React or not to react?

The Swedish Police and its conflict handling strategy on Facebook

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Abstract

The purpose of my study was to get a view about how the Swedish Police handles conflict situations on their Facebook page. Presence of authorities and organizations on social media site is a new trend and the exploring of the experiences and development are in progress both from their side and from users’ side. People have access to comment on the Police’s statuses and they undertake their positive or even negative opinion showing their identity. In some cases they do get reply from the Police, but in other cases they do not. Does the behaviour of the Police increase trust in people or not? My research was based on a discourse analysis, focusing on Facebook users’ negative comments and how the Police replied – if they did. The results were showing a negative picture of the Police’s conflict handling style which may sink trust in people.

Keywords: Sweden • Police • Social media • Facebook • Conflict • Trust
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1. Introduction

In our modern world, life is inconceivable without a computer or internet. Information gathering has changed among people; a hundred year ago the main information source was newspapers and within a century new types of equipment have been developed. The first radio broadcast was in the beginning of the 20th century and with this invention information gathering broadened. In the late 1940’s television was developed continuing the possibilities for organizations to advertise and for citizens to obtain new information. The Hungarian mathematician John Von Neumann invented the computer in the late 1940’s (Karwatka, 2005) and nearly 50 years later the World Wide Web began to be used which made it possible for many people to get new information. During the industrial revolution (19th century) this new equipment has started to be used and with these developments societies and their information gathering habits have been transformed. Organizations and authorities had to shape their communicative way to the citizens’ most used medium.

We live in an informational technology era now. As organizations and authorities shape their communication channels according to what people use, the Police do the same. Every organization and authority has to accommodate their views and strategies for this new kind of communication.

Organizations are transforming their communicative view which is influenced by the social context and organizational circumstances (Orlikowski, 2000). In the informational technology era “stability is out, change is in” (Orlikowski, 1996). Within and outside an organization social and political factors are influencing the development, adoption and impact (Dennis P. Rosenbaum, 2011). Orlikowski interprets in her article of organizational transformations and these phenomena as results of the “interplay between the organizational culture, members’ beliefs and perspectives on technology, conflicting paradigms and the technological infrastructure” (Dennis P. Rosenbaum, 2011).

Police departments were ready for the change because they were becoming “increasingly reliant on timely information to guide daily operations, analyze the effectiveness of crime prevention tactics and enhance management accountability” (Wesley G. Skogan, 2005). But social media does not have a long history, which means that previous experiences are not available and conclusions are unpredictable.

There is an opposite effect of the social media sites: authorities, such as the Police and different detective companies are using social media sites to spy on people and that causes account cancellations.

The question is how the Swedish Police agency is using information technology to communicate with the public. Police organizations can be transformed by the Internet creating new police-citizen interfaces (Dennis P. Rosenbaum, 2011). In the virtual world – Police’s webpage, social media sites: Facebook, Twitter pages – the Police can inform citizens about crime in their community, “provide information about police programs, activities and decision, and engage residents in a two-way dialogue about solution to public safety problem” (Dennis P. Rosenbaum, 2011). Internet helps organizations and authorities to become more transparent with the openness to decision-making with the public (Dennis P. Rosenbaum, 2011).
Social media is “a communication medium that is devoted to or characterized by interaction between participants or consumers of the medium” (Lester, 2012). Social media use is being ‘created’ by the internet and with the social media use people can easily share information, be connected to authorities and they can easily comment on their updates. Facebook is a social medium where people can post texts, pictures, videos and links. There is also a possibility for other users to comment on these posts and to see the comments is accessible for their acquaintances.

Do people think the information on the internet is reliable? While newspapers rely on editors and journalists rely on the peer review process, the “online information does not go through this process” (Pack, 1999). For an authority reliability is an important issue. In this phase of informational age anyone can put up a website and publish anything on the internet. Therefore, it is important to give persuasive information to the public.

There are many people who do not buy newspapers but they can get information from the television and the internet, especially Facebook. Their friends post news on the news feed and when the user is logging in to Facebook without his/her wish, he/she will receive a notification. This new kind of information gathering style shapes the society and in conclusion, it shapes the social and political issues.

Several modes of communication can clarify the message, improve comprehension, and also add to the complexity of the message. Images can enhance comprehension when they are relevant (Jensen, 2011). Pictures can enhance the Police’s identity and they are used to show the message the Police wants to convey (Rikspolitisstyrelsen, 2013).

The conditions for effective communication have been analyzed by researchers. Openness and effectiveness are really important in achieving effective communication and some researchers have made researches about them. In the following part, I will detail the main points of those researches.

People are suspicious of authorities in social media because anyone has access to “more sources of conflicting information” (Reynolds, 2010). “Nonetheless, trust and credibility are essential elements of persuasive communication. Because most institutions (particularly government) enjoy a negative stereotype with the public, it is important for them to defy these negative stereotypes (e.g., providing fair and balanced information in a timely way) to increase credibility and trust” (Reynolds, 2010).

“Trust is an important and distinctive kind of psychological state” (McMyler, 2011). “Trust is an attitude of accepting something as true that is paradigmatically manifested in a disposition to cooperate with others in situations of iterated exchange” (McMyler, 2011). The Police’s slogan “To Serve and Protect” is having a reliable message to people: to be protected by someone deserves trust.

Porte made a research article about the organizations’ focusing on the openness and effectiveness on the internet where he made points of what notions are the most important ones if an organization is present on the web (Porte, 2005). “For all organizations,
accountability is the authoritative exercise of oversight” (Porte, 2005). To study the exercise of oversight, notions are needed.

Openness is one of the notions which is an “important enabling condition” (Porte, 2005). The Web is growing day-by-day, and “reflects internal structural and procedural dimensions of organizations’ non-electronic existence. Websites are the authoritative organs of information dissemination in both the public and private spheres” (Porte, 2005).

Another important content is transparency which makes information available in a social system. “Interactivity is a measure of the level of convenience or degree of immediate feedback which is the second component of openness” (Porte, 2005). With the use of web, authorities and organizations can be easily reachable and people can skip standing in queues to get an issue solved. There is a ‘contact us’ section on the Police’s website where citizens can find the telephone number in a case of emergency, addresses with the departments’ telephone numbers and e-mail addresses.

Today the Police are getting more accountable because its cost-effectiveness and they make more steps in communicating with the public on the internet. The use of the internet makes decision-making faster, lowering the costs, encouraging flexibility and giving a better control about the Police to the public which results more individualized relations (Wesley G. Skogan, 2005).

Besides of Porte’s notions of trust, perceived fairness, integrity and competence are also important part of trusting an authority or the Police in this case (Jonathan Jackson, 2012). The most important notion is fairness which –if it is present - leads into motive-based trust. “Individuals make assessments of the fairness with which officers treat people, a measure which imply both effectiveness and fiduciary obligation” (Jonathan Jackson, 2012).

Trust is an important issue even in the Swedish core values. The Swedish state has an objective to “increase the overall interest and trust in Sweden, increasing the awareness about what is seen as Swedish core values; democracy and human rights, within the framework of Swedish aid and development assistance” (Diplomacy, 2011). The Police and the citizens are aware of these core values and I would like to find it out if these values are visible in the comments.

The Swedish Police are focusing on their public communication using social media sites. Compared to other Police authorities in Europe the Swedish Police – and Police Authorities in Scandinavia - is using a unique communication channel. My choice is Sweden because the language is not a barrier for me and it is an interesting research about what citizens think of the Police and its work.

The thesis will analyse the Swedish Police’s Facebook use: what communicative modalities they use with the public, what issues they post and how the public’s reaction for these updates. For many people it is unusual to see such an authority on Facebook, and it
brings the Police closer to people. The main focus of my study is conflict: how Police handles the occurring conflict situations?

My thesis will include the followings: the thesis will first let the reader know about the purpose of the study. After that the paper will describe the theoretical background of the paper including the communication channels, social media, trust and conflict. The Swedish Police is present in the social media, and I will describe in what way they are there and how they apply their issues on them.

Then I will describe the methodology of the study and analyse the results of it making comparison with the theoretical background then I will discuss the results of my study and recommend ideas for future research.

2. Purpose

As mentioned above, the thesis will focus on the communicative modalities on Facebook. I will first classify the posts from the Police to make an insight about their perspective: what kind of posts they are, and if they can be categorized. The categories have affected the public differently, and some of them have more comments and questions, which may require an answer from the Police. I will analyse the dialogues between citizens and the Police on Facebook: how the reactions are from the public of certain posts, and how the responses are from the Police. Do they reply to every comment? If they receive negative comments, does the Police respond or just ignore them? I will also describe and analyze the messages published by people on the Swedish Police’s Facebook page and categorize the responses from the Swedish Police.

The purpose of my thesis is to get answer to how the Police handle the occurring conflict situations through the dialogues.

3. Frame of reference

There are previous works of organizations’ communication on the internet and studies of the Police’s websites. The following part of the thesis will be about the relevant previous research in the field which I am going to use later on in my research.

3.1. Social media

“Social media encompasses a diverse range of communication styles, including multimedia and short messages, and connects a wide range of actors, it is a complex network” (Van Niekerk, 2013). They became popular in the middle 2000’s and since then the number of users are increasing. There are social media sites with different functions: people can share their thoughts (Twitter, Facebook), pictures (Instagram), or videos (YouTube). Groups of
people may exchange information on these sites and it can substitute a face-to-face meeting or any social interaction.

As mentioned above, not only civil people use social media; authorities and organizations have started to use them, making advertisements and e.g. guerrilla marketing. The presence of an authority or organization on a social media site has benefits for the citizens. One of the advantages of social media for citizens is that authorities and organizations are more reachable. People have access to comment on posts and share their view with e.g. the Police and other users.

Facebook is an online social networking service which was founded in 2004 (Carlson, 2010). In 2013 there are around 1 billion people using Facebook (Smith, 2013).

### 3.2. Conflict

Because anyone - who is using Facebook - can comment on the Police’s posts, conflict may occur between the Police and the public. As mentioned above, openness and interactivity are important parts of an effective communication but conflict cannot be prevented. Conflict is “incompatibility between two or more opinions, principles, or interests” (Oxford, 2013). “Conflict involves antagonistic relations of ideas, interests, and persons. It occurs at different levels, including internal, interpersonal, small groups, large-scale sectors, organizations (such as states), and broad social principles. Furthermore, conflict takes many forms, from sullen silence to verbal debate, from interpersonal violence to organized warfare” (Birx, 2006).

The interactions are faster and more complex in the social media than in others (television, radio, and printed media) and e.g. Facebook is more accessible for people, hence making communication different. In face-to-face communication the nonverbal cues make interactions and comprehension easier, but in written communication the risk of misunderstanding is high because the lack of meta-communication.

“Blake and Mouton used the traditional distinction between concern for people and concern for productivity to develop a typology of five strategies for managing conflict” (Stewart Clegg, 2008). Thus, there are five styles of conflict resolutions:

- **Avoiding**, ignoring: when – in this case – the Police are ignoring the comment. In my paper I will use the term ignoring conflict: “protagonists have a low concern for both people and productivity, whereas collaborators have a high concern for people and productivity” (Stewart Clegg, 2008)

- **Obliging**: the Police are accepting the other party’s point. “a low concern for productivity but a high one for people” (Stewart Clegg, 2008)

- **Standing on the Ground**: competitiveness, stands at the own point. “It offers a short term rewards, but in the long term effects can be detrimental to your business” (Dame,
“High concern for productivity but a low concern for people” (Van Niekerk, 2013)

- **Compromising**: The parties are negotiating in larger points letting go the smaller ones. “Moderate concerns for productivity and for people” (Van Niekerk, 2013)

- **Collaborating**: it involves listening to both sides discussing the goals and agreements with understanding the other party’s points. Collaboration includes resolving the problem without concessions. The conflicting parties respect each other (Dame, 2013).

According to Morton Deutsch people’s expectations and interactions, including their conflict handling are affected by their belief of goal interdependence. There are cooperative goals when people believe that their “goals are positively linked” (Stewart Clegg, 2008) and both parties are successful. “A cooperative approach to conflict management promotes mutual goals and resolves the conflict for mutual benefit” (Stewart Clegg, 2008). On the other hand, competitive goals involve incompatible interests.

In organizations employees should discuss the conflict openly instead of avoiding it. They should “reveal their underlying interests, put themselves in each other's shoes, and flexibly develop new potential solutions” (Stewart Clegg, 2008). Of course the effects of a strategy depend on the circumstances.

“Managing conflict is a joint activity, best accomplished when the parties are oriented to making their conflicts productive and mutually beneficial” (Stewart Clegg, 2008). A good strategy is if the parties are oriented to manage conflict for mutual benefits. Conflict management can be frustrated by others who avoid conflict or try to force their point to others. Because each party is different with different personalities and background, theories should be used and applied across cultures (Stewart Clegg, 2008).

Based on these theoretical frameworks I am going to analyse what communicative modalities the Police uses on Facebook to communicate with the public and how are the reactions from the Facebook users on the Police’s Facebook page.

### 4. The Swedish Police’s presence on the internet

The Swedish Police are present in the virtual world in many ways: they have a webpage ([www.polisen.se](http://www.polisen.se)) where visitors can find an introduction about the Police and its work, services, law and regulations of the traffic and contact. Under the ‘Police’s channels’ point on the website is a summary of the used social media channels by the Police. The Swedish Police have started to share information on social media sites in 2011. They have 92 Facebook pages –national, regional and local pages -, 39 Twitter accounts and one YouTube channel.
(Rikspolisstyrelsen, 2013). As I mentioned above, I will focus on the Police’s national Facebook channel.

The Swedish Police have started to share information on social media sites in 2011. It is a quite new way of communication between authorities and people and that is why citizens do not have so much experience on the proper way of communication with authorities on Facebook.

The Swedish Police made a survey about what people think of the Police’s presence on social media channels and the results were positive: out of 14,200 respondent 96% want the Police in social media and 93% find the information interesting. 90% of the respondents would expect from the Police to give public information through social media channels and 89% of them would like to get actual happenings and news. 84% of them would like to know about ongoing crime cases and 74% just would like them to be visible on the internet. On the other hand, only 17% of the respondents think it is less important for the Police to inform people about crimes on social media channels. 81% got information or contacted the Police on social media channels. If citizens contacted the Police, 80% of them were satisfied with the answer, 18% had both experiences, and 1% was not satisfied. 40% of the respondents experience that the Police are more accessible in the social media compared with other channels and 40% does not know if the Police are more accessible or not. 93% of the respondents get information of the Police’s work on Facebook and 34% do that from Polisen.se. 58% of the respondents’ faith has increased in the police because of the social media and 2% feels that their faith has decreased1 (Rikspolisstyrelsen, 2013).

“It is perceived by the public that social media enables policemen to show more of themselves as human beings by being open, giving insights into their daily work and by having a dialogue in these new channels for communication” (Rikspolisstyrelsen, 2013).

As mentioned above, I am focusing on the Swedish Police’s national Facebook page which started its functioning in September, 2011. In 2012 January, the followers’ numbers were 463. For today this number has increased to 41,957 (April, 2013). In Sweden, 94% of the population - aged between 16 and 74 - is using the internet and 54% is using social media sites (approx. 3.7 million people) (Anon., 2013).

The Police are using different multimodal communication modalities on their Facebook page. I found the following ones on their page:

- texts,
- pictures,
- videos, and
- hyperlinks.

1 Translated by the Author
The Swedish Police are not the only police authority with Facebook page. The Scandinavian countries – Norway, Denmark, and Iceland – also have them. They all have similar structures, including information, warning, and directing links to their webpage.

The Swedish Police’s Facebook channel has a professional surface. Their profile picture is the Police’s logo and on the cover picture there is the Police’s telephone number and police officers with a smiling policeman in focus. That smiling face gives a positive feeling for visitors, for instance they could use a picture about a crime scene which may cause different reactions for the readers.

In the information section there is the Police’s telephone number again and a couple of sentences of their mission and links directing to their official website. There is a section ‘come to us’ and by clicking on it we will be directed to the Police’s webpage where citizens can announce a crime. The Police’s social media pages can be easily reached from the police’s website (http://www.polisen.se/Aktuellt/Sociala-medier/) under ‘Social media – The Police’s channel’. Their purpose is to share crime information and share tips to reduce crime. They are describing what the police as authority does, and they wish to help to reach an increased safe environment. The social media can help them to give and get tips of witnesses’ experience to solve a crime. They have regional pages and a national one with information from the overall country (Polis, 2013). Their communicative role is to reduce crime and increase safety and communication is helping to reach these goals. Of course citizens’ faith contributes in their safety and their willing to cooperate with the Police. The communication of the Police is giving an insight to people about how Police work, and the picture which is going to be formed through face-to-face meetings or via mass media. Every update on Facebook goes with great responsibility of how the Police are perceived (Stakston, 2013).

There are different comments on the Police’s Facebook posts and updates, and I will analyse them in regards to conflict. If there is a negative comment about the Police, or Police’s work or system, and how the Police handles them. The kind of communicative modalities and conflict style they use.

The Police’s first publication was in 11th September, when they uploaded pictures about police officers at work and from the 12th September they started to share information of the police’s work and happenings which required the police’s presence. Since their first status, they had 202 updates. In my research I found these kinds of status styles used by the Police:

- **Prevention tips**: in February, 2013, the Police have posted an article about residential burglary and how can citizens prevent their valuables at home from being stolen. “Protect yourself and your relatives against crime. Citizens with reduced mobility can suffer a crime because they are handicapped… Be careful with unknown visitors. Ask for identity and try to control that. There are telephone numbers for controlling. If you let an unknown person in to your house, be aware that there are not more people who sneaked in to your house. Keep the front door locked when you are at home etc. (Polisen, 2013).
• **Information of a crime**: e.g.: “What is grooming and what do you need to think of? Grooming is when someone makes contact with a child who is younger than 15 years and abuses him/her. The first contact of grooming is usually on a chat forum or other pages where people can have new contacts. To make contact with children for sexual purposes is illegal” (Polisen, 2013).

• **Warning**: “The Police warn for a new kind of crime, which occurred in relation to a victim whose car had been taken to a party. Read more on our website” (Polisen, 2013). Different warnings about “seasonal” crimes to the public to be aware of.

• **Other**: recruitments, open forums etc. The Police are keeping posting possibilities of recruitments and different open forums where citizens may ask about special issue from an expert.

The most assailable status styles are ‘information of crimes’ and ‘warning statuses’ where negative experiences arise causing conflict between citizens and the Police.²

The overall aim of communication for the Police is to give a clear and relevant picture of the Police’s tasks and activities to citizens which protects and builds trust in the Police. The picture which should be given of the Police through communication is that the Swedish Police are doing a professional and effective job, good service to citizens and providing security through availability and presence (Stakston, 2013). If there are any inaccurate thoughts of the Police’s work, the communication policy is to correct these inaccuracies with operation and performance with the use of social media.

The comments for the police’s statuses are different. The number of ‘likes’ of the updates are different at the posts. Most of the statuses are shared by readers, and thus information can be reached by more people. Those users who are subscribed for the Police’s Facebook page and share a post, that information will unwillingly be read by their friends, because the post will be shown on their homepage. It is a good way of information flow, because many people are not reading the Police’s news but they check their Facebook - almost – every day.

The prevention tips, warnings and helpful information are also shared by subscribers. For instance, the police posted a warning video in 2012, December, which had the highest sharing-rate, shared by 12.103 users, though the number of subscribers was 7.833 (April, 2013). It means that the subscribers’ friends are sharing the Police’s posts too and the information flow is faster, and can be reached by more Facebook users. People - who like the Police’s Facebook page - are more to it because they prefer to receive useful information.

² Measured by the Author
5. Methods - Choice of statuses, dialogues

The research is focused on the period between December, 2012 and April, 2013. I do a qualitative study by collecting the dialogues from that period, using the Swedish Police’s Facebook page and conduct a discourse analysis about them. “Discourse is the production of meanings. Discourse analysis (DA) is the study of how meanings are produced and of which meanings prevail in society” (Stewart Clegg, 2008). “Discourse theory aims at an understanding of the social as a discursive construction whereby, in principle, all social phenomena can be analysed using discourse analytical tools. First, we present the discourse theoretical approach to language, and then extend the theory to cover the entire social field” (Marianne Jørgensen, 2002). This kind of analysis is relevant for my study because posts and comments are a special type of conversation which can be read by everyone.

I select the dialogues independently from age and gender; the main purpose is a conflict situation. The posts and comments are in Swedish, and I translate them in to English. The comments are open for every user and it has “granted Facebook a non-exclusive, transferable, sub-licensable, royalty-free, worldwide license to use any IP content that users post on or in connection with Facebook (IP License). This IP License ends when a person deletes his/her IP content or his/her account unless his/her content has been shared with others, and they have not deleted it” (Facebook, 2012). The users’ comments are available if they have an account on Facebook, but in some cases the comments for an answer are not visible.

My choice of statuses is based on the comments. If there were negative comments regarding the current update, I focused on the Police’s reply – if there were any. If there was a reply by the Police, I was first classified the type of conflict handling and then I focused on the reply and the use of words trying to find out the reason of their utterance. I was focusing on the period between December, 2012 and April 2013. I found 11 updates on the Police’s Facebook page where conflict situation occurred and 23 comments from the public. The names of the users are hidden; the gender of the user is shown in brackets after the initials of the name.

6. The Police’s conflict handling on their Facebook page

Every Facebook user has access to comment on the Police’s posts on Facebook. There are questions, encouraging comments, but there are also sceptical citizens too, with doubts in the Police’s work. In this chapter, I will analyze the criticizing comments and dialogues, and see what kind of conflict style the Police prefer to use. During the period November, 2012 and May, 2013 the most divisive questions about the Police’s posts were traffic information, speeding, and grooming. The dialogues were mostly chosen from those topics.
During the analysing process I will use the discourse analysis. According to MacLure, “analysing a text involves much more than attending to whatever is ‘in’ those texts. … The point … is not to get the text to lay bare its meanings (or its prejudices), but to trace some of the threads that connect that text to others” (MacLure, 2003).

During the research period the Police used the ignorant conflict style, obliging and compromising style. I did my research using 23 cases, and the dispersion of that is shown in figure 1 under.

![Figure 1](image)

**6.1. Police ignores conflict**

Avoiding – or ignoring (low concern for self and others) conflict style is minimizing the conflict explicitly, either “ignoring it or quickly shifting conversation to a different issue. It has been associated with withdrawal, buck-passing, or sidestepping situations” (Carlos Montes, 2012).

This is the most common style used by the Police. Out of 23 cases 13 comments were ignored. There are two kinds of negative comments - which I found - that the Police ignored:

- Critics of the Police and the Police’s work: Users are skeptical regarding the Police doing their job properly.
- Negative opinions of other circumstances: Users are criticizing e.g. the government, quality of roads, taxes etc.

These groups can easily melt together, because the Police and the government are authorities which are in relation to each other. If the government makes a new regulation or law, the Police have to follow that and make decisions in the consciousness of those rules.

This kind of conflict handling can be risky for the Police because people might think that their opinion is not important and thus, their trust can sink towards the Police. If they do not get answer, they might be disappointed and may treat the Police differently: citizens may not say their opinions and it may result in frustration and fret among them.
6.1.1 Ignorance of criticism

There are instances where citizens are complaining about the Police’s work and how it affects their trust towards them. The main cause of the Police’s ignoring behaviour is the lack of accountability which leads to the lack of trust in the public. As mentioned above, people might think that their opinion is not important, and it can result in fret and frustration in them resulting in decrease in their trust.

The Police have rules of what cases they may post on social media sites and what comments they can make. They are not allowed to post details about certain cases and multimodal messages of anything. That is why they post about more “casual” cases, such as traffic and alcohol.

6.1.2 Ignorance of comments regarding other circumstances

Because the Police have to follow the regulations and legislations made by the government, the negative comments can aim the authority on a higher level. Other circumstances can be aimed with negative comments such as fast drivers on the roads.

It is a new communication channel for the Police, so the citizens do not know much about what is appropriate to post and what is not. The Police have regulations about what is allowed to be posted on social media sites and of course there are cases with silent vow resistance as well. Citizens might not know about them and that is why they do expect openness from the Police if they have a Facebook page and they reply to their comments.

6.2. Obliging conflict style

“Obliging (low concern for self and high concern for others) style is characterized by an incomplete evaluation of alternatives and a one-sided process of giving-in which decrease the decision-making quality” (Carlos Montes, 2012). An obliging person is giving in his/her opinion agreeing the others’ positions.

M. A. (female): Does it worth reporting?? Does not happen even a shit!!

March 19, 12:27

Polisen: M. A.: We are apologizing if you experienced that you or someone has been unfairly treated or received insufficient help. We want that those people who have reported a crime but their case discontinued, or experienced that they got inadequate help should come to us again if they re-victimized. The Police are constantly working to get better in both investigating crimes and providing support to the vulnerable. We
take abuse, threat and domestic violence seriously and we want to help more. Learn more about our work and how we can help at http://www.polisen.se/komtilloss.

The citizen was using obscene words about the Police’s work. The reply from the Police starts with apologizing, despite of – in this case – M. did not say anything that she experienced. The Police was trying to help by saying “come to us again” and this time they can do better. They were making an excuse: “The Police are constantly working to get better...” With that statement they were trying to keep the respect from M. and from the public.

With this open comment the Police would like to prevent any occurring conflict situations. They repeat again, “we are working on...” It may sound like a protecting utterance and trying to convince the public that if they missed something, it could be because they have other things to do. They are also trying to build the respect towards them by writing data about increasing knowledge and improvements.

6.3. Compromising

In the compromising conflict style people gain and give in tradeoffs. “Compromise is generally not satisfying. We each remain shaped by our individual perceptions of our needs and don't necessarily understand the other side very well. We often retain a lack of trust and avoid risk-taking involved in more collaborative behaviours” (Anon., 2013).

H. O. (male): I do not live in the city but in the country side, and I took the steps to protect myself from curious visitors. It can go up to seven dogs in the house at the same time, so it is hard to believe that someone would choose my house to rob it. One of the reasons of my actions is that I have been involved in projects such as “neighborhood watch”, but also to the Police in Falkenberg does not show up if someone’s house had been robbed. My ex ‘sambo’ got experienced things like that.

In these days her house has been robbed, another house owner had suffered an ‘egg throwing’ situation and the Police went there instead and did a crime investigation there.

If I would get an unwelcomed visit at my house I would prefer to call some dog keepers, so we would fix the robber by ourselves. It is cheaper for taxpayers and gives a much better result in the long run.

3 Translated by the Author
Polisen: H. O.: Such a bad experience about the Police in your area. I have to say that under my years working as a crime scene investigator I have only been once to a residential burglary where there had been a dog. I would think that the risk with your gang is small but you are going to have problem with the insurance company if a fearless thief is coming to your house.  

February 6, 18:17

In this case the Police are both giving and taking. They agree with H’s comment about the Police’s fault but on the other hand they warn H. about the risk of his “problem solving” style. It is an effective answer from the Police to the citizen and even the Police are showing their openness which can build trust in H and in the others who see the comment.

6.4. Feedback

The comments regarding to the Police’s posts are mostly positive. In Figure 2 it can be seen that 54 people liked that status and the comments were only positive. Of course there were doubters regarding the Police’s Facebook page but today citizens see that it is a forum for getting information from them. Those people who are sceptical in the Police’s work, they share their views in the form of comments which are appreciated by the Police. Unfortunately those comments are not available due to the date of comment, but the answers are showing that there used to be negative comments as well as positive ones. I did not encounter rude and obscene comments but on the other hand, when I visited the Norwegian Police’s Facebook page, the first comment I saw was “F*ck the Police”, “I will never be a policeman”, etc. (see Figure 3). Even though the Norwegian page is unofficial, citizens trust in that information that the page is not official, and that can be a reason they dare to post negative comments. What if the Police have created that Facebook page and say it is unofficial but in reality it is not? These kinds of comments are missing from the Swedish one; the page shows that people are more reliable of the Police’s work in Sweden.

Translated by the Author
Translation:

Welcome to the Police’s official Facebook page!

Å. E. (female): It took a little while but now you are here!

T. K. (male): Pretty!!

S. F. (female): Great! Keep up the good work!

A. L. (male): Great!

Å. P. (female): FINALLY!!!!\(^5\)

\(^5\) Translated by the Author
C. R. (male): 205 km/h in a 70 zone without any punishment for the Police’s office.

I do not have any friends and nothing to lose – never become a Police

R. N. (male): F*ck Police

As it is mentioned above, the most common posts are information about a service that citizens might not know. To make the post more reliable, there is always a link directing to the Police’s webpage and to the same post.
7. Discussion

Facebook is a new communication surface for authorities and still has a developing status. The authorities and organizations are getting to know it through their experiences and the way they communicate shapes the public’s perception of them. Communication might seem easy through social media, but in many cases marketing experts would be needed to make a communicative strategy for authorities for social media communication.

My data shows that the Police are mostly using avoidance in conflict situations (13 cases out of 23). As I mentioned above, Facebook is a sensitive area which is changing day by day, and my research is showing data from only a period of time. I would recommend a longer and more in depth research within the ‘Polisen’s’ Facebook site in a year and see if any changes has happened. The accountability should be developed and the Police should be more open.

As my research question asks can the Police’s posts be categorized, the answer is yes. The Police have to follow regulations and they are not allowed to post any kind of information to the public on Facebook, nor somewhere else. Confidentiality is part of the regulation and it has to be followed by every person who works at the Police.

The public has both positive and negative comments on Facebook. As the Police’s survey shows, many people were happy when they saw the presence of the Police on Facebook (Rikspolisstyrelsen, 2013) but some people have negative opinions of the Police or something regarding the Police and they undertake them on the Police’s Facebook page. Some of the comments got reply, but some of them have been ignored.

Why did the Police ignore all of these comments? These people have a point in priorities, and the inequality issue appears at M. R.’s comment (see appendix), with the term “ordinary people”. It is not impossible to answer for every Facebook comment that is why a whole department would be needed with communication and marketing experts who can coordinate the website. Answering to everyone can build more respect and trust within the public, and they can feel that the Police care for them. The slogan of the Police is “To serve and protect” focuses even on the communication, and with a reply citizens may get the service of the Police and they can feel protected. If they do not get reply on their comments, are they going to get help in e.g. an incident?

The Police are not accountable and not taking responsibility on Facebook if any mistake has happened during their services. Then people might ask if the system in the Police works in the same way or not.
8. Conclusion

The aim of my paper is to get a picture of the Police’s tasks and activities on Facebook. The main focus of my thesis was the Police’s conflict handling style which is ignorant in most of the examined cases. As my results show, the Police have an active presence on their Facebook page, but not putting enough effort to communicate with the citizens and reply for their questions and problems.

In conclusion, if the Police would be more active in giving answers to people, they would get more respect and people would trust them more. Then their slogan would be accurate as well.

However, it does not mean that the Police are working this way in other communication channels – e.g. face to face communication -, and it is important to note that the use of Facebook for authorities is a new way of reaching citizens. It needs time to develop and achieve an effective communication. Unexplored communicative channels need time to develop and through positive and negative experiences people will discover the areas that need enhancing in order to get better results.

Nevertheless, people cannot judge the Police having only the ‘Facebook-experience’. They do not have the ability to use meta-communication cues which would make the message more accurate for both the citizens and the Police.
9. Appendix

The cases are shown in the appendix. The comments are categorized in to conflict styles and they are in date order.

9.1. Appendix A – Ignorant style

**Polisen**
November 29

“A pyramid in three levels – the criminal activity looks like that in Malmö. To access the builders, the experts and practitioners reacting to the Police on several levels simultaneously. Read the interview with Stefan Sintéus, head of the county police in Malmö” (Polisen, 2013).

V. S. (female): “Should we trust in this information? After the days’ leaders in DN my faith sank in the Police”.
November 29, 2012 10:02

**Polisen**
March 15

What is grooming and what do you need to think of? Grooming is that someone makes contact with a child who is younger than 15 years and commits abuse with him/her. The first contact of grooming is usually on a chat forum or other pages where people can have new contacts. To make contact with children for sexual purposes is illegal.

J. F. (female): How long does it take for a police officer to talk to a prosecutor? I registered a grooming for a half year ago and the Police messaged that they are going to talk to a prosecutor and get back to me – after 5 months I have not heard anything. Does it mean that this case is depleted?
March 20, 17:32 via mobile

**Polisen**
February 22

Submit your tips to the Palme group

As recently as this week, the police have received some advice from people who have found themselves at or near the crime scene and who had not been in contact with police. Today it takes the investigators in Palm group received advice and observations between 15.00 to 22:00 at 114 14. [http://www.polisen.se/Aktuellt/Nyheter/Gemensam/jan-mars/Lamna-tips-direkt-till-Palmegruppen/]
Comments:

**M. P. (male):** Really believable almost after 30 years! Invest your money to something you can solve instead!

February 28, 14:17

**J. S. (male):** I have big faith for the Police... but is not the time to give up?? Should be more unsolved crimes to add resources?

February 28, 14:41 via mobile

**S. M. (female):** but please... did this happen 27 years ago? Is there any crime that you are fighting with so long? No.

February 28, 14:53

**M. R. (male):** Is there a group of people sitting and working with this? How much money has been spent so far to find Palme’s murder? And how much about other cases when “ordinary people” have being murdered?

February 28, 15:10

**K. K. (male):** “This page is full with the Police’s propaganda. Everything which is not positive is being ignored and censured, although it fights against the government’s paragraph 2” (Polisen, 2013).

**Polisen**

April 15

What would you do with 3.600 crowns?

That is what you can get in a fine if you drive 26-30 km/h faster in a 50 road.

15-21 April the Police are doing speed checks all around the country. The main purpose of the increased controls is to save lives and reduce injuries in traffic.

Remember to slow down. It saves lives. And you save money.

**A. A. (female):** I think it would have been better if they would tighten the controls over violence in society instead! Chasing people who drive a little too fast, when so many people are being killed, threatened, robbed and abused of violence!! But... the state needs money...

April 15, 13:18

**Ä. S. (female):** I also wonder when will you have behavioural controls? People who drive at the wrong occasion, driving too close, drive close in front of me, makes for tight overtaking etc., etc. Those things irritate me because I can get hit by someone else’s stupidity. Drive “just” too fast so I often take no damage from it.

April 15, 13:23
The Police warns for a new kind of crime, which occurred in relation to a victim whose car has been taken to a party of any kind. Read more on our website.

**P. Ö. (male):** “It is time to close down our public records maybe? It is right that Swedes get their identities kidnapped out of those people who are looking for asylum in Sweden through to give up that they live with a Swedish person in a household, everything cracks after 2 years but there is nothing that the Police can warn for!”

December 6, 2012, 11:36

**N. M. (male):** “People should stop updating their status that they are on abroad or in a party, and then thieves are coming… A thing which I think is strange, if a thief comes to my house and slips on the floor and hurts himself, then I am in charge of that… WHY?”

December 6, 2012, 11:34 via mobile

**Polisen**

January 23

30% less outdoor violence in Malmö, five people sentenced to a total 78 years of prison for murder and major drug and weapons seizures. The drive against serious organized crime will return in results: [http://www.polisen.se/Skaneforhals/Skaneforhals/]http://www.polisen.se/Skaneforhals/Skaneforhals/

**M. M. (male):** If you would live in my area, there is no improvement, although organized crime can be found here.
11.2. Appendix B - Obliging style

Polisen
December 5

The traffic office is informing about the traffic problem in Stockholm’s area’s traffic:
http://trafikinfo.trafikverket.se/LIT/#countyNos=25,24,22,23,21,20,17,18,19,3,2,4,14,5,13,6,8,9,7,10,12&selectedMsgTypes=trains,road,ferry&url=Meddelanden

E. H. (male): “Is this really something that everyone in the whole world need to know??? Do not the Police in Stockholm have their own Facebook page?”
December 5, 2012, 16.12

“Hej E., you are right that the Police of Stockholm have their own Facebook pages, but there are a lot of people in the country who travels from and to Stockholm. That is why this can be interesting information for them who live in the relevant areas” (Polisen, 2013).

Polisen shared a link. December 12, 2012

Every year 10 000’s of people exposes for violations, threats and violence to live with it. It often occurs in a house, within the house’ walls, outside in front of others. We can minimize the invisibility and increase the consciousness about people should contact the Police. Share it, so you are contributing in getting more people help. Thank you!

Polisen: One part is writing that they have not got any support and help which they hope from the Police. We are working on it to be better and to investigate this kind of crime. A lot of things happened within the Police in the past year, both in knowledge, prioritizing and investigation works. For instance the Police’s first measures improved like documenting damages and interrogate witnesses, information and experience, both internally and with prosecutors and other agencies and NGOs have became more comprehensive and increased their knowledge.

December 21, 2012, 16:26
11.3. Appendix C – Compromising style

Polisen has shared a link

*Have you suspected that someone close to you has been a victim of violence in an intimate relationship?*

*Then you are not alone. One in every five people has suspected or knows someone close subjected to domestic violence. According to a new survey only 17% of them have reported the crime to the Police. Please contact us if you think someone is a victim of a crime in an intimate relationship! NOTE! Do not report a crime on Facebook! Call 114 14 or 112 if it is urgent.*


March 19

**M. A. (female): Does it worth reporting?? Does not happen even a shit!!**

March 19, 12:27

**Polisen:** M. A.: *We are apologizing* if you experienced that you or someone has been unfairly treated or received insufficient help. We want that those people who have reported a crime but their case discontinued, or experienced that they got inadequate help should *come to us again* if they re-victimized. *The Police are constantly working* to get better in both investigating crimes and providing support to the vulnerable. We take abuse, threat and domestic violence seriously and we want to help more. Learn more about our work and how we can help at [http://www.polisen.se/kom-tillloss](http://www.polisen.se/kom-tillloss).

March 19, 14:01

**Polisen**

February 6

*There are many possibilities to protect against residential burglary. Think on that:*

- Contact your closest neighbors if you are travelling somewhere
- Ask someone to take care of your post so the mailbox will not be full giving a sign that nobody is at home
- Have timer on some of the lamps which turns on and off in different times
- Avoid to talk in to the telephone answerer when you are not at home
- Avoid to post on the social media like Facebook, Twitter or your blog when you are abroad
- Divert your telephone eventually.

Comments:
H. O. (male): I do not live in the city but in the countryside, and I took the steps to protect myself from curious visitors. It can go up to seven dogs in the house at the same time, so it is hard to believe that someone would choose my house to rob it. One of the reasons of my actions is that I have been involved in projects such as “neighborhood watch”, but also to the Police in Falkenberg does not show up if someone’s house had been robbed. My ex ‘sambo’ got experienced things like that.

In these days her house has been robbed, another house owner had suffered an ‘egg throwing’ situation and the Police went there instead and did a crime investigation there.

If I would get an unwelcomed visit at my house I would prefer to call some dog keepers, so we would fix the robber by ourselves. It is cheaper for taxpayers and gives a much better result in the long run.

February 6, 17:37

Polisen: H. O.: Such a bad experience about the Police in your area. I have to say that under my years working as a crime scene investigator I have only been once to a residential burglary where there had been a dog. I would think that the risk with your gang is small but you are going to have problem with the insurance company if a fearless thief is coming to your house.

February 6, 18:17

Polisen

April 15

What would you do with 3,600 crowns?

That is what you can get in a fine if you drive 26-30 km/h faster in a 50 road.

15-21 April the Police are doing speed checks all around the country. The main purpose of the increased controls is to save lives and reduce injuries in traffic.

Remember to slow down. It saves lives. And you save money.

H. S. (male): This includes Police cars without the blue light!!!!

April 15, 13:21

Polisen: When the Police are going to an urgent matter blue lights and siren can be used but it is not required. Despite the blue lights and siren, the Police are obliged to take into account the safety of others. Every police officer must determine in each case whether it is appropriate.
If you realize that a Police are driving irresponsible, you can report that with calling 114 14. You can read more here: http://www.polisen.se/Lagar-och-regler/Trafik-och-fordon/Trafik/Regler-for-Polisen-i-trafiken/

April 15, 13:35

**M. J. (male):** My question to the Police: Where does the money go?

April 15, 13:44

**Polisen:** It goes directly to the Treasury.

April 15, 13:47

About the Swedish core values:

**A. M. (female):** I am becoming distressed over a lonely fool, who terrorizes people who is trying to make the world to a better place on his own way. How Police can just stand and watch that, girls who are blogging about ADHD and boys who start a nationwide help in math homework, subjected to bombardment of hateful mail and Twitter, in those extents that they are getting scared of what that fool can take himself. One part of people are thinking to finish, the other part of people have already finished and many hours have been spent to try to discuss and to be scared. Without these people free will and unpaid contributions in adult education Sweden is going to be a less democratic country. I thought that was the Police’s task to maintain democracy.

December 20, 2012 12:49

About the survey on the Police’s presence in the social media:

**W. A. (male):** The answer – there were not any possibilities to comment. I think it is really good that you are here on Facebook and tell us how you work. The only thing I would like to remark is sometimes there are comments which are not serious, that decreases trust. (Also in the local Police pages) In average my trust has been increased towards the Police thanks to the presence in social media.

January 21, 19:31

**G. P. (female):** Should be more Police officers in the rural areas for those exposed. And several police officers might have to change a little attitude, it does not help if they are cocky, just asking for more trouble. Usually the most vulnerable people in society need your help. A bit more psychology in the Police Academy, not just how to handle weapons, and sometimes used in wrong ways, like this pepper spray which became so popular. A little tightening would be out of place.

January 21, 11:29

**Polisen:** Thank you for all the opinions! Fill out the survey - it is a huge help for us!

January 21, 12:58
9.2. Appendix D - Original versions of the comments

**Polisen**  
November 29

En pyramid i tre nivåer - så ser den grovt kriminella verksamheten ut i Malmö. För att komma åt imperiebyggarna, experterna och utövarna agerar Polisen på flera nivåer samtidigt. Läs intervjun med Stefan Sintéus, chef för länskriminalen i Malmö.

Organiserad brottslighet bekämpas på flera nivåer

www.polisen.se


November 29, 10:03

**Polisen**  
February 22

Idag är det den Internationella brottsofferdagen. Att bli utsatt för brott kan i många fall innebära väldigt jobbiga upplevelser. Alla som utsätts för brott ska få tydlig information av Polisen. Den som behöver ska också få stöd och skydd.

Brottsoffer i fokus

www.polisen.se


February 22, 14:10

**Polisen**  
February 28

Lämna tips till Palmegruppen Så sent som denna vecka har Polisen fått in en del tips från personer som befunnit sig på eller i närheten av brottsplatsen och som tidigare inte varit i kontakt med Polisen. Idag tar utredarna i Palmegroupen emot tips och iakttagelser mellan klockan 15.00 till 22.00 på nummer 114 14.  
http://www.polisen.se/Aktuellt/Nyheter/Gemensam/jan-mars/Lamna-tips-direkt-till-Palmegruppen/
**M. P.** Väldigt trovärdigt efter nästan 30 år! Lägg våra pengar på något ni klarar att lösa i stället!

February 28, 14:17

**J. S.** Jag har stort förtröende för polisen... Men är det inte kanske dags att ge upp?? Borde finnas andra ouppklärade brott att lägga resurserna på?

February 28, 14:41

**S. M.** men snälla.. det har gått 27 år? Vilka andra brått kämpar ni med såhär länge? Inga.

February 28, 14:53

**M. R.** Sitter det fortfarande en grupp personer och jobbar aktivt med detta? Hur mycket pengar har hittils gått till att hitta palmes mördare? Och hur mycket handlar det om i andra fall när "vanliga" personer mördas?

February 28, 15:10

**Polisen**

March 14


March 20 17:32

**Polisen**

April 15


A. A. Tycker det hade varit bättre om de hade skärpt kontrollerna över våldet i samhället idag istället!! Jaga folk som kör lite för fort, när så många fler blir dödade, våldtagna, rånade och misshandlade av våldet!! Men....staten behöver väl pengar....

April 15, 13.18

Ä. S. Jag undrar också när ni ska ha beteendekontroller? Folk som kör om vid fel tillfälle, kör för nära, kör ut framför en, gör för snäva omkörningar mm mm. Sånt irriterar mej. För att jag kan bli drabbad av någon annans dumhet. Kör de "bara" för fort så tar jag ofta ingen skada av det.

April 15 13:23

Polisen

December 6

Polisen varnar för en ny typ av inbrott, som sker i samband med att den drabbade tagit bilen till en fest av något slag. Läs mer på sidan:

Nytt tillvägagångssätt i samband med inbrott

www.polisen.se

P. Ö. Dags att stänga ner våra offentliga register kanske? Är ju rätt vanligt med att svenskar och framförallt svenskor får sin identitet kidnappad utav folk som söker asyl i Sverige genom att uppge att de bor sambos med någon svenska, allt spricker ju efter 2 år, men det är ju inget ni på polisen varnar för!

December 6, 2012 11:36

N. M. Folk får sluta uppdatera status att de är utomlands eller på fest, det e ju då tjuvarna kommer,.. En sak jag tycker e konstigt, om en inbrotttjuv kommer hem till mig å halkar mm å skadar sig , då får man stå för vården ... VARFÖR ?

December 6, 2012 11:34

Polisen

January 23


M. M. Bor man i mitt område så ser man inte direkt någon förbättring. Trots att det kryllar av organiserad brottslighet här.
Trafikverket informerar om problemen i trafiken i Stockholmsområdet: http://trafikinfo.trafikverket.se/LIT/#countyNos=25,24,22,23,21,20,17,18,19,3,2,4,14,5,13,6,8,9,7,10,12&selectedMsgTypes=trains,road,ferry&url=Meddelanden

E.H. Är detta värkligen nånting som hela sverige behöver veta??? Har inte Polisen Stockholm en egen FB-sida?

December 5, 2012 16:12

Polisen Hej E., du har helt rätt i att Polisen i Stockholm har egna facebooksidor, men det är många runt om i landet som reser till och från Stockholm. Det kan därför vara intressant för fler än dem som bor i berörda områden att ta del av informationen.

December 5, 2012 16:42

March 19

Har du misstänkt att någon i din närhet varit utsatt för våld i en nära relation?


Läs mer om brott i nära relationer http://www.polisen.se/kom-till-oss/Startsida/
**M. A.** Nog lönt att anmäla??!! Händer inte ett skit ändå!!

March 19 12:27


March 19 14:01

**Polisen**

December 12

Varje år utsätts 10 000-tals människor för kränkningar, hot och våld av den de lever med. Ofta sker det inom hemmets väggar, utom synhåll för andra. Tillsammans kan vi minska osynligheten och öka medvetenheten om att man ska kontakta Polisen. Dela gärna, så bidrar du till att fler kan få hjälp. Tack!


December 21, 16:26

**Polisen**

February 6

Det finns flera sätt att skydda sig mot bostadsinbrott. Tänk på att:

- Meddela dina närmaste grannar om du ska resa bort.

- Be någon ta hand om din post så inte brevlådan blir överfull och signalerar att ingen är hemma.

- Ha timer på några olika lampor som tänds och släcks vid olika tidpunkter.

- Undvik att tala in på telefonsvararen att du är bortrest.
- Undvik att skriva på sociala medier som Facebook, Twitter eller i din blogg att du är bortrest.
- Vidarekoppla eventuellt telefonen.

**H.O.:** Nä, polisen: Jag bor inte i stan utan på landet, och har vidtagit de åtgärder jag behöver för att skydda mig från nyfikna besökare. Det kan gå upp till 7 hundar i huset samtidigt, så jag har svårt och tro att någon skulle välja att försöka göra inbrott i just mitt hus.

En av orsakerna till mina åtgärder är för att jag tidigare varit engagerad i projekt som "grannsamverkan mot brott", men också för att polisen i Falkenberg inte dyker upp om man haft inbrott. Min fd sambo fick bittra erfarenheter av detta.

I dagarna då hon fick inbrott i sitt hus, hade en annan husägare råkat ut för äggkastning och falkenbergspolisen åkte i stället dit och gjorde en brottsplatsundersökning.

Skulle jag få oväldom besök vid mitt hus ringer jag hellre lite hundägare, så fixar vi biffen själva. Det blir billigare för skattebetalarna och ger ett betydligt bättre resultat i längden.

February 6, 17:37


February 6, 18:17

**H.S.:** Det gäller även polisbilar utan blåljus!!!!

April 15, 13:21


April 15, 13:35

**M. J.:** min fråga till polisen: vart hamnar pengarna?

April 15, 13:44

**Polisen** Pengarna går direkt till statskassan.

April 15, 13:47
W. A.: Svarat - Saknade också möjlighet att kommentera. Tycker det jättebra att ni finns här och berättar om hur ni arbetar. Enda jag kan anmärka på är att det ibland skrivs kommentarer som blir lite för oseriösa, det sänker förtroendet. (Gäller främst lokala polissidor.) Överlag så har mitt förtroende för polisen dock ökat tack vare närvaron i sociala medier.

January 21, 19:31


January 21, 11:29

Polisen: Tack för alla åsikter! Svara gärna på frågorna i enkäten - den är till stor hjälp för oss!

January 21, 12:58
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