

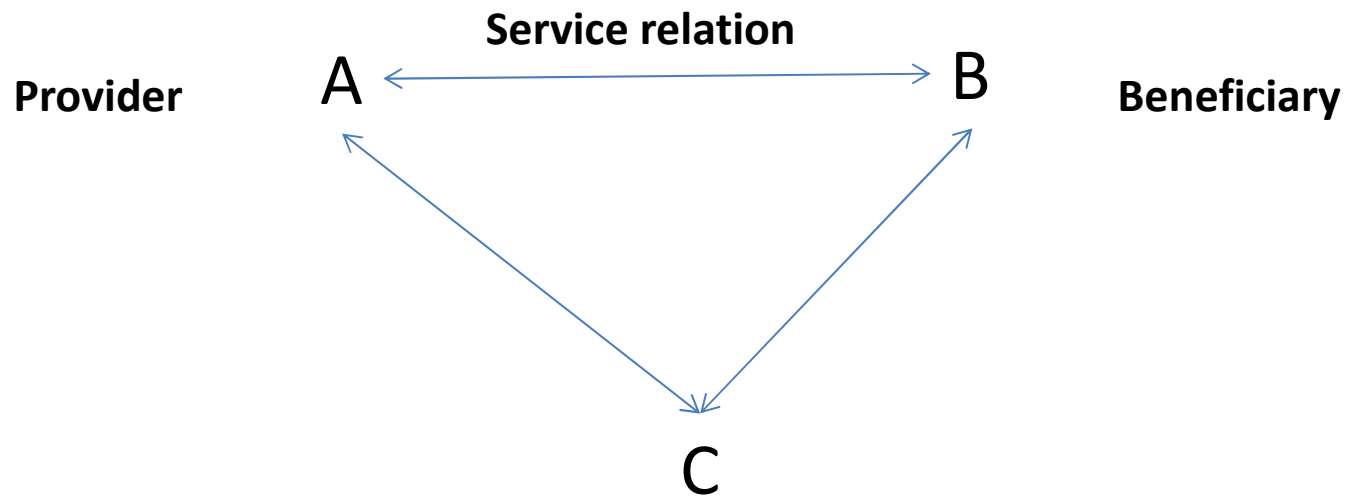
Policing and new media (web, digital documents, social media): what kind of computerization?

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Plan

- In these times of economic constraints there are strong hopes that technologies could reduce the costs of policing (big data, social networks, intelligence services, etc.)
- Before to define how to use new technologies we must have ideas about the kind of activities we try to support with technology
- We will analyze policing according to the socio-economic theory of services
- Then we will introduce two strategies of computerization (implementation of new technologies), one based on automatisisation (substitutive) the other one based on supporting the operators (augmentative) and argue that new media relate to augmentation

The Hill triangle



C = Reality modified or worked by the provider for the benefit of B Reality – C = security

objects or systems (transport, repair, maintenance ...)

information

individuals (physical dimensions, intellectual ...)

organizations (technical, structural, collective knowledge ...)

Reminders about service activities

- Service activities correspond to the vast majority of jobs in economically "developed" societies and one of the main characteristics of employment in the "post-industrial" society (Bell, Gadrey)
- Often characterized by:
 - Difficulty to stock their final product (education, transportation, health, maintenance, security and policing...);
 - Often an immaterial product (meaning that it cannot be measured only evaluated – measure: objective norms – evaluation: imply social convention);
 - A production process which involves the proximity of provider and customer and can become an authentic co-production

What kind of service policing is?

- Four dimensions of services activities according to Christian Du Tertre:
 - - Logistics (vehicle fleet management, building management of police stations, infrastructure for electronic communications...)
 - - Maintenance (of the vehicles, building, etc.)
 - - Information (patrolling, monitoring, investigation, reporting, filing, intelligence...)
 - - Immaterial and relational (presence, interaction with the public, intervention methods, capture techniques, admonitions...)
- Hypothesis: policing is a security service where informational and immaterial dimensions predominate like in public health or education (see the importance of trust notion)

Immaterial and relational services (C. Du Tertre)

- The effect of these services are "immaterial" they cannot be measured but are subject to assessment
- The useful effects of these services may appear immediately, but also very often in a "mediate" way:
 - Delayed in time: the actions performed make sense after several months;
 - Propagated through "networks" towards actors not directly involved in the delivery (the care of a flu, neighborhood social activities, neutralizing the head of a criminal network);

Immaterial and relational services (C. du Tertre)

- More than other services they are co-produced with constant irruption of the user, the customer, the beneficiary within the labor process
- Coproduction implement a "service relationship" in a direct and personal way between the two actors who cooperates:
 - both are active even if one is employee and the other is not
 - services relationships are associated with face-to-face interactions, mobilize the subjectivity of each type of actor, their intersubjectivity (which does not allow automation)

New technologies and services

- Digital technologies have deeply transformed service activities, mainly in informational activities where they have induced significant staff reductions through automation (banking, insurance, etc.).
- In immaterial and relational services they have not caused downsizing but they have often caused significant dysfunction because the nature of the performance had been badly understood (e.g the bad semi-automation of the relationship with customers in most of the call centers today)
- Even in informational aspects we must not forget the immaterial and relational dimensions of documents and mistake them with data: document production is essential in policing and is the subject of complex processes of documentation and documentarisation (managing the metadata associated to the content) involving the cooperation of the public

Two computerization paradigms

- Most of the problem with computerization comes from the difficulty to make a distinction between two paradigms
- **Substitutive** paradigm versus **augmentative** paradigm
- Substitutive paradigm:
 - When the activity is formalized and repetitive and when it is possible to replace the operator by automation: downsizing and cost reduction
 - But in immaterial and relational services if you do that you destroy a significant part of the value

Augmentative paradigm

- In augmentative paradigm, the operator remains at the center and take the decisions -> technology is used to support his skills and expertise
- In immaterial and relational services they are used to:
 - Supporting intellectual work: information retrieval, analysis of situations...
 - Supporting the delayed effects over time: assisting memory, knowledge management, etc.
 - Supporting the network effects of the action: assisting cooperation between the diverse actors implied in the management of a situation in time...
 - Supporting the management of the relations: mediated communication technologies, social networks, etc...

Positioning of new media

- New media are augmentative technologies and as such do not reduce workforce by automation but increase the quality and effectiveness of services rendered to the population
- Their use must be adapted to policing and has become essential in a context of generalization of digital culture both to be in contact with the public and to follow the skills of police officers themselves (especially young people)
 - BUT the real issues of policing are ultimately linked to physical presence in the territory and to face to face interaction and cooperation with population -> technologies are not substitutes but are facilitators to increase the physical presence of the police -> against the fantasy of monitoring with drones of some technophiles which would destroy the true meaning of policing as a immaterial and relational service

Conclusion and summary

- We need good definitions of policing as service activity to be able to implement good evaluations of its performance: socio-economic, work sciences (work psychology, ergonomics), management, and sociology of work...
- It is only on this basis that we will be able to implement properly new policing practices based on digital media (information sciences, management information sciences, etc.)