public (C. Williams & Fedorowicz, 2019). Social media use in law enforcement is seen as an effective instrument for controlling and preventing crime (Walsh et al., 2024).

Racial justice and media portrayal are major topics among the most referenced articles, especially when it comes to movements like Black Lives Matter. This widely recognized study sheds light on the problems of bias and prejudice in the media, as well as how the media shapes public opinions about minority groups and police tactics. Studies like "Images of protest: Dimensions of selection bias in media coverage of Washington demonstrations" draw attention to elements of media portrayal that frequently mirror certain biases that shape public perceptions of protests and other social events.

The prevalence of terms like "social media," "police," "policing," and "Black Lives Matter" highlights how important social media is to the public conversation on social justice and policing. This indicates a change in the way the public

interacts with policing information since social media now acts as a forum for social justice action and advocacy in addition to being a communication tool. Social media sites like Facebook and Twitter are becoming vital resources for spreading stories and influencing public opinion on important topics like racial misrepresentation in law enforcement and police brutality. Since most people now get their news online, social media sites have completely changed how people consume news. For many Americans, Facebook is their main source of news, and CNN, Fox News, and MSNBC are all well-represented there (Paige et al., 2024). Twitter, which offers a platform for breaking news and real eyewitness reports of police brutality, has been an essential tool for the Black Lives Matter campaign. Rapid information dissemination is made possible by the platform's structure, which (Hawkins, 2023a) is essential for organizing demonstrations and influencing public opinion (Hawkins, 2023b). Twitter hashtag usage has greatly influenced how people talk about police brutality (Francisco & McMillan, 2024). A variety of justifications for police shootings may be found in public comments on Facebook, although most people believe that the occurrences are not warranted (Oz et al., 2024).

This study findings show that, in a world that is becoming more complicated, research on social justice and policing is becoming more important and pertinent. Understanding the current dynamics of the connection between law enforcement agencies and communities is greatly aided by the development of this study, which encompasses media analysis, police-community relations, and racial justice. The influence of media and social media representations on public opinion, as well as the contribution of global cooperation to deepening comprehension of the complexities of social justice issues, should be the focus of future studies.

Based on the analysis above, the media must form an open conclusion concerning the police. Negative news from the police, such as infringement or brutality, diminishes the open belief. The media scope of police infringement specifically impacts open conclusion, driving diminished back for law authorization offices. Social media strengthens negative and positive portrayals and can impact police authenticity. Following this, the media's scope of police exercises impacts open supposition. Sympathetic media surrounds can reestablish open belief. At the same time, basic surroundings tend to harm belief within the police.

The police require better communication to understand the media's effect on their notoriety. Hence, the community policing communication technique carried out by the police does not appear like a picture. The police should be more open with the public by expanding open associations. With this inclusion, the public can see the proof of police execution. This bibliometric examination can give media professionals a diagram of their performance's impact on the police's notoriety. It can also remind them of their duty and morals.

## CONCLUSION

This study provides an overview of the evolution and current state of research in police reputation and image in the last 28 years based on the data available in the Scopus database. The study found that the trend of police reputation and image publications continues to increase. This progress has been primarily due to the push of a small group of scholars from the United States, United Kingdom, and Canada.

Police reputation and image research are dominantly disseminated in journals specializing in law and criminology scope. Finally, the results indicate that researchers in this field have investigated a wide range of topics that can be grouped into four broad areas: police, policing and media channels, police and public, police brutality, and crime.

This study's limitation is that the bibliometric review cannot provide a perfect picture of the field's development and current status. This study is not an exception, and its findings are limited in scope because the search approach used to create the corpus of police reputation and image in media research might have excluded some relevant studies.

Public perceptions of a variety of social issues, such as racism, sexual assault, and systematic unfairness, are influenced by social violence and media portrayals. They also show changes in perceptions of how social media and digital technology affect institutional image management, social activity, and reactions to injustice. Theories of stress and trauma in law enforcement and how they affect officers' performance and well-being are also discussed in several publications.

Future studies might consider expanding the findings of this research by using alternative databases and including

additional types of publications because this study uses only one reputable international database, namely Scopus. Also, bibliometric analysis cannot provide a detailed description of the development of specific topics due to various factors, especially in the practical aspects. Besides, it would be interesting if further research examined public trust in police institutions using quantitative or qualitative methods. Despite these limitations, this study provides a comprehensive literature review on police reputation and image in the media.

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