

***“Just as long as we watch the watchers. We really should put cameras in police stations and politicians' offices.”***

## Overview

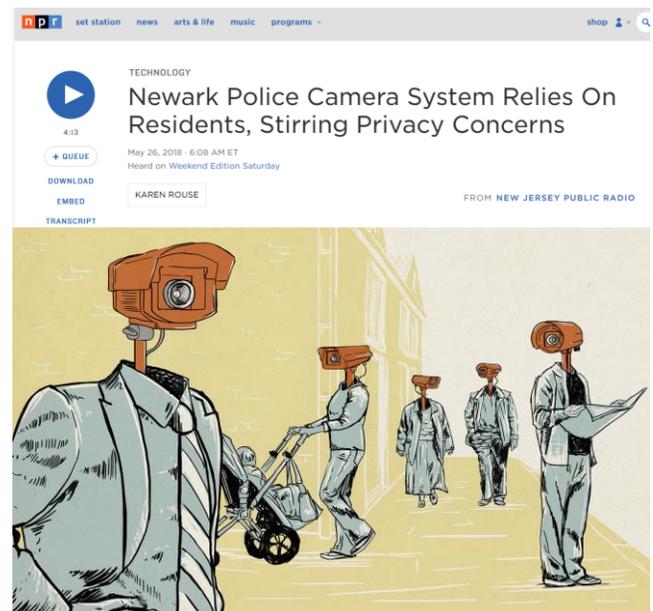
Endemic poverty, ineffective policing programs, and distrust in government officials have enabled Newark, New Jersey to become one of the [“Murder Capitals of America.”](#) Programs and policies to reduce crime and increase citizen security have largely failed (e.g., Trauma training and Police Surveillance Camera System). Economic instability (e.g., high poverty and unemployment rates) and poor leadership (e.g. Mayor Baraka’s treasurer charged for embezzlement) exacerbated ineffective policing practices, which foment underlying social tensions, increase negative public sentiment, and illustrate Newark’s inability to effectively manage its prolonged and seemingly hopeless insecurity situation.

## Data Analytics

ENODO Global analysts conducted topic modeling and measured public sentiment on discussions related to public safety and crime prevention, Newark’s Police Department, and Mayor Baraka’s Office from a total of 2,564 Tweets, 769 Facebook posts, 632 Instagram posts, 522 Rich Site Summary (RSS) feeds, 338 online news articles, 231 YouTube videos, 178 blogs, and 89 Google Plus posts.



Seton Hall University finds 4,000 at Risk of Eviction in Essex County Annually



With the new technology, "everyone becomes a suspect," said Newarker Josie Gonsalves

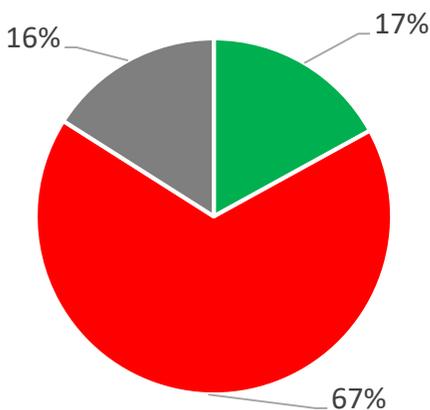
***“The next time a policy maker tells you that unemployment rates are going down ask them about the poverty rate!! 29.1% of Newark residents are living in poverty!”***

## Findings: Sentiment Analysis

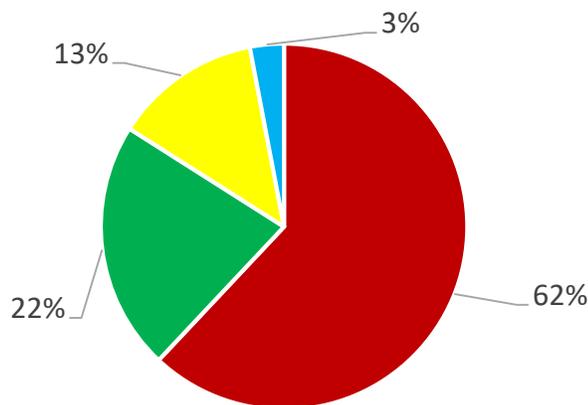
Measured public sentiment of key and trending topics from social media discussions associated with Newark Police Department and Mayor Baraka’s Government

- Newark Police Department
  - Citizens are concerned with Newark’s [Surveillance Camera System](#) and view the technology as an invasion of their personal privacy
  - “[Trauma training](#)” has failed to measurably build trust, reduce crime rates, and address people’s concerns regarding neighborhood crime
- Mayor Ras Baraka’s Administration
  - Newark’s residents view the Mayor’s leadership as effective
    - ❑ Citizens view the Mayor’s campaign treasurer [admitting](#) to embezzling more than \$200K as a violation of their trust
    - ❑ Residents share negative views of the Mayor’s strategy to combat Newark’s high poverty [rate](#) (29.1%)—nearly [double](#) that of the national rate (12.7%)
    - ❑ People are dissatisfied with Mr. Baraka’s solution of [hiring](#) more police officers to combat the city’s rising level of non-fatal shootings

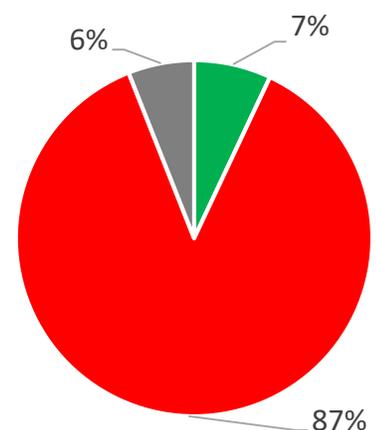
Police Sentiment



Topic Modeling



Mayor Sentiment



■ Positive ■ Negative ■ Neutral

■ Public Safety ■ Local Crimes

■ Positive ■ Negative ■ Neutral

■ Community Leaders ■ Mayor's Office

***“We keep complaining about this same issue and it’s not getting dealt with and I have yet to see a patrol car come by.” – 25-year old Newark resident***

## Findings

- There is a direct correlation between Newark’s crime rate and public officials’ inability to halt and subsequently improve worsening economic conditions
- Social media exploitation of online discussions identifies public sentiment regarding Newark’s current security situation:
  - 62% of online discussions are related to public safety concerns
  - 22% of social media discussions relate to the Mayor’s office responsibilities to combat Newark’s crime problems
  - Community leaders (e.g., faith based and minority groups) are trending in a small yet growing percentage of online discussions (13%)

## Recommendations

Design and implement a population-centric policing strategy to re-establish trust with Newark’s residents built upon effective communications, community engagement, and targeted economic enrichment, reinforced by proven policing techniques.

- Establish a baseline assessment to identify, measure, and address the underlying grievances that perpetuate crime and insecurity
- Continuously monitor social media to measure the impact of projects, policies, and competing narratives
- Identify Social Risk trigger points that create crime spikes (e.g., influence of gangs, drug dealers, and poor school systems)

