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THE EFFECTIVE USE OF SOCIAL MEDIA IN CRIME
DETECTION AND PREVENTION: THE PROMOTION
OF PUBLIC TRUST IN THE UAE POLICE- THE CASE
OF THE ABU DHABI POLICE

AWAD SAIF AHMED SAIF AL BALOUSHI

THE EFFECTIVE USE OF SOCIAL MEDIA IN CRIME DETECTION
AND PREVENTION: THE PROMOTION OF PUBLIC TRUST IN THE
UAE POLICE- THE CASE OF THE ABU DHABI POLICE

AWAD SAIF AL BALOUSHI

A thesis submitted to the Cardiff School of Management in partial fulfilment of the
requirements for the degree of Doctor of Philosophy

Director of the Study: Professor Andrew Thomas

Cardiff School of Management
Cardiff Metropolitan University
200 Western Avenue,
Cardiff, Wales, CF5 2YB, UK

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Declaration

STATEMENT 1

This dissertation has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for an academic degree.

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STATEMENT 2

This dissertation is the outcome of my independent work and investigations, except where otherwise stated. Where correction services have been used, the extent and nature of the correction are marked in a footnote(s). Notes giving explicit references acknowledge other sources. A bibliography is appended.

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Dedication

To my beloved country the UAE that I am proud to bear its citizenship

The researcher of this dissertation is quite happy being dedicated to all the loyal, sincere, and hardworking all colleagues police officers, men, and woman of the Abu Dhabi Police (ADP) GHQ for their fruitful cooperative efforts in providing the needed help to accomplish this task with their sincere efforts.

The researcher's dedication is also to all the citizens and residents of the beloved country the UAE, who ethically use the social media for descent purposes without violating the UAE sociocultural norms, besides their fruitful cooperation with the ADP in combating undesirable anti-social behaviours that could cause crimes and social instability.

Lastly, the researcher's warmest dedication goes to the kind family members for their patience and tolerating the tension during the doctorate study while keeping the light midnight lamp keeping on in pursuit the cherished dream of mine to become a doctorate in this favourite subject.

Awad Saif Al Baloushi

Cardiff, May 2019

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Awad Saif Al Baloushi,

Cardiff, May 2019

Abstract

The social media provided police agencies with many worth capabilities to promote their crime control activities, which grounded in gaining the trust of the citizens. The literature review unearthed a lack of empirical studies on examining the potential role of Facebook (FB) users' trust in facilitating crime information sharing with the police through various social media platforms. This study endeavoured to replenish this knowledge gap by identifying the causes and factors that could build Facebook users' trust in participating in the Abu Dhabi Police FB regarding crime information sharing. The study developed a conceptual model based on the e-servicescapes concept of Harris and Goode (2010) and Harris and Ezeh (2008), which considered trust, communication efficiency, and customer's purchase intention as crucial factors for successful online service, while Hohl's work (2011) tested trust in police from a citizen perspective. The study employed FB, due to its global popularity, to investigate **i)** possible integration of FB as a tool in crime detection based on gained public trust; and **ii)** social acceptance towards disclosure of crime news on the ADP's FB. The developed model answered these research questions **i)** How did the ADP employ FB in police-community communication to gain the desired public trust?, and **ii)** Did the gained public trust play a role in driving the users' interest in sharing information regarding the detection of non-serious crimes? The mixed-method addressed these questions. The survey participants (n=300) retrieved from the ADP's database and conducted interviews with FB experts (n=20). The generated findings revealed that graphic design, functionality, content quality, and secure access to the ADP's FB page were crucial in building users' trust to support participation intention regarding non-serious crime issues. The findings illustrated demographic features of the survey participants, where the males between 40-49 years represented 77.51% of the men (n=169), whereas females between 30-39 years represented 76.93% of women (n=39) whose trust motivated them to participate regularly in the ADP's FB. The study concluded that the gained trust of FB users enhanced reliable information sharing dedicated to non-serious crime detection. This study contributed to developing a police FB model to explain how the ADP officers considered the impact of public trust on deploying FB in their policing routines regarding non-serious crime detection.

Keywords: Public trust; Police social media; Facebook; Non-serious crimes; Crime information sharing; Participation intention; Socio-cultural norms; the UAE.

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Abbreviations and Glossary

1] Abbreviations

ADE: The Abu Dhabi Emirate, it is the largest among the seven emirates area-wise.

ADP: The Abu Dhabi Police Directorate; formed in 1957 to have experienced several restructuring and reform plans.

GCC: Gulf Cooperation Council, which is economic cooperation between the states of Arabia peninsula to include Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and UAE.

UAE: The United Arab Emirates is a federal state of seven emirates or sheikhdoms (*Abu Dhabi, Dubai, Sharjah, Ajman, Umm Al-Quwain, and Fujairah*, and *Ras Al-Khaimah*) that united on 2 December 1971. The seven emirates (sheikhdoms) were earlier known as the *Trucial States*, which had been under the Great British colony since the 19th century.

2] Glossary (Tracy, 2013; pp.249-250)

Conceptual Model is the strategic plan of a research project that aims at developing a theoretical approach further than developed by relevant literature to furnish different and distinctive understandings of a research problem.

Credibility is concerned with the honesty and acceptability of the own researcher study, which might impact the authenticity of the generated research outcomes.

Crime Detection consists of procedures and approaches created and operated to detect potential crime incidence or tracing criminals' movements and locations.

Crime Prevention consists of pre-emptive activities that seek to deter a crime from happening.

e-Government is the intensive use of ICT-based applications by the Government machinery for improving the provision and delivery of government information and services required by community members, industries and business sectors, and semi-governmental organisations.

Formal Generalisability: The distinctive features of generated research results to be exchangeable among relevant scholarly studies through statistical generalisation, which could permit the researchers to pave likelihoods on how these generated findings would find their ways relevant populations or contexts.

Information and Communication Technology (ICT) is a specific infrastructure of multiple electromechanical components, enhancing communication and computing ecosystems. ICT is universally accepted to include tools, instruments, networking components (wireless devices), applications (artificial intelligence), and digital systems (robotics and mechatronics) that aggregated in making the interaction of people and organisation without frontiers the digital and virtual environment.

Methodological Significance indicates the quality of research to engage methodology uniquely or reconsidering a previously investigated research topic by employing unique approach for shifting the tactic of others regarding “*how to carry out*” investigation on the future studies.

Non-Serious Crimes, as considered by the ADP, are those crimes that do not involve the use of force or arms that might be responsible for causing injuries, e.g., thefts, quarrels, addiction-related actions, and misuses of social media in fraud.

Objectivity is a standard research approach for the positivists with which the researcher should consider the removal of any personal prejudices away while conducting their investigations.

Procedural Ethics is concerned with the authorised standards accepted by organisations in various domains to be essential procedural ethics universally prerequisite of all research and scholarly projects.

Reliability is an essential objective of positivist research in which conducting a research study would be cautious, reproducible, constant, and steady over time.

Research Transparency is a driving standard of empirical research to impose quality of researchers as to be truthful, and to approach their research critically.

Serious Crimes, as considered by the ADP, are the violent actions that involve the use of different levels of force in causing injuries; their seriousness is often determined by the degree to which the victim is harmed physically.

Situational Ethics is a concept that involves the researcher to deem what should be an ethical issue in the context a specific research problem to include what is useful for reporting and necessary action from the researcher to protect the related ethical issues.

Social Networking Sites (SNS) are products of computer-mediated technology (CMT) and related applications to facilitate creating virtual media within which information and idea exchanges shared interests and trends among similar groups.

Tacit Knowledge refers to the understanding of a research field of the researcher that could gain when the research genuinely tackles a research problem towards a better understanding.

Triangulation (Mixed-method) is the condition where findings that generated from various data-producing sources would give comparable results to strengthen the study integrity.

Chapter 1: Introduction

This chapter offers introductory coverage of the potential impact of social media facilities; in general, and Facebook (FB) in particular, on the practice patterns of the two-way online communication between community members and police agencies as discussed in the present relevant scholarly works from mutual trust perspectives. It also presents a historical background about the ADP as an example of a security-implemented agency that strives to pursue tangible improvements while adopting and getting the most benefits from emerging information and communication technology (ICT) for improving policing practices that related to crime detection.

The paramount product of the ICT revolution was the Internet as a dominant driver for hosting and spreading myriad information within cyberspace in different domains. Thus, the overwhelming advent of the Internet had stressed to implement innovative approaches to deal with diverse sources of information, as well as established available multiple communication channels and routes between organisations and patrons. So, the continuous developments in the Internet and web-based applications had initiated a crucial change in the information sharing and interpersonal communication landscape.

Such intensive use of the Internet had socialised the web by establishing several virtual platforms known as *social media websites* to be used by diverse business and social groups. These platforms have proliferated steadily to embrace a diversity of contact patterns to put the first bricks for emerging the *social media era*. Social media have become a popular communication medium where people and organisations could build broader virtual connections within relevant business or social networks to be open

spheres that user could freely enter to generate personalised content and share it with peers.

It is worth to note that roughly 3.8 billion people worldwide use mobile phones with an increase of 4% per year, along with 2 billion people access social media through such smart devices (Alarcón, Sepúlveda, Fernández, & Gil-Lafuente, 2018). However, FB had gained dominant popularity among social media users to attract about 77% of Internet users since the users could create and design their cyberspace society. Such prevalence of FB motivated many governmental entities to create a Facebook page to sustain their presence in the surrounding community (Curran, Graham & Temple, 2011; Lukka & James, 2014; Paquette, 2013; Facebook Society, 2018).

Nevertheless, the ease of access to, an ever-increasing number of users (individuals and organisations) in social networks, along with excessive amounts of shared information with less providers' constraints regarding dissemination of faked information and contents had confronted the social media users with challenges concerning lack of mutual trust in others to have raised issues of perceived privacy and information security (Golzardi, Sheikhahmadi, & Abdollahpouri, 2019).

On the other hand, abundant scholarly studies recognised social media platforms as innovative agents of digital mass communication progress. Consequently, various organisations in all sectors had got the most benefits from using appropriate social media sites in **i)** academic and research activities for teaching, investigation, and education-related practices, **ii)** governmental activities as a part of their e-Gov initiative and delivery of smart public services and **iii)** business and financial markets for promoting and advertising products and services.

Globally, police agencies are facilitating ever more over-the-Internet transactional e-services and policing activities. Law execution agencies as well have been incorporating social media in a variety of uses and legal information delivery for years. For instance, the police usually post on social media sites relevant crime information like wanted individuals, public awareness about non-serious crime and violence, and assistance during natural or human-made hazards. So, the advent of social media in policing had established what so-called *digital* or *police social media* (Patton, Brunton, Dixon, Miller, Leonard, & Hackman, 2017).

Social media policing is proliferating worldwide to have become a routine work and provided new channels for webbing police agencies with the community members for seeking their voluntary cooperation in reducing crimes. Therefore, they should post accurate details of crimes and their potential impact on community safety, which enhanced in detecting and solving the crime within 24 hours of its occurrence (Douglas, 2013). According to Ray (2016), the complexity of society and talent of the criminals in developing and finding unusual ways for committing their crimes has encouraged many police agencies to be on the loop and pace with various kinds of crimes through introducing new tools and strategic approaches.

The International Association of Chiefs of Police (IACP) conducted a global survey in 2015 regarding the integration of social media sites in their tasks and duties. The investigation revealed that 74% of police departments found that the use of various social media sites in policing had assisted in solving crimes in their judicial courts. As a tool, it had proven to be extremely beneficial in the criminal investigations and identification of crime and criminal misconduct and associations through police-

community information sharing and providing online consultations to individuals as a community-police involvement.

According to the mentioned survey, the IAPC (2015) found that 94% of police agencies worldwide are currently using one or more social media platforms, with 61.7% using it to gather intelligence and 77.1% using it for investigations. In the global context, the ways with which social media might be employed in crime detection included:

- 1] Conduct a robust review of social media profiles and online activities of suspects (86.3%).
- 2] Carry out a continuous review of the social media profiles and activities of the victims (49.4%).
- 3] Review fake profiles or naked identity to monitor and gather information about potential criminals (53.3%).

Police agency considers community cooperation as a critical pillar in fighting crime and sustaining community safety; likewise, a new culture of social responsibility. However, social media platforms could be providing the facility of two-way communication and reaching people with possible emotional content to encourage meaningful engagement. Despite the extraordinary communicative power of police social media in the spread and promoting security awareness among the community and interact with the individuals regarding pre-emptive actions against crimes, utilising social media platforms in mitigating non-serious accidents/crimes; however, receiving surprisingly little academic attention. However, much effort dedicated to crime detection and prevention has directed towards attempting to minimise dispositions to crime commitment (Boateng, 2012).

Some studies reported that the task of crime detection and prevention is interrelated with the partners' trust and respect of comments over social media sites; therefore, much relevant scholarly works are considering mutual trust as a critical factor for successful online interactions (Dewyer et al., 2007). In the meanwhile, Joinson, Reips, Buchanan, and Schofield (2010) argued that, as quoted *"Although there has been augmented apprehension about the challenge of gaining sustainable trust and protecting the privacy matter that posed by the advent of the social media applications into many organisations and individual uses. However, there is little evidence that user's privacy concerns have been interpreted to trust that could be enhancing information sharing behaviours while the user engages online"*.

The statement of Joinson and co-authors indicates that trust and accurate information are operating in a mutual association pattern, such as that a dearth of one might weaken the other. In contrast, the widespread use of such digital tools has accompanied by misconduct behaviours that might promote unwelcome strife within an otherwise peaceful society, such as spreading false information and black rumours (Vissers & Stolle, 2014). This insight has significant implications for conceptualising how organisations' social media profiles could be creating a fair balance between the requirements of customers' privacy and trust in online communication.

The public trust in the police authority has experienced fluctuations that might be due to weak dual communication between the two parties. However, the prevalence of popular digital devices and dissemination capability through smartphones and social media had enhanced the two-way communication and, in turn, raise public trust in police agencies while incorporated social media is approaching the community members. Today, nearly every adult and adolescent possess a smartphone to create

populous virtual communities whereby they could be able to capture word messages and video quickly and effectively and often audio too (Van Craen, 2016).

1.1 Background

The advent of the ICT-aided applications into the UAE-based business and academic settings has facilitated the switching paradigm from an oil-based overall economy to an innovative knowledge-based economy. Knowledge-based enterprises, as well as online-delivered services, could be better recognising their contributions to the UAE's GDP as compared with oil-based revenues to have produced from 32.1% in 2001 to 37.5% in 2012 (Bin-Byat & Sultan, 2014). Fast-track of economic development is often attributed to the pattern of the specific distribution of the national ICT infrastructure and encouraging the innovation sphere. Therefore, the Emirati society is being sustained and driven only by its enormous economic successes, political stability, and security concern, whereas Abu Dhabi (the capital) and Dubai (business hub) are the two cities driving the train of the national prosperity, as well as the GCC region.

The UAE had adopted free economic paradigm, which accompanied with abundant international information flows, which caused noticeable economic and technological changes with striking effects on sociocultural norms. Social media, world-class education, and exposure to a variety of ethnic cultures had improved the ability of Emirati citizens and residents not just to consume and receive information but to participate more freely and actively in both local and global conversations. Such active connectivity triggered off debates over changing societies and the possibility of active participation in public affairs; for instance, fighting crime, corruption, and rumours.

The UAE Federal Communication Authority (FCA) launched its Internet-based communication infrastructure since two-decade ago for supporting the integration of

advanced Internet-based applications with the shifting processes of traditional paradigms to e-paradigm, such as e-commerce, e-business, e-learning, e-government, e-research, and e-policing. Such advancements have strengthened the UAE's resilient position regarding technological innovation and business diversity (Sokol & Sisler, 2010).

The use of the web-based applications, such as the social media platforms, are speedily infiltrating all aspects of the UAE society and activities of the community members; notably, in transferring the Emirati Government bureaucracy into the e-Gov paradigm.

In the UAE context, social media could help in reaching the public because:

- 1] Many of the UAE residents are part of what has been labelled as *Net Generation*.
- 2] They have made abundant use of various social media platforms and smart mobile applications in their daily life communication and information search.
- 3] The use of social media is rising amongst Internet users as 90% of them use one of social media platforms; particularly, FB and Twitter.

The ethnic diversity of the Abu Dhabi society had encouraged the ADP to incorporate various social media platforms to reach and communicate effectively with the multi-cultural communities using Arabic and English as commonly spoken languages, and a dominant subcontinent language Urdu. Moreover, the ADP is employing the social media and short mobile messages (SMS) purposely for increasing the individuals' public awareness regarding some safety issues (e.g., avoiding the road and highways accidents) and security measures.

According to current statistics generated by the Facebook Society (2018) about the usages of FB pages in the UAE by a FB fan, the UAE assumed the 47th of the world rank where about 77% of the Internet users created their social media accounts for

personal or business purposes. For instance, the FB page of the UAE Ministry of Interior (MOI) comes at 176th locally, which attracted about 705,268 fans during the first half of the year 2018. The UAE citizens represent 20% of the population, whereas the expatriates represent the rest percentage (80%). The expatriates' communities consist of about 200 nationalities coming to the UAE as job seekers.

1.2 Facebook- From University Campus to Global Arena

The fast-paced progress of the web twins increasing the number of patterns and channels of interpersonal communication, which could be considered as signs of macrosocial transformation (Erikson & Occhiuto, 2017). The social media are, therefore representing the driving force in initiating such transformation and introducing a new communication paradigm. Nevertheless, the continuous developments and improvements in social media facilities are providing robust grounds to diversity and widespread of their applications. Thus, it could be easily imagined that social media platforms have been taking a prominent position in both private and commercial online connections. The contiguous user is a part of a social media that is too prone to develop dual trust between users over the social media environments. However, some studies reported the abuse of such mutual trust (Boyd, 2006; 2008).

There are several communities on social media websites where like-minded peoples from similar backgrounds or product preferences come together to discuss their options and also their experiences with products and specific brands. These communities are significant and influence the customer's relationships with the product. All these concerned factors have a direct impact on the customer's trust for a brand as well as on brand loyalty.

Kemp (2018) edited the Hootsuite report, entitled *2018 Digital Yearbook* to discuss the marvellous usage of social media platforms by the world populations. The Report's statistics reveal that the various social media sites are becoming the daily-life use in personal purposes or business marketing and self-representation. Close to 80% of four billion people are using the Internet in various activities daily. **Figure 1** illustrates the various operations and preference of the Internet population.



Figure 1: Digital Activities of Internet Users Worldwide
(Source: Kemp, 2018)

The social sites have been mushrooming over the web at a fast rate. However, the FB platform still assumes a vanguard position among the existing SNS. The people preferred to use FB because it provides them with a sort of own microcosm through which could express their ideas, opinions, the creation of peers sharing their interests and trends. Therefore, FB has gained unprecedented popularity globally; gave it a significant prominence among currently used social media in the UAE, as well. Since most of the social media sites are having more or less similar texting and audio-visual communicating capabilities.

Social media platforms have become one of the strategic components of any organisation in governmental, private or academic settings to popularise themselves. Hence, the ubiquitous popularity of FB has sparked a genuine interest in the ADP to utilise it as an official police-community communication channel. According, we employed FB as an example of social media used in police-community information-sharing regarding non-serious crime control since FB is routinely used by the selected survey participants. Thus, it assumes that the ADP's FB page could function as a powerful platform through which the ADP and community members could increase their interactivity and engagement in the context of sustaining society safety. (Mangold & Faulds, 2009).

FB was created and developed by Harvard student Mark Zuckerberg in 2004. Initially designed as a networking means for Harvard students community. Soon, it spread to other universities and colleges, when finally opened freely to the public in 2006. The FB capabilities would be enabling the user to **i)** create a personalised page on which various material (e.g., photo, videos, dialogue and chatting room, and the like) could be posted on the page to interact and self-disclose and be updated continuously **ii)** construct a public or semi-public profile within a bounded system; **iii)** coherent a list of other users with whom the user shares a connection and interest; and **iv)** view and negotiate their list of contacts within a virtual forum (McFarland & Ployhart, 2015). **Figure 2** shows the popularity in terms of currently active users of each platform as reported by [Statista in July 2019](#).

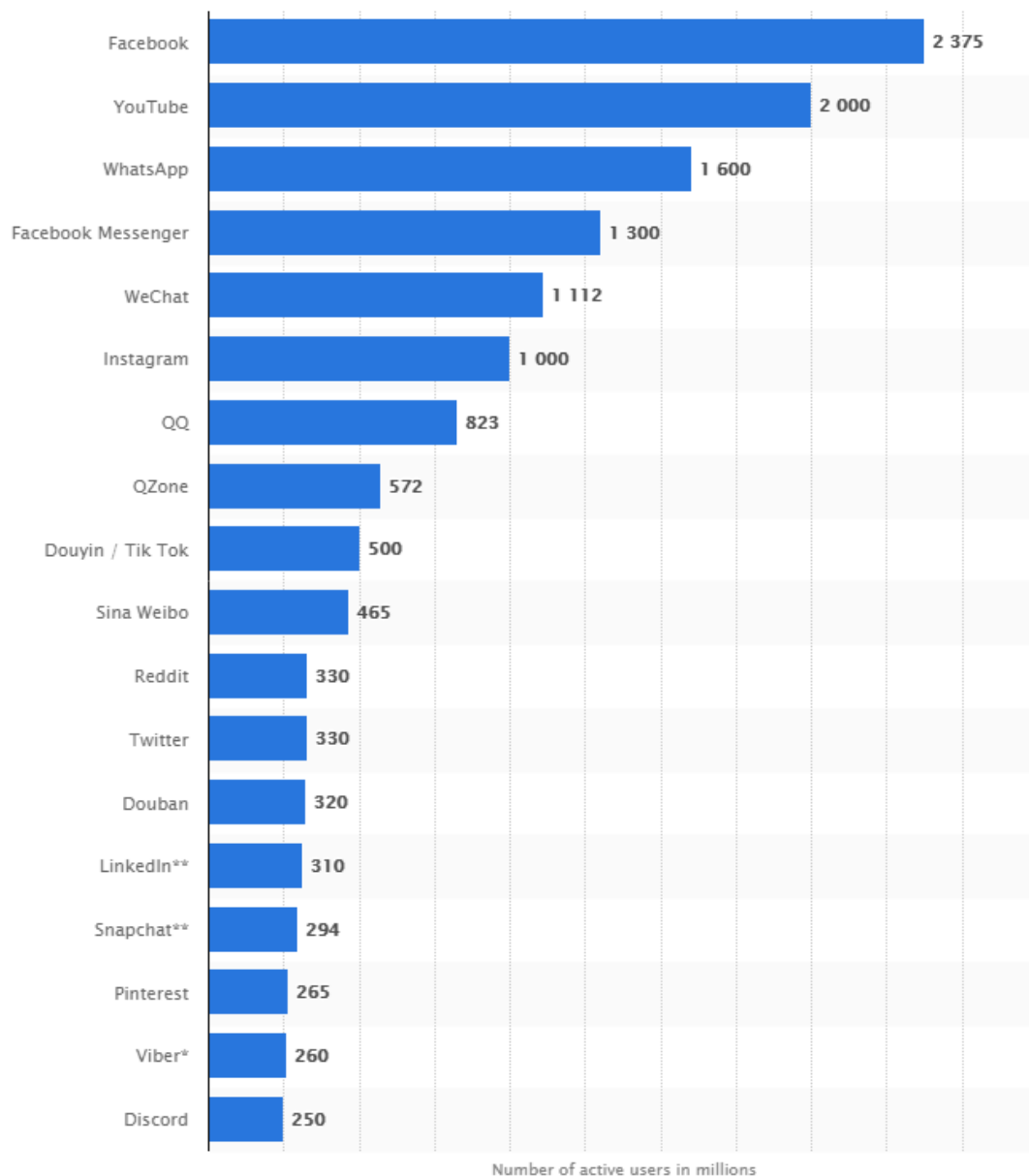


Figure 2: Number of currently active users (in a million) of each platform
(Source: <https://www.statista.com>)

This empirical study focuses on using the official FB page of the ADP, which operated by the Security Media Department in campaigning and detecting the non-serious crimes as a part of its anticrime control strategy to sustain community safety and individual's sense of security. This study imported the global experience of police departments in using social media sites for improving police efforts in crime detection and prevention management. However, the study does not claim to propose a robust and workable

solution, but it intends to share with substantial contributions to enhancing knowledge regarding how the ADP could use social media sites in information sharing with the public that would be helping in combating the common non-serious crimes.

Many scholarly studies discussed the mutual connection between trust in online communication and the users' perceived security and trust (e.g., Tang & Liu, 2015; Bullock, 2018). This study nominated *Trust* as a central issue for investigating its role in warranting effective use of the ADP social media in combating non-serious crime in the context of information sharing with the public. The potential interrelationships between public trust, layout and content quality of the ADP FB page, and perceived security illustrated in a conceptual model of police social media practice.

This empirical study provided new insights into the role of *public trust* in activating information sharing on ADP FB purposely to prevent and detect non-serious crime in the context of the ADP anticrime strategy. Nevertheless, the ADP regards public trust to build and sustain the police-community interaction. Therefore, this study adopted a central concept that is *"If the FB users had gained trust with the official ADP's Facebook page, then they will be interacting more with the ADP's FB through sending information, inquiries, and feedback comments while getting helpful information regarding security issues of their interest."*

According to the researcher's best knowledge, no other empirical study has been conducted in police social media and its integration with crime detection, hitherto. Thus, the researcher argued that Facebook information sharing based on mutual trust could improve the detection of crimes and cooperation in the domain of society security using reducing non-serious crimes. However, the use of social media in crime control by the ADP Force is still in an experimental phase.

1.3 Background- Profile of the Abu Dhabi Emirates

This section aims to furnish a brief history and general background information about the Abu Dhabi Emirate and its police department. It highlights the mission and community encompassed services as a part of its strategy, which gives the justification of the chosen Abu Dhabi Police (ADP) as a case of this proposal.

1.3.1 Profile of the Abu Dhabi Emirate

The UAE is enjoying a sound global economic success on a grand scale; however, the pattern of such fast transfer to a global business hub and a favourite destination of job seekers had associated with drastic socio-cultural consequences. Moreover, the security impact and crime problems generated from such social changes and influx of foreigners have not received the deserve research attention in the UAE, hitherto. It is beyond dispute that the globalisation had impacted on the socio-cultural norms and attitudes of the Emirati citizens towards growing of multi-ethnicity in their traditional society.

The Abu Dhabi Emirate (ADE) is the largest of the seven federated emirates, while Abu Dhabi City is the federal capital and the most significant and wealthiest urban area in the UAE. For instance, 90% of the national oil and gas production comes from the ADE. The ADE consists of three central regions: the city of Abu Dhabi metropolitan, Al-Ain Oasis (the Eastern region) and Al-Dhafrah (the Western region). The Gross Domestic Product (GDP) of the Emirate of Abu Dhabi constitutes more than 60% of the total GDP of the UAE, although the Emirate's population stands at only about 33% of the entire UAE population. (UAE Yearbook, 2017).

The inhabitant population of Abu Dhabi Emirate reached 2.7 million in mid-2017, with an average annual growth of 7.7 per cent to represent one of the highest rates in the world, while showing a significant male/female imbalance 2.4:1. The Emirati citizens

account for only about 21% and the expatriates representing 79% of the total ADE's population. Therefore, the demographics feature of the ADE is multi-ethnic, where 65% of the expatriated are Southeast Asians, 20% are Arab nationalities, and 15% are Europeans, North and Latin Americans, and Australians (UAE Yearbook, 2017).

Despite such mosaic feature of ADE population, the people are tolerated towards such multi-ethnicity and abide by the laws and regulations strictly and respectfully. However, the different IT literacy and awareness of such a diverse population is a critical factor in adopting and using e-Gov and any other online services, such as through social media pages (Ekblom, Armitage, Monchuk, & Castell, 2013). In 2008, the ADE initiated its 2030 Economic Vision to diversifying its economy by investing in advanced business areas, human capital, and education (Ekblom et al., 2013).

Despite enthusiastically entering the global economy and modernisation, the ADE retains much of its traditional Arab and Islamic socio-cultural roots to show some social resistance and attitudes towards; for example, gender and honour issues, priority of family loyalty and obligations, along with the responsibility of the mega-family members for protecting their reputation through displaying group cohesion. Therefore, these socio-cultural features of the ADE Emirati community had made issues that are related to dishonour, anti-social behaviour, crime, and women very restricted to appear in the public media (e.g., dailies, electronic media, and official social media sites of government) to raise these issues as non-violating privacy. Feghali (1997) argued that *“the concept of trust in the Arab societies is gained through psychological and cultural input rather than physical separation from immediate surroundings”* to indicate dimensions of territoriality and ‘offensive space typically’.

1.3.2 The Abu Dhabi Police (AD) Directorate- A Brief History

The reason for writing this dissertation is that the police force has an immensely talented function in society. In general, the image of a country's police force is that it is an authoritative entity, which has a unique position of power in the sense that only they and the military can legally exercise authority on the population, and the state sanctions.

The Abu Dhabi Police formed in 1957 by the then ruler of Abu Dhabi HH Sheikh Shakhbut bin Sultan Āl Nahyan. There were 80 officers, tasked with guarding royal locations, markets, banks, and shipping. In 1971, HH the late Sheikh Zayed set up the Ministry of Interior, which took responsibility to police not only in Abu Dhabi but across the newly formed the UAE from seven emirates on 2 December 1971. The police forces of the UAE- since its federation- are being run at two levels **i)** federal police forces (under the federal ministry of interior) and **ii)** local police forces as the primary law enforcement agency in each of the seven Emirates. Both police levels are responsible for enforcing criminal law, enhancing community safety, supporting discipline, and keeping the peace and minimising crimes throughout the UAE.

The development and expansion of the Abu Dhabi Police continued and since 1995 have been under the Command of HH Sheikh Saif Bin Zayed Al Nahyan the Abu Dhabi Police Commander, as well. Moreover, the General Directorate of Abu Dhabi Police coordinates with other public entities community organisations- as a part of its social responsibility- to carry out and maintain a safer community by keeping stability and eliminating feelings of insecurity through different routes of community contacts (Abu Dhabi Police, 2017).

The present Head of ADP, His Highness Sheikh Saif, is also the Deputy Prime Minister of the UAE and Head of the Ministry of the Interior. In 1993 Sheikh Saif introduced

community policing to Abu Dhabi and with its problem-solving approach. Since then, there is still a far-reaching effort spreading the concept of community policing (although less so problem solving). In 2010, the Ministry of Interior launched the *Institute of Community Policing and Police Science* as a separate entity, which is responsible individually for overseeing the global standard training in community policing and problem-solving, first across the Abu Dhabi Emirate and later the broader country (Laycock, 2014).

The ADP is a militaristic organisation in that it has a strongly hierarchical management structure with relatively little-delegated authority, and indeed its rank structure reflects that of the military with Generals, Majors, and Captains and so the like. The ADP, in particular, dedicates a crucial role to play in working with the community members to mitigate and control crime, through community-oriented policing and similar approaches that encourage consultative and collaborative arrangements between police and citizens; this key role matches what the ADP states its vision, mission, values, and priorities as follows in **Table 1**.

Table 1: The Abu Dhabi Police Commitments

Vision	<i>To make sure that the Abu Dhabi Emirate remains one of the safest societies in the world and to become the police force that is more useful in the field responding to the urgent needs of the community with the highest level of integrity and training.</i>
Mission	<i>To bring about a safer society to support stability, reduce crime, and actively contribute to justice delivery in a way to warrant a sense of security and promotes public confidence in the police force.</i>
Values	<i>Integrity; Honesty; Justice; Achievement recognition; Effective communication; Performance excellence.</i>

To achieve its vision above, mission, and values, the ADP has developed six core Priorities (Px), which focused mostly on obtaining 18 strategic goals to contribute to the delivery of the Priorities. A summary of these priorities comes below herein:

- **P1-** Controlling Crime.
- **P2-** Making the roads safer.
- **P3-** Community Confidence.
- **P4-** Safety and Security of the Emirate.
- **P5-** A well-managed, efficient, and efficient policing organisation.
- **P6-** Making most of our people.

ADP organisation has values to which its officers should abide and uphold. Moreover, the officer should also attain competencies the ADP has accumulated and developed over time. Abu Dhabi Police employs frontline staff officers and ranking staff including civil defence, ambulance and fire services and border security. Under the Commander General of the Abu Dhabi Police, there are five departments, which report directly. Six General Directorates with their relevant Departments from the rest of the ADP, with three other bodies falling under the Deputy Commander General.

1.3.3 Adoption and Use of e-Gov Services by the ADP

This section attempted preferably to give a brief account of using e-Gov services in the context of ADP activities and social responsibility. It also highlighted the possible factors that motivate the ADE residents to adopt and frequently use the provided e-Gov services with trust and convenience. Effective e-Gov is becoming an essential aim for many governments around the world, whereas the UAE Federal Government has considered the e-Gov paradigm as a strategic option for improving government machinery performance.

Within this context, all the Federal Departments had submitted their e-Gov initiatives to take part in the e-Gove project. The ADP Directorate has been contributing and participating in the shifting paradigm from traditional bureaucracy to smart e-public services of the ADE's Government using implementing the e-Gov protocol through meaningful participation in such a transformation process.

Al-Zaabi (2013) used a theoretical framework based on the existing e-Gov model of the Abu Dhabi Government to recognise potential factors that might affect the implementation process and inclination of the public to use the ADP's online services. The ADP got the most advantages and best practices from the e-Gov adoption by the Abu Dhabi Government for enhancing the efficiency of information analysis and processing of a massive amount of various data for improving seamless online services and a better understanding of users' security requirements.

The ADP strove to pursue the achievement of specific policy outcomes by enabling stakeholders to share information and ideas and contributing to ADP's reform. Such reform could be achieved by increasing transparency and facilitating information sharing for helping build trust between ADP and their customers. Built a mutual trust between ADP and community is an essential factor in using advanced ICT infrastructure and communication channels to involve the community members in illustrating ADP transparency and accountability. In the context of trust that aligns with satisfaction, confidentiality, privacy respect.

Doubtless, trust-based communication is an integral part of law enforcement and public safety; however, many communities worldwide (as the Emirati) continue to maintain negative images of local implementation and experience problematic communication with associated police agencies. These perceptions have been placing significant

tension on the relationship and hinder civilians' willingness to assist law enforcement in combating various crimes, whether severe or non-serious types (Choi, Khajavy, Raddawi, & Giles, 2018).

Trust is probably one of the essential aspects of the implementation of the e-Gov initiative strategy. For the e-Gov administration to achieve its ambitious objectives to develop and deliver high quality and integrated public services, the residents need to trust the virtual environment. Without trust, the end-customers will not be participating in the e-Gov process and provided services. The trust issue was a matter when the various Government Departments throughout the UAE started publishing their respective social media account; notably, the Facebook page (Al-Khouri, 2013; 2014). The ADP has gained the most benefits from Al-Khouri's model to implement its bundle of e-services, as well as self-representation to the public.

1.4 Police Social Media Practices

Police agencies, like other organisations, have been increasingly using various ICT-based applications to support their policing efforts and administrative processes. Despite the continuous efforts from police organisations to communicate more effectively and using more communication channels, there is practical evidence shows a gap that has been increasingly broadening between the police and community members of the public. This section sheds light on the use of social media; mainly, FB by police as an instrument not only to communicate with communities and members of the public, but equally important to engage the public and the communities in information sharing in support of more effective crime detection. Moreover, the stories from ADP and some international practices in similar crime environments.

1.4.1 The Social Media Initiative of the ADP

Among the main benefits brought by the ICT revolution and digital boom in the past two decades and later was welcome dependence of using ICT-based communication devices. Such dependence has been accelerating the everyday social media activities in the UAE among the community members and organisations as a noticeable impact of ICT on interpersonal communication. Another core factor driving change in the UAE is that the young people (>30 years) constitute 60% of the total population and now familiarised to access to information and education in a form that is radically different from those experienced by their parents (Othman & Abouraia, 2016).

Social media sites had been foreshown as a means of engendering openness, transparency, and community participation in public policing. However, The ADP senior officers are looking for reliable standards and guidelines to help ADP in establishing and maintaining effective social media-based communication. In contrast, the academic community is looking for theoretical bases that potentially expand the body of knowledge related to various roles of social media in areas other than business and entertainment.

The advent of social media in expanding the range and space of the user's social network has caused an immense inclination of the UAE residents to use them routinely. Therefore, the ADP adopted the social media platforms for developing effective mutual relations and information outreach vehicle with such community members. Among the reasons that the online social networks provide an attractive topic for research be that usage habits of the social media users have been consistently shifting away from traditional mass media towards the Internet-based social media to reflect the demographic features of the users, i.e., gender and age (Deloitte, 2014).

The pervasive use of the social media sites by their users had turned the individuals into on-the-spot reporters of the surrounding events to commonly be known as “*citizen journalists or reporters*”, as they are bypassing what could be used as an exclusive purview of journalists and media groups. Currently, Facebook and Twitter; however, both are gaining ground within the ADP departments (as law enforcement) with which the ADP officers could potentially motivate the public to engage effectively in information sharing regarding crime prevention efforts.

Currently, there are nearly 2.1 out of 2.7 million residents (citizens and expatriates) in the Abu Dhabi Emirate (ADE) are active Internet users (77.78%), where almost 85% of the Internet users had created accounts in one or more of social media pages. Such intensive and pervasive use of social media by the ADE residents had turned the users into on-the-spot reporters and eyewitnesses of the surrounding events (including violence and crimes) to create “*citizen journalists or reporters*” as a widespread phenomenon, globally.

The ADP got the most benefits from smart ICT foundations to establish its social media platforms in 2016 (starting with a Facebook page, Twitter, and YouTube) to facilitate moving police communication from the physical to the virtual space and offer the opportunity to expand the participation of the target participants drawn from community members and reach of inspire action. So, ADP social media presented an affordable mechanism and a cost-effective system through which the ADP staff and officers might engage with residents and communities and, in so doing, present themselves as cooperative and participative (Al-Zaabi, 2013).

The ADP considers the powerful influence of social media on community trust, public opinion, and awareness. The social media initiative of the ADP for reaching and interacting with residents of the Abu Dhabi Emirate put into the account these facts:

- i] Many of the residents are part of what has been categorised as Net Generation, whereas 90% of them use one of social media platforms
- ii] They have made abundant use of various social media and smart mobile applications in their daily life communication and information search.
- iii] The social media users are utilising the facilities of their mobile devices (particularly the cameras) to report and send what has happened around them instantly to become ‘*event reporters*’ or ‘*citizen journalists*’.
- iv] The commonly used languages among the multi-ethnic society of Abu Dhabi are Arabic, English, and Urdu. Hence, the ADP plans to use them for approaching a vast number of these ethnic groups.

The ADP Directorate relies to a great extent on FB to exposé in the cyberspace social communication. The ADP described its FB site “*The page contains private information and services available to the public. ADP shall not bear any responsibility to the misuse of the content in many conducts or forms, such as the postings that would be breaching the Security and Privacy Code of Conduct by any users, groups, or third party. We provide this service on a public information basis only, and the user is considered responsible for evaluating and using the information from our Facebook site. Your visit to the ADP’s Facebook site is subject to the privacy policy and security of this site*” (quoted from <https://www.facebook.com/ADPoliceHQ>, 2018).

The launch of the ADP FB page stemmed from the strategic vision that is exhibited in using the social media in socialising the policing activities of the ADP through the following framework:

- i] ***Goals-*** ADP uses FB to strengthen its community-oriented contacts to boost the sense of security, encourage public participation in taking preventive action, increase public awareness about ADP social responsibility, and share specific information with the public regarding detection and prevention of non-serious crimes in neighbourhoods.
- ii] ***The way of the operation-*** The ADP officers are often using both personal and official accounts on various social media sites; however, the content of social media messages is quite diverse. In many occasions, the ADP officers usually send or reply to messages within the closed network about criminals that have been apprehended or crimes freshly took place that not disclosed yet on ADP's FB.
- iii] ***Why should the ADP Force use social media to promote crime prevention-***
The police-community collaboration in preventing crimes has become a global trend. So, fostering such collaboration needs various routes and channels of two-way communication. Consequently, social media provided appropriate tools to enhance police-community collaboration, which would be valuable assets to any ADP departments to proactively reach out to the people for promoting the culture of participation in sharing crime information.
- iv] ***Policies-*** ADP put strict ethical guidelines and measures in-action for using social media; particularly, FB, Instagram, Twitter, and WhatsApp, by their officers and prescribed how should be used in exchange of crime information to ensure that their users are in line with ADP mission and policies to avoid any

privacy violation, leakage of sensitive information, or misuses as; for instance, blackmail, faked news and rumours, which could be causing damage to the ADP's reputation and trust. So, managing communicative risks is a crucial challenge for ADP's policing activities.

- v] *Effects*- The perceived benefits of social media in this context are the realisation of a better network in the neighbourhood community, the police are sharing better information, and better-informed citizens. Such willingness of all parties in information sharing would be improving the detection of crimes and co-production in the security domain. So, it is early to detect 'hard' effects because the use of social media by the ADP is still in an experimental phase.
- vi] *Self-disclosure*- ADP launched its FB page in 2016 (after two pilot studies between 2014 and 2015), which aimed at establishing an active channel to reach out community members and other organisations of civil society. Hence, it is widely accepted that public participation in policing, in terms of mutual trust, is a desirable goal of ADP. Social media users who are willing to participate in sharing information with ADP are encouraged to follow ADP at its various social media sites. ADP usually sends messages to engage community members for alarming them about new events, tracing suspect or missing persons. The police officers in the ADP's Social Media Unit keep their eyes on the messages (e.g., comment sharing, inquiries, new information, and the like) influx. The officers immediately reply and feed the users back with relevant information. The immediate reply to the FB users who shared the ADP's page is a crucial factor in building mutual trust.

There is a lack of relevant information and data about how the ADP officers and staff are better understanding the broad impact of social media on their communication

strategies dedicated to sustaining community safety. Thus, employing efficient channels is important because it is being understood that the effects of new technologies on the police activities depend on a range of internal driving forces (e.g., adoption and trust) and external counter forces (e.g., social norms and change resistance).

In order to build community trust and foster community participation through the FB page, the ADP, as a law enforcement agency, must keep the public informed of police efforts and needs in combating non-serious crimes. So, it is argued that the police use of social media is mediated by organisational and professional concerns, along with community-devoted strategic approaches (Colesca, 2009; Shneider, 2016; Beshears, 2017). The ADP posted on its FB page the strategy that aims at building mutual collaboration and fostering public participation for the precipitation a desired ADP's trust on community members. **Figure 1** details the customer services agendas.

Customers' Service Charter

Abu Dhabi police is keen on offering its customers excellent and high quality services that would attain their satisfaction and exceed their expectations.

Our employees' values

To concentrate on customers:

To treat customers with dignity, respect and fairness, and seek to develop and strengthen the relationship with them.

Credibility and empowerment:

To treat others with clarity and transparency, and seek to continuously develop our capabilities to respond better to the needs of customers.

Cooperation and team work:

We constantly seek to support our colleagues and help adopt and create a work environment that would promote team work.

Continuous improvement:

We encourage and support exploring opportunities necessary to enhance customer's experience.

What to expect from us

Kindness:

We will treat you with respect, kindness, friendliness and a smile. And we will tackle with privacy any of the problems relevant to our services.

Information:

We will provide our services through a helpful and knowledgeable team that would protect your privacy, understand your needs, and is capable of responding to your queries.

Response:

We will work to answer all your queries, and provide you with the requirements of each service, completion time, facilitate the process of communicating with us, and we will cater to your comments and observations.

Credibility:

We will focus on providing you with quality services in an effective, and transparent way. We will also strive to realize your expectations.

Ease of service:

We will provide you with timely services through channels that best suit you, and we will reduce the number of steps required to complete a service in order to offer you a quick and seamless service.

Quality:

We will provide you with special and high quality services that would enhance individuals' quality of life.

Your commitment to us

- Appreciate efforts of our staff at your service and treat them with mutual respect and appreciation.
- Provide all the supporting documents required to help us serve you faster.
- Inform us immediately of any errors committed by our staff or yourselves while serving you.
- Inform us immediately of any changes in personal information relevant to the service provision.
- Welcome and respond to the queries of customer service staff to provide you with a quality service.

Dear customers...

"We are keen to provide you with prompt and high quality services. We are also committed to deal with the public in line with Abu Dhabi Police GHQ's strategy, best practices, protection of human rights and the establishment of justice."

Major General/ Mohammed Khalfan Al Rumaithi,
Commander-in-Chief of Abu Dhabi Police.

For more information please contact us on

☎ 8003333 | ✉ contactus@adpolice.gov.ae | 📱 [adpolicehq](https://www.adpolice.gov.ae)

Working hours: 7:30 - 2:30 Sunday-Thursday



القوة العامة لشرطة أبوظبي
Abu Dhabi Police GHQ

Figure 3: ADP's Customers Service Charter

1.4.2 Police Social Media- Some International Practice

Social media platforms have been used by police agencies to engage the community population and finding appropriate crime-solving approaches (Bertot et al., 2012). The use of the latest digital communication platforms in various activities associated with crime prevention and law enforcement specific activities is becoming an essential part of the law enforcement strategy adopted throughout the world. The developed countries are focusing on the development of specific digital communication Strategies and institutions in order to manage the flow of the information with regards to their law enforcement activities over the internet (Love et al., 2016).

The police departments worldwide are now concentrating on making specific measures in connection with the management of specific campaigns run over the social media in order to engage the people with regards to the knowledge about crime and law adherence. The point to be noted in this regard is that in all the above-described country the concerned authorities and law enforcement agencies are trying to build the trust of the people on the specific social media pages which are made on the crime prevention and awareness-based purpose (Malleson & Andresen, 2015).

The developed countries, such as the UK and the USA, are currently correctly using multiple social media strategy to facilitate law enforcement agencies to remain in contact with the people, as well as increase their involvement with the local community. The law enforcement agencies in these developed countries have focused on the development of specific cyber departments which are indulged in the management of content as well as other activities associated with the online activities of the police and other enforcement agencies.

The police department shares essential information, which is community-specific in order to update the people about various wanted people as well as various updates about the law enforcement activities in the city — these social media pages developed by the police agencies worldwide for facilitating the department to develop an efficient method of public relations. The development of public relations enables the police department to work along with the public in order to prevent a potential crime.

In many countries, social media policing had achieved some cases in identifying and investigating criminal conduct as successful crime detection practices. Police departments across the world are connecting to the public to reduce crimes. Some examples are given below:

- The police force of New York State is using the internet and social media effectively to create public awareness among the community and engage the people in order to remain updated with the latest information shared by the department. Social media pages developed by the New York Police Department are helping the department in order to regulate and manage crime prevention activities in New York in an efficient manner. The social media strategy adopted by the New York Police Department can be adopted by other police departments of various cities and regions of the world in order to follow it for the better crime prevention and regulation techniques. The New York Police Department provides the community all the possible ways to interact with them, and they try to focus on providing the credible information and interactivity to the community which is a potential source of building up a public level trust (Simon, 2017).
- In the US, Louisville Metro Police and Bardstown Police are among those who are taking advantage of the social media networks. They used to publish

photographs on Facebook and Twitter, develop and then resolve the case within 24 hours (Douglas, 2013). Patton et al. (2017) gave evidence of using social media effectively in detecting organised crime in New York as reported “In 2014, about 103 alleged gang members residing in public housing in Harlem district, which known as the excellent gang destruction and damage action in the modern history of New York City. The police department of NY used effectively social media surveillance over four years to arrest the involved gangs in that bust. Lane (2016) examined seven prescribed conspiracy charges against “gangs” in Harlem and found that 46% of all the evidence referred to communication or activity on social media.

- During 2011, Facebook pages became a vital source for issuing warnings, updates, and news of the police departments of Queensland, Australia. Their Twitter pages also became the primary source of communication between the police and the public (Knibbs, 2013).
- The Vancouver Police during the Stanley Cup finals in 2011, found themselves depending on Twitter when significant riots broke out. After that, the police have a continual social network with the public and their Facebook “likes” increased by 2000 per cent (Knibbs, 2013).
- In South Africa, as a developing country, where the crimes are broad spreading, the community members are eagerly sharing the police officers their efforts for detecting, identifying the potential sources of crimes and criminals. Featherstone (2013) gave an account of the *Crime Line* platform in South Africa. Many neighbourhoods in South Africa have formed voluntary community policing groups, who keep in touch using SMS and two-way radios. Some have adopted websites and even Facebook or Twitter as a means of being more easily

in touch quickly and transparently. Featherstone argued that existing technologies could make communication more useful regarding data gathering, prediction and spotting broader patterns of crime prevention and management.

- Likewise, Hattingh (2015) discussed the efforts of police and law authorities in South Africa, which had undertaken a bundle of anticrime measures and strategy devoted to fight and control crime. Among these strategies was the establishment of Community Policing Forums (CPFs), which encourages communities to work with the South African Police Service (SAPS) to combat and ultimately reduce crime. Also, shed light on how the CPFs use Facebook in their fight against crime by determining the information types that could be shared among themselves, and how this information is shared. **Figure 4** shows the CPF anticrime-oriented Facebook page.

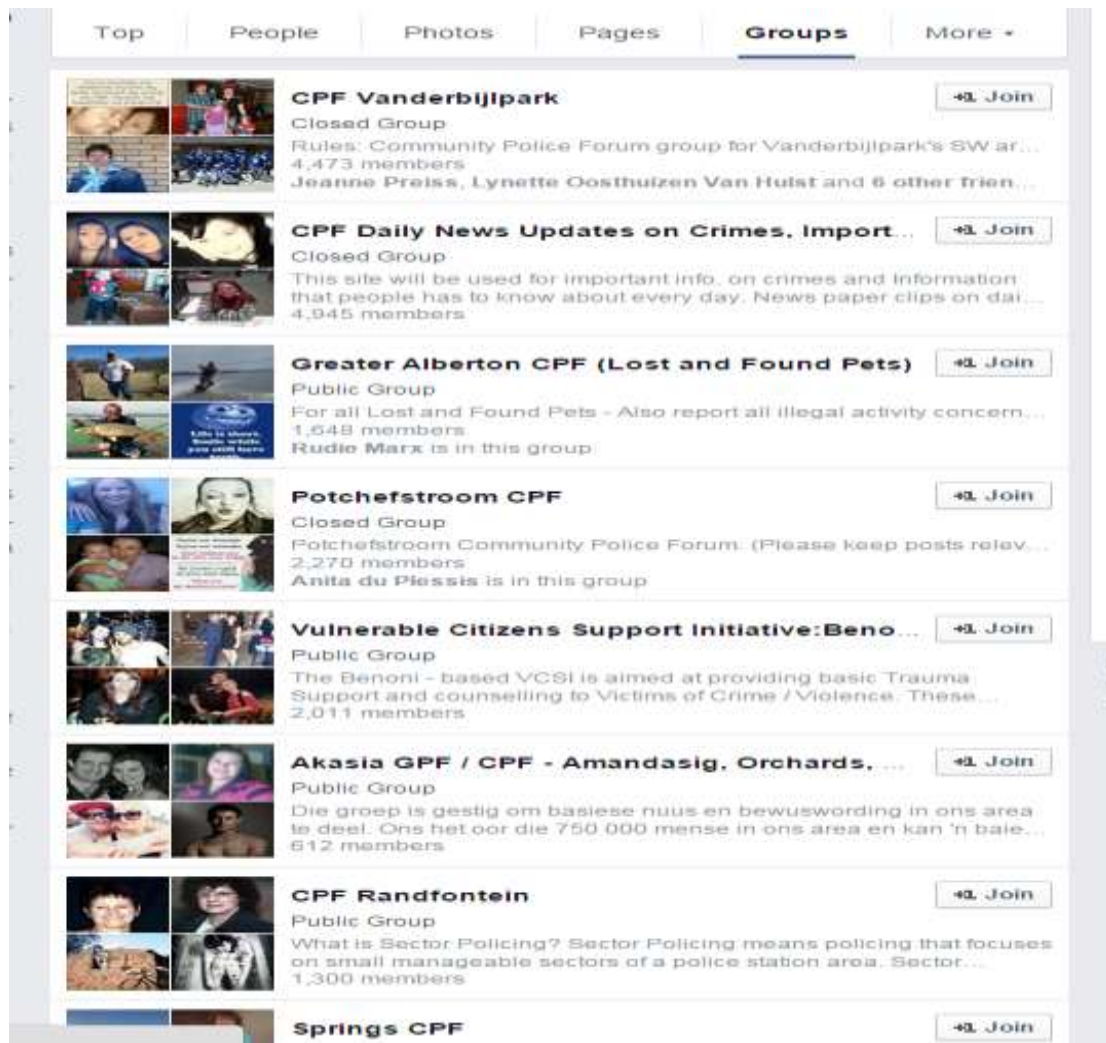


Figure 4: Facebook Screenshot of CPF Groups
(Source: Hattingh, 2013)

1.5 Research Motivations

Traditionally, police agencies have long been using a one-way communication model: sending information to the public either directly or through news media and not receiving communications back (responses and feedback) from the public via this channel. The various social media platforms are facilitating the change of the communication pattern's model between government agencies and the public as well as with news media. Consequently, the various social media tools now create possibilities for interpersonal, participatory, and interactive communications between two sides (Bertot, Jaeger, & Grimes, 2010).

The use of social media platforms- other than entertainment purposes- by police forces as a supportive technology for improving outcomes of the criminal investigation is recognised in the scholarly literature as a recent but increasingly hot issue in security, law, and sociological studies. The literature review (see Chapter 2) reveals; however that little has been written on the various applications of the social media; particularly, Facebook and Tweeter, to police activities on ways to align to their security strategy and management of the detection and prevention of crimes.

At present, the research topic of this study is; however, still in its early stages in the existing relevant literature. Nevertheless, the notion that the police use social media platforms; notably, the Facebook and Tweeter, could arguably be seen more as an innovative feature rather than an alternative for visiting the official police website or calling them on the phone. At the same time, it could be seen as an evolutionary paradigm of police communication with the public for sharing information regarding the prevention of nonviolent crimes, and need for emergency intervention (Alalehto & Larsson, 2016).

Facebook is a social network provided to a broad spectrum of social groups. The Facebook platform stands out for three reasons, these might be i) many users consider it as a personal space for social communication and interaction; ii) the amount and the quality of personal information the users make available on it to share similar interest with others; and iii) unlike other social media, the posted data is identified personally. Thus, Facebook uses, and applications become a hot research topic nowadays in two respects: i) as a mass social phenomenon in itself; and ii) as an exclusive opening of closed observation on the issues of privacy attitudes and the patterns of information exposure among community members (Tsay-Vogel, Shanahan, & Signorielli, 2018).

The topic of this study had stemmed from exposing to the experience of the police force in using an innovative approach and new technology for improving their policing; moreover, intensive reading about the integration of social media as a new genre with the efforts oriented to control crimes. Such accumulated information had sparked a deep interest in bringing to the ADP Security Media Department some successful applications of using social media in anticrime by reputed police departments in some developed countries.

The job position of the researcher in the ADP Department of Security Media allows being adequately aware of the potential role of social media information and communication with a broad spectrum of social groups. The researcher passed this idea of using social media in non-serious crime prevention to the senior officers who expressed a genuine interest in giving the researcher an immense encouragement to put into a research study proposal for his forthcoming scholarship.

This study is a part of the ADP project on using social media in anti-crime activities to cope with a rapidly changing society and emerging new crimes not experienced before. This empirical study is exploratory; therefore, the investigation of the potential relationship between trust in, and use of the ADP Facebook page is grounded on the following relevant scholarly research studies as reference sources:

- 1] Cugelman, Thelwall, and Dawes's work (2009), which talked about the usability and credibility of the website that could build the trust of the users based on their exciting page content.
- 2] Paquette's work (2013), which reviewed the extant body of scholarly literature on using social media as a marketing tool,

- 3] Boateng's work (2012) that talked explicitly about related to the field of police associating with crime detection and prevention.
- 4] Chang's work (2018), which discussed using social media evidence in criminal procedures.

This study also proposed a list of recommendations for the ADP Directorate that might help in reducing the potential sociocultural resistance that might affect the gain of desired trust and acceptance of the public in the ADP's social media sites to encourage the community members sharing of information that could help in the deterrence of non-serious crimes.

1.6 Research Issues

Doubtless, gaining the trust and confidence of the public is a central topic in studies regarding policing-related community issues. Widespread public trust in the police is essential on moral and sociocultural grounds and contributions to obedience with laws, which are considered as necessary for effective law enforcement practices. Many police departments are greatly depending on the public's willingness to cooperate in; for instance, reporting a crime, providing information and evidence, as well as complying with police orders in the search and investigation situations at significant events, protests, and crime scenes.

The citizens' trust in the police force as responsible for setting up safety and sense of security by society members; notably, in multi-ethnic societies, has received intense attention from the academics and policymakers. Consequently, several police departments worldwide found that smart ICT, along with the web-based social network sites, are practical tools for establishing a two-way communicating channel with the community members. The ADP keeps the momentum of being a conscious entity to

emerging technologies that could provide possible solutions to the challenge of security and crime prevention management.

1.6.1 Statement of the Research Problem

This study considered the social media-enhanced communication of the ADP with the public could maintain mutual trust and information sharing with the public to help the ADP to improve policing practices in the detection and prevention of non-serious (low-level) crimes. Consequently, the research problem that emerged was the potential challenges that might face the integration of social media technology with the ADP efforts that devoted to the detection and prevention of non-serious crime.

The research statement based on this assumption “*The gained public trust in the ADP Facebook could positively be related to the user’s participation intention*”, where empirical studies found established links between users’ trust in the Facebook and their participation intentions to information sharing. Therefore, we tackled this research problem due to the following reasons:

- i] Trust of the FB users in police social media is essential in supporting ADP efforts devoted to deterring criminal activities effectively and successfully with a cost-effective approach.
- ii] The extensive use of social media by individuals and organisations has created a new communication pattern having immense social implications.
- iii] The ADP realises the challenges of the widespread use of social media sites in introducing unfamiliar crimes (e.g., rumours, fraudulent, faked news, cybercrimes, and the like) to the Abu Dhabi Emirate society.

This study also put in account the nature of ADE’s society as a conservative and multi-ethnic population to raise some sorts of social resistance and sensitivity towards

broadcast of crime and criminal news broadcast on social media sites or even on the traditional mass communication devices, such as television, radio, and newspapers. Such disclosure of crime news on-air might impact on the aggregation of the public trust in the ADP significantly.

At the same time, the study relied on the relevant existing body of pertinent literature and professional practices to develop a model that could offer the best police practice to the ADP in the era of ICT revolution for improving its efforts in non-serious crime detection and prevention. This study provided a practical perspective on how to effectively impede non-serious criminal activity by involving the cooperation of community members.

In the context of this research study, the researcher defined the non-serious crimes as *“any activity or accident not involving the use of weapons or aggressive attack”*. The non-serious crimes might intent to defraud individuals, quarrelling, causing a disturbance or unwelcomed behaviours. Moreover, the emergency intervention (e.g., traffic safety, the absence of an individual, environmental misconduct, and the like) is also considered a key concern of using social media-enhanced awareness and information sharing.

Why has the research problem of this study concentrated primarily on non-serious crimes? The ADP records show that the number of crimes occurring over the past ten years; with the advent and popularity of using digital-based communication, has dominated by committed non-serious crimes according to the crime definition and category proposed by the ADP. Moreover, in many countries, their police used various social media sites successfully in the control of non-serious crimes through Internet-based detection and prevention approaches (Telep, 2017).

The ADP promoted various approaches to gain the trust and confidence of the public to its social media sites for increasing its visibility and self-presentation not only as a law enforcement entity but as a partner in sustaining community security continually and effectively. The study advocated for a more realistic goal line of gaining public respect rather than affection to achieve the difficult balance between maintaining trust and respect as an approachable, ethical entity providing firm, confident policing in this ever-evolving modern society.

1.6.2 Aim of the Study

This study aimed at investigating the potential role of public trust in enhancing the share of accurate information through the ADP's FB for developing a conceptual model of police FB practice regarding non-serious crime detection and effective prevention.

1.5.3 Research Objectives

Kumar (2011) argued that any assumption that poses a challenge, or investigation interesting new issue could be considered a base for formulating a research problem. In contrast, Silverman (2013) suggested that the starting point for any research topic is defining the research problem. Consequently, the study proposed relevant guided research objectives for this study to highlight a possible integration of FB as an innovative communication tool for approaching community members to gain their trust and keen participation in non-serious crime reduction; these objectives are:

- i] **RO₁**: To determine how ADP incorporated FB in non-serious crime detection and prevention employing crime information sharing from the perspective of the FB users' trust, as well as highlight the potential consequences of FB misses (e.g., faked and inaccurate shared information) that might spoil mutual trust between the two partners.

- ii] **RO₂**: To determine the social barriers associated with using FB ethically in deterring non-serious crimes by gathering data through interviews and survey.
- iii] **RO₃**: To test and analyse the proposed hypotheses dedicated to developing a model of FB-based information sharing in the UAE context.
- iv] **RO₄**: To determine the best policing practices of using the FB facilities through reviewing existing literature on using FB facilities by police agencies worldwide.

1.6.4 Research Questions

The researcher proposed the research questions hereinbelow to be in one line with the topical theme, aim, and objectives of this empirical study:

- 1] *How does the ADP FB content play a role in gaining desirable customers' trust?*
- 2] *Could the gained trust in the ADP FB play any role in driving information sharing intention of the FB users regarding non-serious crime detection?*

The answer to the research questions above-mentioned was made possible by conducting a mixed-method: The first part was performing a series of interviews with 20 social media experts to evaluate some selected foreign police's FB sites against the ADP's ones. The second part was surveying 300 participants to probe their perceptions about the ADP's social media sites that could reflect their intention in using and participation with the ADP's Facebook page.

1.6.5 Research and Social Media Bias

In all types of research, it is crucial to consider the issues of bias and subjectivity. Thus, awareness of bias that might be negatively affected trust in gained data and quality of the generated findings and the interpretation of the final results, if such bias stands as reliable and valid research. In quantitative research, the objectivity, reliability, and

validity of the research instrument (e.g. a survey) minimise the bias effects as there is no direct contact between the investigator and respondents. In qualitative research, the investigator must play a crucial role in avoiding any bias, such as being tolerated towards gender, socio-cultural norms, viewpoints, races, and other human reactions.

Research bias had drawn the serious attention of social scientists and researchers; therefore, they conducted intensive research efforts to deal with various causes of biases to retain reliable findings and outcomes. Tufford and Newman (2012) and Barbour (2014) found that *bracketing* and *reflection* are effective ways of dealing with such biases; they defined bracketing as “*A method used in qualitative research to mitigate the potentially damaging effects of preconceptions that may cause defects in the research process and thereby to increase the rigour of the study*”.

Bias has been primarily rooted in social culture along with human history. However, due to the rise of digital data, it has been spreading faster than ever to reach many more people across various socio-cultural contexts. As social media are increasingly used daily by millions of users, they expose many users to influencers who might not have encountered previously. For instance, exploring a FB dataset in 2009 revealed that almost 7% of 40,000 active FB users produced about 50% of FB posted material (Baeza-Yates, 2018). Accessing and using the social media platforms are correlating with technological, socioeconomic, cultural and educational variations causing a current effect of bias in social media and web content and links. For example, over 50% of the most popular websites are in English, while the percentage of native and non-native English speakers in the world is approximately only 13% of the world population (Saez-Trumper, Castillo, & Lalmas, 2013).

The work environment of ADP had inspired the researcher to be personally involved in all the activities related to data collection, data analysis, and data interpretation, and to all the methods used to collect data for this dissertation (interviews and survey). The researcher was also very apprehensive for fear that his security and policing background that might influence the way with which the collection and interpretation of the interview data analysed. To overcome possible bias, the researcher followed the standard protocols of CMU to ensure the reliability and validity of the research activities and outcomes.

1.6.6 Ethical Considerations

Many public and business organisations are facing the ethics of using new technology; mainly, that related to personal information, such as in banks, healthcare, and police departments. Nonetheless, the issues of privacy and trust are assuming the priority of the customer-devoted organisation. The law enforcement agencies are striving to gain the confidence of their clients by giving a declaration that the personal information will never be shared with a third party. Globally, the police departments have started obtaining information about crimes, violence, and any anti-social behaviour (e.g., mob violence, fraudulence, embezzlement, and the other nonviolent cases) through sharing the social media users.

Smith (2005; p.97) explained the ethics in empirical research as “*Research ethics at a fundamental level aims to establish, maintain, strengthen connectivity, and nurture mutual and respectful relationships, not just among people as individuals, but also with people as individuals, as collectives, as members of communities, and with humans who live in and with other entities in the environment. Thus, the abilities to enter pre-existing relationships are important research skills, as well as required analytical sensitivity*

and reciprocity of spirit by a researcher to research social studies”. Consequently, this study abides by the Cardiff Metropolitan University guidelines, including standard ethics' protocol to ensure that there will be no ethical issues.

The misuse of social media platforms has been representing a real challenge to the police and judicial bodies. Such abuses are usually accompanied by the violation of social norms, society disciplines, and individual privacy. Gifford (2009) reported that the primary principals of social media ethics and protocol are concerned with:

- i] *Authenticity*- If the users would be sincere, people will respond promptly with positive attitudes.
- ii] *Transparency*- If the user has any hidden agendas, people could keep space.
- iii] *Communication*- if the user establishes trust channels with all people regardless of their race and gender, the people would recognise the user respectfully.

The study considers the following research ethics and integrity for approaching the potential participants and acquiring the needed research data:

- i] *Participants* should receive a guarantee as their inputs are confidential and not transferred to any third party.
- ii] *Participation Interest*: The participants have the right whether to continue or decline the process and to deny answering any inquiry.
- iii] *Informed Consent*: All the participants receive full detailed information about the investigation and the nature of the research.
- iv] *Accurate Reporting*: All the collected data of the literature review will be correctly identified and referenced with appropriate citation.
- v] *Conflict of interest*: The researcher declares herein that there is no conflict of interest in conducting this dissertation regarding the research topic, data

collection, and presentation of results, authorship, and publishing work based on the dissertation findings.

1.7 Limitations and Delimitations

The history of UAE Federal Police describes the underpinning vision and mission of its persistent partnership that *police staff and the public are constituting one community*. Therefore, the ADP embarks on an active process to improve the police-community information sharing by utilising social media capabilities to sustain public awareness regarding the sense of security and community safety exploiting the built mutual trust between the two concerned partners (ADP and Users). However, this study has adhered to some limitations and maintained by some delimitations.

1.7.1. Limitations

Thus, this empirical research study had faced some challenges while conducting various phases as reaching the right participant and time consumed in data collection. Therefore, this study carried out within the following limitations:

- i] The study has coincided the debut of the ADP Facebook page. Thus, the page was not visible among the public and the data retrieved (e.g., number of page visitors, participants, sharers) was not sufficient. Now, the ADP Facebook became visible. Thus, the generated results could not reflect the current situation of information sharing, the number of female and non-Emirati participants.
- ii] The interview survey conducted with only twenty participants, while thirty apologised because of the schedule of the interviews overlapped with their other commitments. So, lack of enough time and approach management with potential interview participants resulted in no warranty for hiring more number.

- iii] This study incorporated mixed-method research. Different results might be generated if they would employ a discrete research method, such as only quantitative or qualitative, as well as use different analytics tools.
- iv] Although some police departments in many countries have realised the importance of social media to their public communication, the present study is limited to ADP and its possible use of Facebook platform use in crime information sharing for detecting and preventing non-serious crimes.
- v] The study focused on police social media in non-serious crimes whose records are less confidential, while the severe or serious crimes classified.
- vi] The ADP's Facebook page is written in Arabic only; thus, the participants in the study survey are all Arabic-speaker and residents of the Abu Dhabi Emirate. This language challenge may not allow non-native Arabic to follow the ADP Facebook page.
- vii] Using Facebook by the Police forces in other Emirates might not necessary to be similar and might limit the generalisability of the generated findings and results.
- viii] This study is challenged by the yet immature experience of using Facebook to enhance anti-crime management, and by the scarcity of experts in the ADP staff.
- ix] This study came across few published works tackling the use of social media; mainly on Facebook, in the UAE literature.

1.7.2. Delimitations

- i] The formulated aim, research questions, objectives, and hypotheses- based on previous related research and documentation- are the bounds of the study.
- ii] The conceptual model integrates the functions and capabilities of the Security Media Department within the ADP organisational structure.

- iii] The follow-up to assess how successful the implementation of the proposed suggestions might not be within the scope of this dissertation.

1.8 Summary

The ADP, as one of the most active governmental and sovereign organisations in Abu Dhabi Emirate, has been embraced as a legitimate partner by the community, and the organisation pursues efficiency and effectiveness through its use of the latest technological advancements and systems management practices. The ADP has formulated its vision and mission to express its genuine commitment to ensuring continuity of Abu Dhabi Emirate as a multi-ethnic/cultural community that enjoys the sense of security and safety.

The ADP Force is increasingly using various social media sites— particularly Facebook and Twitter— to send information to citizens and to receive information from citizens. The number of both social media platforms within police organisations is overgrowing, worldwide; especially among community police officers. New media, such as are supposed not only to help the police to communicate effectively and fast with large groups of citizens but also to facilitate citizen input in police work.

The ADP was making use of the social media policing, though not entirely adequate to share crime information with the residents. Therefore, the ADP is pursuing increase the awareness regarding crimes by using various social media sites as a need for law abidance and things that can help residents lead a better and secured life. ADP is pursuing persistent development interactivity that could be building robust mutual trust to share an issue with the ADP without fear and hesitation, where the importance of virtual communities will also grow by the increase in usage of social media. Linders

(2012) argued that the use of social media, in general, and Facebook and Twitter, in particular, could also contribute to police effectiveness and public trust in the police.

There is a scarcity of research work in the UAE literature on this area that investigates the use of social media in police actions and mission that dedicated to reducing the non-serious crimes and cases causing nuisances to community individuals. The extant literature review revealed that a real gap in scholarly research about the tendency of police-community contact by building mutual trust, confidence, and sharing a deep interest in preserving community safety. From such literature body, we deduced a conceptual model that contains a set of hypotheses logically linking the proposed variables.

The next chapter; therefore, reviews the related existing scholarly literature to draw the knowledge gap that could contribute to generating significant results to be a hub for further future studies. The generated findings from this study would be helpful to the ADP officer to gain more professional knowledge than what they could be produced as lessons learned from past successes and failures of implementing social media policing project. Moreover, the ADP senior officers are essential in transferring knowledge and lesson learned from the experience in social media policing of reputed police departments; in the western countries to the ADP activities.

The study could help to understand better the role and responsibility of ADP in employing Facebook page in communicating with the public, and to what extent it could be useful in promoting a sense of security and society safety through the prompt exchange of information for the detection and prevention of such criminal activities. It also puts insights towards the guidance of the ADP in using ethical use of social media both individually and professionally. It is also recommended that the Abu Dhabi

government should launch an educational public-awareness campaign that portrays domestic violence as being intolerable, illegal, and socially unacceptable, and the ADP should strictly enforce laws that prohibit physical abuse.

The researcher hypothesised that the challenges in deterring non-serious crimes lie not with the efficacy of the related laws, but, preferably, with their applications through cooperation and trust with the public. A series of mixed research method and analyses probed the public trust in the ADP entity to spark a genuine intention for sharing the ADP with individual information generated by using their social media accounts.

1.9 Dissertation Structure

The structure of this dissertation (**Figure 2**) illustrates the steps towards tackling the research problem under investigation successfully as follows:

- i] **Chapter One** gives an **introduction** to the potential impact of social media in today's communities as treated in the relevant literature. It also spotlights the **research issues** pertinent to the topical theme of this dissertation on using Facebook in building public trust that would be supportive in managing non-serious crimes that might cause a nuisance to the community. Part two presents a historical background about the development of ADP as a responsible entity for keeping social security sustainable by adopting emerging technologies to detect and crack down nonviolent crimes.
- ii] **Chapter Two** provides a comprehensive comparative **review** of existing relevant literature about the topical theme of this dissertation, which might help in determining the knowledge gap, as well as showing the scientific contribution of the generated findings.

- iii] **Chapter Three** discusses the theoretical and foundation of the commonly used research methods, namely, qualitative, quantitative, mixed, and associated techniques. The central criteria to measure trust in the page are its design, content quality, functionality, and transaction security and privacy.
- iv] **Chapter Four and Five** provide approaches to analyses of the mixed method:
- A series of **interviews** with experts and skilled Facebook users; their collected statements focused on the evaluation of Facebook pages of reputed police authorities in the UK and USA; after that, making a comparison with the ADP's page to consider further effectiveness.
 - A **questionnaire** survey to probe the perception of the users of the ADP's Facebook page regarding the extent of their trust in the page
- v] **Chapter Six** provides an overview **conclusion** about the central research problem that tackled through systematic research methods and supported by wealthy literature review. Moreover, it states the recommendations and implications, along with a suggestion to further studies that could get the most benefits from the dissertation's findings.
- vi] **The References** that borrowed from other scholarly sources on which the researcher relied and included in the current dissertation have been appropriately cited and acknowledged regarding appropriate academic conventions.
- vii] **The Appendices** posted the questionnaire survey tool, and the criteria used in evaluating the various Police Facebook pages.

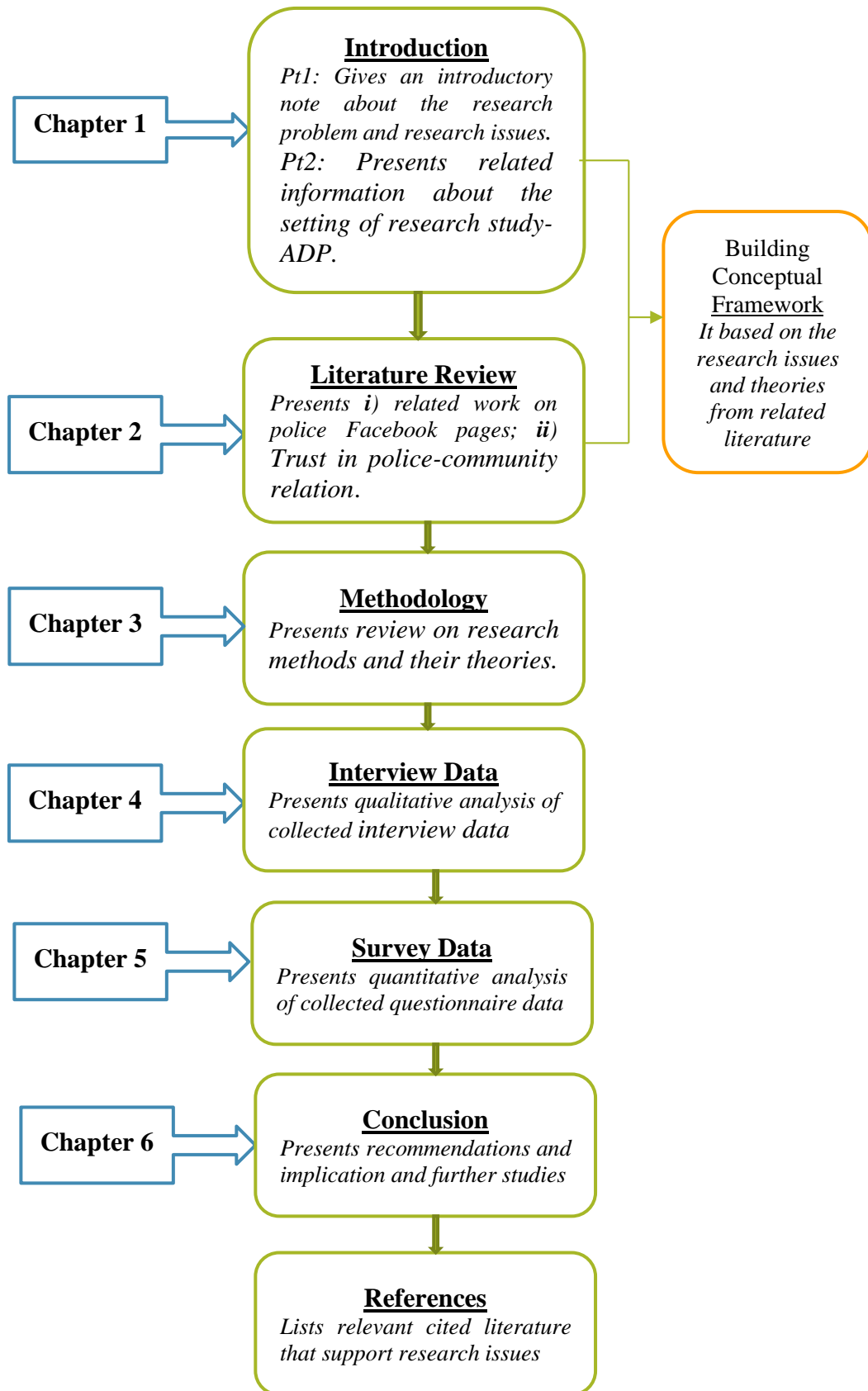


Figure 5: Flowchart of the Organisational Structure of the Dissertation Content

Chapter 2: Literature Review

2.1 Introduction

The ubiquitous use of social media platforms (i.e., Facebook, Twitter, YouTube, and Instagram) is progressively noticeable in several web-based ecosystems, and nowadays increasingly used in the army and police forces for introducing new social look and image to the society through self-disclosure. As many public organisations are using their social sites similarly as individual users do, it is expected that they should implement innovative approaches to intercede and improve their self-disclosure scenarios and guidelines targeting to gain sufficient public trust, and also advance effective communication and social responsibility for the community.

We attempted to synthesise a body of relevant scholarly studies retrieved from a range of scholarly journals and monographic series that focused primarily on the potential impact between public trusts in police social media sites on establishing two-way communication channels of information sharing. Thus, a systematic literature discovery used core searchable keywords, such as trust, police social media, public participation, e-Gov paradigms, non-serious crime prevention and some theories of criminology from different aspects. The literature review explored the possible trust-related factors, which could influence participation intention of the residents to initiating information sharing with the ADP social media sites.

Review and criticise the extant body of relevant literature on a topic constitutes the initial stage of conducting an empirical research study. Therefore, selecting, reading, and evaluating the retrieved work related to the research problem is an on-going core activity throughout the research stages to support answering and achieving the aim, objectives, and research questions (Tranfield, Denyer, & Smart, 2003). Thus, the

literature review should reveal a knowledge gap in the topic under study, as well as a future inquiry into social media research as a discrete discipline.

McCusker and Gunaydin (2015) argue that the literature review plays a role in:

- Delimiting the research problem
- Seeking new lines of research inquiry
- Avoiding inappropriate approaches
- Gaining methodological insights
- Identifying recommendations for further research.

On the other hand, Hart (2018) contributes to additional reasons for reviewing the literature, including:

- Determining what has been done from what needs to be done in future.
- Discovering essential variables relevant to the topic.
- Synthesising and gaining a new perspective.
- Identifying relationships between ideas and practices.
- Founding the context of the research problem or topical theme.
- Justifying the worth of the targeted problem to be solved.
- Increasing controlled vocabulary through acquiring and building relevant terms.
- Understanding the structure and map of the problem and related subjects.
- Reviewing relating ideas and theories before the applications.

The focus of this dissertation is on **i)** Social media as a two-way communication channels that facilitate real-time interactivity; **ii)** e-Gov initiative of utilising the applications of social media sites in many policing contexts; **iii)** How the ADP self-disclosure through the social media for maintaining its interactivity effectively with the community members to establish reciprocal trust and confidence regarding the issue of

social security, **iv)** Criminology and crime types; and **v)** Using Facebook site in the ADP's anticrime activities.

The review tasks covered the relevant scholarly studies that recruited from related literature pools. The topics of interest are **i)** Social media; **ii)** e-Gov applications in the ADP; **iii)** studies in criminology from social aspects; **iv)** social media impacts the context of privacy, information security, and trust of the users; **v)** applications of social media technology in police anticrime activities and community communication, and **vi)** crime in the UAE, and ADE, particularly.

Before reviewing the literature regarding linkages between specific dimensions of social media and trust, it is worthwhile to clarify why trust is presented as the “outcome” of online virtual environments and fundamental to various e-service. Harris and Goode (2010) justified the importance of user trust in the online landscape with these arguments:

- i] Recent theory has argued that not only trust is a crucial factor to online information exchange; however, trust is kept as a central issue to online service and information sharing,
- ii] Consistency with the general agreement of theorists, practitioners, have also placed trust as a highly significant concern; a fact evidenced by the full range of programs designed to build trust.
- iii] Many studies on online users' preferences and online sharing revealed that the most crucial issue that users evaluate when contemplating online exchange is the trustworthiness of the website owners.

2.2. The Explosion of Cyberspace Media- Is Trust Matter?

Thanks to the Internet and based social media sites that made telecommunication so quite convenient and cost-effective. The Internet has created a ubiquitous virtual sphere within which creation, exchange and sharing of a plethora of information taking place and, in turn, transformed the society in a range of systemic ways to web almost the human activities in different domains.

The emergence of the information society is a consequence of such shift paradigm and boundaries where the Internet played a crucial role as a catalyst for this transformation. Therefore, the Internet and advanced ICT are the so-called *disruptive technological innovations*, which are fundamentally changing many paradigms, and the patterns of social and political interactions (e.g., Christensen, Raynor, & McDonald, 2015). Some scholarly studies acknowledged the Internet for furnishing an ample space for hosting a plethora of various types of information. Whereas, its capabilities of being a platform of designing and developing a broad range of online services, as well as a dynamic medium to build virtual communities and groups as social media sites that paved the way to new *look* of social interaction and information-seeking behaviour of the users (Nagy, Schuessler, & Dubinsky, 2016; Vecchiato, 2017; Yu & Hang, 2010).

The Internet created unbounded cybersphere within which a wide range of social media platforms nurtured and proliferated on the web to elongate the list of platforms currently in use (e.g., Tweeter, YouTube, G⁺, LinkedIn, ResearchGate, Photobucket; wikis, blogs, and the like). Such virtual space demolished physical barriers, as well as the boundaries between races, societies, and believes (McFarland, & Ployhart, 2015). While the Internet is a prerequisite and *de facto* information enabler, one-factor driving government-to-citizen services (G2C)- especially those online - is the availability and

accessibility of the e-services around 24/7. This feature represents an efficiency gained from the e-Gov paradigm, which from public management perspectives, the e-Gov could be considered an essential aspect of innovation, co-production, transparency, and the generation of public value (Gil-García, Dawes, & Pardo, 2018).

Social media is a subset of the Internet, which is a macro-level sociotechnical system (STS) where organisations operate. The STS are “*the linkages between elements necessary to fulfil societal functions (e.g., transport, communication, nutrition) in which technology fulfils those functions through the use of production, distribution and use of technologies as sub-functions, which made up of resources characterised by artefacts, knowledge, capital, labour, cultural meaning, and the like*” (Geels, 2004, p. 900).

The historical developments of social media platforms have been accompanied with such issues as trust, ethics, privacy, security, and information reliability. Social media have nowadays become a necessity for people and organisations equally because of turning communication between partners more interactive and sometimes emotional. Tavani and Grodzinsky (2002) counted the core ethical issues associated with web-based communication regarding trust and privacy that are being commonly raised:

- i] Having less information or unverified information.
- ii] Photos and quotes were taken out of context.
- iii] Quantity and quality of the information.
- iv] Encouraging self-disclosure.
- v] Ratings of socially responsible content.
- vi] Ways to promote values based on tolerance rather than sensationalism.

Regarding the use of social media sites as a new genre of communication and webbing of individuals within the cybersphere, Al-Jenaibi (2011) conducted an empirical study

on the prevalence of social media use in various purposes in the UAE. The concerned research revealed that the various social media sites appealed to most participants as both entertainment and for more practical reasons. The survey respondents also mentioned that they liked the games, tests, and gift-giving features of social media, whereas the choice of a particular social media site reflected their perception that leads to the satisfaction with the site's capabilities to implement. Many organisations have found that social media (e.g., Facebook, YouTube, and Twitter) are influential hubs of outreach communication and information dissemination, where many owners of smart mobile devices had created accounts on the three sites.

Al-Jenaibi (2011) also shed light on the potential benefits of social media to improve a person's skills in conducting useful communication modes. An overwhelming number (97%) of the responded agreed that social media greatly expanded their social range by creating groups with people sharing more or less similar opinions and vision. The survey about which departments were most likely to use social media in their routine work, the largest share (29%) went to public relations and marketing departments, while the second spot was roughly shared equally by government use (15%) and used by business (11%).

Integration is a rapidly evolving and could be uniquely tailored to meet the needs of the individuals and organisations that use various social media sites. Smartphones also play an increasingly important role in social media integration. By downloading particular applications from either *Apple Apps* or *Google Play Store*, the users could be immediately notified when their accounts receive messages to reply either by voice or texting. Consequently, social media—like Facebook or Twitter—share information and

allows for two-way communication channel within which the desired trust could be nurtured.

The use of technology gives people access to real-time news, and with the use of tools such as Google alerts and other tracking tools, organisations can become aware of issues within moments of being posted. Nevertheless, the organisation should monitor its webportal continuously; so that, it could trace hacking or violations to take care before they progress. Constant monitoring also allows for the capturing of negativity that could project lousy faith to the organisation public. In the public sector organisations, social media initiatives are booming, with the increasing arrangement between the senior management staff on the significant benefits using social media platforms to interact with their end-users. Such initiatives are taken place in responding to the actual demands received from the citizens (as experienced social media users) who have increased and matured expectations towards the government agencies concerning the degree of responsiveness, prompt information delivery, and efficiency of service provision.

Effective communication is the key to achieving successful change in the paradigm (Kotter, & Cohen, 2002; Sirkin, Keenan & Jackson, 2005). Communication and online self-disclosure must also be persuasive and have a narrative that stakeholders can engage in and interpret correctly (Lewis, Schmisser, Stephens, & Weir, 2006; Sonenshein, 2010). Thus, how organisations choose to communicate change is dependent on the tools available to them. Today, more organisations are turning to social media as a way to both engage internal and external stakeholders, primarily are the community members.

2.2.1 Social Media Definitions

Various definitions of social media; therefore, have been proposed. For instance, Alexander (2013) indicated that the concept of social media generally embraces “*blogs, micro-blogs, social bookmarking, social networking, forums, collaborative creation of documents (via wikis) and the sharing of ideas, audio-visual material, and photographic files*” that characterised by communication interactivity in which message content transfers between individuals, groups, organisations, and sectors that shared similar interest and orientation. Social media could also be determined through the role of online behaviours as Lariscy et al. (2009) argued that “*social media platforms enable users to share information, thoughts, experiences, and insights.*”

Weinberg (2009; p.1) expressed his concept about the newcomer, as quoted “*Social media, which relates to sharing of information, experiences, and perspectives throughout community-oriented Web sites, is becoming progressively significant in our virtual world, where the physical geographic barriers that divide people groups are crumbling, while new online (virtual) communities are emerging, growing, and expanding. Currently, the list of social media platforms has elongated to include applications for the blogs, forums, message boards, picture- and video-sharing sites, user-generated sites, wikis, and podcasts*”.

Since their introduction, there are hundreds of SNSs, with various technological affordances for supporting a wide range of interests and practices to have attracted millions of users, as many of whom have integrated sites into their daily practices at home, outdoors, and workplaces. While their critical technological features are relatively consistent, the cultures that emerge around SNSs are varied (Boyd & Ellison, 2008; Phua, Jin, & Kim, 2017).

Social media has a particularly appealing potential for e-participation. Bertot et al. (2010) highlighted four major potential strengths of the social media sites: **i)** collaboration, **ii)** participation, **iii)** empowerment, and **iv)** time. The social media could be defined based on these strength as *“Collaborative and participatory by its very nature as social interaction defines it. It offers the facilities and capabilities to the users to be connected and, in turn, leading to forming virtual communities within which the users can socialise, share information, or achieve a common goal or interest”*.

Kaplan and Haenlein (2010) defined social media, as quoted *“A cluster of Web-based digital applications that built on the socio-cultural and technological foundations of the Web 2.0 to facilitate the creation and exchange of User Generated Content (UGC)”*. Landsberger (2010, pp.143-144) also defined social media, as quoted *“An instrument for enhancing communication, which **i)** allows individuals to more easily access and use human networks; **ii)** expects interactive rather than broadcast communications; **iii)** is powerful because it uses not only text but video and audio as well to form multimedia system.”*

According to various definitions of social media, the researcher sorted out the common characteristics of several SNS, such as creating a socialised page with selected groups, user-generated content, instant messaging, audio-visual facilities, popularisation, visual indicators, can be linked to other platform content. Instant Messaging (IM) is a system for real-time communication over the Internet, allowing two or more people to use the Internet to deliver text messages, files, voice and video instantly. Services are usually provided as websites, computer software or mobile applications.

Chang (2018) indicated that these emerging media tools were built upon Web2.0 technology. Compared with the Web1.0 Services, the social media features of Web 2.0

are that most of the platform operators themselves do not make content and rely entirely on *User-made Content* (UGC) to attract user interaction, including the general users and institutional users (TV stations, movie firms). Therefore, the focus of platform operators is how to create a platform based on the needs of different communities to attract users to interact on the platform and generate content, like a Facebook page.

Here are some example definitions of the Web 2.0 and social media that extracted from the relevant scholarly literature:

- i] Social media and social software are tools that “*could increase the user’s ability to share, to co-operate with one another, and to take collective action that would be all outside the framework of traditional institutional entities and organisations*” (Shirky 2008).
- ii] The novelty of social media would be “*the scale at which individuals who never had access to broadcast news or information stuff are now practising so daily*” (Jenkins, Ford, & Green, 2013). Nowadays, any person had a smartphone and access to an Internet connection could quickly post their footage on social media. What is published online is not necessarily visible to everyone, but to groups share content in ‘spreadable’ social media sites.
- iii] “*Social media is often used to describe a cluster of software that enables individuals and organisations to collect data, communicate, share information, and, in some situations, collaborate or partner*”. In ICT circles, social media has replaced the earlier face ‘social software’. Academics still tend to prefer terms like ‘computer-mediated communication’ or ‘*computer-supported co-operative work*’ to refer to the practices that arise from such tools, which might be previously categorised as ‘*group work*’ tools with abilities driving the social

media through ‘*user-generated content*’ or content that is contributed by participants rather than editors” (Boyd, 2009).

- iv] The very word ‘social’ associated with media implies that platforms are user-centred and that they facilitate communal activities, just as the term ‘participatory’ emphasises social partnership. Undeniably, social media could be known as “*online facilitators or enhancers of social networks for webbing various groups of the community and, in turn, promoting connectedness as a social value*” (Van Dijck & Poell, 2013).
- v] “*Social media indicate a shift from HTML-based linking practices of the open web to liking and recommendation, which happen inside closed systems. Web 2.0 has three distinguishing features: it is easy to use, facilitates sociality, and provides users with free publishing and production platforms that allow them to upload content in any form, be it pictures, videos, or text*” (Lovink, 2011).
- vi] Social media tools feature “*the elements of profile, contacts and interaction with those contacts*”, “*blur distinction between personal communication and broadcast model of messages sent to nobody*” (Meikle & Young, 2011).
- vii] Social media “*manifest a convergence between personal communication (to be shared one-to-one) and public media (to be shared with nobody in particular)*” (Meikle & Young, 2011).

These approaches discussed above are describing various forms of online sociality: collective action, communication, cooperation, connecting/networking, collaboration, virtual the creative making of user-generated content, playing, sharing. They show that defining social media requires an understanding of sociality: *What does it mean to be an act socially? What are social media all about?* There are different answers to these questions. The field concerned with these kinds of problems is called a social theory. It

is a subfield of sociology. To provide solutions, therefore, it has to enter the research field of social theory.

The web-based communicative platforms catalysed the development a type of interconnection as an emerged digital infrastructure, i.e., the ecosystem of connective media, which designated the transformation from networked communication to ‘platformed’ sociality, and from participatory culture to a culture of connectivity and multiple interpersonal communication (Van Dijck & Poell, 2013). McAfee (2006) focuses on the social aspects of social media that enable tools to enrich citizens’ interactions. They are social:

- i] In the way, they are conceived, bringing together connected tools for users in a networked approach.
- ii] In their purpose, it is encouraging mutual understanding by augmenting and expanding online and offline social interaction.
- iii] In the way they behave—instead of forcing the user to adapt to the tools, they adapt to the user. The tools emerge as a form of ameliorating under-representation, thereby expanding human interaction rather than limiting it.

The social media platforms could enhance communication and contribute value to the organisation via at least four levels: **i)** programme levels, such as media and community relations; **ii)** the functional level, as intradepartmental channels; **iii)** the organisational level, as shareholder; and **iv)** the societal level, for the betterment of the surrounding society (Van Dijck & Poell, 2013). The ultimate outcomes of these reciprocal relationships or regular communication are confidence, trust; control mutuality, the belief by both sides that they possess a degree of certainty in each partnership about the

established relationship; partner satisfaction; and commitment to the shared interest (Medaglia & Zheng, 2017).

Social media are not ICT-base products, but techno-social systems, which have pros and cons related issues. Regarding pros, the trustworthiness of social media sites could encourage their users to develop massive groups to communicate interactively. Each platform lets any user design their interactive page where the user could publish, blogging, broadcast information to interesting groups or pages in near-real-time inexpensively (Bertot et al., 2010). Concerning cons, it is complicated to adjust privacy settings on these sites, whereas their health impacts appeared on highly addition; particularly among the young users. Regarding policing issues, in many countries, their police archives registered common misuses of social media sites, such as blackmailing, that collectively known as cybercrimes. Consequently, many countries issued laws criminalising such misuses, whereas digital forensic procedures are advanced parallel.

2.2.2 The Social Media- The Era of Interactive Communication

Advances in networking technologies, multimedia, and the Internet proved a significant impact on patterns of communication and delivery of information in the business domains (e-business and e-commerce); education and teaching (e-learning); research and science (-research and e-science); and simulation design. *What are Social Media Sites?* There are many definitions of social media in the literature.

The steady growth of social media cannot be overlooked. Postman (2009) argued, *“Social Media has “changed communications forever, giving companies and consumers the power to converse with each other like never before”* (p. 6). Because of its rapid growth and its emerging stature as the next evolution of communication, organisations have no choice but to make it an integral part of their strategy.

The advent of social media applications into a wide range of domains- from personal entertainment to business and medical monitoring of serious diseases- has been receiving incremental academic attention. However, scholarly literature about the use of social media platforms in policing and police activities surprisingly is quite meagre (Colliander & Dahlen, 2011). In today's net generation, the social media provides a forum for regular communication, a prominent public relations and self-disclosure, promotion of business and marketing advertisement, and offers aid for human resources functions (Avery, Lariscy, & Sweetser, 2010; Brown & Vaughn, 2011; Moran & Gossieaux, 2010).

The growing applications of e-Gov social media would require a better understanding to tackle some complications associated with their implementation, such as customers' acceptance and use, along with e-Gov literacy and awareness. Medaglia and Zheng (2017) attempted to map the core research domains of government social media, which could be focused on these categories, **i)** context; **ii)** user characteristics; **iii)** user behaviour; **iv)** platform properties; **v)** knowledge management, and **vi)** potential effects. Therefore, the ubiquitous of using social media at various levels and by different entities, the issue of ethics has come forward.

Social media also includes various forums designed to allow employees to vent and share information about employers to share information with their employees. The news-feeding component of social media; in particular, Facebook will enable users who may be unaware of an issue to see what others in their network are liking or sharing. Therefore, Stopfer and Gosling (2013) argued that social media users might be exposed to new information that they were not aware of and develop an interest in the original

subject matter. The only cost to a social media user is the time it takes to recruit other users and to build their postings (Teresi & Michelson, 2015).

Social media sites present a context for interaction that is potentially entirely different from traditional interaction (e.g., face-to-face) and possibly other types of digital media (e.g., email). Some of the features unique to social media may challenge the ability of existing theories to explain cognition, affect, and behaviour of social media users. In today's social media revolution, Facebook appears to be the most promising novel arena for e-public contact between state's organisations and their community members (McFarland & Ployhart, 2015).

Vastly influential, social media platforms are providing a variety of means for implementing strategic communication in real-time and the ability to target specific audiences, as well as furnishing as optimal conditions as possible that necessary for initiating and stimulating mutual dialogic connections, referred to as symmetrical communication, as a core element of establishing public relations (Avery et al., 2010). As a prominent leader of the social media platform, Facebook earned its socialising role as the focus of this doctorate study. Not only is Facebook currently the popular social networking site on the Web, but it is also the fastest growing social media amongst the Internet literates worldwide. Moreover, Facebook is next to Google regarding global Internet information traffic (Brown & Vaughn, 2011).

while an organisation plays various roles within its surrounding society, it is necessary to meet the diverse expectations of its patrons. Therefore, the self-representation through the channel of public relations has become one of the core strategies of the organisation to market itself. Van Dijck and Poell (2013) defined public relations as *“How an organisation balances its interests with the interests of the public that it seeks*

to maintain relationships with". In today's Internet era, public relations practice got the most benefits from social media platforms to improve its performance.

What makes social media sites unique is not that they allow individuals to meet strangers or organisations to incorporate a two-way channel with the public, but preferably that they enable users to articulate and make visible their social networks. Social media is still evolving (Boyd & Ellison, 2008). The Internet users became both providers and consumers of information; a state sometimes referred to as "*prosumers*". Social media (e.g., Twitter, Facebook, YouTube, and the like) is an example platform developed in this period.

Since 2008, drastic advancements have led to the emergence of the semantic web (Web 3.0) and Internet of Things (IoT) (Web 4.0). Consequently, the web now connected all devices in the virtual world and in real-time. Future networks would be emotive to support intelligent interactions between users and the Internet world, where human nature meets artificial intelligence (Aghaei, Nematbakhsh, & Farsani, 2012). **Figure 3** illustrates the evolutionary phases of the Web and associated applications.

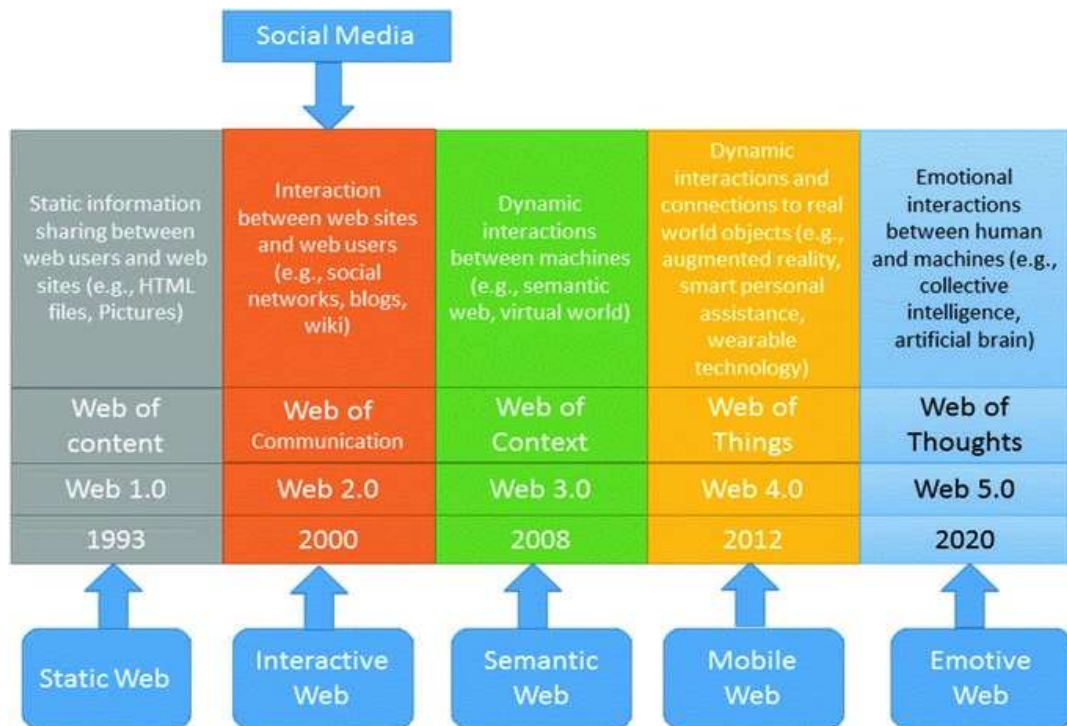


Figure 6: Social Media in the Evolution of the Web
(Source: Nepal et al., 2015)

There are different types of social media prevalent today. In the following, we briefly describe some popular types of social media as follows:

- i] **Social Networks:** Social networks are the most popular social media tools. Ellison defines social networks as “web-based services that allow individuals to
 - i) construct a public or semi-public profile within a bounded system;
 - ii) articulate a list of other users with whom they share a connection; and
 - iii) view and traverse their list of connections and those made by others within the system” (Ellison, 2007). Example, social networks include MySpace, Facebook and Google+. Social networks can be based around friendship, interest (e.g., people sharing a passion for sports), circumstances (e.g., new parents, students, or people with a specific illness) or based on a professional network.
- ii] **Bookmarking Sites:** Social bookmarking sites are online services that enable users to store and share internet bookmarks. Besides a single store and browse,

these sites also provide management tools such as annotations, categorisations, and the ability to comment. Examples of favourite bookmarking sites include *CiteULike*, *Digg*, and *BibSonomy* (Hotho, Jäschke, Schmitz, & Stumme, 2006; Lerman, 2007; Wetzker, Zimmermann, & Bauckhage, 2008). Social media is still evolving. There are different types of social media prevalent today. In the following, we briefly describe some popular types of social media.

- iii] ***Social News***: Social news websites enable the user to post stories, comments, and rank the published material, and view the posts based on their popularity. *Slashdot* and *Reddit* are examples of such sites (Chan, 2002).
- iv] ***Media Sharing***: Media sharing sites enable users to share media (e.g., pictures, videos) with each other. YouTube and Flickr (Davidson, Liebold, Liu, Nandy, et al., 2010; Sigurbjörnsson & Van Zwol, 2008) are currently among the most famous examples of media sharing sites.
- v] ***Microblogging***: Microblogging enables a short message to be sent amongst users. Twitter is the most popular microblogging social media platform (Java, Song, Finin, & Tseng, 2007). Other favourite microblogging sites include *Tumblr* (Chang, Tang, Inagaki, & Liu, 2014) and *Weibo* (Bei, 2013).
- vi] ***Online Reviews***: An online review site is a website that enables users to post reviews on services, businesses, products, or people for consumers, such as *Epinions* (Liu, Lim, Lauw, Le, Sun, Srivastava, & Kim, 2008). There is now a large number of review sites for different domains; for example, TripAdvisor for travel, WebMD for health, and more the like.
- vii] ***Question Answering sites***: these are dedicated websites where users can pose a question that is answered by another member of the public. For example, Yahoo!

Answers is a question answering site. Other users can later find the question-answers pairs present on these websites with similar problems.

Beer (2012) argues that this definition is too broad and does not distinguish between different types of sites, such as wikis and folksonomies. For instance, what makes SNS as Facebook distinct is that many SNSs are integrated platforms that combine many media and ICT-based applications, such as a webpage, webmail, digital image, digital video, webbed discussion the group, guest book, connection list or search engine.

The *Social Theory* approach of clarifying the notion of ‘social media’ can be advanced by identifying three social information processes that constitute three forms of sociality. Trottier and Fuchs (2014) further determined associated notions to sociality. The three notions relate to different forms of sociality are:

- i] *Cognition* (the notion of cognition is related to Emile Durkheim’s concept of social facts).
- ii] *Communication* (this concept is related to Max Weber’s notions of social actions and social relations)
- iii] *Cooperation* (this concept is associated with the notions of communities and collaborative work)

This present emphasis on the digital interactions between the government agencies (as the ADP) and the public is an effect from social media’s ability to empower the users in voicing their suggestions, ideas, opinions, and complaints with less physical and mental effort; therefore, allowing the public to share and exchange such views with a large number of other users within the ADP Facebook page (Al-Khoury, 2013).

With multiple concepts: “*the corporate media favourite ‘user-generated content’*”, Henry Jenkin’s media-industries-focused ‘*convergence culture*’, Jay Rosen’s ‘*the people formerly known as the audience*’, the politically infused ‘participatory media’, Yochai Benkler’s process-oriented ‘*peer-production*’, and Tim O’Reilly’s computer-programming-oriented ‘Web 2.0’” (Mandiberg 2012).

2.2.3 Trust –One Concept; Many Definitions

Nannestad (2008) concludes that “*The question of trust is a huge puzzle that is not even near solution*”. The use on a large scale of ICT-based devices has not only advantages but also causes specific challenges of public trust and adoption. In other words, trust inclines various entities to use ICT efficiently and peacefully. The notion of *trust* has long been broadly studied in various subject disciplines before the advent of the Internet, social media, or e-Gov paradigm, where each field has its interpretation. Newton and Zmerli (2011) explored the three-cornered set of relationships between particular social trust, general social trust, and political trust. Moreover, Newton and Zmerli reported much of the current research interest in trust had derived from social capital theory, which argues that social trust is intimately related to political trust and hence to the health and stability of community and integrity of multi-ethnic society.

McKnight and Chervany (2001) reviewed 65 cited papers and scholarly documents that provided definitions of trust concept. The review revealed that 23 sources from the psychology, 23 from business/management, and 19 spread across socioeconomic studies. The authors found that each discipline defines trust from different standpoints, trust definitions could be categorised by *trust referent*, which is typically the characteristics of the trustee, including competence, benevolence, integrity, and

predictability while such given definitions could also be considered by conceptual type including disposition, attitude, belief, expectancy, intention, and social behaviour.

Trust is a broad and complex concept, which has been considered widely by various disciplines, that as communication, business, management, psychology, sociology, and computational sciences (Tang & Liu, 2015). Each discipline has its perspective of trust; hence, there is still no consensus on the definitions of *trust* and has investigated one part of the trust based on its lens. Trust in psychology and sociology is not unusual for this study.

A popular definition of trust in psychology is “*A reliance upon information received from another person about uncertain environmental states and their accompanying outcomes in a risky situation*” (Schlenker, Helm, & Tedeschi, 1973). In contrast, the trust definition in sociology is “*A set of expectations shared by all those involved in the exchange, such as the realisation of the natural and moral social orders, and cooperative partnership endeavours happen*” (Barber, 1983).

Freeman and Spyridakis (2004) defined trust as “*a characteristic defined by reader judgments; however, not necessarily equivalent to the actual quality of the information content, such as its accuracy or truthfulness*”. March and Dibben (2005) regarded credibility as “*believability, trust, and perceived reliability*”. Thus, the concentration of tackling the issues of trust, credibility, and reliability of all types of information indicates that information plays very crucial roles in shaping the opinions, attitudes, perceptions, and interest. Therefore, trust and confidence in the information sources are a critical and decisive matter that directly influence the interest in sharing information with others.

In general, some researchers (e.g., Emurian & Wang, 2005; Colesca, 2009) have experienced difficulties in finding an acceptable definition for the given proposed concept of trust. Nevertheless, most regularly, the concept of *trust* could be defined in a particular context. For instance, Grandison and Sloman (2000) report that the presence of various trust definitions in the existing literature is based on these reasons:

- i] *Trust* is an abstract concept, which frequently used in the context of related concepts, such as reliability, safety, and certainty.
- ii] *Trust* is a socio-psychological concept with multifaceted uses as in defining cognitive, emotional, and behavioural dimensions (Johnson & Grayson, 2005).

The precise definition of *Trust* concepts has proved a challenge. The researcher quoted some *Trust* definitions from different contexts, as shown in **Table 2**.

Table 2: Definitions of Trust

Reference Sources	Definition of trust
Deutsch (1958)	<i>"A person may be said to have trust in the occurrence of an event if such event meets the expectations of a person, it would lead to a positive attitude and behaviour of believers".</i>
Rotter (1967)	<i>"Beliefs held by a person or a group of people who put confidence in the word, pledge, oral or written communication of their counterparts."</i>
Lewis and Weigert (1985)	<i>"Trust exists in a social system as far as the members act according to and are secure in the expected futures constituted by the presence of each other or their symbolic representations."</i>
Mayer et al. (1995)	<i>"The willingness of a party to take some risks to the actions triggered by another party relied on the expectations that the other would perform a particular reaction."</i>
Rousseau et al. (1998)	<i>"A psychological status accepts a risk-based upon positive expectations of the intention or behaviour of another".</i>
Grandison and Sloman (2000)	<i>"The well-founded belief in the capability of an entity to act dependably, securely, and consistently in a stated context."</i>
Staab et al. (2004)	<i>"Confidence in the honesty, capacity, or personality of an individual, product, or service for a specified period within a detailed context."</i>

2.2.4 Trust in Social Media and Online Communication

Trust and acceptance of social media use in security media and policing had become a hot topic in area police and society research due to rising of online business services (e-servicescape) and e-Gov public services. Therefore, many organisations often assess the customer's trust and effectiveness of their portals and social media sites according to what extent the public participation and engagement achieved full different goals. As social media users are distributed all over the world, and it is difficult to interact with them to gather information as other disciplines do (McKnight & Chervany, 2001).

There are many proposed definitions of trust and credibility in social media literacy. Fogg, Soohoo, Danielson, Marable, Stanford, and Tauber (2003) argued that trust indicates *“a positive belief about the perceived reliability of, dependability of, and confidence in a person, object or process”*. Whereas Rowley and Johnson (2013) stated that trust is *“a precursor to successful and effective adoption, interaction and ongoing commitment in the digital space”*.

The social media users are dispersed within virtual space beyond the physical premises; they only have trust relations with a small number of users or acquaintances as groups sharing similar views; however, their relationship based on mutual trust because trust is an intangible concept to measure, some empirical attempts aimed at measuring trust between both the trustors and trustees. In the social media context, the *trust* could provide evidence regarding with whom a user can trust to share specific information and from whom could accept information without further verification (Tang & Liu, 2015). The task of predicting trust (or trust metric) has been proposed to predict or infer how much a particular user can be trusted by the other users automatically.

However, when there are no explicit trust relations between them, it is an important task to mitigate the problem of sparseness in user-specified trust relations to trust social media sites and their users. User's trust in ICT-based applications (e.g., e-Government, social media, online transaction, and the like) has some unique features because of the impersonal nature of the online environment, the extensive use of technology, and the inherent uncertainty and risk of using an open infrastructure.

The online environment does not allow the natural benefits of face-to-face communications and to directly observe the service provider behaviour, assurance mechanisms on which humans have depended on for ages. Based on trust, new service paradigms could emerge, developing passive citizen participation in active citizen participation in public service delivery (Al-Adawi & Morris, 2008). Since many disciplines have extensively studied trust; however, social media data are very different from data, other disciplines used to research *trust*.

In this context, several overlapping and consistent factors that possibly influence the building trustworthiness of customers in an organisation, which might be varied according to the nature of the organisation, such as business, educational, governmental, or security agencies. Therefore, trust *per se* has been investigated in various settings and contexts from different aspects, including demographic features and socio-political regimes. Harris and McCabe (2017) placed the influential factors of trust in two broad sets:

i] ***Pre-interactional factors:***

- *Individual behavioural attributes:* specific demographics, culture, past experiences, propensity to trust, benevolence, credibility, competency, fairness, honesty, integrity, openness, general intention to use e-services.

- *Institutional attributes*: reputation, accreditation, innovativeness, generally perceived trustworthiness of the organisation.
- *Technology Attributes*: portal content, interface designing, crucial public code.

ii] **Interactional factors:**

- *Service attributes* reliability, availability, quality, and usability.
- *Transactional delivery attributes*: usability, security, accuracy, privacy, interactivity, quality
- *Information content attributes* completeness, accuracy, currency, quality.

2.2.5 Trust in Police Social Media – Global Experience

Over a decade, police organisations have been using different websites but demand to enhance public participation and information sharing with the people in a variety of ways has led to experimentation with social media. The awareness of social media in the police service had been proliferating, and indeed, it provides new channels for the police a basis for the connection and engagement with the public (Crump, 2011).

Social media have been presented, moving police communication from the physical to the virtual to pave the way of revolving the crime-related problems. Such new channels could be affording a mechanism through which agencies of law enforcement might engage with citizens and communities and, in so doing, present themselves as open, participative and tolerated towards multi-ethnic society regarding the sociocultural features of the conservative societies where the police are tasking (Bullock, 2018).

Ruddell and Jones (2013) study the perceptions of the participants, who accessed the police services posted on Facebook and Twitter accounts of some Canadian municipalities, about the usefulness of social media in policing. Their findings indicated

that for all the potential of social media, much output is one-way and fails to facilitate interaction between police officers and citizens. However, many police agencies are currently using social media to change their images and considering the police as an essential member of the society.

Other than the participation purposes, police take an interest in using social media network for at least four other essential reasons; these are **i)** social media becomes a source of intelligence when used to organise the public protest; **ii)** it performs as a platform for real-time information related to safety matters including road accidents or emergencies such as floods; **iii)** the use of social media is of significance for those police officers who are directly connected in guarding the public against internet harms; and **iv)** within the policing organization, social media acts as tool to share knowledge (Crump, 2011).

To reduce lawbreaking opportunities, governments have recognised and solicited people's opinion, and suggestions from those who have the competence to help reduce crimes. The ways included promotional campaigns to attract public participation with police help to help the residents and citizens of the country. In the UK, the National Policing Improvement Agency (NPIA) initiated the best practice in public participation with police and established in 2007 to facilitate the forces to start a series of experiments (Crump, 2011). Most of the Police forces in England and Wales are connected with the public through social media. Most of the police officers have Facebook accounts and publish photographs and videos on YouTube and Flickr. The recent increasing trend is to host webcast meetings by police, at times, concurrently online and in a physical location. Besides these, succeeding national governments encouraged police to publish the crime data for the public. Metropolitan Police was the first to publish the crime maps

in the UK in 2008 (Oates, 2008). In 2009, national mapping system was launched in the UK, which supported all the forces (Crump, 2011).

Gaining public confidence and trust are often challenge the police, which is considered crucial issues in any country because of its close association with the legitimacy of a police force. Extensive research studies have been conducted to examine the factors associated with public confidence and trust in the police. Jang, Joo, and Zhao (2010) acknowledged four primary reasons associated with both issues; these are:

- i] If the public has little confidence in the police, they will be reluctant to report crimes or call for services and assistance. Since reports from victims and witnesses are crucial to successful crime resolution, citizens' failure, or reluctance to report crimes could result in severe consequences.
- ii] Confidence in the police can be used as a significant indicator of police performance. It is essential to keep track of citizens' level of confidence in the police and their satisfaction with police services over time in order to evaluate and improve police performance.
- iii] Confidence in the police is known to have a significant influence on citizens' perceptions of personal safety and fear of crime. When citizens develop more positive attitudes toward the police, their feelings of personal safety tend to increase while their fear of crime decreases.
- iv] The Studies concerning public confidence in the police is embedded in cultural and geopolitical factors. Individual perceptions and attitudes are tightly attached to social values, norms, and beliefs. Therefore, individuals from different societies with various cultural and political backgrounds can develop different attitudes toward the police.

Current police use of force cases, combined with the publicity of social media, has led community members to believe that police officers are engaging in excessive use of force. Many online videos, tweets, Instagram, and Facebook postings are portraying police, and public interactions could undermine confidence in law enforcement and contribute to a high level of distrust on both sides (Contreras, 2016). The social media users have also detected multiple forms of police misconduct and violence against citizens, and in many cases, were captured by smartphones in the USA (Patton et al., 2017).

Survey data generated by IACP (2015) revealed that the global trend in policing practices is integrating the use of social media platforms for a variety of reasons, whereas 96.4% of police organisations in many countries employed various social media sites gradually in different capacities of crime investigation and detection. The ADP commonly use its social media facilities in finding concrete evidence or related helpful information and traces, search for missing person or wanted suspects. Recently, the ADP extended its effort to fighting Internet crimes (Fuch & Trottier, 2015).

Social media is also used for supporting outreach services and channels of information distribution and sharing, which had led to the emergence of web-aided police activities that stemmed from the interest of various police agencies in integrating their efforts for the investigation fighting and all forms of crimes (i.e., a broad spectrum of sharing and access to social media content). Nevertheless, policing social media applications could enhance the transparency of police activities, in turn, promote public trust in them; in contrast, increase crime detection efficiency via the public participation (Patton et al., 2017).

In summary, public confidence in the police has been an enduring topic over the past thirty years, worldwide. Narrowing the policing function to focus on crime-fighting in the reform era was sensible and enabled the police to target scarce resources toward their rightful mission to prevent crime through maintaining community-oriented policing, rapidly responding to calls for service, and apprehend criminals, rather than attending to matters ancillary to the primary aim of policing.

2.2.6 Social Media and Society- A Tense Relationship

A thick doubt has long been wrapped relationship between all source of media and social norms over human history. Many countries; notably, the conservative in the Orient imposed what is called '*cultural immunity*' to protect their heritage from information influx since media nowadays has become strategic '*soft power*' of a country. So, currently, the world witnesses an unwelcomed phenomenon is known as 'information and media divide' (Simons, Tiffen, Hendrie (...), & McNair, 2017).

The advanced ICTs are impacting not just the coverage of violent events, injustice, and oppression, but also the individual's reaction to those events, prejudices, and acts of cruelty. There is a direct link between being better informed, trust, and taking action, but there is no automaticity of stimulus-response. The range of reactions varies from local to international levels, from the impulsive to the strategic, from passivity to full participation. So, the field of violence prevention is in flux that there is a sense in which those dedicated to building peace are making advances locally that could have far more success than those focused on violence at a macro level, as a severe crime (Bock, 2012).

There exists minimal literature on the use of social media and user-generated content in the prevention of crime and sustaining community security and safety. Most of the research studies are anecdotal and consists mainly of examples of the use of social

media in security awareness and peacebuilding during social conflicts and spreading of crimes; therefore, the scholarly literature is minimal. Nevertheless, there is growing recognition among policymakers and conflict management experts that the media should be a building block of any comprehensive anti-crime strategy. There are scant guidelines in this regard (Comninos, 2013). Erikson and Occhiuto (2017) considered the effects of social networks and their structure on four outcomes of interest in studies of macro-social change: **i)** public security, **ii)** state formation, **iii)** policy formation and diffusion, and **iv)** economic development and inequality.

Social network research is; therefore, a different field regarding theoretical and methodological approaches. The possible relations between crime and the media have long been the subject of intense debate. In particular, an obsession with the harmful effects of media on popular culture and morality. In 2016, the social media developers of the ADP's Department of Security Media found Forrester's People, Objectives, Strategy, and Technology (POST) model as a starting point upon which the ADP social media project could be executed to create active social media sites. The POST model puts people before technology and initially employed by the advertisers for promoting product marketing and brand advertisement programmes purposely to the aggregating satisfaction of the consumers through driving a kind of *digital participation* (Voorveld, van Noort, Muntinga, & Bronner, 2018).

The idea of public participation is the foundation of a government-community sharing of information; so, genuine efforts towards public involvement in the era of ICT revolution are new to the UAE's e-Gov paradigm. So, best practices in sustaining active public participation strategies are remaining a contentious effort among the governmental departments. In contrast, while the ADE residents (Emirati citizens and expatriates) might express a keen willingness towards engaging in information sharing,

some barriers might weaken such readiness, as lack of confidence in their knowledge of the issues that need a response to share information with the ADP's social media (Al-Khouri, 2014). **Figure 5** illustrates Forrester's POST framework.

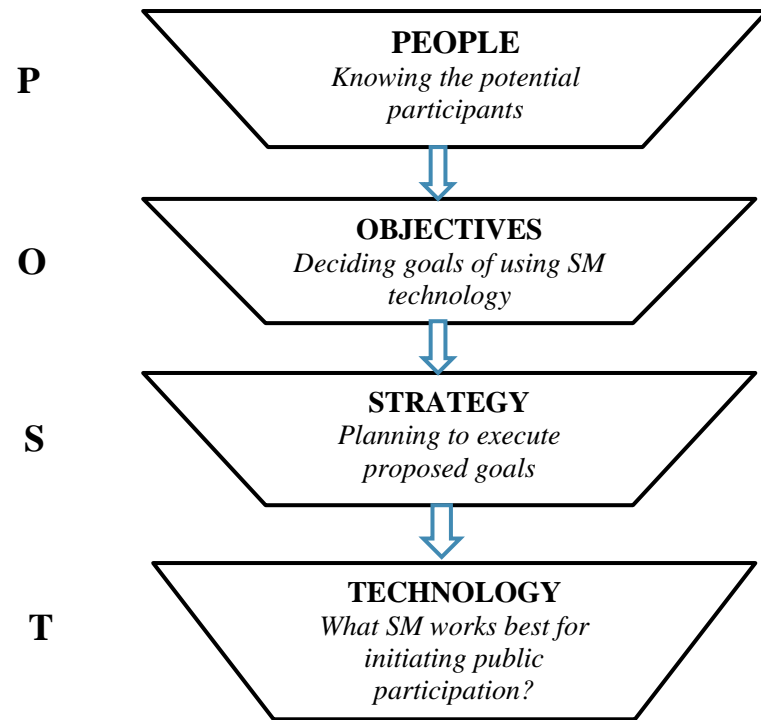


Figure 7: Forrester's POST Framework

The ADP launched two tracks of public access to its e-Gov services to reflect public adoption and social media sites to reflect public participation, as shown in **Figure 6**.

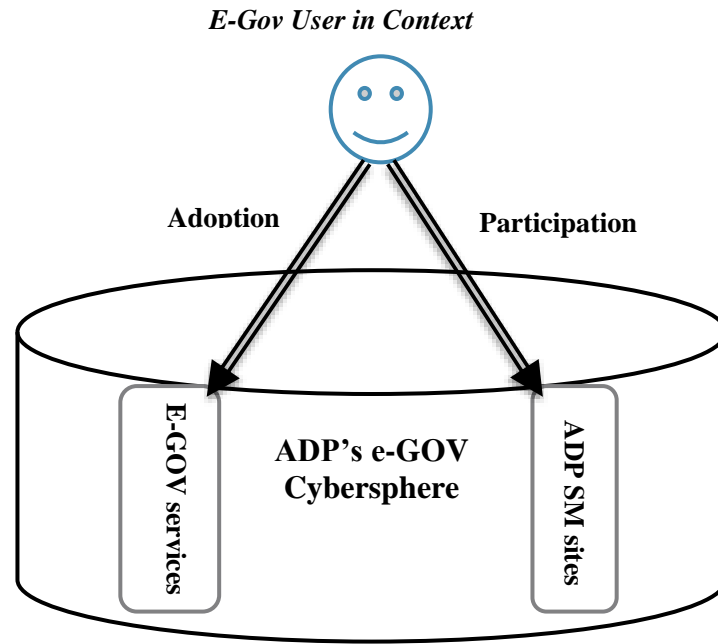


Figure 8: Access Routes to ADP e-Gov

Bullock (2013) indicated that in many generated findings by various research methods; participants believed that if police were to identify petty crimes and early-stage conflict, they could then collaborate proactively with those most affected in the community to develop problem-solving solutions to mitigate conflict, while it remained manageable, rather than awaiting worsening social disorder and criminal behaviour. The digital communication platforms such a social media has become essential nowadays as 40% of the global population is online. The police use blotter to record the daily activities of a particular police station conventionally.

The social media pages or relevant promotional blogs can be considered as the modern-day police blotter for law enforcement agencies. The law enforcement agencies can make specific crime-related and prevention-based social media pages in order to engage the people with regards to the awareness about the crimes as well as specific updates with regards to the crime prevention policies and procedures adopted by them. It is essential for the managers and webmasters which are associated with the management

of such crime prevention pages over social media or other internet-based interactive platforms to consider the development of public trust on these pages.

The public trust can be won the provision of credible and useful information to the public regularly. The public trust can also be built by providing adequate interactive opportunities and feedback provision facilities to the public. This sort of activities can be associated with a particular crime prevention social page in order to help the people to understand various criminal practices and illegal activities going on around them in order to remain careful from the potential criminals.

2.2.7 Crime and Social Media- Potential Prevention Efforts

This section sheds light on the possible effects of media in shaping the criminal behaviour of an individual. Moreover, to outline how the media gave rise to the notion that has become something of a saying: that the media images are responsible for eroding moral standards, subverting consensual codes of behaviour and corrupting young minds.

Crime is a public action to cause different social problems affecting the quality of life and the economic development of a society. Quite a lot of scholarly research showed that crime leans towards the association with unfavourable socioeconomic conditions happening at local and global levels and the local level, such as cities and metropolitan areas as discussed by many scholarly works (e.g., Bogomolov, Lipri...Pentland, 2015; Levitt, 2009). Definitions of and tolerance towards both deviance and lawbreaking activities are often interacting closely with shifts in the broader economic, political, and cultural environment (Greer, 2004).

As the web and underlying social media capabilities have continued to develop and grow, then there are many opportunities for illicit behaviour. Nevertheless, such broaden cyberspace provides cybercriminals with a simplified, cost-effective and repeatable means to conduct rapid large scale attacks against a global cyber community. In contrast, social media facilities enhance increasingly investigating authorities to be accustomed to taking their advantages of information on social network sites as a direction or means for the criminal investigation (Hunton, 2009).

The value of social media in crime, crises, disasters, and emergencies across different events (e.g., floods, storms, crimes, terroristic attacks), countries, and for heterogeneous participants (e.g., citizens, and emergency services) is now well-attested. Kimpel, Karnowski, and Keyling (2015) examined the potentials and weaknesses of social media use during specific unfavourable events; they added, fewer scholarly studies; however, have focused on citizens' perceptions of social media in emergencies, and none have deployed a representative sample to examine this. As the boundary between crime and policing is of vital importance in controlling rising of crime rates; therefore, the data analysis intended to provide a clearer understanding of this adjacent interface, which must assume a high rank in the research priorities of criminological studies.

The vehement coming on of the web-based media business and industries, such as audio-visual production, movies, games, and computing applications, had attributed to cascading information anxiety. Many police departments in the west and North America had integrated the use of social media in their policing and security media. However, a few crime committed were considered as genuinely new phenomena by the ADP and associated social organisations (Jewkes, 2015).

In today's e-media era, we are living at a rapid-changing time of dramatic shifts in ICTs that are transforming how we are viewing and engaging in the cyber realm and the virtual world. The camera, audiotape, and Wi-Fi of the smart mobile devices are enabling these devices to access the Internet and using its application the social media sites; notably, Facebook and Twitter. Therefore, the social media sites turn individuals into on-the-spot reporters or commonly known as "*citizen journalist*", bypassing what used to be the exclusive purview of journalists and media groups (Bock, 2012; p, 21).

The public is now capable of taking pictures and videos of violence, sending them to friends, who then distribute these disturbing images onward, providing mass-media-type coverage in seconds. This emerging communication phenomenon "*the citizen journalism*" makes the people wondering about what these new ICTs will mean if used in places suffering from civil strife and violence including in countries; notably, the destination of job seekers or immigration, such as the Arabian Gulf States where the UAE exhibits an example of multi-ethnic and cultural diversity state, which might spawn civic entrepreneurship for violent or nonviolent change.

The values of the media content are often subject to continuous changes over time, and a story does not have to conform to all the criteria in order to make the news – although events that score highly on the newsworthiness scale (that is, conform to several of the news values) are more likely to be reported. One of the most persistent controversial issue in academic and lay circles concerning the impacts of the mass and social media is the extent to which such e-media could be behind the cause of the nonviolent tension, anti-social, aberrant or criminal behaviour. In other words, to what degree do various media images bring about *adverse* effects on their viewers? The scholarly study of this phenomenon – 'effects research' as it has come to be known – developed from two

primary interdisciplinary sources **i)** theory of mass society (sociological perspective), and **ii)** behaviourism (psychological perspective).

The structured relationship between the media and its ‘powerful’ sources has significant consequences for the crime representation and criminal justice, particularly concerning those whose lifestyle or behaviour deviates from the social norms that established and rooted by the socio-cultural tradition; particularly, in the Asian societies, including Arab societies. Thus, criminologists and law-enforcement organisations are thus encouraged to look beyond the traditional boundaries of their field to broaden their intellectual limits to include the worlds of art, media, culture and style (Carrabine et al., 2014).

Jewkes (2015) argued that the academic study of this phenomenon had been stemmed and developed from two primary sources: *mass society* theory and *behaviourism*. Jewkes added, as quoted “*Although deriving from different disciplines – sociology and psychology respectively – these two approaches find compatibility in their essentially pessimistic view of society and their belief that human nature is unstable and susceptible to external influences*”. Jahanbegloo (2014) sheds light on the nonviolent reaction that might be leading to committing a serious crime (i.e., using weapons); so, he gives a simple definition to the violence as “*An action, which involves harm or injury to another human being or living organism to break down the limit aggression; yet, the tendency towards senseless violence which is a part of social construction of the human.*”

2.2.8 Social Media Evidence- New Genre of Crime Detection

The emerging mass media tools and their potential impacts on the society have been the focus of many theories and empirical investigations about the harmful effects of powerful stimuli of social media, in particular. Jewkes (2015; p.32) argued that the early

theories connecting media and crime were characterised by a devastatingly negative view of both the role of the e-media and the susceptibility of the audience. In an age of uncertainty and instability, when it was believed that social action is heavily determined by external forces rather than being a matter of personal choice or preference.

The transformations in media technology fashioned by print, telegraph, and wireless communication that gave birth to the electronic age of electronic media from the mid-twentieth century, and recently replaced by the Internet since 1993. The e-media has drastically changed the landscape of information exchange, and webbing individuals through social media platforms; such ICT advancement could be described as a phenomenon that termed the world as a ‘small village’, which is defined as a powerful force eroding division between ‘fact and fiction, nature and culture, global and local, science and art, technology and humanity’ to the extent that ‘the media in the twenty-first century have so undermined the ability to construct an appreciable distinction between these contrasts (Brown, 2003).

The present trends indicate a growing symbiosis between media images, criminality, and criminal detection. This emphasises the worries of the law enforcement agencies about their abilities in applying innovative tools to tracing, probing, and targeting to establish the preventive network, including the police and the community members. Therefore, the insecure borderline between supposedly factual events and fictional narratives about “*crime*” has become unappreciable. Moreover, the organised crime leaders were behind a growing variety of criminal justice lobbies and pressure groups that seek to influence, if not construct, the news, public awareness, and justice. At the same time, the rapid communication technological developments interact with cultural changes to produce more ‘reality’ challenge (Reiner, 2002).

Crime – particularly violent crime – since the advent of film and television, resulting in persistent mythology that the two phenomena – media and violent crime – are ‘naturally’ linked. Moreover, crime as entertainment/news in the papers has significant audience appeal, since some commentators accepted crime drama as “crime reality” (Dowler, Fleming, & Muzzatti, 2006). As Pearson (1983, as cited in Jewkes, 2015) illustrates, the history of respectable fears goes back several hundred years, and public outrage at perceived crime waves has become more intensely focused with the introduction of each new media innovation.

Preventing crime initially, or preventing it from recurring, is, of course, an imperative from the standpoint of reducing society suffering from unwelcomed safety disturbance. Some scholars have also tried to estimate financial benefits in preventing massive violence. When the community members promptly respond positively to early signs of troubles (serious or non-serious); thereby, put preventive measures against an escalation to violence or crime, could be cost-effective and maintaining safety and sense of security (DeRouen & Goldfinch, 2005).

The new ICTs not only make it much easier for criminals to bypass national boundaries but also offer ‘more sophisticated techniques to support and develop networks for drugs trafficking, money laundering, illegal arms trafficking, smuggling and the like (Thomas & Loader, 2000). Jewkes and Andrews (2005) suggest that cybercrimes can be classified into two categories: i) new crimes using new tools, which are crimes like hacking and sabotage through viruses, and ii) conventional crimes using ICTs, which include fraud, stalking and identity theft; however, several additional activities are not strictly illegal but would be considered harmful to some users, including certain forms of pornography and unsolicited email in the form of ‘spam’.

The recent ICT and associated mass media were observed through the lens of the early twentieth century as alien invaders injecting their messages directly into the minds of a captive audience. For instance, the academic body of the researchers in the UK have robustly resisted attempts to assert the existence of a causal link between all types of media resources and crime. However, this situation rendering the debate all but redundant in media scholarship, notions of a potentially harmful media capable of eliciting negative or anti-social consequences remain at the heart of popular or mainstream discourses, including those that have been incorporated into policy.

The question of whether media representations of violence have damaging effects on audiences is one of the most researched issues in the social sciences; however, many studies did not reach satisfactory answers. Nevertheless, in public opinion, the overwhelming view is that there is a direct causal link between media violence and real violence, and it is this ‘common-sense’ assumption that drives the dominant research tradition rather than challenging the question itself. In doing so, it is essential to recognise that the ‘effects’ debate is as old as popular culture, with the most recent controversies surrounding the addiction of online games and the Internet (Brown, 2003).

The types of activity that might be regarded as social media-based criminal include:

- Accessing, creating, and distributing child pornography
- Websites espousing misogynist, homophobic or racist hate
- Copyright violations of intellectual property rights through ‘digital piracy.’
- Electronic harassment (including spamming, stalking and extortion);
- Hacking (encompassing pure mischief through to political protest).

Social media evidence describes information extracted from social network sites in order to be evidence presented at trial and stresses that extracted information is reliable and dependable. Chang (2018) stated that undeniably the definition of social media or social network sites is full and broad. Thus, the term of social media evidence means that information obtained or extracted from social network sites then is used as evidence to prove crime facts in the criminal procedure. Therefore, this so-called social media evidence at least has two different meanings, respectively, from digital forensics and legal areas.

There are two categories of evidence in evidence law as applied in many legal systems: witness and real evidence (e.g. knife, body, computer in a theft case, and the like). The witness is a type of opinion evidence; for instance, the UAE legal system includes several kinds, such as eyewitness, expert witness, but not social media content yet. The function of witness evidence is a connection of pro-band (the asserted facts need to be proved) to this witness's opinion. Witnesses at the trial must be interactively cross-examined by both party sides to ensure that their statements can be trusted.

Many law enforcement agencies in many countries relied in most real cases in court on the evidence obtained from Facebook, MySpace, and Twitter, and the courts did not distinguish these terms of cases in the detail. Thus, the term "social media evidence" could be technically and lawfully as a phrase during legal practice (Chang, 2018). By contrast, the real evidence means any tangible items presented in front of the jury at trial and can be directly considered by the jury to reconstruct the past fact of this case. The real evidence will be admissible through a witness's testimony, instead of being presented alone. That, the entire evidentiary review proceeding focuses on the witness evidence in the American legal system. Chang (2018) used this simple definition of

social media evidence as to the centre, respectively, to explain each term and the relationships between each other, as illustrated in **Figure 7**.

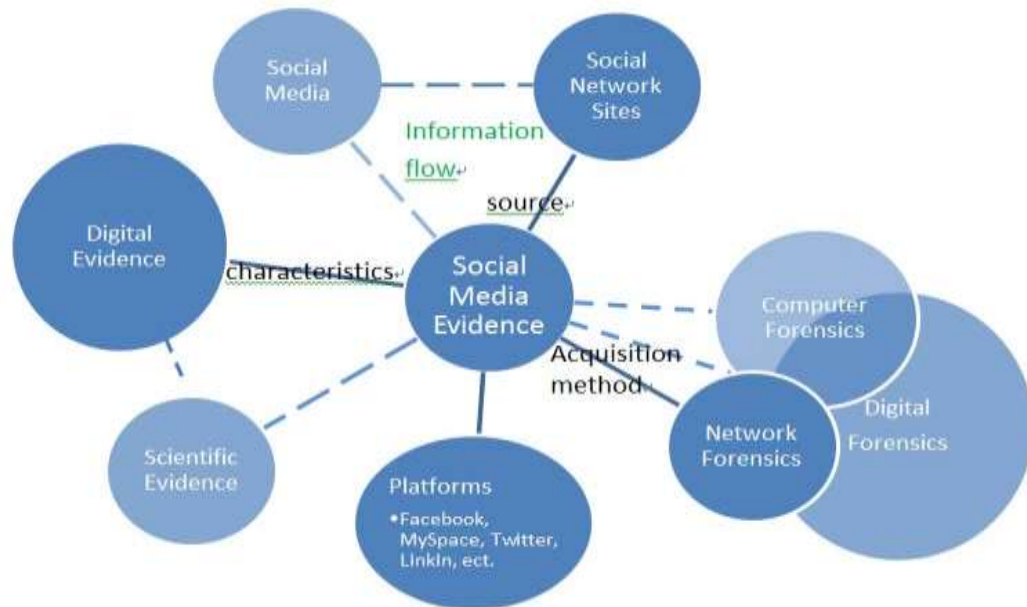


Figure 9: Ontology of Social Media Evidence
(Source: Change, 2018)

It is important to emphasise that in refusing to ask different questions the complex issues of how the media represent violence have yet to be adequately addressed in criminology, and it is on such matters that future research should be directed. For instance, one question might be “how the addiction to violence and the spread of pornography would be a profitable industry”. However, investigating how the press and broadcast news report crime is established field in criminology (Osborne, 1995).

However, some have come to argue that in today’s news environment of digital, satellite and cable technologies, with news coming in many different forms, including ‘serious’, ‘soft’, ‘hard’ and ‘popular’, delivered online as well as in traditional print and global broadcasting, and with the increasing concentration of media ownership, new approaches to ‘the complex and more differentiated field of news production’ will need

to be developed (Cottle, 2003). Therefore, criminologists are thus encouraged to look beyond the traditional boundaries of their field and broaden their intellectual horizons to include the worlds of art, media, culture and style (Ferrell, 2014). Reiner (2002) indicated that mass media representations of crime, deviance, and disorder had been a recurrent cause of concern. Two competing anxieties could be discerned in public debate, and both are reflected in the vast research literature.

The various types of media tools are often seen as fundamentally subversive, on the other as a more or less subtle form of social control. Nevertheless, it is essential to emphasise that the widespread fascination with crime has a long history and that the boundaries between fact and fiction have always been reasonably fluid — for instance, the serial fictions of the French writer Maurice Leblanc ‘Arsène Lupin’ that created in 1905 illustrating that there is no borderline between the arts and its mission for raising awareness of the community members about the crimes. However, the negative impact of such fictions might excite some individuals to commit a similar crime (Allan, 2013).

In summary, the difficulties faced by the police in their attempts to tackle the new forms of crimes and advanced skills of the criminal had motivated police authority to keep apace with the tools, strategies, and theories that might assist in anticrime approaches; in summary:

- The public fascination with a crime has a long history, while the supposed harmful effects of the media on morality have been a repeated theme in commentary social research.
- Whether the media cause violence through representations of violence is still a controversial issue.

- News media in all forms might produce negative stereotypes of social groups to raise the concept of moral panic.
- Much criminological attention has focused on the news media. Many studies examined a broader range of narratives about criminality found in popular culture and considered how stories of transgression are central to storytelling.
- Criminologists have addressed the diverse forms of criminal conduct found on the Internet and concluded with a discussion of the recent merging of state and commercial investigation activity.
- The media might facilitate a group of offences that come under the heading of *crimes without victims* (i.e., non-serious crime), but could turn dangerous if violence involved.

2.3 e-Government Paradigms

2.3.1 e-Gov Types

There is a shared understanding regarding the e-Gov paradigm incorporates most or all of the components noted above. However, there is still some level of controversy among academics and practitioners regarding proposing a proper scope and definition of the e-Gov term and its sub-components in practice. The e-Gov is also known by different names, such as *Electronic Government*, *Electronic Governance*, *Digital Government*, *Online Government*, and recently *Mobile Government* (Al-Khouri, 2014; Grönlund, 2004).

The term e-Gov has received many definitions and descriptions; however, differences between proposed definitions are reflecting the priorities in the government strategies. Fang (2002) defined e-Gov as quoted “*Away for governments to use the most innovative information and communication technologies, particularly web-based Internet*

applications, to provide citizens and businesses with more convenient access to government information and services, to improve the quality of the services and to provide greater opportunities to participate in democratic institutions and processes”.

The term “e-Gov”, as used by the OECD E-government Project, applies to the use of ICT as a tool to achieve better government. Therefore, e-Gov is not about business as usual, but should instead focus on using ICT to transform the structures, operations and, most importantly, the culture of government (Al-Khoury, 2014). Ndou (2004) defined the adopted e-Gov term by the World Bank, as quoted “*the rich-ICT government machinery, which strives to switch the traditional communication and approaches into web-based for improving delivery of public-oriented service, supporting transparency and accountability, along with empowering the end-customers (e.g., individuals, business, and other public agencies) and, in turn, improving the entire efficiency of the governmental entities.*”

E-Gov furnishes a bundle of online accessed and delivered services to those within its authority domain to transact and communicate electronically with the government departments that provide e-services of their interest. The pattern of e-services delivery differs according to users’ needs. Nevertheless, this diversity in the delivery pattern has given rise to diverse types of e-Gov paradigms. Thus, e-Gov primary functions could be categorised into four main models; however, in this study, three types of e-Gov models were considered with which a governmental entity (such as the police department) could reach its customers, as detailed after that:

- i] ***Government-to-Citizen (G2C) Model*** - The majority of public services placed under this e-Gov application that has been dedicated to providing citizens with comprehensive e-resources to respond to individuals’ everyday concerns and

government transactions. Thus, government and citizens will be continuously communicating through various channels and routes (e.g., *social media*) when implementing e-Gov, thus supporting accountability, decision-making process, and improving public services, at large. Therefore, the primary goal of G2C is serving a broad spectrum of citizenry groups, as well as facilitating interaction between citizens and various government departments and agencies by making public information more accessible through the use of websites for decreasing time to be cost-effective to conduct a transaction (Ndou, 2004). In spreading on the concept of the G2C model, customers community would be gaining instant and convenient access to government information and services from everywhere anytime using multiple channels and routes (Seifert, 2003).

- ii] ***Government-to-Business (G2B) Model*** is the second dominant type of e-Gov category. G2B could be bringing noteworthy competences to both partners. G2B includes a bundle of e-services (e.g., legislation, memoranda, policies, e-forms, and the like) that shared by specific government departments and targeted business organisations. On the other hand, e-information services needed by business sector including, but not limited to, lodging taxes, licenses renewal, registration procedures, work permits, and agencies (Pascual, 2003). Consequently, G2B model plays a significant role in business; particularly, promoting small and medium enterprises (SME) ecosystems.

In contrast, Fang (2002) debated that applications of the G2B model could effectively be driving initiatives of e-business/e-commerce transactions. For instance, performing procurement transactions electronically (e-procurement) could be leading to a one-stop e-marketplace for government purchases and tenders. Therefore, the government could get the most benefits of e-procurement

system and e-marketing strategies from the accumulated online experiences of the business organisations. Moreover, the G2B could enhance the equal opportunities and transparency of contracts and projects of the public sector organisations (Moon, 2003).

iii] **Government-to-Government (G2G) Model** refers to the interdepartmental online communication within various departments of the government machinery. G2G also maintains active communication channels between government employees for sharing data and information through various government repositories. Nevertheless, G2G facilitates the centralisation of government procedures, data, and information (Gregory, 2007).

Al-Zaabi (2013) extracted from the existing literature, three gaps that could cause the potential failure of an e-Gov project; notably, in the developing countries.

- i] **Hard-Soft Gap**- This gap is created between technology and the people using this technology (Heeks, 2003).
- ii] **Private-Public Gap**- The difference between the private and public sector shows that it is not necessary for a system working in the private sector also to be implemented successfully in a public sector (Heeks, 2003)
- iii] **Country-Context Gap**- there are also differences between countries. “Large design-reality gap when you try to introduce in a developing/transitional country an e-Gov system initially designed for developed ones” as e-Gov implementation or ICT solutions that worked successfully in a developed country might not work in a developing country” (Schuppan, 2009).

2.3.2 e-Gov Adoption Theories and Models

The existing body of relevant literature furnishes a better understanding regarding adoption, acceptance, and usage of public-sector online services (e-services) via their webportal and social media sites, while many scholars consider trust in e-service as a critical success factor. Hence, many theories and models were developed to unveil the human factors in accepting and using ICT-based applications based on the perceptions towards reuse intentions and user satisfaction levels. **Table 3** provides in a summative format some essential e-service assessment models/studies.

Table 3: Meta-analysis of Main e-Service Assessment Models

Author(s)	Model/Theory	Description/Relevance
Davis, Bagozzi, & Warshaw (1989)	Technology Acceptance Model (TAM)	TAM explains the determinants of computer acceptance, while both parsimonious and theoretically justified” The essential purpose of TAM is stated as being the basis for, “tracing the impact of external factors on internal beliefs, attitudes, and intentions Based on a dissertation of seven previous models, including TAM (p. 436), UTAUT considers four factors to have a significant role about user acceptance which is i) performance expectancy; ii), effort expectancy; iii), social influence; and iv), facilitating conditions. The creators state that those four ‘labels’ are used to “describe the essence of the construct and are meant to be independent of any particular theoretical perspective.”
Venkatesh et al. (2003)	Unified Theory of Acceptance and Use of Technology (UTAUT)	The ES-QUAL scale is a 22-item scale of four dimensions: efficiency, fulfilment, system availability and, privacy. It is very much targeted to business e-services but covers many vital aspects that are relevant to all online services. It makes some point regarding gauge satisfaction as opposed to when they engage in strictly goal-directed shopping interactions? Moreover, does the nature of the benefits sought impact on a user’s evaluation?
Parasuraman et al. (2005)	ES-QUAL scale	

Table 3: Meta-analysis of Main e-Service Assessment Models (Continued)

Author(s)	Model/Theory	Description/Relevance
Fassnacht & Koese (2006)	The Service Quality Framework Survey items (n=39 items) to measure ten different constructs. Sample (n=1,258).	Develops a hierarchical QES model with three dimensions i) “Environment quality” related to the user interface appearance; i.e., “the degree to which the design structure of the user interface helps users to find their way.”; ii) “Delivery quality” which captures interaction during service usage including the carrying out of transactions; iii) “Outcome quality” which is related to what the end-user is left with post-delivery one of these constructs sub-dimensions is ‘reliability’.
Cenfetelli et al. (2008)	Service Quality about SSF Survey items=68 Sample=647.	Integrates theory from both services marketing and TAM to help explain e-service user behaviour. This study’s findings attest to the value of distinguishing between service content functions and delivery dimensions in designing e-government websites. Both facets are found to be significant contributors to achieving e-government service quality.
Verdegem & Verleye (2009)	UTAUT Survey items (n=29); Sample (n=1,651)	Considers different phases that user of public-sector e-services must start from the individual reactions to the service and take into account during the whole process and consequently the impact on both usages of and satisfaction with the given service. They contend that research concerning citizen preferences should be an integral part of e-Gov strategies. The investigations with citizens concerning e-Gov supported by longitudinal research and satisfaction measurements to evaluate existing services especially with bench-marking techniques,
Papadomichelaki and Mentzas (2012)	e-GovQual Survey items (n=22); Sample (n=630)	Within e-GovQual, four dimensions are used: reliability, efficiency, citizen support, and trust. It is noted that all four are verified dimensions revealing a significant impact on overall service quality. It is contended that by way of a deeper understanding of the service quality dimensions for government sites, public sector entities will stand a much better chance of gaining and serving many more citizens. Regarding back-end ICT practitioners (the e-service developers), it is said that e-GovQual can serve as a useful tool for diagnostic and future refinement purposes.

Table 3: Meta-analysis of Main e-Service Assessment Models (Continued)

Author(s)	Model/Theory	Description/Relevance
Al-Hujran, Al-dalahmeh, and Aloudat (2011)	TAM and national culture Survey items (n=24); Sample (n=197)	Examines the extent to which social-cultural factors may influence the adoption of G2C services. Argues that little is known about social-cultural factors that may influence e-Gov adoption in developing countries.
Venkatesh, Chan, et al. (2012)	Sample (n=2,465) A two-stage web-based survey with 16 items	Based on Grönroos (1987) concept of services to Identify: usability, computer resource requirement, technical support provision and security provision that influenced citizens' intentions, subsequent use and satisfaction. Key observations include: (1) usability and security provision being the two important attributes for transactional e-Gov services (2); citizens prefer e-Gov services to consist of a few steps as possible and (3), technical support is always necessary as it was observed that any service offering no technical support was always ranked the least favourably even if such support was not needed. It is a research approach representing a comprehensive collection of web-enabled services, content functions, and delivery dimensions desirable by citizens. Builds on the work of (Cenfetelli et al., 2008) and attempts to design a blueprint for e-Gov websites that embrace a customer-centric focus in the provision of public e-services. Based on research in Jordan. Tests five factors—security and privacy, trust, accessibility, awareness of public services and the quality of public services—that the literature suggests will impact on user satisfaction. These factors were statistically validated as being significant.
Tan et al. (2013)	Theoretical Model of e-Gov Service Quality Survey items (n=90); Sample (n=647)	
Alawneh, Al-Refai, & Batiha (2013)	The Service Quality Satisfaction Survey items (n=36); Sample (n=400)	
Belanche et al. (2014)	TAM Survey items (n=12); Sample (n=336)	This study shows that trust in the public e-service mediates the influence of both trusts in the public administration and trust in the Internet on continuance intentions. E-service quality influenced by mutual trust in various public administrations.

Table 3: Meta-analysis of Main e-Service Assessment Models (Continued)

Author(s)	Model/Theory	Description/Relevance
Rodrigues et al. (2016)	UTAUT Survey items (n=19); Sample (n=380)	<p>This study identifies confidentiality and users' trust and attitudes toward using technology as key determinants of overall satisfaction and the subsequent adoption of e-government services. The study also identifies significant differences in how different genders adopt the use of e-government services</p> <hr/>
Weerakkody, Irani, Lee, Hindi, and Osman (2016)	UTAUT Survey items (n=19); Sample (n=1,518).	<p>Demonstrates that citizen "satisfaction" is one of the most significant influences on e-government adoption and diffusion. It investigates the impact of information quality, system quality, trust, and cost of user satisfaction with e-government services. It identifies five factors as having a significant impact on citizen satisfaction with e-government services. It indicated that both information quality and system quality had a positive and significant impact on trust and user satisfaction. Thus, the gained trust would be positively linked with developing user's satisfaction.</p> <hr/>
Ahmad and Khalid (2017)	TAM Survey item (ns=24); Sample (n=120).	<p>The study tests an extended TAM construct by incorporating determinants of trust, cost, social influence, a variety of services, perceived usefulness in IT and demographic profiles. It finds that trust and social influence are positively associated with the intention of the end-users to adopt m-government services in the UAE.</p>

Table 4: Common Used e-Service Assessment Factors

Author(s)	Construct	Description
Parasuraman et al. (1988); Yang & Jun (2002)	Personalisation	User perception of the degree to which an online store provides differentiated services to satisfy specific individual needs
Parasuraman et al. (1988); Kim & Lee (2002)	Website design	End-user perception of the degree of user-friendliness in using an e-service
Davis (1989); Sanchez-Franco & Rondan-Cataluña (2010); Buckley (2003)	Usability	Usability is the degree to which a person believes that using a particular system would enhance [their] performance” and ease of use.
Floropoulos et al. (2010); Magoutas et al. (2010); Yoojung & Hyung-Seok (2014)	Perceived usefulness	Perceived usefulness is a component of many studies, and although it is not entirely interchangeable, it is similar, and regarding assessment, only something good can possible is considered useful. For this study, the quality of information (termed in the model “information quality”) is taken to mean: the extent to which the information provided (its clarity and coherence) is “descriptive, meaningful and readable.”
Nicolaou et al. (2013); Weerakkody et al. (2016)	Information	
Parasuraman et al. (1988); Papadomichelaki & Mentzas (2012)	Reliability	Reliability is defined as the citizen’s confidence towards the e-government site concerning the correct and on-time delivery of the service. Customer perception of the reliability and security of the service provided by an e-service.
Parasuraman et al. (1988); Kim & Lee (2002)	Responsiveness	The end-users perception of the responsiveness and helpfulness of the service provided by an online store
Wolfinbarger & Gilly (2003) Semeijn et al. (2005)	Assurance	E-service assurance is related to security and privacy. Online assurance is more critical than offline assurance because online customers are less able to scrutinise employees or the physical facilities of the business or public-sector entity with which they are conducting the transaction.
Zhu, Wymer, & Chen (2002)	Customer satisfaction	In this context, “customer satisfaction” is end-user satisfaction with an over the Internet transactional service
Belanche et al. (2014); Fakhoury & Aubert (2015)	Trust in Government	End-user perception of the level of trust mechanisms provided by an online store

Table 4: Commonly Used e-Service Assessment Factors (Continued)

Author(s)	Construct	Description
Davis (1989); Yoojung & Hyung-Seok (2014)	Perceived usefulness	Perceived usefulness refers to “the degree to which a person believes that using a particular system would enhance his or her job performance.”
Parasuraman (2000); Venkatesh et al. (2012)	ICT familiarity	Is a measure of an individual’s ability and willingness to use ICT? It also encompasses trust with technology and service providers.
Chiu, Hsu, Sun, Lin, & Sun (2005); Pearson, Tadisina, & Griffin (2012)	Overall service quality	User sentiment and perceptions of the service quality provided by the service in question

E-Gov encompasses change theory and considers behavioural and political factors to a greater extent than does the literature that concentrates on e-service transactions. While the two are correlated and interlinked, the focus of this research is very much on e-government and, more specifically, its scope is limited to developing a framework for better assessing the quality of public sector e-services.

Within the Arabian Gulf context, Al-Gahtani, Hubona, and Wang (2007) and Alfalah, Choudrie, and Spencer (2017) investigated the extent of e-public service adoption in Saudi Arabia, while Khalil and Al-Nasrallah (2014) tackled the traffic violation e-payment system in Kuwait. Furthermore, in the context of UAE, Rodrigues, Sarabdeen, and Balasubramanian (2016) utilized the Unified Theory of Acceptance and Use of Technology- UTAUT (Venkatesh et al., 2003) to study about the adoption of e-government, while Ahmad and Khalid (2017) relied on Davis’s TAM (1989) to study the adoption of m-government services.

Nonetheless, issues of trust—be it on the Internet or the government—ICT familiarity and indeed access to technology (be it economic, age or gender-related) all impact ESQ assessment. In a review of the e-Gov literature, Yildiz (2007, p. 650) points out that governments are increasingly viewed (and organised) regarding “virtual agencies,

whose structure and capacity depend for the most part on the Internet.” **Table 5** presents the domains that the theories and models mentioned in **Table 3** and **Table 4** could be further applied and fit.

Table 5: Summary of Theories Utilisations in the e-Gov Quality Services

Readiness for Change (RFC)	This context, the end-users willing to adopt new modes of interacting with the UAE government units. The MOI, along with all other UAE public sector entities, is keen to move toward an ‘over the Internet architecture/ but this is mainly contingent on citizens and residences accepting this systemic interactional change. Contemporary works on this theory, such as those by Armenakis et al. (1993), Holt et al. (2007) are based on the founding work by Lewin (1947). The process, or behavioural concepts, of ‘unfreezing’ ‘moving’ and then (re) ‘freezing’ lay at the centre of RFC.
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Table 5: Summary of Theories Utilisations in the e-Gov Quality Services (Continued)

Theory of Reasoned Action (TRA); Expectancy-Value Theory (EVT)	TRA alongside EVT state that individuals form beliefs salient to a context of interest and this, in turn, influences their attitude and behaviour within that given context. Consequently, this current study incorporated non-ESQ specific factors because it is hypothesised and stated in the literature that exogenous factors will influence a given user’s perception of an e-service that is in some way independent of the physical quality of the service’s content/delivery merit. Cenfetelli et al. (2008) base their work on this theory.
Cognitive Dissonance Theory (CDT)	CDT is very much interlinked with EDT, EVT and TRA. If end-users typically confirm what they already know (or think), and so attitudes change only gradually over time, there will be resistance to change; RFC will not be in place. It is also will subjectively impact on one’s assessment of a given e-service.
Merging TAM and UTAUT	UTAUT, as stipulated by Venkatesh et al. (2003) builds on TAM for end-users to be willing and able to engage with and utilise technology to facilitate service interactions. The critical point within the research stream on technology acceptance postulates that users’ attitudes and perceptions (“beliefs”) toward a given transactional service will be individualised and influenced by socioeconomic and cultural factors and therefore cannot be construed as purely objective measures (or variables).

2.3.3 Government Agencies and Social Media Adoption

Social media technologies have revolutionised the way government departments and agencies engage and interact with their publics. Social media has been used in government services in recent times, and its adoption continues to grow. The e-Gov issue has been a topic of much interest among those excited about the advent of Web 2.0 technologies, which facilitated the emergence of social media platforms. Governments at all level are increasingly adopting social media for a variety of purposes, ranging from providing accurate information to citizens to the participation of citizens in policy formulation and improving both external and internal communications. In this section, we briefly discuss the drivers, approaches and phases of social media adoption reported in the literature.

The use of social media in government is becoming a significant trend in e-government practice worldwide and has been adopted by various government organisations. Though the successful adoption of government social media depends on citizens trust and their acceptance to use it, very little consideration has been paid to examine the adoption of government social media from a citizens trust perspective. Moreover, a few scholarly research studies have examined government social media as a practice of e-Gov. Therefore, it is necessary to investigate the citizens' perspective in building trust towards government social media through identifying; for instance, client characteristics, government factors, risk factors, and social media characteristics as antecedents of trust in the adoption of government to social media practices (Mergel, & Bretschneider, 2013).

Social media applications are slowly diffusing across all levels of government. The organisational dynamics underlying adoption and use decisions follow a process similar

to that for previous waves of new ICT. Mergel and Bretschneider (2013) described the organisational diffusion of these types of new ICT are demonstrated in various stages initially aimed at individual use and available through markets, including social media applications, follows a three-stage process.

- i] *First*, agencies experiment informally with social media outside of accepted technology use policies.
- ii] *Next*, order evolves from the first chaotic stage as government organisations recognise the need to draft norms and regulations.
- iii] *Finally*, organisational institutions evolve that clearly outline appropriate behaviour, types of interactions, and new modes of communication that subsequently are formalised in social media strategies and policies.

Mergel and Bretschneider also provided a schema of the adoption of social media in government services to pass similar phases of all information and communication.; they also detailed three stages process for social media adoption by an organisation:

- i] ***Entrepreneurship and Experimentation***: In this early phase, government agencies use social media as informal experimentation. This typically starts with someone who likes to explore new technologies, is forward-thinking and ready to be a champion for its adoption. In this case, social media use does not necessarily go through the standard internal processes, and social media is trialled for a specific purpose, for example, for a particular service or product. The activities in this phase include information dissemination and collecting feedback on services. In many situations, the agencies run trial projects, as shown in **Figure 10**.

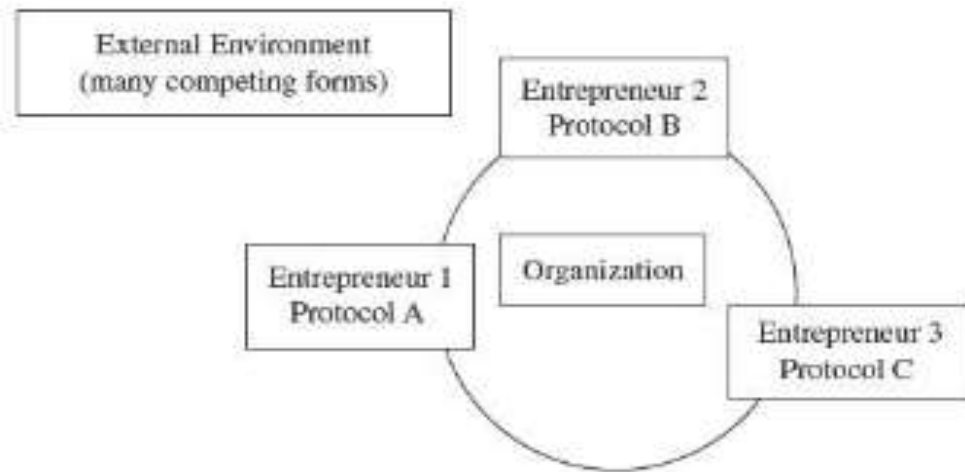


Figure 10: Stage 1- Entrepreneurship and Experimentation

- ii] **Coordinated chaos:** This phase involves developing a business case for social media. Since the use of social media started informally, there will be many accounts on different platforms without proper policies and guidelines developed. At this phase, the agencies see the benefits of using social media. In this phase, a solid business case is built to use social media with benefits outweighing the negative consequences, which leads to the third phase, as shown in **Figure 11**.

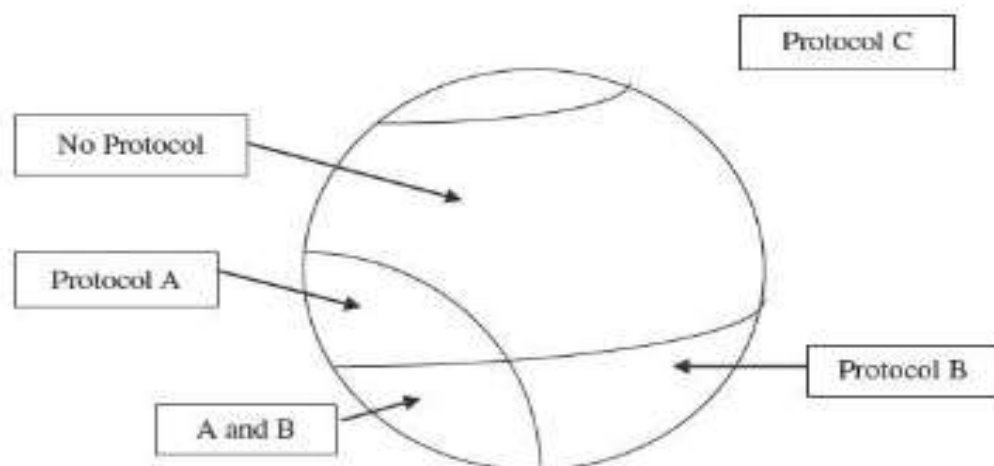


Figure 11: Stage 2- Coordinated Chaos

iii] **Institutionalisation:** This phase involves developing standard policies and guidelines for the use of social media. In this phase, social media becomes one of the official channels of communication between the agency and citizens and delivery for services and products. Typically, at this point, a special team is appointed to look after the social media participation and issues, as shown in **Figure 12.**

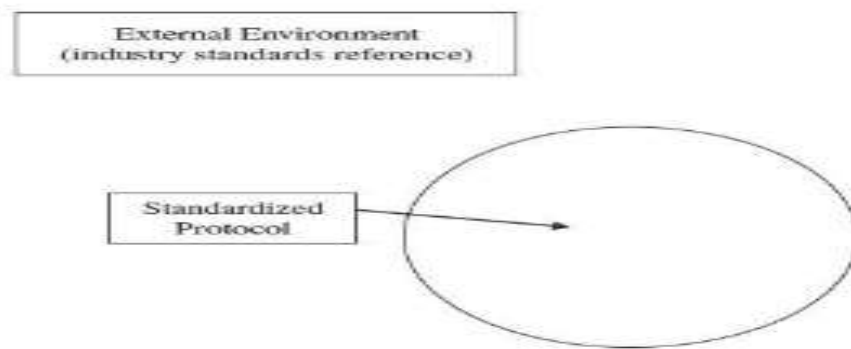


Figure 12: Stage 3- Institutionalisation
(Source: Mergel & Bretschneider, 2013)

Social media has been used in government services in recent times, and its adoption continues to grow. Magro (2012) reviewed social media use in e-government in 2012. He surveyed the literature from 2007 to 2011 and categorised them in different themes such as disaster management, strategy and policy, citizen trust, and participation and the digital divide.

Similarly, but more recently, Mainka and colleagues provided an overview of the use of social media in the government sector, based on a case study of 31 international cities (Mainka, Hartmann, Stock, & Peters, 2014). When an agency- whether public or private- decides to engage with the public on social media, it must resource the activities appropriately. People who participate in social media conversations are typically expected to be receiving a prompt response to a question, regular updates, and feedback.

An agency engaging in social media is expected to behave in the same way: in particular, it is expected to engage frequently and answer questions rapidly. It is also expected to provide useful and accurate information, which would be requiring the agency to make the resources available for these tasks (e.g., not treat the task as an add-on to someone's current job), and potentially train staff on how to engage in social media and behave appropriately. Some staff might find it difficult to engage with new employed technologies and processes or be fearful of public failure. The concerned organisation should handle such a situation of *change resistance* with care and sensitivity.

They found that Twitter was the most popular platform used by the government, followed by YouTube and Facebook. The privacy and trust of an individual have become one of the critical challenges in the use of social media in general. The issue is even more critical in government services as governments have a duty of care towards their citizens — both social media providers and users, whether individuals or organisations are struggling to deal with privacy issues. There are typically two views on the privacy issue in social media. Some people think that individual privacy is not an issue as people are willingly sharing information on social media (Lipford, Besmer, & Watson, 2008).

Nepal et al. (2015) commented on this argument, which was led by Facebook founder Mark Zuckerberg and other social media service providers. The argument is that, if sensitive and private data is easily accessible in social media, it is because users have voluntarily submitted it, and thus, it is not an issue. For instance, people share their physical location, photos of family events, intimate details of their struggles and triumphs. Therefore, many sociologists and psychologists are suggesting that the use of

SNS should not be concerned about individual privacy (Wang, Xu, & Grossklags, 2011).

There is also a widespread perception and belief that the new “*digital generation*” is not much concerned about trust and privacy. Thus, trust and supported privacy setting in social media platforms are the concern of the users, who often struggle to warrant secure communication in the virtual environments. Therefore, governments and private organisations have been imposing relevant laws and legislations that guaranteed the trustworthiness of posted material and shared information on various platforms (Lipford, Besmer, & Watson, 2008).

In summary, the UAE e-Gov initiative has accelerated the adoption and use of social media by governmental organisations as a crucial step towards smart or mobile government (m-Gov) paradigm. At this early stage, many UAE public entities had already started shifting to e-Gov paradigm and officially recognise the use of social media facilities in the routine communication works. Nevertheless, social media nowadays invaded into the strategy of public relations of the public sectors; in particular, the police agencies in the UAE. Therefore, the UAE Government has been investing intensively on shifting the paradigm of traditional government machinery to smart government infrastructure and operations.

2.4. The UAE e-Gov Initiative- Shifting Paradigms and Boundaries

2.4.1 Background

There is an expanding body on the field gave different definitions to e-Gov paradigm according to context. However, such definitions are frequent including the extent to which ICT is using in initiating the desired improvement of public services delivery; enhance information and data management; make working practices more effective and

efficient; improve the provision of public services and provide better channels of communication to optimise user participation. Abu Dhabi Government, which, like many countries around the globe, has introduced e-Gov intending to cut the costs of providing services while making them more easily accessible, practical, and efficient.

Although many countries had implemented e-Gov services, no standard model has been devised. Each country has tailored e-Gov to its own specific economic, political, and social needs (Al-Zaabi, 2013). Many Arab countries have been trying to introduce e-Gov to streamline, improve and cut costs on their public services (Aljaghoub & Westrup, 2003; Basu, 2004; Al-Khouri & Bal, 2007; Zaid, Khairalla, & Al-Rashid, 2007; Kettani, Moulin, Gurstein, & Mahdi., 2008; Al-Shafi & Weerakkody, 2010). Not all of these initiatives, however, have had successful outcomes.

The existing ICT infrastructure facilitated the e-Government (e-Gov) initiative to come into reality. The strategy and policies of the e-Gov would be enabling the UAE bureaucracy to undertake radical organisational changes that could be demonstrated by these objectives **i)** delivering integrated e-public services through a one-point gateway of access to public services 24/7, **ii)** reducing unnecessary costs and regulatory burdens on organisations; **iii)** bridging the digital divide so that everyone in society will be offered the same information and services from government equally; **iv)** strengthening relationships with the public by providing value-added and personalised services to citizens; and **v)** creating more participative forms of UAE Government by encouraging online debating, voting and exchange of information.

The mentioned Arab countries tend to possess sophisticated infrastructures that meet their specific educational needs regarding ICT literacy, which developing countries often lack them (Mofleh, Wanous, & Strachan, 2008). Therefore, the meagre ICT

infrastructure and facilities, along with the lack of trust and ICT illiteracy among the public concerning e-Gov paradigm in less developed countries might be the fundamental causes of failure regarding efficient e-Gov initiatives implementation. Equally, these factors might raise a type of resistance to change or be uninterested in what is being offered (Al-Shafi & Weerakkody, 2010).

2.4.2 The Rise of Web-based Service Ecosystems in the UAE

The Federal Government of the UAE implemented the most advanced and up-to-date telecommunication infrastructure to face the digital dilemma effectively. The ICT infrastructure represented a reliable platform for promoting web-based service ecosystems to benefit the organisations in both the public and private sectors to enjoy advanced smart ICT devices and applications. Therefore, a generous governmental expenditure has found its way to this sector “*The ICT sector grew from \$6.9 billion in 2003 to more than \$11.4 billion in 2008, and this figure is expected to rise to \$14.8 billion in next decade*” (Tubaishat & Lansari, 2011).

The Government of Dubai Emirate introduced in 2001 the first e-Gov project in the UAE for providing streamline web-based departmental communication and e-customer services, along with online public information access (Ayish, 2005). Westland and Al-Khouri (2010) noted that “*The UAE government machinery has always been renowned as the region's leader in innovations; especially, in public sector management*”. Ayish (2005) has examined the use of the Internet in the work activities of twenty public and private organisations in the entire UAE; the study included the ADP in the investigation. The generated findings revealed that the entire 20 organisations had moved their core functions, operations, and services to be web-based. However, more awareness is still needed for the implementation of online services and communication.

Thus, the UAE Federal Government believes that the transparency and e-service quality could raise the level of public trust and confidence of the community members in the in using e-Gov services and establishing a two-way communication channel. In this regard, Jaeger, and Thompson (2003) emphasised the importance of ICT literacy and awareness for the e-Gov users; they argued: *“An e-government paradigm would fail if the government bureaucracy did not take a dynamic role in educating citizens about the value of e-government”*.

The UAE has made an outstanding achievement in the field of e-Gov paradigm according to the UN e-Gov Survey 2018, as quoted *“The United Arab Emirates develops actionable intelligence from the analysis of the threat, incident and vulnerability data. It also provides constituents with proactive services in the form of preliminary alerts, remediation and recovery from security incidents, and advisories to improve the infrastructure as well as related security processes of their clients or citizens before an event occurs. The UAE Community Emergency Response Team (CERT) functions as a focal point in disseminating information and advises all affected entities during high-profile targeted cyber-attacks against critical national infrastructure. It also provides forensic services, including digital forensics investigations, computer forensics and mobile device forensics, data recovery and data wiping”* (UN Survey, 2018).

Al-Khouri proposed an e-Gov functional model that could be an appropriate reference to any service-oriented organisation. Six categories of success factors related to e-Gov implementation were identified across all maturity levels, including external environment, organisation, management, employees, citizens, and technology. **Figure 13** illustrates the e-Gov and its satellite components.

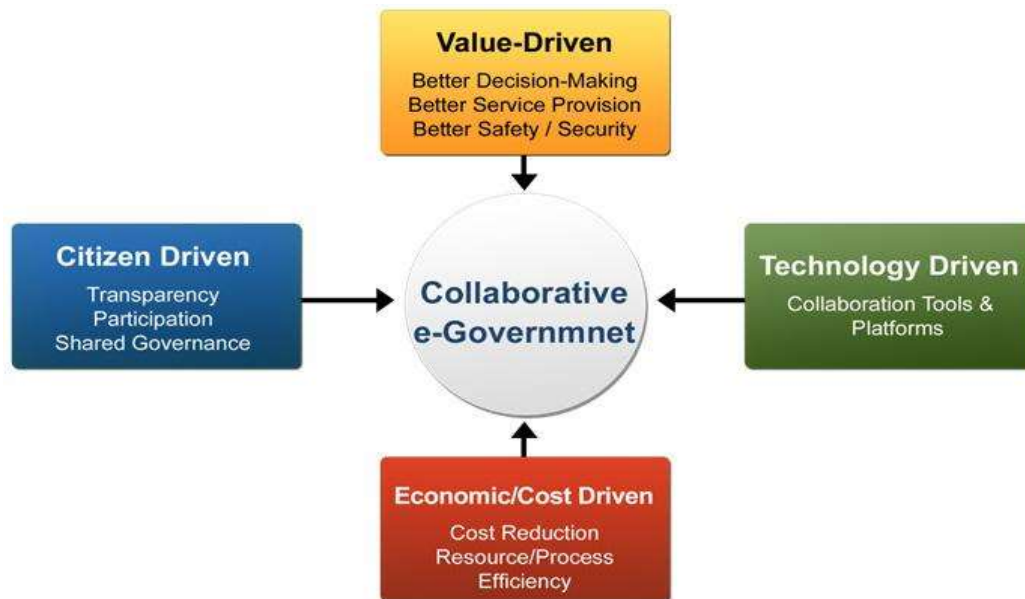


Figure 13: e-Gov and its Satellite Components

Al-Khouri's e-Go Model Al-Khouri (2014) used the Colesca work (2009) to determine the factors that initiated the trust in the UAE e-Gov systems context and associated applications; primarily, the social media (Al-Khouri, 2013), as detailed in **Table 6**.

Table 6: Factors that Impact the Building of Trust in e-Gov

Pre-interactional factors		
Individual	citizen/consumer	Subjective norms, individual demographics, culture, prior experiences, the propensity to trust, benevolence, credibility, competency, fairness, honesty, integrity, openness, general intention to trust and use of e-Services.
behavioural attributes		
Institutional attributes		
Technology		Computing components are helping deliver effectiveness and security, including interface design, public key encryption, integrity.
Interactional factors		
Product/service attributes		Reliability, availability, quality, and usability.
Transactional delivery and fulfilment of services		Usability, security, accuracy, privacy, interactivity, quality.
Information content attributes		Completeness, accuracy, currency, quality.

Al-Khouri (2013) described some e-service dimensions of the UAE e-Gov that concerned with accelerating *transformation* pace within government organisations:

- i] Provision of high-quality e-services through innovative delivery channels; e.g., Internet, fixed and mobiles and kiosks, besides traditional service centres.
- ii] E-Readiness focuses on strengthening the capacities of federal agencies regarding ICT, organisation structures, human resources capabilities and competencies, and their readiness for e-transformation.
- iii] The ICT-rich environment dimension covers organisational factors, such as policies and legislation needed to support the implementation of e-government initiatives, which has resulted in the development of five strategic goals, as depicted in **Figure 14**.

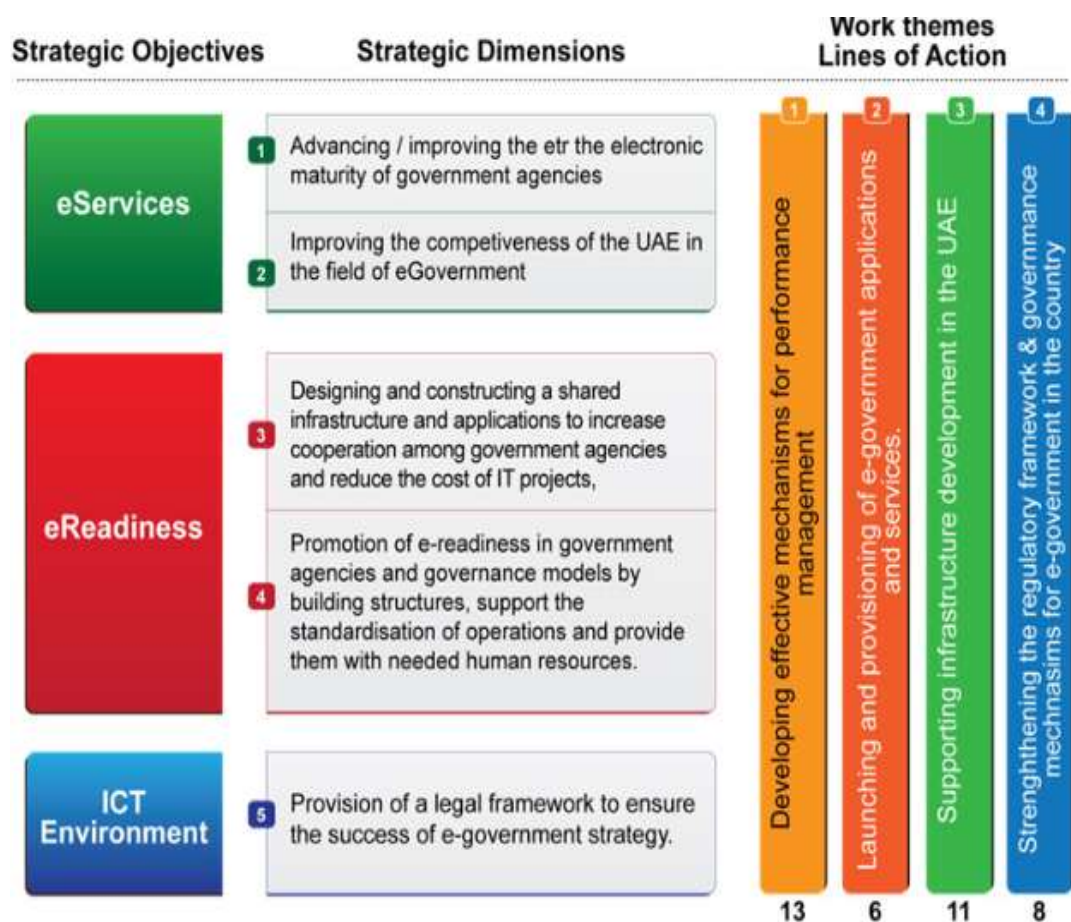


Figure 14: Strategic Intent, Goals, and Work Themes
(Source: Al-Khouri, 2013)

These 38 initiatives are covering four vital e-Gov core areas (Al-Khouri, 2013):

- i] *Strengthening the controlling framework and governance mechanisms for e-government in the country*- This is related to the legal and regulatory environment governing the acquisition and use of information systems in government agencies, e-Gov services, and a high-level plan to describe the entire advanced expansion of the public sector in the UAE. Regulations and laws are considered primary as enablers to support e-Gov to make sure that security, reliability and data privacy are well-established. So, this area also includes the development of a robust governance structure to enable efficient communication among the several stakeholders and attempt to fill their needs and turn them into electronic service systems.
- ii] *Infrastructure support of information systems in the UAE*- This theme deals with creating a robust infrastructure for ICT to enable the delivery of world-class e-Gov e-services and interdepartmental information sharing and experience exchange with various governmental organisations.
- iii] *Launching and providing e-Gov applications and services*-. This topical theme focused on a set of appropriate applications and services provided government agencies to support them in providing e-government services efficiently.
- iv] *Development of effective mechanisms for performance management*- This area emphasises the entire improvement of efficiency based on the actual performance degrees of ICT functions of various government entities through developing mechanised tools for monitoring all performance and management indicators.

The UAE governmental departments; however, had begun to consider ICT adoption as an essential approach to advance their work and services innovatively due to the

pressure made by private sector innovative services of e-business and e-commerce models (Ndou, 2004). Accordingly, Dada (2006) concluded that “*Many scholars often reflect the e-Gov paradigm as a new pattern for the public sector in developed and developing countries that had led to increasing the socio-economic development rate.*”

The UAE had developed a Federal e-Gov Strategic Framework for 2012-2014 that sketches the first initiatives and sequences of necessary actions that the UAE Government intends to take over three years. The framework aimed to contribute to:

- i] UAE Vision 2021 that drives the UAE to be among the advanced countries.
- ii] The UAE Government Strategy 2013-2014 that aims at putting its citizens first and developing accountable and innovative government machinery.
- iii] The evolutionary line of development and implementation of the UAE e-Gov services had passed by of many phases, as illustrated in **Figure 15**.

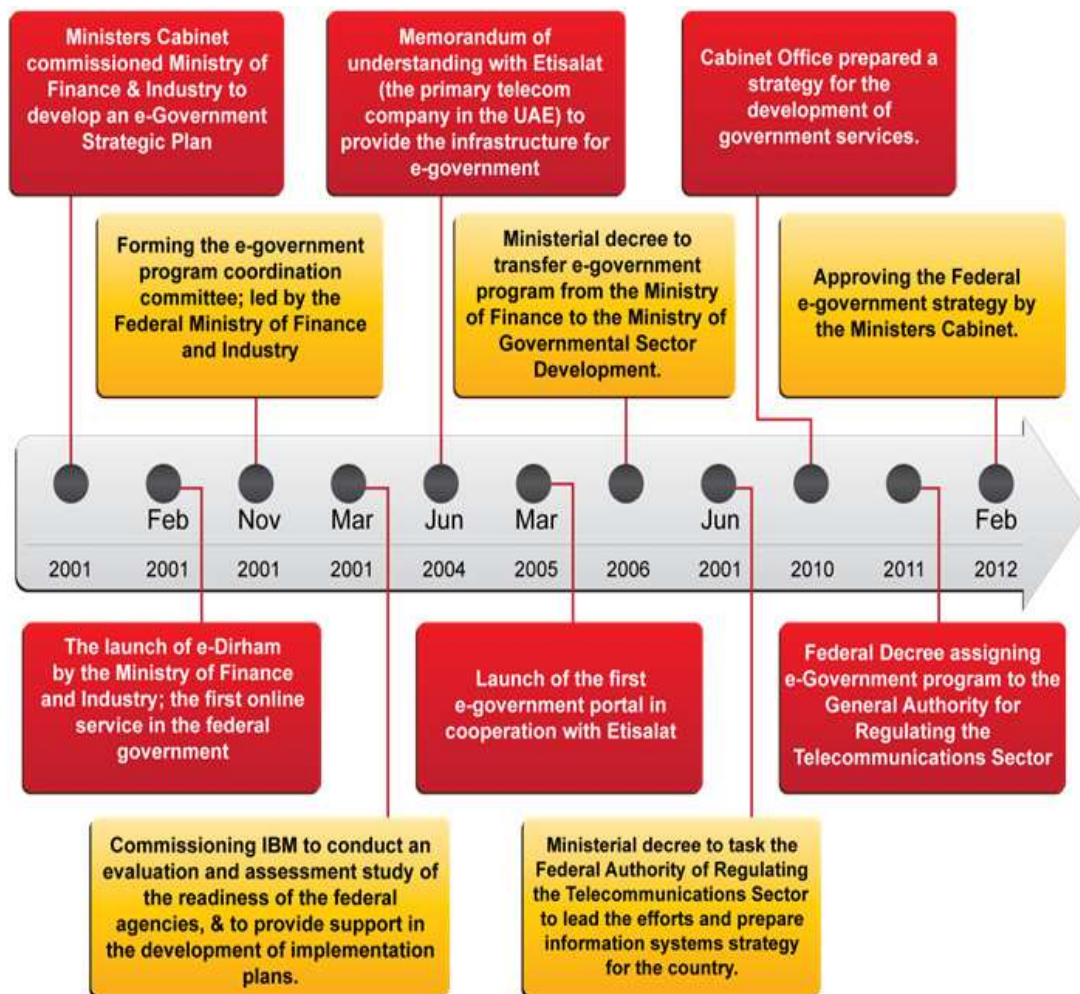


Figure 15: The UAE Federal e-Gov Evolution Pathway

In summary, the UAE is rapidly transforming its economic paradigm from an oil-based to a knowledge-based economy whose hallmark is information as a strategic asset. Moreover, this shift of economic paradigm encouraged the bureaucracy to move to the electronic government (e-Gov) systems. The UAE e-Gov initiative aims at transferring all the bureaucratic services to be online-based delivery, along with using advanced and smart ICT for **i)** improving intra-/interorganisational communication within the governmental machinery, and **ii)** improving the communication and information sharing with the community members and nongovernmental entities. The framework also refers to some of the current federal strategies to ensure alignment with government strategic intents and plans, as detailed in **Table 7**.

Table 7: The Seven Primary References in the UAE e-Gov Strategy

#	Description	References
1	The 2021 Vision is the highest reference strategy and provides the strategic vision of the UAE, for which the e-Gov strategy needs to be aligned with and contribute to its realisation. The Vision 2021 envisages the development of a knowledge-based economy that will be diverse and flexible, led by skilled professional Emiratis. The vision contains four essential components with particular objectives related to national identity, economy, education, and health. It seeks to make the UAE a state of ambitious and confident people who hold on to their heritage; a strong federation; a competitive economy led by creative and knowledgeable Emiratis to provide a sustainable quality of life in a secure community.	UAE 2021 Vision
2	Provides a phased plan for the Federal Government to progress towards the UAE Vision 2021.	UAE Strategy 2011-2013
3	Government strategy regulates the telecom sector to represent the basis upon which the e-Gov strategy could be developed to define and detail needed service, environment, and readiness.	UAE e-Gov ICT Strategy
4	Offering a robust analysis of the current situation of the UAE Federal Government services and detailed required guidelines on how to develop them. It also includes several strategic initiatives under the umbrella of e-Gov programmes.	Services Development Strategy
5	Alignment of e-government budget with the federal budget	Federal Government budget
6	Covers three dimensions (environment, readiness, and services), and contributes to the identification of gaps and opportunities that can be addressed through the objectives and specific initiatives in the e-Gov strategy.	Current Situation Analysis
7	Comparisons of best practices in the field of e-Gov to support the development of the new strategy and define its primary objectives and initiatives.	Benchmarking

(Source: Al-Khour, 2013)

2.5 Crimes and Policing- Society Safety Concern

The evolution of ICT and the growth of the Internet have both positively and negatively impacted modern life as the primary objectives of this study are the potential use of the Facebook platform in the detection and prevention of nonviolent crimes. Therefore, it is necessary to shed light on the crime as a social phenomenon and causing a disturbance

in the community safety and sense of security. The modern police practices against combating all types of crimes had directed to incorporate the investigation that based on multiple approaches, which might come under the umbrella of *criminology* (Benson, Madensen, & Eck, 2014).

Criminology is an interdisciplinary field concerned with studying the causes of crime and behaviour of criminal from different aspects and contexts including the impacts of crimes and criminals on the total safety and security of the society and state. Many different academic disciplines have shaped it. As growing as an academic field, criminology must look to other such disciplines as sociology, psychology, genetics, technology impact, policy, and women's studies to expand our disciplinary boundaries (Carrabine et al., 2014). Consequently, criminology involves analysing data in determining why the crime was committed and to find appropriate approaches to predict, deter, and prevent further criminal behaviour through the learned lessons.

However, one attempts to determine the causes of crime, but what is a *crime* and how *serious* are different *forms* of it? (Payne, 2016). Crimes occur in various manifestations. The discrimination between severe crimes and nonviolent crimes was a matter of study from various aspects and lens. The approach to investigating different crime causes and seeking proper prevention techniques might facilitate to tackle the potential motivating factors that might lead one to commit a crime. Therefore, investigating the causes of the crimes could be better understood in the context of personal intention and external society-related factors (Anderson, 2004).

At the heart of police anticrime efforts, the crime-related issues lay some intriguing questions, such as *Why do people commit the crimes? How should police and community respond? Why is one behaviour crime and not some other behaviour?* Payne

(2016) suggested that police agency should define the case of crime appropriately by either the characteristics of crime-in-context or the characteristics of the criminal-in-context. Moreover, Brown, Esbensen, and Geis (2012) debated the *seriousness* of the crime, and *how the seriousness ranking is determined?*

Most typically, crime or wrongdoing would often be defined regarding harm caused; this might lead to inquire *about how do we determine what behaviours are most harmful?* Brown et al. (2012) reported the standard criteria for assessing the seriousness and harmfulness of wrongdoing act to be considered a crime. We recruited their criteria and detailed in **Table 8**.

Table 8: Common Criteria for Assessing Crime Seriousness

Criterion	Investigation of the Causes
Harm inflicted	What is the objective level of harm caused by the behaviour?
Status of the victim	Does the victim merit special protection by the law?
Moral judgements	What and whose moral judgments will influence the criminalisation of behaviours and activation of the criminal the justice process?
Offender characters	What is the background role and circumstances of offenders?

(Adapted from Brown et al., 2012, p.6)

Many sociologists and criminologists had traced the historical track and evolution of crime patterns, rates, criminal personality among the different social components as adult men, women, juveniles, work-classes. Moreover, these studies had put into account the positive and negative impacts of the technologies, human movement across borders, and the influx of emigration from the points of political tensions, conflicts, and environmental deterioration. Thus, the term *crime* is a relative phenomenon, conveying different thoughts and meanings to different people even within the indigenous society (Carrabine et al., 2014).

Paul Tappan crime (as cited in Brown et al., 2012; p. 12) proposed a highly legalistic definition of crime: “*Crime is an intentional act in violation of the criminal law, which (statutory and case law), committed without defence or excuse, and penalised by the state as a felony or misdemeanour. In studying the offender, there could be no presumption that persons are criminals unless they also are held guilty beyond a reasonable doubt of a particular offence.*”

Similarly, defining criminology as the study of violations of conduct norms had come within various contexts in the criminal laws at any given place and time. Criminology, as a discourse, has fundamentally a threefold aim, which is to: **i)** define the nature of the crime; **ii)** uncover the causes of crime; and **iii)** resolve what it is that we ought to do about the issue of crime.

Sellin, (1938. as cited in Brown et al., 2012; p.13) broadened criminological parameters to envelop violation of legal and extra-legal conduct norms related to the criminological inquiries. This crime definition might leave many crucial issues of social misconduct unexplained. So, as crime is a related social phenomenon, its conceptualisation is still a complex task. **Table 9** presents some technical definitions of crime (Adapted from Brown et al., 2012, p.15).

Table 9: Continuum of Technical Definitions of Crime

Attribute	Legalistic	Modified legalistic	Normative	
Authors	<i>Tappan</i>	<i>Sutherland</i>	<i>Sellin</i>	<i>Mannheim</i>
Crime definition	Judicially determined criminal law violation	Socially harmful act with provision for a penalty by the state	Violations of social conduct norms	Antisocial behaviour
Criminologists focus	Arbitrated criminals	White-collar offenders and reaction to them	Variety of norm violations and reactions to them	Various behaviours judged anti-social reactions

Two core components of studying science are theoretical base and methodological techniques. *The theory* represents an effort to explain or make sense of the world; thus, revolving around the ‘*why*’ of crime, criminalisation, and similar concerns. *Methodology* refers to the techniques or methods that criminologists employ as while attempting to determine the *whys* of crime (Brown et al., 2012). Nevertheless, theory and methods are integrally related to the *scientific method* of studying crime from different angles. Thus, studying *crime* based on the theories and methodologies of the criminology to produce many definitions.

2.5.1 Crime Theories

The diversity of theoretical approaches discussed in the section will have alerted the fact that the influence of the media – how media shape our ideas, values, opinions and behaviour – can be conceptualised both negatively and positively, depending on the perspective adopted and should focus on the assumptions and limitations of the theory (Hope & Karstedt, 2003). What is done in criminology- as an academic discipline- is determined not only by the definition of the crime but by the theoretical perspectives (i.e., *paradigms* within criminology) that is adapted to follow in investigating crime causes? (Brown et al., 2012). However, the concept of paradigm is often used very loosely and defined differently across different countries and their judicial and prosecution systems as per adopted paradigms. **Table 10** details variations in defining crime legally and socially.

Table 10: Shows Variations in Different Theoretical Paradigms

<i>Paradigm</i>	<i>Crime Explanation</i>	<i>Prime Focus</i>	<i>Outlawing View</i>
Rational choice	The individual can make a rational decision.	Any criminalised behaviour.	State definition of crime is unchanged.

Positivism	Distinct pathological or genetic symptoms might be the genesis of criminal behaviour.	Any criminal or deviant behaviour that is considered as non-serious.	State definitions of crime tend to be uncritically accepted
Interactionism	Reactions of a person or a group to exact behaviours result in some being labelled criminal.	Victimless crimes.	State definitions of and reactions to crimes are critically analysed.
Critical	Power elite defines crimes and operates agencies of social control in their interest, preserving their position in society.	Crimes of the state and influential persons.	State definitions of crime are rejected.
Integration	The crime could better be clarified by combining two or more theoretical perspectives.	Varies with theories are incorporated.	Varies with theories are incorporated.

(Adapted from Brown et al., 2012; p.19)

Crime, as a multi-factor phenomenon, has become a subject of significant research interest to many academics, educators, and media specialists due to its direct impacts on social security and stability. The state's institutional bodies that have the responsibility of law enforcement, such as police, judicial systems, and social reform centre, are also put much concern upon defining crime from a different context to impose the relevant laws. Moreover, views of crime have shifted intensely across time and physical space to be considered as a relative phenomenon, which had been primarily driven by social norms, political system, and reaction to the influx of expatriates and explosion of information and news (Carrabine et al., 2014).

Many studies since early the 20th century had focused on the behavioural origin and evolution of criminals and its relations with specific characteristics of the neighbourhoods in which they grew up, lived, and acted. However, the Existing works tend to initially explore the potential relationships between criminal activity and

socioeconomic variables such as education, ethnicity, income level, and unemployment (Tarling & Morris, 2010).

While most criminologists view the field through a social science lens, calling for empirical testing of theories, some advocate qualitative approaches, arguing that observing demographic patterns may miss the human factors, or even spiritual and belief element of the crime. More mainstream criminologists counter that the discipline must be able to predict conditions that will lead to detection and prevention of crime by employing blended approaches, including social dimension and benefit from the enhanced technology. **Table 11** demonstrates the fundamental issues in criminology.

Table 11: Fundamental Issues in Criminology Research

Issue	Description
<i>Belief</i>	Basic ideology or values that could be often shaped early in a person's life, through which people screening and selecting information of interest.
<i>Crime Relativity</i>	The variation in the conception of what behaviour is criminal from one time, place or context to another.
<i>Paradigm</i>	A general framework or orientation, including some underlying assumptions, on which theories are based
<i>Scientific Method</i>	An approach to the study of a phenomenon that incorporates both theory and observation.
<i>Consensus</i>	A faith that specific rules could be producing the genuine interests of people within their surrounding communities.
<i>Engagement</i>	A conviction, where law excessively reflects the keen interests and influence of the minorities within a particular society.

All criminal justice practitioners are embracing some theoretical perspective regarding the causes of crime. These practitioners may not be fully aware that they do this, and their thinking may be ill-formed, but at least in part, their ideas likely guide their behaviour. We give a brief detail on the most accepted theories in policing and criminal judgement that has shaped the contours of both criminology and media studies and attempted to provide a broad overview of points of convergence and conflict between

the two, as concisely detailed hereinbelow. Next, we highlighted some interesting theories of studying crimes and criminal behaviours.

2.5.1.1 Theory of Classical Criminology

The theory of *classical criminology* is providing the origin of the concept of deterrence. It represents the first effort to explain crime as a product of nature rather than supernatural forces. At its core is the belief that persons consider the prospects of punitive sanctions before deciding to commit a crime. This line of thinking provided the rationale for the development of contemporary Western criminal justice systems and served as the dominant explanation of crime from the late eighteenth to the late nineteenth century. The last one-third of the twentieth century witnessed a resurgence of the deterrence concept, and it continues as a popular theory of crime today (Brown et al., 2012).

The classical school of criminology must be interpreted in the context of the Enlightenment, for this school was a product of that more massive reform movement. Rationalism, intellectualism, and humanitarianism were pitted against ideas stressing the divine rights of royalty and the clergy. Classical criminology emerged in the latter part of the eighteenth century as part of the Enlightenment. Led by several scholars and reformers, it stressed an excellent and rational response to crime, asserting that human beings could thereby be deterred from criminal behaviour (Carrabine et al., 2014).

Critical theory of criminology considers crime as a result of the oppression of the lower class and groups which are considered inferior such as females and ethnic minorities (Adler, Mueller, & Laufer, 2001), or classes suffered from the oppressive social relations based upon class dissection, sexism and racism (Burke, 2001; Lanier & Henry, 2010). *Critical theory* is traditional and challenging. This theory consists of false beliefs

about criminal justice by taking the conflict perspective. The critical criminology examines the nature of justice and the genesis of crimes within the structure of a class of inequalities.

Critical theory views law and punishment as a connection to a system comprising of social inequality as a means of creating and preserving this inequality (Yar, 2012). These have been several criticisms of the conflict criminologists, and they were taken negatively and referred to as a left Idealist by Young (1979). The critical criminologists were not famous in the USA, and their departments were shut down for political reason in many of the educational institutes (Walsh & Ellis, 2007) the self-report victim survey was conducted to put the question on the early criminologists (Houghton & Joinson, 2010)

2.5.1.2 Cultural Criminology Theory

The theory of *cultural criminology* signifies both particular viewpoints and broader orientations, which emerged over the past few years within various discrete disciplines, such as social sciences, behavioural studies, law, and criminal justice. Ferrell (2014) developed the concept of cultural criminology, which later employed by Redhead (1995) and Kane (1998). The interdisciplinary feature of the theory interweaves particular scholarly drawbacks to finding the merging point of cultural dimension with behaviours of the criminals or suspects. More generally, the notion of *cultural criminology* might refer to the attention towards increasing analytic approach that a considerable number of cultural criminologists now pay to popular culture and mass media constructions, which is recently represented by social media networks within criminological studies (Ferrell, 2014).

The theory of cultural criminology attempts to integrate the fields of criminology and cultural studies or, put differently, to import the insights of cultural studies into contemporary criminology. In contrast, Hayward (2012) assumed that spatial analysis is fundamental to the criminological inquiry as stated: “*The complexity of urban social life is not easily integrated into a type of managerial-specific framework that underpins the new space of crime intervention/mapping*”. Indeed, cultural criminologists continue to draw on the insights of cultural studies as a developing field and current cultural studies explorations of identity, sexuality, and social space.

Finally, cultural criminology has emerged in many ways out of critical traditions in many disciplines, such as sociology, criminology, and cultural studies focusing on a variety of critical perspectives on crime and crime control. Utilising these perspectives, cultural criminologists attempt to unravel the politics of crime as played out through mediated anticrime awareness campaigns; through evocative cultural constructions of deviance, crime, and marginality through criminalised sub-cultures and their struggle against to authorised regulation. To the extent that it integrates interactionist, constructionist, and critical sociologies, cultural criminology thus undertakes to develop what Cohen (1988:68) has called “a structurally and politically informed version of labelling theory,” or what Melossi (1985) has similarly proposed the “*grounded labelling theory*”, which focused on exploring how criminal action and deviance are constructed and enforced.

2.5.1.3 Behavioural Willingness Theory

Gibbons and Gerrard (1997) defined *behavioural willingness* as openness to risk opportunity, or what an individual would like to do under certain circumstances. Individuals who are high in behavioural willingness have often have not considered the

implications and consequences of risk behaviours. This lack of forethought leaves these individuals to be particularly susceptible to social factors, such as prototypes, and social influence factors, such as perceived norms, and therefore they are more likely to engage in the risky behaviour itself (Gerrard, Gibbons, Houlihan, Pomery, & Stock al., 2008; Gibbons & Gerrard, 1997).

Willingness measures tap into a general openness to engage in a behaviour and do so by asking how willing adolescents would be to react to several different situations in which the opportunity to engage in risky behaviour exists (Gerrard et al., 2008). Along these lines, research has shown that social comparison processes have a more significant impact on willingness than on behavioural intentions (Gibbons & Gerrard, 1997; Gibbons, Gerrard, Ouellette, & Burzette, 1998; Stock, Litt, & Gibbons, 2010).

Research has shown that willingness is malleable, particularly for individuals who do not yet have much experience with the particular behaviour (e.g., Gerrard et al., 2008; Gerrard, Gibbons, Brody, Murry, Cleveland, & Wills, 2006; Pomery, Gibbons, Reis-Bergen, & Gerrard, 2009). Because of the flexible nature of behavioural willingness, it is essential to look at potential antecedents of willingness, such as prototypes or social images, attitudes, and perceived vulnerability.

2.5.2 Community-Oriented Policing

How the police communicate with the public then plays an integral part in both the production and reaffirmation of the police image towards the public and is therefore of central concern to police forces; particularly in an era of social media public organisations (Zavattaro & Sementelli, 2014). With sites like Twitter, Facebook, and YouTube enables news to travel fast distance instantaneously, the news production and

e-publishing industry no longer in the domains of journalists or media industries, but of someone with the web access (Greer & McLaughlin. 2010).

Allan (2013) has shown how the emergence of blogging alongside the rise of the '*citizen journalist*' reporting on hot events such as the South Asian tsunami, London bombings, and Hurricane Katrina (often involving new technologies like digital cameras and mobile phones) as hobby but shaping a new paradigm media practice in some quite surprising and profound ways and paved the way to 'mass self-communication'. Allan also highlights the substantial impact of the Internet, which is part of an information revolution (Cyber-tsunami) that has significant implications for representations of crime as well as offering opportunities for committing and being a victim of crime.

The strategy in which the police builds ties and work closely with the community members to enlist them in a common security interest. These new police trends are termed to as *community-oriented policing*. On that point are some misconceptions regarding community policing. Cordner (2014) argued that the emergence of community policing took place mainly in reaction to fears about the gradual softening of the relationship between police and the community; thus, it arrives to change the traditional image of police as an agency of law enforcement.

Participation of the community in fighting the crimes and combating situations like disorder is the elemental focus of community policing. The government has an excellent opportunity through community policing to learn about the needs of the public in the society. Glensor and Peak (1996) suggested this step because of the realisation that providing customer satisfaction is a vital part of policing activities. However, the attraction for the new policing at both state and the access level is undeniable. In the

face of major internal security problems, the choices of failed and transitional society choices are limited (Brogden & Nijhar, 2013, p. 1-15).

According to Lambert (1984), the police should prevent crimes and peace should be preserved so that it can secure the active cooperation of the society. Community involvement in policing activities and monitoring is also included in the model. Wessels (2016) highlighted policing in the context of changing communication with the public. He added the work of the police places it directly within contradictions of contemporary societies in which crime, deprivation and poverty interact to produce various situations of social exclusion that are experienced at the local level. This context prompts the question: how is a public institution such as the police developing digital services for communicating with diverse publics in multiple global cities? Therefore, community-oriented policing can become the best entity to understand the vital importance of communications with people about the risk and security needs of modern society.

As part of the community policing, police should take “social as opposed the legal action”; there should be policing because communities are organic and changing, communities should be helped by police to fulfil their obligations. He suggested that social engineering of multiple agencies for the common good is essential. This idea was supported by the Kelling and Stewart in the following way “To respond appropriately police must view their role in neighbourhoods as a means of re-establishing the neighbouring associations and firming the institutions that make a community competent and able to deal with its problems.” (Glensor & Peak, 1996)

Broken window ideas were referred by Wilson and Kelling (1982) as the community-oriented policing could become effective if police can embrace them and the ideas given to them by the public. According to Glensor and Peak (1996) “*community policing*

provides the roots for the sound growth of healthy policing". Police can become more productive if their officers are involved in community development. Brown (1992), a former police chief officer of Houston stated that "in order to make a difference and to get on violence or any other serious problem in the community, the police must work in partnerships within the community". Thus, the concept does provide a comprehensive approach to police service delivery that relies on a solid foundation of research.

Frank, Smith, and Novak (2005) explored the basis of citizens' attitudes toward the police activities and operations that are visible to the public through community policing. Also, it can be more accountable to the public. The community policing could address these concerned problems because of its characteristics like decentralisation, proactive crime prevention. The concept of community policing was in the context of its effectiveness in reducing community violence, where the community considered as an agent and partner in promoting security rather than as a passive audience (MacDonald, 2002).

Any proposal, however attractive, should be subjected to careful and scrutiny". Accordingly, only the police cannot maintain law and order. He argued that if the police have to step back to enforce the law, then the public will assume that the community policy is reckless, political accountability could be questioned if the police are involved in the community policing. Oliver and Bartgis, E. (1998) argued that there is a misunderstanding that community policing will add to inequality or disadvantage. MacDonald (2002) stated that without better inner guidance, the initiative is like a dangerous weapon launched without direction and can go astray.

According to Klockars (1988), community-oriented policing was only used to legitimate the police actions and not to bring any changes in their behaviours. According to Eck (1992), the tension between police and the public cannot be reduced with community policing. It was stated by Ericson et al. (1993) “*critical analysts typically read the models of social institutions as ideologies and forms of rhetoric that are separate from reality*”. This holds in the case of community policing, and the criticism stated that the genuineness is mutually exclusive. Bobinsky (1994) says “*one does not want to become the social worker with bondage nor to be more watchful and distrustful*”. Thus, with mutual trust, the community members are becoming willing to participate with its police department to convince the value of the community policing.

Those ideas related to community policing which have not such an impact in real was criticised many times (Schaffer, 1980). Though some researches argued that police effectiveness could be heavily influenced by external factors (Lambert, 1984), support and involvement of the public and nature of the law that must be enforced by police are included in it. It seems that society will readily divest itself of the responsibility due to its shortcomings by blaming the most apparent, tangible manifestation of authority, the police. According to Reiner (1994), efficiency, legal, and community accountability of the police should be considered as complicated instead of conflict in terms.

Criticism of community-oriented policing is being restructured on the foundations of higher costs and issues like effectiveness and efficiency. According to Friedmann (1992), start-up cost might be balanced by long-term benefits. He further argued that even the critics could not give up the idea of measuring the effectiveness of the police effectively. The gap between the supporter who favours community policing and considers it as a solution for every problem and criticisers who consider it a total failure

should be identified. In contrast, Goldstein (1987), community-oriented policing should not be considered as a substitute for other types of policing. He argued that the community policy should be made a permanent strategy. The decentralisation of the police is the primary focus of the community policing concept.

2.6 Crime Statistics and Data Analysis

Current crime statistics need a new paradigm if they are to cope with the fast-changing nature of the crime. The academics and researchers in the criminological studies had come from a variety of disciplines and draw from a range of research techniques to become very diverse. Criminologists and other social scientists have become more reflective recently about research techniques and outcomes of analyses of collected crime data (King & Wincup, 2007; Maxfield & Babbie, 2007). This section explores these issues about the nature of criminological data and the use of criminal statistics and ethics.

Traditional crimes are based on reports of victims or witnesses: in person to the police, through an agency, or by telephone, text, or internet reporting; or are discovered by the police themselves. Police investigate the crime, usually at a local level and, as a by-product, record the number of crimes reported and the number solved. However, crime is changing rapidly, and more crime results from criminal acts directed towards a considerable number of people in the hope that a small percentage of these people will respond.

What counts as criminological data? Many people – other than criminologists – produce information about criminals, victims, law enforcers, sanctions and rights. Criminal justice agencies themselves such as the police, courts and prisons are significant here

as the primary source of criminal statistics (discussed below). However, criminologists also use information that comes from outside the criminal justice system. These include:

- i] *Mass media* contain vast amounts of crime coverage and comment in print, online, or TV.
- ii] *Private companies* like banks, credit suppliers and insurance agencies store and exchange vast amounts of information about their customers. A person with a criminal record or an unreliable financial record could be refused some financial services.
- iii] *International bodies* are a further significant source of global and comparative criminological data, such as Interpol, FBI, Scotland Yard (Carrabine et al., 2014, p.32).

The growing complexity and novelty of such crimes are such that authorities cannot even measure how many such crimes there are, let alone devise practical methods for the investigation of such crimes. The whole concept of counting probably needs an entirely new paradigm. Lewis (2014) argued that the widespread use of web-based communication devices with the popularity of social media in a daily base pattern has introduced new types of crimes (cybercrime) or using in committing nonviolent wrongdoings (white-collar crimes), such as:

- Phone calls to people on shareholding lists to encourage phoney investments (Boiler-room fraud), and false insurance claims.
- E-mails are encouraging the recipient to give personal details which could be used to commit money-yielding crimes against the recipient (identity theft).
- E-mails announcing a Lottery win to be forwarded once the recipient has sent a small administration fee. (Pre-payment fraud).
- Computer Fraud that steals a small amount from many thousands of accounts.

- Internal staff frauds only a small proportion of which are detected.
- Abuse of children through Internet grooming and scams

The trans-boundary of some types of crimes due to dynamic movement of the people and migration had triggered interest among the countries to implement an international co-operation in the definitions of transboundary crimes in collecting information about their extent, enabling more effective investigation. The imposition of sanctions and censorship of data concerned with the trends in common crimes might cause slow development collaborative efforts. However, some international organisations will likely develop novel approaches to improve the crime investigation, sanction, and measurement of transboundary crimes in specific areas, as:

- Trafficking of drugs, weapons, human, endangered species, historical or cultural artefacts.
- Commercial fraud is affecting customers of large financial institutions.
- Bribery and corruption associated with substantial business concerns associated with international aid programmes as money laundering.

Crime statistics and related data analysis are a vital part of the study of crime causes and, in turn, imposing active detection and prevention strategies. Academically, theories of crime causation often are grounded in crime statistics. However, the professional and straightforward insights of the extent and distribution of crime are shaped by this information. Public response to crime and criminals is mostly based on views regarding the seriousness and magnitude of the crime problem. According to media information, based on statistics released by the Interpol, since 1991, the crime rates in the countries of Interpol members have declined steadily due to introducing technologies, media

strategies, and international cooperation in fighting crime through the exchange experience (Brimicombe, 2018).

Maguire and McVie (2017, p. 168) argued that the police figure sometimes is not a good indicator of the relative frequency of different kinds of crimes. However, the crime surveys consistently demonstrate that the tendency of the public to report the crime to varies by crime types, whether severe forms or those who typically triggered a series of inquiries to define the committed as non-serious. In contrast, Huey (2016) indicated that many criminological researchers have long pointed out the problems associated with crime statistics.

The principal concern among these is the fact that records of official statistics are relying on victims or crime witnesses reporting offences to the police. In cases, a considerable number of victims do not disclose the report. This results in what academics have termed to as *the dark figure of crime*. Concerning relying on crime statistics to inform how police do their work and how they should be evaluated, researchers have also noted two further problems with relying on traditional crime counts: i) Some crime records treat all offences equally (quarrelling and robbery), and ii) Other counts distinguish by type, such as violent versus property offences (Huey, 2016).

The adequate analysis and identification of the various kinds of crimes are vital in dealing with crime and community safety issues. Particularly worthwhile, the police authority should make its anticrime strategies explicitly to be focused on the identification and directing of the harmful impacts of the prime sources of crimes committed by those individuals and groups that generate excessive levels of harm within communities.

2.6.1 Crimes in the UAE

There have been a few studies on the status of crimes (serious and non-serious) in the UAE, and those have limited information on the profiles of victims. The UAE boasts an essential ethnic diversity among its residents, where about 82% of its population are the expatriates those destined to the UAE as job seekers. Moreover, the rapid socioeconomic transformations have accompanied an accelerated development of the UAE over the past three decades, which demonstrated in the expanded urbanisation, communication infrastructure, manufacturing, business market, and tourism (Alomosh, 2009).

The grey side of such socioeconomic shifting from traditional to modern-featured society; however, had introduced an unwelcomed dependency on the expatriates to run many work activities; notably, the low-level work, as well as allowed to practice their national traditions and beliefs in the UAE society. Consequently, the growing number of the expatriates had exceeded the UAE citizens to cause imbalanced demographic structure and prevalence of unfamiliar crimes, even among one ethnic community.

Crime in the UAE is still considered low in the multi-ethnic population of the UAE. There are; however, some reasons for doubting that it is as low as official figures suggested and released as unclassified data by the ADP Public Relation Department. Laycock (2014) indicated that there is a '*dark figure*' of unreported non-serious crime in the UAE that attributed to some sociocultural reasons, among these might be:

- i] There is little incentive for non-nationals to report crime unless it is serious.
- ii] There is a perception, rightly or wrongly, that complainants will be interrogated if informed police about a crime or quarrelling.

- iii] The Emirati citizens discourage to report a criminal case to the police as they prefer to solve the conflict through their tribe or elite family members.
- iv] According to the prevailing socio-cultural norms, women; in particular, would not want to be seen entering police stations as a criminal.

There are still a few research studies in the UAE literature to substantiate or refute these perceptions, whereas the available and accessible crime-related data are the basis of problem-solving approach and strategy of detection and deterrence of crime. Alomosh (2009) employed the *Routine Activity Theory* (RAT) to describe crime occurrence and types in the UAE. RAT is considered as the most prominent in the field of prevention of contemporary crime, which proposed in 1980 by Felson and Cohen who drew attention to the changes in society; notably, those committed after the Second World War (1948- onwards), which have led to new routine activities for the police forces.

Alomosh (2009) listed some common crimes in the UAE that recorded by the police departments in the seven emirates, among these are: car theft, home burglary, sexual assault, simple assault, pickpocketing, stealing from trade centres or highways, being subjected to threatening behaviour, harassment, property damage, susceptibility to deception or swindling, riots by young people near one's home, and harassment by beggars. The UAE police define most of these crimes as non-serious; however, could be turned dangerous if violence or weapons used. **Table 12** lists the risks of potential crimes in the UAE, in general.

Table 12: Risks of Potential Crimes in the UAE

Potential Crimes	Low risk (%)	Medium risk (%)	High risk (%)	<i>M</i>	<i>SD</i>
Susceptibility to deception, fraud, swindling	34.1	38.6	27.2	1.93	0.78
Riots by young people near one's home	36.3	38.5	25.2	1.89	0.77
Home burglary in absence of residents	40.9	34.5	24.7	1.84	0.79
Night theft	46	31.5	22.5	1.77	0.79
Harassment from beggars	42.4	39.3	18.3	1.76	0.74
Theft of car contents	42.6	40.7	16.8	1.74	0.73
Car theft	48.9	32.9	18.2	1.69	0.76
Property damage	50.5	30.5	18.9	1.68	0.77
Simple assault	46.9	37.8	15.3	1.68	0.72
Pickpocketing	48.6	37.4	14	1.65	0.71
Stealing at trade centers	50.3	36	13.7	1.63	0.71
Being exposed to threatening behavior	56.9	24.9	18.2	1.61	0.78
Stealing on public roads or transport services	54.6	31.6	13.8	1.59	0.72
Sexual assault	64.6	12.4	23	1.58	0.84
Grievous bodily harm	62.8	16.1	21.1	1.58	0.82
Armed robbery	65.6	13.6	20.8	1.55	0.82
Kidnaping	65.9	13.1	21.1	1.55	0.82
Home burglary when residents are there	66	14.9	19.1	1.53	0.79

(Source: Alomosh, 2009)

While social media platforms offer an unprecedented opportunity for the public to communicate with their governmental departments and share news and opinions, when users misused their respective social media accounts, they may cause potential harm to both partners, i.e., the individuals and nation's institutions. Moreover, the potential dangers of social media for UAE teenagers came out in focus group discussion.

Al-Jenaibi (2011) analysed the inputs of the survey participants to have noted threats to teenagers and even children under ten years of age who are using smartphones and chatting with older adults who are strangers. The use of photo-sharing sites among survey participants was surprisingly small (24% used Flickr, 12% used Photobucket). This might be tied to a particular sensitivity of the UAE population to issues of privacy.

2.6.2 Crime in the Abu Dhabi Emirate- Employing Social Media

Due to the complexity of urban social interactions, crime, as behavioural deviance, has become a common phenomenon taking place in daily life. Nevertheless, drastic changes in the modes of social interaction could necessarily be translated into an increased incidence of crimes. The electronic media (e-media) sources are considered in the digital era as prime references for reliable information on crime and community safety for a significant proportion of the world's population. Despite the crucial data provided by these e-media sources, there have been endless disputes on the extent to which the media organisations would be covering crime-related events that might influence public opinion and trust in law enforcement agencies (Capobianco, Sagant, & Carli, 2008).

The ADP defines non-serious crime as “*The police case that does not report the use of any force or injury to another person; in contrast, the use of a weapon can raise the seriousness of the crime*”. Some of these crimes are blackmailing, defamation, bribery, cheating, sexual harassment, environment misconduct, damage to public property, and misuses of social media in circulating harmful contents as rumours and false news. To attempt to remedy the under-reporting of crime/inappropriate behaviour more generally, Community Police aim to collect information less formally; but their success is unknown.

The residents of the ADE are witnessing rapid transformations in the channels of information flow and access; mainly, that related to crime news. Such abundance of crime information could increase public awareness and options in forming bright ideas about crime and justice that could lead to active information sharing between police and community (Dowler, Fleming, & Muzzatti, 2006). The advent of social media into criminal investigation and deterrence had changed the way the law enforcement

agencies to control crimes. Because so many ADE residents now have such significant online presences, the ADP investigators now are possessing new avenues and tools to help solve crimes, as well as gain new insights into crimes committed in their communities through tracking the criminals' posts on their sites. So, ADP investigators could use social media sites to gather valuable intelligence on suspected criminals.

Although, the crime news did not rigorously explore cross-cultural divergence in the *concept* of crime nor academic resources reported such regarding anti-social behaviour. Such criminal accidents do not give the strong impression that this differed from Western interpretation. Ekblom et al. (2013) attributed this similarity to the fact that Abu Dhabi is secular in governance, with much administrative continuity with British Protectorate practice in the '*Trucial States*' era (1820–1971). Individual crimes and the seriousness attached to them do, of course, differ but rarely dramatically.

Ekblom et al. (2013) argued that in many countries, the actual crime rates are hard to measure due to the embargo imposed by government's policy of not releasing specific crime statistics, presents the following causes:

- i] Crime rates are expected to increase in step with the UAE's population surge.
- ii] Compared to equally tenanted cities worldwide, the rate of non-serious crimes of Abu Dhabi appears to be significantly low, although weapons are rarely used.
- iii] It is believed that petty thefts often occur, especially within the large expatriate workforce as accounts for 80% of the population. Reported crimes tend to be within the expatriate population, which is predominately Asian. Police records are indicating that most crimes were taking place in the work camps.
- iv] The expatriate workforce consists predominantly of single men. There have been reported cases of non-serious crimes (e.g., cheating, unlocking car, and the

like). Generally, all expatriates are law-abiding and disinclined to commit criminal acts to keep away from risk arrest, deportation, and loss of employment.

The ADP is engaging the social media and mobile phone messages purposely for increasing the public awareness regarding some safety issues (e.g., avoiding the road and highways accidents during fog) and security measures (e.g., secure house while the resident is away; cheating, rumours, and the like). Therefore, the sense of security is the central concern of ADP that, in turn, sustain the stability of economic activities (e.g., foreign investments, tourism, and the like). The ADP also involves actively in social support to include non-policing services, such as salvation if someone lost way in desert or mountains. **Figure 16** and **Figure 17** are showing some awareness posted on the ADP Facebook page.



Figure 16: APD Facebook Warns the Public about Fake Recruitment Firms



Figure 17: Awareness of Avoidance Stealing the Card PIN

NUMBEO Organisation released in July 2019 its survey crime/safety index for Abu Dhabi (<https://www.numbeo.com/crime/in/Abu-Dhabi>). The generated findings were based on the perceptions of participants (n=206) in Abu Dhabi over the past three years. NUMBEO defines the indices of crime and safety as follow:

- *Crime Index* is an estimation reference concerned with the overall level of crime in a given community. It considers when the crime level as very low if it is less than 20, while the crime rate is severely high if records higher than 80.
- *Safety index* is, on the other way, entirely different crime index. If the city has a high safety index, it is considered very safe urban.

Abu Dhabi gained significant *Crime* index of 10.50 (very low) and *Safety* 89.50 (very high). The survey focused on the worries of the participants towards critical non-serious crimes, as shown in **Table 13**.

Table 13: Crime Index of Abu Dhabi

Crime	Index	Level
Crime increasing in the past three years	36.14	Low
Worries home broken, and things were stolen	8.58	Very low
Worries being mugged or robbed	6.65	Very low
Worries car stolen	6.31	Very low
Worries things from a car stolen	10.70	Very low
Worries attacked	8.04	Very low
Worries being insulted	12.44	Very low
Worries being subject to attack due to racial issues	9.48	Very low
Problem people using or dealing drugs	13.67	Very low
Property crimes such as wreckage and robbery	10.10	Very low
Problem violent crimes as assault and armed robbery	8.13	Very low
Problem corruption and bribery	19.36	Low
<i>The general level of crime</i>	<i>4.95</i>	<i>Very low</i>

(Source: <https://www.numbeo.com/crime/in/Abu-Dhabi>, July 2019)

On the other hand, the safety indices exhibited by safety walking alone during daylight and alone during the night were found very high as 96.41 and 89.48, respectively. However, the crime statistics that released publicly by the ADP showed a variety of crime types. News items extracted from the UAE newspapers (dailies and weeklies) more generally refer to increases in non-serious crimes, such as violence and disorder behaviour among youth population and property-related crimes; however, it could be mostly unrecorded. In this regard, Ekblom et al. (2013) argued that “*this situation could be illustrated by the use accumulated data from crime records to map non-serious crimes for employing appropriate detecting and preventive approach for each crime*”.

2.7 The UAE Law in Criminal Matters

One of the few legal principles that are accepted universally across nearly all legal jurisdictions is the idea that a defendant is presumed innocent until proven guilty. Al-Hammadi (2015) discussed the UAE legal procedures regarding evidence law. Al-Hammadi indicated that due the lack of the law of evidence in criminal matters in the UAE, it is essential to address the subject of the rules of evidence in the UAE where Sharia criminal law is given along with the enacted law of Criminal Procedural Law.

The courts' decisions contradicted each other because of the divergences of views among the law schools exist in Islamic law in one hand and between the Sharia criminal law and enacted law on the other hired man. Farther, the Criminal Procedural Law does not transparently state the rules of evidence to judges and individuals. The lack of state regulations and processes and what evidence could be accepted and what can be not delineated in the UAE legal system.

Such a situation is not theoretical, but the actual reality in the UAE). The UAE lacks an evidentiary law that would regulate what evidence can be obtained and how state authorities can use it. While the UAE does have a Criminal Procedure Law (Law No. 35 of 1992 Concerning Federal Criminal Procedural Law), it does not regulate evidence. In the absence of the formal evidence law, judges in the UAE have relied on Sharia principles and what is available in the Criminal Procedure Law. The absence of the law of evidence in the UAE court procedures postponed the ADP to use the Facebook functionally to detect the crime and use social media contents as admissible evidence.

Aside from morality, the participants mentioned the waste of time as children used these technologies during school time, against school policy. Participants suggested new legislation to prohibit access to these technologies by children. Nevertheless, the

Federal UAE Government in collaboration with the governments of Abu Dhabi and Dubai emirates have put in action a bundle of strict laws and regulations that aim at protecting the social security and social norms against the misuse of social media since the UAE experiences demographic structure, where the foreigners are 80%, and the native citizens are 20% (Biygautane & Al-Tae, 2015).

Spreading defamatory rumours about individuals or organisations in the UAE is considered a relentless assault that treated under the Federal Legal Decree No.5 of 2012 on combating cybercrimes. This Decree was issued in response to the growing number of rumours circulating in the UAE; mainly, Abu Dhabi and Dubai to affect their financial market and business reputation, and also the violation of people's privacy when private photos were published online without the consent of their owners.

Lt. Colonel Awad Al Kindi, the Editor-in-Chief of the UAE's Ministry of Interior *The 999 Magazine*, has explained the impetus behind the introduction of the new law, as quoted, *"While in the past, spreading of information happens orally with the mutual trust of all parties. However, in the ICT explosion era, social media platforms had drastically changed the way the individual gains information and communicated conveniently with remotely. In contrast, the abuse of newcomer communication tools could violate the privacy of social media user to cause waves of fears and suspensions regarding reliance on social media. Therefore, we encourage UAE residents to educate themselves first and verify any information that they receive. To safeguard the country's safety and security, the UAE has put in place strict laws, which include criminal charges and fines for damaging social peace and public order. These laws are a deterrent to the spread of rumours or false information on social media and the Internet"* (as cited in Biygautane & Al-Tae, 2015).

Sinclair (as cited in Biygautane & Al-Tae, 2015) has pointed out that the Dubai's Telecommunications Regulatory Authority (TRA) introduced new privacy laws that criminalise the breach of people's privacy by posting videos, faked news, rumours, or photos that do not respect the Islam or include material that is disrespectful to the religious beliefs of all residents of Dubai and the entire UAE. Furthermore, the Dubai Police Force shut down 15 Facebook, and Twitter accounts that they found to violate the laws of Dubai (Biygautane & Al-Tae, 2015). Thus, the Dubai Police Force affirms that while it respects people's freedom to express their opinions through social media, they have firm policies regarding the spread of rumours and hate messages.

2.8 Summary

In seeking to clarify crime, one of the most debated issues is the role of choice and the issue of how rational any decision-making on the part of offenders is. The concept of crime prevention, with its sources in the classical school of criminology, assumed a high degree of concern for reaching a general theory of crime that could explain as many types of crime and offenders as possible. Contemporary crime prevention theory and the broader rational choice framework envision choice that could recognise the substantial variations of crime committed (Carrabine et al., 2014).

Criminology science is a relatively new field of inquiry. Explanations of crime as a natural phenomenon began only with the classical school in the eighteenth century. Before that, crime was viewed as a supernatural occurrence. Cultural criminology theory had been stemmed from a broad range of disciplinary and culture-based trends orientations as a concept emerged within criminology, sociology, and criminal justice. Therefore, a reform movement referred to as the classical school of criminology.

Throughout the old world (Europe, Asia, Africa), many socioeconomic conditions (e.g., poverty) and cultural factors had furnished suitable ground for atrocities, which provided the environment for the beginning of criminology as discussed in some scholarly work (e.g., Brown et al., 2012). Concerning public trust; notably, in the oriental culture, people were tortured and executed by the police force for all manner of offences either tangible or intangible. Such a tense relationship between the public and police caused a severe lack of public trust in the police force.

Over the past thirty years, Cohen (1988, as cited in Farrell, 2010) wrote of “*placing on the agenda*” of culturally informed criminological issues of “subjective meaning,” and of deviance, where crime is considered as a *law-breaking deed*. Thus, cultural criminology concept encompasses and extends culturally-based agenda using discovering the intricate construction, designation, and assumption of meaning that could be possibly taken place within and between media and institutional entities, illegal audiences involved in committing a crime. The rational nature of the crime is supported by some researchers but limited to the crimes related to the property and drugs. These crimes are mainly due to opportunity; in this regard, if the criminal finds an opportunity to commit the crime but also have the threat of being caught, he will refrain from committing the crime (Farrell, 2010).

Two central tenets of community policing are that the police should work in cooperation with, and earn the trust of, the community. Indeed, the central tactical dimensions of community policing include positive interactions with residents and the participation of residents in their protection. The various causes of crime and associated criminal behaviour (e.g., genetic, psychological, sociocultural) got off to a poor start because of the primitive tools that could be attributed to the nature of scientific tools at the early

age of experimental and scientific investigations. Nowadays, technology had helped in gaining a plethora of information concerned with crimes and criminals.

Chapter 3: Methodology and Research Paradigms

3.1 Research Approach

The existing body of scholarly literature concerning the incorporation various platforms of the social media in improving police practices and efforts on the detection, recording, and fighting of crimes reveals scarcity of focused research studies in this domain. This insignificant attention might be due to insufficient practical experiences in police activities worldwide that could spark a keen interest to conduct various investigations from academic and professional aspects. Similarly, this research situation is also bestowed to police literature in the UAE; therefore, this study considers literature scarcity of using social media in security practices and lack of practical experience of the UAE Police Departments are both representing academic challenges.

Conduct of an academic research investigation involves adoption of a suitable research method and philosophy to design a planned procedural framework. The fundamental concepts of research problem require valid objectives, aim, research hypotheses and questions to be methodology-driven approaches. Hence, the work of Blaxter et al.

(2010) is found to be helpful to describe the below approaches that are pertinent to the nature and scope of this study:

- i] ***Sampling method*** employs either probability or convenience sampling. *Probability* sampling is a random, stratified and cluster designed, whereas *Convenience* sampling is a non-probability includes various approaches to focus on target individuals or groups in specific such settings. The three-phone interview, and online survey. common contact approaches are a face-to-face interview.
- ii] ***Target population characteristics*** approach considers the demographic such variables as gender, age, educational level, job responsibilities.
- iii] ***Questionnaire/Interview length*** reflects the number of questions or inquiries sent to the participants to obtain the required research data. However, the questionnaire/interview length, whether short or long, does not necessarily reflect the quality of the research under investigation.
- iv] ***Response facilitators*** include a preliminary notification of the participants before distributing the questionnaire by various means. Besides that, it is necessary to follow up participants to ensure a satisfactory response rate.
- v] ***Appeals*** are used to motivate the respondents to reply promptly; for instance, telling the participants that their feedback would be valuable for completing the research objectives.

This study considers non-serious crime as a social phenomenon that could be committed by an individual or group of people (gang); such misconduct behaviour requires various prohibited actions and measures imposed by police authority. To control this type of crimes, police-civilian cooperation plays a crucial role in making police efforts fruitful; such cooperation in information sharing needs a mutual trust between the two parties.

This study also considers *trust* as a behavioural interaction between community members as discussed in Sections 2.2.3 to 2.2.5, and with state's institutions as discussed by Khour's work (2013).

Many studies considered *trust* as one of essential factors involved in exploring user's acceptance of new technology, product, or service. In this study context, trust is treated in various domains, such as **i)** community trust in ADP as a security-keeping entity (recognition), in turn, **ii)** trust in ADP Facebook page contents and messages (authentic information), to develop **iii)** digital trust in Facebook as a secure two-way communication channel for information sharing (technology acceptance). Chakravorti et al. (2018) reported that digital trust consists of four core dimensions, these are:

- i] user behaviour responding to digital sphere.
- ii] user attitude towards security of digital sphere.
- iii] motivation of digital ecosystem established in various domains.
- iv] user digital confidence in using smart devices.

The gained trust, therefore, is crucial for maintaining information sharing about non-serious crime between two parties ADP and community members through Facebook accounts. So, information sharing would eventually help ADP efforts in detecting and reducing non-serious crimes. In this case, mutual trust is expressed as a ribbon connecting three entities, which could be developed and gained over time to invoke information sharing, as follow:

**ADP ← Trust → End Users ← Trust → ADP Facebook → Information
sharing → *Potential impact on the improvement of criminal detection***

This Chapter outlines relevant research paradigms and philosophical foundations of research methodologies employed in research investigation, in general. It also justifies

adoption of research method to tackle the research problem according to the proposed research aim, objectives, hypotheses, and questions, in particular.

3.2 Research Paradigms

The approach to conduct a robust research, therefore, involves philosophical assumptions (hypothesis), and diverse approaches or techniques. So, Blaxter et al. (2010) defined the broad research approach as “*A proposed plan or project designed purposely for conducting an encompassing investigation on a specific problem involving the intersection of philosophy/theory, research design, and specific methodology*”. Over time, an enormous range of methodologies and paradigms has been developed to address specific philosophy and factors related to success and failure of tackling a particular research problem.

The growing body of scholarly literature pertinent to research methods had indicated that each research philosophy often links directly to knowledge pool development of a specific field purposely to enhance sufficiently research strategy. The developed research strategy aims at selecting a suitable research design and applicable methodology for the sake of finding satisfactory answers to the proposed research questions. Accordingly, the type of methodology adopted by any research depends upon the central research objectives, aim, and proposed hypotheses and questions (James & Vinnicombe, 2002).

The three central assumptions are concerned with research philosophy; these are *ontology*, *epistemology*, and *methodology* to show how the researchers perceive the processes used in research conduct and its outcomes. Neumann (2003) argued that in conducting a research study, the researcher might make claims about the knowledge

gained about the surrounding nature and human activities in a social context (*ontology*); how this can be known (*epistemology*), including the ways to acquire knowledge, the processes, and methods for investigating and gathering data (*methodology*). This issue might involve a dialogue between the investigator and the theme of the research inquiries and questions.

Research in social studies gives an option to split investigations on the research problem into two broad techniques qualitative and quantitative and could be integrated into a mixed method to produce satisfactory answers and solutions. However, each technique with its own strengths and weaknesses. Thus, mixed methods research furnishes an opportunity to benefit from the strengths of one method to counterbalance the weaknesses of the other one. Therefore, it is a worth approach for generating comprehensive empirical data about a research topic. As mentioned in the Abstract of this study, mixed method research fits the approach for tackling the research problem under investigation.

This section focuses merely on the research paradigms (worldviews) that explain the mixed methods research. In response to existing philosophical ideas, those researchers adopted mixed methods research have taken different attitudes on the employment of worldviews in their research. In other words, what the mixed method researchers are trying to understand about the research problem nature to apply a desirable approach. Disregarding worldview, the decision made to choose a mixed method research needs to be identified and stated to justify the integration of quantitative and qualitative approaches (Creswell, 2014).

The philosophical facets that underpin methods could facilitate the identification of research methods into paradigms (Clark, 1998). In the domain of scientific research in social science, there are three different schools of philosophical paradigms: *constructionism*, *pragmatism*, and *positivism*. *Constructionism* identifies how an individual does construct and seek understanding of the worldviews in which they live and work. *Pragmatism* is a set of accumulated ideas tackling worldview-oriented practices, i.e., truth and reality (Feilzer, 2010). *Positivism*, which formulates and confirm hypotheses and thereby predict general patterns of human activities (Hair et al., 2006).

Which paradigm(s) best fits a mixed methods research study? Al-Hamdan and Anthony (2010) and Archibald (2016) reviewed scholarly studies incorporated mixed methods research to reveal that *positivism* and *post-positivism* have been increasingly used paradigms in quantitative and qualitative studies, respectively. In contrast, Tashakkori and Teddlie (2003) suggested that more social researchers embrace *pragmatism* as an optimal paradigm for mixed methods research. Different aspects between positivism and post-positivism paradigms are illustrated in Table 14 (Al-Hamdan & Anthony, 2010).

Table 14: Different aspects between positivism and post-positivism paradigms

Positivism	Post-Positivism
The researcher is considered as an external observer and separated from a phenomenon under investigation.	Intertwine both observer and phenomenon under investigation.
Seeks to define causal relationships	Purpose of the researcher determines the truth of phenomenon.
Seeks to consider one truth to explain a phenomenon of interest.	Seeks to understand meaning of phenomenon of interest.
Quantitative; context removing both methodologies and assumptions.	Qualitative; holistic analysis.
Increase reliability.	Increase validity.

The two proposed research questions are about i) integration of ADP Facebook as a tool for detecting non-serious crimes, and ii) role of community trust in initiating information sharing. In this case, these two questions could be answered by conducting interviews with focus group of social media experts to know Facebook capabilities, and survey a random sample of Facebook users to reveal trust role in information sharing. So, mixed methods research was relevant to explanatory nature of this study through tackling research problem appropriately. In this mixed methods design, investigation started quantitatively (positivism), whereas the qualitative research data helped in the interpretation (post-positivism) of the initial quantitative results (Quant --> Qual, as detailed in Section 3.3). Thus, this research study is post-positivism stance.

3.2 Research Methods- An Overview

It is beyond dispute that the new scientific knowledge is known to operate only through the application of appropriate research methods for tackling the research problem under investigation. Therefore, the research methods fall into three broad categories, *namely*, **i)** design issues, **ii)** measurement issues, and **iii)** analysis issues; however, the research method adopted here often outlines the core features and elements in each of these three categories. The proposal of the planned research study must possess enough power to probe effectively the problems raised in the research objectives. The attained power is exemplified in the interaction of three factors related to data collection and analysis, namely, **i)** sample size, **ii)** inquiry formulation (hypotheses, questions, interviews, and the like) and **iii)** error estimation during the analysis. These elements are, in turn, involved in the selection of a suitable research method, including a specific instrument for data collection and analysis.

A research approach is a discipline in which different research methods acquire knowledge. Many research methodologies are used in research studies from the project

management domain. Research methods can be classified according to some dimensions into **i)** qualitative-quantitative, **ii)** manifest-latent, **iii)** exploratory-confirmatory, **iv)** descriptive-inferential, and **v)** metrical/non-metrical (Wu, 2012). Blaxter et al. (2010) examined the difference between the two terms: '*methodology*' and '*method*'. The term *method* refers to a specific means of collecting data, whereas *methodology* refers to the strategies surrounding the use of the multiple methods of data collection as required by different types of attempts to achieve a higher degree of reliability and validity.

It is useful to illustrate the major components of each research method, such as their use of closed-ended versus open-ended questions, and their focus on numeric versus non-numeric data analysis (Wu & Little, 2011). Thus, initial consideration before designing a research proposal is to identify a framework for conducting the study. Three approaches to research are frequently adopted, depending on the nature of the study. These approaches are *quantitative*, *qualitative*, and *mixed method*, which are widely used in researching a broad spectrum of social studies (Creswell, 2014).

Each one of the approaches mentioned above has its philosophical assumptions about knowledge claims, strategies of inquiry, and specific research methods. When the philosophy, strategies, and methods are integrated, they furnish a range of frameworks for conducting research. However, the relevant research literature also emphasises other characteristics of research, such as being reliability-, validity-, and information-orientated. Onwuegbuzie and Collins (2007) indicated that determining the size and nature of research sample as considered an essential first phase during conducting the research study because it could help to notify the quality of inferences that have been made by the researcher, as well as stemmed from the underlying findings. In both

quantitative and qualitative studies, researchers should decide the number of participants to select (i.e., sample size) and how to select these sample members (i.e., sampling scheme).

3.2.1 Qualitative Method Research

The interview process is an indispensable source of evidence in a case study since most case studies examine people's values or actions (Creswell, 2014; Gray, 2014). There are three main categories of interviews: structured, semi-structured and unstructured (Saunders, Lewis, & Thornhill, 2016). These methods of the interview are proper techniques for this research, notably; the semi-structured interviews which were adopted for this research. A Qualitative method research is a research that follows a field-oriented investigation in nature and not concerned with statistical generalisability often uses non-probabilistic samples.

This research method was developed in the social science context, as well as sought to enable researchers to investigate social and cultural phenomena. Qualitative research uses a naturalistic approach (interpretive) that seeks to understand phenomena in context-specific settings, such as "real-world setting. Creswell (2014) broadly defines the Qualitative method research as "*Any research that produces findings not arrived at using statistical procedures or other means of quantification to employ an array of interpretative techniques, which aims to describe, decode, translate, the phenomena taking place in the social world.*" In some situation, Gray (2014) argued that researcher relentless looks for reaching appropriate implications of a specific phenomenon gained from participants' viewpoints. So, qualitative method is a world-view via ethnographic design and behaviour observations.

The qualitative approach, therefore, implies an emphasis on the quality of entities and on the processes and meanings that are not subject to preliminary examination or the metrical analysis of their quantity, amount, intensity or frequency. Qualitative sources may include personal observations, field surveys, interviews and questionnaires, documents and texts, and the researcher's impressions and reactions. Qualitative research is perceived to be a type of research that produces findings without arriving at using statistical procedures or other means of quantification

Conduct of a semi-structured interview (Face-to-face) is based on question-guided discussion, while open-ended interviews are the most popular for the other sections, due to permitting participants to express their experiences and knowledge (Turner, 2010; Easterby-Smith, Thorpe, & Jackson., 2015). Semi-structured interview allows responders to expand on their views and answers; further, semi-structured interview allows the interviewer to build trust with the interviewees for encouraging truthful answers that will be improving validity of the research findings (Gray, 2014). Saunders et al. (2016) described the core steps taking place while conducting a candid interview and data analysis, as illustrated in **Figure 18**.

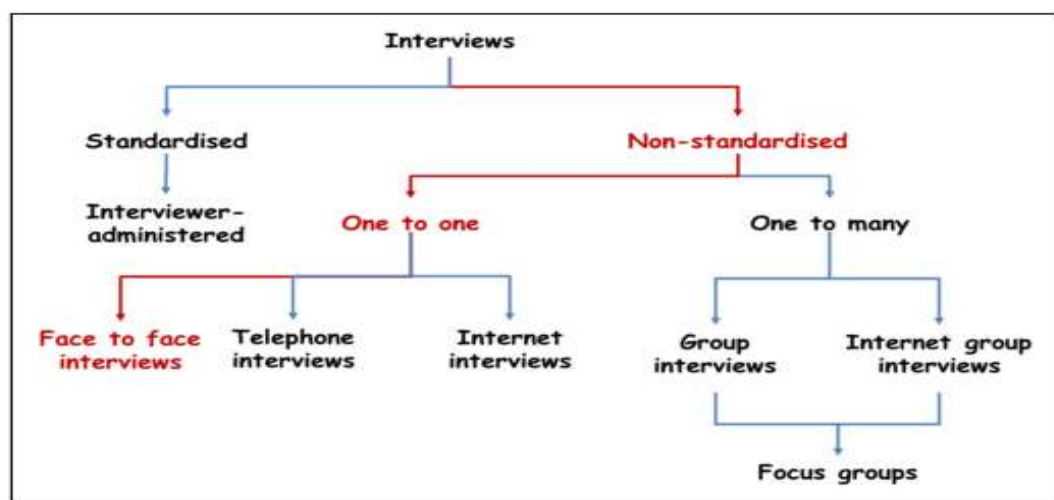


Figure 18: Steps of Interview Forms
(Source: Saunders et al., 2016)

Semi-structured interviews can help to identify the questions that should be asked in the quantitative stage (Teddlie & Tashakkori, 2009; Onwuegbuzie & Johnson, 2006). Finally, semi-structured interviews allow the interviewer to build trust with the interviewees, thus encouraging truthful answers that will improve the validity of the research findings (Gray, 2014). Since the use of social media in police activities is considered one of the emerging subjects in the research field, the qualitative method; however, would be a researcher's preference in focusing on interviewees' views and understanding of the dissertation research problem. Collins and Hussey (2009) argue that only qualitative research tackling a problem in which human activity is a causative factor to provide a stronger basis for analysis and interpretation because of it is grounded in the social environment of the phenomenon under investigation.

Guest, Bunce, & Johnson (2006) focussed on a suitable number of interviewees and interviews that are enough to perform valid and reliable qualitative research study. They found that about 12 to 20 interview sessions have proved to be enough to conduct the qualitative-based investigation. Samples for qualitative studies are generally much smaller than those used in the quantitative method. The justification behind a few numbers of participants in the interviews is that the management of schedules of interview and meeting appointments needs many preparations. Moreover, qualitative research is concerned with meaning and not making generalised hypothesis statements, which take a considerable amount of time (Crouch & McKenzie, 2006).

Other studies have investigated the possible factors that could affect the size sample in qualitative research, and also elucidated further supplementary factors that can influence a qualitative sample size, as well as; therefore, saturation in qualitative studies (e.g., Mason, 2010; Morse, 2000; Ritchie, Lewis, & Elam, 2003). These studies outlined the factors that might influence the possible size of a sample of interview participants,

among these are: **i)** The heterogeneity of the population; **ii)** The number of selection criteria; **iii)** The extent to which criteria are needed and relevant; **iv)** Groups of particular interest that require intensive study; **v)** Multiple samples in one study; **vi)** Type of used data collection methods, and **vii)** Available budget and resources.

3.2.2 Quantitative Method Research

This research was initially developed to answer the needs of studying natural phenomena. Moreover, the quantitative approach has always incorporated the analysis of numerical data collected from the topic or entity under investigation. Particular attention has been paid to measuring and analysis of causal relationships between the variables concerned between two states that of the population sample of interest and the survey conditions under control. What is quantitative research? Bogdan and Biklen (1998) defined this method in social science research context “*Representation of charts and graphs for illustrating the results of the research that generated quantitatively. Further, it employs such words as variables, populations and result as the core vocabulary.*”

This definition highlights some key features of the quantitative approach that differentiate processes performed in both data collection and data analysis. However, some areas where quantitative methods are essentials in research areas, such as surveys, laboratory experiments, mathematical modelling of natural and social phenomena. Quantitative method research also answers the questions of where what, who and when (Crabtree & Miller, 1999; Silverman, 2013) typically. However, it has been noted that quantitative methodology does not adequately answer why a particular phenomenon occurs or how it occurs (Denzin & Lincoln, 2000; Silverman, 2013).

The quantitative analysis provides the necessary in-depth and various investigative tools to achieve a successful process to understand how and why of a given phenomenon (Symon & Cassel, 1998). In this paradigm: **i)** the emphasis is placed on facts and interconnected causes of behaviour; **ii)** the information that is in the form of numbers could be quantified and summarised; **iii)** the mathematical procedures are the norm for analysing the numeric data; and **iv)** the generated findings are expressed in statistical vocabularies (Golafshani, 2003).

Quantitative method research might be further conducted as either experimental or non-experimental. *Empirical* research involves a study of the effect of the systematic manipulation of one variable(s) on another variable. The manipulated variable is called the *experimental treatment* or the *independent variable*. The observed and measured variable is called the *dependent variable*. In non-experimental quantitative research, the researcher identifies variables and may look for relationships among them but does not employ the variables, such as in survey research (Ary, Jacobs, Irvine, & Walker, 2018; pp. 26-28). The survey is usually associated with a research approach specifically intended to put structured questions to the groups of people concerned. However, the actual status of some related outcomes of the survey is questioned by the investigators.

It is necessary to distinguish various research designs for reporting what appropriate questions should be proposed to answer specific research problem. Blaxter et al. (2010) shed light on some advantages and disadvantages of surveys in quantitative method research as detailed below:

- *Advantages-* **i)** The survey aims to represent generalised results with a proper sample, **ii)** The survey could be easy to administer without the need for any fieldwork, **iii)** The investigator could repeat engaging surveys in different

settings to allow comparisons between related studies, and **iv)** Surveys could provide much reliable data quickly with an acceptable response rate.

- *Disadvantages-* **i)** The displayed data in Tables or Figures would be a focus of researchers, **ii)** The data would be focusing on underlying processes and changes, **iii)** The survey often relies on breadth rather than depth for its validity; this is a crucial issue for small-scale research, and **vi)** The researcher could not check the early responses promptly to provide further explanation for not clear questions.

3.2.3 Qualitative vs. Quantitative Methods

Scholarly debates are continuous running among social scientists concerning the relative significance of quantitative and qualitative strategies for investigating social research problem. The views taken by individual researchers vary considerably, from those who see the two research strategies as radically separate, to a considerable number of others who adopt a mixed-method as a standard instrument for generating more vibrant results. The quantitative strategies are still seen as more scientific or *objective*, although qualitative research has become increasingly popular. Despite this, qualitative researchers have felt compelled to argue their case vigorously. However, discussions on this distinction between the two methods is not fruitful since the ultimate outcomes of both methods would be either number or text (Creswell, 2014).

A significant difference between qualitative and quantitative research is that researchers who adopt the qualitative approach rely on a few variables and many cases, whereas researchers are adopting the quantitative approach work with many variables and a few cases. For this reason, it is hard to take a quantitative approach in the study of a social case or phenomenon, since many variables are out of the researcher's control (Johnson

& Harris, 2002). It may be useful to demonstrate the differences and similarities between the two research strategies in **Table 14** and **Table 15**, respectively.

Table 15: The Differences between Qualitative and Quantitative Research Methods

Attribute	Qualitative	Quantitative
Aim	The aim is complete and detailed description of what is observed.	The aim is to count things in an attempt to explain what is observed.
Purpose	Obtrusive and controlled measurement.	Generalisability, prediction, causal explanations
Objective/ Subjective	Subjective-individuals' interpretation of events is important.	Objective – seeks precise measurement & analysis.
Tools	No tools used in collecting the perspective data.	The researcher uses tools, such as surveys, to collect numerical data.
Outputs	Data is in the form of words, pictures, or objects.	Data is in the form of numbers and statistics.
Sample	Usually a small number of non-representative cases. Respondents selected on their experience.	Usually, many cases that represent the population of interest, which is randomly selected, respondents.
Researcher Role	The researcher tends to become subjectively immersed in the subject matter.	The researcher tends to remain objectively separated from the subject matter.
Analysis	Interpretive assumes dynamic reality (Holistic).	Statistical and assumes a stable reality (Particularistic).
Approach	Process-oriented	Outcome-oriented

Table 16: Similarities between Qualitative and Quantitative Research Methods

Qualitative	Quantitative
It could be used in testing hypotheses and theories	It also used in exploring, generating, and testing hypotheses and theory
Qualitative data includes quantification	It collects qualitative data through open-ended questions

(Adapted from Oakley, 1999)

3.2.4 Mixed-Method Research

Doubtless, quality of collected data is a crucial factor in producing new knowledge and advancement of the discipline that belongs to social studies. The rapid growth in

scholarly knowledge in various social science is attributed to advent of advanced analytic tools and methods in social studies and investigations to revolutionise data collection and analysis strategies and methodologies. Among these advanced analytic approaches was integrating qualitative and quantitative research components into a mixed method-based data analysis and interpretation within a single study for gaining broad and deep understanding and justification concerning the research problem (Onghena, Maes, & Heyvaert, 2018).

Employment of mixed-method in data collection scheme assumes that each of the merged methods might have significant advantages for tackling some related issues to the research problem under investigation. Such impetus towards applying a mixed-method approach to minimise errors and risk of a single method (Creswell, 2014). Nevertheless, sampling decisions are typically complicated in mixed methods approach because of that the sampling schemes should be designed for both methods the qualitative and quantitative research components of these studies (Onwuegbuzie & Collins, 2007).

Tashakkori and Teddlie (2010) reported that most empirical mixed methods studies are generally used in investigating large population samples or comparison research of several groups. This integrated method functions when **i)** two types of research data collection procedures (e.g., focus groups and surveys), **ii)** two types of required research data (e.g., numerical and textual), and **iii)** two types of data analysis employed (statistical and thematic). However, this method does not generally undertake qualitative and quantitative research at the same time; it could be divided into various phases, in which qualitative or quantitative approach is applied in different orders, i.e., which-of-which would be the starting approach.

Greene, Caracelli, and Graham (1989) described the mixed method as *a kind of approach where the findings from one method assist in developing the other method*. This way leads to the combination of one method with the other to give an understanding of various research hypotheses and questions. The mixed research methods had received increasing attention amongst the social researchers to produce various studies appeared in different venues. For instance, in some books (e.g., Campbell, 1957; Cook & Reichardt, 1994; Creswell, 2014; Tashakkori & Teddlie, 2010), and book chapters (e.g., Creswell, Plano-Clark, Gutmann, & Hanson 2003; Li, Marquart, & Zercher, 2000; Onwuegbuzie, Gerber, & Schamroth-Abrams, 2017), and methodological articles (e.g., Collins, Onwuegbuzie, & Jiao, 2007; McCusker & Gunaydin, 2015; Onghena, Maes, & Heyvaert, 2018; Small, 2011; Tashakkori & Creswell, 2007; Tashakkori & Teddlie, 2003). Besides, Sage publishes a journal for mixed methods studies, entitled *Journal of Mixed Methods Research* (<http://journals.sagepub.com/home/mmr>).

Creswell (2014) identified four types of mixed methods and their employment is based on the nature of the research problem under investigation, these are:

1. ***Triangulation Design Procedures*** in which researcher applies the quantitative and qualitative phases in a one-phase design (Quant+Qual).
2. ***Embedded Design Procedures*** in which researcher mixes the different data sets at the design level, with one type of data being embedded within a methodology framed by the other data type. For instance, a researcher could embed qualitative data within a quantitative phase and *vice versa* (Quant \leftrightarrow Qual).
3. ***Explanatory Design Procedures*** in which researcher achieves the investigations in a two-phase integrated method, where qualitative data help interpretation of initial quantitative results (Quant \rightarrow Qual).

4. *Exploratory Design Procedures* is also a two-phase approach, in which researcher starts with qualitative data, to explore a phenomenon, and then builds to a second, quantitative phase (Qual → Quant).

Figure 21 illustrates integration between the two components of initial quantitative phase that followed by qualitative phase of data collection.

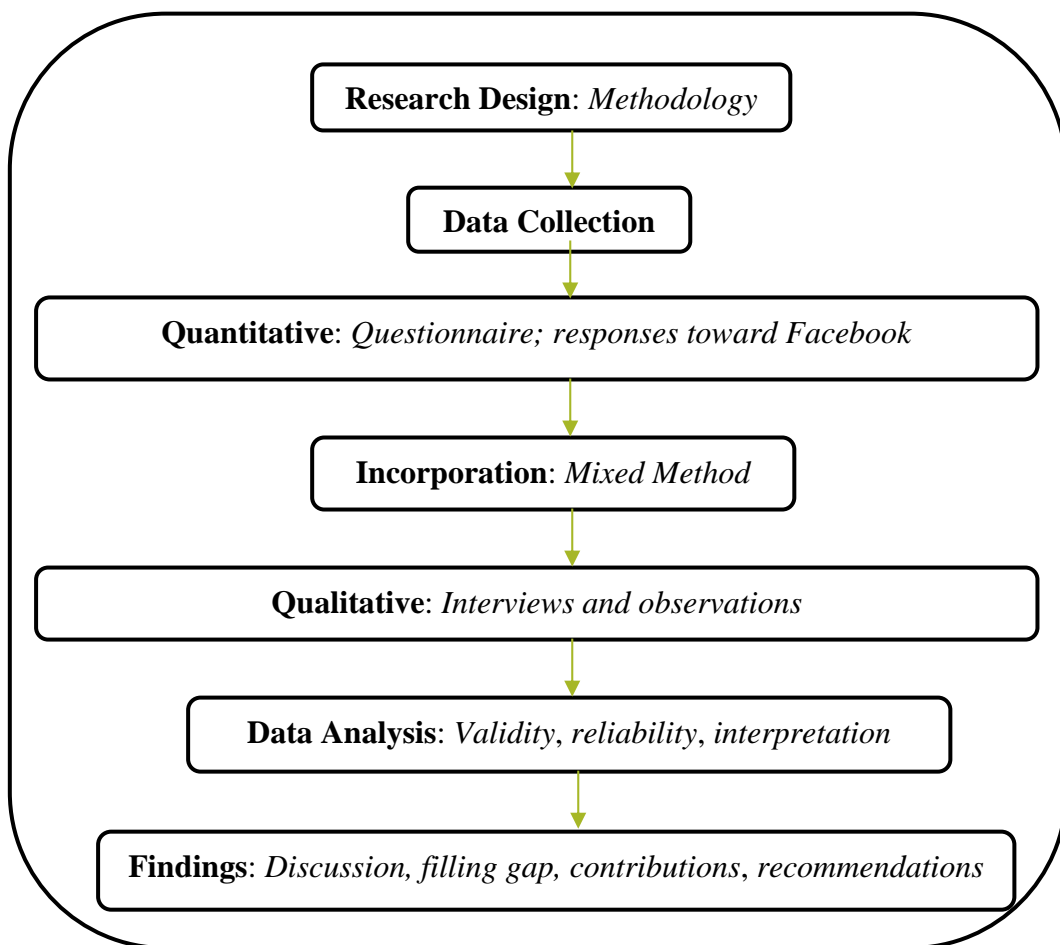


Figure 19: Interrelationship between Research Paradigms, Design and Approaches
(Modified from Creswell, 2014)

Comparison between existing strengths and weaknesses of three methods research employed in various data collection approaches might show that mixed-method strategy is especially useful when a tackled research problem needs more than one of the key

factors from each merged method to applying appropriate solutions and avoiding unpredictable errors.

In summary, one of the essential key developments over the past decade has been the growth of an interdisciplinary community of scholars devoted to cataloguing, developing, and promoting mixed methods research (Tashakkori & Teddlie 2003). It is useful to illustrate the major components of each research method, such as their use of closed-ended versus open-ended questions, and their focus on numeric versus non-numeric data analysis (Wu & Little, 2011). **Table 17** gives details about these three research methods.

Table 17: A Comparison of the Three Research Methods

Type	Quantitative	Qualitative	Mixed
<i>Knowledge claims</i>	Assumptions	Interpretation	Pragmatic
<i>Instrument</i>	Questionnaires with mostly closed-ended questions	Open-ended questions	Open/closed questions
<i>Data collection</i>	Performance, observation, attitude, and census data.	Interview, document, and observational data.	Multiple forms of data drawn from all sources
<i>Inquiry design</i>	Experimental	Narration /observation	Questions / interview
<i>Approach</i>	Measuring/rating attitudes	Field observation	Measures/ observations
<i>Analysis</i>	Statistical	Statistical/ opinion	Statistical and text

3.2.5 Case Study

Yin (2009) defined the case study approach as quoted “*An empirical inquiry that investigates a current phenomenon in-depth and within its real-life context, especially when the boundaries between phenomenon and context are not evident*”, whereas Myers (2009) presented a specific definition as quoted “*A case study research is considered as an empirical evidence from one or more organisations where an attempt is made to*

study the subject matter in context". Myers also added that *"The purpose of a case study in business and management domains is to use empirical evidence from real people in real organisations to make an original contribution to knowledge"*.

Some researchers defined the suitable research approach to conducting case study properly *"Case study research method is widely used in Qualitative method research to assess the actual impact of a specific factor. For instance, they are investigating the interaction between ICT-related innovations and organisational context"* (Orlikowski & Baroudi, 1991; Darke et al., 1998: 273; Myers, 2009). Klein and Myers (1999) also added that *"case studies are accepted as a valid research strategy within the research community"*.

After that, these predicted propositions will be compared with the case study findings. Finally, the results of the case study would be judged if the theory should be refined or validated. Yin (2009) listed five components for case study research; these are **i)** How and why research question; **ii)** List propositions; **iii)** Unit of analysis (what the case is; in order to focus on a particular thing rather than everything), **iv)** Linking case study data to propositions, and **v)** Have criteria for interpreting study findings.

3.3 Procedures of Mixed Method Research

The debate over the qualitative-quantitative issue is still continuous hot concerning the choice of the appropriate research method. Thus, many authors justified why the researcher should better understand the core components and applications of the selected method's techniques. Easterby-Smith et al. (1997; in Crossan, 2003) highlighted three reasons to justify the proper selection; these are: **i)** helping the researcher to specify the proper research approach, in turn, affect the entire research strategy and proposed research issues (e.g., data collection and analysis), **ii)** enabling

the researcher in evaluating and differentiating between various approaches, and **iii**) providing a roadmap to the researcher for excelling in data analysis and interpretation.

This study aimed to understand structure of the ADP's Facebook design page and its deployment in mutual communication with the public regarding information about non-serious crimes. Therefore, to get a better understanding the research problem to select proper research method needed to solve the concerned problem (Yin, 2009). Furthermore, this research has used the advice and recommendations from Cavaye (1996), and Darke et al. (1998) stated that when using a mixed-method, the researcher should first prepare a list of propositions based on relevant literature and existing theory.

This research study incorporated a mixed-methods approach that blended both qualitative and quantitative data collection and analysis. This research method was employed to understand how community members of the Abu Dhabi Emirate perceived police-civilian Facebook communication could develop a mutual trust to promote information sharing concerning non-serious crime fighting. A mixed methods study provided the advantage of using both quantitative and qualitative inquiry to increase the depth of analysis of occurrences, processes, procedures, and phenomenon (Leach & Onwuegbuzie, 2007; Ghauri & Grønhaug, 2010).

The preferred type of mixed method techniques is the ***Explanatory Design*** due to these advantages (Teddlie & Tashakkori, 2009):

- separation of conducting each research method in different times makes this design straightforward to describe and implement various phases of data collection and analysis.

- despite this design emphasises qualitative approach, integration of quantitative findings is conveniently done in the interpretation of the generated mixed findings.
- the two methods paired to understand, comprehend, analyse, and create meaning throughout a research study. Thus, the two-phase approach requires considerable time to implement successfully. So, combining these two methods would allow this study to overcome the representative drawbacks of using only one research method.

The first phase was data collection through questionnaire instrument. The survey was employed to record attitudes and expectations of the Facebook community users towards information sharing with the ADP Facebook for reducing non-serious crimes by detecting and awareness means. Nine social media reviewed Facebook pages and their uses in anti-crime applications by eleven police departments in advanced states, like the UK, US, and Australia; their conclusions assisted in constructing appropriate survey questionnaire.

The collected data helped to interpret the opinions and views of the interviewees towards incorporating ADP Facebook in the collection of the desired information about non-serious crimes. On the other hand, since mutual trust is a matter, the survey focused on the role of trust gained in initiating information sharing between ADP and the public securely over Facebook of both parties. Thus, the survey proved this connection positively. The phase of investigations incorporated a Likert-scale to analyse quantitatively.

The second phase of data collection was conducting a series of interviews with IT and social media experts affiliated to various ADP Departments; these were Security

Information, ICT Social Media, Strategic Management, and Policing Operations. Essential data have extracted from the statements collected by semi-structured interviews with social media experts. The statements reported from technical viewpoints the possible use of Police Facebook in reducing non-serious crimes. The analysis approach used was a thematic analysis of statement content. The experts agreed to a semi-structured interview, and consider the topic is exciting and relevant to their work.

The two phases of the mixed research method were conducted to test the research aim, objectives, and hypotheses that were based on the existing related studies and, in turn, leading to the final research model. **Figure 20** exhibits the activities of connection between two phases (See also **Figure 19**).

Quantitative Research Phase	
Purpose	To examine crime information sharing between the ADP force and the public using social media sites from citizens trust perspective through testing hypotheses and selected variables that help to build a conceptual model of police social media practices.
Data collection method	self-administrated questionnaire
Sampling technique	Random selection of participant sample
Data analysis method	SPSS
Timeframe	Four months
<i>Integration of Data Collected form both Methods</i>	
Qualitative Research Phase	
Purpose	To identify the strength and weakness of the ADP Facebook page based on the selected four criteria perceived by experts that could help to build a trustworthy FB page and the conceptual model of police social media practices.
Data collection method	Semi-structure interviews
Sampling technique	Evaluative and judgemental technique
Data analysis method	Content analysis (Chapter Four)
Timeframe	Fifteen working days

Figure 20: Integration of Two Research Phases in the Mixed Method Research

3.4 Analytic Approaches

3.4.1 Content Analysis- Interview Interpretation

Another approach currently are being widely used in both qualitative and quantitative analyses are the “*content analysis technique*”. As a research technique, the content analysis provides new insights, increases a researcher's understanding of particular phenomena, or informs practical actions. More specifically, research techniques should result in generating replicable findings. Thus, content analysis is a scientific, systematic, objective means of describing and quantifying phenomena, as well as a tool employed in the generalisable description of communications content (Kassaijian, 1977; Krippendorff, 2004). Content analysis also shows conflicting opinions and attitudes towards unsolved issues regarding the meaning and use of concepts, procedures, and interpretation of the latent content of statements, images, and the like (Graneheim & Lundman, 2004).

Lombard, Snyder-Duch, and Bracken (2002) recognised the content analysis as "*The study of recorded human communications; particularly, as an appropriate approach to investigating and analysing human communications and interaction to answer the fundamental research question of communication, such as: 'Who says what, to whom, why, how, and with what effects?'*". However, the essential to content analysis approach is its focus on the mode and message itself, rather than the communicator or message recipient (Skalski, Neuendorf, & Cajigas, 2017).

Berelson (1952; as cited in Krippendorff, 2004; p. 46-47) listed about seventeen functions that could be performed by a content analysis approach; among these are pertinent to personal communication e.g., interview), such as: **i)** Describing trends in communication content, **ii)** Comparing media levels of communication, **iii)** Auditing communication content against objectives, **iv)** Measuring the readability of communication materials, **v)** Identifying the intentions and other characteristics of the communicators, **vi)** Reflecting the actual attitudes, interests, and values, and cultural patterns of population, **vii)** Determining the psychological state of persons or groups, and **viii)** Describing behavioural responses to communications.

Content analysis; therefore, could be performed quantitatively or qualitatively. The *qualitative content analysis* allows theoretical testing issues to enhance better understanding of the collected data. Therefore, the use of content analysis could filter specific words into fewer content-related categories. So, it is assumed that the collected data would be sharing the same meanings when they are classified into the same categories, words, phrases and the like share the same meaning (Elo & Kyngäs, 2008).

Berelson (1952; as cited in Rourke & Anderson, 2004) defined *quantitative content analysis* as "*A research technique for the systematic, objective, and quantitative*

description of the manifest content of communication". Kassaijian (1977) further detailed the standard step of the quantitative content analysis to include: **i)** Selecting a reasonably sized sample, **ii)** Choosing the unit of measurement, **iii)** Establishing a procedure for training the researchers, and **iv)** Collection and statistical analysis of the data.

3.4.2 Regression Analysis

Regression analysis is a branch of mathematical statistics aims to unify various data analysis methods for interpreting the dependence that could be established between the proposed variables using statistical data. In the statistical modelling technique, regression analysis is a statistical approach to investigating the relationships between a *dependent variable* (a criterion, denoted as Y) and one or more different *independent variables* (or predictors, denoted as $X_1, X_2, X_3 \dots X_n$). The statistical interpretation of these linear relationships is termed *Multiple Regression Analysis*. The *Multiple regressions* approach is a technique that allows additional factors to enter the analysis separately, allowing the effect of each to be estimated.

Researchers usually seek ascertain the causal effect of one variable upon another. In other words, the interrelations between the two types of variable could give some insight into how the typical *value* or *effect* of the dependent variable changes when any one of the independent variables is held fixed (Rawlings et al., 1998); for instance, the effect of the design of the ADP Facebook page (independent variable) upon building public trust (dependent variable). In this case, the regression is employed to estimate the quantitative effect of the independent causal variables that could exert a direct influence on the dependent variable. Therefore, the researcher also typically assesses in the investigation the statistical significance of the estimated relationships, i.e., whether the

degree of confidence in the actual relationship is close to the estimated relationship (Sykes, 1993).

Rawlings et al. (1998) described two approaches to the regression analysis. It can be performed in various ways such as the *Simple regression approach*, which formulates some hypotheses about the possible relationships between the variables of interest, here the trust and Facebook page functions. Thus, the hypotheses should state as precisely as possible the existing causal relationships between the concerned variables. It would be valuable for quantifying the impact of various simultaneous influences upon a single dependent variable. Further, because of the bias of the omitted variables in the simple regression, multiple regressions are often essential, even when the investigator is interested only in the effects of one of the independent variables.

3.4.3 Reliability and Validity

Use of reliability and validity are shared in *quantitative* research. However, it is currently re-evaluated in the *Qualitative method research* in context of mixed-method techniques, which could also illuminate some ways to test or maximise both validity and reliability of qualitative research study. The widespread of statistical analysis software, such as a *statistical package for social science* (SPSS) has been widely welcomed by a range of social studies and related subjects, such as health sciences, market trends, consumer attitudes, and the like. The SPSS is also involved in data management (e.g., case selection, file reshaping, and creating derived data), along with data documentation (e.g., metadata descriptions, as stored in the data files). These functional features are considered the basis of the SPSS software.

Achieving complete reliability and validity is the core part of the statistical analysis in the mixed method; however, it demands a complicated approach to achieve acceptable

results (Neuman, 2011). The particular techniques selected for the present study are also included in the methodology. The general concepts of both terms *reliability* and *validity* are present briefly next. The general concept of reliability is to focus on the dependability and consistency of the instruments employed in the performance of research method (Weathington et al., 2010).

Neuman (2011) sheds light over two main types of reliability are the stability of reliability (i.e., stability over time), and representative reliability (i.e., stability across groups). Joppe (2000, as cited in Golafshani, 2003) defines reliability as quoted “*The extent to which results are consistent over time, and an accurate representation of the total population under study is referred to as reliability, and if the results of a study can be reproduced under a similar methodology, then the research instrument is considered to be reliable*”. Kumar (2011) outlined; however, some of the main factors that influence the reliability of research instruments, including the wording of the questions, physical setting, the respondent’s mood, nature of interactions, and regression effect of an instrument.

Based on the suggestions proposed by Neuman (2011), several factors could help to improve the reliability of the present study, as: **i)** Having conceptualised variables, because of reliability increases when the measurement involves only one concept (i.e., the concept of a *Trust* model), **ii)** Using the level of measurement of the instrument by having more detailed questions to cover the variables of the Trust model (Social media roles and functions, ADP’s measure against non-serious crime) and then using specific questions to measure each variable, using the appropriate scaling, and **iii)** A peer review using social media platform (e.g., Facebook) to obtain constructive feedback on the research instruments.

Kirk and Miller (1986, as cited in Golafshani, 2003) identify three types of reliability referred to in quantitative research, which relate to **i)** the degree to which a measurement, given repeatedly, remains the same; **ii)** the stability of a measurement over time; and **iii)** the similarity of measurements within a given period". LeCompte and Goetz (1982, as cited in Franklin & Ballan, 2001) defined reliability in the qualitative research as "*The extent to which the set of meanings derived from several interpreters are sufficiently compatible*". Thus, the examination of trustworthiness is crucial to ensure reliability in qualitative research.

Validity refers to whether the test correctly measures the construct it intends to measure. Thus, validity is related to measuring the fitness of the empirical indicator and the conceptual definition of the construct. Some measurable areas of validity are faced with validity, content validity, concurrent and predictive criterion validity, and convergent and discriminant construct validity (Neuman, 2011). Golafshani (2003) defines this concept as "*The relationship between the score obtained in a test and another related measure; the degree of linear correlation between both elements determines the coefficient of validity.*" About face and content validity, the researcher scrutinised the instrument through conducting a peer review to maximise the logical links between the questions and the research objectives, to be sure that the coverage of the topics researched was balanced.

Regarding criterion validity, the researcher compared the instrument to other studies to establish the concurrent and predictive validity of the study. Validity can be threatened internally and externally (Creswell, 2014). Internal threats include history, maturation, regression, selection, treatment diffusion, mortality, compensatory demoralisation, compensation rivalry, testing, and instrumentation (Creswell, 2014). In the present study,

the selection was the only internal threat that might be relevant — making sure that the targeted participants satisfied the selection criteria for the study mitigated the selection threat.

Creswell (2014) and Kumar (2011) highlighted the external threats to validity that relate to the ability to generalise the study results. To mitigate this external threat in the present study, we selected the sample of respondents based on their experience and familiarity in using the Facebook platform that the generated findings of this dissertation could at least be generalised in similar settings or organisations having customer community. Therefore, the instrument must include all the fundamental aspects of the construct; for example, if we want to make an adequate test to measure users trust, we must necessarily include features that assess their expectations and gain trust.

Joppe (2000 as cited in Golafshani, 2003) explained what validity is in quantitative research, as quoted “*Validity determines whether the research truly measures that which it was intended to measure or how accurate the research generated findings are. In other words, does the research tool allow you to hit "the bull's eye" of your research object? Researchers generally determine validity by asking a series of questions and will often look for the answers in the research of others*”.

Wainer and Braun (1998 as cited in Golafshani, 2003) described the validity in quantitative research as quoted “*Construct validity. The construct is the initial concept, notion, question, or hypothesis that determines which research data are to be collected and the appropriate approach for the collection. So, the researcher actively causes or affects the interplay between construct and data in order to validate their investigation. In this sense, the involvement of the researcher in the quantitative research process would greatly reduce the validity of a test.*”

The concept of validity is designated by a wide range of terms in qualitative studies; however, its applicability to qualitative research is still controversial. For instance, Creswell (2014) suggests that the validity in qualitative research would be affected by the researcher's perception of validity in the study and his/her choice of paradigm assumption; however, quality and rigour are the core concept to be considered in this method.

The association of quantitative and qualitative research paradigms regarding validity and reliability had changed the understanding of the traditional meaning of such relationship from the researchers' perspectives. Nevertheless, reliability and validity are conceptualised as trustworthiness, rigour and quality in qualitative paradigms (Lewis, 2015). Creswell (2014) then defined *triangulation* as quoted "*a validity procedure where researchers search for convergence among multiple and different sources of information to form themes or categories in a study*". Therefore, reliability, validity, and triangulation, if they are to be relevant research concepts, mainly from a qualitative viewpoint, must be redefined as we have seen in order to reflect the multiple ways of establishing truth (Golafshani, 2003).

3.5 Conceptual Framework

This study aimed at identifying the causal relationships between the four independent variables with the dependent one, as previously discussed in Section (3.4.1). Regression analysis would also incorporate the formulated hypotheses. Arguably, no model yet exists that is generalizable to all cultural and socioeconomic contexts. Between countries and cultures, there are differences regarding attitudes towards, and acceptance of, technology; this phenomenon is known as *the digital divide*. Different countries and their citizenries will also exhibit differing levels of trust be it concerning their

government or about conducting ‘over the Internet’ transactions. Lastly, the digital divide in some countries will be far more pronounced than in others.

Rodman (1980) defined the conceptual framework as “*An analytical tool with several variables and contexts that aim at processing a critical analysis of the interrelationships between these variables to capture the implementation of a project as it is proposed*”, whereas Oxford Dictionary defines it as “*A conceptual structure that aims at illustrating the actual mutual relationships between the core components involved in building a set of functions, principles, and ideas within the system*”. Nevertheless, the term conceptual framework is frequently used interchangeably with such terms as a conceptual *model*, *theoretical orientation*, *conceptual approach*, and *frame of reference*.

The conceptual framework of the present dissertation is designed to involve the social-based concept of the mutual relation between police and individuals in the context of a demographic feature of the Abu Dhabi Emirate. The description of the ADP’s Facebook page content would be the initial step to propose the variables’ interrelationship. Letvec (2006) acknowledged several types of conceptual framework identified in the management literature, which mostly lines up with the research purpose of one of the patterns of scholarly study as stated: **i)** The working hypothesis for the exploration or exploratory research, **ii)** Descriptive categories for descriptions or descriptive research, **iii)** A practical approach for the measurement of standard quantity or capacity, **iv)** Models of operations research for making a decision, and **v)** The formal hypothesis for forecasting, explanation, and prediction.

A substantial body of scholarly literature on the topical theme of this work focuses on the role of Facebook in business promotion, social communication, and as a bulletin board or a forum on which groups and individuals hold discussions on the shared issues.

Facebook has gained widespread popularity amongst the police forces and being used in improving security information, such as announcing the wanted criminals and dissemination of public-oriented police news; such increasing employment of the Facebook platform in police service has not ground its path to the academic research; thus, little has been penned about this novel research of technology impact on society.

Any scholarly research study should develop its appropriate research framework that leads systematically to tackle the research problem by reaching the right answers to the proposed research questions and hypotheses. The work of Harris and Goode (2010) argued that there is a potential mutual relationship between online e-servicescape and public trust. Based on Harris's assumption, a conceptual research framework was developed within social media platform to address the research questions and hypotheses to test the effectiveness of the ADP's Facebook in gaining the public trust and, in turn, employing such trust in sharing information regarding detection and mitigation of nonviolent crimes. **Figure 21** shows the proposed research framework, which illustrates the potential variables of relationships.

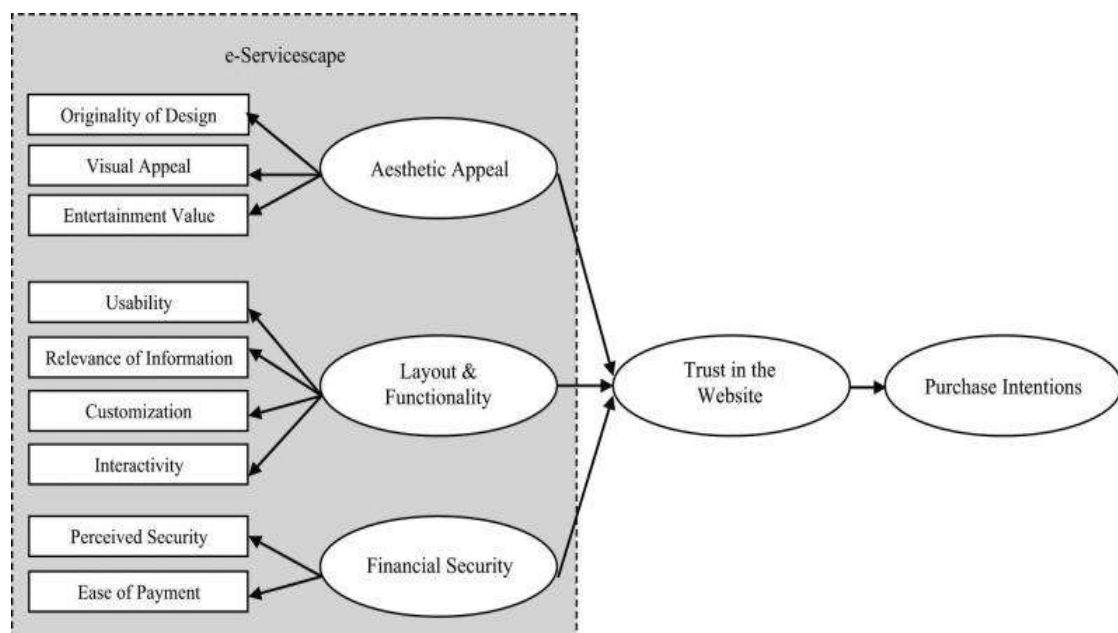


Figure 21: Conceptual Research Framework (Harris & Goode, 2010)

In the model, social media is enhancing existing policing activities and is used for crime information seeking and to support decision-making through which leading to a radical change in policing activities, as well as new collaborative information behaviours evolving. Using the related research literature is helpful to determine which-of-which research methodologies would be desirable for collecting reliable information to conduct and complete a research survey. This, in turn, assists the researcher to form a generous selection of a research method to get-up the focus of the research problem under investigation (Blaxter et al., 2010).

Al-Azawi (2018) carried out a quantitative study on the acceptance and use of social media (Facebook) in an unexplored Middle east context; he took on the Iraqi users as a case study. Al-Azawi employed the unified theory of acceptance and use of technology (UTAUT) to answer the research objectives. As suggested in other studies, the acquiring experience of using a specific technology could facilitate the relationship between different constructs (Tarhini et al., 2014; Venkatesh & Davis, 2000; Venkatesh et al., 2003).

This study selected Facebook in exploring the intention of the public to engage in information sharing with the ADP in the context of detecting and preventing non-serious crimes. The conceptual research model of this study attempted to explain the potential relationship between the ADP Facebook page layout of posting, functionality and accessibility, content quality, and security as (independent variables) and user's trust in the page as (dependent variable) to develop participation intention of the public (Facebook users). **Figure 22** details that the proposed independent variables investigated further attributes as follows:

- *Posting Layout* investigated ADP Facebook page's layout technique, creativity, link organisation about gaining user's trust.
- *Functionality* investigated ease-of-use (usability), interactivity, and accessibility of the ADP Facebook page about gaining user's trust.
- *Content Quality* investigated content quality regarding authenticity, relevance, and usefulness of ADP Facebook information about gaining the user's trust.
- *Perceived Privacy and Security* investigated promotion of public security awareness, controlling non-serious crimes, provision of secure access, and tolerance of posting crime and criminal news about gaining user's trust.

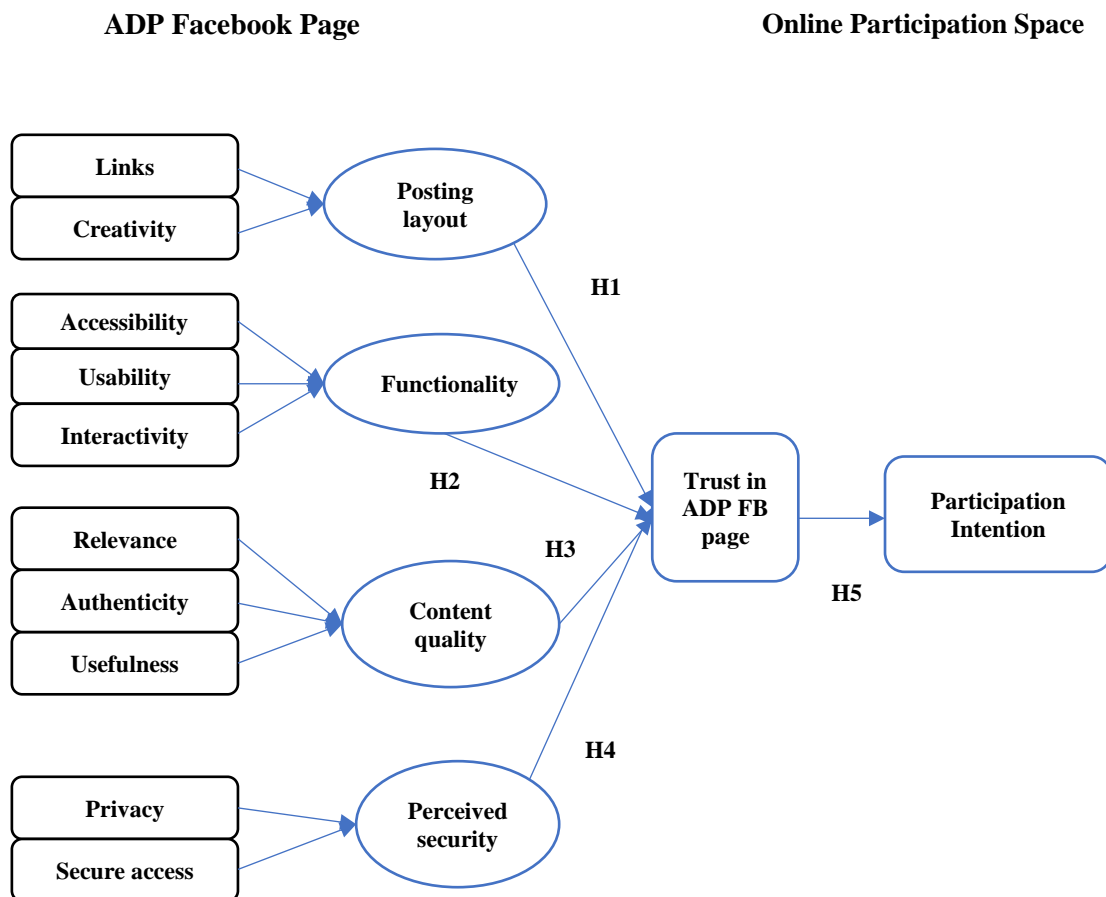


Figure 22: Conceptual Research Model of this Study

Experience of using Facebook had two moderating effects on the associated path between the model variables. The first model was on the potential relationship between peer support and behavioural intention, which matches the experience of Facebook users. This suggests that support received by users from their peers can play a significant role in improving their technology experience and their decision to continue using various social media platforms in the forthcoming years. In contrast, poor-experienced users would develop their intention to use Facebook according to the hedonic pleasure that they gained from using Facebook. However, novice users of Facebook would be more likely to start learning social media applications; if they perceived it enjoyable, this might be indicated a strong predictor of the behavioural intention to use Facebook.

3.4.1 Research Variables

Before formulating the proposed research hypotheses, it is necessary to define the term “*variable*” and later its types. Kumar (2011; pp. 61-65) recalls many definitions of a *variable* from existing scholarly literature. So, a *variable* is: **i)** “A symbol to which numerals or values are attached”, **ii)** “A rational unit of analysis that can assume any one of some designated sets of values”, or **iii)** “An image, perception or concept that is capable of measurement – hence capable of taking on different values”.

The core difference between a concept and a variable lies in how to gauge each term. *The concept* is a mental image or perception (e.g., value, satisfaction, effectiveness); therefore, its meaning would be varying notably from individual to individual. *Variable* (e.g., attitude, demographic data) is measurable with varying degrees of accuracy (Kumar, 2011). Kumar added that the variables generally are grouped into four broad categories as:

- i] *Independent variable*: The cause supposed to be responsible for bringing about change in a phenomenon or constant situation.
- ii] *Dependent variable*: Effects, impacts or consequences or changes brought about by the introduction of independent variables.
- iii] *Extraneous variable*: Several other factors operating in a real-life situation may affect changes in the dependent variable.
- iv] *Intervening variable*: Sometimes called the confounding variable; it links the independent and dependent variables that cannot be set up without the intervention of another variable.

Based on the previously mentioned above, we consider *Trust* as a dependent variable, and the proposed eleven criteria, which grouped to consider as four independent variables pertinent to ADP's Facebook trust-stimulating factors, these are *Page layout posting*, *Quality of Posted Information*, *Functionality and Accessibility*, and *Security and Privacy Concerns*.

3.4.2 Research Hypotheses

The hypotheses are recurrently being used in performing modelling purposely to find logical relationships between candidate components of functional and reliable models.

- **H₁**: The posting layout and visual features are positively related to the user's trust in the ADP Facebook page. (*Layout refers to the arrangement, organisation, structure, and adaptability of the Facebook page in the context of artistic features*).
- **H₂**: The functionality and accessibility are positively related to the user's trust in the ADP Facebook page. (*Functionality states to the extent to which such items facilitate service goals*).

- **H₃:** The content quality and relevance of posted information are positively related user's trust in ADP Facebook page. (*Content quality refers to accuracy, conciseness, currency, clarity, completeness, and usefulness*).
- **H₄:** The user perceptions of privacy and security are positively related to the user's trust in the ADP Facebook page. (*Privacy and security referring to confidence in the Facebook's owners regarding respect and protect personal information*).

The proposed hypotheses would be helping to test the mentioned parameters. The statistical test *Chi-Square* of independence has been applied- also known as the *Pearson Chi-Square* test or the *Chi-Square* test of association- to ascertain if there is any relationship between independent variables and dependent variable. It shall enable us to determine that the parameters could play a vital role in the make-up of the dependent variable (Trust).

3.6 Summary

Trust in the police is an essential concern in any country because of its close association with the lawfulness of a police force. Next, confidence in the police force is known to have a remarkable influence on citizens' perceptions of personal safety and fear of crime (Alalehto & Larsson, 2016; Jang et al., 2010). The perception of many people towards their local police evidence both practically essential and theoretical aspects.

On the practical aspect, views link to user behaviours, such as willingness to report crime and criminals to police, cooperate with the police, or to serve as witnesses in criminal justice procedures of the criminal justice system (Kochel, Parks, & Mastrofski, 2013). On the theoretical aspect, the opinions of many citizens towards police contain many threads and feelings. Such views might be constructed by one's experiences

regarding police effectiveness and procedural fairness (Taylor, Wyant, & Lockwood, 2015).

This empirical study is exploratory; therefore, investigating the relationship between public trust and participation intention of the public to the ADP Facebook page. Exploring this potential relationship was based on the study of Cugelman, Thelwall, and Dawes (2009) which talked about usability and credibility of the website that could build trust of the users based on their exciting page content, and the work of Boateng (2012) that talked explicitly about related to the field of police associating with the crime detection and prevention. Moreover, the mentioned reference papers suggested content analysis as a suitable method to analyse the collected data satisfactorily. We proposed **Figure 24** to illustrate the mutual Facebook-based crime information sharing in the context of community safety of the Abu Dhabi Emirate.

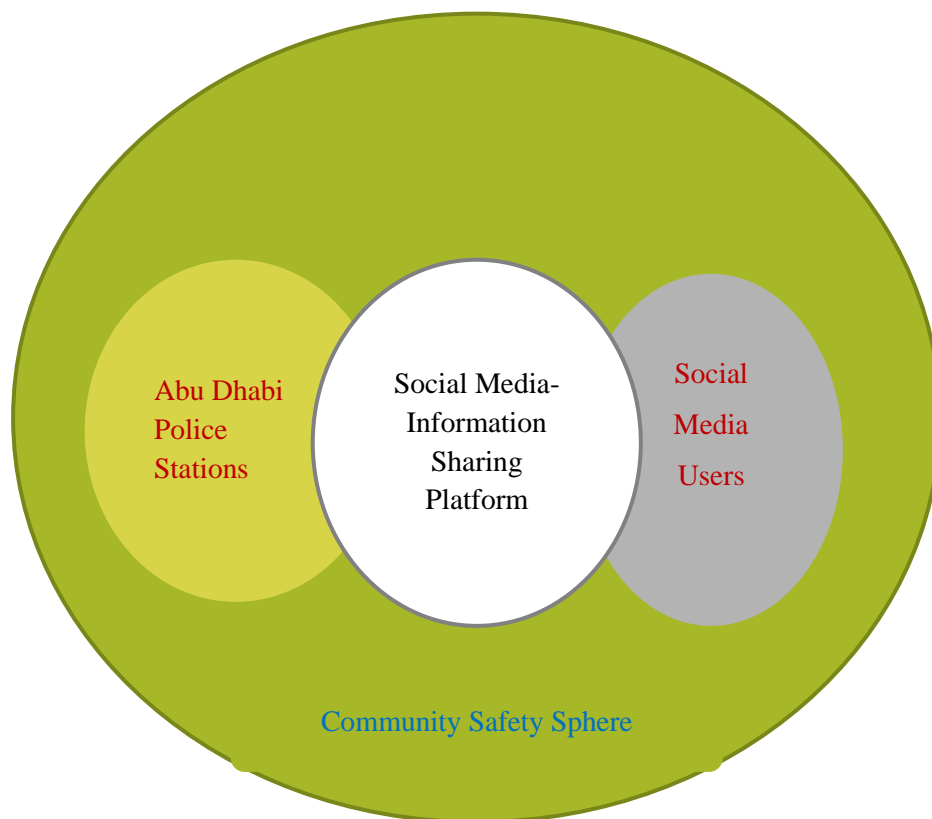


Figure 23: Social media-based Crime Information Sharing

Chapter 4: Interview- Qualitative Analysis and Discussion

4.1 Introduction

The ADP responded positively to the UAE e-Gov initiative to restructure its public relations vision and mission for establishing active communication channels to hearing the voice of the public and improving the society-devoted police information according to the comments and suggestions rushed by the public. Thus, incorporating various social media platforms is an innovative means to bring ADP messages to as broad social sectors as possible. Since Facebook is the most used social media, worldwide; therefore, ADP launched its an official Facebook page to increase visibility among the target population.

4.2 Interview Data Collection Approach

The qualitative research method formulated to tackle the research problem by defining the interrelations between the research objectives, questions, and hypotheses. Guba et al. (1994) indicated that the gained qualitative data could provide rich insights into the attitudes and reactions of participants in a social phenomenon. Thus, the mixed-method data also could provide a better understanding of the investigated research problem (i.e., in the interpretive paradigm). Since this study concentrates on studying a social phenomenon (trust-initiating information sharing), its sphere is that of social inquiry. Because it was conducted in the context of the police anticrime strategy in the Arab socio-cultural environment, it is different from other similar studies, which have been conducted in the policing activities in the West context.

Prior to conducting the interviews, the researcher approached nine SNS experts in October 2015 to evaluate thirty Facebook sites of selected police departments in North America and the UK. The evaluation based on criteria adopted from the related

literature; these criteria were layout (display features), functionality, content quality, and security aspects. The evaluation repeated in October 2017 used similar criteria to reveal any new features or improvement of Facebook pages. The experts selected nine police Facebook pages, as listed in **Table 18** that applied the four criteria and could be used as a benchmark in evaluating the current ADP's Facebook page professionally.

Table 18: The Nine Police Facebook Websites as Used as a Benchmark

Police Department, Country	Facebook Site Link
Hampshire, UK	<u>http://www.hampshire.police.uk/internet</u>
Staffordshire, UK	<u>http://www.staffordshire.police.uk/</u>
South Yorkshire, UK	<u>http://www.southyorks.police.uk/</u>
Sussex, UK	<u>http://www.sussex.police.uk/</u>
North Wales, UK	<u>http://www.north-wales.police.uk/</u>
Boston, USA	<u>http://bpdnews.com/</u>
San Francisco, USA	<u>http://www.sf-police.org/</u>
New York, USA	<u>http://www.nyc.gov/html/nypd/html/home/home.shtml</u>
Vancouver, Canada	<u>http://vancouver.ca/police/</u>

The same criteria were used in evaluating the ADP within the interview with twenty Facebook experts who expressed their willingness to participate in conducting the qualitative evaluation of the Facebook pages. The twenty interview participants were eleven experts from the team of the ADP Facebook Page Developers working with the ADP and nine experts from specialised business organisations. The selected participants were approached according to their professional experience and academic qualification, along with their job position. The researcher incorporated semi-structured interviews to produce research findings that could fill the knowledge gap concerning the role of public trust in initiating Facebook-based information sharing with ADP anticrime strategy.

The researcher conducted a series of face-to-face interviews and discussion with the senior experts and police officers to gain some insights and other material from them on the research problem under investigation. Since full security precautions usually veil information in police setting and sharing it is sensitive, the researcher tried to create for the interviewees a conducive and friendly atmosphere to answer the research questions with their valuable inputs and comments while exhibiting great interest in what they reported.

To achieve the aim of this study, the semi-structured interviews focussed on identifying the different views of participants concerning the use of content and design of the ADP's Facebook page in initiating awareness efforts dedicated to managing non-serious crimes, as well as on identifying the reasons, key factors, obstacles, and barriers impacting on the implementation of the Facebook for the potential prevention of the nonviolent crimes. The categories that the interviewees' feedback based on their assessment were: **i)** layout of page interface and aesthetic appearance; **ii)** functionality and accessibility; **iii)** content quality and updating of information posted, and **iv)** security concern.

The members of the interview sample gauged with their perceptions and understanding of roles and importance of Facebook layout design and functionalities in gaining the trust of the public, for fostering mutual information sharing and its impact on the capability of the ADP in the detection and prevention nonviolent crimes in the context of anticrime strategy. Another objective of the interviews was to validate the concept of the proposed research model drawing from the relevant literature. Furthermore, the datasets gathered by mixed approach support each other. For instance, the survey data were used to complete and test the information found in the interviews.

The researcher had a good relationship with most of them the ADP participants in the interviews with colleagues in the Social Media Department. Therefore, the research found a straightforward approach to get the necessary transparency and clarifications to describe the current situation of the ADP Facebook page. At the same time, the researcher had to ensure that the given answer would is not biased. Moreover, the anonymity and the confidentiality of the given statements were fundamental conditions since the interviewees were concerned.

Interviews allow the researcher to examine and prompt things that they cannot observe or collect through a survey. During interviews, the interviewer can probe interviewees' thoughts, values, prejudices, perceptions, views, feelings, and perspectives. Thus, the researchers could elicit their version of a situation, which they may have lived or thought through (Krishnaswamy & Satyaprasad, 2010). The researcher got from the interviews a better understanding of using the Facebook platform in areas other than personal social interactivity. Nowadays, Facebook has become a dynamic bulletin that any posted information transmits in real-time across the Facebook population.

The outcomes of the pilot interview also could guide to adjust the interview questions to learn more about the best practice of Facebook-devoted information sharing that built upon the gained public trust in the ADP's page, as a part of this research purpose. The interviews had two phases:

- i] We conducted a pilot interview with five Facebook experts drawn from the ADP's Facebook Team to get their feedback about the interview structure and the topic of inquiry. The pilot interview served as a crucial step before the interviews for the leading research.

- ii] The primary interviews (used to meet the research aims and objectives) involved 20 Facebook experts, where eleven from the ADP's Facebook team, and nine from organisations using Facebook page routinely.

4.4 Interview Data- Qualitative Analysis

Gaining access to potential interviewees, it is a vital step in ensuring their willingness and availability of the participants to participate in the study. The participants were aware earlier of the guidelines that directed the interviews. The interviews were held in the participants' offices and lasted for an hour, on average. At the beginning of each interview, we gave a brief introduction to the interview participants about the study problem and informed them that their expertise and current work are relevant, and their inputs would be helpful to complete the study. They were assured that the data they shared would merely be used for the research, and their identity would be kept confidential.

4.4.1 Demographic Profile

- *Academic Qualification:* 7 (35%) participants held Bachelor degree (BSc); 11 (55%) held Master (MSc); and 2 (10%) held a doctorate in management information systems (PhD in MIS), as detailed in **Figure 24**.

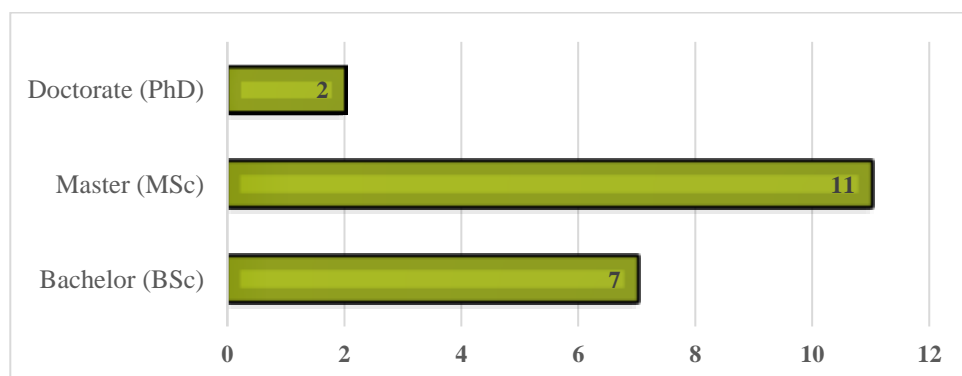


Figure 24: Academic Qualifications of the Participants (in %)

- *Professional Experience:* The reported professional experiences were all related to ICT-related fields. The participants' sample consisted of 6 (30%) software engineers (information security); 4 (20%) social media editors, 5 (25%) social media page designers; 3 (15%) social media marketing; and 2 (10%) MIS specialists. Moreover, the professional experiences of theirs were between 5 to 15 years. **Figure 25** details the types of professional experience.

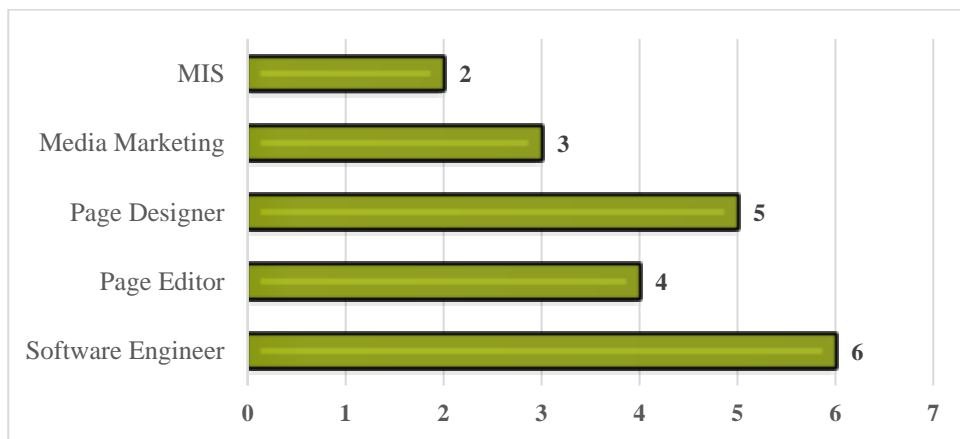


Figure 25: Professional Experiences of the Participants

- *Gender:* Among the 20 participants, 16 males and four were working with the ADP Department of Social Media, as shown in **Figure 26**.

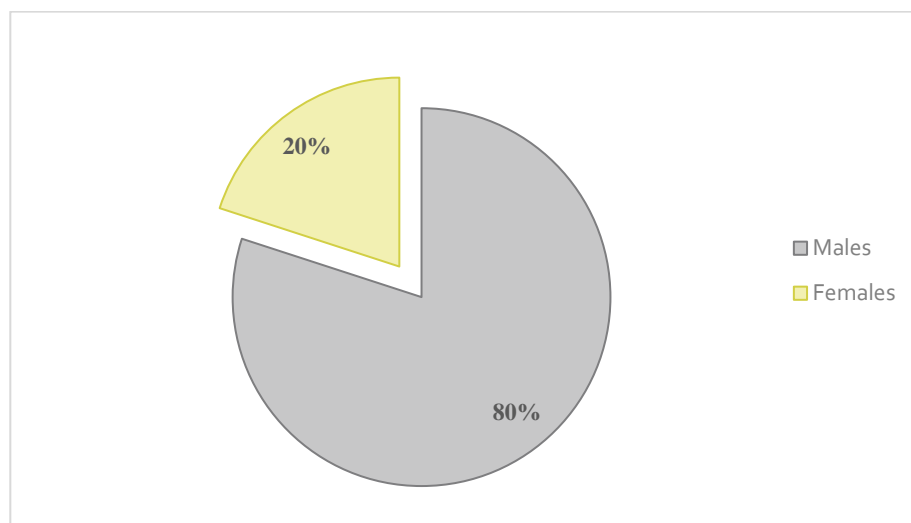


Figure 26: Gender of the Participants (Interviewees)

4.4.2 Interview Task and Questions

In the research studies, there is no standard method used in data analysis qualitatively, and the term ‘qualitative’ is frequently employed as a synonym for the term ‘interview’. The qualitative data typically refers to informational forms other than words, i.e. pictures or video clips (Saunders et al., 2016). The statements interpreted by content analysis.

The social media experts (n=20) who participated in the interview phase had answered the interview research questions (see Appendix 2) from different aspects; they furnished a satisfactory recommendation for improving the ADP FB. The core themes tackled during the interviews considered trust as a central issue, while confidentiality, secure online communication, and the accuracy of disseminated information were the focused issues, as well. The themes are seen in **Table. 19**.

Table 19: Themes Tackled in the Interview Survey

Aspect	Theme Tackled	Statements
FB relevant content	Quality, accuracy, the relevant posted information to community interest, secure communication, and prompt of feedback were the core concerns of gaining public trust.	3; 4; 7; 8; 11; 13; 14
ICT and secure communication channel	Social media facilitated convenient communication within virtual space. Secure transaction and data update were the core issues related to building mutual trust (ADP-Community relation).	1; 2; 4; 5; 6; 8; 15
FB page design	The graphical design and layout of the FB page played a vital role in initiating participation of social media users in the ADP page using easy access, navigation, and discovery.	1; 5; 7; 9; 10; 11; 12; 13; 14
Active Participation	The factors that could encourage FB users from the public to be active participants in sharing the desirable information the ADP needs for improving non-serious crime detection and prevention, i.e., trust in FB owner, secure online channels, and feedback considered	4; 6; 7; 11; 12; 13; 15

4.4.2.1 Trust in FB Posting–Information Accuracy, Quality and Quantity Concern

Many scholarly studies reported that interpersonal trust could trigger off positive effects on individuals and teamwork to enhance organisational outcomes and individual performance, job satisfaction, problem-solving, and organisational citizenship. Thus, communication is believed to play a crucial role in developing trust within an organisation, as well as its public users (Thomas, Zolin, & Hartman, 2009). Today, trust has re-emerged as an essential topic as organisations attempt to build social capital, increase public engagement, and improve knowledge-sharing among both employees and community members (Abrams, Cross, Leser, & Levin, 2003).

Trust and accuracy of posted and disseminated information are the fundamental notions of personal communication and self-expression., which are essential elements for defining the success of any online transactions, whether in the business domain or individual activities. Some researches added more factors that would be enhancing the formulation of trustworthiness, such as reliability, prompt response and feedback, fast delivery of the requested information, products, or services to the end customer (Simons, 2002; Kramer, 2009). This is also a fundamental step in building online customer relationships with institutional bodies, such as governmental, business, or academic entities (Hardy, Phillips, & Lawrence, 1998). In contrast, Prasertchuwong (2015) reported that cultural value orientations of customers at the individual level initiated significant effects on the relationship between an organisation and customer's trust and loyalty.

It is beyond dispute that the impose of efficient secured online transaction measures could enhance warranty of building mutual trust in the accuracy of shared information that avoids any legal case; mainly, if one deals with a law enforcement organisation like the police department. Therefore, the ADP Department of Social Media is highly

considered this issue when decided to launch its official Facebook page. The statements of participants who experienced information security had highlighted this issue.

Statement-1 *"Information accuracy is a core concern to warrant secure transactions and keeping trust tied. It is known amongst the designers of social media pages to put in mind that the user would react positively if they get a sense of security and trust. Therefore, the ADP page is built-in state-of-the-art information security components."* (Male, MSc in Information Security, Consultant, with 11 years of professional experience).

Statement-2 *"The significant challenges we are facing in running a secure page are 'receiving false information' and 'hacking', which might weaken trust. However, over one year since launching our Facebook account, nothing serious violation detected. Thus, we would like to send a message to our potential users that 'do not worry' and 'not hesitate' to share with your comments and information; you are in the safe side".* (Male, BSc in Systems Security, Coordinator, nine years of professional experience).

Statement-3 *"No one is enforced to create an account and join the ADP Facebook, but user's trust does. However, most social media sites as we know are encouraging people to join their interesting communities, but the users do not need to reveal; for instance, their biodata, contacts, or location as a security issue. The ADP only requires age, nationality, and favoured communication language to tailor convenient communication."* Shared answer (Female, BSc in Mass Communication, Coordinator, six years of professional experience; Male, MSc in IT, 11 years of professional experience).

Statement-4 *"The advent of social networks in the Internet era offers attractive channels and convenient means for people to interact and communicate socially regardless the physical barriers and time differences across the globe, but these networks also raise the issue of trust from the accuracy of shared information and security concerns. Since we are dealing with a conservative society at the same time multi-ethnic, we*

have to be more cautious towards these issues to gain the trust of our users to communicate securely.” Shared answer (Male, MSc in Information Security, 13 years of professional experience; Male MSc in Computing, Director, ten years of professional experience; Male, BSc in IT, Page Designer, five years of professional experience).

Statement-5 *“Many Facebook pages of the police we had reviewed focused on the issue of the secure online communication by insisting on that the user information and shared data never transferred or revealed to a third party. Thus, they wrapped the trust issue with police ethics, security and legal rights.” (Male, MSc in Software Engineering, eight years of professional experience).*

Statement-6 *“Many studies in the behaviour of self-presentation issue proved that the negative relationship between trust and self-exposure on air has weakened over time. Accordingly, the ADP Facebook page make such relationship incredibly positive due to new technologies in information security” (Male, PhD in Information Security, Project Director, nine years of professional experience).*

Statement-7, a colleague added *“There is the influential socialising role of Facebook in focusing more on mutual trust attitudes towards the posted information while the user willing to increase self-disclosure in an online context. Thus, the central issue is making our ADP Facebook page a peaceful forum within which the ADP could share the community many issues of interest, including security and anticrime control.” Shared answer (Female, MSc in Systems Security, Consultant, seven years of professional experience; Male BSc in IT, Facebook Specialist, five years of professional experience)*

Statement-8 *“Trust is usually based on grounded beliefs about the other party that could be shaped and built through information sharing and exchange of ideas. Consequently, providing accurate and trustworthy information could give a worthwhile opportunity to both parties for developing mutual trust, whereas lack of accurate information reduces*

mutual trust". (Female, MBA in Online Marketing, Expert, nine years of professional experience).

In today's hastily growing digital era, the interpersonal exchange of information in the virtual world has become pervasive. With the influx of social media platforms, which encourage users to create a personal profile to be exposed to close and remote others, self-disclosure now seems to be perceived as essential for developing interrelationship virtually (Nosko, Wood, & Molema, 2010). Individually, updating profile information, posting status updates, sharing photos and audio-visual stuff, and commenting on others' posts are all considered as personal behaviours that reveal aspects of one's identity.

This ever-increasing personal exchange on social media; however, it also raises questions about privacy risks and their consequences on precipitating trust of the users in the exposed and exchanged information. Many scholarly studies revealed that some such factors as attitudes toward privacy, security, and transparency could impact on the practices of online self-disclosure (Acquisti & Gross, 2006; Fogel & Nehmad, 2009).

The statements of the participants on the secure online communication through the ADP Facebook page in the context of the user's trust and attitudes toward data accuracy have come in good agreement with the mentioned cited work above. Moreover, the interview statements also indicated that security from the technological part and communication aspect is a central issue when establishing an official social media page. In contrast, the ADP considers information as *per se* is crucial in their policing work.

So, the information that disseminated or received should be authenticated, accurate, and usable to bestow the page as trustful. Thus, the risk perceptions among the Facebook users' points to the mitigating effect of sharing with ADP Facebook on estimated threats to their personal information despite that privacy concerns are not equally amongst the Facebook users, worldwide.

4.4.2.2 Relevance and Accuracy of Facebook Page Content

Social media platforms are thoroughly fixed in our daily routine communication practices, providing users with virtual space that facilitates contacts, dissemination of information, self-presentation, and relationship building. Many prior studies have suggested that the enjoyment and usefulness are the driving forces in keeping the users continuing in using their favoured platforms for helping users meet their personal and social needs (Lowe-Calverley & Grieve, 2018).

Like individuals, the organisations have been striving to pursue well-presentation and impression management of their entities by using various social media sites. Thus, use of Facebook, the leading social media platform, could enable relationship formation and maintenance with countless Facebook members (Teppers, Luyckx, Klimstra, & Goossens., 2014; Yang & Brown, 2013).

Thus, making the entity well-visible and reflect attractive presentation need through efforts regarding information quality, precise wording to convey the right messages to the users. Grieve and Watkinson (2016) indicated that "*an individual's true-self may be more readily expressed on Facebook than in person*", which could be applied to an organisation entity.

In this regard, we approached the participants whose professional experience could help give more details about the impact of the quality of the Facebook (e.g., presentation of information and images, wording, updating of the page, and the like).

Statement-9 *“Since the Facebook possesses an influential socialising role in webbing many people regardless their respective locations, but sharing similar interest, the Facebook user often personalises the content and the look of his/her page; this is similar to an organisation, such as the ADP”.* (Female, MSc in IT, Social Media Page Editor, seven years of professional experience).

Statement-10, a colleague added *“However, the current ADP’s Facebook page needs tremendous efforts now we are working on. Our efforts are focusing on which-of-which information would be interesting and relevant to the others, including page editing and design, as we hope to attract many people to share”* (Male, MSc in Software, Web Editor, five years of professional experience).

Statement-11 *“In connection to your question, the main barriers still existing are the language of the page interface, which is written in Arabic and some foreign terms or names not translated but transliterated in Arabic scripts. Another barrier could be the type of information, which is still in-house issues. I think the two barriers would be discouraging the sharing and interaction of our desire”* Shared answer (Male, PhD in Mass Communication; 13 years of professional experience; Male, MSc in Web Engineering, Web Designer, six years of professional experience).

Statement-12 *“We conducted comparisons between some police’s Facebook pages in the UK and USA and ours. We found that the western police departments are using their page in calling the community to engage in the anticrime efforts. Therefore, a complete detail about crime, whether severe or nonviolent, is posted. Here, it seems that there is a socio-cultural barrier prevent to do so, as social reputation is a red line in ‘tribal society’.”* Shared answer (Female, MSc in e-Media, seven years

of professional experience; Male, MSc in Information Security, Team Leader, eight years of professional experience; Male, BSc in IT, e-Media Specialist, five years of professional experience).

Statement-13 *“Concerning your question about the page design, layout, and quality of embedded information that could base trust. We often ask ourselves as designers and page editors, does the appearance of Facebook page matters? Yes, for instance, the wave of online or e-marketing raised ‘dogfighting’ competition amongst the companies, entrepreneurs, and even names in the society. The organisations in governments riding the waves to do so. Thus, our current business is to bring the ADP Facebook to be similar”* Shared answer (Male, MSc in Web Design, 15 years of professional experience; Male, MSc in e-Media, ten years of professional experience)

Statement-14 *“If the ADP raises deep concern on establishing reciprocal relationships with the community, it would be fruitful to work hard in developing a community-based policing that might be leading to enhance problem-solving policing. In other words, the participation of the community in the ADP activities could sustain the ADP’s social responsibilities. Therefore, the ADP should consider building a Facebook page content stimulating the interest of the community members in sharing their information that is interesting to the ADP”* (Male, MSc in Mass Communication, Director, ten years of professional experience).

Statement-15 *“Regarding the issue of crime information sharing, I suggest hosting a crime prevention webchat on the Facebook page with the public information officer to allow the outreach department to engage with many customers regarding proper ways that they could save themselves and their communities safe. Because web chats are interactive, they allow customers to post questions and responses to crime prevention information”.* (Male, PhD in Social Media, Project Director, thirteen years of professional experience).

4.4.3 Comments of Interview Findings

The few existing scholarly studies are examining the layout display of the Facebook page regarding the editing behaviour of the user on social media. However, the organisations also follow the course of individuals in personalising their page, whereas the organisations are using social media for marketing their entities and disclosure in the cyberspace. The statements of the interviewees on the page design, layout, and representation of posted material are in agreement with the current global trends of page display and related studies on police Facebook pages and obeyed hypothesis (**H1**).

The ADP Facebook needs to gain apparent popularity among Facebook users, locally and globally. Therefore, the page should be written in the languages that are being commonly used by the residents of Abu Dhabi Emirates. Besides the Arabic, English, some Asian languages should be added, such Urdu, which is a shared common language in the subcontinent, Hindi, and Persian, because large Asian communities are residing the Abu Dhabi Emirate as job seekers. Thus, the multilingual Facebook page could be increasing access and participation of the users on the ADP's Facebook. This comment obeyed hypothesis (**H2**).

Another issue traced between their wordings that the ADP should socialise itself to change the traditional image of the public towards police force for the sake of keeping the fruitful relationship and active communication channels with the public. According to the interviewees, the current ADP Facebook page could be a current bulletin if many redesigns, information content, identifying the mission and purpose be considered seriously in upgrading and modifying the page to be more attractive to the public and voluntarily share with their opinions. This finding obeyed hypothesis (**H3**).

Interviewees gave two perspectives on the police-community relationship needed for developing public trust and, in turn, increasing users' participation intention on the ADP Facebook page could be made possible through **i)** The ADP Department of Security Media should maintain community-oriented police awareness services and information sharing strategy to aggregate the desired public trust, and **ii)** The ADP Security Media Department should engage the private media organisations to present crime information news with innovative broadcasting approach. This finding obeyed hypotheses (**H4**). Such coordination could, therefore, maintain the perceived security of the users could increase their participation intention to be active in information sharing regarding non-serious crime prevention. This finding obeyed hypothesis (**H5**).

The researcher summarises the strength and weakness of the ADP's Facebook page according to the interviewees' comments:

- i] *Strength*: The ADP considers its Facebook page as a strategic media tool to make community-oriented police services visible, as well as build sufficient public trust to be an extended enhancement to anticrime strategy. Thus, the page receives plenty of financial and administrative support to incorporate information security technology.
- ii] *Weakness*: The page is still an internal e-bulletin to content non-interesting stuff to the public; Arabic only interface is a core limitation.

4.4.4 Interview Challenges

The main challenges faced by the researcher were during the applied stages of data collection for qualitative research from the interviewees, which are the pilot and final phases. Most of the staff members in the ADP Communication and Outreach Department were busy at work; therefore, it was challenging to find the right time to

interview them. However, during the final study, the researcher had learnt from the pilot study stage that connections and a secure network were required.

Nevertheless, the social connections in the organisation to gather responses quickly from a larger population was necessary. Furthermore, the majority of participants found that the interviews were extended, with a preference for short questions in a questionnaire format. This was overcome by the researcher convincing participants that the gathered data will assist research, which in turn will be a value-added information reference in assisting the ADP Force in improving their efforts in the detection and prevention of non-serious crimes by using innovative ICT tools, social media.

A significant obstacle was the confidentiality of the data. The researcher approached twenty participants from the ADP Communication and Outreach Department to perform the interview part (qualitative research). The participants were conservative towards giving any sensitive information. The researcher had to pledge the participants to use their statements for the research purpose and not be transferred to any third party. Thus, the researcher succeeded in turning such conservative conversation to open discussion. This was also formally declared in the introductory letter of invitation to the interview participants; the Cardiff Metropolitan University is also strictly enforcing this research ethics.

The interview participants, on the other hand, did not agree to tape their statements, nor to take photographs or names inserted in this dissertation. Most of the participants also did not feel comfortable when speaking of their main jobs, core responsibilities, and tasks in their department. When such points arose, the participants made quick changes to other general discussions, but due to the pilot test, the researcher had learnt that it is necessary to focus on the theme of the interview to lead the conversation conveniently.

4.5 Summary

The confidence in the police force is known to have a significant influence on the perceptions of many community members regarding personal safety and fear of crime. When the community members gained a sense of security, they could develop more positive attitudes toward the police, their feelings of personal safety tend to increase while their fear of crime decreases (Nofziger & Williams, 2005; Reisig & Giacomazzi, 1998).

A considerable number of community members had joined and created on various social networking sites, adding profiles that reveal personal information. However, some groups might misuse social media for causing diminish to the reputations of other targeted people through publicising false news or personal issues on the e-media. Dwyer, Hiltz, and Passerini (2007) raised two questions, as quoted: i) *Is it possible to join a social network shared by a considerable number of people be able to trust all of them?* Moreover, ii) *what role do both trust and respect of privacy play in the use of social networking sites?*

Trusting in technology or believing that technology has desirable (i.e., trustworthy) attributes seems reasonable because we talk about trusting in non-human entities in everyday discourse. For example, many people placed trust in new smart communication devices to utilise them rationally for establishing functional interpersonal social networks. Similarly, we trust word processing software to save our data, and we trust the Internet to share data with others. However, some influential researchers argue that trust does not exist between humans and technologies (Lewicki, McAllister, & Bies, 1998).

Despite some differences between human-technology interaction and interpersonal communication, researchers now acknowledge that humans can and do trust technology. Thus, many researchers have shown trust in technology to influence acceptance of various technologies such as online recommendation agents (Wang & Benbasat, 2005), business information systems (Lippert, 2007). Empirical evidence demonstrates that the level of trust is just not a gradual process that happens over time (Kramer, 2009), preferably a cumulative process. Numerous overlapping and consistent factors have the potential to impact the building of trust. These are classified into two significant clusters; pre-interactional and interactional factors (Colesca, 2009).

Similarly, there are a few scholarly studies that discover information seeking behaviour in the policing arena; in particular, the facilitating role of social media in this specific context. Therefore, it is essential to understand **i)** how social media influences existing work practices, and **ii)** how it influences the pattern of information seeking behaviour and pattern. This research study took on the interpretive method to tackle and analysing the proposed research questions, along with employing activity theory as an analytic framework. A series of semi-structured interviews and personal observations were conducted in three police departments.

In exploring the first question, it was found that the same tool (social media) was used in multiple ways, which created new and different ways of policing low-level crime and anti-social behaviour. This, in turn, led to new and distinct information behaviours in three different contexts. Three models of use were identified. In the emergent model, social media is used to share information with the public, but a high degree of ambiguity constrained work practices, which also led to information avoidance.

The findings generated from qualitative analysis of the interview statement found their way to support the survey findings for building best practice model police social media uses in managing and controlling non-serious crimes in the ADE context, and to be suitable in similar contexts or different ones after adding modifications where they are appropriate.

Chapter 5: Survey- Quantitative Analysis and Discussion

Despite the ubiquitous use of advanced technology and apparent modernisation of the ADE society, the native community is still conservative with rooted tribal norms and values. This paradoxical social issue withstands talking about crimes loudly, as well as appear in the newspapers of other e-media. Nevertheless, the sensitivity of the tribal society towards disclosure of the crimes on the online media represents a challenge to the ADP for using social media in anticrime efforts; that is why the ADP initiated a series of awareness campaigns dedicated to minimising the social resistance regarding the concept of ‘crime’ to deal it as a social concern not only the business of police. Therefore, the researcher put this issue into consideration before conducting a questionnaire survey.

The scholarly investigation process often involves four distinct steps: data discovery, collection, preparation, and analysis and interpretation. This chapter focuses on answering the following research questions through such the four mentioned steps:

- i] *How does the ADP employ social media sites in police-community communication to gain the desired public trust?*
- ii] *Could the gained public trust in the ADP play a significant role in driving the users’ information sharing intention regarding social media-based detection of non-serious crime?*

5.1 Introduction

In the scholarly investigation, the research often faces various challenges when discovering the topic of interest, collecting, and preparing relevant data on the research problem for further analyses. This chapter assumes that “*the Facebook page offers the ADP Directorate a new effective approach to create transparency and accountability,*

as well as to increase citizens' opportunities and interactivity to participate and collaborate in decision-making process, information sharing, or to enable the improvement of public services and community welfare and security in the context of mutual trust." Therefore, the quantitative approach could give significant clues regarding the perceptions towards, trust in, and acceptance of the ADP's residents concerning the ADP's Facebook page.

The researcher managed the quantitative research method to reach the study objectives and answering the research questions. The study adopted the post-positivist method for developing knowledge (i.e., reduction to specific model's variables, questions, and hypotheses, along using appropriate measurement and observation), by employing a strategy of inquiry of *questionnaire survey* to collect the required data.

The survey took the form of a structured questionnaire, which as a rule generates a variety of datasets (i.e., compiling numbers in Tables) as raw information. The datasets are considered the heart of the quantitative data analysis. However, generalisability of the results generated perhaps is not limited to community groups but also the research setting. For instance, it is presumed that the quantitative results produced from a survey of a social phenomenon might reflect the real-life situation, which the study seeks to clarify. The questionnaire is considered as a critical research technique and data collection instrument, which is being used widely in quantitative social studies. The next part gives a brief description of the questionnaire.

The enriched survey of the study comprises data relating to the ADP's Facebook page and other social media websites. The users have been asked through a short questionnaire about their opinions on these social media pages to measure if they trust and accept it. This survey has been conducted in two different years 2015 and 2017 as

it is significant to ascertain the dynamics took place between these two years regarding the difference of opinions if any. This has been done by examining the findings empirically to support the conclusions statistically. The objective was to critically review the current literature on non-serious crime prevention, social media and develop a conceptual framework research model for this study.

The study highlights significant areas of relevance prevailing in the social media used by police departments across many countries to detect non-serious crimes. It is however indeed to assess these mentioned areas by analysing the previous studies and examining the models of both years 2015 and 2017 so that a framework for improved usage can be recommended that overcome the shortcomings which may still exist in the latter year. Responding to this objective, various research studies were reviewed thoroughly to develop a better model. Thus, the researcher has developed a model, as explained earlier, covering all of the requirements needed to achieve and measure users trust and acceptance.

As trust in ADP was the concern of this study, the researcher relied on the previous poll, the *YouGov* survey (2014), which was hired by daily *The National* newspaper. The survey sample (n=1008) polled across the UAE. Moreover, the poll was the first of its kind in the UAE, hitherto. The National questioned a sample of 1,008 participants. The sample consisted of 131 Emiratis, 287 Arab expatriates, 530 Asian expatriates, 48 Westerners, along with 12 others living in the seven emirates. The survey findings unearthed that “the *significant majority of those surveyed sensed security and put confidence in the city police and trusted them as it is necessary to deal with both non-serious and serious crimes across the country. However, the most positive reactions to police force were received from the residents living in the Abu Dhabi Emirate*”.

5.2 Questionnaire Structure and Content

The idea behind well-designing a useful questionnaire is an interest in reaching the people whose opinions or professional experience are exciting in finding the right answers to issues that are of considerable research interest (Creswell, 2014). Many researchers in the social sciences literature identified that a useful questionnaire should be clear wording (i.e., wording should not be ambiguous or imprecise), understandable, easy to answer, oriented, consistent inquiries, and anonymity, and considering the cost of survey, i.e., the research should be cost-effective and affordable expenses (Creswell, 2014; Blaxter et al., 2010).

The initial questionnaire (prototype) was developed, which was based on the proposed conceptual framework that consists of four independent variables (design, content, functionalities, and security) and one dependent (public trust). The survey dedicated to eliciting an evaluation of the current ADP Facebook page role in gaining public trust that assumed to catalyse information sharing between the ADP and the community members purposely to enhance the ADP's efforts that devoted to detecting and preventing non-serious crimes. The researcher employed questionnaire as a convenient instrument to collect the required data from the target participants who skilled in using Facebook and had dealt directly or indirectly with the ADP's Facebook page even once with putting feedback or contributions (e.g., suggestions, comments, replies to ADP requests, and the like).

The questionnaire inquired about the perceptions and interactivity of the participants while viewing or sharing contribution with the ADP Facebook. Therefore, the questionnaire constructed with open-ended questions. Blaxter et al. (2010) described the significant advantage of this type of questionnaire as *“it could provide time and*

range for thinking and deciding on the relevant answers so that the respondents could express their opinions according to the given questions, whereas the researcher would be gaining rich and usable information to support the validity and reliability of data analysis". Nevertheless, many quantitative researchers pointed towards the significance of the questionnaire instrument in collecting reliable research data, while the target participants would be keen to put his/her answers plainly in confidence without any pressure from the investigator.

The questionnaire consists of five parts, asking for **i)** demographic information; **ii)** layout and aesthetic feature of the Facebook page, **iii)** functionality and accessibility, **iv)** content quality, and **v)** privacy and security perceive. The questions composed to unveil the extent to which the participants could trust in the Facebook page and their participation in information sharing for enhancing the ADP's anticrime activities. The four parts consist further of sub-questions to cover other related issues to the central focused questions. The survey also aims at defining attributes that could be used as criteria for the evaluation of ADP's Facebook page.

The questionnaire built in a Likert five-point scale with options ranging from strongly agree (**5**) to strongly disagree (**1**); however, if the respondent agrees with the statements, judging them *strongly agree to agree somewhat*, while if the respondent is in disagreement with the statements, judging them as *disagreed*. The questionnaire was written in English to be revised by the principal advisor; after the approval of the advisor, the researcher translated its contents into Arabic.

The emergence of the Internet-based applications has popularised the use of web-based surveys in conducting intensive quantitative research over a broad spectrum of social studies since it is believed that a high proportion of participants respond to such surveys.

The online questionnaire built and written in the online form *Quartile*TM and emailed to the participants as a link. The responses retrieved and re-translated into English as a final version. **Figure 27** shows the steps of language management of the questionnaire and interview.

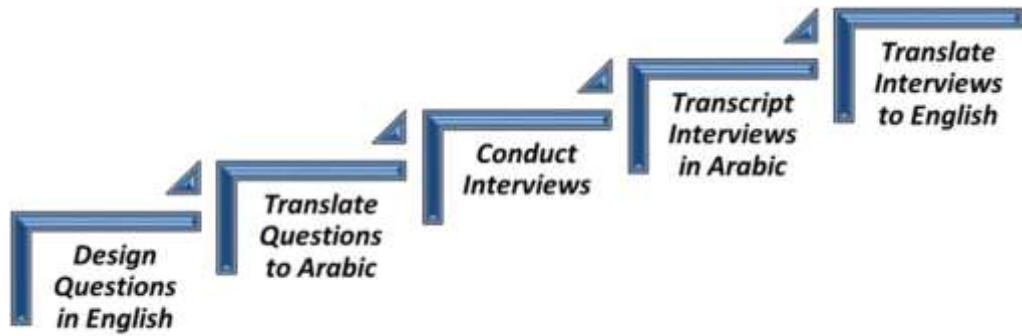


Figure 27: Language Management of Questionnaire and Interview

5.3 Questionnaire Pilot Test

The researcher asked five experts to revise the structure and clarity of the questionnaire wording, aim, objectives and hypotheses and relevance of the inquiries to the research problem thoroughly before conducting a pilot test, which is necessary to highlight the strength and weakness of questionnaire's contents that concerned primarily with gathering the required data from respondents whose work experiences were relevant to the subjects of the questionnaire. Therefore, it was essential to pre-test the research technique and the relevance of the proposed questions.

The researcher held a series of meetings with senior officers and academics. The discussions focused merely on giving them a further explanation of the research topic, which ended with the researcher being permitted to conduct a pilot survey. The pilot version of the questionnaire was sent to ten social media experts who were asked to

answer the questions and put their comments or suggestions that might improve the questionnaire's structure and language.

The received comments and feedback used to modify (structure and rephrase) the prototype questionnaire to produce the final valid version as a data collection tool.

Figure 28 shows a schematic representation of the quantitative method used in the analysis of the final questionnaire data.

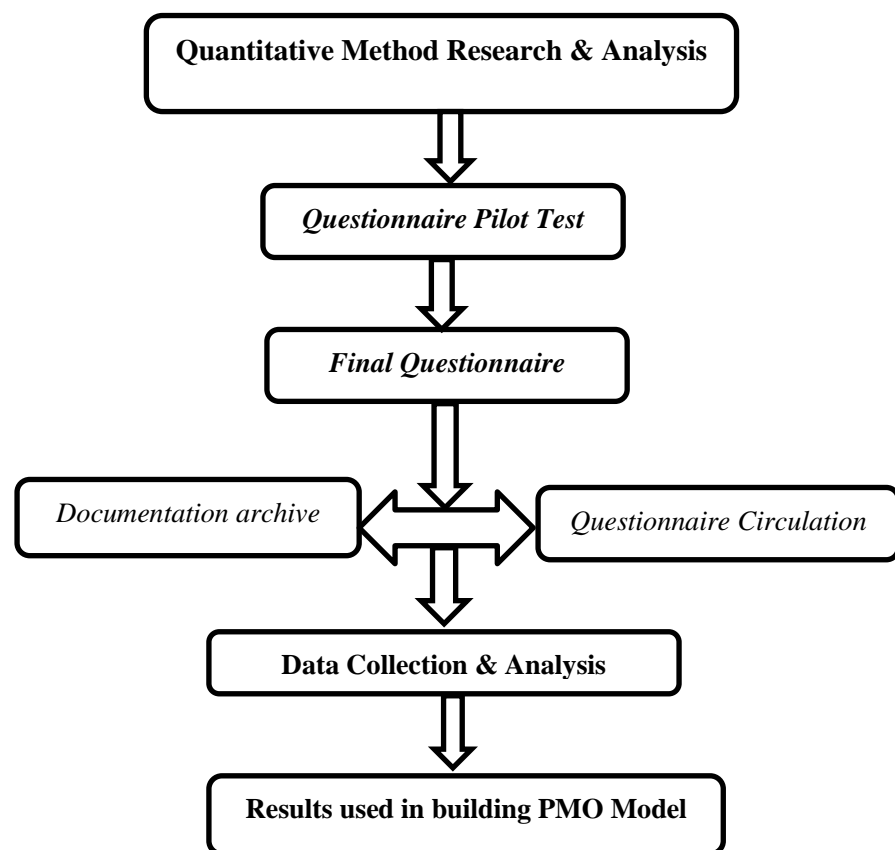


Figure 28: Quantitative Method Approach Used for the Research

5.4 Survey Data- Demographic Analysis

The researcher utilised the generated findings of Al-Azawi's study (2018) in determining the demographic profile of the survey participants. The researcher also screened the ADP database to pick up the potential participants with focusing on the age, Arabic speakers, and followers of the ADP page. A letter sent to the potential survey participants as an invitation to participation, as well as detailing the purpose of the survey. The letter intended to erase any psychological barriers and worries of the participants to collect real feedback about trust in the ADP page and crime information sharing.

5.4.1 Survey Administration

The official ADP's Facebook page is currently on an Arabic interface; therefore, we expected those viewed the page or share information and feedback would be fluent in reading and written communication in Arabic. We searched selecting the potential participants from the ADP's customer database who at least once shared information with the page. The search retrieve (n=425) names with their nationality and mobile contact to represent the survey sample. The profile of the retrieved users revealed that 315 of them were Emirati to represent 74.12%; Arab nationalities were 85 to represent 20.0%, while 25 Asian, but could communicate in Arabic to represent 5.88%, shown in **Figure 29**.

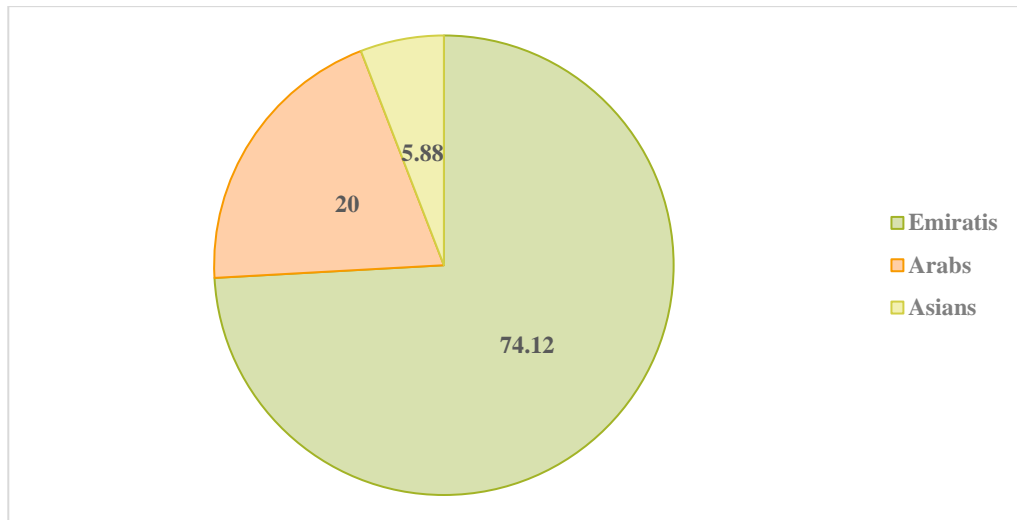


Figure 29: Nationalities of the Participants (n=425)

We sent SMS to the retrieved names via their mobiles to get their consent for participating in the survey. We received acceptance from 300 SMS recipients, whereas 125 declined. We sent the survey link through their respective WhatsApp account.

5.4.2 Demographic Profile

The demographic profile tackled nationality, age, and work. Regarding the nationality, 243 Emiratis (81%); 47 Arabs (15.67%), and 10 Asians (3.33%), as shown in **Figure 30**.

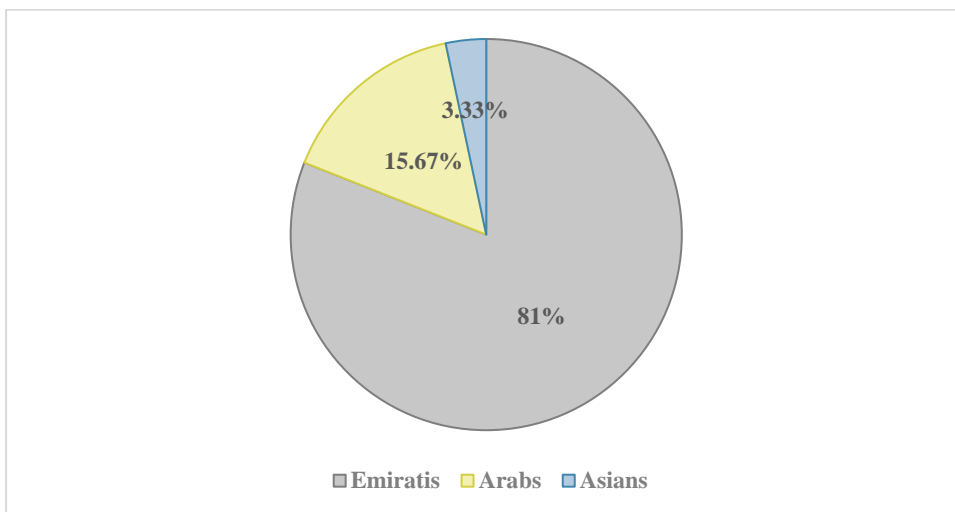


Figure 30: Nationality of the Respondents (n=300)

Regarding the age span of those willing to participate was ranging from 30 to 50+ years. 43 (14.33%) respondents their age between 30-39 years; 239 (79.67%) their age between 40-49 years, and 18 (6%) respondent their age above 50 years, as shown in **Figure 31**.

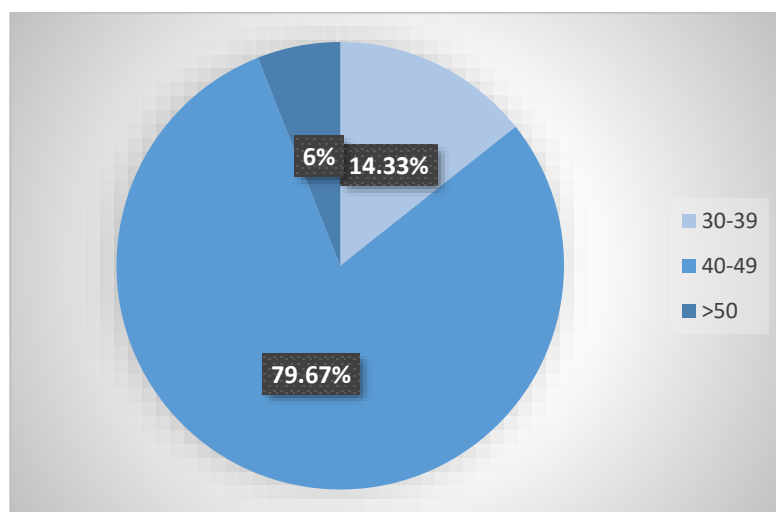


Figure 31: Age Span of Participants

Figure 32 illustrates the distribution of the age span amongst the sample population as per nationality. Gender-wise, the male respondents were dominant by 245 participants (81.67%) and 55 female participants (18.33%). The gender feature of the participants illustrated in **Figure 33**.

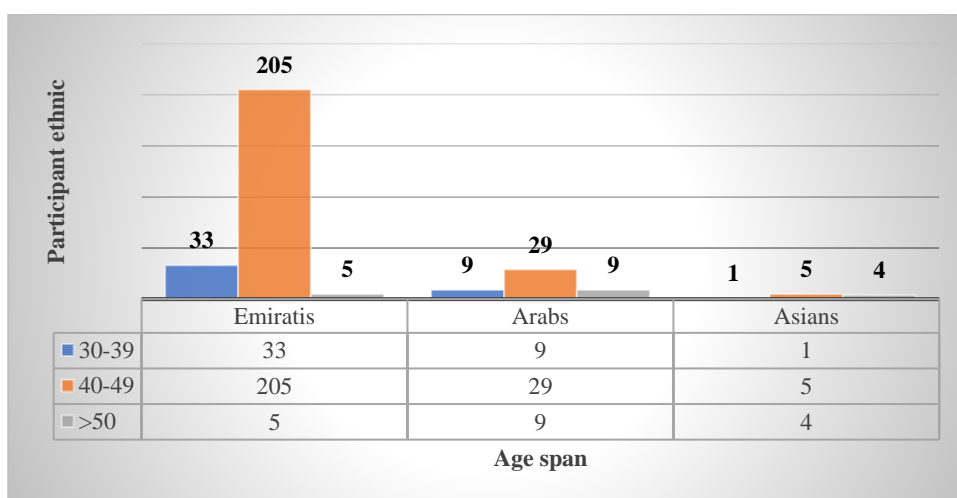


Figure 32: Age Span of various Nationalities

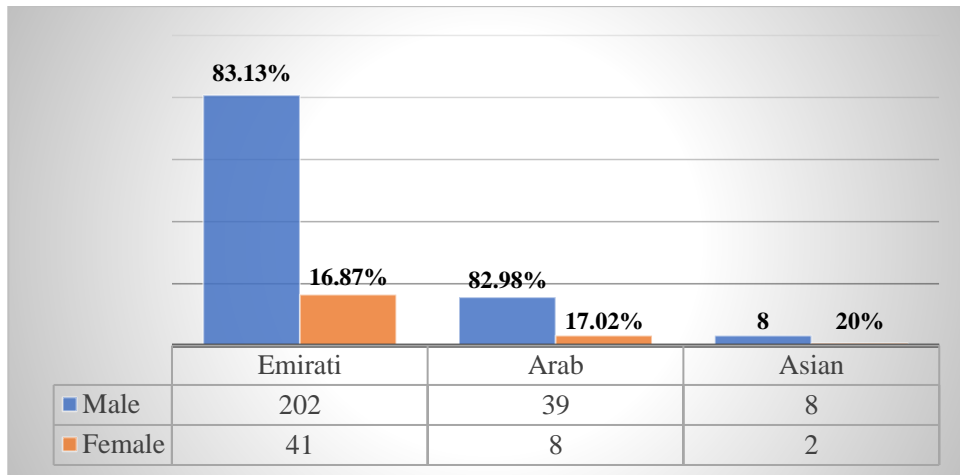


Figure 33: Gender Feature of the Participants' Nationality

The survey reported three primary users' interactions with the ADP's Facebook page; these were i) consult the service of the *Ask-An-Officer* about explanation on specific issue or need further information; particularly, requested by the entrepreneurs, ii) sharing with comments, and iii) viewing the ADP's Facebook page as a matter of curiosity, as detailed in **Table 21**, while **Table 22** details all activities performed by genders.

Table 20: Users' Interaction with the ADP's Facebook Page Content

Activity	Emiratis	Arabs	Asians
Ask-An-Officer	121 (49.79%)	17 (36.17%)	6 (60%)
Sharing/Comments	89 (36.63%)	8 (17.02%)	1 (10%)
Curiosity	33 (13.58%)	22 (46.81%))	3 (30%)
Total	243 (100%)	47 (100%)	10 (100%)

Table 21: Gender Interaction with the ADP Facebook- All Activities

Gender	Emirates	Arabs	Asians	Gender %
Males	179 (73.66%)	34 (72.34%)	8 (80%)	221 (73.67%)
Females	64 (26.34%)	13 (27.66%)	2 (20%)	79 (26.33%)
Total	243 (100%)	47 (100%)	10 (100%)	300 (100%)

The frequency of visiting the ADP's Facebook page might reflect the content of the page that meets the interest of Facebook users. The collected data revealed various interactions with the ADP's Facebook from all nationalities. Regarding information sharing and comments, only 89 visitors (36.63%) shared with comments, posting or replies. In general, 1 to 3 visits to the page were dominant as 237 (79%) participants did, while the rest 69 (21%) made between 4-6 visits since the launch of the ADP's Facebook page in 2016. The interaction of the female participants was promising (26.33%) if it is interpreted in the context of the conservative society of the UAE.

Regarding the workplace and business types, the analysis tells that the business owners (entrepreneurs) represent the majority of the respondents (n=150; 50%); whereas those employed by governmental and semi-governmental organisations were 127 (42.33%), while those working in private sector were 23 (7.67%). The generated results implied that the possible relationship between workplaces of the respondents and their needs for police public services might impact on the request for exceptional services through the ADP's Facebook page. **Figure 34** shows the workplace of the respondents.

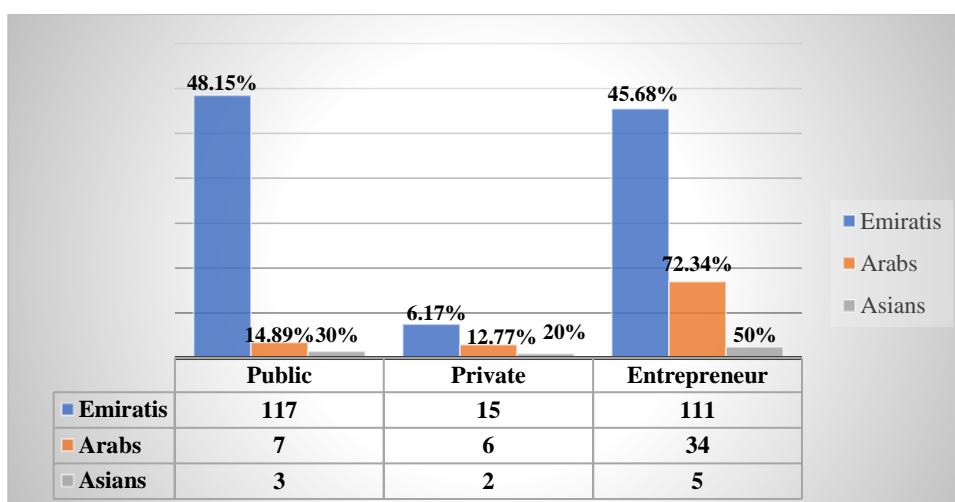


Figure 34: Work Types of the Respondents

In summary, the Arabic interface of the ADP's Facebook page, as well as the contents and information posted on the page are representing a significant limit to make the page more visible and interactive among the different nationalities of community members. However, the current ADP's Facebook page looks like an internal news bulletin of the ADP rather than community-oriented issues. On the other hand, the page is keeping continuous development and improvement that primarily based on the comments, and recommendations received from the audience.

A second challenge was in the form of the language utilised for the survey data collection. Arabic was the first language of most of the participants; therefore, the researcher had to translate the questions from English into Arabic, which could be possible with begging the assistance of a professional translator and proofreading specialist. After proposed the questionnaire in Arabic, the researcher had to translate it again into English as the readership is English speaking and had to analyse and understand the results. This was a difficult task and time consuming that emerged as an indirect challenge.

5.5 Survey Data- Quantitative Analysis

5.5.1 Inquiries Analysis

This section used the *Chi*-square test (χ^2) to analyse the inputs of the participants concerning the questionnaire inquiries. McHugh (2013) also described χ^2 (also known as the Pearson *Chi*-square test) as a significance test of non-parametric statistics, also called a distribution-free test designed to analyse group differences when the dependent variable is measured at a nominal level. According to McHugh, the χ^2 test is also useful statistics for testing hypotheses when the variables are nominal, as often happens in social science research. Therefore, it is suitable for the meaningful analysis and

measurement of the data collected through questionnaire survey approach, i.e., the quantitative variables.

The non-parametric tests, including the χ^2 , assume the data were obtained through random selection. So, this test could only be applied to studies based on independent samples, and when all the expected values are more significant than 5. In the given case, the samples are independent. Considering the natures of the study, it was best suited to examine the dependency between two sets of variables.

There is an expanding body of scholarly literature that revealed the directional relationship between the design and appealing feature of social media site in aggregating the keen interest and desired trust of the social media users. Thus, the participants' inputs might reflect their accumulated experience and skills in using Facebook applications. The following parts detail the findings generated from the quantitative analysis approach.

Part 2: Layout and Posting on the ADP's Facebook Page and Public Trust

H₁: *The layout design and visual features are positively related to user's trust of the ADP Facebook page.*

SQ1	The Facebook page used current layout techniques
SQ2	The page layout and display is creative and novel
SQ3	The posted information, icons, and links are well-organised
SQ4	The general page layout could gain the trust of the participants

The generated data from the regression analysis of the Part2 survey questions and H₁ are detailed in the **Tables (23-26)**.

Table 22: *Chi-Square Tests for Facebook Page Design and Users' Trust*

(SQ1)		Value	Df	Asymp. Sig. (2-sided)	
Pearson Chi-Square		567.504 ^a	352	.000	
Likelihood Ratio		317.920	352	.904	
Linear-by-Linear Association		30.221	1	.000	
N of Valid Cases		300			
Symmetric Measures					
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Phi	1.375			.000
	Cramer's V	.344			.000
Interval by Interval	Pearson's R	.318	.042	5.788	.000 ^c
Ordinal by Ordinal	Spearman Correlation	.265	.053	4.753	.000 ^c
N of Valid Cases		300			

Table 23: *Chi-Square Tests for Users Trust and Novelty of Design*

(SQ2)		Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square		1203.562 ^a	396	.000
Likelihood Ratio		413.776	396	.259
Linear-by-Linear Association		101.638	1	.000
N of Valid Cases		300		

Symmetric Measures					
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Phi	2.003			.000
	Cramer's V	.472			.000
Interval by Interval	Pearson's R	.583	.051	12.388	.000 ^c
Ordinal by Ordinal	Spearman Correlation	.528	.047	10.731	.000 ^c
N of Valid Cases		300			

Table 24: *Chi-Square Tests for Link Organisation of the Facebook Page*

(SQ3)	Value	<i>Df</i>	Asymp. Sig. (2-sided)
Pearson Chi-Square	1781.445 ^a	506	.000
Likelihood Ratio	506.837	506	.481
Linear-by-Linear Association	141.211	1	.000
N of Valid Cases	300		

Symmetric Measures					
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Phi	2.437			.000
	Cramer's V	.520			.000
Interval by Interval	Pearson's R	.687	.046	16.331	.000 ^c
Ordinal by Ordinal	Spearman Correlation	.608	.042	13.234	.000 ^c
N of Valid Cases		300			

Table 25: *Chi-Square Tests for Users' Trust in ADP's Facebook Page*

(SQ4)	Value	<i>df</i>	Asymp. Sig. (2-sided)
Pearson Chi-Square	1291.234 ^a	230	.000
Likelihood Ratio	488.276	230	.047
Linear-by-Linear Association	81.125	1	.000
N of Valid Cases	300		

Symmetric Measures					
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Phi	2.071			.000
	Cramer's V	.419			.000
Interval by Interval	Pearson's R	.614	.061	11.009	.000 ^c
Ordinal by Ordinal	Spearman Correlation	.656	.065	11.125	.000 ^c
N of Valid Cases		300			

It can be concluded through analysis of the sub-questions revealed that users trust and the layout and aesthetic features of the ADP's Facebook page was positively related to

users' trust in the ADP Facebook. The Person's R -value is higher than -1, whereas the p -value is zero (0.000), which is less than 0.05. χ^2 -square significant value indicates that both dependent variable (Trust) and independent variable (Page Layout) established a mutual relationship to provide enough support for H_1 , which associated with layout and aesthetic appeal of the ADP Facebook page and was found to be positively ($y=0.656$).

This finding comes in agreement with the result of Allio (2014) which is that the robust design of the social media page would be creating a trust in the users regarding the genuineness of the page content and purposes. Daglio et al. (2014) indicated that a new design and visual appeal of the social media page is subjective, which matters a lot to gain the user's trust. Design thinking is also related to the decision-making process and policy formulation. The researcher argues that *"If the creative features of the Facebook page are embedded accurately, the user would be encouraged and interested in using the page with a gained trust"*.

The comments of the respondents revealed various opinions; notably, the females. 23 females out of 97 (23.71%) criticised the current layout as poorly designed and recommended to be similar as the layout of business organisations to support its usability; whereas, 51 males out of 203 (25.12%) gave similar comments of the females. In contrast, the comments of 226 respondents (75.33%), both genders, found that the current layout and aesthetic features of the page were reasonable and interactive. However, all the respondents disagreed congested content and much colouring on the page.

Part 3: Functionality, Accessibility, and Content Quality and Trust in the ADP Facebook Page.

H₂: *The functionality and accessibility are positively related to the user's trust in the ADP Facebook page.*

H₃: *The content quality and relevance of posted information are positively related user's trust in ADP Facebook page.*

SQ1 The functionality of the Facebook page makes ease of use

SQ2 The Facebook page is accessible, usable, and interactive

SQ3 The content is rich and informative and usable

SQ4 The Facebook page information content is relevant

SQ5 The posted information is authentic and reliable

The generated data from the regression analysis of the Part3 survey questions and H₂ are detailed in the **Tables (27-31)**.

Table 26: *Chi-square Test for Trust and Page Functionality*

(SQ1)		Value	Df	Asymp. Sig. (2-sided)	
Pearson Chi-Square		1282.625 ^a	440	.000	
Likelihood Ratio		497.195	440	.031	
Linear-by-Linear Association		88.004	1	.000	
N of Valid Cases		300			

Symmetric Measures					
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Phi	2.068			.000
	Cramer's V	.462			.000
Interval by Interval	Pearson's R	.543	.053	11.149	.000 ^c
Ordinal by Ordinal	Spearman Correlation	.553	.048	11.453	.000 ^c
N of Valid Cases		300			

Table 27: Chi-Square Tests for Trust and Accessibility and Usability

(SQ2)	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1269.791 ^a	374	.000
Likelihood Ratio	454.747	374	.003
Linear-by-Linear Association	155.687	1	.000
N of Valid Cases	300		

Symmetric Measures					
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Phi	2.057			.000
	Cramer's V	.499			.000
Interval by Interval	Pearson's R	.722	.045	17.992	.000 ^c
Ordinal by Ordinal	Spearman Correlation	.691	.033	16.496	.000 ^c
N of Valid Cases		300			

Table 28: Chi-Square Tests for Trust and Content Quality

(SQ3)	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1059.801 ^a	418	.000
Likelihood Ratio	464.889	418	.056
Linear-by-Linear Association	126.516	1	.000
N of Valid Cases	300		

Symmetric Measures					
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Phi	1.880			.000
	Cramer's V	.431			.000
Interval by Interval	Pearson's R	.650	.040	14.785	.000 ^c
Ordinal by Ordinal	Spearman Correlation	.610	.043	13.304	.000 ^c
N of Valid Cases		300			

Table 29: *Chi-Square Tests for Users Trust and Relevance of information*

(SQ4)	Value	<i>Df</i>	Asymp. Sig. (2-sided)
Pearson Chi-Square	1667.863 ^a	528	.000
Likelihood Ratio	460.293	528	.985
Linear-by-Linear Association	122.552	1	.000
N of Valid Cases	300		

Table 30: *Chi-Square Tests for Trust and Information Reliability/Authenticity*

(SQ5)	Value	<i>Df</i>	Asymp. Sig. (2-sided)
Pearson Chi-Square	1282.625 ^a	440	.000
Likelihood Ratio	497.195	440	.031
Linear-by-Linear Association	88.004	1	.000
N of Valid Cases	300		

It can be concluded through analysis of the sub-questions revealed that users trust and the functionality, accessibility, content quality of the ADP's Facebook page was found to be positively related to users' trust in the ADP Facebook. The Person's *R*-value is higher than -1, whereas the *p*-value is zero (0.000), which is less than 0.05. The significant value *Chi-square* indicates that both dependent variable (Trust) and independent variables (Page functionality and content quality) established a mutual relationship to provide enough support for H₂ and H₃, which associated with to what extent the users to navigate, search, share, and put feedback, and was found to be positively ($y = 0.553$) and ($y = 0.610$), respectively.

Keshavarz (2014) indicated that the web literacy is considered as a best practice to deal with any web-based applications including social media applications, which, in turn, enhancing confidence and trust while viewing or information sharing of Facebook community. Therefore, users could quickly assess how credible is information

contained on the websites, while they are usually very concern about security and privacy while making online transactions. They also indicated that there is an impact of perceived security and privacy on the trust developed by the consumers for every webpage to impact on the usability.

Regarding intention of users towards using web-based services and product marketing communication, Afshardost, Farahmandian, and Saqiq-Eshaghi (2013) investigated the individual's online purchase intention about website trust, privacy protection, and perceived quality. The theory of reasoned action was engaged in developing the conceptual framework to tackle privacy policy, perceived security and user trust are the three fundamentals of loyalty to any social media page, along with website also influences on the intention of individuals to visit the website.

Welch et al. (2004) concluded in their study that users trust cannot be gained without interactivity, transparency, and reliability of the social media pages, along with the relevance of the information to the user interest. According to the authors, these factors are directly associated with user satisfaction and indirectly linked with the trust of the people. It can be concluded through analysis that the association is significant between users trust and reliability of the social media pages of the Abu Dhabi police. The widespread success of many social media platforms and sites might be attributed to these significant criteria i) content sharing, and ii) sociability degree. Hence there is a relationship which leads quality and reliability of information content as a significant determinant of Trust through maintaining sharing and social interaction over the Facebook page.

The comments of the respondents showed significant variations not among the gender but the nationalities. The Emiratis (both genders) were visiting and sharing with ADP

Facebook more frequent than the Arabs or Asians did. Therefore, 135 out of 179 (80.01%) male Emiratis and 53 out of 64 (82.81%) female Emiratis valued functionality and accessibility advantages as very good. In contrast, 33 out of 42 (78.856%) of both Arab and Asian males highly valued functionality and accessibility as excellent.

Females from Arab and Asian participants did not put any comments that might be due to their rare use of the ADP Facebook page. Regarding the content quality, the comments from the 213 out of 221 (95.52%) male participants (all nationalities) brought suggestions for improving the pages; particularly, type of information and updating process. The 79 female participants agreed on adding space for women and children affairs, especially those related to family violence.

Part 4: *Trust and Security of Information Sharing and User's Trust in the ADP Facebook Page.*

H₄: *The user perceptions of privacy and security are positively related to the user 's trust in the ADP Facebook page.*

H₅: *The gained public trust in the ADP Facebook is positively related to the user 's participation intention of crime information sharing.*

SQ1 Trust in the ADP Facebook encourages you to share crime information

SQ2 Trust in the ADP Facebook could promote security awareness

SQ3 Trust in the ADP Facebook could be used in controlling non-serious crimes

SQ4 Trust in the ADP Facebook provides secure access and privacy

SQ5 Trust in ADP Facebook could make you accept posting criminals and crime news on to reduce non-serious crimes

The regression analysis of Part 2 of the questionnaire inquiries and H_{3a} produced the following results, as detailed in **Table 32**.

Table 31: Correlation Tests Show Users Trust in the ADP's Facebook

		Correlations				
		Q1	Q2	Q3	Q4	Q5
SQ1	Pearson Correlation	1	.188**	.461**	.352**	.453**
	Sig. (2-tailed)		.001	.000	.000	.000
	N	300	300	300	300	300
SQ2	Pearson Correlation	.188**	1	.437**	.264**	.355**
	Sig. (2-tailed)	.001		.000	.000	.000
	N	300	300	300	300	300
SQ3	Pearson Correlation	.461**	.437**	1	.470**	.678**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	300	300	300	300	300
SQ4	Pearson Correlation	.352**	.264**	.470**	1	.533**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	300	300	300	300	300
SQ5	Pearson Correlation	.453**	.355**	.678**	.533**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	300	300	300	300	300

It could be viewed from the sub-questions that related both H₄ and H₅ as reported in Table 30 given above that the correlation between sub-categories within the area of trust is statistically significant. It should be noted that the significant value of the Pearson coefficient should be between -1 and +1; in the given case it lies between 0.188-.678, which is significant, where H₄ recorded (y= 0.678), while H₅ recorded (y= 0.533), which means that there a potential participation intention. In the meanwhile, the p-value (sig. 2-tailed) is less than 0.05 (standard p-value), which clearly shows the significant results. Furthermore, the association has been determined between dependent and independent variables to strengthen the determination of trust, using the Chi-square test.

Our findings are related with the findings of the research conducted by Grabner-Krauter et al. (2015); they have indicated in their research that that valuable information, emotional and social support in the social media pages are restricted without trust. According to them, users trust is highly essential if the owners of the social media pages want the users to offer support and exchange/share information. In this regard, it is

stated that if users trust is there, the users can better help and support the police department in detecting and preventing the nonviolent crimes.

The privacy and security that should be furnished by the ADP Facebook were the core concern of both genders; however, all the female participants put much stress of the extent to which ADP could secure their personal information and how to use it. In contrast, the male participants expressed differently. The Emirati participants were not worried as they put complete trust and confidence in the ADP regarding their contributions. On the other hand, despite the Arab and Asian participants paying much trust and positive image on the ADP, but worried about contribution and participation; particularly, in information sharing. However, they expressed willingness to sharing over the ADP Facebook page in social and cultural issues. One more issue that all the participants agreed upon was releasing photos of female criminals on the page; this might be attributed to oriental sociocultural norms.

5.5.2 Active Participants

The analysis of the evaluation inputs of the survey participants revealed that:

- i] The quantitative analyses of the survey phase confirmed the proposed four hypotheses and independent variables that proved the central role of public trust in motivating participation intention of the participants to participate sufficiently in the ADP Facebook. These findings could be generalised to other social media sites, as well as community members.
- ii] The participants expressed a genuine interest in fostering crime information sharing with the ADP Facebook based on the ADP policies against misuses of such shared crime information.

- iii] The Emirati participants (n=243) conservatively agreed on the disclosure of crime and criminal news on the ADP's Facebook page, if necessary, helps in detecting crime (i.e., flexible that cultural resistance) helping community safety.
- iv] Trust in the ADP Facebook had motivated 208 out of 300 participants (69.33%) to participate regularly with comments, postings, topical discussion. Gender-wise, 169 (76.47%) males and 39 (49.38%) females from all nationalities considered as active participants, as detailed in **Table 33**.

Table 32: Active Participants with ADP Facebook- Genderwise

Gender	Emirates	Arabs	Asians	Gender %
Males	143 (79.89%)	23 (67.65%)	3 (37.50%)	169 (76.47%)
Females	34 (53.13%)	5 (38.46%)	0 (00%)	39 (49.38%)
Total	177 (72.84%)	28 (59.57%)	3 (30%)	208 (69.33%)

Regarding age of the active participants (see Figure 35; p.220), the analysis revealed that the age span between 40-49 years was the age of the most active participants, where the dominant active participants were males (n=131) to represent (77.51%) of this gender, whereas the females within age span 30-39 (n=30) were dominant active participants to represent 79.93% of this gender. The active participants above fifty years (n=6) to 2.88% of total active participants. The researcher observed that the active Emirati participants represented the majority of both genders. **Table 34** shows the age span of active participants based on gender.

Table 33: Age Span of Active Participants- Agewise

Age Span	Males (n=169)	Females (n=39)	Total
30-39	32 (18.94%)	30 (76.93%)	62 (29.81%)
40-49	131 (77.51%)	9 (23.07)	140 (67.31%)
>50	6 (3.55%)	0	6 (2.88%)

Regarding the academic qualifications of the respondents (n=300), the dominant awarded certificate was university degree (Batchelor, BA or BSc) by both genders to represent 80.34% (n=241), the holders of advanced degree (Master and Doctorate) represented 12.33% (n=37), while the holders of high school certificate were 7.33% (n=22). The researcher assumed that the academic qualification might motivate the participants in active information sharing and quickly evaluate the page content to gain trust. **Figure 35** illustrates the academic qualifications of all respondents and **Table 35** details academic qualifications on gender-wise.

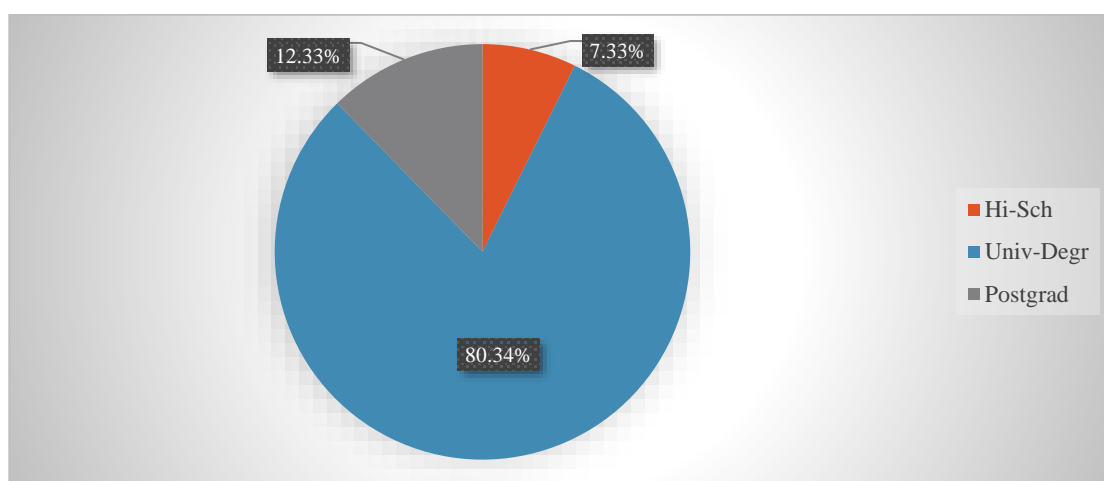


Figure 35: Respondents' Academic Qualifications

Table 34: Academic Qualifications as per Genders

Gender/Degree	Hi-School	Batchelor	Postgrad
Males (n=245)	18 (7.35%)	202 (82.45%)	25 (10.20%)
Females (n=55)	4 (7.27%)	39 (70.91%)	12 (21.82%)
Total	22	241	37

5.6 Building Conceptual Model- Remarks on Hypotheses Tests

The generated results from the quantitative analysis revealed that there were evident relationships between the trust of the Facebook users and the Facebook pages characteristics regarding page's usability, reliability, contact ability, the novelty of design, modern design, interactivity, visual appeal, perceived security, and relevance of information of the social media pages. However, the relationship significance varies from one variable to the other, but there exists a positive relationship between the dependent and independent variable. On the other hand, many scholarly studies in the field, as cited previously, supported the primary findings of the study.

By evidencing the significance level each determinant has with the dependent variable Trust, the inference has been drawn that these independent parameters build up Trust. Specific deviations have been suggested to design this outcome as the usability has been considered as part of the layout. The contact ability is under Security because this determinant showcases the inference as a police department or the staff can be reached easily; the social media page lands the audience to the right destination which is considered secure. Based on Pearson's coefficient and *p*-value, the proposed hypotheses have been accepted, and research questions answered.

The website is only focused on crime prevention and detection, or they are doing something interesting to motivate the users; responding to this question, the respondents appreciated that not just political communications, governments are also using the internet, particularly social media, to launch their awareness campaigns, educating the citizens and making them more informed and authoritative when it comes to decision-making. Similarly, the Abu Dhabi Government has launched several campaigns on

social media sites, which include health-related campaigns, traffic guidance, driving safety campaigns, ethnic integration, environment conduct, and many more.

The Abu Dhabi Government also has launched a social media campaign on raising safety awareness and integration of the efforts of all residents regardless the nationality. Thus, the ADE had taken an advanced step to create users awareness not just on social security issues, but also on government's efforts as a part of long-term sustainable e-Gov services with the hope that these community-orient police services could pave the way to establishing meaningful public participation over the ADP's Facebook page.

In this regard, one objective of this study has been achieved to measure and evaluate user trust; so that we can establish a benchmark for the use of social media for crime prevention activities. Moreover, we have successfully found the relationship between users trust and the ADP's Facebook page. Nevertheless, such gained trust could be a value-added asset to the efforts of the ADP in non-serious crime management.

The developed conceptual model provides some empirical support for scholars and similarly professionals and decision-makers who have argued that trust is pivotal to generating fruitful collaboration between organisation entities and community members. **Figure 36** illustrates in the proposed conceptual model explaining the core components of trust in the ADP Facebook to initiate online participation in information sharing.

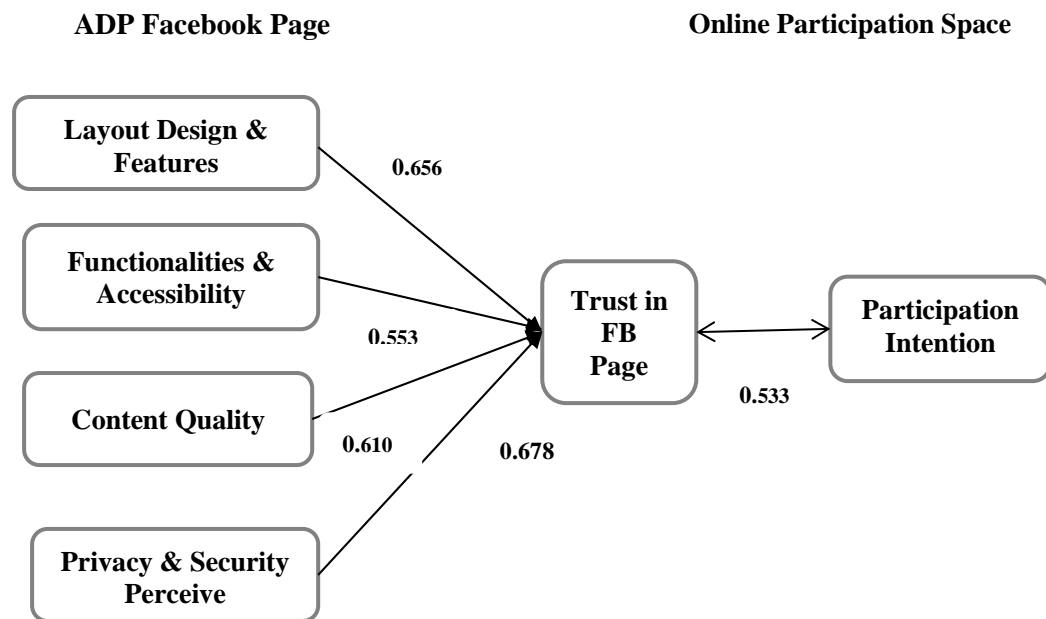


Figure 36: Study's Conceptual Model- User Trust and Facebook Page Use

5.7 Discussion

The advent of ICT, accompanied by its applications into the daily-life activities of the UAE residents had to change the landscape of social interaction and interpersonal behaviour of the individuals. However, the side effects of ICT are that the criminals got the most benefits from the emerging ICT to introduce different crimes. Thus, the police worldwide deliberately intervened with practical anticrime approaches to counteract new crimes.

This chapter discussed the benefits of social media as a strategic tool for the ADP Force regarding mutual information sharing with the public on the domain of non-serious crime awareness and management. It also shed light on the challenges of this massive social media impacts, which has introduced new types of crimes to the UAE whose Arab-Islamic sociocultural norms are dominant.

Social media gained rapid prominence within few years of its existence among the residents of the Abu Dhabi Emirate. Within a conservative and multi-ethnic community of the UAE, many residents were frightened by introducing a new communication paradigm that collapses the physical premises to reach unique destinations in a real-time to raise controversial issues, such as privacy, trust, and sense of security.

The security strategies of the ADP are based mostly on four main pillars; these are **i)** community safety; **ii)** sense of security; **iii)** social responsibility, and **iv)** information sharing with the individuals. Moreover, the ADP keeps pace with the emerging technologies that had impacts on society, such as social media platforms and mobile communication. The Abu Dhabi police are not only launching awareness campaigns, but it is also involved in minimising crime via the surveillance of Facebook accounts to identify any plans or any uprisings against the Abu Dhabi Government or residents.

The questionnaire survey aimed at gaining some insights into how the ADP could gain public trust through changing its image from only law enforcement agency to an active partner in the community welfare by taking different communication approaches. Moreover, how to integrate the use of social media to increase public awareness about community safety and security through minimising crimes as a part of the social responsibility of the ADP force.

Police social media is a new concept and practice in the UAE police departments while posting crime and criminal news on the social media pages is facing cultural resistance in the context of the conservative society of the UAE with which public trust in the police could meet this challenge. Therefore, it is worth tackling the issue of crime information sharing from residents' trust perspective in the context of the security problem of contemporary UAE society.

Within a social networking context, the survey attempted to **i)** determine what motivates people to use ADP Facebook with trust; **ii)** discover the relationships between public trust and online participation and sharing in the ADP Facebook, and **iii)** ascertain any gender differences in the use of ADP Facebook regarding crime information sharing. The quantitative analysis of the received responses captured the reasons behind using Facebook to provide some insights into the gender and age differences of the survey respondent. Such demographic information could be useful in detecting the motivations and related participation in the various ADP social media sites.

The random selection of the survey sample generated male dominance (n=245) out of 300 participants (81.67%) and female minority (18.33%). Despite that all members of the selected sample were educated and employed or possessing their own business, the female participants showed low-profile in using their social media accounts other than social issues (i.e., sharing with groups and women sites, shopping, health, and fitness).

Many women and Emirati; in particular, cease working after marriage and bearing children; consequently, their concerns changed to be feminine-oriented. Therefore, it was expected that the number of active female participants were far beyond the males'. However, since the issue of the survey was information sharing on non-serious crimes, which mostly committed by the teens, the female participants of the age between 30-39 years were genuinely interested in information sharing in ADP' Facebook as it was expected that they had teen children and would like to keep them in peace with the assistance of the ADP.

Likewise, the male participants of the age span (40-49 years) were shared the same intention of females in protecting their teens from involving in any law violation and causing non-serious crimes. In contrast, the males were more active and frequently

sharing with comments in the ADP Facebook; this might be due to their interest in general public affairs and having a positive image towards the police force.

The UAE imposed a bundle of laws and regulation to harmonise and control any ethnic tensions and support tolerance of their citizens towards the foreigners. Therefore, the foreigners are very conscious of adhering to these imposed laws; that is was that their criminal records are low if compared to the UAE citizens. Therefore, the participation of the non-Emirati participants (n=59) was meagre since there is still a type of tense relations with the police force.

In general, the survey respondents displayed a particular demographic feature that the ADP should consider in designing its Facebook page and posting information and content that reflect the gender, age, language, and different ethnic culture to be in line with the interests and expectations of the residents of the Abu Dhabi Emirate.

The ADP is, therefore, involved in community responsibility by employing social media applications in facing unwelcomed social phenomena that might lead to the spreading of many types of crimes. Consequently, such emerging technology in the field of information generation and secure communication had made the society more complicated as a result of the advent of new online-based human activities, such as e-business, e-learning, e-government, besides online shopping, and recently the Internet of Things (IoT) applications.

The primary findings of the quantitative analysis indicated that there is a directional relationship between users' trust and participation in the ADP Facebook page. Moreover, the design features and content quality that reflect different demographic preferences and interest could sustain continuous information sharing and users' inputs.

Nevertheless, the efficient management and update of the ADP's Facebook page could execute the ADP strategy of establishing a two-way channel of crime information sharing to improve non-serious crime prevention and detection. Therefore, the ADP could use social media sites effectively in anticrime management, whereas engagement of the social media users into ADP's anticrime efforts would be an added-value asset.

There are specific measures to be considered for designing and functioning of the social media pages in real-time to promote success in building the desired trust in social media pages, and this would be possible only if secure social networks and its management exist which is related to users' trust. Due to different experiences, it is stated that the work to be carried out must be a work of interdisciplinary teams. In this context, it is appropriate to recommend to the authorities responsible for users policies in order to strengthen citizen security, the use of these new technologies in the field of social networks as a valuable instrument to involve the same society in the design, supervision and control of strategies for the social prevention of crime and uncivil behaviours, generating the necessary social responsibility that, in the end, will reinforce social coexistence. The ADP on its Facebook page had also issued warnings regarding traffic violations.

Also, the Twitter account is actively used by the Abu Dhabi Police to not only create awareness regarding traffic issues or any other violations; it is kept up to date in case of any significant event or any law violation that may be dangerous to the lives of the residents. Mainly when there are any accidents or any other problem, the Twitter account is updated regularly to keep the residents informed as to which areas they should avoid and which alternative routes they should be using.

Although the news of crimes and the detection and arresting of the criminals are routinely appeared in the UAE-based dailies but posting such news on the social media platforms are still encountering with sociocultural barriers since the UAE society still keeps its conservative traditions and norms. Thus, the ADP needs legislative support to use Facebook in the anticrime campaign and avoid any reputational risk. Nevertheless, the survey gave us an encouraging sign that almost all the participants expressed their willingness in sharing information with the ADP for the favour of their community safety, security, and peace.

As reported in this study, the current ADP's Facebook page is still at its experimental phase, while using an Arabic interface, along with posting the current news and events occurred in the ADP community, along with awareness campaign only. Consequently, the actual interaction and information sharing are still weak. However, the survey respondents expressed their genuine interest in involving much in the Facebook exchange of information and opinions if the page contains interesting information and relevant to their concern. However, Social media offer the ADP a new approach to create transparency, as well as to increase opportunities of the public to participate in the improvement of public services and its social responsibility.

5.8 Summary

Doubtless, the social media sites had promoted public communications and interactions to advanced patterns with customers and other stakeholders. Despite these enormous advantages, it is fraught with challenges. Social media has now crept into many domains to socialise their members within the virtual sphere and proved effectiveness regarding using in the intra-/interdepartmental communication and information sharing between

the boardrooms of business organisations, councils of the governmental entities, and security forces.

According to Oinas-Kukkonen (2013), social networks have become the spearhead of the Police 3.0 as they want to take advantage of innovation and new technologies regarding tools that make it possible to detect threats and anticipate crime proactively. Thanks to the participation of the community members to foster police anticrime management by using the social media platforms that minimise the time spent in discovering the crime and reaching criminals.

This type of detection strategy is part of the idea of predictive policing, a phenomenon. Currently, several police departments apply techniques of this style and use software specially designed to perform data analysis and crime predictions in real-time. The Police 3.0 plan, meanwhile, also includes the use of new tools that work on geolocation issues in order to make a smarter patrol. In general, the police efforts are focusing on how to prevent crimes instead of explaining the criminal behaviours.

Chapter 6: Conclusion

The rising importance of the Internet in webbing the various entities of the society, on which the popularity of social networking sites (social media platforms) has vehemently increased. So, the social media applications have drawn the attention of police organisations worldwide to the vital role of the social media in the regular communication with the public to gain the public confidence and trust in the police. Doubtless, both confidence and trust are crucial issues in any country because of its close association with the legitimacy of a police force (Jang et al., 2010).

The Web and social media sites are speedily infiltrating all aspects of the UAE society and organisations' activities; notably, in transferring the government bureaucracy into e-government paradigm and shifting service paradigms to e-servicescape and providing various routes to mass communication. Therefore, various models have been formulated about the customers' acceptance and use of online-based services that provided by various public entities, and the potential impact of the social media more specifically (Vissers & Stolle, 2014).

The online sphere does not only offer individuals the possibility to incline to e-public services. However, building trust and respect of privacy while performing online transactions could allow individuals to engage actively in forms of information sharing activity that was previously not available. The promotion of community safety and sense of security through using social media platforms is one of the fast-growing examples of online policing participation, especially in the information society and among the Internet users (Vissers & Stolle, 2014).

Although there is a dearth of related information in the existing literature on the topic of this dissertation; however, the researcher had taken this research theme for the following motivating reasons:

- i] The ADP entrusted the researcher with directing the newly established Social Media Department that dedicated merely to incentivising the public for sharing information and feedback on the issues of the ADP's anticrime interest.
- ii] The ADP's Facebook page has become an electronic bulletin board upon which an ADP-public interaction would be taking place. The ADP officers are currently using the official Facebook and Twitter among themselves (closed circle) as a communicating channel for security issues (e.g., accidents, crimes, violence, and the like).
- iii] The keen interest of the ADP in using the social media-enhanced dialogue with the public to make as a crime-free society a reality as possible.
- iv] The researcher found that anti-social elements generate many non-serious offences through a variety of social media platforms. Therefore, there is a crucial need to address this security issue using conducting a scholarly study on this hot topic.
- v] The applications of Facebook by police departments in detecting crimes in Western countries had sparked a deep interest in bringing such application to the ADP Directorate. Professionally, the researcher would gain the latest knowledge in this exciting field and share it for improving the performance of ADP Department.

The social media site allows any user to create a page (an account); then the user can create virtual community members or groups sharing common interests and goals for providing support to friends and other members. For instance, the Facebook population

is currently exceeding populous countries, such as China and India. The recent statistics report generated by the Facebook Society (2018) reveals that Facebook users attracted about 77% of Internet users created their Facebook pages for personal or business purposes. Such popularity of Facebook motivated the many governmental entities to create a Facebook page to sustain their presence in the surrounding society.

According to Joinson, Reips, Buchanan, and Schofield (2010) argued that “*Despite augmented apprehension about challenge of gaining sustainable trust and protecting the privacy posed by the advent of Internet and social media into many organisations and individual uses; however, there is little evidence that user's privacy concerns have been translated to trust-enhancing behaviours while the user engages online*”; their statement indicates that privacy and trust are operating in a mutual relationship, such that a lack of one might weaken the other. In contrast, the widespread use of such digital tools has accompanied by behaviours that might promote unwelcome strife within an otherwise peaceful society.

6.1 Achievement of the Research Objectives

- **RO₁** (*To determine how ADP incorporated FB in non-serious crime detection and prevention employing crime information sharing from the perspective of the FB users' trust, as well as highlight the potential consequences of FB misses (e.g., faked and inaccurate shared information) that might spoil mutual trust between the two partners*): This objective highlighted the possible knowledge gap for a better understanding of mutual trust in enhancing police-public two-way FB-based communication. The benefit of this communication channel would be supporting the applications of police social media to non-serious crime detection and management. This research objective achieved by conducting a

comprehensive review of the extant body of relevant literature. The gap was found in the scarcity of written scholarly studies regarding the role of public trust in police social media for managing non-serious crimes within the context of the UAE conservative society, which would be an example of other Arab countries; particularly in the Gulf. Regarding FB misuses, this objective probed the ethical issues (including trust) while ADP was providing and sharing information with the community members, both UAE citizens and expatriates. Thus, keeping the momentum of mutual trust needs accurate and helpful information without causing harms to any individual. (**Chapters 2 and 5**).

- **RO₂** (*To determine the social barriers associated with using FB ethically in deterring non-serious crimes in the UAE context by gathering data through interviews and survey*): This objective enhanced consideration of the sociocultural dimensions in establishing a two-way FB communication while ADP incorporate social media to establish social media policing services as a new genre of ADP community-oriented activities. This objective achieved by retrieving the experience of many police departments worldwide in dealing with multi-ethnic societies based on sociocultural diversity to provide robust community safety and sense of security (**Chapters 2 and 5**).
- **RO₃** (*To test and analyse the proposed hypotheses dedicated to developing a model of FB-based information sharing in the UAE context*): This objective focused on testing and analysing the applicability of the FB-based information-sharing model in improving non-serious crimes detection in the context of multi-ethnic and sociocultural spheres through the sustainability of public trust-enhanced communication. This objective achieved by developing a conceptual

model of best police practices of using FB. The developed model based on Harris and Goode's model (2010) of e-service scape (**Chapters 4 and 5**).

- **RO₄** (*To determine the best policing practices of using the FB facilities through reviewing existing literature on using FB facilities by police agencies worldwide*): The ubiquitous use of social media in policing had sparked genuine interest in scholars and researchers to determine the best practices of various media platforms for improving their security issues and social responsibility. This objective achieved by synthesis of accumulated data through conducting serious interviews with social media experts (n=20) (**Chapter 4**).

6.2 Study Findings- Revisiting

Online Social Media (OSM) are a group of universal platforms built by using digital web 2.0 platforms of different mechanisms or technological vehicles whose general characteristics are: **i)** Digital and convergent of computers and ICT, **ii)** Incorporating a combination of audio-visual and text, and **iii)** Possibly connecting video conferencing, scanning, and interactive tracking. Therefore, social media revolutionised and reframed the way the people of all races, classes, and nationalities connecting through facilitating information sharing, user-created content, collaboration across groups of people and develop relationships in society and at the workplace (Leonardi, Huysman, & Steinfield, 2013).

Therefore, the creator of an account/page on one of OSM platform plays a crucial role in individual decision-making of users in OSM. Thus, the creator's capability of addressing a broad audience gives them influence over their audience regarding their participation and sharing in the OSM page. The posted content to social media accounts

might include written text, pictures, videos, or most anything else that could be self-represented digitally (Stopfer & Gosling, 2013).

Many countries; therefore, put much concern on monitoring the content of social media sites without violating the privacy or misusing laws for the sake of retaining the trust of social media users. Thus, site blocking, content censorship, or warning the users are being legal measures to avoid any instability or disturbance of the typical community disciplines and tracking the suspected individual's personal information on misusing social media (e.g., circulating rumours, false news, defacement, and alike).

Globally, the users' perception of the police has been consistently overwhelmingly negative. This traditional negative perception withstands the active participation of the public in sharing the necessary information with the police departments; sometimes, this information could be vital in the detection of crimes. Moreover, many studies suggested that the media management of police-community communication patterns regarding the approaches of the ADP officers towards the community, in general, and individual citizens, in particular, could trigger a more significant effect on public trust in the police (Hohl, 2011).

The police departments initiated intensive awareness and public communication to change this rooted perception into a positive attitude and active participation based on mutual trust. This aim was formed to examine: **i)** improvement of the ADP's sites from layout desirability, functionality, content quality, and perceived security to be policing-oriented page as platforms of sharing non-serious crime information with the public, and **ii)** the extent to which the ADP's social media sites could gain the trust of the ADE residents in information sharing regarding community safety and sense of security?

The police seek to maintain order and discipline to ensure the sense of security of individuals and groups and enhance the role of local government in promoting the consensus police-community cooperation. Police departments worldwide have begun to recognise the potential opportunities offered by social media-based application to fit with users' demands and have started to introduce information and transactions online in what is now called *e-policing*.

Likewise, the use of information from Facebook and other social media sites is becoming an essential part of police investigations and criminal litigation in many countries (Chang, 2018), including the UAE. On the other hand, trust in the police force is an essential concern in any country because of its close association with the lawfulness of a police force. Next, confidence in the police force is known to have a remarkable influence on citizens' perceptions of personal safety and fear of crime (Alalehto & Larsson, 2016; Jang et al., 2010).

In the ADP context, social media facilities expanded the boundaries of the ADP's social involvement significantly through removing the socio-psychological barriers between the policeman and community members under the umbrella of imposed laws, regulations, and sociocultural norms. Furthermore, police agencies should be aware of the fact that all social media websites would be excellent tools if groups of professional criminals could have used them in committing cybercrimes. Hence, information security and trust in disseminated information should be integrated into fighting non-serious cybercrime.

This empirical study is exploratory and employed the Facebook platform as an example of social media to investigate the potential relationship between trust in, and use of the

ADP Facebook page is based on the relevant scholarly research studies to consider as reference sources, there were:

- i] Cugelman, Thelwall, and Dawes (2009), which talked about the usability and credibility of the website that could build the trust of the users based on their exciting page content.
- ii] Boateng (2012) that talked explicitly about related to the field of police associating with crime detection and prevention.
- iii] Chang (2018), which discussed using social media evidence in criminal procedures.
- iv] Harris and Goode (2010) and Harris and Ezech (2008), which considered e-service efficiency, trust, and purchase intention are essential for successful online shopping intention.
- v] Hohl (2011), which investigated the trust in police from a citizen perspective.

The reference mentioned above sources suggested that the content analysis approach is a suitable method to analyse the interview data satisfactorily. This empirical study did not claim to propose a robust and workable solution, but it intends to mark some significant contributions that could enhance relevant knowledge regarding how the ADP could utilise Facebook in sharing information with the public that would be helping in combating the common non-serious crimes. The ADP defines non-serious crime as *“The police case that does not report the use of any force or injury to another person; in contrast, the use of a weapon can raise the seriousness of the crime.”* Some of these crimes are blackmailing, defamation, bribery, cheating, environment misconduct, damage to public property, and the like.

The findings generated from the mixed research method confirmed the relationship between the users' trust and their intention in participating and use the ADP Facebook page as an example of other ADP's social media website by answering the two research questions i) *How does the ADP employ social media sites in police-community communication to gain the desired public trust?*, and ii) *Could the gained users' trust in the ADP Facebook page play a significant role in driving information sharing intention of the users regarding social media-based detection of non-serious crime?*

The ADP would get the most benefits from these findings in the integrated social media into crime detection and prevention measure. Thus, the ADP Force could identify the social sphere and norms that could engage the society members in keeping community safety and maintaining a sense of security. Moreover, the ethical use of the social media platforms; mainly, the Facebook information is essential in trust-building and acceptance the invitation of the ADP for sharing information, not only about the crimes but general information that increase the mutual transparency and visibility between the two partners.

How the police aim to change their forms of communication with the public can be understood as 'ICT innovation', which refers to the development of new applications involving new configurations of ICT – some existing, some still in development. In other words, 'ICT innovation' refers to the process of developing a new kind of telematics service in an environment of global communications between citizens and public services, involving access to information, advice, and assistance. The digital technologies need to be embedded within service provision, and in turn, services may need to be modified about the technological means of access. Thus, there may be

changes in service provision and changes in technological means of service provision to provide new forms of service provision.

Consequently, the ADP engaging the social media and mobile phone messages purposely for increasing the public awareness regarding some safety issues (e.g., avoiding the road and highways accidents during fog) and security measures (e.g., secure house while the resident is away). The central argument of this dissertation as stated, *“If the Facebook users had gained trust with some factors in the official ADP’s Facebook page, then they will be interacting more with the ADP’s Facebook through sending information, inquiries, and feedback comments while getting helpful information regarding security issues of their interest.”* Such mutual connection would be a practical approach in implementing an effective awareness strategy of security to mitigate nonviolent accidents “crimes”.

Both quantitative and qualitative research in the context of mixed-method focused primarily on the interface design, layout, content quality, and security components of the ADP Facebook page purposely for gauging trust-building and acceptance of the community of the Facebook users. The survey participants (n=300) shared with their feedback in answering the questionnaire and fed us back with constructive ideas and suggestion. The primary concern of theirs was the security of transactions and privacy. However, a considerable number of them; notably, the expatriates, visited the ADP’s Facebook page once and possibly not shared with any feedback. In contrast, they expressed their genuine interest in sharing and communicating with the page if relevant and interesting issues are posted in the future.

The police departments around the Arab world are starting to use social media to communicate with their people with the hope of making a significant step towards

bringing the community members to contribute in engaging the police in sharing their efforts in the anti-crime campaign. The theoretical model that builds upon the quantitative analysis could be groundbreaking regarding the formation of a model for trust and acceptance of the content of the ADP's Facebook page regarding disclosure of crime and criminal news. However, the developed model could generally be representing similar sociocultural setting in other Arab countries; notably, the neighbouring Gulf States (conservative norms, multi-ethnic as destinations of job seekers, and ICT is widely used). Therefore, the model could be implemented successfully or modified, where it is appropriate to fit with policing activities in various countries.

The interview survey aimed at gaining some insights into the impact of Facebook page structure and contents on possible attitudes of the public users that might be associated with privacy and self-expression. The collective interview feedback of the participants (n=20) revealed that self-representation, trust, privacy, and online disclosure on the Facebook are not limited to individual users but nowadays extended to be a notion to business and governmental organisation in the era of information explosion (Joinson, Reips, Buchanan, & Schofield, 2010).

Taking into account the visibility of self-disclosure on the social media platform would be reasonable to suggest that prolonged exposure to conventional practices of personal or organisational information exchange could impact perceptions associated with disclosure practices. Therefore, the link could be established between exposure to message themes and social reality perceptions over the social media platforms (Gibbs, Ellison, & Lai, 2011).

Regardless of the many meaningful outcomes obtained in the present research study, it was not without encountered limitations. First, the study's subjects were the Facebook page of the ADP in the social context of the Abu Dhabi Emirate. Another limitation was that the measurement of the actual use of the ADP's Facebook page based on self-assessment, whereas collecting data on actual use from the Facebook transactions would yield a more accurate representation of Facebook use. Finally, the overall *R*-Square explained in the present study may indicate a need to include other constructs, such as individual professional experience, compatibility, and quality of working life for a more accurate prediction of the behavioural intention to adopt Facebook. Such limitations could invite further research.

The study achieved its aim and objectives through:

- i] Exploring within the relevant scholarly literature the possible factors that could influence gaining trust in the police social media (**Chapter 2**).
- ii] A better understanding of the fundamental theories that defined the non-serious crimes and criminal behaviour (**Chapter 2**).
- iii] Investigating the gained trust of FB's users (the ADP considers them as a freelance reporter) in sharing information of ADP's interest (**Chapter 4**).
- iv] Defining the possible relationship between non-serious crimes or antisocial behaviour and widespread social media use and suggesting and evaluate appropriate countermeasures regarding non-serious crimes (**Chapter 5**).
- v] Providing policing social media officers with an innovative model for the FB applications in disseminating and promoting sustainable community safety knowledge and non-crime information to targeted audiences (**Chapter 5**).
- vi] Identifying the potential role of public trust in ADP-community non-serious crime information sharing, as well as understanding the resistance of the

conservative society of the Abu Dhabi Emirate regarding disclosure of crime and criminal news on the ADP FB (**Chapter 5**).

6.2.1 Rationale, Contribution, and Significance of the Study

The rationale for this empirical study stems from the need for police departments in the UAE to use more effectively state-of-the-art anti-crime management approaches and methodologies. The use of social media in detecting and admissible evidence is still at its early stage in the UAE police departments. Moreover, there is a lack of professional experience and scholarly research conducted in this domain in the UAE. Therefore, this study lied massively on the relevant research studies conducted in other countries. Consequently, the study also attempted to fill the knowledge gap in the UAE scholarly literature regarding the potential use of social media; notably, Facebook in non-serious crime information and detection.

The generated findings from this study offered practical perspectives for executing the police FB-based two-way communication channels for the benefits of both partners ADP and residents of the Abu Dhabi Emirate. Thus, the contribution of this study is to both theory and practice. The primary contributions of this study are:

- i] Designing a framework that guided to the development of police social media model, policies and practices for the use of FB as a tool to support ADP through highlighting the broader and systematic deployment of the social media policing in the detection and prevention of non-serious crimes.
- ii] Addressing a gap in the existing body of the UAE literature on using FB in non-serious crime management from users' trust perspective.
- iii] Explanation of how the ADP officers could aggregate public trust.

Hence, the academic significance of this study would be:

- i] Offering practical insights to ADP policymakers into using FB to engage with the public in communication, interactions, and knowledge sharing.
- ii] Identifying the social factors that could determine the success or failure of Facebook applications to the detection and prevention of non-serious crimes in the Abu Dhabi context, in particular.
- iii] Giving evidence of the impact of public trust on improving the ADP practices in non-serious crime management.
- iv] Bringing a broad concept to the ADP senior officers about what their peers at the reputed police departments are professionally using their social media sites to facilitate interactivity with the public and solving the potential associated challenges.

6.2.2 Practical Implications

This study invaluablely contributes to the existing body of literature on issues of privacy and self-disclosure on ADP Facebook page as an example of using social media in police activities. Moreover, the study retrieved scholarly studies that offer a more comprehensive and meaningful perspective of the trends in privacy perceptions and disclosure behaviours among social media; notably, Facebook users. As the diversification and the accessibility of social media continues to grow, examining changes in information dissemination and privacy boundary regulations become increasingly essential to understand further how personal and organisation identities are created, developed, and managed over time.

Implementing Facebook-based information sharing practices with the public and peer governmental bodies to enhance the role of the ADP in imposing effective anticrime

strategy and measures. Such interrelationship between ADP and various community entities is critical, especially in while the ADP is working to develop its social responsibility and technological capabilities.

Furthermore, running a Facebook-based mass communication and a sort of public relations requires the use of a new concept of communication and self-disclosure and expression, along with an active public awareness system. This research has tremendous practical implications for the police officers and mass media organisations in the UAE to mobilise the efforts for keeping the society peaceful, and community members gain a sense of security.

For the security policymakers and planners, the results generated from research-based statistics showed that the population of urban Emirates/ cities of the UAE has a better understanding of the social media usage and knowledge exchange. This suggests that policymakers must devise better policies while focusing on the population resided at the outskirts of the urban areas of the country to enhance their knowledge, literacy, and understanding about the social media's effectiveness. The policies to make use of digital technology among all segments and the young people of the country are an essential aspect of devising a social media usage policy.

Each Emirate of the UAE can focus on the collaboration of its employees to educate people about fundamentally understanding of the importance of social media's use in productive and rational purposes, such as prevention and detection of non-serious crimes. For this purpose, each police department should have its version of social media learning pattern and system which must fit the institute's scope of the study. It should be innovative and awareness activity in the organisations and users' places by the social activists.

The activities of these organisations would be fruitful since the society of the UAE contains different cultures, ethnicities, regions, and countries. To conduct a comprehensive and successful knowledge exchange with regards to the efficient usage of the social media in controlling the non-serious criminal activities, the law enforcement authorities can launch a specific smartphone app which can be promoted at the electronic media, users' point, and shopping malls.

Thus, the researcher hopes that the ADP Communication and Outreach Department of (Social Media Unit) considers the results and recommendations in this dissertation if it is to improve its self-presentation to gain the desired public trust, in turn, keeps loyalty and satisfaction of its users. The ADP as a society-focused organisation, it is an urgent necessity the blend its public relations with such emerging ICT applications for improving its community-oriented policing practices and mission.

6.2.2 Lesson Learned from this Doctorate Study

The findings of the research provide a unique and compelling learning experience in the area of understanding the factors responsible for enhancing social media usage in law enforcement for UAE government agencies. The consideration of factors which are associated with a successful trust-building of a particular social media pages regulated by a social media management team is encouraged because the research findings have opened new dimensions and factors of social media usability.

The findings of the study have developed a better understanding of the relationship of the trust-building for the police department's social media pages and specific usability variables associated with it. The overall research has opened new dimensions in the research area of usability assessment by studying a variety of factors other than manipulation of the social media pages and accounts made for crime detection and

prevention. Also, the experience of conducting this has enhanced the learning of applying quantitative methodology with the help of using complex descriptive analysis (Finkelhor, Shattuck, Turner, & Hamby, 2015).

It is found that the selection of a research area and problem associated with exploring the sensitivity of using social media is problematic as it is associated with human beings and their cultural paradigm. For this purpose, an in-depth literature review and the associated reading patterns is a critical way to find the substantial information associated with the usage of social media effectively to prevent non-serious crimes in the UAE socioeconomic context.

The main contribution to the knowledge of the current research is in the domain of UAE law enforcement and crime regulation by using social media. The cultural and regional context, language and social trends indicated the most significant challenges to building an adequate level of users trust. Also, there are individual contributions to the knowledge about the participation of people and Internet users to participate in the law enforcement-based problems actively. At the first stage of the research process of a unique data set has been collected about students in the UAE segregated social media usage in connection with the law enforcement social media pages with various backgrounds and locations.

The UAE's cultural and social pattern is based upon conservativeness. The social norms practised by people are different in culture. There are many different results associated with the use of significant relations between the importance of users trust-building and usability of the social media pages for law enforcement purposes (Jewkes, 2015). The application of quantitative research methodology to the study increases the utility of the authenticity and objectivity of the results.

The fundamental reason for applying quantitative methodology is that quantitative data offers an indirect assessment of the usability. The data can be based on the performance of users on different variables. Also, the quantitative assessment reflects the perception of participants regarding usability such as ratings and satisfaction concerning the usability of the social media pages for the assistance of the law enforcement agencies. The pattern used in the quantitative methodology merely is based upon the development of a specific hypothesis and checking their relevance/ authenticity. There can be specific challenges associated with implementing the particular points of reference. Therefore, quantitative research can enable the researchers to investigate further different variables related to usability with a known standard or with a previous design or a competitor.

The research pattern and its relevance applied in this particular study are based upon the findings of the fact that the learnability about the social media-based campaigns run by the UAE authorities to prevent the criminal activities has a direct impact on trust-building methodologies adopted for using that particular social media pages. To enhance the acceptance of social media-based systems, the government must enhance the learnability of the users through promoting the culture of research to illustrate of social media usage (Patton. Hong, Ranney, Patel, Kelley, Eschmann, & Washington, 2014).

It is indispensable to take into account all interacting elements of a situational, social, labour, economic, cultural, educational and religious nature, among others, so that as a whole, they are within the range of appreciable in order to ensure that each member of society, through social networks, feels identified, and at the same time integrated with the strategic objectives of the preventive plan, achieving in them that feeling of solidarity so necessary for citizen security and social coexistence.

Finally, the police presence in social networks must also have the delicate mission of tracking and monitoring the entire virtual fabric through the implementation of an early detection model that allows the National Police and State security agencies to interpret the citizens' concerns and the threats of computer criminals. Especially, those threats that threaten the user's trust and may create widespread confusion, such as the use of false "news", because they also limit the citizen's right to receive accurate information. This is prevention; this is the best way to anticipate the risk and be able to activate a system of appropriate and timely responses.

To this end, the police authorities would have a source of immediate information to take the pulse of what happens in each area of the country in a focused manner and as a whole, allowing to have the ability to detect early, suspicious movements, malicious actions or disclosure of false "news", which would give him a margin of time to make recommendations and implementing preventive or dissuasive actions, providing an efficient users service and transforming the social network into a reliable source of the UAE state.

The researchers can take advantage of the enormous potential of the power of communication that social media gives us to strengthen citizen security in the great "virtual showcase" of social networks, since within that infinite cyberspace cosmos, where billions of business, personal data flow, state secrets and the finances of the planet, there is a lucrative virtual cybermarket that must be patrolled, protected and safeguarded by a prepared cyber police.

It is worth to note that, these findings and conclusion are about the UAE segregated societies and communities to understand the importance of social media in a real-life-based paradigm. This research focused on the relationship of development users' trust

and social media usability for crime-related social media pages. In light of the current research findings, there are many future research-oriented possibilities to further look at different issues related to social media usability, which is not yet covered by this research.

6.2.3 Further Research Possibilities

- i] Further research could be conducted out to develop a better understanding of various social groups of the Abu Dhabi society (children, young, and adult based on their gender) about the effectiveness of social media in maintaining the desired security sustainability.
- ii] A comparative study on the users' social media using behaviour regarding their preference towards diversified social media-based systems (e.g., Facebook vs Twitter) and making them on an open-source knowledge-sharing pattern.
- iii] Investigating the use of multiple police social media sites as an advanced strategy to approach different population groups through appreciating their platform preference taking into account the age, gender, academic level, reading abilities, and sociability as crucial success factors of building mutual trust and information sharing with the ADP.
- iv] Developing appropriate social media content devoted to visually impaired people, such as adding Braille scripts or voice tool to follow the page.
- v] Designing the page layout and content according to the demographic structure of the community to reflect their needs and issue of interest that could motivate their participation.

6.3 Recommendations

Based on the findings that generated from the data analyses of both research methods, this dissertation also proposed a list of recommendations for the ADP Directorate that might help in reducing the potential resistance being associated with some social factors and affecting the public trust, acceptance, and diffusion of the ADP's Facebook page and its information service and posted news among the community members. As this research is based on the potential use of ADP's Facebook page in the detection and prevention of non-serious crimes, lessons learned could support some recommendations for the future success of the Facebook-based information-sharing programme as:

- i] ADP's officers and staff are literate in using social media and computers. Thus, involving social media and computer-based transactions in the various work routines and work tasks will support the shifting paradigm of communication with the public. Therefore, the ADP should design its social media pages and account as attractive as possible to serve as a cyber-bulletin. Thus, the ADP also should conduct a trial test on the ADP's Facebook page for investigating the public trust, acceptance, and opinion about the quality of design and content.
- ii] The ADP should initiate a public awareness about the social responsibility of the individuals for maintaining community safety and peace through effective information sharing and mutual trust. Moreover, the ADP should pledge social media users to respect their privacy and keep them on the safe side if they are willing to involve in information sharing.
- iii] As the research findings suggested, there is a vital need for regular training and improvements to the ICT skills of staff members of the Communication and Outreach Department. Therefore, the ADP should introduce training and development (T+D) programmes to increase the abilities, skills, and experience

in the social media-based approach to the multi-ethnic and cultural society of the Abu Dhabi Emirate. There also could be the arrangements for regular lectures from user's experiences where challenges and experiences of using Facebook and other social media could be spoken.

- iv] There are many ways organisations could increase their staff awareness. For instance, the ADP can form and post different types of posters on the Facebook page. These posters should illustrate and explain the various advantages of information sharing in maintaining community safety and crime prevention. They could also show how easy to use and navigate the Facebook page is. So, the ADP could also consider designing and printing brochures/flyers that would be widely disseminated amongst the community members. By doing so, curiosity and interest within community member would be encouraging them considering employing the ADP Facebook page in their communication and inquiries.
- v] The ADP should make its Facebook page an active forum of police-community dialogue. Therefore, the page content must be updated and relevant to the interest of the public. Moreover, the ADP should adopt a similar approach of the private media and TV channels that invite the social media users to send any videos, snapshots, or pictures. In this case, the ADP could use the sent related stuff to detect accidents, non-serious crime, or low-level violence.
- vi] The ADP staff members who are aware of the benefits and advantages of social media and e-information services are the ones who had prior experience or knowledge could be the face and communicators with the public. Therefore, increasing staff awareness will increase Facebook-based information sharing with the public.

- vii] For Facebook page implementation, two main issues should be addressed. The first issue relates to the simplicity of the Facebook page. It was learnt that easier to understand and visualise web pages, and not multiple e-information services and the content will attract users. The second issue is the design of the Facebook page. Web page designers should be aware of the users about to utilise Facebook e-service. Therefore, the designers should know that staff members from diverse backgrounds, with limited use of the computer, internet or e-service experience will be employing the Facebook-based e-information service. Therefore, the unique web page should be, in the instance of ADP, colourful and should have a user-friendly interface.
- viii] The ADP is required for developing a web chat room or blog that both the ADP and social media users would be focusing on crime prevention that, in turn, could provide more opportunities and routes to the citizens to respond and discuss information and material posted by the ADP. Because blogs could be interactive, they encourage dialogue with a department and provide valuable community feedback. A crime prevention blog also could help to connect law enforcement executives to their community and improve accessibility.
- ix] The ADP can initiate sessions for promoting crime prevention events. The ADP concerned department can use all of their social media tools—Twitter, blogs, Facebook, and so on—to organise and promote crime prevention activities and events. Example activities, such as *celebrate safe communities*, the day of a night out, local community fairs where department officers will be presenting and conducting relevant activities, and distributing free shirts and cups bearing the event motto.

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Appendix 1: Questionnaire Survey

Letter to the Survey Participants

Dear Esteemed Participant,

Invitation to Participation in Academic Survey

I am pleasantly inviting you to participate in a **questionnaire** survey for an academic research study as a part of my PhD at Cardiff Metropolitan University, UK. My study aims at investigating “*The Effective Use of Facebook by the Abu Dhabi Police in the Detection and Prevention of the Crimes: The Role of the Public Trust*”. For the sake of anonymity, your contacts will not be disclosed to the third party. You need not more than 10 minutes to complete the survey. Sincere thanks in advance for your cooperation.

1] Personal Profile

- *Gender:* ☐ Male ☐ Female
- *Nationality:* ☐ Emirati ☐ Arab ☐ Asian ☐ Am/Euro
- *Age:* ☐ 20s ☐ 30s ☐ 40s ☐ 50s
- *Your academic qualification is* ☐ Hi-School ☐ BA/BSc ☐ Postgrad.
- *Your workplace is:* ☐ Public sector ☐ Private business

2] The layout of Posting on ADP’s Facebook Page and Public Trust

Key: SD= Strongly disagree, DA= Disagree, N= Neutral, AG= Agree, SA= Strongly agree

Criterion	SD	DA	N	AG	SA
1. The Facebook page used current layout techniques.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. The page layout is creative, novel, and attractive.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. The posted information, icons, and links are well-organised	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. The posting layout is attractive and could gain your trust.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Kindly, put your comments for improving ADP Facebook to be a crime-oriented page

3] Functionality, Accessibility, Content Quality of the ADP Facebook and Trust

5. The feature of the Facebook page makes ease of use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. The Facebook page is accessible, usable, and interactive.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. The Facebook page provides secure transactions and privacy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. The Facebook page information content is relevant.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. The posted information is authentic and reliable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Kindly, put your comments for improving ADP Facebook to be a crime-oriented page

4] Trust in the Facebook page to Share Information for Enhancing the ADP's Non-serious Crime Activities (*Detection and Prevention*)

10. Trust in the ADP's Facebook encourages you to share information about non-serious crimes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Trust in ADP's Facebook could promote security awareness.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Trust ADP's Facebook could be used in controlling non-serious crimes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Trust in ADP's Facebook could provide secure access and privacy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Trust in ADP Facebook could make you accept posting criminals and crime news on to reduce non-serious crimes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Kindly, put your comments for improving ADP Facebook to be crime-oriented page information

Appendix 2: Interview Questions

- *What are the relative importance of quantity and quality of disseminated information through FB as it relates to trust and participation outcomes?*

- *What would be the role of mutual trust, information accuracy, and confidentiality in initiating information sharing in the crime-fighting?*
- *What specific Facebook content and page design (access, navigation, and input) that could be initiating information sharing that could enhance the efforts of ADP in non-crime detection and prevention?*
- *What would be significant sociocultural barriers and technical challenges that face establishing effective two-way FB communication between police and the public?*

Appendix 3: ADP Organisational Chart

(Source: Abu Dhabi Police, 2017).

