

11-2008

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Recommended Citation

Vance, Amanda (2008) "Does the Type of Crime Determine if an Image of a Certain Criminal is Pictured?," *Undergraduate Psychology Research Methods Journal*: Vol. 1 : Iss. 8 , Article 3.
Available at: https://digitalcommons.lindenwood.edu/psych_journals/vol1/iss8/3

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Does the Type of Crime Determine if an Image of a Certain Criminal is Pictured?

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Amanda Vance

People have culturally been inclined to visualize a perpetrator simply based on the description of the crime. This experiment seeks to determine if a generalized criminal is expressed by the survey group for each crime. Simply put, it will identify if there exists a similar stereotype for each crime described. Each participant completed a questionnaire to identify their demographics. Next was given five crimes which were about robbery, shooting, rape, stolen identity, and murder to read over with the victim and location information omitted. Participants were asked to visualize and describe the perpetrator in each crime scene. The results concluded that there was a difference in the perpetrator and the type of crime.

There are currently many different crimes being reported in the news. There are also many different types of shows that are aired on television dealing with crime. These shows can be very unrealistic to actual information about either crimes that are committed or telling the story of a serial rapist or killer. Once people have seen so much crime on the media, they begin to stereotype the crime or people. Just based on hearing the type of crime would be able to picture the criminal without really knowing who committed the crime. This is done by taking out the bias information, which consists of the description of the victim and where the crime was committed. If this information was not available, will a person picture a specific type of person for that type of crime?

Ask and Granhag (2005) researched to see if the judgment of deciding whether the person who committed the crime was guilty or not was based on the information that

was provided. There were two different experiments: one with police investigators and the other was conducted on undergraduate students. Each experiment was exactly the same, but there were two groups within these experiments. One half of the participants were given a potential motive for the prime suspect to kill the victim and the others received alternative culprit (Ask & Granhag). According to Ask and Granhag, they “predicted that the initial hypothesis provided to participants would influence the subsequent interpretation of the case material in a confirmatory direction (48).” Ask and Granhag also predicted that the degree of closure and the initial hypothesis from the case will motivate a cognitive closure that would freeze the initial hypothesis provided in the background information. Ask and Granhag’s results showed that the students were affected by the initial hypothesis manipulation on their provenance of guilt and interpretation of observations. Participants who were given the alternative perpetrator viewed the prime suspect less likely to be guilty (Ask & Granhag). It also confirmed that with or without the additional information the police investigators examined the crime more often and wanted more explanation about the crime. Until they had enough information then they would decide if the prime suspect was guilty or not guilty.

Another study by Herzog (2003) took place in Israel. The study was based on whether the public perceptions of crime seriousness would have an affect if the person was either Jewish or Arab. The study had a sample of 944 Israeli adults who were selected, were randomly picked from the 200 up-to-date telephone directories. Herzog conducted a telephone survey dealing with their criminal offenses. Since telephone calls were self-reported Herzog made many additional follow-up calls to the participants, to have the highest accurate level of results. He was able to reach to a level of 72%

accuracy. The questionnaire was very short, consisting of only 18 crime scenarios. The participants were given a scale of 1= serious at all to 11=very serious when determining the level of seriousness for the crime. The 18 crime scenarios were asked randomly except for the first two to ensure the participants understood the rating scale. Each crime given included the background information about the offender, the criminal act and the victim (Herzog). The only two ethnicities of the offender given in the experiment were Jewish or Arab. From this experiment the results showed that there were no significant differences between the two ethnicities: Jewish and Arab on the level of seriousness for the crime.

A study conducted by Stephen, Valentine, and Memon (2008) wanted to see if there were a difference in accuracy on how a witness could identify the criminal. They wanted to see if there was a difference that may assist the witness' memory about the criminal. For this study the participants witnessed a crime, in which there were four different actors for the study. Then between 7 to 25 days later the participants were asked to come back in to identify the criminal. There were four different ways the experimenters used for identifying the criminal. They first used either selected foils (pictures) or moving images (actual people). Then it was divided into two more groups where either the culprit was present or the culprit was absent. But they found no significant difference in how the participants would identify the criminal more correctly than in other ways.

According to Walker, Spohn, and Delone (2008) crimes that receive more attention from media, criminal justice policymakers, and others are "street crimes".

These street crimes are usually classified as murder, robbery, and rape. These crimes are

also knows as “black crimes”, in which Americans tend to believe that a typical offender is African American and associates the word crime to them (Walker, Spohn & Delone).

Also in 2003 a total of 48.5% African Americans were arrested for murder, 54.5 % arrested for robbery, and 33.3 % arrested for rape. Statistics have shown that racial minorities are arrested far more than whites. One reason for this is the impact that African Americans have on for more serious crimes. According to the NCVS (National Crime Victim Survey) reported that the 46.5% of the victims surveyed claimed their offender to be African American for single-offender robberies and 22% for assaults. Also the NCVS reported that for all crimes of violence 63% of victims claimed the criminal to be white, 47.9% of rape victims claimed the criminal to be white, 65.4% of assault victims stated the criminal to be white also. But as for robbery victims, 40.8% claimed the criminal to be white and 39.5 claimed the criminal to be a black (Walker, Spohn & Delone).

A study conducted by Hurwitz and Peffley (1997) was to test that “stereotypes of African Americans should influence attitudes on crime policy primarily when criminals are black, crimes of violent, polices are punitive, and no individuating information seriously undercuts the stereotype” (375). The experimenters wanted to focus on there areas which included the nature of the crime, the nature of the policy, and the nature of the criminal. So they had a series of surveys which the target race was in different questions and varied in the surveys. The two target races that were used were white and black perpetrators. They used models in which were to determine if the stereotypes of African American had more prominent in determining responses of blacks than of white targets and vise versa for whites. Hurwitz and Peffley learned that only when the crime

was violent and that polices were punitive then there were negative stereotypes. In which it seemed more likely that blacks were guilty of the crime. They conclude that this only occurs when a certain case fit the more common stereotype.

For this study, participants were inclined to visualize a perpetrator merely based on the description of the crime provided. But for the type of crime the participants were to describe a different perpetrator for each crime. This study was to verify that merely the characteristics of a crime will conjure an image of the perpetrator. It will also more precisely differentiate those with more and less exposure to crime and who they would visualize. This study is important because if the hypothesis is correct, the information is crucial regarding people's prejudicial attitudes and may have implications on eyewitness account. This could help with reasons why some people are more inclined to commit that crime if they are usually stereotyped for a criminal.

Method

Participants

The participants who were included in the experiment were undergraduate students and graduate students from Lindenwood University. Participants that were not from Lindenwood University were adults at least 18 years of age or older from the greater St. Charles community or other communities. In the experiment, there were a total of 104 participants included. Four of the participants were excluded, due to the fact that they provided very little information about the criminal or did not answer any questions. The experiment was conducted on the Lindenwood University campus in the psychology labs, a classroom on campus or in a separate room that was off campus where

the lighting was good and the noise level was at a minimum. The participants either took the experiment alone or with a group.

For the study out of the 100 participants included, there were a total of 42 men and 58 women that participated. The age range for the participants' population was between 18 to 66 years old. The mode for the age was 20 and with a standard deviation of 10.381. With a total of 85% of the participants were white, non-Hispanic, 15% were of the other races. The highest levels of education for the participants were at least 2 years of undergraduate and or above, with a mean of 2.86 years, and the standard deviation of 4.537 years.

There were three ways the participants were recruited for the experiment. The experimenter placed a description sheet and a sign-up sheet on the Human Subject Pool (HSP) board to recruit participants from the Human Subject Pool (see Appendix A). Then the experimenter asked other professors if they could have either one or more of their classes participate in the experiment. In the classes, the experimenter came during the class and administered the packet with the informed consent forms, instructions, questionnaire, crime scenarios, the list of characteristics to be filled out to describe the criminal for each crime and feedback letter to the class (see Appendix B for the class room script). The professor was present while the experiment was being administered. All participants were given a piece of candy once they were finished with the experiment.

Materials and Procedure

During the experiment the participants were given two informed consent forms to read over. The informed consent form was also briefly read to the participants too (see Appendix C). The participants were told they can terminate the experiment at anytime

while the experiment is being administered. The participants were asked to sign both the informed consent forms and were given one of the informed consent forms to keep.

Participants were given an instruction sheet to read over (see Appendix D). Once the participants finished reading over the instructions, they were told they could ask questions about the experiment any time they did not understand something about the experiment. Next, the participants were asked to fill out the short questionnaire (see Appendix E). Some of the questions that were presented on the questionnaire were about, type of sex, age, highest level of education, and race. Also, questions that dealt with how much media they associated with that were primarily about crime. Then, the participants were given five different types of crimes that were committed to read (see Appendix F). The crimes the participants read were about burglary, shootings, rape, stolen identities, and murder. After each crime, the participants were given a survey of general characteristics which the participant filled out in detail to describe the person they had in mind for who committed the crime (see Appendix G). The participants did this for all five crimes in the experiment. Once the experiment was completed the participants were given a feedback letter with the experimenter's number and email to contact if they have any follow-up questions or if they want to know the results of the experiment (see Appendix H). All the participants received a piece of candy once they completed the study. The questionnaires had a participant number that matched with the same participant number on the description of criminals for each crime scenarios. However, these numbers were not traceable to any particular participant, thereby protecting the identity of the respondents.

Results

The results conducted for this study were based from conducting a descriptive frequency, which consisted of the mean, mode, and standard deviation, minimum and maximum. The results showed that the hypothesis stated above was correct. It stated that participants were inclined to visualize a perpetrator merely based on the description of the crime provided. But for the type of crime the participants would describe a different perpetrator for each crime. So it concludes that the null hypothesis was rejected. From the results only one crime scene was reported to be black and the other four was reported as white. Even though white was answered more often each crime scene still had its differences for what the criminal would look like.

Below are the tables for each crime scene which shows the mode (the most answered statement about the criminal's description) along with the mean and standard deviation. Also the percentage for sex, race, and age is stated above the tables:

Crime One (robbery):

30

Eighteen percent suggested female and 82 % suggested male, 20% suggested black and 63% suggested white, 50% suggested 19-25 years of age

	Mode	Mean	Std. Deviation
Sex	Male	1.82	0.386
skin color	white	1.83	0.508
Age:	19-25	25.32	5.505
Hair color:	Brown	2.62	4.797
hair style:	short	8.1	11.118
Height:	5'7-6'0	68.4	3.502
Weight:	150-165	163.85	27.168
Eye Color:	brown	2.9	0.784
Eye Shape:	oval	3.78	4.328
Eye Brows:	bushy	2.31	1.305
Nose:	big or normal	9.81	15.774
Lips:	thin	4.09	4.099
Facial Hair:	none	2.86	3.004
description of facial hair	beard	2.67	1.237
Ears:	normal	2.07	1.585
Hair Line:	normal	3.24	2.792
Distinguishing Marks:	tattoos and/or piercing	8.68	12.994
Teeth:	discolored	15.26	18.218
Cheek Bone Structure:	high and normal (tied)	2.58	1.598

Crime Two (shooting):

31

Ninety point eight percent suggested male, 0.9% suggested female, 63.3% suggested black, 21.1% suggested white, 41.3% suggested 20 to 23 years of age

	Mode	Mean	Std. Deviation
sex	male	1.99	0.1
skin color	black	1.31	0.527
Age:	20-23	26.64	17.622
Hair color:	black	1.45	0.787
hair style:	short with a style	6.48	9.786
Height:	6'0-6'2	70.31	9.134
Weight:	180-190	178.44	26.68
Eye Color:	brown	2.94	0.625
Eye Shape:	round	3.94	4.167
Eye Brows:	bushy	2.59	1.883
Nose:	big	6.49	9.437
Lips:	big	3.27	2.972
Facial Hair:	none	1.53	0.502
description of facial hair	style (gottee, fu-man)	4.8	2.524
Ears:	small and big	2.76	4.325
Hair Line:	normal	2.07	1.72
Distinguishing Marks:	tattoos	3.81	3.937
Teeth:	white and straight	14.24	16.835
Cheek Bone Structure:	normal	1.64	0.876

Crime Three (rape):

32

Nearly ninety percent suggested male, 0.9% suggested female, 25.7% suggested black, 56.9% suggested white, 45.8% suggested 30 to 40 years of age

	Mode	Mean	Std. Deviation
sex	Male	1.99	0.101
skin color	White	1.81	0.701
Age:	30-40	30.01	7.671
Hair color:	Brown	3.14	3.853
hair style:	Short	6.36	8.477
Height:	5'0-5'8	68.74	4.482
Weight:	190-200	181.72	28.615
Eye Color:	Brown	3.21	3.248
Eye Shape:	Round	4.73	8.688
Eye Brows:	Bushy	3.18	5.651
Nose:	Big and pointy	5.96	10.626
Lips:	Thin and normal	3.33	1.808
Facial Hair:	Yes	1.46	3.248
description of facial hair	Beard and/or mustache	4.84	8.688
Ears:	Normal and big	2.19	5.651
Hair Line:	Normal and receding	3.29	10.626
Distinguishing Marks:	No markings	4.13	1.808
Teeth:	Discolored or white	18.74	21.18
Cheek Bone Structure:	normal	2.41	1.666

Crime Four (stolen identify):

33

Seventy-eight percent suggested male, 13.8% suggested female, 0.9% suggested black, 76.1% suggested white, 9.2 % suggested 35 years of age

	Mode	Mean	Std. Deviation
sex	Male	1.99	0.1
skin color	White	1.81	0.701
Age:	35	30.01	7.671
Hair color:	Brown or blonde	2.62	0.787
hair style:	Short	8.1	9.786
Height:	5'5-5'9	4.73	8.688
Weight:	140-165	181.72	26.68
Eye Color:	Blue	2.9	0.784
Eye Shape:	Round	4.73	4.167
Eye Brows:	Bushy or thin	3.18	1.883
Nose:	Small, thin, long	9.81	9.437
Lips:	Thin	4.09	1.808
Facial Hair:	None	2.86	3.248
description of facial hair	Beard, scruffy, clean shaved	2.67	1.237
Ears:	Normal or small	2.07	5.651
Hair Line:	Normal or receding	3.24	10.626
Distinguishing Marks:	Piercing or none	4.13	1.808
Teeth:	White and straight	18.74	16.835
Cheek Bone Structure:	high	2.41	0.876

Crime Five (murder):

34

Seventy-four point three percent suggested male, 16.5% suggested female, 29.4% suggested black, 50.5% suggested white, 45% suggested 22 to 25 years of age

	Mode	Mean	Std. Deviation
sex	Male	1.82	0.1
skin color	White	1.31	0.527
Age:	22-25	25.32	7.671
Hair color:	Black	1.45	3.853
hair style:	Short or long	6.48	8.477
Height:	6'0-6'2	70.31	3.502
Weight:	180-200	178.44	27.17
Eye Color:	Brown	2.94	0.784
Eye Shape:	Oval and round (tied)	4.73	4.328
Eye Brows:	Bushy or shaped	3.18	1.305
Nose:	big or small	5.96	15.77
Lips:	Thin or big	3.33	1.305
Facial Hair:	None	1.46	15.77
description of facial hair	Styled (goatee, fu-man)	4.84	4.099
Ears:	Normal or big	2.19	3.004
Hair Line:	Normal	3.29	1.237
Distinguishing Marks:	tattoos and/or piercing	4.13	3.937
Teeth:	White and straight	15.26	16.835
Cheek Bone Structure:	high and normal	2.58	0.876

Discussion

Based on the results, the study shows that even though the background information about a crime were omitted, information about the victim involved and where the crime was committed, can still conjure up a picture of the criminal in the person's mind. It shows how having very little information about a subject can still make a person think of a person that would fit this action. Stereotypes do play an important role in everyone's actions, even if they do not realize it. It just shows how stereotyping can be an unconscious behavior, in which we do not know we are doing this type of behavior.

Some additional results that were found from the study were that only 40% of the participants watched the news just mainly to learn about information on the crimes that were committed. Also 48% of participants read the news paper just to see the crimes that were committed. A high of, 74% of participants watched a certain type of crime show, such as CSI, Criminal minds, and Without a Trace. This percentage was very shocking to know that people would rather watch fictional information over non-fictional information. From these results it could explain why only one crime scene was stated to be African American more often. Since there is less than 50% of the participants that watch or read about the real crimes being committed the participants who are watching more of the fictional crime shows which usually have white males committing the crimes. Where as, stated from research above the crimes that are being reported are more based about African American's committing the crimes.

Many of the participants actually enjoyed participating in the study and found it very interesting. The majority of the participants could not believe how little amount of

information that was given could still make them think of a person who would have committed that crime. Also, many of the participants would give more information about the criminal which was not asked for. For example, in the (stolen identity) the participants would state at the bottom of the page that the criminal still either lived with his parents or mother in the basement. Also included was that the criminal was a lonely middle aged man who lived on his computer all day long. Another participant stated that the guy who raped the victim, had been stalking the victim at the bar all night. One other thing that was found from the experiment was that many of the participants would give some very interesting descriptions that would have never been thought of. Of these a great deal of people would stated that criminal wore a mask for one of the crimes. They also wrote done that the criminal could have had pink or purple hair and it could have been an afro, or unclean. Some stated that their facial hair was a fu-man-chu or some other type of style and that the criminal's teeth were gold, damaged, or even wore a grill. Some participants stated that they did feel a little racist after completing the study. But the majority of the participants found the study very interesting and seems to want to talk about their information.

This type of study can help with understanding why a certain type of person is convicted more often than another type of person. It may help with a better understanding of how people stereotype other people based on their actions. Also, it shows how people may say we do not classify people as criminals and that the criminal creates their own self, but really we do. Based from this experiment, we can look at someone and classify them as a criminal or some other stereotype.

Some limitations for this study were that there was a small sample size. Even though there were 100 participants it still did not cover all ranges of differences for age, race and sex. With a larger sample size, which could have a range of ages may have changed the results in either a minor and major way. This study could have had more participants for the ages that only included very little in that division. Most of the participants were in their 20's only. So, with such a young age group they really do not know what type of issues is addressed in society. With the wide range of responses it was hard to categorizer every response. Along with that, it was hard to figure out what the participants might have been describing when they would draw a picture of the item. Another limitation that occurred was some participants did not understand the directions on who they were describing. So the changing of wording the study from who pops in your head, to who do you think commits this crime more often helped a little better for their understanding. Some participants thought they were describing the criminal that was stated in the crime scene. Because of the wording some of the participants would skip some of the questions. So it was not known if they thought the criminal did not have anything for that item distinguishing. Also the study was very time consuming since so much information was needed.

Some future directions for the study are maybe looking at the difference in how much media the participant watches based on crimes. Also, see if there is a difference in responses based on what type of media they do watch or read about crime. Could people that read about real crimes have a different perspective then people that watch the shows about the fake crimes? See if different genders imagine a different type of profile for the certain types of crimes. Research if having bias information available, such as

information about the victim and the place, could present a different profile compared to a crime that leaves out the bias information. Also, would there be a difference if pictures were used instead of open-ended questions.

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Author Note

I would like to thank all the participants that for volunteering in the study. Along with, thanking my family and friends for their support and help with also taking part in the study. I would like to show much gratitude to Dr. Biri and professor Marhanka for letting me come to their class and administering my study. I would also like the thank Dr. Nohara-LaClair for all the help with getting my study put together and helping me with my results. As for my mom I would like to show great appreciation towards her for the help on finishing my results.

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Appendix A

Participant Recruitment Description

For this experiment you will be given a short questionnaire to complete. Next you will be reading about five different crime scenarios. After each crime scenario you will be given a survey of characteristics which you fill out to best describe the criminal. This experiment should take about 15 minutes to complete.

Appendix B

Classroom recruitment script

My name is Amanda Vance and I am conducting an experiment for my advance research methods class. I am here today to ask for you to participant in my experiment. This should take no more then 15 minutes to complete. It is your choice to participate or not and by not participating will not effect your grade for you class and extra credit will not be given if you do participate. For this experiment you will be given a short questionnaire to complete. Next you will be reading about five different crime scenarios. After each crime scenario you will be given a survey of characteristics which you fill out to best describe the criminal. I will be given you a packet that contains two informed consent forms, instructions, feedback letter, questionnaire, the five crime scenarios, and five surveys with questions that describe what the criminal would look like. Once you get the packet please read over the informed consent forms and sign both. Please keep the informed consent form that is signed by the experimenter and hand back the other one signed. Next fill out the questionnaire and once you finished you may go on to reading the crime scenarios. Read the first crime scenarios and fill out the first characteristic survey to the best of detail. Once finished with the first crime scenario do the same for the other four crime scenario. Once you have finished please tear off the informed consent form, feedback letter and those are yours to keep and bring up the rest of the packet to me. Thanks very much for participating in my experiment I greatly appreciate it. If you have any questions you may ask at any time the experiment you may ask. If you would like to know the results for the experiment when the experiment is finished my contact information is on the informed consent form and feedback letter.

Appendix C

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Informed Consent Form

I, _____ (print name), understand that I will be taking part in a research project that requires me to complete a short questionnaire asking about how much exposure I have to stories about crime. Following this questionnaire, I understand that I will be reading scenarios about a crime scene and asked to make judgments about the perpetrator of the crime. I understand that this experiment contains crimes that deal with burglary, shootings, rape, stolen identities, and murder. I understand that I will not experience a level of discomfort beyond what is normally encountered in everyday life or when watching the news coverage about similar crimes. I understand that I should be able to complete this project within 20 minutes. I am aware that my participation in this study is strictly voluntary and that I may choose to withdraw from the study at any time without any penalty or prejudice. I should not incur any penalty or prejudice because I cannot complete the study. I understand that the information obtained from my responses will be analyzed only as part of aggregate data and that all identifying information will be absent from the data in order to ensure anonymity. I understand that my ethnic background may be used in the results of the experiment. I am also aware that my responses will be kept confidential and that data obtained from this study will only be available for research and educational purposes. I understand that any questions I may have regarding this study shall be answered by the researcher(s) involved to my satisfaction. Finally, I verify that I am at least 18 years of age and am legally able to give consent or that I am under the age of 18 but have on file with the HSP office, a completed parental consent form that allows me to give consent as a minor.

Date:

 (Signature of participant)

Date:

 (Signature of researcher obtaining consent)

Student Researchers' Names and contact information:

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Supervisor's name and contact information:

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Appendix D

Instructions

You will first be asked to fill out a short survey. You may choose not to answer some questions.

Next you will be given five different crime scenarios which will be read to you. Once the crime scenario has been read you will then be asked to describe the criminal and your answers will be recorded. You will be asked to do this a total of five times. If you feel like not finishing this experiment you are allowed to stop at any time. Also you are allowed to ask questions throughout the experiment while it is being administered if you do not understand something.

Appendix E

QUESTIONNAIRE

SUBJECT ID NUMBER: _____ (Assigned by Researcher)

1. Are you MALE FEMALE?
2. What is your age? _____ Years old
3. What ethnic background are you?
Asian or Pacific Islander Black, Non-Hispanic Hispanic
American Indian or Native Alaskan White, Non-Hispanic
Non-resident Alien or Other
4. Highest level of educational background completed?
High school Or _____ years of college undergraduate and beyond
5. Do you watch the news often to find out what crimes are committed?
YES NO
6. When was the last time you watched the news just to see what crimes were committed? _____ days ago
7. How many times a week do you watch the news to see what crimes were committed? _____ times a week
8. Do you read the newspaper/internet journals to see what crimes have been committed?
YES NO

9. When was the last time you read the newspaper/internet journals just to see what crimes were committed? _____ days ago

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10. How many times a week do you read the newspaper/ internet journals to see what crimes were committed? _____ times a week

11. a.) Are you more interested in watching a certain show that is based on a certain subject that deals with crime? (such as serial killers, lifetime shows cops etc.)

YES

NO

If so please write below all programs you watch to that deals with a specific crime(s).

Appendix F

Crime Scene One

In the past two weeks a number of houses have been broken into and many valuables were stolen. The main things that the criminal would steal from these houses were mostly certain types of jewelry, fine clothing and any cash that may have been found. This criminal usually came during the evening when no one was at the house.

Crime Scene Two

Reported last night a fight broke out between two people outside a bar. Apparently someone said a comment and the other person didn't like it. During the fight another person pulled out a gun and shot at the two victims which ended up hitting one of the victims that were fighting. The person with the gun fled the scene of the crime and no witnesses seen the person with the gun. Some state that the person with the gun may have been out for revenge about a drug deal towards one of the victims.

Crime Scene Three

A victim reported being raped over the weekend by a stranger the victim didn't know. The victim was walking back to their house at night around 1:30 am after a night out with friends. When a person came out from behind the victim and healed a knife to the victim's neck. The person brought the victim to a back alley where the victim claimed was raped. The victim has no recollection on what this person may have looked like do to it was dark and the person's face was covered by a hood.

Crime Scene Four

It was reported that a person hacked into the computer systems of a department store. This person was able to get all identities, social security numbers and the credit card information of over 1,000 customers. The criminal was able to crack all the passwords to the data base of the department store and load up many of the costumers' information. It is not known if this person was able to use anyone's identities but an investigation in on its way.

Crime Scene Five

A 24 old victim was found in an apartment on a Saturday morning. The victim was found to have been stabbed multiple times in the back. There are also signs of that the victim was strangled and beaten. The victim's roommate was the one that found the body lying in the apartment. It was last heard that the victim was last seen at a popular club with some friends. The victim's roommate lost trace of victim at the club so figured they caught a ride home with someone else.

Appendix G

Survey questions for description of criminal

Please answer all the characteristics stated below to describe the criminal you have in mind for each type of crime. Please be as detailed as possible.

1. Type of sex?
2. Type of skin color?
3. What is their age?
4. What is the color of their hair?
5. How does their hair look like? (such as the cut and length)
6. How tall do you think the criminal would be?
7. What is the weight of the criminal?
8. Type of eye color they have?
9. What is the eye shape?
10. How do their eye brows look?
11. What does their nose look like?
12. How do their lips look?
13. Do they have facial hair?
 - a. If so please describe how it would look.
14. What does their ears look like?
15. How does their hair line look like?
16. Do they have any distinguishing markings (such as birthmarks, piercing, tattoos etc.)?
17. What does their teeth look like and what is the color of them?
18. How does their cheek bone structure look?

Crime Scenario _____

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SUBJECT ID NUMBER: _____ (Assigned by Researcher)

Appendix H

Feedback letter

Thank you for participating in my study. The questionnaire was used in order to determine the base of experience people is exposed to crime information. I am interested in finding out weather people conjure up images of criminals based solely on the description of the crimes, and if so, weather these images are consistent across different individuals.

Please note that I am not interested in your individual results; rather, I am only interested in the results of a large group of consumers, of which you are now a part of. No identifying information about you will be associated with any of the findings.

If you have any questions or concerns regarding any portion of this study, please do not hesitate to bring them up now or in the future. My contact information is found at the bottom of this letter. If you are interested in obtaining a summary of the findings of this study at a later date, please contact me and I will make it available to you at the completion of this project.

Thank you again for your valuable contribution to this study.

Sincerely,

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Dr. Michiko Nohara-LeClair 636-949-4371 (mnohara-leclair@lindenwood.edu)