

DIGITAL CRIME REPORTING

FAST CHANGING LANDSCAPE

EXPLORING THE IMPACT OF REPORTING MEDIUM ON ONLINE CRIME REPORTING EXPERIENCES

ALGORITHMIC AVERSION

I don't trust a robot!

im SORRY
A POLITE MACHINE IS ULTIMATELY EMPTY WORDS

WHAT'S THE BEST WAY TO REPORT?

Human preference is rooted in TRUST + SENSITIVITY

Less serious
More serious
GRAFFITI
BURGLARY

REPORT ONLINE

Live Chat
Police office

POSITIVE RESPONSE TO LESS SERIOUS CRIME + PROACTIVE OUTCOMES

BALANCE HUMAN + AI INTERACTIONS IN ONLINE CRIME REPORTING SYSTEMS

AI response

CRIME TYPE MATTERS

PROCEDURAL JUSTICE MATTERS WITH ALL RESPONSES

Please discuss what you experienced
Take your time

POLITENESS + RESPECT

IDENTIFYING VULNERABILITY

WHAT DOES THIS INDIVIDUAL NEED?

POLICING IS THE CUSTOMER FOR TECHNOLOGY BUT NOT THE END-USER

What problem are we trying to solve?

PEOPLE ASKING FOR HELP

Will people want to use it?

People showed a consistent preference for final decisions to be made by HUMANS

PROCEDURAL JUSTICE CAN MAKE UP FOR LOW TRUST

IMPACT OF FOLLOW UP?

HIGH CUSTOMER SATISFACTION (TECH LITERATE GROUP)

IMAGINING THE 'END USER' STRATEGY, ASSUMPTIONS AND THE DIGITAL ARCHITECTURE OF CONTACT

Contact is a crucial entry point to a justice journey making it unique in an increasingly digital world

CHALLENGING ASSUMPTIONS

DROP DOWN BOX

Need to use the right words

AVOID NEED FOR POLICE SPEAK

Can technology differentiate psychological need?

"PUBLIC NEED TRAINING"

EVALUATION OF THE MERSEYSIDE CRIME REPORTING 'PORTAL'

CRIME TYPE

REPORT A CRIME

FREE TEXT BOX

DETAILS

HUMANS

CHAT BOTS

LIVE CHAT



MYSTERY SHOPPER

PREVIOUS EXPERIENCE

HIGH TRUST GROUP

LOW TRUST GROUP

TRUST BEFORE CONTACTING POLICE AFFECTS SATISFACTION

MORE SATISFIED WITH OUTCOMES

LESS SATISFIED WITH OUTCOMES

CONTACT IS A JOURNEY NOT A PRODUCT

- ★ DIGITAL IOI
- ★ Online reporting
- ★ Social media reporting