

S3H Working Paper Series

Number 4: 2024

Exploring the Role of Crime Content in Building Fear Among Women

Aqsa Mughal

Dr. Muhammad Arif

December 2024

**School of Social Sciences and Humanities (S3H)
National University of Sciences and Technology (NUST)
Sector H-12, Islamabad, Pakistan**

Faculty Editorial Committee

Dr. Faisal Jamil (Head)

Dr. Muhammad Ali

Dr. Henna Qureshi

Dr. Sanaullah Khan

Dr. Tauqeer Hussain Shah

Dr. Muhammad Arif

S3H Working Paper Series

Number 4: 2024

Exploring the Role of Crime Content in Building Fear Among Women

Aqsa Mughal

Graduate, School of Social Sciences and Humanities, NUST

E-mail: aqsa.mmc22s3h@student.nust.edu.pk

Dr. Muhammad Arif

Associate Professor, School of Social Sciences and Humanities, NUST

E-mail: dr.muhammadarif@s3h.nust.edu.pk

December 2024

**School of Social Sciences and Humanities (S3H)
National University of Sciences and Technology (NUST)
Sector H-12, Islamabad, Pakistan**

Table of Contents

List of Figures	5
Abstract	6
1. Introduction	1
1.1. Research Questions	1
1.2. Research Objectives	2
2. Literature Review	2
2.1. Historical Perspective	2
2.2. Underpinning Theory	4
3. Research Methodology	5
4. Results	6
4.1. Demographic Profile	7
4.2. Researching Question 1:	7
4.3. Research Question 2 :	11
4.4. Research Question 3 :	14
4.5 Research Question 4 :	16
5. Discussion	18
5.1. Research Contributions	20
5.1.1 Theoretical Contributions	20
5.1.2 Practical Contribution	20
5.2. Conclusion	21
5.3. Limitations and Future Recommendations	22
Reference	23

List of Figures

Figure 4.1. This table lists the demographic profile of participants	7
Figure 4.2. This table lists the findings first research question	8
Figure 4.3. This table lists the findings of second research question	12
Figure 4.4. This table lists the finding of third research question	15
Figure 4.5. This table lists the finding of fourth research question	18

Abstract

This study investigates the influence of crime content on viewers, specifically focusing on women's perceptions of crime in society. The study aims to determine whether such content effectively raises awareness of crime-related issues among viewers. Additionally, the research categorizes viewers into two types: heavy viewers and casual viewers to understand the effect of crime content. The study examines the precautionary behavioral changes among these two groups and compares the level of awareness and more cautious or defensive measures. Drawing upon George Gerbner's cultivation theory as a theoretical framework, the study utilizes a quantitative data collection method. The research focuses on a selected group of female students in Islamabad over a specified timeframe. The findings of this study will contribute to our theoretical understanding of the subject and provide valuable insights for both readers and media professionals.

Keywords: crime content, perception, viewers, rhetorical devices, awareness, behavioral changes, heavy viewers, casual viewers, cultivation theory and theoretical.

1. Introduction

Crime content significantly shapes narratives and influences perceptions of crime, criminals, and the justice system (Santos, 2024). It employs rhetorical devices to engage audiences, establish credibility, and evoke emotions Kjeldsen & Andersen, 2017. In Pakistan, where women face high levels of violence, such content raises awareness and educates them about risks (Abbas et al., 2021).

A UNODC report July2023 reveals that only 51% of women feel safe in their communities. This study examines the impact of crime content on heavy and casual viewers among women in Pakistan. Heavy viewers may experience increased fear and distorted perceptions of crime, while casual viewers may show milder behavioral changes related to safety awareness (Khan & Shabir, 2020; Bhatti et al., 2020).

This study examines the differential impact of crime content on heavy and casual viewers among women in Pakistan, aiming to understand how varying exposure levels shape perceptions and behaviors. This insight is vital for developing targeted interventions and media literacy programs to mitigate the negative effects of crime content and enhance understanding of crime and safety (Waheed et al., 2020).

Given the multifaceted role of crime content in shaping women's perceptions amid societal fears, including gender-based violence and cultural restrictions (Waheed et al., 2020). This research can inform strategies to address safety concerns. By teaching women to critically engage with media, differentiate between reality and fiction, and question stereotypes, the study aims to empower them (Usman, 2018). Additionally, understanding the psychological impact of crime content can guide the development of victim advocacy services and policies prioritizing women's safety, contributing to the theoretical frameworks of cultivation effects and media influence (Zia, 2007).

1.1. Research Questions

1. What is the extent of women's consumption of crime content in Pakistan, and through which mediums do they primarily access this content?
2. What is the perception of crime content among women in Pakistan?

3. Do they experience fear of crime in daily life after consumption of crime content?
4. What precautionary behavioral changes do women in Pakistan adopt in response to their fear of crime?

1.2. Research Objectives

1. To Explore women's perceptions and beliefs towards crime content in Pakistan.
2. To Investigate the influence of crime content on casual and heavy viewers.
3. To Analyze coping strategies used by women in Pakistan to manage fear.
4. To comprehend the precautionary behavioral changes of women in Pakistan.

2. Literature Review

In recent years, crime content has proliferated across media platforms, exposing viewers to the darker side of human behavior. These portrayals of violence, murder, and deceit often captivate audiences, but their impact on women's perceptions of safety and risk is critical (Fielder & Scrivner, 2022). With platforms like Netflix offering a wide range of true crime shows, women, particularly those at higher risk of domestic violence or sexual assault, may experience heightened fear and anxiety (Tait, 2021; Vicary & Fraley, 2010).

Cultivation theory suggests that prolonged exposure to such media can shape beliefs and increase perceptions of vulnerability (Chadee et al., 2019). Given the complexity of this relationship, it is important to explore how media consumption patterns, societal norms, and individual characteristics influence women's fear responses to crime content (Shrum, 2017; Intravia et al., 2017). Understanding these dynamics is crucial for promoting informed discourse and minimizing sensationalized fear (Ward & Grower, 2020).

2.1. Historical Perspective

Crime and its portrayal in the media have long been subjects of fascination, with roots stretching back into history. Although modern crime content is a relatively recent phenomenon, the depiction of criminal acts has existed for centuries. From ancient oral traditions recounting theft, betrayal, and murder to written records of criminal trials and executions in medieval times, humans have been captivated by the darker sides of human behavior (Das & Cecil, 2023). In the early 20th century, visual media began to play a crucial role in shaping crime content. The rise of cinema, with films such as **The Great Train Robbery** (1903) and **The Birth of a Nation** (1915),

explored themes of crime, justice, and moral ambiguity, captivating audiences with dramatic portrayals of criminal acts and their consequences (Sack, 2018).

Television in the mid-20th century democratized crime content, bringing real-life criminal stories into the living rooms of millions (Cuklanz & Moorti, 2006). The 21st century further advanced this trend, with the rise of true crime channels and streaming platforms offering an expanding array of content on crime, from high-profile murder cases to lesser-known fraud and corruption (Browder, 2010). As media platforms evolved, crime content became more accessible and diverse, offering viewers insights into the criminal justice system and the minds of those who commit violent and deceptive acts. Throughout this trajectory, media portrayals of crime have shaped public attitudes towards law enforcement, justice, and personal safety (Bhatti et al., 2020). However, the impact of crime content on women's fear has been understudied, with much research focusing on broader media effects and audience reception. Further exploration into the intersection of crime media and gender dynamics is crucial for understanding how crime narratives influence women's experiences of fear and vulnerability in modern society (Sharma, 2020).

In this study, the dependent variable the level of fear experienced by women is central to understanding the impact of crime content. Fear, as a response to exposure, serves as an important indicator of the influence that crime media has on perceptions of safety, risk assessment, and behavioral changes. Fear is measured using a variety of approaches, including self-reported experiences, physiological indicators, and observable behavioral responses. Self-reports, typically gathered through standardized questionnaires or surveys, provide valuable insights into individuals' emotional reactions, such as anxiety, unease, and apprehension, following exposure to crime content (Romer et al., 2003). These responses capture the psychological impact that media portrayals of crime have on viewers, revealing their emotional states and perceptions of threat.

Additionally, physiological indicators, such as changes in heart rate variability, skin conductance, and cortisol levels, offer objective measures of fear arousal. These physiological markers can help quantify the intensity and duration of fear responses triggered by crime media (Lazarus & Folkman, 1984). Observing behavioral changes is another method to understand the effects of fear. Behavioral responses, including avoidance of certain situations, changes in daily routines, or increased vigilance, provide tangible evidence of how fear influences real-world actions and coping strategies (Nacos et al., 2007). By examining how women adjust their behavior in response to perceived threats, we gain insight into the behavioral consequences of fear induced by crime content. Furthermore, longer-term outcomes, such as changes in risk perception, attitudes

toward personal safety, and precautionary behaviors, reflect the ongoing influence of media portrayals on individual beliefs and actions (Chiricos et al., 2000). These enduring effects highlight how fear, once triggered, can continue to shape women's perceptions of safety and security.

The independent variable in this study is exposure to crime content. This variable is manipulated to observe its effect on the fear levels experienced by women. The study systematically varies the frequency, duration, and intensity of crime content exposure to assess how different levels of media engagement affect women's perceptions of danger and vulnerability (Romer et al., 2003). Participants may be assigned to different conditions based on the degree of crime content exposure, which could include content focusing on various types of crimes or varying the realism and intensity of the depicted criminal acts (Chiricos et al., 2000). This manipulation allows for the investigation of causal relationships between media exposure and fear responses.

The independent variable's manipulation allows the study to explore how the frequency and intensity of crime content exposure influence women's emotional and cognitive reactions. By observing changes in the dependent variable (fear), researchers can draw conclusions about the impact of crime media on individuals' perceptions of safety and vulnerability. This design provides insights into the mechanisms through which crime content affects women's emotional responses and shapes their behavior. For instance, women who frequently consume crime content may develop heightened fear and anxiety, whereas those with less exposure may experience a more moderate response. By examining the differences between heavy and casual viewers, the study can identify how various patterns of media consumption contribute to varying levels of fear.

Through this manipulation of the independent variable, the study aims to shed light on how different aspects of crime content influence women's fear responses, thereby offering valuable insights into the role of media portrayals in shaping perceptions of risk and vulnerability. Additionally, this research may inform strategies for mitigating the negative psychological effects of crime content and help develop interventions to address heightened fear among female audiences. Understanding the relationship between media consumption and fear can contribute to broader efforts to promote media literacy and awareness, particularly in relation to crime content and its impact on personal safety perceptions.

2.2. Underpinning Theory

Cultivation Theory, developed by George Gerbner and Larry Gross, suggests that long-term exposure to media content can shape individuals' perceptions of reality, influencing their beliefs, attitudes, and behaviors (Gerbner et al., 1980). When applied to crime content and fear among women, this theory proposes that repeated exposure to crime and violence can distort perceptions of the world as dangerous, potentially leading to heightened fear or desensitization (Gerbner & Gross, 1976).

One concept of Cultivation Theory is resonance, which refers to the heightened impact of media portrayals on individuals who have experienced real-life trauma. For women who have been victims of violence or harassment, crime content that depicts similar scenarios may trigger strong emotional responses, reinforcing their fears about the prevalence of crime (Shrum & Bischak, 2001). Additionally, Cultivation Theory highlights the role of mainstream media in shaping cultural norms. The constant portrayal of women as victims in crime content can perpetuate harmful stereotypes, normalizing gender-based violence and fostering insecurity among female viewers (Diefenbach & West, 2007).

Moreover, the cumulative impact of long-term media exposure can desensitize viewers to real-world risks, creating a distorted view of society as dangerous and unpredictable. Women who watch crime content regularly may become more fearful and anxious, even in safe environments (Gerbner & Gross, 1976). The frequency and intensity of exposure to crime content play a significant role in shaping emotional responses, with heavy viewers experiencing higher levels of fear compared to casual viewers (Morgan Ph.D. & Shanahan Ph.D., 2010).

By applying Cultivation Theory, this study explores how media exposure influences women's perceptions of risk and vulnerability, offering insights into the mechanisms through which fear and precautionary behaviors are cultivated (Khan, 2020).

3. Research Methodology

This research aims to collect quantitative data through structured questionnaires to assess the impact of crime content on viewers' attitudes, emotions, and behaviors. This method enables the exploration of how crime content influences precautionary behaviors and perceptions of crime among women in Pakistan. The study employs a survey design to collect data from a specific sample at one point in time, capturing the immediate effect of crime content on attitudes. Closed-ended questions will facilitate the collection of quantitative data aligned with the research objectives.

The primary unit of analysis is the individual viewer. Data will focus on attitudes, emotions, and behaviors to understand the personal impact of crime content. The target population includes 1,025,564 female students enrolled in Bachelor's and master's programs in Islamabad. A sample size of 196 participants is selected with a 7% margin of error and a 95% confidence level, ensuring precise and reliable findings. Participants will be selected from four universities in Islamabad, ensuring representation across private, public, and semi-government institutions.

The sample comprises 196–200 female participants aged 18–35. This size ensures statistical reliability while maintaining feasibility for data collection. Convenience sampling is used due to time and resource constraints. This method is suitable for targeting individuals interested in crime content. Face-to-face surveys will be conducted with participants from four universities: Bahria University, FAST, NUML, and NUST. Data analysis will be conducted using SPSS, ensuring accuracy and reliability in results. Hypotheses will be tested using SPSS for robust statistical analysis.

A pilot study will refine the research design and analytical framework, ensuring clarity and feasibility. This research utilizes structured surveys to evaluate the impact of crime content on women's perceptions and behaviors in Pakistan.

4. Results

This chapter analyzes the data collected to explore the impact of crime content on women's perceptions of safety, crime, and precautionary behaviors in Pakistan. The study focuses on comparing heavy and casual viewers of crime content and investigating whether such exposure leads to heightened fear or rational safety awareness (Berger, 2012; Morgan Ph.D. & Shanahan Ph.D., 2010). The findings will provide insights into how crime content affects women's daily lives, particularly their crime awareness and behavioral adaptations (Forster, 2023).

4.1. Demographic Profile

Figure 4.1. This table lists the demographic profile of participants

Age	18-23	23-29	29-35	
Frequency	156	38	6	
Percentage	78%	19%	3%	
Education Level	Undergraduate	Graduate	Post-Graduate	Other
Frequency	159	22	13	6
Percentage	79.5%	11%	6.5%	3%
Occupation	Student	Employed	Self-Employed	Unemployed
Frequency	167	20	6	7
Percentage	83.5%	10%	3%	3.5%
City/Region	Karachi	Lahore	Islamabad	Other
Frequency	8	4	148	39
Percentage	4%	2%	74%	19.5%

Age: The largest group is 18-23 years (156 participants, 78%), followed by 23-29 years (38 participants, 19%), and 30-35 years (6 participants, 3%) (Lopez et al., 2024).

Education: Most participants have an undergraduate degree (159 participants, 79.5%), 22 participants hold a graduate degree (11%), 13 participants have a postgraduate degree (6.5%), and 6 participants belong to the 'Other' category (3%) (Livingstone & Helsper, 2008).

Occupation: A significant majority are students (167 participants, 83.5%), 20 participants are employed (10%), 6 participants are self-employed (3%), and 7 participants are unemployed (3.5%) (Katsingris, 2017).

City of Residence: Most participants are from Islamabad (148 participants, 74%), followed by 39 participants (19.5%) from other cities (Multan, Dera Ismail Khan, Sialkot, Sargodha), 8 participants from Karachi (4%), and 4 participants from Lahore (2%) (Pakistan Bureau of Statistics).

4.2. Researching Question 1:

What is the extent of women's consumption of crime content in Pakistan, and through which mediums do they primarily access this content?

Figure 4.2. This table lists the findings of the first research question

Consumption	Heavy Consumer	Causal Consumer
Frequency	64	136
Percentage	32%	68%
Crime Documentary	23	42
True Crime Podcast	15	27
Crime Drama	16	50
Crime News	10	16
Other (Fictional Movies)	0	2
TV	7	12
Streaming services	26	35
Youtube	11	33
Social Media	20	56

The consumption of crime content reveals varying levels of engagement, which can significantly influence how women perceive the portrayal of crime and violence in the media. The 200 participants in the study were divided into two main categories: heavy viewers and casual viewers. Of these, 24 women (12%) reported watching crime content daily, and 40 women (20%) consumed it several times a week, totaling 64 participants (32%) who are classified as heavy viewers. In contrast, 136 women (68%) are casual viewers, with 21 women (10.5%) watching crime content once a week, 47 women (23.5%) watching a few times a month, and 68 women (34%) rarely engaging with crime media. This clear distinction between the two groups plays a pivotal role in shaping how they perceive crime, violence, and their sense of safety.

Heavy viewers, who consume crime content on a more frequent basis, are exposed to a continuous stream of violent or criminal narratives, which may influence their perceptions of societal threats and increase their awareness of crime. They often develop more nuanced opinions about crime content, as regular exposure allows them to critically evaluate the portrayal of crime, law enforcement, and justice (Morgan & Shanahan, 2010). Frequent viewers are likely to notice recurring patterns in crime media, such as exaggerated brutality, gendered violence, and sensationalized crime, which could amplify their sense of vulnerability or contribute to their distrust in the media's depiction of crime. For instance, heavy viewers may become more attuned to the unrealistic portrayals of crime, leading them to believe that violent incidents are more common than they are in reality. The constant exposure to such content could also lead to desensitization to violence, which makes them less emotionally reactive but more vigilant about their personal safety (Häussler, 2019).

On the other hand, casual viewers, who consume crime content sporadically, are exposed to less frequent depictions of crime. This intermittent exposure can still have a significant impact, albeit in a different manner. Casual viewers may not form as intense opinions about crime content as heavy viewers, but the content they do watch can still shape their beliefs about crime. Since casual viewers have limited exposure to crime media, they are often more emotionally reactive to the violence they see. This occasional viewing can lead to heightened emotional responses, as they are less desensitized to the violence and victimization depicted in crime content (Sociological Theories of Crime and Deviance, n.d.). They may perceive crime content as more dramatized and sensationalized, which can lead to an inflated sense of danger and insecurity. Dramatic portrayals of crime in media may make casual viewers feel that crime is more prevalent in society than it actually is, influencing their perceptions of personal vulnerability (Livingstone & Helsper, 2008).

The platform through which participants access crime content also influences their perceptions and beliefs about crime and violence. For heavy viewers, the primary platforms for consuming crime content are streaming services and social media. Thirty percent of heavy viewers use streaming platforms like Netflix or Hulu, which offer binge-worthy crime dramas and documentaries. These platforms provide an unbroken stream of crime-related content, often dramatized or based on real-life criminal cases. The ability to binge-watch these shows leads to continuous exposure to violent crime narratives, reinforcing perceptions of crime as a pervasive issue in society. Similarly, 38% of heavy viewers report using social media platforms to access crime content. Social media sites like Twitter, Facebook, and YouTube provide easy access to real-time updates and viral crime news, which can often be exaggerated or sensationalized (Auxier & Anderson, 2021). This constant exposure can make heavy viewers more susceptible to a heightened sense of danger or insecurity in their daily lives.

In contrast, casual viewers access crime content across a broader spectrum of platforms. For example, 34% of rare viewers rely on social media for occasional crime updates. While social media offers bite-sized content that may be sensationalized, it can still influence casual viewers' perceptions of crime. Social media often showcases trending crime stories or brief, impactful videos, which can leave a lasting impression on viewers. Although they engage with crime media less frequently, these short snippets or viral posts may lead to a skewed or distorted view of crime, influencing casual viewers to perceive crime as an immediate and pressing threat despite their infrequent consumption (Auxier & Anderson, 2021).

Another factor that influences participants' perceptions of crime content is the type of crime content they engage with. Heavy viewers are more likely to consume crime documentaries and true crime podcasts, which present detailed, often factual depictions of crime. These forms of content delve into the specifics of criminal behavior, law enforcement procedures, and legal processes, providing a more in-depth exploration of real-world crime (Qureshi et al., 2023). While documentaries and podcasts can offer valuable insights into criminal behavior, they can also exacerbate feelings of vulnerability. Exposure to real-world crime cases, especially those involving women, can increase fear and anxiety, as viewers realize the extent of violence in society. Heavy viewers may develop a deeper understanding of the criminal justice system, but they may also be left with the unsettling realization that crime is a frequent and widespread issue.

Conversely, casual viewers are more likely to engage with dramatized crime content, such as crime dramas or fictionalized versions of real-life events. Fictional portrayals of crime can

contribute to distorted perceptions of reality. Crime dramas often depict high-stakes, intense situations, where violence and criminal acts are portrayed in a sensationalized manner. These shows typically emphasize dramatic, exaggerated portrayals of crime, often for entertainment value, which can lead casual viewers to overestimate the frequency and severity of crime in society (Livingstone & Helsper, 2008). The sensationalized nature of crime dramas can contribute to exaggerated fears and an inflated sense of danger, particularly among viewers who do not frequently consume crime media.

In summary, the data supports the hypothesis that exposure to crime content influences women's perceptions of personal vulnerability and fear. Heavy viewers, due to their continuous consumption, are more likely to develop heightened awareness of crime, desensitization to violence, and a stronger sense of vigilance. They may perceive crime as a constant and immediate threat, leading to increased anxiety about personal safety. On the other hand, casual viewers, although they consume crime content less frequently, may still experience heightened fear after viewing crime media due to the sensationalized portrayal of violence. The emotional responses of casual viewers are more intense, as they are less desensitized to the violence depicted in the media (Dowler et al., 2006). Their intermittent engagement with crime content may intensify their sense of vulnerability and anxiety about crime in their daily lives.

The type of crime content, the platform of consumption, and the frequency of exposure all play critical roles in shaping women's beliefs and perceptions about crime. Heavy viewers, who are regularly exposed to detailed or dramatized portrayals of crime, may form more complex opinions about crime and its prevalence. However, this continuous exposure can also lead to heightened vigilance, increased fear, and behavioral adaptations aimed at improving personal safety (Chiricos et al., 2000). In contrast, casual viewers, whose exposure is more sporadic, may develop exaggerated fears and distorted views of crime, which can lead to an inflated sense of vulnerability despite their limited consumption of crime content (Mansoor & Hasan, 2016).

Both heavy and casual viewers show that media portrayals of crime can shape women's fear and perceptions of personal safety, with the level and frequency of exposure being key factors in determining the intensity of these reactions. This highlights the need for further research into the impact of crime content on women's psychological and behavioral responses to crime, as it plays a significant role in shaping their perceptions of safety and security in society.

4.3. Research Question 2 :

What are women's perceptions of crime content in Pakistan?

Figure 4.3. This table lists the findings of second research question

Beliefs about crime content	Strongly agree (Heavy / Causal Consumer)	Agree (Heavy / Causal Consumer)	Neutral (Heavy / Causal Consumer)	Disagree (Heavy / Causal Consumer)	Strongly disagree (Heavy / Causal Consumer)
More cautious in their daily lives.	21/23	25/71	16/34	2/7	1
Positively contributed to their understanding of precautionary behaviour.	22/20	30/83	11/23	1/9	1
Sensationalises violence and crime	12/12	28/58	17/45	7/18	2
	Increased awareness (Heavy / Causal Consumer)	No Change (Heavy / Causal Consumer)	Less fearful of crime (Heavy / Causal Consumer)	More fearful of crime (Heavy / Causal Consumer)	
Shifts in perception regarding crime and violence after engaging with crime content	43/80	9/18	5/14	7/24	
	Increase trust (Heavy / Causal Consumer)	Decrease trust (Heavy / Causal Consumer)	No Change (Heavy / Causal Consumer)	Not sure (Heavy / Causal Consumer)	
Trust in law enforcement and the justice system	11/18	48/103	1/5	4/9	

The consumption of crime content has a marked influence on women’s perceptions of personal safety, behaviors, and trust in societal structures. The study reveals that a significant proportion of respondents acknowledge the impact of crime media on their vigilance and safety awareness. Specifically, 22% strongly agreed, and 48% agreed that exposure to crime-related content heightened their caution in daily life, with a total of 70% affirming its influence. This aligns with prior research that suggests crime media can act as a psychological trigger, prompting viewers to adopt precautionary behaviors and remain more alert to their surroundings (Hassan & Mukhtar, 2020).

Despite this, 25% of participants remained neutral, indicating that for a considerable segment of viewers, crime content neither strongly reinforces nor diminishes their caution. A small minority, 5%, disagreed with the notion that crime media influences their behavior. This variability reflects individual differences in how crime content is internalized and its consequent effects on behavior.

Crime content’s potential to educate viewers about safety measures also emerged as a prominent theme. More than half of the participants (56.5%) agreed, and 21% strongly agreed, that crime media has enhanced their understanding of safety practices. This suggests that many women regard such content as more than mere entertainment; it serves as a resource to gain insights into protecting themselves from potential threats. Crime media often portrays scenarios that, while dramatized, can inform viewers about real-world criminal tactics and preventive strategies (Santos,

2024). For instance, dramatizations of crimes like home invasions or public assaults may inspire viewers to adopt practical safety measures.

However, 17% of participants were neutral, and 5.5% disagreed with the educational value of crime content. This indicates that while the majority see value in its informative aspects, a subset remains indifferent or skeptical about its practical applicability. These findings highlight the dual role of crime content as both a tool for safety education and a source of entertainment.

A nuanced observation from the data is the relationship between crime content and fear. For 61.5% of respondents, crime media heightened their awareness and caution regarding potential threats. This aligns with the "mean world syndrome" concept, which suggests that frequent exposure to crime-related content can lead to heightened perceptions of vulnerability and danger (Dowler et al., 2006). However, a smaller segment, 8.5%, reported feeling less fearful after consuming crime content. This reduction in fear may indicate desensitization, where repeated exposure normalizes crime, making it seem less personally threatening.

Conversely, 15.5% of participants reported increased fear, particularly among those exposed to portrayals of violent or unresolved crimes. This emphasizes the psychological impact of crime content, wherein depictions of danger and victimization can amplify anxiety about personal safety. Such responses underscore the complex effects of crime media on emotions, as some viewers become more vigilant while others experience heightened insecurity.

A notable finding is the decline in trust in law enforcement and the justice system among 75.5% of participants due to their exposure to crime content. Media portrayals often highlight systemic inefficiencies, corruption, or failure to protect citizens, reinforcing skepticism about the reliability of authorities (Shah, 2022). Such portrayals may contribute to feelings of helplessness, leading viewers to doubt the efficacy of institutional safeguards. This erosion of trust can have broader implications, as it may discourage individuals from seeking support from law enforcement or reporting crimes.

In contrast, 14.5% of respondents reported increased trust in law enforcement, indicating that certain portrayals such as those focusing on successful investigations may bolster confidence in the justice system. However, the overwhelming majority's skepticism highlights the more pervasive impact of negative representations.

The portrayal of crime in the media is frequently criticized for sensationalizing violence, and the participants' responses reflected this concern. Nearly half (43%) agreed, and 12% strongly agreed, that crime media exaggerates the frequency and severity of crimes. Sensationalism, often

employed to captivate audiences, can distort viewers' perceptions, making crime seem more prevalent than it is (Goldstein & Cacciamani, 2021). Such dramatization may heighten fear and anxiety, particularly among casual viewers who lack frequent exposure and are more likely to take portrayals at face value.

Interestingly, 31% of respondents were neutral on the topic of sensationalism, suggesting uncertainty about whether crime content accurately represents reality or dramatizes it. Only 13.5% disagreed with the notion of exaggeration. This widespread acknowledgment of sensationalism highlights the dual-edged nature of crime media; it can inform and engage viewers while simultaneously distorting their perceptions of safety.

The frequency of viewing crime content appears closely tied to its perceived educational value and emotional impact. Heavy viewers, those watching daily or several times a week are more likely to see crime media as a source of safety knowledge, with 59.4% agreeing that it raises awareness. However, these viewers are also more likely to recognize its sensationalized nature, with 37.5% of frequent viewers acknowledging exaggeration. Casual viewers, in contrast, are more critical of the dramatized portrayals, possibly because their limited exposure makes them more attuned to unrealistic elements.

These differences suggest that frequent exposure may normalize the exaggerated elements of crime content for heavy viewers, while casual viewers maintain a more skeptical perspective. Despite these variances, both groups broadly agree that crime media influences their understanding of safety and crime.

This study highlights the complex relationship between crime content and its psychological, behavioral, and societal impacts on women in Pakistan. While many participants recognize its educational value in raising awareness of safety measures, others express concerns about its sensationalism and its role in fostering fear. Heavy viewers tend to see crime content as both informative and exaggerated, whereas casual viewers are more critical of its dramatization. The findings also reveal a troubling decline in trust in law enforcement among most participants, influenced by negative portrayals in crime media. This suggests that while crime content can enhance safety awareness, it also risks undermining confidence in societal structures designed to ensure safety. Furthermore, the study underscores the need for media producers to balance engaging narratives with responsible depictions of crime to mitigate its potential psychological and societal consequences.

Future research should explore interventions to address the dual effects of crime content, examining how media literacy programs can help viewers critically engage with portrayals of crime. Additionally, understanding the long-term implications of crime content on behavior and societal trust could provide valuable insights into mitigating its adverse effects

4.4. Research Question 3 :

Do they experience fear of crime in daily life after consumption of crime content ?

Figure 4.4. This table lists the finding of third research question

Consumption	Heavy Consumer	Causal consumer
Increase Fear	49	103
Type of Crime, sexual violence	23	44
Type of Crime, kidnapping	19	26
Type of Crime, Assault	16	21
Type of Crime, Murder	13	19
Type of Crime, robbery	7	12
Does not increase fear	15	33

Crime-related media exerts a profound influence on women’s perceptions of safety, emotional responses, and precautionary behaviors in Pakistan. The data reveals that 81% of respondents experience fear after consuming crime content, with 33% feeling it occasionally, 29.5% sometimes, and 18.5% consistently. Only 13.5% rarely and 5.5% never report such fear, highlighting the significant psychological impact of crime media on the majority (Mansoor & Hasan, 2016).

A closer examination shows that heavy viewers consuming crime content daily or several times a week report higher levels of fear compared to casual viewers. Among heavy viewers, 79.2% experience fear, with daily viewers showing the highest intensity. For example, 11 participants always feeling fear, 8 at least once, and 2 sometimes. Only a few heavy viewers report rarely or never feeling fear (Morgan & Shanahan, 2010). Casual viewers, consuming crime content once a week or less, exhibit more varied responses. While fear is less consistent, it remains a notable reaction. For instance, among those who view crime content once a week, 8 participants report feeling fear occasionally, and 10 sometimes, with only 3 rarely feeling fear (Mumtaz & Salway, 2009). These findings underscore that while frequency amplifies the emotional impact, even minimal exposure can trigger fear.

The type of crime depicted significantly influences the intensity of fear. Sexual violence is the most feared, identified by 33.5% of participants, followed by kidnapping (22.5%), assault

(18.5%), murder (15.5%), and robbery (9.5%). Crimes involving personal harm, such as sexual violence and kidnapping, evoke the strongest emotional responses due to their traumatic and immediate nature (Ward & Grower, 2020). Furthermore, 76% of participants report an increase in fear of crime after consuming crime media. This increase is most pronounced among heavy viewers, where 79.2% report heightened fear. Casual viewers also experience increased fear, though to a lesser extent, with 66% of once-a-week viewers and 85% of rare viewers reporting similar reactions. These findings highlight the enduring psychological effects of crime content on viewers' perceptions of safety (Eschholz, 1997).

Crime content also motivates precautionary behaviors. The data shows that 87.5% of participants adopt safety measures in response to media-induced fear, leaving only 12.5% unaffected. Common actions include avoiding nighttime outings (24.5%), steering clear of specific areas (19.5%), carrying self-defense tools like pepper spray (17%), and sharing locations with trusted contacts (20%). A smaller percentage install home security systems (4.5%) or take other unspecified precautions (1.5%). These behaviors reflect an increased awareness of potential threats and an effort to mitigate perceived risks (Fielder & Scrivner, 2022).

The correlation between media consumption frequency and precautionary behavior is evident. Heavy viewers are more likely to adopt multiple safety measures. For instance, daily viewers frequently avoid nighttime outings, carry self-defense tools, and share locations with family or friends. Similarly, casual viewers also report taking precautions, though the intensity and frequency of actions are generally lower. This pattern underscores that media-induced fear influences safety-conscious behavior across all levels of exposure (Aleem et al., 2021).

Cultural and societal factors further moderate the relationship between crime content and viewers' emotional and behavioral responses. In Pakistan, deeply ingrained cultural, familial, and religious values shape women's perceptions of crime and safety. These factors likely amplify fear responses and influence the specific precautions women choose to adopt (Mumtaz & Salway, 2009). Moreover, cultivation theory, which suggests prolonged media exposure heightens perceptions of danger, does not fully account for these regional influences. The theory's Western origins limit its applicability in Eastern contexts, where cultural norms and traditions heavily shape media interpretations (Gerbner et al., 1980).

The media's portrayal of crime also affects trust in law enforcement. About 14% of participants report diminished trust in legal institutions, citing media portrayals of elite-focused justice systems as a key reason. This undermines confidence in law enforcement and compounds feelings of

vulnerability. Furthermore, participants link crime content to increased stress, anxiety, and a persistent sense of danger, with some noting that fears related to crime limit their career opportunities, especially in roles requiring night shifts or emergency work (Mansoor & Hasan, 2016).

The psychological and behavioral impacts of crime content extend beyond immediate fear. Frequent exposure to dramatized or sensationalized crime stories may exacerbate anxiety and alter women’s navigation of public and private spaces. For instance, fears of sexual violence and kidnapping not only heighten perceptions of danger but also restrict women’s mobility and participation in professional opportunities. This highlights the broader societal implications of crime content, which influences women’s sense of security and restricts their agency in both personal and professional domains (Ward & Grower, 2020).

In conclusion, this study establishes a strong link between the consumption of crime content and women’s experiences of fear, heightened precautionary behaviors, and reduced trust in law enforcement. Heavy viewers consistently report higher levels of fear and adopt more intensive safety measures, while casual viewers also demonstrate significant psychological and behavioral responses. The findings emphasize that crime content is not merely a form of entertainment but a powerful driver of fear and safety-conscious behavior, shaped by cultural, societal, and personal factors. Addressing these impacts requires promoting critical engagement with media content and fostering interventions to mitigate its psychological effects on viewers, particularly women in vulnerable social contexts.

4.5 Research Question 4 :

What precautionary behavioural changes do women in Pakistan adopt in response to their fear of crime?

Figure 4.5. This table lists the finding of fourth research question

Consumption	Heavy Consumer	Casual Consumer
Adopted precautionary behaviours (Yes)	58	117
Adopted precautionary behaviours (No)	6	19
If yes, avoiding going out at night	16	33
If yes, avoiding certain areas in the city,	12	27
If yes, carry self-defense tools	12	22
If yes, Sharing their location with family or friends	13	27
If yes, install security systems in their homes	2	7

The data reveals how women in Pakistan adopt precautionary behaviors in response to the fear instilled by crime content, reflecting the significant influence of crime media on their sense of personal security. A substantial 87.5% of participants report taking steps to enhance their safety after engaging in crime content, demonstrating a widespread and proactive response to perceived threats. In contrast, only 12.5% have not adopted any safety measures, emphasizing the strong behavioral impact of crime-related media (Brewer et al., 2004).

The most common safety behaviors include avoiding going out at night, reported by 24.5% of participants. This reflects a widespread recognition of nighttime as a period of heightened vulnerability, with many women opting to stay indoors after dark to reduce potential risks (Bruzzi, 2016). Another prevalent behavior is avoiding specific areas within the city, which 19.5% of participants report practicing. This suggests that women take a targeted approach to personal safety, steering clear of locations they associate with higher crime rates, likely influenced by portrayals of crime in media (Aleem et al., 2021).

Additionally, 17% of participants carry self-defense tools, such as pepper spray, indicating a proactive approach to personal protection. This behavior signals a readiness to confront potential threats, likely fueled by media depictions of violent crime. Sharing one's location with family or friends when going out is another common strategy, practiced by 20% of participants. This behavior reflects a reliance on social networks for added security, highlighting the communal aspect of safety in response to crime fears.

The frequency of crime content consumption is closely linked to the adoption of precautionary measures. Heavy consumers of crime media, those who watch it daily or several times a week, are more likely to engage in a variety of safety behaviors. For instance, daily viewers commonly avoid night outings, carry self-defense tools, and share their location with loved ones. These individuals tend to exhibit a heightened sense of vulnerability, prompting them to implement multiple safety strategies (Berger, 2012). Similarly, viewers who consume crime content several times a week report engaging in safety behaviors, such as avoiding dangerous areas and carrying self-defense tools (Bhatti et al., 2020).

Moderate and casual viewers who watch crime content once a week or a few times a month also report taking precautionary steps, though to a lesser degree. These participants focus primarily on avoiding specific areas and limiting night-time activities, suggesting that even less frequent exposure to crime content can increase concerns about personal safety (Brewer et al., 2004). Interestingly, even rare viewers of crime media adopt safety measures, particularly avoiding night

outings and sharing location details, indicating that fear of crime extends beyond frequent consumers (Hassan & Mukhtar, 2020).

The data also highlights how many women adopt additional precautions when alone. A significant 30.5% of participants always take extra safety measures in these situations, while 24.5% do so often. This suggests that crime content amplifies a sense of vulnerability, particularly when participants are isolated, prompting them to be more vigilant about their personal security. In contrast, 25% of participants report that they sometimes taking precautions when alone, suggesting that for some, these behaviors may depend on specific contexts or situational factors. A smaller portion, 14%, rarely engage in extra precautions, and 6% never do, indicating that a minority of participants may not perceive a heightened threat when alone despite their exposure to crime media.

In conclusion, the data underscores how exposure to crime content influences women in Pakistan to adopt precautionary behaviors in response to perceived risks. Many participants engage in safety practices, such as avoiding night outings, steering clear of unsafe areas, and carrying self-defense tools. Heavy viewers are more likely to implement multiple safety strategies, reflecting a heightened sense of vulnerability linked to frequent crime media consumption. Even casual viewers and rare consumers of crime content report taking precautionary measures, demonstrating the far-reaching psychological impact of crime portrayals (İlkkaracan, 2008).

Participants also offered additional insights, advocating for more responsible and balanced portrayals of crime in the media. Calls for law enforcement reform, better self-defense training, and mental health support were common, with many participants urging a shift towards more empowering and informative crime content that equips viewers to navigate perceived dangers in their daily lives (Khan, 2020; Nacos et al., 2007). These responses underscore the complex, multifaceted impact of crime content, which extends beyond personal safety to include broader societal concerns about media ethics and public well-being.

5. Discussion

The discussion explores the impact of crime content on women's perceptions, behaviors, and attitudes in Pakistan. Data from surveys and cross-tabulations reveal how frequent exposure to crime media shapes women's sense of personal safety, trust in law enforcement, and precautionary behaviors. The findings underscore the psychological and behavioral effects of crime media, highlighting its role in fostering fear, anxiety, and vulnerability while shedding light

on the broader societal implications of media-induced perceptions (Wattis et al., 2011; Qureshi et al., 2023).

The study confirms that crime content significantly influences women's perceptions of personal safety. Many participants reported heightened fear and anxiety after consuming crime media, with sensationalized portrayals amplifying their sense of vulnerability. Frequent viewers of crime content, especially those who consume it daily or multiple times a week, exhibited a greater sense of danger than casual viewers. This repeated exposure creates a heightened sensitivity to potential threats, even when the actual risks may be minimal (Shah, 2022).

Trust in law enforcement emerged as a complex issue. While some participants felt that crime media increased awareness of police efforts, many expressed distrust, citing inefficiencies and favoritism in media portrayals of justice. This dual impact suggests a nuanced relationship between media consumption and public confidence in law enforcement, with implications for institutional trust (Khan & Shabir, 2020; Khurram, 2017).

The study also highlights how crime content prompts behavioral changes. Women reported adopting precautionary measures such as avoiding certain areas, limiting nighttime outings, and carrying self-defense tools. These behaviors reflect how crime content shapes women's navigation of public spaces and reinforce a sense of constant vigilance. Heavy viewers were more likely than casual viewers to adopt such measures, indicating a stronger correlation between frequent exposure and precautionary behaviors (Hassan & Mukhtar, 2020).

Hypotheses testing further validates these findings. Hypothesis 1 confirms that exposure to crime content increases fear levels among women, with 76% of participants reporting heightened fear (Eschholz, 1997). Hypothesis 2 demonstrates differences in fear levels between heavy and casual viewers, with heavy viewers exhibiting greater caution and heightened perceptions of vulnerability (Jarvis, 2007; Vicary & Fraley, 2010). Hypothesis 3 reveals significant differences in precautionary behaviors, with heavy viewers adopting more safety measures than casual viewers (Khan & Shabir, 2020). However, even casual viewers showed notable behavioral responses, reflecting the broader influence of crime media (Morgan Ph.D. & Shanahan Ph.D., 2010).

Overall, the findings emphasize the profound psychological, behavioral, and societal effects of crime content, underscoring its role in shaping perceptions and actions in real-world contexts.

5.1. Research Contributions

5.1.1 Theoretical Contributions

Extension of Cultivation Theory

This study expands cultivation theory to developing countries like Pakistan, demonstrating how crime content influences perceptions of safety and vulnerability in non-Western contexts.

Media-Induced Fear and Behavioral Changes

The research links fear from crime content to precautionary behaviors, such as avoiding specific areas or carrying self-defense tools, showcasing the tangible effects of media consumption on daily practices.

Trust in Law Enforcement

The study highlights a complex relationship between crime content and institutional trust, with media portrayals influencing confidence in law enforcement both positively and negatively.

Future Research Opportunities

The findings encourage further exploration of how different types of media, such as news and entertainment, impact behaviors and perceptions across various demographics.

5.1.2 Practical Contribution

Recommendations for Media Creators

Media creators should prioritize responsible portrayals of crime by highlighting solutions and safety tips to turn fear into actionable knowledge.

Recommendations for Policymakers and Law Enforcement

Policymakers and law enforcement should address women's fears by increasing visible policing in vulnerable areas and fostering trust through community outreach programs.

Recommendations for Mental Health Practitioners

Mental health practitioners can assist women in managing media-induced anxiety through counseling, media literacy programs, and workshops on resilience and self-defense.

Educational Campaigns for Responsible Media Consumption

Educational campaigns in schools, workplaces, and community centers can promote responsible media consumption, helping women recognize exaggerated crime content and adopt practical safety measures.

5.2. Conclusion

The cultural, religious, and familial factors in Pakistan appear to shape women's responses to crime media, which complicates the full application of cultivation theory in this context. While cultivation theory posits that prolonged exposure to media leads to a greater sense of fear and vulnerability, it does not fully account for the influence of regional factors like culture and societal norms, which can modify how crime content is perceived and how women act in response to it (Mumtaz & Salway, 2009).

Furthermore, the study revealed that 14% of participants expressed diminished trust in law enforcement, with many citing media portrayals of justice systems that focus on the elite or fail to represent the struggles of ordinary citizens. This suggests that crime media not only impacts women's sense of physical safety but also undermines their confidence in legal institutions and the effectiveness of law enforcement (Gerbner et al., 1980). Additionally, many participants noted the mental health impacts of consuming crime content, including increased stress, anxiety, and a persistent sense of danger. These effects were not limited to personal feelings of safety but also extended to professional and social aspects of life, with some women noting that fears related to crime limited their career opportunities, especially for roles requiring night shifts or emergency work.

In conclusion, the study underscores the pervasive influence of crime media on women's psychological and behavioral responses. The data demonstrates that heavy exposure to crime content amplifies feelings of vulnerability and leads to the adoption of precautionary behaviors, while casual exposure still contributes to a heightened awareness of safety risks. These findings also point to the broader societal implications of crime media, which not only shape women's perceptions of their own safety but also influence their trust in law enforcement and their engagement in professional opportunities. The impact of media-induced fear highlights the need

for interventions to reduce anxiety and promote more critical engagement with crime content. Such interventions should consider cultural and societal factors that influence how crime content is interpreted and how women respond to it in their daily lives.

5.3. Limitations and Future Recommendations

The study's limited time and cross-sectional design restricted its ability to explore long-term effects of crime content on women's perceptions and behaviors. Limited use of visual data representation may have affected clarity, and reliance on self-reported surveys introduced potential biases. Exclusivity to women in Pakistan limits generalizability to other regions. The study also lacked differentiation between media formats, each of which may uniquely influence perceptions. Future research should expand sample diversity, incorporate qualitative methods, and analyze specific media formats' effects. Longitudinal and cross-cultural studies could explore sustained impacts and cultural variances. Investigating psychological outcomes and enhancing media literacy programs to mitigate fear are essential. Reforms in media content and improved law enforcement visibility can also reduce the fear induced by crime content.

References

- Abbas, S., Shaheen, L., & Anwar, M. N. (2021, June). Role of Crime Dramas in Making Opinions about the Criminal Justice System of Pakistan. *Global Digital & Print Media Review, Vol. IV (Spring)(II)*. [https://doi.org/10.31703/gdpmr.2021\(IV-II\).01](https://doi.org/10.31703/gdpmr.2021(IV-II).01)
- Aleem, Y., Khan, S. W., Rafique, M. Z., & Jamroze, S. (2021, 09 30). Public attitudes towards fear of crime and victimization in the age of Mass media. *Bulletin of Business and Economics, 10(3)*. <https://bbejournal.com/index.php/BBE/article/view/333/273>
- Auxier, B., & Anderson, M. (2021, April 7). *Social Media Use in 2021*. Pew Research Center. Retrieved October 8, 2024, from <https://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/>
- Berger, A. A. (2012). *Media and Society: A Critical Perspective*. Rowman & Littlefield Publishers.
- Bhatti, M. A., Iftikhar, U., & Mahmood, T. (2020, 09 30). Impact of Re-Enactment Based Crime Shows of Pakistani Private Channels on Youth. *Review of Economics and Development Studies, 6(2)*, 528. <https://doi.org/10.47067/reads.v6i2.228>
- Brewer, Ph.D., N. T., Weinstein, Ph.D., N. D., Cuite, Ph.D., C. L., & Herrington, Jr., Ph.D., M.P.H., J. E. (2004, April 01). Risk Perceptions and Their Relation to Risk Behavior. *Annals of Behavioral Medicine, 27(2)*, 125–130. https://doi.org/10.1207/s15324796abm2702_7
- Browder, L. (2010). True Crime. In *The Cambridge Companion to American Crime Fiction edited by Catherine Nickerson* (pp. 205-228). Cambridge University Press. <https://doi.org/10.1017/CCOL9780521199377>
- Bruzzi, S. (2016, July). Making a genre: The case of the contemporary true crime documentary. *Law and Humanities, 10(2)*. 10.1080/17521483.2016.1233741
- Busching, R., Allen, J. J., & Anderson, C. A. (2016, March). Violent Media Content and Effects. *Oxford Research Encyclopedia, Communication*. 10.1093/acrefore/9780190228613.013.1
- Chadee, D., Smith, S., & Ferguson, C. J. (2019). Murder She Watched: Does Watching News or Fictional Media Cultivate Fear of Crime? *Psychology of Popular Media Culture, 8(2)*, 125–133. <http://dx.doi.org/10.1037/ppm0000158>
- Chiricos, T., Padgett, K., & Gertz, M. (2000, August). Fear, TV news, and the reality of crime. *Criminology; Columbus, 38(3)*, 755-786. 10.1111/j.1745-9125.2000.tb00905.x
- Cuklanz, L. M., & Moorti, S. (2006, October). Television's "New" Feminism: Prime-Time Representations of Women and Victimization. *Critical Studies in Media Communication, 23(4)*, 302321. 10.1080/07393180600933121

- Diefenbach, D. L., & West, M. (2007, March). Television and attitudes toward mental health issues: Cultivation analysis and the third-person effect. *Journal of Community Psychology*, 35(2), 181-195. 10.1002/jcop.20142
- Dowler, K., Fleming, T., & Muzzatti, S. L. (2006, October). Constructing Crime: Media, Crime, and Popular Culture. *Canadian Journal of Criminology and Criminal Justice*, 48(6), 837-850. 10.3138/cjccj.48.6.837
- Eschholz, S. (1997). The Media and Fear of Crime: A Survey of the Research. *University of Florida Journal of Law & Public Policy*, 9(1). <https://scholarship.law.ufl.edu/cgi/viewcontent.cgi?article=1133&context=jlpp>
- Fielder, C., & Scrivner, C. (2022, February 16). Why are we so obsessed with true crime? | ULaw. *The University of Law*. <https://www.law.ac.uk/resources/blog/why-we-love-true-crime/>
- Forster, T. A. (2023, February 02). Walter Lippmann and Public Opinion. *American Journalism*, 40(1), Pages 51-79. <https://www.tandfonline.com/doi/full/10.1080/08821127.2022.2161665>
- Gerbner, G., & Gross, L. (1976, Spring). Living With Television: The Violence Profile. *Journal of Communication*, 26(2), 173-99. <https://web.asc.upenn.edu/gerbner/Asset.aspx?assetID=276>
- Gerbner, G., Gross, L., Morgan, M., & Signorielli, N. (1980, September). The “Mainstreaming” of America: Violence Profile No. 11. *Journal of Communication*, 30(3), 10-29. <https://web.asc.upenn.edu/gerbner/Asset.aspx?assetID=391>
- Goldstein, E. B., & Cacciamani, L. (2021). *Sensation and Perception*. Cengage.
- Hassan, A. A., & Mukhtar, A. R. (2020, July-Sep). TV Crime Re-enactment Shows and Crime: Perception of Lahore Based Investigation Officers. *Pakistan Journal of Criminology*, 12(3), 18-29. <http://www.pjcriminology.com/wp-content/uploads/2021/08/2-TV-crime-Re-enactment-Shows-and-Crime-Perception-of-Lahore-Based-Investigation-Officers.pdf>
- Häussler, T. (2019). *The Media and the Public Sphere: A Deliberative Model of Democracy*. Routledge.
- İlkkaracan, P. (Ed.). (2008). *Deconstructing Sexuality in the Middle East: Challenges and Discourses*. Ashgate.
- Intravia, J., Wolff, K. T., Paez, R., & Gibbs, B. R. (2017, December 5). Investigating the relationship between social media consumption and fear of crime: A partial analysis of mostly young adults. *Computers in Human Behavior*, 77, 158-168. <https://doi.org/10.1016/j.chb.2017.08.047>

- Jarvis, B. (2007, December). Monsters Inc.: Serial killers and consumer culture. *Crime Media Culture An International Journal* 3(3):326-344, 3(3), 326-344. 10.1177/1741659007082469
- Katsingris, P. (2017). *Nielsen Total Audience Report*. Nielsen Total Audience Series. <https://radioconnects.ca/wp-content/uploads/2016/09/The-Nielsen-US-Total-Audience-Report-Q1-2017.pdf>
- Khan, N., & Shabir, P. G. (2020, September). Impact of Crime Shows on Behavior of Television Viewers in Pakistan: A Survey Study of Lahore City. *Sir Syed Journal of Education & Social Research*, 3(3), 6. [https://doi.org/10.36902/sjesr-vol3-iss3-2020\(35-41\)](https://doi.org/10.36902/sjesr-vol3-iss3-2020(35-41))
- Khan, U. (2020, March). Gender-Based Violence in Pakistan - a Critical Analysis. *Harvard University ProQuest Dissertations Publishing*. https://dash.harvard.edu/bitstream/handle/1/37365403/Khan,%20Umer_2020-March.pdf?sequence=4
- Khurram, E. (2017, 09 15). Factors that contribute to the violence against women: a study from Karachi, Pakistan. *Digitala Vetenskapliga Arkivet*. <https://www.diva-portal.org/smash/get/diva2:1141245/FULLTEXT01.pdf>
- Kjeldsen, J. E., & Andersen, I. (2017, November 11). The Rhetorical Power of News Photographs: A Triangulatory Reception Approach to the Alan Kurdi Images. *Springer Link*, 1. https://doi.org/10.1007/978-3-319-61618-6_12
- Lazarus, R. S., & Folkman, S. (1984). *Stress, Appraisal, and Coping*. Springer Publishing Company.
- Livingstone, S., & Helsper, E. (2008, November). Gradations in digital inclusion: children, young people and the digital divide. *New media & society*, 9(4), 671-696. 10.1177/1461444807080335
- Lopez, M. H., Krogstad, J. M., & Passel, J. S. (2024, September 12). *Who is Hispanic?* Pew Research Center. Retrieved October 8, 2024, from <https://www.pewresearch.org/short-reads/2024/09/12/who-is-hispanic/>
- Mansoor, T., & Hasan, R. (2016, 06 30). Gender Differences In The Fear Of Crime Victimization And Precautionary Behaviors. *Pakistan Journal of Gender Studies* 1, 12(1). [file:///Users/aqsa/Downloads/administrator-11-taskeen-mansoor--rukhsana-hasan%20\(1\).pdf](file:///Users/aqsa/Downloads/administrator-11-taskeen-mansoor--rukhsana-hasan%20(1).pdf)
- Morgan Ph.D., M., & Shanahan Ph.D., J. (2010, May 21). The State of Cultivation. *Journal of Broadcasting & Electronic Media*, 54(2), 337-355. 10.1080/08838151003735018

- Mumtaz, Z., & Salway, S. (2009, February 19). Understanding gendered influences on women's reproductive health in Pakistan: Moving beyond the autonomy paradigm. *Social Science & Medicine*, 68(7). 10.1016/J.SOCSCIMED.2009.01.025
- Nacos, B. L., Bloch-Elkon, Y., & Shapiro, R. Y. (2007). Post-9/11 Terrorism Threats, News Coverage, and Public Perceptions in the United States. *International Journal of Conflict and Violence*, 1(2), 105–126. <https://www.ijcv.org/index.php/ijcv/article/view/2748/2509>
- Qureshi, J. A., Bhatti, T., & Khoso, P. A. (2023). Effects of Social Media on Psychological Wellbeing and academic performance among university students in Sindh. *Pakistan Journal of Educational Research*, Vol 6(Issue 2), 92-105. <file:///Users/aqsa/Downloads/paper-07-734-1176-jameel-ahmed-qureshi-final.pdf>
- Romer, D., Jamieson, K. H., & Aday, S. (2003, 02). Television News and the Cultivation of Fear of Crime. *Journal of Communication*, 53(1), 88 - 104. 10.1111/j.1460-2466.2003.tb03007.x
- Sack, H. (2018, December 1). The Great Train Robbery and the Birth of the Western Movie. *SciHi Blog*. <http://scihi.org/western-movie/>
- Santos, F. F. d. (2024, 01 25). Media Criminology – The role of the media and its influence on contemporary society. *Seven Editora*, 1, 01. <https://doi.org/10.56238/sevened2023.006-152>
- Shah, S. (2022). *Gender and Media Matters in Peace Communication: A Case Study of Pakistan*. Universitat Jaume I. https://www.researchgate.net/publication/365713327_Gender_and_Media_Matters_in_Peace_Communication_A_Case_Study_of_Pakistan
- Sharma, M. (2020, February 20). This might be the reason why women are obsessed with true crime stories. *Vogue India*. <https://www.vogue.in/culture-and-living/content/why-are-women-obsessed-with-true-crime-stories>
- Shrum, L. J. (2017, March). Cultivation Theory: Effects and Underlying Processes. *The International Encyclopedia of Media Effects*. 10.1002/9781118783764.wbieme0040
- Smith, A. (2014, April 3). *Older Adults and Technology Use*. Pew Research Center. Retrieved October 8, 2024, from <https://www.pewresearch.org/internet/2014/04/03/older-adults-and-technology-use/>
- Sociological Theories of Crime and Deviance*. (n.d.). National University. Retrieved October 8, 2024, from <https://www.nu.edu/blog/sociological-theories-of-crime/>

- Tait, A. (2021, October 2). The rise of 'citizen sleuths': the true crime buffs trying to solve cases. *The Guardian*. <https://www.theguardian.com/tv-and-radio/2021/oct/02/the-rise-of-citizen-sleuths-the-true-buffs-trying-to-solve-cases>
- Usman, A. (2018, Nov 07). A Sociological Study on Violence against Women in Pakistan; Challenges and Solutions. *Global Media Journal*, 16, 1-11. <https://www.globalmediajournal.com/open-access/a-sociological-study-on-violence-against-women-in-pakistan-challenges-and-solutions.pdf>
- Vicary, A. M., & Fraley, R. C. (2010, January). Captured by True Crime: Why Are Women Drawn to Tales of Rape, Murder, and Serial Killers? *Social Psychological and Personality Science*, 1(1), 81-86. 10.1177/1948550609355486
- Waheed, S., Bukhari, S. F., & Iqba, A. (2020, Fall). Role of Producers in Giving Awareness and Treating Reenacted Crime Stories in Pakistani TV Channels. *Global Sociological Review*, 5(6), 8. 10.31703/gsr.2020(V-IV).01
- Ward, L. M., & Grower, P. (2020, December). Media and the Development of Gender Role Stereotypes. *Annual Review of Developmental Psychology*, 2, 177-199. <https://doi.org/10.1146/annurev-devpsych-051120-010630>
- Wattis, L. T., Green, E., & Radford, J. (2011, December). Women students' perceptions of crime and safety: Negotiating fear and risk in an English post-industrial landscape. *Gender Place and Culture A Journal of Feminist Geography Place and Culture*(, 6, 749-767. 10.1080/0966369X.2011.617914
- Zia, A. (2007, June 25-28). *Media and Gender: Pakistani Perspective*. <https://ocd.lcwu.edu.pk/cfiles/Gender%20&%20Development%20Studies/Maj/GDS%20%E2%80%93%20309/GenderandMediaPakistaniPerspective.pdf>