



What is it?

Media influence on the public concerning forensic science

Theories:

- Cultivation Theory
- Critical Theory
- Deterrence Theory

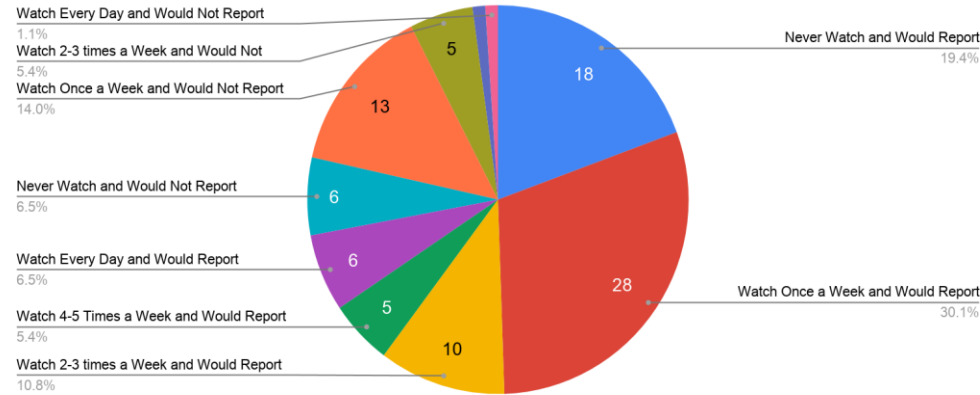
Methods:

- Google Survey
 - Likert Scale
 - Viewership Questions
 - Scenario Based Questions
 - Self-reporting methods
- Distributed through Social Media
- Responses kept anonymous

CSI Effect: Does It Deter?

By: Madison Casey and Dr. Timothy Wilson

Viewership of Crime Shows vs Answer to Scenario 2 Question



Hypothesis:

Ha1 : An increased amount of time viewing crime-show dramas, will lead to an increased perception of forensic science knowledge.

Ha2 : An increased amount of time viewing crime-show dramas, will lead to an increase in crime deterrence.



Findings: (93 Respondents)

- High correlation between watching and reporting
- Watching at all had a high correlation, but watching once a week was highest
- Gender did not affect response
 - 3:1 ratio males
 - 2:1 ratio females
- Age had not affect. Positive response from all ages
- No difference between crime show drama and crime show documentary
 - Both positive

