



Public trust and confidence in policing: An analysis towards royal Malaysian police through social media

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Abstract

Trust is described as representing public support for the police force as an institution (Cao, 2015) including the views of all citizens and not just those who are directly involved with the police. Public trust is a one concept that underpins deeply embedded the entire overall policing system. Trust is inherent in and shapes many social situations, including face to face encounters and relationships between individuals and institutions, organizations and nations. The police force is always at high risk of losing public trust due to various factors including the decline in the level of police visibility (Sindall & Sturgis, 2013). Sentiment analysis studies show a widespread study and increasing interest by researchers especially online through social media and are very important in this research because through social media this study can collect public perceptions of police misconduct. Along with the development of technological advancements today, the public is free to express opinions on social media sites which can then be a source of opinion data. This study is a quantitative study of sentiment analysis because the research conducted is likely to influence public perceptions of public trust and confidence in police misconduct on social media. Therefore, this study will be research to improve the police force system and restore public confidence in the police. This study has achieved (a) police issues as a topic in social media posts, (b) Sentiment analysis is used as a technique to classify the collected dataset on police issues, and (c) Techniques adapted using the model of trust and confidence in the police by Jackson and Bradford (2010) and the Metropolitan Police Survey (MPS). In the policing model adapted by (Metropolitan Police Service, 2013). This study uses three key elements that are ultimately implemented in the Royal Malaysian Police Force to improve public perception and thus restore confidence in the police. This research concludes with a discussion of the implications of the model used and how it can be used as a strategic guide for improvement. The social media monitoring software or tool used, namely 'Brand24', tracks 1250 data posts using the keywords 'polis', 'police' and 'PDRM' to collect and simultaneously analyze the data. This research uses a model selected through three elements to be analyzed into data tracked for 30 days from 28.4.2024 to 26.5.2024 using the 'Brand24' software. With the data set that has been collected, the researchers have classified sentiment analysis into positive, negative and neutral issues and categorized the data into three elements. These findings can be a guideline and reference for the Royal Malaysian Police to improve and reform the organizational system and thus increase the level of public confidence in the police

Keywords: Police misconduct, Sentiment analysis, Royal Malaysia police, PDRM, Public Trust and confidence in policing, content analysis, public Perception,

Introduction

Public trust is a concept that underpins the entire policing system. If the public loses confidence in the police, the government's ability to maintain public order will be diminished and thus affect the image of the police force, potentially leading to negative consequences for the leadership of the Royal Malaysian Police (PDRM). In this context, the police force is consistently at risk of losing public trust due to a variety of factors, including a decline in public perception of the police (Sindall & Sturgis, 2013), dissatisfaction with the way police-public interactions is handled (McCluskey, Mastrofski & Parks, 1999; Sunshine & Tyler 30; police; & Hood, 1994; Jam et al., 2018). Public trust in policing has become shorthand for trust, legitimacy and consent. As such, these phrases tend to encapsulate a set of interrelated but empirically and conceptually distinct

responsibilities. According to this perspective, trust is something you do (it relates to personal actions and expectations at the interpersonal level) while confidence is something you have (it is a kind of rating of the role of the police as a social institution).

In terms of trust, the public believes that trust is easier to lose than to gain (Brown & Evans, 2009; Ababs et al., 2024). The main challenge facing the police force is to create evidence-based trust mechanisms that can maintain or increase public confidence, thereby minimizing potential risks. Specifically, this study aims to: Collect and analyse social media data based on influencing factors.

Identify factors influencing police confidence using the Confidence Model theory.

Examine public views and opinions toward the

police force.

Based on the purpose and objectives of the study, this study was conducted to answer and achieve three research questions:

How can data from social media be analyzed and collected to assess confidence in policing?

What factor analysis and theories are employed in influencing police confidence?

What are the public's attitudes and perceptions towards the police force?

Through this study, it is hoped that insights can be gained to better understand the influence of public trust and confidence in police perceptions.

Media and public perception

Perception is basically a cognitive process that is felt and experienced by individuals in understanding information about the environment through feelings, sensations, hearing, smell, and sight (Thiha, 1980). The formation of perception begins with the integration of stimuli from sources such as sound, vision, taste, aroma, or touch, received by human sensory receptors in the form of sensations (Muchlisin Riadi, 2012). It is an undeniable fact that the media has a significant influence on public perception according to Dahlgren (1998), Gerbner (1980), and Iyengar and Kinder (1987). As a result, the public is easily influenced by social media reports regarding police actions. Due to the reactive nature of police work, the police as a public institution are often reported on by social media.

Police misconduct reported by the media can intensify negative public perceptions of the police according to Kaminski and Jefferis (1998), Sigelman (1997), Tuch and Weitzer (1997), and Weitzer (2002). From a negative standpoint, several studies have found that social media coverage of police misconduct incidents impacts societal attitudes towards law enforcement. Therefore, the Royal Malaysia Police must continue to implement serious and effective measures, with increased focus and emphasis, to eradicate misconduct within the force.

2.0 Review of Literature

2.1 Social media

The term "media" refers to tools or platforms for the dissemination of information electronically or online, while "social" is defined as the communication or interaction among Internet users in activities of information sharing, receiving, and providing feedback transparently. According to Kaplan and Haenlein (2010), social media can be defined as a group of Internet-based applications built on the ideological and technological foundations of Web 2.0, allowing for the creation and exchange of user-generated content. In other meanings, social media represents a revolutionary transformation from traditional broadcast models to an interactive form where audiences can communicate with one another and participate in content creation and comes in many forms including weblogs, wikis, pictures, internet forums, videos and message boards.

Social media plays a critical role in communication and serving as a platform for the sharing of web content, including blogs, videos, digital media files (podcasts), wikis, RSS feeds, and more. It enables message senders and receivers to engage actively, promotes collaboration between users, and provides fields of interaction and community building in cyberspace. Electronic social networking refers to Internet-based media that allows users to communicate and connect with acquaintances (Boyd and Ellison, 2008). Users can build profiles and interact by commenting, messaging, and sharing information. Major social networking sites include Facebook, Twitter, Blogger, Myspace, and YouTube. Social media is powerful because it supports two-way, interactive communication rather than one-way broadcasts. The public increasingly demands easy access to information and interaction, challenging the dominance of traditional media such as television, newspapers, and static websites.

Social media refers to interactions between individuals who share and exchange information or ideas in virtual communities and networks. Social media technologies come in many forms including Saffo (2010) adds additional categories,

including photo, audio, and video sharing, microblogs, live streaming, virtual worlds, online games, productivity applications, aggregators, RSS, search engines, mobile technologies, and interpersonal communication. Compared to traditional media, social media differ in the quality, frequency, immediacy, and permanence of information dissemination among users. According to ACP Ramli Mohamed Yoosuf as the Deputy Head of the Inspector-General of Police Secretariat (Corporate Communications), social media platforms such as Facebook and Twitter play an important role in quickly disseminating information to the public and shaping the public's perception of the police.

2.2 Analysis of content

Content analysis is a research method used by researchers to summarize the content of a research paper. Content analysis is also a research technique used by researchers to identify patterns in recorded communication. When making a presentation, researchers first need to collect facts that can be conveyed by writing visually or orally. Content analysis research can be done in both qualitative and quantitative research. In both of these researches it is necessary to use code words, concepts and themes in the text and then it is necessary to analyze the results. It is a research tool used to determine the presence of certain words, themes or concepts in some specific qualitative data (i.e., text). Using content analysis, researchers can measure and analyze the presence, meaning and relationships of such certain words, themes or concepts. It is also a widely used qualitative research tool or technique to analyze the content and its characteristics.

The objective of content analysis is to present qualitative content in the form of objective, quantitative information. In content analysis, qualitative data collected are systematically analyzed and converted into quantitative data. Content analysis differs from other types of research in that it examines recorded data rather than collecting data directly from people. Other sources define analysis of content as a technique for describing and objectively measuring the methods and content of explicit communication (Berelson, 1952) and as any procedure for

assessing, in relation to a set of references, attitudes or themes that permeate a given document (Batu, 1964). According to Holsti (1968:601), it involves making inferences about messages where the content itself impacts the audience, with researchers interpreting content to reveal the nature or effects on the audience.

The objective is achieved through systematic procedures that can be replicated on the same material to produce consistent results. If content analysis were subjective, different individuals would yield different results. Objectivity ensures that outcomes rely on the method rather than the analyst's interpretation.

The essential characteristics include:

Systematic methods refer to the use of a consistent set of procedures that are applied uniformly across all content being analyzed. Second, it means that categories have been established, and all relevant content is analyzed according to these categories. Finally, it shows that the analysis is designed to obtain data that is relevant to the research question or hypothesis.

Quantitative analysis refers to the numerical values or frequencies associated with the various types of defined content occurrences.

Manifest content refers to content that is explicit and clearly stated, meaning that the content must be coded because content analysis is intended to systematically interpret observable data.

2.3 Analysis of sentiments

Sentiment analysis or also known as opinion mining is a computational learning to recognize and express sentiment opinions, attitude assessments, emotions, subjective, evaluations or views contained in a text. The source of sentiment analysis data is obtained from opinions on blogs, microblogs or forums such as Twitter, WordPress and so on or posts on social media such as Facebook, LinkedIn and others.

Generally, analysis of sentiment aims to determine a writer's attitude toward a topic or the overall emotional tone positive or negative of a document.

Sentiment analysis, also known as opinion mining, involves computational techniques for recognizing and extracting opinions, sentiments, evaluations, emotions, and attitudes from text. Data sources for sentiment analysis include blogs, microblogs, forums (e.g., Twitter, WordPress), and social media platforms such as Facebook and LinkedIn.

For those new to analysis of sentiment, it is a process used to determine the attitudes, opinions and emotions expressed by an individual about a particular topic being discussed on social media, i.e., any content material found on social media such as various networking platforms like twitter, websites, articles, news and many other topics that individuals use for discussion. Most sentiment analysis tools aim to classify these mentions into positive, negative or neutral mentions to help the sentence gauge the general impression behind the sentence.

2.3.1 Classification of sentiments

Sentiment of classification is a branch of text mining concerned with categorizing content as positive, negative, or neutral based on overall evaluations. Sentiment classification becomes essential in assessing topics, aiming to identify the nature of opinions as positive, negative, or neutral.

Sentiment of classification is used to separate positive and negative reviews about an entity (Pang & Lee, 2008, Liu, 2009). It aims to characterize records into positive or negative classes. It has the best implementation for evaluating responses (Pang et al, 2008, Dave et al,

2003) presenting both Naive Bayes and maximum entropy classification techniques (Pang et al, 2008). Sentiment classification is an important and natural language processing task that aims to determine the sentiment or emotional tone in a given text.

As millions of users express sentiments daily across social media, sentiment classification is vital for measuring opinions in texts like reviews, feedback, and news articles, involving statistics, machine learning, and deep learning techniques. Research has explored areas such as deep learning-based sentiment classification (Bhatia, Ji, & Eisenstein, 2015), Gated Recurrent Neural Networks (Yang et al., 2016), language and genre variation in sentiment analysis (Yang & Cardie, 2014), and emotion detection from text (Behdenna, Barigou, & Belalem, 2018).

2.3.1.1 Model for sentiment analysis

Information is available for the steps required to perform pre-processing and clean up important data for further analysis. Pre-processing steps are typically used to remove non-textual content and label tags (for HTML pages), as well as to review and eliminate data that is not needed for analysis of sentiment, such as review dates and 'reviewer' names. Analytical review is a step to analyze the linguistic features of a review so that data of interest can be defined including assumptions and data features. Two commonly accepted tasks for review analysis are POS tagging and de-tagging. POS (part of speech) tagging is word class tagging that assigns a grammatical category to each word in the text.

2.4 Case statistics of police disciplinary

Figure 1. Secondary data on police disciplinary cases.

No.	Type of misconduct detected	TOTAL
1.	MISUSE OF FIREARMS	178
2.	WEAKNESS IN PDRM GOVERNANCE (A) 74C	101
3.	APPEARANCE / DRESS CODE ETHICS	105
4.	ABSENCE FROM DUTY	98
5.	FAILURE TO MEET RESPONSE TIME	91
8.	LACK OF SUPERVISION	46
9.	FAILURE TO COMPLY WITH PTKPN A114 (PDRM (A) AND PDRM (A) 5)	43
10.	DIRTY AND UNTIDY DUTY LOCATIONS	26
11.	DRUG / KETUM ABUSE	53

12.	LEAVING PDRM ASSETS UNATTENDED	19
13.	NOT PREPARED FOR DUTY	9
14.	FAILURE TO COMPLY WITH TRAFFIC RULES	9
15.	FAILURE TO FOLLOW PDRM DUTY SCHEDULE (A) 69	7
16.	UNETHICAL CONDUCT DURING DUTY	19
17.	FAILURE TO ATTEND URINE TEST	5
18.	FAILURE TO REPORT TO OPERATIONS ROOM	6
19.	FAILURE TO FOLLOW URINE SUBMISSION ORDERS	3
20.	NON-COMPLIANCE IN HANDLING CASE EVIDENCE	3
21.	FAILURE TO DECLARE ASSETS	2
22.	CARRYING EXCESSIVE POCKET MONEY	2
23.	FAILURE TO COMPLY WITH CUSTOMER CHARTER	1
24.	ASSIGNMENT ROUNDS	3
25.	LEAVING DISTRICT WITHOUT PERMISSION	1
26.	ASKING / RECEIVING BRIBES / KICKBACKS	2
27.	CHANGING DUTIES WITHOUT PERMISSION / APPROVAL	2
28.	OTHER OFFENSES	6
TOTAL		934

Figure 1 illustrates is shows data of secondary statistical obtained from the Integrity and Compliance Department, Bukit Aman Headquarters, Royal Malaysian Police (PDRM). The data shows disciplinary cases for the year 2022 involving various offenses committed by police officers. The highest number of detected police misconduct cases for this year is the

misuse of firearms. Other disciplinary offenses include crimes committed by police officers, bribery, failure to declare assets, commercial cases, lack of competence, drug offenses, absence from duty and others. Therefore, it is essential to emphasize police misconduct in order to understand the root causes of these disciplinary cases.

Figure 2. Secondary data on police disciplinary cases.

Bil	Complaint classification	Year		Total
		2021	2022	
1.	Police report complaint not taken action as expected	272	219	491
2.	Unreasonable behavior	85	61	146
3.	Committing a criminal offense	76	33	109
4.	Abuse of power	42	48	90
5.	Corruption	46	37	83
6.	Actions not in accordance with the law / sop	41	10	51
7.	Dissatisfaction with traffic summons issued by pyda	22	24	46
8.	Unreasonable behavior in handling cross-state permission request	38	0	38
9.	Offenses related to public servants	23	11	34
10.	Offenses related to arrests & seizures	11	16	27
11.	Unreasonable behavior at roadblocks	24	0	24
12.	Committing shariah crimes	12	6	18
13.	Death in custody	8	6	14
14.	Providing false information / statements	10	0	10
15.	Disclosing police report information	7	0	7
16.	Leaking personal data	2	4	6
17.	Non-law enforcement officer	1	3	4
18.	Imposing cross-state movement fines	3	0	3
19.	Dissatisfaction with roadblock location	3	0	3

20.	Entertaining at nightclub	2	0	2
21.	Contempt of court	2	0	2
22.	Administrative issues in the agency	0	2	2
23.	Imposing fine for failure to comply with mco	2	0	2
24.	Preventing public from making police report	0	2	2
25.	Writing false statements during recording session	2	0	2
26.	Smoking in government premises	1	1	2
27.	Polygamy without approval	2	0	2
28.	Dissatisfaction with traffic control by pyda at traffic light intersections	2	0	2
29.	Dissatisfaction with pyda failing to control traffic	0	2	2
30.	Unprofessional behavior on social media	1	0	1
31.	Proposed enforcement actions and inspection on trucks in the factory area	1	0	1
32.	Allowed to serve despite being charged in court	0	1	1
33.	Failure to combat ketum water sales	1	0	1
34.	Failure to submit notice to respondent resulting in cancellation of appeal	0	1	1
35.	Family issues	1	0	1
36.	Death during police raid	1	0	1
37.	Protecting wrongdoing of subordinates	1	0	1
38.	Coercing individual making police report to withdraw it	0	1	1
39.	Combating addiction and drug distribution	1	0	1
40.	Making illegal u-turns in police uniform	0	1	1
41.	Searching bag and taking identification card photo without permission	1	0	1
42.	Displaying police uniform and carrying firearm on social media	1	0	1
43.	Destroying illegal slums	1	0	1
44.	Denying lawyer-client privilege under section 126 of the evidence act 1950	1	0	1
45.	Denying individual's right to obtain counsel	1	0	1
46.	Detaining vehicle in police station for a long period	0	1	1
47.	Detaining remand of citizen for mco violation	1	0	1
48.	Disclosing information to foreigners	0	1	1
49.	Harassing and attempting to damage image of a traffic officer	0	1	1
50.	Making false statements to get complainant to admit guilt	0	1	1
51.	Contempt of court	1	0	1
52.	Modifying motorcycle and racing on roads in police uniform	1	0	1
53.	Living beyond means	1	0	1
54.	Accusing complainant as scammer	0	1	1
55.	Spreading restricted documents on social media	1	0	1
56.	Creating false police report	1	0	1
57.	Blacklisting individual before case decision in court	0	1	1
58.	Failing to remove individual from records after arrest	0	1	1
59.	Reckless driving (police patrol car)	1	0	1
60.	Sale of cross-state movement forms	1	0	1
61.	Too much time has passed since incident occurred	1	0	1
62.	Remand application not approved	1	0	1
63.	Polygamy scam	1	0	1
64.	Dissatisfaction with disciplinary action taken against pyda	1	0	1
65.	Dissatisfaction with roadblock conducted by pyda	0	1	1
66.	Dissatisfaction with pyda for not allowing individual to follow road signage	1	0	1
67.	Dissatisfaction with charges under section 14 minor offenses act 1955	1	0	1
68.	Dissatisfaction with pyda for conducting random checks	0	1	1
69.	Unable to contact pyda during duty hours	1	0	1

70.	Failure to delete individual's records after police detention, causing difficulty in job search	1	0	1
71.	Failure to comply with mco sop at roadblock	1	0	1
72.	Failure to cancel blacklisted passport	0	1	1
73.	Not allowing withdrawal of police report	0	1	1
74.	Failure to provide feedback on court appearance	1	0	1
75.	Failure to provide accurate information on procedures to lodge police report for lost identity card	0	1	1
76.	Failure to verify movement control order (mco) permit form as it expired	1	0	1
77.	Failure to hand over evidence	1	0	1
78.	No classification	13	14	27
79.	Vexatious complainant	0	3	3
Total		784	518	1302

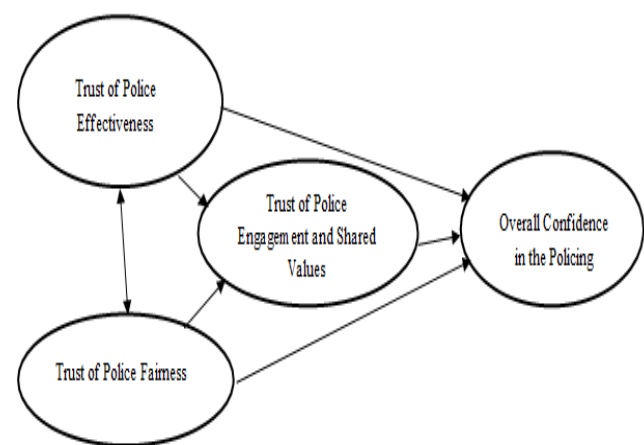
Figure 2 illustrates the statistical data on types of police misconduct obtained from the Enforcement Agency Integrity Commission (EAIC).

Table 3 above presents a total of 79 different types of police misconduct recorded by the EAIC for the years 2021 and 2022. This figure is notably higher compared to the statistics provided by the Royal Malaysian Police (PDRM), where the numbers are considerably lower.

According to Table 3, the most frequently reported misconduct is the failure of the police to take appropriate action on police reports lodged by complainants, with a total of 491 cases recorded across 2021 and 2022.

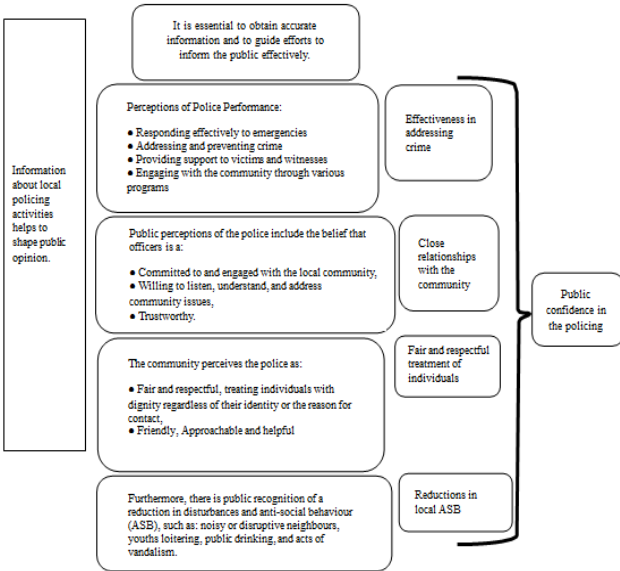
In this table, PYDA means the officer being complained about (Pegawai Yang Di Adukan).

2.5 Related studies on public confidence in the policing models



2.5.1 The model of trust and confidence in the policing by Jackson & Bradford (2010)

2.5.2 Metropolitan police survey (mps) and confidence in the policing model adapted by the metropolitan police service (2013)



3. Research questions

Based on a review of past studies, the research questions were formulated by the researcher as follows:

- RQ1: How can social media data be collected and analyzed to assess public confidence in policing?
- RQ2: What factor analyses and theories are utilized in influencing police confidence?
- RQ3: What are the public’s attitudes and perceptions toward the police force (PDRM)?

4. Research Methodology

Public Confidence in the Policing of Adapted Model

Figure 3 illustrates the adapted model, which identifies three elements: trust of police effectiveness, trust of police fairness, and trust of police engagement and shared values, which together predict overall public confidence in the policing. These three components from the foundation of this research.

Figure 3 illustrates three key elements in the categorization of issues presented on social media.

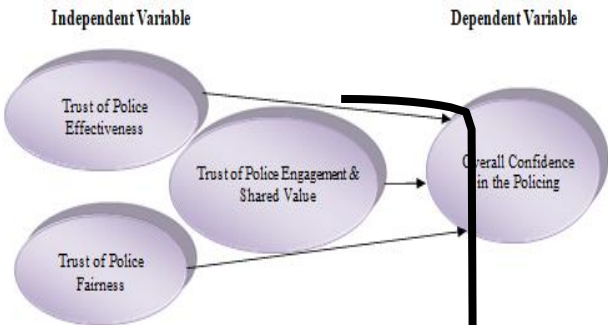


Figure 3. Adapted Model by Jackson & Bradford (2010) and metropolitan Police Survey (2013)

The content of social media subsequently influences the overall confidence in the policing. This research aims to study whether this model can be applied to the Royal Malaysian Police (PDRM) or vice versa.

Table 1. Perception mapping and variables

Independent Variables	Perception / Public Opinion
Trust of Police Effectiveness (Effectiveness in the combating crime)	- Police-led programs - Tackles and prevents crime - Responds to emergencies cases - Visible police presence - Supports victims and witnesses
Trust of Police Fairness (Fair and just treatment)	- Treat individuals fairly and respectfully, no matter who they are or why they make contact - Friendly, approachable and Helpful
Trust of Police Engagement & Shared Values	- Committed and engaged with community - Listens to, understands, and addresses community problems - Trustworthy

To demonstrate the applicability of the model of trust and confidence in the Royal Malaysian Police (PDRM), data collected and obtained from social media postings was extracted using a social media monitoring tool or software, namely Brand24. The keywords "Polis," "Police" and "PDRM" were used to track all mentions words and collect related data across social media platforms over a 30-day period from 28 April 2024 to 26 May 2024. The resulting data collected for the year in question amounted to 1,250 posts. These posts were then categorized into

three main categories, is Police Effectiveness, Police Fairness and Police Engagement based on a tailored model. The dataset was then analyzed to determine

sentiment, whether positive, negative or neutral regarding of public trust in the police. In conducting the analysis and using the tailored model, a research framework was used to streamline the entire process.

4.2 Study of preliminary

The study of preliminary covered background research on public trust in the policing models, police misconduct and social media. It included a comprehensive examination of the definition, platforms, popularity, and usage of social media. Furthermore, emphasis is placed on understanding police misconduct, including definitions, causes, problems, characteristics of misconduct and secondary data on police discipline statistics.

This background of study provides strong justification for the research, highlighting police misconduct as a major issue facing the Royal Malaysia Police (PDRM). To find effective solutions, structured models related to public confidence in policing were analyzed. Models research were used include those developed by Jackson and Bradford (2010), Jackson and Bradford (2009) and Jackson and Sunshine (2007). Finally, Jackson & Bradford's (2010) structural model of trust in policing was selected and adapted for this study, focusing on three key factors influencing trust: police effectiveness, police fairness, and police engagement and shared values, as core contributors to overall community trust in policing.

4.3 Preprocessing of data

Pre-processing of data (illustrated in Figure 4 involves steps to collect, clean, and select data matching the adapted model proposed by Jackson & Bradford (2010).

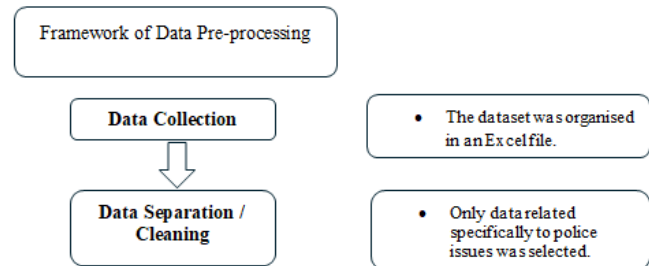


Figure 4. Framework of data pre-processing

4.3.1 Collection of data

The data was collected by using social media monitoring tools, specifically Mention.net and Brand24. The monitored platforms included Twitter, Blogs, Images/Videos, Facebook, Google+, News, Web, Forums and Tik Tok. Keywords such as "Polis", "Police", and "PDRM" were used to detect relevant social media posts. The tracking period spanned from 28th April, 2024, to 26th Mei 2024. Raw data were extracted into Excel files for analysis, consisting of metadata such as URL, post description, date, media type, influence level, and sentiment analysis. However, this research focused primarily of post descriptions.

4.3.2 Data separation and cleaning

Cleaning of data is the process involves identifying, correcting, removing or detecting inaccuracies unnecessary and irrelevant records from a dataset. Unlike data validation, which happens during data entry, data cleaning occurs afterward, ensuring consistency across datasets.

In this study, all extracted posts were carefully reviewed to filter out irrelevant content unrelated to policing issues. The cleaning process included: Reading each post to identify and remove irrelevant entries, excluding posts only marginally related to police issues and eliminating redundant or irrelevant entries. The final cleaned dataset consisted exclusively of posts directly related to policing issues.

4.4 Data analysis framework

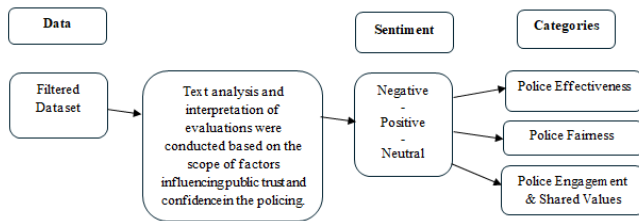


Figure 5. Conceptual framework for data analysis

4.4.1 Dataset cleaning for text analysis

The clean data set was processed during the text analysis stage, where the text from the relevant articles was read, observed, examined and selected. At this stage, all texts had to go through a preliminary and detailed reading process to select the sentences that were interpreted based on the scope of factors influencing trust in the police.

During this phase, a data cleaning process was applied, in which only data related specifically to policing issues were retained. The diagram below illustrates the raw data obtained from social media before the data cleaning process was conducted. In the data cleaning stage, initial reading is crucial to accurately interpret sentences based on police-related issues only. Any data unrelated to policing issues had to undergo a thorough cleaning process. Careful and detailed reading at this stage is essential to ensure that the filtered data is accurate and consistent with the scope of factors that influence public trust and confidence in policing.

4.4.2 Sentiment of analysis

The sentiment analysis in this research is different from the sentiment generated by social media monitoring tools. Social media monitoring tools such as Brand24 and Trackur are primarily used for English language content. Therefore, the sentiment generated is based on positive, negative and neutral adjectives in English. For posts in Malay or "Manglish" (a mixture of Malay and English), these tools cannot accurately assess sentiment.

At this stage, the filtered clean data set was manually classified into three main sentiment categories: positive, negative, or neutral about police issues. The description of each sentence from the data collected from the broadcasts will be read and analyzed carefully to determine its sentiment. Basically,

whenever a broadcast depicts a 'good story' about the police, it is classified as positive. Whereas if the broadcast depicts disappointment or a bad perception (a negative attitude held in a person's mind) of the police, it is classified as negative. If the broadcast does not show any clear bias towards positive or negative sentiment, it is classified as neutral.

Figure 6 shows an example of a positive sentiment category description. The description expresses pride and appreciation for the police in ensuring national security.

Words such as "Congratulations," "gratitude," "thank you," "self-sacrifice," and "defending national security" clearly indicate a sentence of positive thinking and 'good feelings' towards the police. This is an example showing the public's positive perception of the police.

Example of Positive Description
Description: THIS EXAMPLE ONLY EXPLAINS THE POSITIVE ISSUES THAT ARE DISCUSSED ABOUT THE POLICE ON SOCIAL MEDIA. Example Description: THANK YOU BRO # PDRM PLEASE CONTROL THE TRAFFIC THIS MORNING

Figure 6. Example of positive description

Example of Negative Description
Description: THIS EXAMPLE ONLY EXPLAINS THE NEGATIVE ISSUES RELATED TO THE POLICE IMAGE DISCUSSED ON SOCIAL MEDIA. Example Description: SOME BASTARDS IN PDRM NEVER STOP MAKING TROUBLE!! WHOEVER HAS CONNECTIONS CAN DO WHATEVER THEY WANT IN THIS FORCE

Figure 7. Example of negative description

Figure 7 illustrates an example of a sentence with negative sentiment. In this description, the media broadcast expresses dissatisfaction with the police by throwing swear words. The language used is quite crude (mocking) by contrasting the police slogans with their actions. It reflects the symbolic negative attitudes and views of society towards the police.

Example of Neutral Description
Description: THIS EXAMPLE EXPLAINS A NEUTRAL ISSUE, NEITHER GOOD NOR BAD, DISCUSSED ABOUT THE POLICE ON SOCIAL MEDIA.

Example Description:

LOTS OF PEOPLE ASKING WHAT POLICE IS ☹ POLICE (PGA) SPECIAL ACTION UNIT #FYP #FYPシ# PDRM #TIGERPLATOON #KLIA1 @MORIZ ☹☹☹☹

Figure 8. Example of neutral description

Figure 8 illustrates an example of a sentence with neutral sentiment.

The statement mentions a fine but does not express any emotional reaction, whether angry, happy or sad towards the police.

4.5 Categorization

After completing the sentiment analysis process, the next step is for the dataset to go through another process known as categorization. At this stage, the data obtained is analyzed and divided into three categories based on a model adapted to predict overall trust in the police. These categories are police effectiveness, police fairness, and police involvement and shared values.

Police effectiveness refers to evaluating police performance, strengthening incentives for police, and measuring their effectiveness. Dissatisfaction with police of effectiveness (both in crime reduction and engagement with local communities) is related to: (a) poor communication with the police, (b) perception that the police do not treat the public fairly and with dignity and (c) seeing it as a social problem involving unity and trust in society. It also relates to the ability and competence of the police to carry out their duties (effectiveness not only in terms of fighting crime but also as perceived by the public in responding quickly to emergencies and controlling community activities). In this study, the key words for effectiveness were identified.

Police effectiveness

Keywords in Malay:

Membantu mangsa, mengawal acara awam, mencegah jenayah, bertindak cepat, kehadiran polis

Keywords in English:
Assist victims, controlling public events, preventing crime, acting quickly, police presence

Figure 9. Examples of categorization based on keywords identified for each category

Next are the identified keywords for fairness. Police Fairness shows whether the police are abusing their power or showing favouritism and how officers treat the public fairly or otherwise in terms of fairness and respect regardless of who they are, as well as whether they are helpful, approachable and friendly.

Police Fairness

Keywords in Malay:

Mudah didekati, adil, membantu, layanan mesra, menghormati

Keywords in English:

Approachable, fair, helpful, friendly, respectful

Police Engagement & Shared Values means how well the police listen, understand and respond to public concerns. In addition, the police demonstrate a high level of reliability in responding to the community, being committed to engaging with the community and addressing community concerns.

Police engagement & shared values

Keywords in Malay:

Boleh dipercayai, mendengar, menangani kebimbangan awam, komited dengan masyarakat, bertindak balas kepada masyarakat

Keywords in English:

Trustworthy, listening, addressing public concerns, committed to the community, responsive to the community

4.6 Interpretation of data

At the data interpretation stage, the graph is interpreted along with the adapted model. Correlation models are used to interpret the data during analysis. These graphs and models are very important to be connected to each other to show how important public trust is towards the Royal Malaysian Police (PDRM).

Based on the adapted Jackson and Bradford model, the dependent variable is overall confidence in policing, while the independent variables are trust in police effectiveness, trust in police justice and trust in police involvement and shared values as shown in Figure 10.

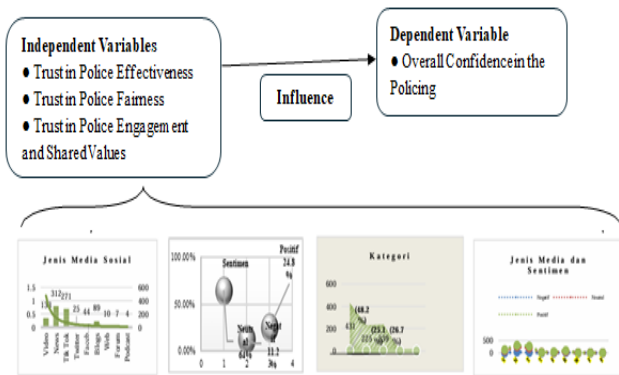


Figure 10. Data interpretation workflow

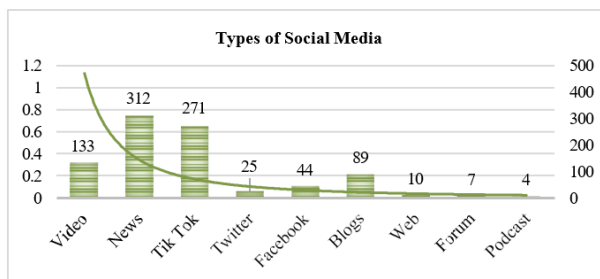


Figure 11 shows that the most popular social media platform (during the digital tracking period) was News at 34.9%. Based on data recorded using the Brand24 social media software tool, forums discussing police related issues included Malaysiagazette (<http://malaysiagazatte.com>), Sinarharian (<http://sinarharian.com>), and Ohmymedia (<http://ohmymedia.cc>). Among all media types, News recorded the highest percentage of discussions about police issues, followed by TikTok at 30.3%. Most News content covered topics related to traffic summonses and included both positive and negative reports about the police. Subsequently, Video/YouTube ranked as the third-highest media platform recording data on police issues, followed by Blogs (9.9%), Facebook (4.9%), Twitter (2.8%), Websites (1.1%), Forums (0.8%), and Podcasts (0.5%).

5.2 Sentiment Analysis Related to Police Issues

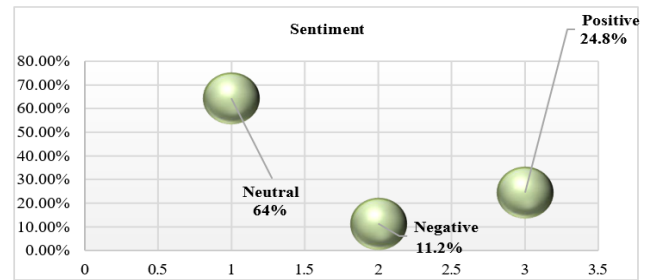


Figure 12. Sentiment

The data generated from uploaded posts show that neutral elements were the most dominant, accounting for 64%. Positive elements represented 24.8% of the data, while negative elements were the least, at 11.2%. As stated in the previous chapter, each recorded and generated post was read and analyzed to determine its sentiment. Posts categorized as positive sentiment referred to remarks that shared 'good stories' regarding police-related issues. Negative sentiment referred to posts expressing disappointment or a pessimistic perception of the police. Meanwhile, neutral sentiment refers to posts that do not show any bias towards negative or positive sentiment.

5.3 Categorization related to issues of police

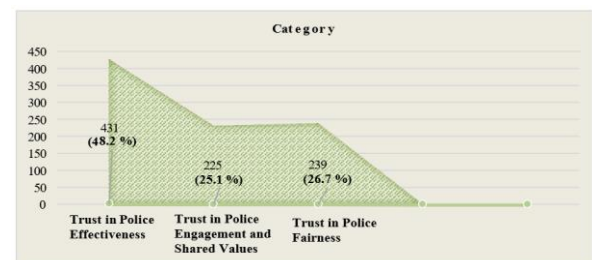


Figure 13. Categories of police issues

From the graphical representation above, evident that Trust of Police Effectiveness recorded the highest percentage at 48.2%, followed by Trust of Police Engagement and Shared Values at 26.7% and Trust of Police Fairness at 25.1%. These results indicate that the majority of posts captured through digital tracking were related to Police Effectiveness. Based on the results of this study, it can be concluded that the Royal Malaysian Police (PDRM) is committed and actively involved with the community through social media platforms.

5.4 Media type and sentiment analysis

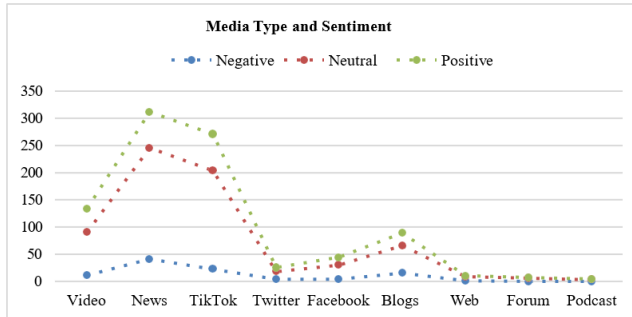


Figure 14. Media type and sentiment correlation

Figure 14 illustrates the types of media associated with sentiments after analysis. As shown in the figure above, the most active social media platform was News. Within the News category, numerous posts related to police issues were identified, with most discussing topics such as traffic summonses, public safety concerns, fraud syndicates, and police investigations. Most of the data posted under News reflected neutral sentiment (64.3%), followed by positive sentiment (24.9%), while negative sentiment was the least recorded at 11.3%. Positive sentiment was the second highest, and based on this analysis, the public still holds a positive view towards the Royal Malaysian Police (Polis Diraja Malaysia, PDRM). Most discussions revolved around public safety and the tragic incident involving police officers who were killed during a criminal attack at the Ulu Tiram Police Station, with many expressing sympathies towards the event.

Negative sentiment was recorded at the lowest percentages for Facebook and Twitter (4%), mainly concerning issues related to police misconduct and negative public perceptions of the police. Meanwhile, TikTok and News recorded the highest positive sentiments at 7.4% and 7.3%, respectively, where users praised the police's efficiency, assistance, and effectiveness during operations.

5.5 Statistical relationship between categories and sentiment

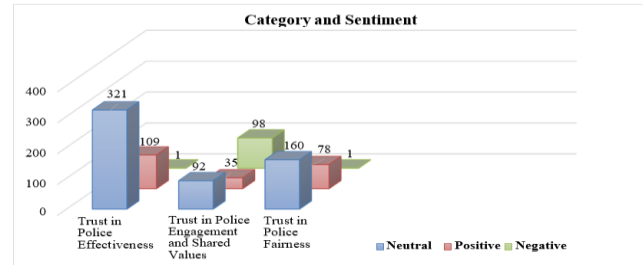


Figure 15. Category and sentiment relationship

Based on the figure above, police effectiveness is the highest category and receives attention on social media. Within this category, neutral sentiment was the highest, with 321 posts (35.8%) recorded under police effectiveness, followed by 160 posts (17.9%) under police engagement and shared values, and 92 posts (10.2%) under police fairness.

Positive sentiment was the second highest compared to negative sentiment, with 109 posts (12.2%) recorded under police effectiveness, 35 posts (4%) under police fairness, and 78 posts (8.7%) under police engagement and shared values. Meanwhile, negative sentiment was the least recorded: only 1 post (0.1%) under police effectiveness, 98 posts (11%) under police fairness, and 1 post (0.1%) under police engagement and shared values.

5.6 Media type and category

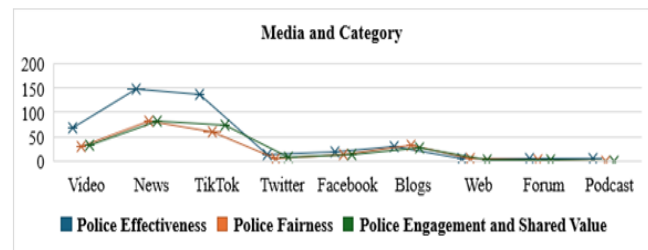


Figure 16. Media type by category

Figure 16 illustrates the types of media and corresponding categories. As previously mentioned, News remains the most active platform discussing police-related issues. The figure above presents statistics on how the public discusses these issues across social media.

Analysis shows that News recorded the highest number of posts for the Police Effectiveness category with 148 posts. (16.5%), followed by TikTok with 138

posts (15.4%), Video with 69 posts (7.7%), Blogs with 31 posts (3.5%), Facebook with 19 posts (2.1%), Twitter with 13 posts (1.5%), and Web, Forum, and Podcast each recording 4 posts (0.4%). For the Police Fairness category, News again recorded the highest number of posts at 82 (9.2%), followed by TikTok with 59 posts (6.6%), Blogs with 32 posts (3.6%), Video with 31 posts (3.5%), Facebook with 13 posts (1.5%), Twitter with 5 posts (0.5%), Web with 4 posts (0.4%), and Forum with 1 post (0.1%). Regarding Police Engagement and Shared Values, News also dominated with 82 posts (9.2%), followed by TikTok with 74 posts (8.3%), Video with 33 posts (3.7%), Blogs with 26 posts (3%), Facebook with 12 posts (1.4%), Twitter with 7 posts (0.7%), and both Web and Forum each recording 2 posts (0.2%).

5.7 Relationship between social media trends and the police confidence model

Based on the model adapted by Jackson and Bradford, overall public trust and confidence in police effectiveness and community involvement are highly correlated. Police justice and police involvement are found to contribute to their contribution in predicting trust in police effectiveness. Overall trust in policing is predicted by three main categories, namely trust in police effectiveness, trust in police justice and trust in police involvement and shared values. In this study, the Jackson and Bradford model is adapted to examine overall trust in policing with a focus on the Royal Malaysian Police (PDRM).

Overall trust in policing serves as the dependent variable, while trust in police effectiveness, trust in police justice and trust in police involvement and shared values act as independent variables.

These independent variables are important predictors in determining overall trust in policing as illustrated in Figure 17.

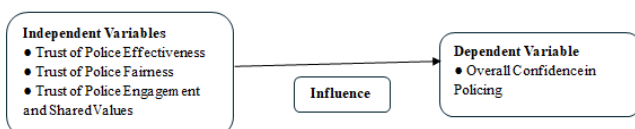


Figure 17. Dependent and independent variables

Data or information from social media interactions was categorized into three elements; trust of police

effectiveness, trust of police fairness, and trust of police engagement and shared values which were adapted according to the police confidence model. The analyzed data was collected to draw conclusions about the overall confidence in policing towards the Royal Malaysian Police (PDRM). Sentiment analysis was employed to evaluate text content expressing positive, negative, and neutral sentiments, thereby refining the public's perception of PDRM across all social media platforms.

5.8 Confidence in the policing based on trends of social media

Analysis of trends and data through social media reveals that public perceptions and opinions towards the police are not uniform.

The data shows that trust in police effectiveness contributes 48.2%, while trust in police fairness and trust in police engagement and shared values contribute 25.1% and 26.7% respectively.

Public trust towards the police was primarily reflected as neutral sentiment on social media, as neutral sentiment consistently recorded the highest figures concerning PDRM.

Table 2 below summarizes the findings based on the three elements of trust and the corresponding sentiments.

Table 2. Trust elements and sentiment results

Aspect	Positive	Negative	Neutral	Total
Police of Effectiveness	109	1	321	431
Police of Fairness	35	98	92	225
Police of Engagement & Shared Values	78	1	160	239

The overall model of trust and confidence in the police has revealed a close relationship between police effectiveness, police fairness (including personal treatment), and police engagement with the community in evaluating police behaviour. The moral relationship between the community and the police is

a fundamental and important pillar in restoring trust and confidence in the Royal Malaysian Police (PDRM) organization.

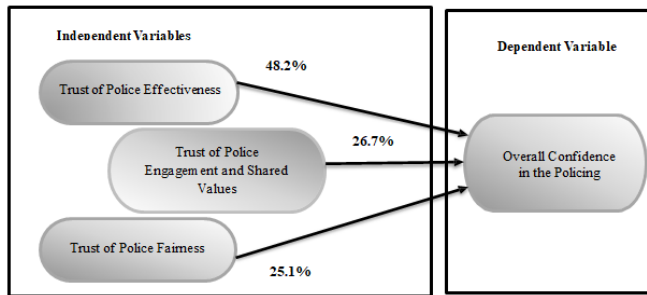


Figure 18. Percentage of confidence

6. Discussion

Findings from the adapted model indicate that overall trust in policing is closely related to active evaluations of police behaviour, particularly in terms of personal treatment (fairness) and police engagement with the community and efficient response to emergencies in maintaining public order. Trust in police effectiveness serves as a moral basis for upholding norms and values and ensuring a sense of justice that represents rights and favours community dignity. Trust and confidence are observed in two different contexts, namely as a single concept encompassing overall trust in police effectiveness, police fairness, and community engagement and in separate situations, including overall trust in police effectiveness, trust in police fairness, and trust in police-community engagement.

Overall confidence and trust related to public perceptions towards the police do not form a homogeneous entity. Figure 18 above illustrates the total percentage of the three aspects that contribute to overall confidence in policing. Trust in police engagement and shared values, as well as belief in police fairness, are highly correlated. The data reveals that belief in police engagement and shared values is similar to belief in police fairness. The percentages show that 8.7% of positive sentiment is about police engagement with the public, 4% of positive sentiment concerns police fairness, and 12.2% of positive sentiment relates to police effectiveness. While these positive figures are relatively small compared to the total social media data (895 data posts), the results suggest that the police are directly involved with the

community through social media and maintain good and positive relationships with the public community.

The relationship between the police and the public community is essential for fostering people trust. The Royal Malaysian Police (PDRM) has demonstrated engagement with the community, but this involvement needs to be expanded further to attract and gain the public's trust. Police effectiveness shows the highest percentage of trust. Social media users exhibit neutral and positive sentiments toward Royal Malaysian Police (PDRM). The findings through social media clearly indicate that the police are highly committed to fulfilling their duties, addressing and preventing crime, and maintaining their presence within the community.

In conclusion, social media trends show that overall confidence in policing is primarily reflected in police effectiveness, while fairness and police engagement are closely linked. The data clearly illustrates that the Royal Malaysian Police maintains a responsible and responsive approach towards the community. These findings also suggest that overall public confidence encapsulates various complex, interrelated considerations about the reliability of the police, reflecting a deeply rooted belief in the social alignment between the police force and the civilian community.

7. Conclusion

This study demonstrates that the three dimensions, police of effectiveness, police of fairness, and police of engagement with the community are distinct but closely related, with all influencing overall public confidence in the police. The perception police of effectiveness in addressing crime have the most significant influence on overall trust and confidence in the police. Likewise, perceptions of police in engagement with the community, as well as the belief that the police address community concerns, understand, respond to the community, listen and engage with the community, carry equal weight in shaping public confidence, in addition to fair and dignified treatment and respect for individuals.

To enhance for development of the police force, these three categories can be integrated into police organizations. To meet societal needs and improve

public trust in the police force, these three categories; police effectiveness, fairness and community engagement must be valued within the Royal Malaysia Police organization.

Perceptions of police effectiveness involving crime control, supporting victims and witnesses, policing public events, ensuring a visible police presence in the community, responding to emergencies, managing and preventing crime. Police fairness involves treating individuals fairly and respectfully regardless of who they are or why they are being contacted, being approachable, offering help and being friendly. Police engagement with the community refers to the police's commitment to engaging with the public, listening, understanding, addressing their concerns and being trustworthy. These foundational aspects are essential for fostering overall confidence in policing.

When these three categories are embedded within a police organization, public trust and confidence in the police can be strengthened and fully realized. This study indicates that the public trusts the police, with police effectiveness ranking highest at 48.2%, followed by police fairness at 25.1%, and police engagement and shared values at 26.7%.

The findings of this study can be used by researchers to inform police teams and improve of public trust and confidence. These insights can help enhance police organizations and guide efforts to improve public perception of police performance in preventing drug abuse, combating crime and curbing corruption. By improving public perception and confidence in the police, a closer relationship can be created between the community and the police and they can become partners in fighting crime.

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