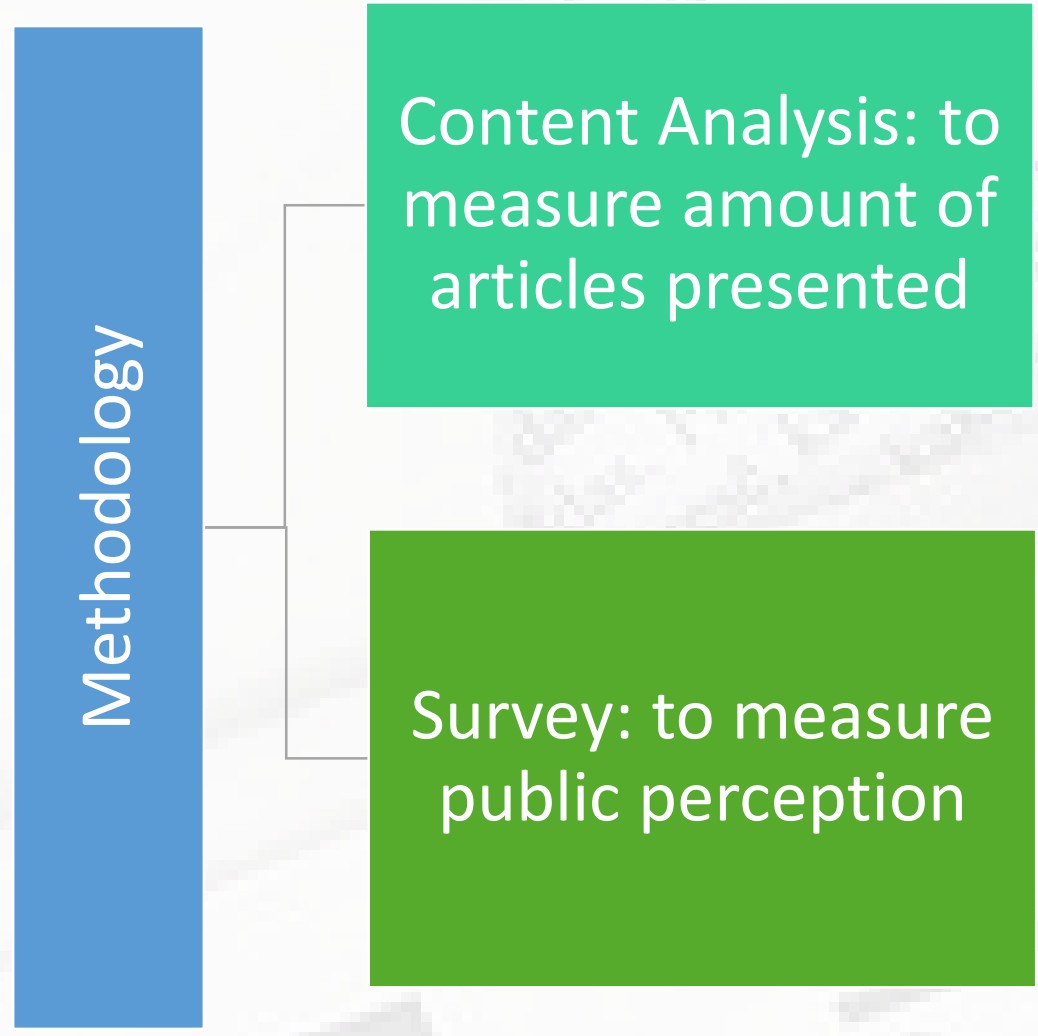


PROBLEM STATEMENT

- Mexico closed 2017 as the most violent in 20 years with over 26,000 murders (INEGI, 2017).
- Mexico was ranked as the second most violent country (IISS, 2017).
- Crime rates don't reflect the reality of the country. These made up numbers are driven by political motives (Expansion, 2017).
- Mortality and crime rates have increased so much that crime has become a topic of vital importance and public concern (Panster & Castillo, 2007).
- Statistics of crime and violence are inconsistent between the different governmental institutions. Three of every four citizens are victims of a crime that was not reported (Panster & Castillo, 2007).
- Media outlets are influenced by political figures and powerful individuals. Crime rates reported are manipulated (Cisneros, 2017).
- The demands of the citizens are not reflected in the reality expressed by the media. The main source of news information presented by the media comes from government actors (Alzate & Romo, 2014).

People have the right to free information and free access to it. The government and the media have the obligation to enforce that right.

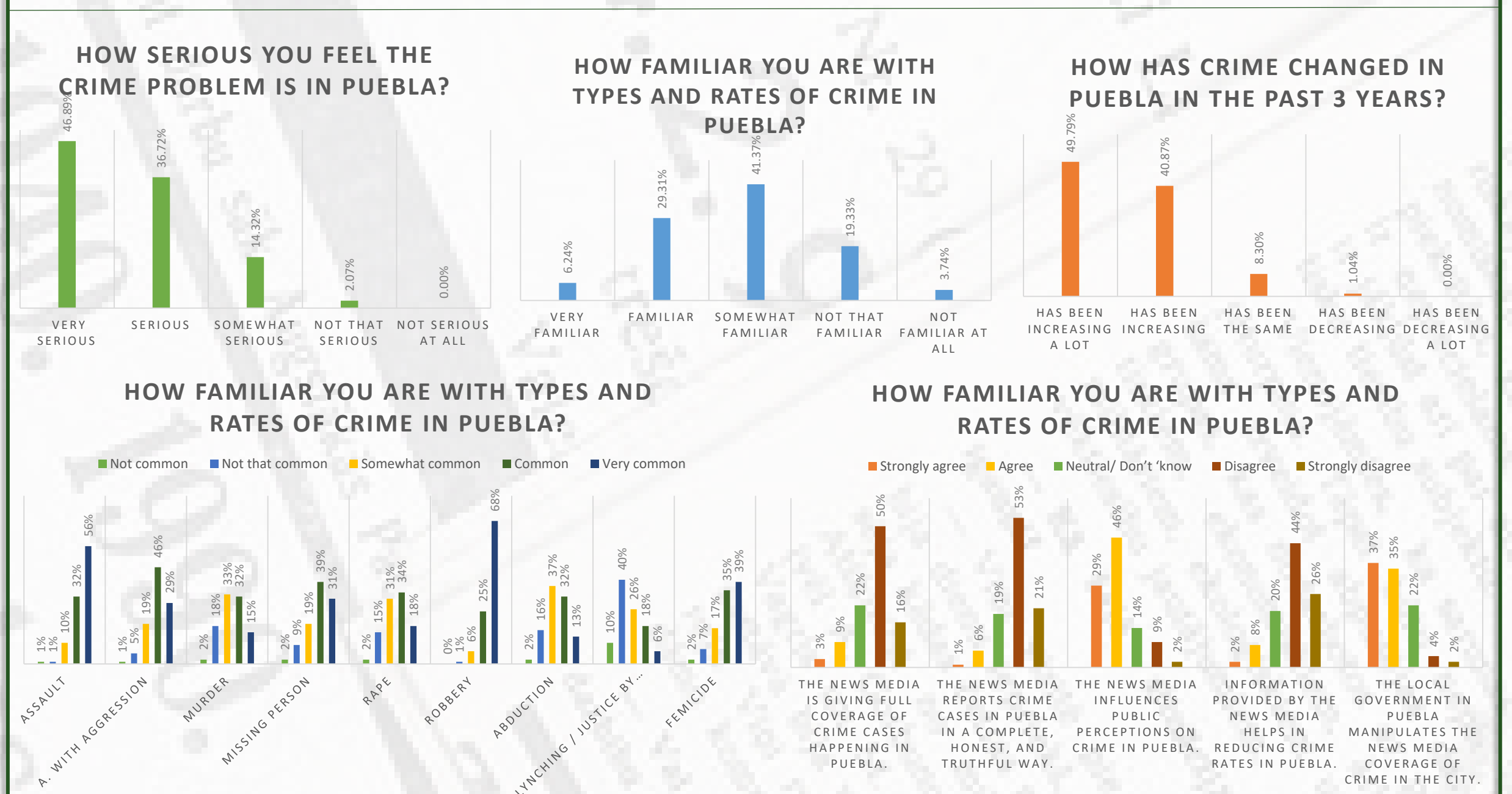


- Total amount of articles: 231
 - 2 newspapers:
 - *El Sol de Puebla*: 68%
 - *La Jornada del Oriente*: 32%
 - From January 20th to February 23rd
 - Coded by date and crime type category
-
- Total amount of surveys: 482
 - Snowball sampling: People from Puebla
 - Survey Monkey: social media and email
 - From February 5th to February 20th



Code Books

SURVEY FINDINGS



Research Question

- What is the perception of the public concerning crime in Mexico in comparison with the crime news the media is reporting?

Hypothesis

- The perception of the public concerning crime in Mexico is more alarming compared to the amount of crime news reported by the news media.

Variables

- **X:** Perception of the public concerning crime in Mexico
- **Y:** Amount of crime news reported by the news media.

CONTENT ANALYSIS FINDINGS

	El sol de Puebla	La Jornada del Oriente
About Assault	4%	0%
About assault with physical aggression	8%	4%
About murder	20%	8%
About missing person	2%	0%
About Rape	1%	0%
About robbery	17%	7%
About Abduction	2%	1%
About lynching / justice by own hand	7%	3%
About femicide	5%	5%
About other type of crime	3%	3%
By Criminals	59%	28%
By Civilians	8%	3%
By Government, Police, or Militar	1.5%	0.50%
Total Percentage	68%	32%

- Femicide figures don't seem accurate with the projection of reality in Puebla.
- The majority of murder victims were missing people. However, there were no articles found about their disappearance.
- Lynching cases show the social rupture and the lack of control of the federal entities of protection.
- Perception about abuse of power by the police and governmental figures don't seem to match with the 2% of articles found related to actions committed by this group.

RELATED STUDIES & THEORETICAL CONTRIBUTION

- Newspapers are a participatory media. People build opinions and make decisions based on them (Sharpe et al., 2012).
- Media can influence the cognitive agenda of citizens and inflict pressure on government decisions, and symbolic policy agendas related to crime (Pritchard & Berkowitz, 1993).
- Agenda-setting theory establishes that the higher the salience an object receives the more important it is perceived to be. Salience is transmitted by placement and frequency (McCombs, Shaw & Weaver, 2014).
- Police are seen as sources of insecurity and harassment, crime, and corruption (Davis, 2006).
- Crime rates are manipulated and categorized improperly to avoid negative impact (Cisneros, 2017).
- Events selected by the written press are suggested by the government actors to justify decisions taken and policies adopted (Alzate & Romo, 2014).
- A democratic society is constituted by the quality of being able to make informed decisions (Kavanaugh et al., 2014).



References

CONCLUSION

- The hypothesis of the investigation was confirmed and positive. The perception of people concerning crime is significantly more alarming in comparison with the media and with the articles covered and presented, especially in certain types of crimes.
- The most controversial topic is femicides and the lack of reporting that was found. Contrasted with public opinion is one of the most delicate and common and represents the biggest concern in the city.
- There are present and visible inconsistencies between news media coverage, public opinion and crime rates in studies presented.
- Media should provide and ensure proactive news coverage and build community through communication (McCombs, 1997).
- Laws and budget destined for institutions are designated according to the rates they present. If they are not accurate then efforts and resources will not be allocated correctly.
- People cannot combat what they don't know. Informing is empowering.