



Comparative Police Studies in the EU

**Enablers and Barriers to successful change in
European police organizations**

Münster, May 22-25 2013
EAWOP

Jean Brunet @brunet_jj
Capgemini group, France



The acceptance of social media

Uncover adaptation of social media by European police forces in 10 countries

Organization, History, culture and ICT

Organizations as Police Forces have their own and authentic culture, history and identity.

They move and act in a determinant « real time » context, in a large range of situations from traffic regulation, borders control to a riot, etc...

Do they have time to think of ICT and social media ?

No, but they do it out of need and necessity



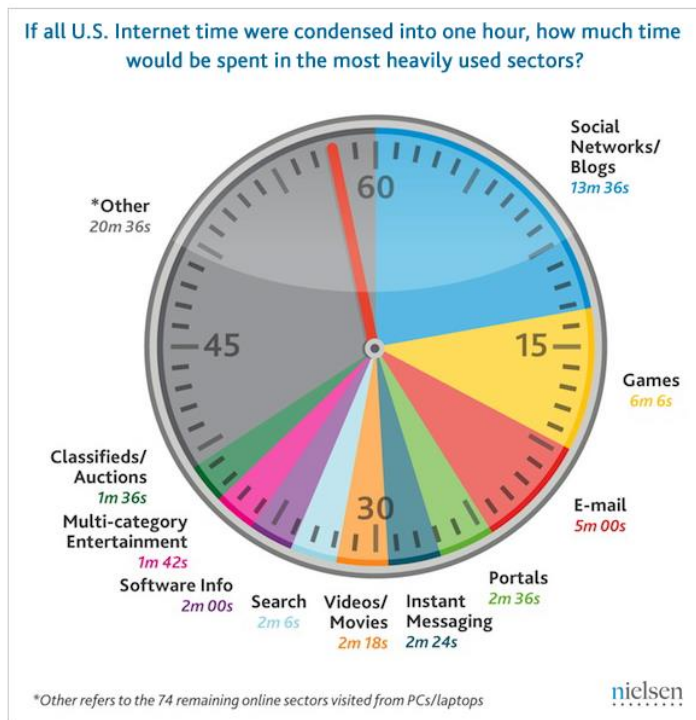
ICT : Information & Communication Technologies



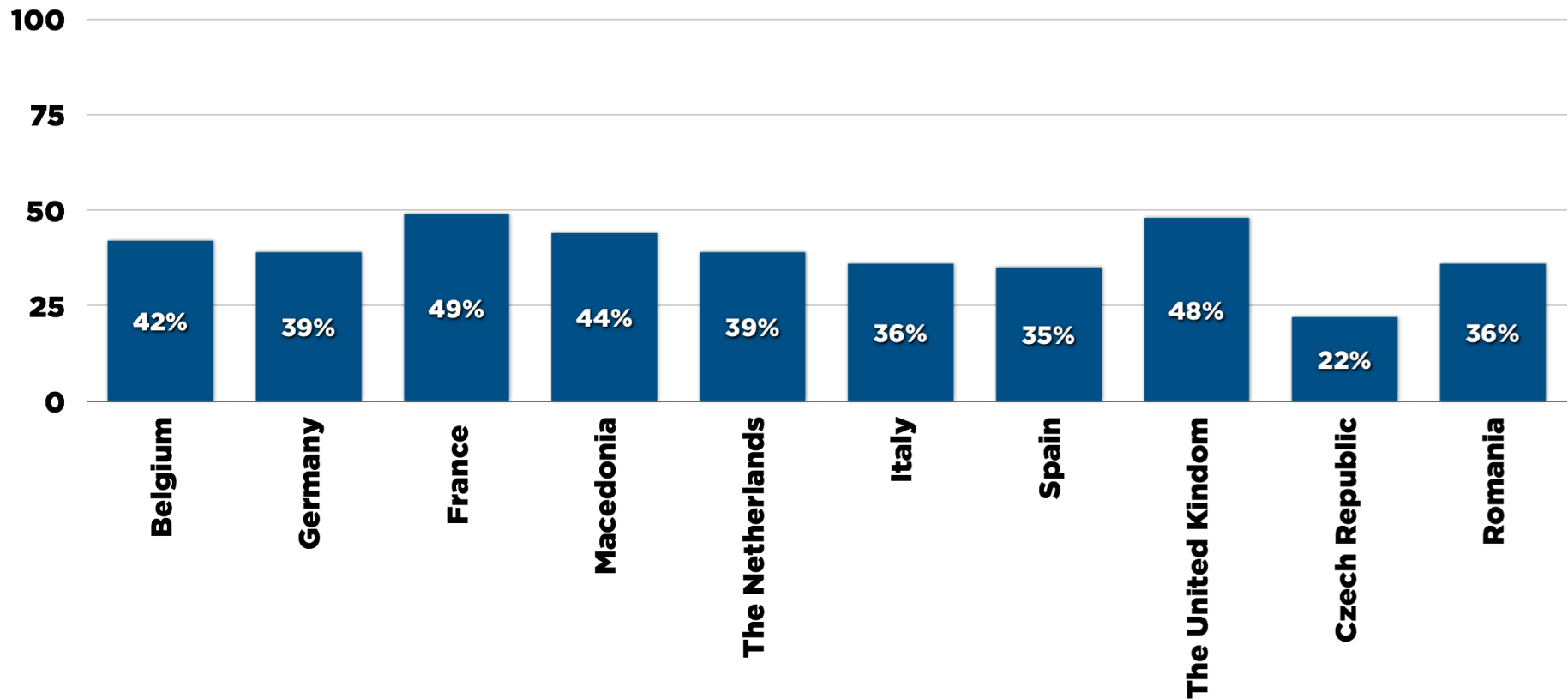
Irresistible rise of social media

One second in our social media life >

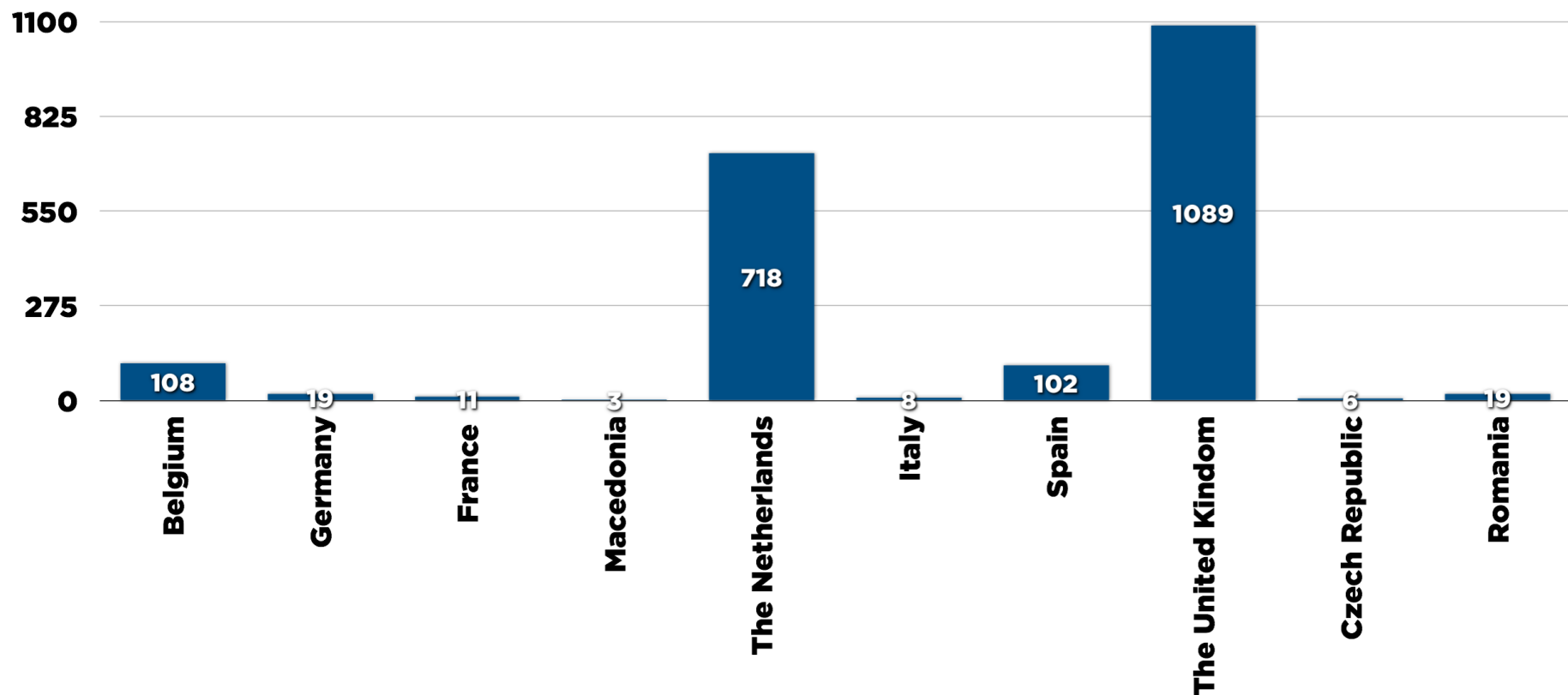
Internet time into one hour V



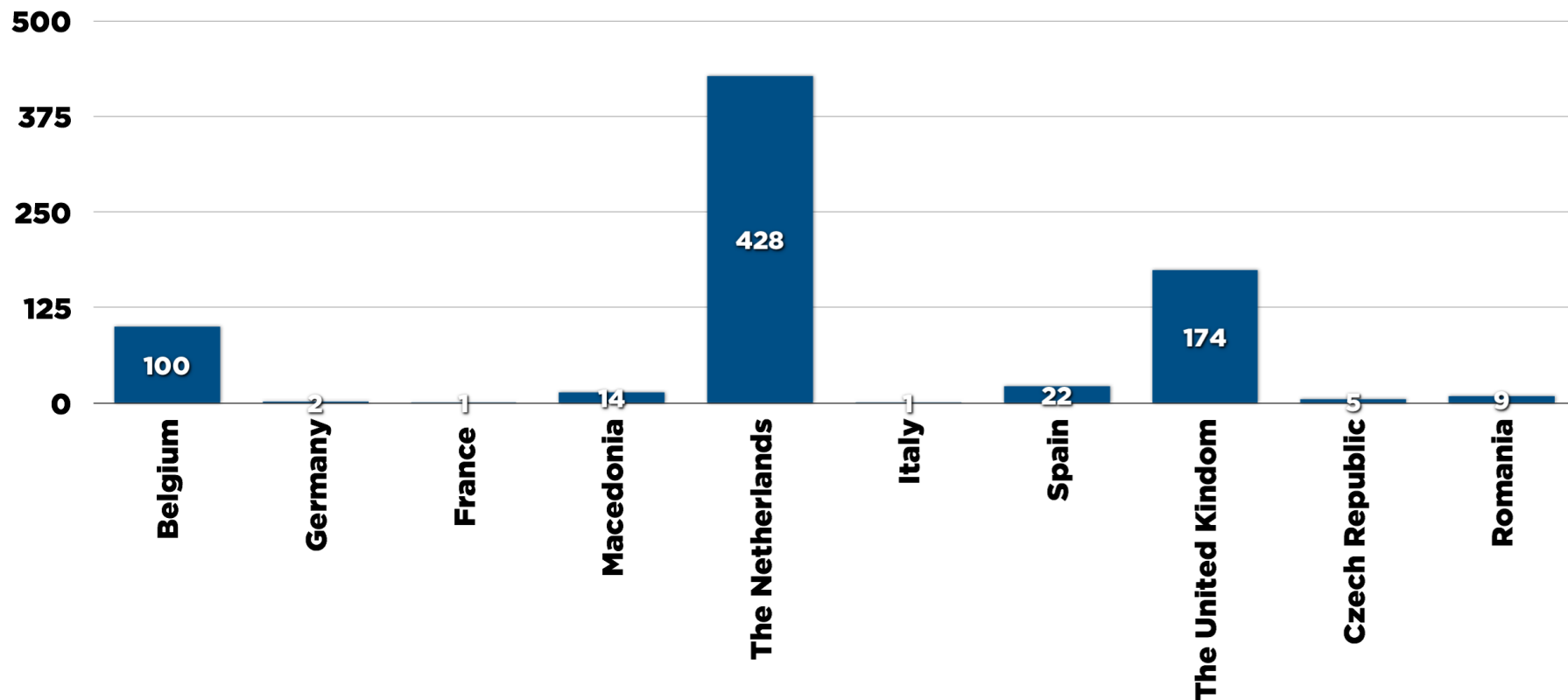
Population having facebook accounts



Total Public Police Social Media Accounts



Public Police social media accounts for 10M citizens



Social media adaptation areas

- Having a Voice in Social Media
- Social Media to Push Information
- Social Media to Leverage the Wisdom of the Crowd
- Social Media to Interact with the Public
- Social Media for Community Policing
- Social Media to Show the Human Side of Policing
- Social Media to Support Police IT Infrastructure
- Social Media for Efficient Policing
- Social Media as a Source of Criminal Information
- Social media in disaster management

Treffen Sie Capgemini auf dem Europäischen Polizeikongress in Berlin. 19.-20. Feb, Berliner Congress Center, Stand B22 ^rp

Jäger now lobbying for preventive data storage, no mention of [#quickfreeze](#) options. #EPC #PolizeiKongress [#Vorratsdatenspeicherung](#)

[#tech](#) Polizeikongress: "Der nächste 11.-September-Anschlag kommt per E-Mail"... <http://mmag.co/4bsukz>

Blogpost "PIRATEN kritisieren Polizeikongress als »Eliteveranstaltung von Sicherheitsideologen«" der [#Piratenpartei](#): <http://bit.ly/11Kcek6>

Wer mehr zum [#Polizeikongress](#) wissen möchte, sollte [@UllaRamone](#) auf [Twitter](#) folgen. Sie berichtet informativ von vor Ort.

Aufruf von ABC-Berlin zur Demo gegen den Polizeikongress: "Noch immer in offener Feindschaft" <http://www.abc-berlin.net/noch-immer-in-offener-feindschaft> #pk13 #camover

[@nickkeane](#) Is the police conference aware of [#daftarrest](#) ? [#PolizeiKongress](#)

[#pk13](#) Bei Demo gegen [#Polizeikongress](#) werden Fotografen attackiert <http://bit.ly/WVXEgN> . [Dieselben demonstrierten](#) gerade für Pressefreiheit

Jetzt beginnt der 2. Grüne Polizeikongress an der Uni Hamburg. Er wird per Livestream auf <http://www.janalbrecht.eu> übertragen. #pk12

Second explosion going off @ Coply Square.

[#marathonmonday](#) @universalhub

pic

Boston Police confirming explosion at marathon finish line with injuries. [#tweefromthebeat](#) [@CherylFiandaca](#)

The Boston Children's Hospital:

<http://ow>

Family members looking for info relative to individuals injured during the incident are encouraged to call (617) 635-4500.

Boston attack

<http://nyp.st/Ysqbwe> pic.twitter.com/8

Updates to follow. Please clear area around marathon finish line [#tweefromthebeat](#) via [@CherylFiandaca](#)

Phone companies say cell service still operating in Boston after explosions: <http://apne.ws/ZwFgMx> -CC

Cellphone service shut down in Boston to prevent remote detonations of explosives, official says: [ht](#)

Boston Police looking for video of the finish line [#tweefromthebeat](#) via [@CherylFiandaca](#)

There was a Facebook page for the Boston

explosion that was put up Saturday and it didn't

People should expect to see high police visibility at key locations [#tweefromthebeat](#) via [@CherylFiandaca](#)

Our close friend and Boston Globe reporter,

On behalf of the [#BostonPolice](#), Mayor Menino & Commish Davis, we wish 2morrow's runners a safe & successful race. pic.twitter.com/8GwvEorFGf

How To Use Facebook Friends Without Taxing

<http://tcrn.ch/11jyKwt> by @jeanbenetinc

Having a voice in social media is experimental...
Requires organizational change

Social media into the riots 1/3

Tweeting Practices
of British Police Forces
during the August 2011 Riots

COMPOSITE analysed around
600 tweets along the riots
days



METROPOLITAN
POLICE



Social media into the riots 2/3



METROPOLITAN
POLICE

New CCTV images of people police need to identify on our Flickr page <http://bit.ly/rnax8U> Pls look and RT

Can you you help identify these people? Check our Flickr gallery of wanted suspects and call 0800 092 0410 <http://bit.ly/oyfZiN>



Can you you help identify these people? Check our Flickr gallery of wanted suspects and call 0800 092 0410 <http://bit.ly/oyfZiN>

@gmpolice is it true that chaos has started in town, carphone warehouse has been done over already??

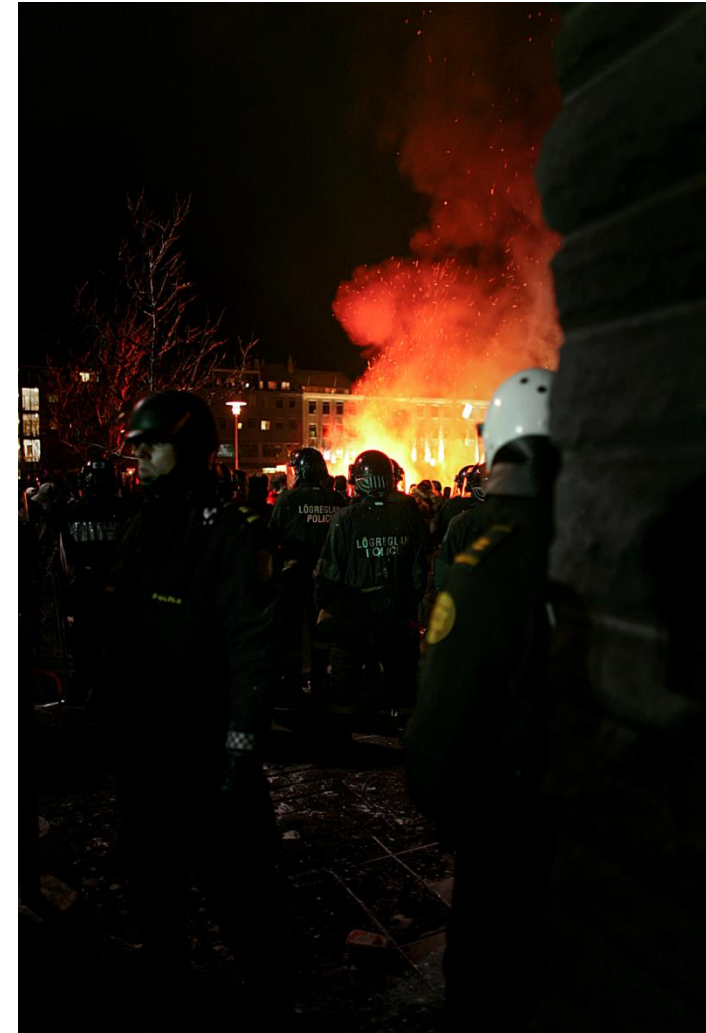
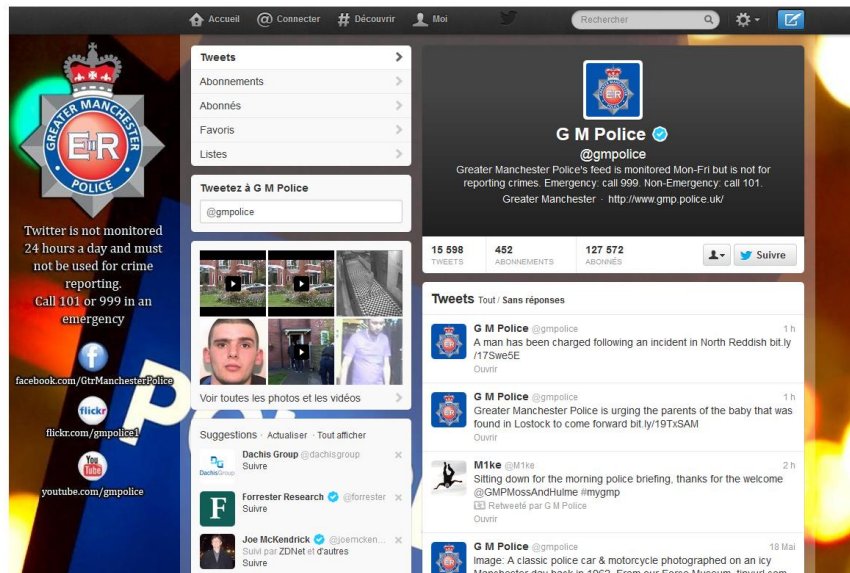
@USR1 nothing at the moment follow us and we will let you know if there is anything to report

@gmpolice Thank you much appreciated Will sleep more easily

Social media into the riots 3/3

“When the going gets tough, the tough ...
... go on Facebook.”

Stefán Eiríksson, Chief of Police



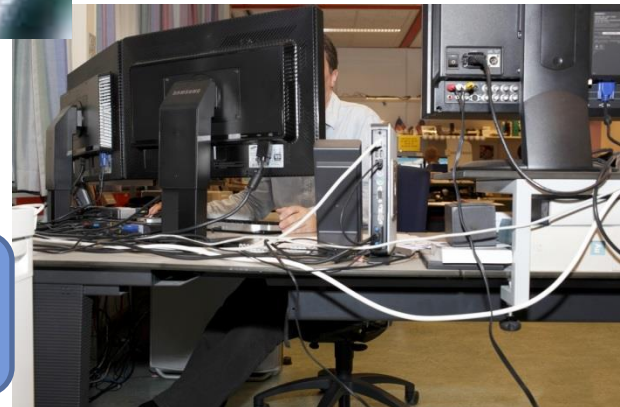
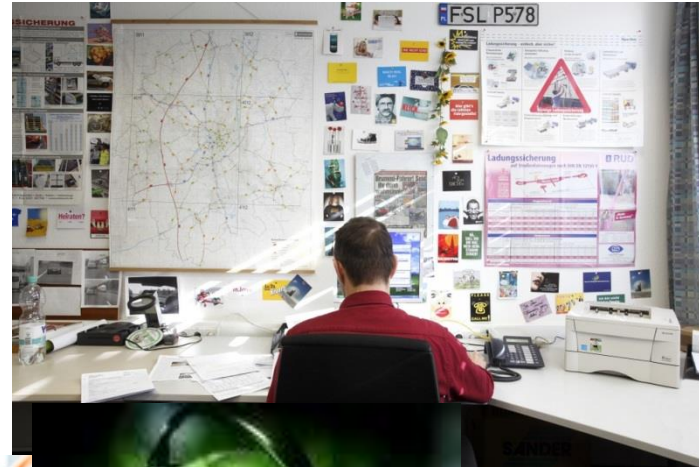
New sources of criminal investigation

Requires a legal framework

Requires training

Requires new software

Extends existing practice



Requires ability to treat tremendous quantity of data = Big Data technology

Importance of social media in the disaster

BENEFITS OF USING SOCIAL MEDIA IN A CRISIS



BEFORE

Helps people be better prepared for a disaster.

Helps communities understand the extent to which organizations go to keep their communities prepared.

DURING

Communicate directly with disaster-impacted residents, their families, reporters and volunteer organizations.

Rumor control becomes easier as the public can turn to your organization for validation.

Provides the capability of sharing information as soon as it is available.

AFTER

Social media tools bring the community together—everyone can easily discuss the event and share information.

Information about aid can be dispersed and easily shared.

Provides the ability to post pictures of damaged areas or quickly coordinate recovery efforts.

Police Forces and others interact more and more with citizens

Think Safe, Tweet Safe.

Should I post
information about
this scene?

- Does it put you at risk?
- Does it put first responders at risk?
- Is it valid information?

If in doubt, don't tweet it out!



Source: http://www.mediabistro.com/alltwitter/twitter-christchurch-earthquake_b8882

Social media acceptance driver

- ✓ The introduction of new Information and Communication Technologies (ICT), therefore, is a driver for change that goes beyond task optimization and efficiency.
- ✓ When coordinating the introduction of new ICT, we need to evolve the overall social configuration of an organization for a middle or long period time.
- ✓ Main differences are persisting following the police forces, but they evolve more and more.
- ✓ COMPOSITE open ways on useful comparisons, outreach facilities to understand social media acceptance based on synergy between knowledge on police culture, identity, monitored behaviors, and analysis.

More about social media acceptance...

Jean Brunet

Complex Systems Architecting
Sustainable Systems Design



Capgemini is deeply involved in
COMPOSITE studies as an IT leader

<http://www.capgemini.com/>



Many thanks to Sebastian Denef,
Leader of the ICT adaptation
package in the COMPOSITE studies.

@denefs



Fraunhofer

More documents on COMPOSITE website :

<http://www.composite-project.eu/index.php/home.html>