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URBAN SECURITY MEASURES: ARE CITIZENS SUFFICIENTLY INFORMED ABOUT AND SATISFIED WITH THEM?¹

The aim of this paper is to examine how citizens of the City of Zagreb perceive urban security measures, such as cameras, video surveillance, applications for reporting problems to city services and the police, and how they perceive informing citizens about possible self-protective behaviour and security on the official website of the City of Zagreb and about actions to be taken in crisis situations. The research was conducted on a sample of 3,400 adult citizens of the City of Zagreb, and the sample was segmented according to the 17 city districts, with 200 respondents in each. Respondents filled out, in person and online, a questionnaire consisting of nine sections that examined the perception and feeling of (in)security in the City of Zagreb, satisfaction with the quality of life in the city and the district, and a feeling of accountability and willingness to actively participate in creating a feeling of security and raising the quality of life of citizens in the City of Zagreb. The analysis of the obtained results related to the security of citizens indicates that the respondents consider all measures of urban security of citizens important, and additional analyses have indicated that women, compared to men, assess the importance of measures as higher. The tendency of younger respondents to highlight applications as important urban security measures has also been noted. In addition, people with a lower level of trust in other people are more likely to attach greater importance to urban security measures.

Keywords: City of Zagreb; urban security measures; citizens' attitudes; socio-demographic characteristics

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1. INTRODUCTION

Community security and personal security are among the seven areas of the concept of human security², a term first mentioned in the UN report from 1994. Unlike the traditional concept of security (Kovačević et al. 2013), the UN begins to view security through important aspects of everyday life, therefore, the report states that most people “draw security from their belonging to a group, such as a family, community, organization, racial or ethnic group that can provide a cultural identity and a compelling set of values” (UNDP 1994: 31). However, man has always had the need to build a safe environment to provide basic living conditions for himself and his community (Zubak 2015). Research on the perception of the state of security, i.e. fear of crime, began in the early 1970s, and is still a current topic of interest (Borovec et al. 2014; Ministry of the Interior and UNDP 2009; Scarborough et al. 2010; Sessar 2008). Namely, research on the security of citizens in the community in which they live, regardless of official statistical reports of the police, regularly published, are important areas for researchers in order to obtain data on the subjective security of citizens and, on the basis of which, public policies could be developed. While research on objective security is relatively present in Croatia, studies on the feeling of security are still an exception. The first and, at the moment, last national public opinion survey in Croatia on the perception of the security of citizens, on the conduct of the police and on the cooperation between the police and the local community³ was conducted back in 2009 in cooperation with the Ministry of the Interior of the Republic of Croatia and the United Nations Development Programme in the Republic of Croatia.

A public opinion survey was conducted in the City of Zagreb in order to focus, based on the results obtained, future strategies and preventive projects on increasing the security of citizens in the City of Zagreb. The aim of this paper is to examine how citizens of the City of Zagreb perceive urban security measures, such as cameras, video surveillance, applications for reporting problems to city services and the police, and how they assess informing citizens on the official website of the City of Zagreb on possible self-protective behaviours, security and actions to be taken in crisis situations. In doing so, their socio-demographic characteristics were taken into account in order to be able to identify the target groups of individual urban security measures and preventive programmes in the City of Zagreb.

2 The concept of human security consists of seven related security areas: economic security, food security, health security, environmental security, personal security, political security, and community security (UNDP 1994).

3 Ministry of the Interior and UNDP (2009). National public opinion survey on the perception of the security of citizens, on the conduct of the police and on the cooperation between the police and the local community. Zagreb: United Nations Development Programme in the Republic of Croatia and the Ministry of the Interior.

2. LITERATURE REVIEW

According to the aforementioned national survey on the perception of the state of security in Croatia, the share of persons who perceive crime, disturbance of public order and the risk of becoming a victim of crime as low is, as expected, higher in rural areas compared to urban parts of Croatia (Ministry of the Interior and UNDP 2009). The data also showed that, in Croatia, there is a significantly higher level of security than what could be inferred from media reports on the security situation, which is partly due to the influence of the media on the perception of crime. Media depictions of crime and the general situation in society usually provide a significantly worse picture than that based on exact data and real events, so citizens conclude that crime occurs on a large scale in Croatia, only elsewhere, and not in the settlement where they live (Ministry of the Interior and UNDP 2009). Other authors have continuously warned about the same phenomenon for decades (Asančaić et al. 2015; Teece and Makkai 2000).

One of the possible approaches to understanding the influence of the media on the fear of crime among citizens is the real-world thesis according to which the media play little or no role, because media reports are usually distant from the everyday life of the audience and often portray atypical, severe or spectacular crime, while personal victimization and the conditions under which crime occurs are more immediate and visible (Weitzer and Kubrin 2004).

In contrast is the approach from the perspective of the Cultivation Theory, according to which people who watch more violent content on television perceive the real world as a dangerous place, see danger in everything and have an increased fear that they themselves could become victims of violent acts (Ciboci and Kanižaj 2011). The results of various studies show that frequent exposure to distorted media content leads the public to adopt precisely such a worldview as their own (Lupton and Tulloch 1999). Critics of this theory believe that it neglects the experiences and characteristics of the audience, which greatly affects the way the audience will receive the message, and they find the answer in the Thesis of Substitution, which focuses on the characteristics of the audience and the context. Frequent exposure to media depictions of crime has particularly strong effects on those who do not have direct experience with crime, and for these individuals, media images of crime become a substitute for real experiences (Weitzer and Kubrin 2004). When media images are in line with experience, the media and experience mutually reinforce the fear of citizens and, in that case, it is referred to as the Thesis of Resonance. This means that exposure to news about crime in the media, along with greater personal vulnerability or experience of neighbourhood crime, creates a heightened fear of crime (Weitzer and Kubrin 2004).

The literature also mentions the Theory of Habituation, which means that the constant consumption of violent media content desensitizes media users, reduces their ability to empathize, primarily with the victims of violence, and violence begins to be experienced as normal, everyday behaviour and an appropriate manner of resolving conflicts. In other words, tolerance to violence increases and the threshold of restraint for one's own violent behaviour decreases (Ciboci and Kanižaj 2011).

The perception of security, and especially the fear of crime, is strongly influenced by contextual factors, especially public disorder in the surroundings (Scarborough et al. 2010). This ecological model of fear of crime has been addressed by numerous authors (Doležal 2009; Franklin et al. 2008) and they all equally conclude that the physical appearance of the environment in an area affects the fear of crime among the citizens of that area. Identification with the environment in which a person lives, as well as care for their own local community, is usually higher in rural than in urban areas; consequently, such problems are easier to notice and faster to solve in rural compared to urban areas. The development and availability of various public services is higher in urban areas, so that even citizens who live in them expect that certain issues from the area of competence of such services will be resolved by those services, meaning that the engagement of citizens is not necessary (Borovec 2012).

The perception of citizens is certainly influenced by the prevalence of crime in particular police administrations because, according to the data of the Ministry of the Interior⁴, in the ten-year period from 2010 to 2019, almost a third (28.7%) of all criminal offenses recorded in the country were committed in the area of the Zagreb Police Administration, which includes the City of Zagreb and the County of Zagreb. Security in Zagreb has a special dimension because Zagreb is the political, economic, cultural and diplomatic centre of the country, and most of the media have their headquarters in the capital, therefore, all events in the city, especially crime, receive special attention. All of this can adversely affect the feeling of security among the citizens of Zagreb as any other big city in the world.

With the development of technology, media and the Internet, information spreads at an incredible rate. Today, it has never been easier to obtain information, however, it has never been more difficult to assess the relevance and accuracy of this information. Consequently, in order to understand media content, certain skills and knowledge are required. Therefore, there is an increasing importance on the ability to distinguish

4 Ministry of the Interior, General Secretariat, Sector for Legal Affairs and Strategic Planning, Department for Strategic Planning, Statistics and Improvement of Work. Overview of Basic Security Indicators of Public Security in the Republic of Croatia - 2010 – 2019, p. 14. Available at [https://mup.gov.hr/UserDocsImages/statistika/2020/Pokazatelji % 20javne % 20sigurnosti/Pregled% 202010.-2019.% 20web % 20hrv.pdf](https://mup.gov.hr/UserDocsImages/statistika/2020/Pokazatelji%20javne%20sigurnosti/Pregled%202010.-2019.%20web%20hrv.pdf).

between reliable information, which requires knowledge and access to appropriate fact-checking tools. Media literacy⁵ is considered to be the most important form of literacy in the 21st century, which is particularly evident during crises. When it comes to security topics, this usually refers to certain types of crises. In such situations, there is also a great interest for information, which increases the risk of spreading fake news⁶. According to the 2018 Eurobarometer survey, as many as 47% of citizens in Croatia notice, every day or almost every day, news or information that misrepresents reality or is fake (European Commission 2018). Today, there are abundant media and communication channels, as well as technical possibilities for the development of preventive projects, which leads to the need for more detailed analyses.

3. METHODS

For the purpose of achieving the goal of this paper, quantitative research was conducted using the survey method. The target population of the research was residents of the city of Zagreb over the age of 18.

3.1. Sample

The research included 3,400 adult citizens of the City of Zagreb, 200 respondents from each of the 17 city districts. The sample of respondents within each district corresponds to the sex and age structure of the population according to the 2011 Census. Just over half of the sample were women (54,8%) with an average age of 46.5 (SD=16,986). According to the population census from 2011, according to which the sample of this research was created, 53,7% of the inhabitants of the City of Zagreb were female with an average age of 41,6.

Relatively most of the research participants are aged 65 and over (20,7%), and relatively least between the ages of 18 and 24 (11,7), while there is relatively the same number of those between the ages of 25 and 34 (17, 9%), then those between 35 and 44 (16,9%), then between 45 and 44 (16,4%) and finally those between 55 and 64 (16,5%). According to the population census from 2011, the distribution of

5 Media literacy includes the ability to access, analyze, evaluate and create media messages in various forms. These four components of the definition point to the natural correlation of media literacy with issues of technological access to media content; the importance of critical skills, i.e. skills of analysing and evaluating, necessary to interpret and understand media content; and the complementarity of the experience of production and content creation as a learning tool to increase essential critical skills (Media Literacy)

6 Fake news – is a narrower term than disinformation, and is based on non-existent or distorted “facts”, deceiving and manipulating the audience (Ciboci, Kanižaj and Labaš 2018).

the population of the City of Zagreb is as follows: from 25 to 34 years old (15,3%), from 35 to 44 years old (14,3%), from 45 to 54 years old (13,8%), from 55 to 64 years (13,4%) and 65 and over (17,4%).

Almost half (44,2%) of the research participants have completed a four-year high school, followed by almost a third (32,3%) of those who have completed undergraduate, graduate, or integrated studies in terms of frequency in the research sample. There are relatively significantly fewer of those who have completed a three-year high school (14,7%), while the least and relatively equal are those who have completed postgraduate studies (4,4%) or elementary school (3,7%) and 0,7 % of research participants did not answer the question about the level of education. According to the population census from 2011, the distribution of the inhabitants of the city of Zagreb with obturation on the level of education is as follows: completed primary school (13,6%), completed three-year secondary school (21,4%), completed four-year secondary school (30,9%) completed undergraduate, graduate or integrated studies (28%) and completed postgraduate studies (1,0%).

In terms of work status, the sample is dominated by people who are employed for an indefinite time (48,4%) and retired (21,3%), while there are relatively equal numbers of people who are employed for a fixed time (10,9%), unemployed (9,3%) or are pupils or students (7,1%). There are relatively few housewives (2,0%) and those who declared themselves as something else (1,0%). According to the 2011 population census, the distribution of the population according to work status in the City of Zagreb is as follows: employed for an indefinite and fixed time (47,8%), unemployed (6,4%), retired (28,8%), students and students (9,9%) and housewives (2,4%).

3.2 Instrument

The respondents completed a survey questionnaire to assess the importance of specific urban security measures in the City of Zagreb: (1) cameras, video surveillance of public areas, (2) informing citizens on actions to be taken during crisis situations (e.g. floods, earthquakes, ...), (3) informing citizens about possible self-protective behaviours, (4) applications (mobile, Internet) for reporting problems to the police, (5) applications (mobile, Internet) for reporting problems to city services, and (6) informing citizens about security on the official website of the City of Zagreb. The importance of these measures was assessed by respondents on a four-point scale, with 1 indicating “not important at all” and 4 “very important”.

The socio-demographic variables included in the research were sex, age, level of education, employment status and tendency to trust other people.

Trust in other people was measured by assessing the degree to which a person is inclined to trust other people on an 11-point scale, where 0 stands for “one can never be too careful” and 10 for “most people can be trusted.”

3.3. Data Collection and Processing

Sampling and data collection were carried out in May and June 2017, as part of the research project, by the agency Henda to gain insight into the perception and feeling of (in)security in the City of Zagreb, satisfaction with the quality of life in the city or district, and feeling of accountability and willingness to actively participate in creating a feeling of security and raising the quality of life of citizens in the City of Zagreb.

Online questionnaires were completed by 1000 respondents, and 2400 respondents completed questionnaires during a personal interview in their own homes. Participation in the survey was voluntary and anonymous. Respondents were told that they could withdraw from the research at any time. They were also clearly told that they would not benefit directly from participating in the research, however, that this would contribute to the further development of urban security in the City of Zagreb.

The correlation between age, level of education and trust in other people with the perception of the importance of urban security measures in the City of Zagreb was tested using the Pearson correlation coefficient. To determine whether there are differences in the perception of the importance of urban security measures in the City of Zagreb concerning sex and working status, the Mann-Whitney U test was conducted. The non-parametric test was used due to unsatisfied assumptions for the use of the t-test, i.e. due to non-homogeneous variances and abnormal distribution of results. Considering the sample size, Histogram K - S and Lilliefors test for normality were used for testing the normality of the distribution.

4. RESULTS

The research results presented below, firstly, generally indicate the importance of certain urban security measures from the perspective of the citizens of Zagreb, which is followed by importance based on certain socio-demographic characteristics.

4.1. Importance of Urban Security Measures

The results in Table 1 show the share of respondents who consider various urban security measures in the City of Zagreb to be important to some extent, from which it is evident that the majority of respondents consider all of the examined urban security measures to be important. The measure that the largest total share of respondents considers important is video surveillance of public areas (84.2%), and to a lesser extent, they consider important informing citizens about actions to be taken during crisis situations (82.0%), informing citizens about possible self-protective behaviours (80.2%), applications for reporting problems to the police (78.3%), applications for reporting problems to city services (76.7%), and to the least extent, they consider important informing citizens about security on the official website of the City of Zagreb (76.0%). However, it is evident that even this measure is considered important by more than three quarters of the respondents.

Table 1. Perception of the importance of urban security measures in the City of Zagreb

	not important at all		not really important		somewhat important		very important	
	N	%	N	%	N	%	N	%
Cameras, video surveillance of public areas	173	5.1	363	10,7	1031	30,3	1833	53,9
Applications for reporting problems to city services	233	6.9	563	16,6	1094	32,3	1510	44,4
Applications for reporting problems to the police	227	6.7	509	15,0	997	29,3	1667	49,0
Informing citizens about possible self-protective behaviours	178	5.2	495	14,6	1162	34,2	1565	46,0
Informing citizens about security on the official website of the City of Zagreb	231	6.8	586	17,2	1152	33,9	1431	42,1
Informing citizens about actions to be taken in crisis situations	158	4.6	456	13,4	1087	32,0	1699	50,0

4.2. Sex Differences in Perception of the Importance of Urban Security Measures

The results presented in Table 2 indicate that men and women statistically significantly differ in the perception of the importance of urban security measures in the City of Zagreb, meaning that women assess all examined urban security measures as more important. More specifically, compared to men, women believe that cameras and video surveillance of public areas ($U= 1358611,000$, $p< ,01$), applications for re-

porting problems to city services ($U= 1326894,000$, $p< ,01$), applications for reporting problems to the police ($U= 1314206,000$, $p< ,01$), informing citizens about possible self-protective behaviours ($U= 1273463,500$, $p< ,01$), informing citizens about security on the official website of the City of Zagreb ($U= 1324134,500$, $p< ,01$) and informing citizens about actions to be taken in crisis situations ($U= 1297853,000$, $p< ,01$) are more important urban security measures.

Table 2. Sex differences in perception of importance of urban security measures

	Sex	N	Mean ranks	Sum of ranks	Mann-Whitney U test
Cameras, video surveillance of public areas	male	1537	1652,94	2540564,00	1358611,000**
	female	1863	1739,74	3241136,00	
	total	3400			
Applications for reporting problems to city services	male	1537	1632,30	2508847,00	1326894,000**
	female	1863	1756,76	3272853,00	
	total	3400			
Applications for reporting problems to the police	male	1537	1624,05	2496159,00	1314206,000**
	female	1863	1763,58	3285541,00	
	total	3400			
Informing citizens about possible self-protective behaviours	male	1537	1597,54	2455416,50	1273463,500**
	female	1863	1785,44	3326283,50	
	total	3400			
Informing citizens about security on the official website of the City of Zagreb	male	1537	1630,51	2506087,50	1324134,500**
	female	1863	1758,25	3275612,50	
	total	3400			
Informing citizens about actions to be taken in crisis situations	male	1537	1613,41	2479806,00	1297853,000**
	female	1863	1772,35	3301894,00	
	total	3400			

Note: $p<,01^{**}$, $p<,05^{*}$

4.3. Relationship between Age and Perception of Importance of Urban Security Measures

In order to examine the extent to which age is related to the assessment of the importance of individual urban security measures, a correlation analysis was conducted (Table 3). The results showed that there is a statistically significant correlation between age and individual urban security measures, however, that the direction of correlation differs for individual measures. It is evident that, with aging, respondents are more likely to perceive cameras and video surveillance of public areas as a more important urban security measure ($r= ,047$, $p< ,01$), i.e. that with aging, respondents are more likely to assess applications for reporting problems to city services ($r=- ,064$, $p< ,01$), applications for reporting problems to the police ($r=- ,067$, $p< ,01$) and in-

forming citizens about actions to be taken in crisis situations ($r=-,058$, $p<,01$) as less important urban security measures. No statistically significant correlation was found between age and the assessment of the importance of informing citizens about possible self-protective behaviours and between age and informing citizens about security on the official website of the City of Zagreb.

Table 3. The correlation between age and perception of the importance of urban security measures expressed by the Pearson correlation coefficient

	1.	2.	3.	4.	5.	6.	7.
1. Age	1						
2. Cameras, video surveillance of public areas		1					
3. Applications for reporting problems to city services	-,064**	,387**	1				
4. Applications for reporting problems to the police	-,067**	,357**	,773**	1			
5. Informing citizens about possible self-protective behaviours	-,029	,303**	,568**	,572**	1		
6. Informing citizens about security on the official website of the City of Zagreb	-,017	,323**	,542**	,549**	,684**	1	
7. Informing citizens about actions to be taken in crisis situations	-,058**	,252**	,508**	,512**	,643**	,656**	1

Note: $p<,01$ **, $p<,05$ *

4.4. Relationship between Level of Education and Importance of Urban Security Measures

The correlation between the level of education and the perception of the importance of urban security measures in the City of Zagreb was examined by correlation analysis and presented in Table 4. The obtained data indicate that there is a statistically significant correlation between the level of education and the perception of the importance of two urban security measures, i.e. that persons with a higher level of education tend to consider cameras and video surveillance of public areas ($r=-,039$, $p<,05$) and

informing citizens about security on the official website of the City of Zagreb ($r=-,042$, $p<,05$) as less important urban security measures.

Table 4. Correlation between age and perception of the importance of urban security measures expressed by the Pearson correlation coefficient

	1.	2.	3.	4.	5.	6.	7.
1. Level of education	1						
2. Cameras, video surveillance of public areas	-,039*	1					
3. Applications for reporting problems to city services	,027	,387**	1				
4. Applications for reporting problems to the police	,032	,357**	,773**	1			
5. Informing citizens about possible self-protective behaviours	-,015	,303**	,568**	,572**	1		
6. Informing citizens about security on the official website of the City of Zagreb	-,042*	,323**	,542**	,549**	,684**	1	
7. Informing citizens about actions to be taken in crisis situations	-,021	,252**	,508**	,512**	,643**	,656**	1

Note: $p<,01$ ** , $p<,05$ *

4.5. Relationship between Employment and Perception of Importance of Urban Security Measures

Differences between employed and unemployed respondents in the perception of the importance of urban security measures were also examined using the Mann-Whitney U test, which was used due to unsatisfied assumptions about the normality of the distribution of results and the homogeneity of variances. The results in Table 5 show that employed and unemployed persons differ from each other in the perception of the importance of only one urban security measure, i.e. that they assess the importance of other urban security measures in the same manner. The only confirmed difference refers to the assessment of the importance of applications for reporting problems to the police, i.e. it has been shown that employed persons assess this urban security measure as more important than unemployed persons ($U= 1304763,500$, $p<,05$).

Table 5. Differences between employed and unemployed persons in the perception of the importance of urban security measures measured by the Mann-Whitney U test

	Employment status	N	Mean rank	Sum of ranks	Mann-Whitney U test
Cameras, video surveillance of public areas	employed	2014	1703,69	3431229,50	1318789,500
	unemployed	1351	1652,16	2232065,50	
	total	3365			
Applications for reporting problems to city services	employed	2014	1705,47	3434816,50	1315202,500
	unemployed	1351	1649,50	2228478,50	
	total	3365			
Applications for reporting problems to the police	employed	2014	1710,65	3445255,50	1304763,500*
	unemployed	1351	1641,78	2218039,50	
	total	3365			
Informing citizens about possible self-protective behaviours	employed	2014	1688,76	3401172,00	1348847,000
	unemployed	1351	1674,41	2262123,00	
	total	3365			
Informing citizens about security on the official website of the City of Zagreb	employed	2014	1677,14	3377751,50	1348646,500
	unemployed	1351	1691,74	2285543,50	
	total	3365			
Informing citizens about actions to be taken in crisis situations	employed	2014	1686,81	3397238,00	1352781,000
	unemployed	1351	1677,32	2266057,00	
	total	3365			

Note: $p < .01^{**}$, $p < .05^*$

4.6. Relationship between Trust in Other People and Perceptions of Importance of Urban Security Measures

The correlation between the respondents' tendency to trust other people and the perception of the importance of urban security measures was examined by correlation analysis and is presented in Table 6. The results suggest that there is a statistically significant negative correlation between respondents' tendency to trust other people and the assessment of the importance of all examined urban security measures. More specifically, it has been shown that people who are more inclined to trust other people, assess cameras and video surveillance of public areas ($r = -.054$, $p < .01$), applications for reporting problems to city services ($r = -.170$, $p < .01$), applications for reporting problems to the police ($r = -.170$, $p < .01$), informing citizens about possible self-protective behaviours ($r = -.154$, $p < .01$), informing citizens about security on the official website of the City of Zagreb ($r = -.163$, $p < .01$) and informing citizens about actions to be taken in crisis situations ($r = -.142$, $p < .01$) as less important. It can be concluded that people who have more trust in other people are more inclined to consider all examined urban security measures as not important.

Table 6. The correlation between trust in other people and perception of the importance of urban security measures expressed by the Pearson correlation coefficient

	1.	2.	3.	4.	5.	6.	7.
1. Tendency to trust other people	1						
2. Cameras, video surveillance of public areas	-,054**	1					
3. Applications for reporting problems to city services	-,170**	,387**	1				
4. Applications for reporting problems to the police	-,170**	,357**	,773**	1			
5. Informing citizens about possible self-protective behaviours	-,154**	,303**	,568**	,572**	1		
6. Informing citizens about security on the official website of the City of Zagreb	-,163**	,323**	,542**	,549**	,684**	1	
7. Informing citizens about actions to be taken in crisis situations	-,142**	,252**	,508**	,512**	,643**	,656**	1

Note: $p < ,01^{**}$, $p < ,05^{*}$

5. DISCUSSION AND CONCLUSION

The vast majority of respondents consider all examined urban security measures to be almost equally important, ranging from 76% to 84%. The results also show that women evaluate all examined urban security measures as more important. A possible explanation, according to previous research, can be that men, compared to women, are more likely to positively assess their own physical condition and that they feel more secure than women (Ministry of the Interior and UNDP, 2009). Regarding the types of information, the citizens of Zagreb want to be informed about actions to be taken during crisis situations, about security, but also about possible self-protective behaviours. The survey of the Ministry of the Interior and the UNDP also examined the perception of citizens about the need for a greater degree of informing the public by institutions about various elements. The vast majority of respondents, regardless of their demographic characteristics, generally believed that the police should inform the public more about all of the elements examined – road traffic safety, advice on protection against crime, possibilities of citizens' complaints and their own rules of procedure, and the state of crime and violations of public order (Ministry of the Interior and UNDP 2009).

The correlation analysis examined the extent to which age is related to the assessment of the importance of certain urban security measures and found that elderly respondents are more likely to assess cameras and video surveillance of public areas as more important, and applications and informing citizens about actions to be taken during crisis situations as less important urban security measures that, in contrast, are more important to young people. The explanation is that the feeling of vulnerability increases with age, that is, according to many studies, fear of crime is higher in the elderly (Doležal 2009; Scarborough et al. 2010). The elderly, on the other hand, in many studies show a higher level of fear of becoming a victim of crime precisely because of their weaker physical strength and, consequently, lower level of possibility for self-protection (Ministry of the Interior and UNDP 2009). Doležal states that persons who assess their exposure to crime as high do not have effective defence and protection mechanisms or the possibility of escaping from situations in which their victimization may occur, and anticipate the possibility of being victimized as high and are considered a “vulnerable” population, which most often includes women and the elderly (Doležal 2009). Furthermore, it is expected that applications are more important to young people than to the elderly population because, according to Eurostat data, in Croatia, there are only 15% of elderly users of information and communication technologies (Eurostat 2016). In terms of the level of education, a higher level of education is related with a lower assessment of the importance of cameras and video surveillance of public areas and informing citizens about security on the official website of the City of Zagreb. The most probable explanation is that people with a higher level of education also have more demanding performance criteria in general, including in relation to social institutions (Ministry of the Interior and UNDP 2009).

The importance of trust in other people is also cited in the aforementioned 2018 Eurobarometer survey, according to which, in the EU, Croatia, in addition to Portugal, is the country where news and information obtained through social media and messaging applications is most trusted. We could also link trust in other people with the results obtained by the public opinion survey in Croatia in 2009, which refer to the assessment of the possibility of turning to neighbours for help, because as many as 93% of respondents thought that they could turn to one of their neighbours for help if necessary (Ministry of the Interior and UNDP 2009), which means that relations between neighbours are at a very high level.

When we talk about the information provided by the institutions on their websites, a national survey from 2009 showed that the number of visitors to the website of the Ministry of the Interior is generally low, as 86% have never visited it, and those who

do, visit the site rarely (Ministry of the Interior and UNDP 2009). Similarly, the official website of the City of Zagreb is used less by citizens for information, however, they turn to other national or local media and social media. In crises, it is very important to obtain information from relevant sources, and for those who find it difficult to assess the relevance of a particular medium, it is best to obtain information from the official websites of the institutions that own this information because that is where they will find the most accurate information. Namely, in the design and transmission of information by the media, misinterpretation can occur. If we talk about the relevance of information on social media, the same rule applies, i.e. it is advisable to follow and obtain information from the profiles of these institutions. Furthermore, the development of smartphones enables institutions to communicate with citizens directly and in a personalized manner through applications, thus improving their services and, at the same time, increasing public trust.

The results indicate which preventive measures have the most influence on which groups and place focus on certain strategies that we should use, which is education and increasing trust in people. Preventive projects, depending on the target group, must be communicated through the media to which these groups are more inclined. People who have more trust in other people are more inclined to consider all examined urban security measures as not important. The research, conducted in 17 city districts, some of them urbanized to a greater and some to a lesser extent, showed that there is no alienation to the extent that is otherwise characteristic of urban areas and that there is still trust in other people. Elderly people are an interesting target group for the implementation of preventive projects because they feel more vulnerable. According to the results, it is necessary to develop programmes that strengthen connections between people, such as providing public spaces or organizing various joint activities, events and programmes. In addition, institutions must, as much as possible, use their own media, such as websites, social media, applications, leaflets, posters and the like to avoid intermediaries in the transmission of information. The development of the Internet has enabled official websites of institutions to no longer be as dull as in their beginnings, but today they are multimedia portals, which provide a range of information tailored to the general public, from texts, photos, infographics to videos. In addition, there are social media that have enabled institutions to communicate directly with citizens without the need for media as an intermediary in the communication. To inform elderly citizens who are not inclined to new technologies, media that they are more inclined to should be used, such as leaflets, bulletins or posters.

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MJERE URBANE SIGURNOSTI: JESU LI GRAĐANI O NJIMA DOVOLJNO INFORMIRANI I ZADOVOLJNI?

Sažetak

Cilj ovoga rada je ispitati kako građani Grada Zagreba percipiraju mjere urbane sigurnosti poput kamera, video-nadzora, aplikacija za dojavu problema gradskim službama i policiji, te kako opažaju informiranje građana o mogućim samozaštitnim ponašanjima, sigurnosti na službenim stranicama Grada Zagreba te o postupanju u kriznim situacijama. Istraživanje je provedeno na uzorku 3400 punoljetnih građana Grada Zagreba, a uzorak je segmentiran prema 17 gradskih četvrti s po 200 sudionika u svakoj. Sudionici su uživo i online ispunjavali upitnik od devet cjelina koje su ispitivale percepciju i osjećaj (ne)sigurnosti u Gradu Zagrebu, zadovoljstvo kvalitetom života u gradu i četvrti te osjećaj odgovornosti i spremnost za aktivno sudjelovanje u stvaranju osjećaja sigurnosti i podizanju kvalitete života građana Grada Zagreba. Analiza dobivenih rezultata vezanih uz sigurnost građana ukazuje na to kako sudionici važnima smatraju sve mjere urbane sigurnosti građana, a dodatne analize ukazale su na to da žene procjenjuju važnost mjera višom nego muškarci. Također je utvrđena sklonost mladih sudionika isticanju aplikacija kao važnih mjera urbane sigurnosti. Dodatno, veću važnost mjerama urbane sigurnosti sklonije su pridavati osobe koji imaju nižu razinu povjerenja u druge ljude.

Ključne riječi: Grad Zagreb; mjere urbane sigurnosti; stavovi građana; socio-demografske karakteristike

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