

Running head: MANAGING PUBLIC PERCEPTION AND MEDIA BIAS CRIME
REPORTING

Research proposal: Managing Public Perception and Media Bias in Crime Reporting

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ENGL 202

9/13/24

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MANAGING PUBLIC PERCEPTION AND MEDIA BIAS IN CRIME REPORTING

Introduction

In today's world, the media plays a huge role in shaping public opinion and influencing social outcomes. One issue that gets a lot of attention is how crime is portrayed in the media and the ethics behind it. Crime reporting often comes with built-in biases that can shape how the public views certain groups, impact policy decisions, and even harm society. I got interested in this topic because I'm taking CRIM 420, which focuses on how crime is portrayed in the media. I've noticed how different news outlets report on crime in different ways and how that changes the public's view of the justice system. As a communication major, I'm especially curious about how journalists can stick to ethical standards in their reporting without losing audience interest.

Research Question

This research looks at the ethical responsibility that media professionals have when reporting bias in crime. The main question I want to explore is: Do media professionals have a moral obligation to reduce bias in crime reporting, and how does that bias shape public opinion and influence decisions? By focusing on this, I also want to look at other communication issues, like how the media can either support or challenge power in today's world, how bias impacts the way people think about crime and the ethical problems that come up when the truth conflicts to get higher ratings through media.

Research Goals

The main goal of this project is to look at the ethical issues that arise when media bias influences public opinion and law. The research will explore how bias appears in the way criminals and victims are portrayed in the media, often stereotypes, and how this impacts the

public. By reviewing existing research, I want to look at the ethical challenges media professionals face and how they might be changed. Specifically, I want to identify the types of bias in crime reporting, examine how this bias affects public opinion, and ethical guidelines for responsible and fair news reporting.

Disciplinary context

As a communication major, my understanding of media theories and how media influences society gives me a good first step for studying this topic. Ethics in communication aren't just academic issues; they have real-life effects on what media professionals do every day. For example, journalists have to find a balance between reporting the truth and keeping their audience interested. This research is directly connected to my future career because it looks at how communication professionals can use ethical reporting to shape public opinion and decision-making. Understanding and addressing the ethical challenges of media bias will help prepare me for my career in the field.

Search Plan

I'll be using different examples of media bias, articles about media ethics from my communication classes, and articles from my criminology classes to explore this topic. My focus will be on research that looks at how media coverage, especially in crime and justice reporting, affects public opinion.

Challenges

One challenge I expect is finding sources that specifically focus on both media bias solutions. While media bias has been studied before, there aren't many resources that dive super deep into

practical ways to fix the issue. Another problem is that some sources of media bias may be influenced by political views, so it might be hard to find sources that aren't biased themselves. Narrowing down the focus of my research is also a challenge since media bias is such a broad topic. To handle these issues, I plan to carefully look through the reliability of my sources.