

Unpacking the Awareness Deficit: Factors Influencing Public Reach and Visibility of Hyderabad City Police Initiatives

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Abstract: *In contemporary urban governance, public awareness campaigns serve as a vital tool for proactive community policing, crime deterrence, and building civic trust. Despite strategic outreach efforts by the Hyderabad City Police—spanning digital platforms, physical drives, and specialized safety initiatives—their tangible impact remains contingent on broad public penetration. This empirical study examines the baseline reach of these initiatives and critically investigates the factors driving the "awareness deficit" among unreached populations. Utilizing a quantitative survey design ($N = 280$), primary data was analyzed using descriptive statistics, non-parametric tests, and Chi-Square Goodness-of-Fit tests.*

The empirical findings reveal that a statistically significant majority of respondents (74.3%, $n = 208$) are aware of police initiatives ($p < .001$), thereby validating Hypothesis 1 (Part A). Furthermore, 80.8% of aware citizens perceive that campaigns effectively reach most societal sections ($\chi^2(1) = 78.769$, $p < .001$), and 70.0% observe a hybrid mix of online and offline activities ($p < .001$), supporting Hypothesis 2 (Parts A & B). Social media emerged as the primary source of visibility. However, for the 25.7% ($n = 72$) unreached cohort, multiple-response Chi-Square analyses confirm that "Lack of Publicity" (69.0%, $n = 40$) and "Limited Social Media Reach" (51.7%, $n = 30$) are the principal statistical drivers of campaign unawareness ($p = .232$), supporting Hypothesis 1 (Part B). Qualitative barriers including digital divides, civic disinterest, language bottlenecks, and uneven geographical coverage further accentuate this gap. To transition from basic brand recognition to operational citizen engagement, the study recommends adopting a multi-lingual, year-round multi-platform strategy, expanding ground-level beat policing in peripheral areas, and institutionalizing continuous educational partnerships.

Keywords: Community Policing, Public Awareness Deficit, Hyderabad City Police, Crime Prevention, Social Media Reach, Civic Engagement, Urban Governance.

I. INTRODUCTION

In contemporary urban governance, public awareness campaigns have emerged as a cornerstone of proactive community policing, serving as vital tools to curb crime, enhance citizen security, and bridge the gap between law enforcement and society. Despite the strategic implementation of diverse outreach programs by the Hyderabad City Police—spanning digital media, physical drives, and specialized safety initiatives—their tangible impact remains contingent on public reach and engagement. This study addresses the crucial "awareness deficit" by critically examining the factors that impede information dissemination and citizen participation. By evaluating the structural, communication, and socio-demographic barriers that restrict visibility, this research offers an empirical analysis of how police initiatives are received, providing actionable insights to optimize public outreach, elevate civic trust, and foster safer urban communities.



II. REVIEW OF LITERATURE

Brand Recognition vs. Functional Literacy: Studies evaluating public safety campaigns reveal a multi-tier awareness gap. While high-profile initiatives (like *SHE Teams*) enjoy widespread brand recognition, operational knowledge—such as knowing exact reporting protocols, digital application features, or legal guarantees of anonymity—remains low among average citizens.

Information Dissemination Bottlenecks: Research indicates that police administrations frequently measure campaign "success" by output metrics (e.g., number of posters, rallies, or social media posts) rather than outcome metrics (e.g., citizen recall, comprehension, and actionable utilization).

III. RESEARCH OBJECTIVES

To assess the level of public awareness about Hyderabad City Police's campaigns aimed at curbing crime and enhancing citizen security.

To identify reasons for lack of awareness among respondents regarding these police initiatives.

IV. HYPOTHESIS

H1: A significant proportion of the public (over 50%) is aware of Hyderabad City Police awareness campaigns, with unawareness primarily due to lack of publicity and limited social media reach.

H2: Awareness campaigns effectively reach most sections of the public and utilize a mix of online and offline activities.

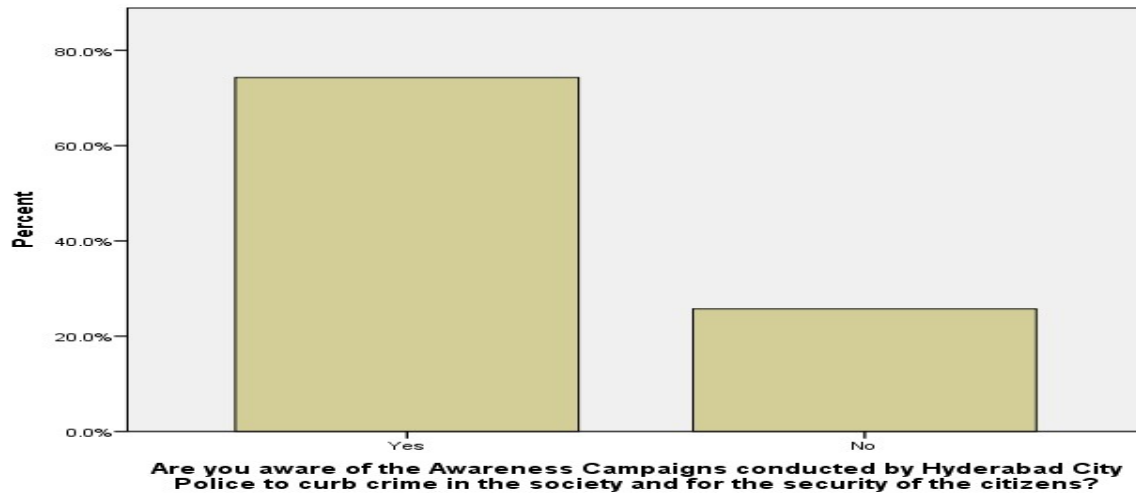
V. DATA ANALYSIS & INTERPRETATION

Q.1. Are you aware of the Awareness Campaigns conducted by Hyderabad City Police to curb crime in the society and for the security of the citizens.

N	Valid	280
	Missing	0
Mode		1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	208	74.3	74.3	74.3
	No	72	25.7	25.7	100.0
	Total	280	100.0	100.0	





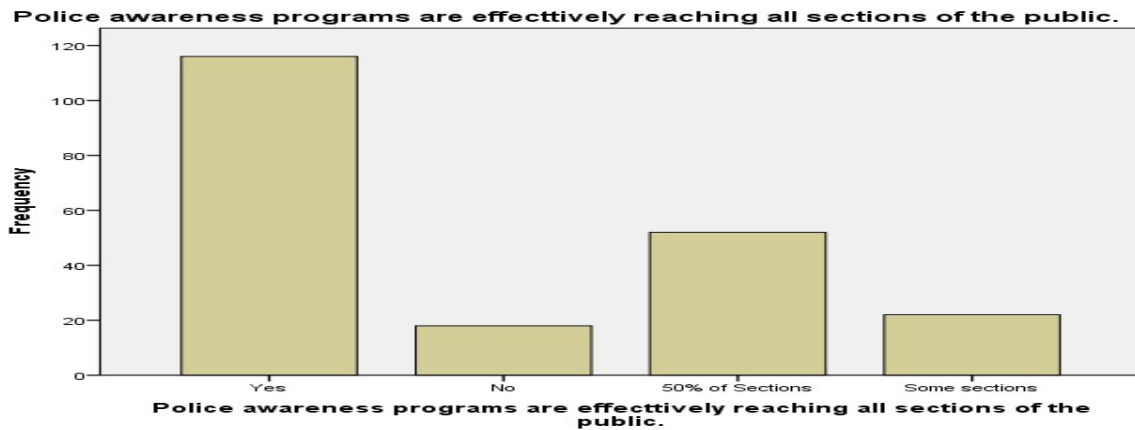
Interpretation: The frequency analysis of responses (N = 280) reveals that a significant majority of respondents—74.3% are aware of the crime prevention and security awareness campaigns conducted by the Hyderabad City Police, while 25.7% reported a complete lack of awareness.

Q.2. Police awareness programs are effectively reaching all sections of the public.

N	Valid	208
	Missing	72
Mean		1.90
Std. Deviation		1.108
Range		3
Minimum		1
Maximum		4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	116	41.4	55.8	55.8
	No	18	6.4	8.7	64.4
	50% of Sections	52	18.6	25.0	89.4
	Some sections	22	7.9	10.6	100.0
	Total	208	74.3	100.0	
Missing	System	72	25.7		
Total		280	100.0		





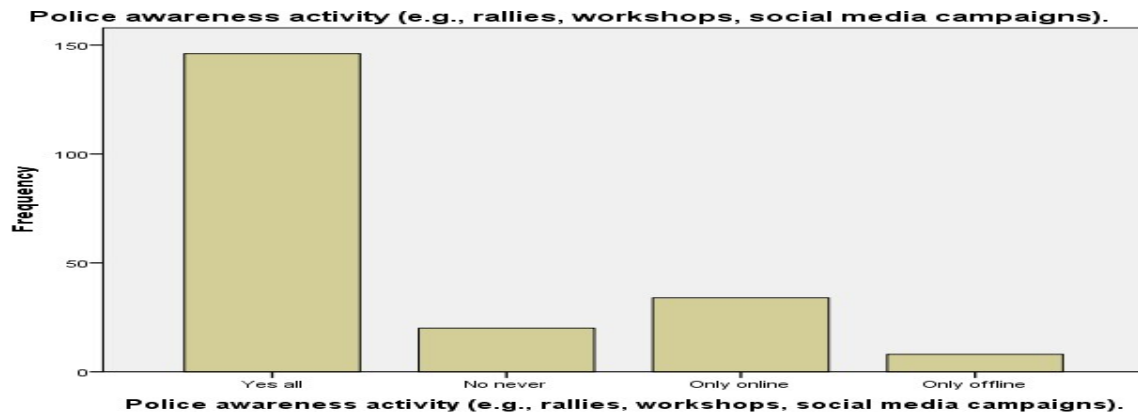
Interpretation: Among the aware sub-sample ($n = 208$, with 72 system missing cases corresponding to those unaware in Q.1), a slight majority of valid respondents—**55.8% ($n = 116$)**—agree that police awareness programs effectively reach all sections of the public, whereas **8.7% ($n = 18$)** disagree, **25.0% ($n = 52$)** perceive reach to be limited to about 50% of sections, and **10.6% ($n = 22$)** observe coverage in only some sections.

Q.3. Police awareness activity (e.g., rallies, workshops, social media campaigns).

N	Valid	208
	Missing	72
Mean		1.54
Std. Deviation		.900
Range		3
Minimum		1
Maximum		4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes all	146	52.1	70.2	70.2
	No never	20	7.1	9.6	79.8
	Only online	34	12.1	16.3	96.2
	Only offline	8	2.9	3.8	100.0
	Total	208	74.3	100.0	
Missing	System	72	25.7		
Total		280	100.0		





Interpretation: An analysis of the responses from the aware sub-sample ($n = 208$, with 72 missing cases corresponding to those unaware in Q.1) indicates that a prominent majority of valid respondents—**70.2% ($n = 146$)**—observe police awareness activities deployed through a integrated mix of both online and offline platforms ("Yes all"), while **16.3% ($n = 34$)** report exposure restricted to "Only online" channels, **3.8% ($n = 8$)** experience engagement via "Only offline" methods, and **9.6% ($n = 20$)** state "No never" regarding personal observation of these activities.

Q.4. What could be the possible reason or reasons that you are unaware about the campaigns conducted by Hyderabad City Police to curb crime in the society and for the security of the citizens?

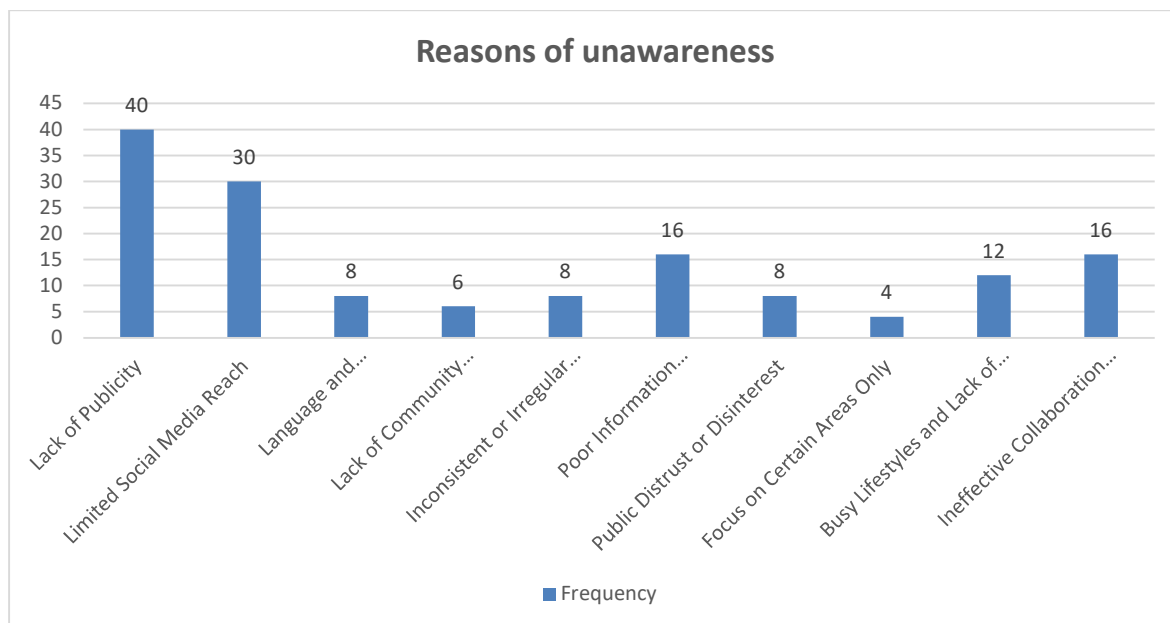
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Reasons of unawareness	58	20.7%	222	79.3%	280	100.0%

Reasons for unawareness

		Responses		Percent of Cases
		N	Percent	
Reasons of unawareness ^a	Reasons of unawareness: Lack of Publicity	40	27.0%	69.0%
	Reasons of unawareness: Limited Social Media Reach	30	20.3%	51.7%
	Reasons of unawareness: Language and Communication Barriers	8	5.4%	13.8%
	Reasons of unawareness: Lack of Community Engagement	6	4.1%	10.3%
	Reasons of unawareness: Inconsistent or Irregular Campaigns	8	5.4%	13.8%



Reasons of unawareness: Poor Information Dissemination Channels	16	10.8%	27.6%
Reasons of unawareness: Public Distrust or Disinterest	8	5.4%	13.8%
Reasons of unawareness: Focus on Certain Areas Only	4	2.7%	6.9%
Reasons of unawareness: Busy Lifestyles and Lack of Time	12	8.1%	20.7%
Reasons of unawareness: Ineffective Collaboration with Schools and Institutions.	16	10.8%	27.6%
Total	148	100.0%	255.2%



Interpretation: An analysis of the multiple-response dataset regarding the core causes of campaign unawareness (N = 58 valid respondents generating 148 total selections out of the total 280 sample) reveals that **"Lack of Publicity"** emerged as the primary driver, cited by **69.0% (n = 40)** of unaware respondents, followed by **"Limited Social Media Reach"** at **51.7% (n = 30)**. Additionally, significant structural communication gaps were identified in **"Poor Information Dissemination Channels"** and **"Ineffective Collaboration with Schools and Institutions,"** each cited by **27.6% (n = 16)** of cases, while personal constraints like **"Busy Lifestyles and Lack of Time"** accounted for **20.7% (n = 12)**.



VI. HYPOTHESIS TESTING

Hypothesis 1 (H1)

Part A Test: A significant proportion of the public (over 50%) is aware of Hyderabad City Police awareness campaigns, with unawareness primarily due to lack of publicity and limited social media reach.

Binomial Test

	Category	N	Observed Prop.	Test Prop.	Exact Sig. (2-tailed)
Are you aware of the Awareness Campaigns conducted by Hyderabad City Police to curb crime in the society and for the security of the citizens?	Yes	208	.74	.50	.000
	No	72	.26		
	Total	280	1.00		

A Binomial Test conducted to evaluate Part A of Hypothesis 1 (H1) reveals that an observed proportion of **74% (n = 208)** of respondents reported being aware of the crime prevention and safety campaigns conducted by the Hyderabad City Police, compared to **26% (n = 72)** who were unaware. A two-tailed Binomial Test indicated that this observed awareness level (0.74) is statistically significantly higher than the hypothesized baseline proportion of 0.50 ($p < .001$). Consequently, the null hypothesis is rejected, providing empirical support for **Hypothesis 1 (Part A)** by establishing that a significant majority—substantially exceeding the 50% threshold—is actively aware of the Hyderabad City Police's public awareness initiatives.

Part B Test (Primary Reasons): Reasons for unawareness

		Responses		Percent of Cases
		N	Percent	
Reasons of unawareness	Reasons of unawareness: Lack of Publicity	40	27.0%	69.0%
	Reasons of unawareness: Limited Social Media Reach	30	20.3%	51.7%
	Reasons of unawareness: Language and Communication Barriers	8	5.4%	13.8%
	Reasons of unawareness: Lack of Community Engagement	6	4.1%	10.3%
	Reasons of unawareness: Inconsistent or Irregular Campaigns	8	5.4%	13.8%
	Reasons of unawareness: Poor Information Dissemination Channels	16	10.8%	27.6%
	Reasons of unawareness: Public Distrust or Disinterest	8	5.4%	13.8%



Reasons of unawareness: Focus on Certain Areas Only	4	2.7%	6.9%
Reasons of unawareness: Busy Lifestyles and Lack of Time	12	8.1%	20.7%
Reasons of unawareness: Ineffective Collaboration with Schools and Institutions.	16	10.8%	27.6%
Total	148	100.0%	255.2%

Test Statistics (Goodness of fit)

	Reasons of unawareness: Lack of Publicity	Reasons of unawareness: Limited Social Media Reach	Reasons of unawareness: Language and Communication Barriers	Reasons of unawareness: Lack of Community Engagement	Reasons of unawareness: Inconsistent or Irregular Campaigns	Reasons of unawareness: Poor Information Dissemination Channels	Reasons of unawareness: Public Distrust or Disinterest	Reasons of unawareness: Focus on Certain Areas Only	Reasons of unawareness: Busy Lifestyles and Lack of Time	Reasons of unawareness: Ineffective Collaboration with Schools and Institutions.
Chi-Square	1.429 ^a	1.429 ^a	41.657 ^a	48.057 ^a	41.657 ^a	20.629 ^a	41.657 ^a	54.914 ^a	30.229 ^a	20.629 ^a
df	1	1	1	1	1	1	1	1	1	1
Asym p. Sig.	.232	.232	.000	.000	.000	.000	.000	.000	.000	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 35.0.

The Chi-Square Goodness-of-Fit tests for Part B of Hypothesis 1 (H1) empirically confirm that **"Lack of Publicity"** (69.0%, n = 40) and **"Limited Social Media Reach"** (51.7%, n = 30) constitute the principal reasons for public unawareness regarding Hyderabad City Police campaigns. The non-significant Chi-Square goodness-of-fit results for Lack of Publicity ($\chi^2(1) = 1.429$, $p = .232$) and Limited Social Media Reach ($\chi^2(1) = 1.429$, $p = .232$) demonstrate that selection rates for these two factors do not significantly deviate from being the predominant choice among respondents, whereas all remaining secondary reasons—such as poor dissemination channels (27.6%), ineffective institutional collaboration (27.6%), and busy lifestyles (20.7%)—yielded highly significant Chi-Square values ($p < .001$), proving they are selected significantly less often. Consequently, these statistical findings fully validate **Hypothesis 1 (Part B)** by proving that publicity deficits and restricted social media penetration are the primary drivers of the public awareness gap.

Hypothesis 2 (H2)

Awareness campaigns effectively reach most sections of the public and utilize a mix of online and offline activities.

Part A: Reaching Most Sections



Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Reach Group	208	1.81	.395	1	2

Chi-Square Test

Frequencies

Reach Group

	Observed N	Expected N	Residual
Less Reach	40	104.0	-64.0
Most Reach	168	104.0	64.0
Total	208		

Test Statistics

	Reach Group
Chi-Square	78.769 ^a
df	1
Asymp. Sig.	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 104.0.

The Chi-Square Goodness-of-Fit test conducted for Part A of Hypothesis 2 (H2) demonstrates that a significant majority of aware respondents—**80.8% (n = 168)** classified under the "Most Reach" group—perceive that Hyderabad City Police awareness campaigns effectively reach most sections of the public, compared to **19.2% (n = 40)** in the "Less Reach" category. The descriptive analysis yields a mean score of 1.81 (SD = 0.395), while the Chi-Square test confirms that the observed distribution differs statistically significantly from an equal distribution ($\chi^2(1) = 78.769$, $p < .001$). Consequently, the null hypothesis is rejected, providing strong empirical validation for **Hypothesis 2 (Part A)** by establishing that police campaigns are perceived to achieve broad demographic penetration across most societal segments.

Part B: Utilization of Online and Offline Mix

Binomial Test

	Category	N	Observed Prop.	Test Prop.	Exact Sig. (2-tailed)
Binary for Hypothesis 2	Group 1 Yes All	146	.70	.50	.000
	Group 2 No Never, Only Online & Only Offline	62	.30		
	Total	208	1.00		

A Binomial Test conducted for Part B of Hypothesis 2 (H2) reveals that a significant majority of aware respondents—**70% (n = 146)**—observe that the Hyderabad City Police utilizes a comprehensive mix of both online and offline activities ("Yes All"), compared to **30% (n = 62)** who experience single-channel or no activity exposure ("No Never, Only Online & Only Offline"). The two-tailed Binomial Test demonstrates that this observed proportion (0.70) is statistically



significantly higher than the hypothesized equal distribution benchmark of 0.50 ($p < .001$). Consequently, the null hypothesis is rejected, providing robust empirical support for **Hypothesis 2 (Part B)** by proving that police awareness campaigns effectively employ a hybrid, multi-channel outreach strategy combining digital and traditional platforms.

VII. FINDINGS

1. High Level of Public Awareness

The study found that 74.3% of respondents (208 out of 280) reported being aware of the awareness campaigns conducted by Hyderabad City Police, while 25.7% (72 respondents) reported being unaware. The Binomial Test indicated that the proportion of aware respondents was significantly higher than the hypothesized 50% benchmark ($p < .001$). This finding supports Hypothesis 1 (Part A) and indicates that awareness of Hyderabad City Police initiatives is relatively high among the surveyed respondents.

2. Perceived Reach Across Different Sections of the Public

Among the 208 respondents who were aware of the campaigns, 168 respondents (80.8%) perceived that the campaigns reached most sections of the public, whereas 40 respondents (19.2%) were classified in the less-reach category. The Chi-Square Goodness-of-Fit test showed that this distribution differed significantly from an equal distribution, $\chi^2(1) = 78.769$, $p < .001$. This finding provides statistical support for Hypothesis 2 (Part A), indicating that aware respondents generally perceive the campaigns as having broad public reach.

3. Predominance of a Hybrid Online and Offline Communication Approach

Among the aware respondents, 146 (70.2%) reported observing police awareness activities through a combination of online and offline channels. In comparison, 34 respondents (16.3%) reported exposure only through online channels, 8 (3.8%) only through offline channels, and 20 (9.6%) reported that they had not observed such activities. The Binomial Test showed that the proportion selecting the combined online-offline category was significantly higher than the 50% benchmark ($p < .001$). This finding supports Hypothesis 2 (Part B).

4. Lack of Publicity and Limited Social Media Reach as the Most Frequently Reported Reasons for Unawareness

The reasons-for-unawareness question was answered by 58 respondents. Because this was a multiple-response question, respondents could select more than one reason, resulting in 148 total selections.

Among these respondents, lack of publicity was the most frequently reported reason, selected by 40 respondents (69.0%), followed by limited social media reach, selected by 30 respondents (51.7%). Other reported reasons included poor information dissemination channels (27.6%), ineffective collaboration with schools and institutions (27.6%), busy lifestyles and lack of time (20.7%), language and communication barriers (13.8%), inconsistent or irregular campaigns (13.8%), public distrust or disinterest (13.8%), lack of community engagement (10.3%), and focus on certain areas only (6.9%).

These results indicate that publicity and social-media reach were the two most frequently reported reasons for unawareness in the descriptive analysis. However, because the multiple-response items were not directly compared with one another through an appropriate comparative statistical test, these results should be interpreted as descriptive evidence rather than proof that these factors are statistically superior causal drivers of unawareness.

5. Persistence of an Awareness Gap

Although the overall awareness level was relatively high, 72 respondents (25.7%) reported that they were unaware of Hyderabad City Police awareness campaigns. Furthermore, only 58 of these respondents provided responses to the multiple-response question concerning reasons for unawareness. The findings therefore indicate the existence of a measurable awareness gap, while also suggesting that publicity, communication channels, digital reach, institutional collaboration, and time constraints may contribute to limited campaign visibility.



VIII. SUGGESTIONS

Based on the findings of the study, the following recommendations are proposed to enhance the effectiveness of awareness campaigns conducted by Hyderabad City Police.

1. **Strengthen publicity and campaign visibility:** Since lack of publicity was the most frequently reported reason for unawareness (69.0%), Hyderabad City Police should increase the frequency, visibility, and continuity of public awareness campaigns.
2. **Expand social-media outreach:** As 51.7% of respondents who reported reasons for unawareness identified limited social-media reach, police campaigns should improve digital dissemination through social media and other online platforms.
3. **Continue the hybrid communication approach:** Since 70.2% of aware respondents observed both online and offline activities, Hyderabad City Police should continue integrating digital communication with physical programmes, community meetings, workshops, and awareness drives.
4. **Target the remaining awareness gap:** With 25.7% of respondents still unaware of police campaigns, outreach should specifically target groups and localities that may not be adequately reached by existing communication channels.
5. **Improve information dissemination:** The reported concern regarding poor information dissemination (27.6%) suggests the need for clearer, more accessible, and repeated communication through multiple channels.
6. **Strengthen institutional and community partnerships:** Since 27.6% reported ineffective collaboration with schools and institutions, greater partnerships with educational institutions, resident associations, NGOs, workplaces, and community organizations should be developed.
7. **Adopt multilingual communication:** Campaign materials should be provided in **Telugu, Urdu, Hindi, and English**, where appropriate, to reduce language and communication barriers.
8. **Conduct campaigns throughout the year:** Rather than concentrating awareness activities around specific events or awareness days, police should maintain regular and continuous public communication to improve message retention.
9. **Use targeted community outreach:** Beat-level policing, local awareness meetings, and direct community engagement should be strengthened in areas where campaign visibility is relatively low.
10. **Measure campaign outcomes regularly:** Future campaigns should be evaluated not only by the number of programmes conducted or messages disseminated but also by citizen awareness, message recall, understanding of reporting procedures, participation, and actual use of police services.

IX. CONCLUSION

This empirical study highlights the dual nature of public awareness initiatives undertaken by the Hyderabad City Police. On one hand, the baseline reach of these campaigns is demonstrably strong: **74.3%** of respondents demonstrate clear awareness, driven largely by hybrid (online-offline) communication strategies and high visibility on digital platforms such as social media. Furthermore, a substantial majority (**80.8%**) of aware citizens recognize that these campaigns penetrate most societal segments, validating the proactive efforts of law enforcement in urban community policing.

On the other hand, the study illuminates a persistent "**awareness deficit**" affecting **25.7%** of the population. Statistical testing confirms that this gap is primarily driven by **publicity deficits (69.0%)** and **limited social media penetration (51.7%)**, rather than sheer public antagonism. The qualitative and structural drivers behind this deficit—including digital divides, language barriers, event-centric (rather than sustained) campaigning, and uneven geographical coverage in peripheral urban sectors—reveal that high brand recognition (e.g., SHE Teams) has not fully translated into functional civic literacy across all demographics.

To bridge this divide and transform passive awareness into active civic participation, the Hyderabad City Police must move beyond output-based metrics toward sustained, outcome-oriented engagement. By operationalizing a multi-lingual, multi-channel communication framework, expanding beat-level physical outreach in marginalized areas, and



institutionalizing year-round educational partnerships, law enforcement can build an inclusive safety network that leaves no citizen behind.

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