MEDIAS PRESENTATION OF THE POLICE IN MALMÖ
A THEMATIC ANALYSIS OF THREE SWEDISH NEWSPAPERS

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The media can arguably be seen to have an important part in how the public view the police. A negative presentation is seen to have several grave consequences and is argued to influence the public’s confidence in the police's legitimacy. The police in Malmö have during the last decade received much attention and media coverage because of their severe issues with criminality and violence. The aim of this thesis was partly to examine how the police in Malmö is presented in printed news and what the consequences of this might be, but also to examine if the presentation of the police changed since the reorganisation of the police force in Sweden. The method used to achieve this was a thematic analysis which was used on 193 articles from three newspapers. This included a search for themes which were later compiled into measurable figures so an examination of potential trends over the covered period, the 1st of January in 2013 to the 31st December in 2016, was possible. The results showed that 71 articles were positive, 112 articles were negative and 10 articles were neutral or ambiguous. Thus, there were 41 more negative articles than positive which shows that there is a more negative presentation of the police. When examining the trends over time it showed that a change in the presentation occurs the year that the reorganisation of the police force takes effect, however, the change differs between the newspapers.

Keywords: Media influence, newspapers, police presentation, positive/negative presentation, thematic analysis.
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1. INTRODUCTION

The mass media is argued to have an important part in how the public view law enforcement agents such as the police, and the perceptions of law enforcement officers is largely decided by their presentation in the media (Dowler, 2002). A negative presentation is seen to have several grave consequences and is, among other things, argued to influence the public’s confidence in the police's legitimacy (BRÅ, 2017).

The police in Malmö have during the last decade received much attention and media coverage because of the issues with criminality and violence. Since 2010, five times as many people have been injured by gunshots, and four times as many have been shot dead, in the three largest cities of Sweden; Malmö, Göteborg and Stockholm, compared to the capitals of neighbouring countries (SVT Nyheter, 2016). However, although Göteborg and Stockholm have issues regarding criminality and violence, the situation in Malmö is of special interest since it differs from the others in several aspects. For instance, Malmö has among other things a particularly difficult social and economic situation and, since it is geographically smaller, encounters between criminals are common which increase the risk of violent confrontations as the availability of weapons is high (BRÅ, 2012a).

Anders Ygeman, the Interior Minister of Sweden, recently said: “The results from the south of Sweden has been bad for quite some time” (Sveriges Radio, 2017). Also, it is not unusual that journalists describe the police in Malmö as being ‘at a loss’ regarding the management of the current and continuous situation (Nyheter 24, 2011). This kind of news coverage of the police have shown to affect the readers in a negative way where one of the more serious consequences is the development of distrust and the delegitimization of the police which in turn leads to further consequences (BRÅ, 2017).

Furthermore, medias presentation of the police can change suddenly depending on external circumstances. As stated, news reporting of the police in Malmö, but also the police in general, has since long had a negative view. However, a recent terrorist attack (Säkerhetspolisen, 2017) in Sweden’s capital, Stockholm, altered this view overnight. Media commended the police for their actions during the critical hours and the internet was overflowing with praise (Aftonbladet, 2017). This positive view of the police spread across the country through media and affected the views of the police in Malmö as well.

The focus of research regarding news coverage of the police has mainly been on how media, especially news reports on TV, present specific cases, individuals/organisations or aspects, e.g. police misconduct (Chermak et al, 2006; Chermak, McGarrell & Gruenewald, 2006; Dowler & Zawilski, 2007; Kääriäinen, Isotalus & Thomassen, 2016; Pollack & Allern, 2014). Because of this, there is plenty of research with a specific aim in mind that pervades the entire process, and in turn, the result. Additionally, although there is an increasing amount of studies in this area, there is still a knowledge gap in a Swedish context.
2. BACKGROUND

This section will provide literature on the medias presentation of the police and the consequences of it. This will include a description of both the medias and the polices rolls and the relationship between them, the influence media have on the public and what the effect of medias presentation of the police have on the public. Furthermore, this section will also present the context of which the research question emerged and illustrate the need for this form of research.

2.1 Media influence

Medias influence on people has since long been debated with research supporting both sides. While one side argues that there is a link between the behaviour of the masses, an ‘unthinking audience’, mass media and culture, the other side emphasize the conscious, rational and self-serving individual who is not mindlessly affected by the media (Davis, 2006). A plethora of articles and research has been done on this subject and a recent meta-analysis by Valkenburg, Peter and Walther (2016) concluded that media do in fact influence individuals. The result of their analysis also indicated change in our vicinity to media channels. For instance, communication technologies have become more mobile since they have moved from our desks (computer or traditional paper) to our pockets (smartphone) and we also tend to media multitask, e.g. watching TV while reading on our phones (Valkenburg et al, 2016). Despite of this increase of availability and media multitasking, researchers Ekengren and Bergström (2016) claim that the regular news usage in general has declined during the last decade, especially the usage of traditional newspapers. However, the number of people who consume news in Sweden is still rather high. In 2015, 76% of the Swedish population read newspapers on a daily basis; 50% read newspaper on paper, while 26% read the news online (Nordicom, 2016). Based on the idea that media (which includes newspapers) influence the public, and that a large number of people in Sweden reads newspapers daily, it is reasonable to assume that the newspapers content has a certain amount of influence on their readers.

2.2 The police in the media

While there is a large body of literature on media and the presentation of crime, there is considerably less that explicitly studies how the media presents the police (Chermak, Scheer & Wilson, 2014). Research have shown that the newspapers mediated portrayal of reality is significant to the way people view the police, and that the news media is the main source of information for discussions concerning the police and their work (Pollack & Allern, 2014). Based on this, news media such as newspapers is of importance for the legitimation of the police and the creation of the public’s trust. However, in addition to providing the public with information concerning news regarding the police, and news in general, the media organizations main purpose is to make profit (Duwe, 2000). For instance, as mentioned earlier, the regular news usage has in general declined, and it was not until 2011 that the internet based part of newspapers increased and started to make profit which overtook the declining traditional newspapers (Ekengren & Bergström, 2016). Also, it is common for newspapers to attract readers through selectivity and enhancement, generalization and simplification, or sensationalism and emotionalism (Molek-Kozakowska, 2013) to increase their profit. Hence, they have other priorities in addition to distributing information to the public, which could be a seen as a reason to examine their neutrality. Also, media scholars claim that there are several social issues which influence a society but there is restricted space in news media to present all topics (Chermak et al, 2014).
Thus, how the news media priorities when covering certain matters might decide the policy agenda for public consumption.

2.3 The reorganisation of the police force
Before the 1st of January in 2015, Sweden consisted of 21 police authorities and the National Police Board (Regeringen, 2015). After this, the police force underwent a reorganisation where the different police authorities and the National Police Board were transformed into one authority, and the security police were separated into an independent authority (ibid). This change occurred to create clearer governance and better conditions for higher quality, increase cost efficiency, increase the flexibility and improve the results in police activities (ibid).

An interim report examining the conversion into this cohesive Police authority (Statskontoret, 2016) contained a considerable amount of criticism. That report was the first out of three which aims to evaluate the reorganisation of the police force. There is today a scarce amount of literature on how news media presents reorganisations of this sort, whether it concerns a merge or separation in the organisation, or the implementation of new reforms (Chermak et al, 2014). It is therefore of interest to examine this relatively unexplored area.

2.4 Consequences of medias presentation of the police
The existing literature on medias description of policing suggests an inconsistency with both positive and negative presentations (Dowler & Zawilski, 2007). Thus, there is a complex relationship between media consumption and people’s attitudes towards the police. However, this thesis does not attempt to decide what amount of negative or positive presentation of the police in newspapers that is appropriate, but rather examine how the chosen newspapers present the police in their articles. Nevertheless, it is of interest to consider the consequences that the presentation of the police in newspapers might have to be able to analyse the material and the result.

2.4.1 Trust in the police
The trust in the judicial system is a fundamental condition for a legal state and it becomes difficult for it to function without the public’s trust (BRÅ, 2017). If the will and the inclination to report crime decreases, or if there is a lack of confidence in the police, this might lead to vulnerable individuals not wanting, or daring, to stand as defendants or witnesses in investigations or trials (ibid). Additional to a lower tendency to report crime, there is also a need to consider the issue of individuals taking the law into their own hands. While the police usually are seen to have monopoly on the legitimate use of physical force, there are some citizens who resort to illegitimate acts in the pursuit of fighting crime themselves. Research on vigilantism which were performed in the Netherlands found that vigilante violence did occur in response to low satisfaction and a distrust towards the police (Haas, de Keijser & Bruinsma, 2014). There is little research on this matter in a Swedish context, however, it is reasonable to assume that the factors which were found to trigger vigilant violence in the Netherlands would be the same for Swedish citizens.

Hence, trust in the police is of importance for a functioning society and a decrease of this trust is assumed to have negative consequences. However, there are studies with contradicting result. Two studies (Chermak et al, 2006; Kääriäinen et al,
that examined two separate high-profile cases of police misconduct found no connection between the medias negative presentation of the police and a negative change in attitude or trust. Although the result of these studies is worth mentioning as to emphasise the variances in the literature, the focus of both studies lie on specific cases which create an uncertainty in regards of the generalisability of the results.

2.4.2 Policy changes
In addition to the decrease of the public trust for the police there are other consequences of a negative presentation of the police. For instance, if news media constantly highlight negative views of the police and present their efforts as failures, it might lead to authorities acting to correct the presented issues. This is not by definition something bad, however, recent research (Pollack & Allern, 2014) have found that news reporting of the police, in general, is event-driven and that the image of the police seldom points to institutional or organizational issues. Thus, articles are more often about individual wrongdoings instead of organisational structural issues, which is what policy changes should be based on. However, individual wrongdoings presented in news media do influence policy decisions, particularly when they become the point of departure for political discussion (ibid).

2.4.3 Consequences of positive presentation
Not only negative presentation of the police in news media have shown to have consequences. While the research described above focus on negative presentation of the police, there is also research which have examined positive presentation of the police in news media. For instance, one study (Bradford, 2010) found that positive presentation of the police seems to create unrealistic expectations of real policing which lead to the public feeling disappointed when the police do not perform like the media depicts them. Another study (Jackson & Bradford, 2009) argued that the less the police are necessary, the more successful they will appear. Based on this, the most adequate way to keep the public’s trust in the police high is for news media to not describe them at all. This is of course neither realistic nor desirable, but it is an interesting aspect to consider in relation to the subject of this thesis.

2.5 Police use of media
Despite of the research presented above there is not a one-way connection between the media and the police. The police invest money into improving their image which, among other things, is done through PR, i.e. public relations. The police in Sweden have gotten critique for their large investments in communication services (Aftonbladet, 2016) which indicates to which extent the police use media as a way to enhance a positive image of their organisation.

Furthermore, the police use more than one way for establishing themselves and in this digital age the police in Sweden have started to explore social media such as Facebook (Facebook, 2017), Twitter (Twitter, 2017) and YouTube (YouTube, 2017). Thus, the police use different forms of media to reach out to the public and based on their PR investments it is assumed that they, among other things, do this to influence the public’s view of them.
2.6 Context and need
Malmö, the third largest city in Sweden located in the south, is considered to be a district which is characterized by broad exclusion (BRÅ; 2012a), something that has found to be connected with criminality (BRÅ, 2001). The city has, during the last couple of years, had large issues with criminality, especially with violence and shootings related to criminal gang activity (BRÅ, 2012b). This is assumed to have led to the increase of monitoring and criticism towards the police in Malmö, by both governing organs and the media. Additionally, something that can have contributed to this wave of criticism, however not only regarding the police in Malmö but for the whole police force, is the disputed reorganisation of the police that took effect the 1st of January 2015.

Based on this, the need for this kind of research is quite clear. A negative view of the police might have a negative impact on both the public and the police such as delegitimising and mistrust, which in turn have shown to have severe consequences of their own. Since newspapers influence the public, at least to some extent, and influence the public’s opinion of the police, it is reasonable to consider the consequences of newspapers mediated views regarding important subjects as this.

2.7 Aim and research questions
Based on the description above, the interest of this thesis lies in openly exploring how newspapers present the police in Malmö, without a given specification of direction, and to discuss the possible effects of it. Based on a quantitative thematic analysis of three Swedish newspapers, the primary aim of this study is to examine how the police in Malmö is presented in printed newspapers. There will be a distinct focus on the presence of negative and positive news reporting, an evaluation of how this presentation might affect the reader’s view of the police and the potential consequences of this. A second aim is to examine if the portrayal of the police differs from before and after the reorganisation of the police force in Sweden that came into effect on the 1st of January 2015.

Given the purpose of the study, two research questions emerged:

- How are the police in Malmö portrayed in printed news?
- Has the portrayal of the police in printed news changed since the reorganisation of the police force?

In addition to the aim and research questions of this study, a further ambition is to consider the potential consequences of certain portrayals of the police, especially regarding the public’s trust in the police.

3. MATERIAL AND METHOD
This section will present the data collection and the method used in this study.
First, a description of the newspapers will be described to present the sources that were used. Second, there will be a description, and smaller discussion, regarding the data collection and choice of method. Finally, this section will, for transparency, include the codes and themes that were used as well as descriptions of these.
3.1 Choice of newspapers
Based on the context and the background information given earlier, the physical area that this thesis focuses on is Malmö. Since the aims of this thesis are to examine how newspapers present the police, the included newspapers will be of different varieties to cover the whole spectra; daily papers, evening papers/tabloids and free newspapers.

While it, in this thesis, was assumed that local newspapers had the greatest coverage of cities in their area, large-scale national newspapers were also assumed to have adequate coverage of Malmö, since it is the third largest city of Sweden. However, it was expected that people’s closeness to the examined city would have a larger impact on the newspapers influence on them and this was considered more important than the location of the newspaper. Based on these assumptions, the selection of the newspapers was based on which newspapers that were most read of the inhabitants in Scania (the southern part of Sweden in which Malmö is located).

There are seven different areas in Scania and the inhabitants who live there tend to read primarily local newspapers, which there are many different versions of (TS, 2017). Furthermore, since the aim of this thesis was to gain qualitative information instead of quantitative, it was decided that the focus would lie on a smaller number of papers during a longer period rather than examining many different papers during a short period. Hence, the newspapers chosen for this thesis was the three most read papers by the inhabitants. Except for the smaller local newspapers, the most read paper, which also was an evening paper, for areas in Scania was Expressen (ibid), with the exception for one of the areas (Ystad/Simrishamn). The daily newspaper that was most read in the different areas, which also happened to be the most read paper in Malmö, was Sydsvenskan (ibid). The free newspaper that inhabitants in all areas in Scania had as their first or second most read newspaper, except for one area where it came in at third place (Ängelholm), was Metro Skåne. The newspapers that were examined in this thesis was, therefore, Sydsvenskan (daily newspaper), Expressen (evening paper/tabloid) and Metro Skåne (free newspaper). More information regarding these newspapers can be found in the appendix.

3.2 Data collection
In the process of collecting the newspaper articles, an electronic media archive called Retriver was used. This program stores different types of documents, for instance news articles, and was a contributing factor to the success of the data collection.

3.2.1 Time-period
Since the aim of this thesis was to examine the presentation of the Malmö police in newspapers it was of interest to examine this in a longer perspective and get more qualitative information. Hence, the articles collected covers four years, from the 1st of January 2013 to the 31st of December 2016. These years were also chosen for the purpose of examining the second aim of this thesis, namely if the portrayal of the police in newspapers changed after the reorganisation of the Swedish police force. Since this took effect on the 1st of January 2015, this ensures two years of articles both before and after the reorganisation which provides the opportunity to examine a potential change.
3.2.2 Search words
When collecting the articles in Retriver, certain combinations of search words were used to gather a large number of articles so to not miss out on valuable articles. These combinations were “polis + Malmö” and “polisen + Malmö”. There was a need to include the search word “polis” since the program did not take this word into account when the search word “polisen” was used. The word “Malmö” was used to gather all the articles that were related to Malmö. This accumulated in a total amount of 7,726 articles. Since this was too many articles to manage in this thesis, some inclusion and exclusion criteria were set and they are described below. These criteria were then followed when reading through the 7,726 articles so that a reasonable number would be reached.

Table 1. Search words

<table>
<thead>
<tr>
<th>Newspapers and search words</th>
<th>Number of generated articles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sydsvenskan</td>
<td></td>
</tr>
<tr>
<td>Polisen + Malmö</td>
<td>4564</td>
</tr>
<tr>
<td>Polis + Malmö</td>
<td>1534</td>
</tr>
<tr>
<td>Total</td>
<td>6098</td>
</tr>
<tr>
<td>Expressen</td>
<td></td>
</tr>
<tr>
<td>Polisen + Malmö</td>
<td>797</td>
</tr>
<tr>
<td>Polis + Malmö</td>
<td>332</td>
</tr>
<tr>
<td>Total</td>
<td>1129</td>
</tr>
<tr>
<td>Metro</td>
<td></td>
</tr>
<tr>
<td>Polisen + Malmö</td>
<td>381</td>
</tr>
<tr>
<td>Polis + Malmö</td>
<td>118</td>
</tr>
<tr>
<td>Total</td>
<td>499</td>
</tr>
<tr>
<td>Total:</td>
<td>7,726</td>
</tr>
</tbody>
</table>

3.2.3 Inclusion and exclusion criteria
When scanning through the articles it was apparent that there were a great amount of articles that had the search words in them, but that were irrelevant none the less. For instance, some articles containing “Polis + Malmö” had a different focus than needed for this essay, e.g. the police were called to a crime scene but nothing more. To make sure that only relevant articles were included, and by doing so also narrowing down the amount, the following exclusion and inclusion criteria were implemented.

Inclusion
- Articles with negative/positive words and descriptions of the police/management, or articles that in some way imply that the police/management are bad/good.
- Articles that in some way discuss or raise negative/positive opinions regarding the reorganisation of the police force.
Exclusion
- Articles that only mention the police briefly and where the actual focus is on something else.
- Copies of the article in the same newspaper.

The search words and criteria were consequently used and the same number of articles would be accumulated if this search was done again at another time which increased the reliability of the thesis. However, the inclusion criteria might mean different things to different people, what is bad and what is good, what is negative and what is positive? This turned out not to be a large issue since the standpoint of the articles and the journalists were very clear. Nonetheless, this might still have had some affect on the reliability and should therefore be mentioned.

After the inclusion and exclusion criteria had been applied there were a significant skewness of the number of articles from one of the newspapers. While Metro Skåne and Expressen were somewhat even with a total of 69 and 75 articles from this period, this was only approximately 15% of the number of articles that Sydsvenskan had for the same period, which were a total of 472 articles. To reduce the skewness and create a more even output so that the result and analysis would be based on an equal amount of data, the articles included from Sydsvenskan were randomly selected. This was done by coding the articles with numbers, writing these numbers down on pieces of papers and then randomly drawing approximately 15% from each year during the period (approximately 15% since the articles couldn’t be split in half). This resulted in a total number of 71 articles from the newspaper Sydsvenskan. However, after re-reading the articles again (the reason for this will be explained in the guide for thematic analysis below), more articles were discovered to fail the exclusion and inclusion criteria from Metro Skåne and Expressen. The number of articles which finally was seen to meet the criteria are shown in the table below.

<table>
<thead>
<tr>
<th>Newspapers</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>Total/year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sydsvenskan</td>
<td>17</td>
<td>9</td>
<td>21</td>
<td>24</td>
<td>71</td>
</tr>
<tr>
<td>Metro Skåne</td>
<td>22</td>
<td>18</td>
<td>10</td>
<td>12</td>
<td>62</td>
</tr>
<tr>
<td>Expressen</td>
<td>13</td>
<td>10</td>
<td>17</td>
<td>20</td>
<td>60</td>
</tr>
<tr>
<td>Total/year</td>
<td>52</td>
<td>37</td>
<td>48</td>
<td>56</td>
<td>193</td>
</tr>
</tbody>
</table>

3.3 Thematic analysis
The subject which this thesis explored was complex and the newspapers did not always use individual words to describe the presentation of the police but rather long sentences which had a positive or negative description. A common approach to deal with data in qualitative research is to conduct a content analysis, which is a systematic way of seeing trends in a material by for instance examining the frequency of certain words. However, this was not the optimal analysis approach for this thesis since many of the articles lack individual words which could be taken out of their contexts. Also, the analysis needed to be in-depth to fully explore the texts and to distinguish any relevant themes. Thus, to thoroughly examine the material and detect the different messages and themes of the articles, this thesis applied a thematic analysis. Utilising this analytical approach when reviewing the articles facilitated the discovery of how the police was presented.
Although it was central that the themes captured something substantial through the thematic analysis, it was also of interest to examine the themes in a quantifiable manner to be able to examine possible trends over time. Therefore, in addition to the thematic analysis, the themes were also compiled into calculable units. Thus, this thesis contains both qualitative and quantitative methods; the first part of the analysis, and of the thesis, was qualitative whilst the second part was quantitative. Furthermore, in addition to the research questions of this thesis there were also the ambition potential consequences, especially the public’s trust in the police. This was done by examining the overarching themes ‘positive presentation of the police’ and ‘negative presentation of the police’ with statistics from BRÅ. In their yearly report (BRÅ, 2017) they compare the public’s trust for some of the professions in the judicial system, amongst others the police. If the overarching themes and the statistics from BRÅ were compatible then they might have been some dependence between them, even if a correlation would be hard to establish.

Since the usage of thematic analysis as a method has been quite limited in previous research, a description of its key points and limitations will be presented before moving on to the description of the work process. The thematic analysis is a method for identifying, analysing and reporting patterns (themes) within data (Bryman, 2011). Scientists who are used to performing quantitative studies often question the validity and reliability of qualitative research. However, although qualitative research cannot be subjected to the same criteria as quantitative approaches, it does provide methods of analysis that should be applied strictly to the data. The reason why thematic analysis is not academically approved in some fields is mainly due to the lack of explicitly in the method section of research papers. Due to this notion, this thesis has strictly followed Braun and Clarke’s (2006) guide, which is a widely used manual and one of its first of its kind, on how to perform a thematic analysis and each step taken will be described below. The steps concerning data collection and creation of the subthemes will be included in this section. However, the analysis itself is largely incorporated into the result and will therefore be included in the result section.

However, before the commencement on the steps that Braun and Clarke (2006) suggests, there were some aspects that needed to be considered before starting on either data collection or analysis. Seeing that a thematic analysis involved several choices that affected the way the analysis was performed these choices needed to be openly considered and discussed to maintain a transparent approach and to enhance the reliability.

3.3.1 What counts as a theme?
A theme captures something important about the data in relation to the research question and represents some level of patterned response or meaning within the data set (Braun & Clarke, 2006). Hence, the significance of a theme is not necessarily reliant on calculable measures, but rather on whether it seize something essential in regards to the research question. However, to be able to examine the second aim of this thesis, namely examining how the presentation of the police have changed over time, the themes needed to be converted into quantifiable measures to be able to detect potential trends.

3.3.2 Inductive or theoretical thematic analysis?
A inductive analysis is a process of coding data without trying to fit it into a pre-existing coding frame or into the researcher’s analytic preconceptions (Braun &
Clark, 2006). This analytical process is of little relevance since this thesis has a clear aim and an existing theoretical framework. On the other hand, the theoretical thematic analysis makes a better fit since it tends to be driven by the researcher’s theoretical interest and is more explicitly analytically driven. This form of thematic analysis tends to offer a less detailed depiction of the data in general but provide a richer analysis of certain features of the foregone conclusions of the data (Braun & Clarke, 2006). The expectation of using the theoretical thematic analysis is that it will provide a rich analysis of the certain features that are of interest in relation to the aim of this thesis, namely how the police in Malmö are presented in newspapers.

### 3.3.3 Semantic or latent themes?

Another decision revolves around the level at which themes are to be identified: at a latent (interpretative) level or at a semantic (explicit) level (Braun & Clarke, 2006). The focus of a thematic analysis at the latent level lies on identifying or examining the underlying notions, assumptions, conceptualizations and philosophies that are hypothesised to shaping or informing the explicit content of the data (ibid). This approach goes beyond the aim of this thesis and is therefore not seen as appropriate. The semantic analysis which focus lies on identifying themes within the explicit meanings of the data and examine how a situation, subject, concept or phenomenon is what it is rather then why (ibid) seems more fitting. Although the semantic analysis is mainly a describing process there ought to be an advancement from descriptive data to interpretation (ibid). The theorization of certain pattern’s significance and their broader meanings and implication is precisely what this thesis strives to achieve.

### 3.3.4 Literature

Braun & Clarke (2006) highlights the debate regarding the effect which literature could have on the process and result of the chosen method. For instance, they argue that early readings might narrow the analytic field of vision, leading to some aspects of the data being more explored at the expense of other potential key aspects (ibid). In contrast, they also emphasis that engagement with literature might enhance the analysis by creating sensitivity to more subtle features of the data (ibid). In this thesis, the choice was made to not engage with the literature before the analysis was completed as to stay neutral and open for the content of the articles. This might have affected the sensibility to subtle codes but since the aim was to get a view of how these newspapers presented the police, it seemed adequate to embrace the content of the articles without being affected by earlier research.

### 3.3.5 Guide to performing a thematic analysis, by Braun and Clarke (2006)

1. **Familiarising yourself with your data:** Reading and re-reading the data, noting down initial ideas. This process began on the very first article that was read and continued through all the articles.

2. **Generating initial codes:** Coding interesting features of the data in a systematic fashion across the entire data set, collating data relevant to each code. Every article included in this thesis was systematically coded in the Microsoft program Excel to get an adequate overview of the collected data and themes. Variables that were included when coding in the scheme was the article number, what newspaper it was published in, the publication date, the title and the codes that
were discovered. An example of how the text of the articles were reduced to codes is given in table 3 below.

Table. 3. Example of discovering

<table>
<thead>
<tr>
<th>Article</th>
<th>Title</th>
<th>Text</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. 124 in Sydsvenskan, xxxx-xx-xx</td>
<td>XXX</td>
<td>The police’s criminal investigations in Malmö are on their way to collapse. The Chief District Prosecutor Ola Sjöstrand is now raising alarm: Serious crime neglected caused by acute under staffing.</td>
<td>1. Lack of people 2. Failure</td>
</tr>
</tbody>
</table>

A common criticism of qualitative coding is that the context is lost which later might affect the result (Bryman, 2011). To avoid this, a short summary of every article was included next to the discovered codes to maintain the context in an overview format. However, since all the articles were saved and stored with easy access there was always the possibility to reread them which increased the validity of this thesis.

3. Searching for themes: Collating codes into potential themes, gathering all data relevant to each potential theme. When the articles were read and the information described above was collected together with the codes, certain themes started to emerge. However, it was still uncertain whether the themes would hold as they were or if they needed to be combined, separated, refined or discarded. Nonetheless, the themes significance started to appear and both overarching themes and subthemes started to take shape. Since the codes and themes were produced from the articles themselves and not taken from other contexts, with the aim and the inclusion/exclusion criteria of the thesis constantly kept in mind, this increased both the reliability and the validity of the thesis.
4. Reviewing themes: Checking if the themes work in relation to the coded extracts (Level 1) and the entire data set (Level 2), generating a thematic ‘map’ of the analysis.

Table 4. Thematic map

<table>
<thead>
<tr>
<th>Codes/subthemes</th>
<th>Themes</th>
<th>Themes</th>
<th>Overarching themes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dedication</td>
<td>Good police, good work</td>
<td></td>
<td>Positive presentation of the police</td>
</tr>
<tr>
<td>Success</td>
<td></td>
<td>Understanding</td>
<td></td>
</tr>
<tr>
<td>Competence</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acknowledgement of hard working environment</td>
<td>Understanding</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Humanising</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Undeserved criticism</td>
<td>Gain of resources</td>
<td></td>
<td></td>
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<tr>
<td>Gain of equipment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gain of people</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dishonesty</td>
<td>Withholding behaviour</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Incompetence</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Passivity</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lack of dedication</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evasion</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Failure</td>
<td>Providing behaviour</td>
<td>Bad police, bad work</td>
<td>Negative presentation of the police</td>
</tr>
<tr>
<td>Not being fair</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bad behaviour</td>
<td>Racism</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reckless driving</td>
<td>Car chase</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Abuse of power</td>
<td>Abusive force</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unreasonable negative headline</td>
<td>Enhancement of existing negative views</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Negative view of the police</td>
<td>Lack of trust</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lack of equipment</td>
<td>Lack of resources</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lack of people</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5. Defining and naming themes: In this step, it is time to refine the specifics of each theme and generating clear definitions and names for each theme. To make this process as clear as possible the following pages contains descriptions and examples of how each theme was constructed.

**Good police, good work.** This theme included three subthemes;” competence”, “dedication” and “success”, and they appeared 45 (20, 16 and 9) times in the 193 reviewed articles. The articles where these subthemes were found described the
police as dedicated to their work, competent in their performance or successful in regards to their work. These themes were interesting to examine since they were seen to be used as positive descriptions of the police and their work which lied in line with the aim of this thesis. Examples of what this type of description looked like was taken from article no. 16 in Metro Skåne:

“The massive police operation “Operation Alfred” cost 41 million SEK and required police resources from the whole country (dedication). But the effort stopped the murder wave that hit Scania in 2011 (success) […] - We’ve gotten the skills that we needed (competence)[...] 51 people choosing to leave the criminal environment (success).”

Understanding. This theme included three subthemes; “acknowledgement of hard working environment”, “humanising”,“ acknowledges undeserved criticism”, and they appeared 32 (22, 8 and 2) times in the 193 reviewed articles. The articles where these subthemes were found described situations or actions that portrayed the police as a fellow human being, recognised that the police were getting undeserved criticism or that the working environment for the police was hard. These themes were interesting to examine since they were seen to be used to humanise the police and create understanding for their line of work which. These concepts were seen as positive and therefore coincided with the aim of this thesis. Examples of what this type of description might have looked like were taken from article no. 8 and article no. 23 in Expressen:

“The police, the people of flesh and blood, in positions where they are appointed to uphold freedom of assembly, get blamed for assault and for injuring demonstrators.” (acknowledges undeserved criticism)

“Not in my wildest dreams could I have believed that I now, after nine years, would leave the profession I dreamed of for years (humanising). With catastrophic salary and a job that no longer is meaningful there is nothing that keeps me motivated […] (acknowledges hard working environment)”

Gain of resources. This theme included two subthemes; “gain of people” and “gain of equipment”, and they appeared 12 (4 and 8) times in the 193 reviewed articles. These subthemes were interesting since the articles where they were found described it as a positive thing when the police either got needed equipment or more manpower. Examples of what this type of description might have looked like were taken from article no. 46 and article no. 7 in Sydsvenskan:

“Yesterday the police of Malmö turned to the national Operations Department, NOA, with the request for additional resources to stem the wave of violence. According to the Minister of Internal Affairs Anders Ygeman, this means that the Malmö police will get reinforcements.” (gain of people)

“The possibility for Swedish police to investigate crimes on Facebook has greatly improved. Facebook has begun to disclose information to the police on a conveyor belt.” (gain of equipment)

Bad police, bad work. This theme included two subthemes; “withholding behaviour” that caused negative consequences and “providing behaviour” that caused negative consequences, and they appeared 132 (42 and 90) times in the
reviewed articles. These two subthemes were made up of multiple categories which all described police behaviour. “Withholding behaviour” was a complex theme since it included abstract subthemes. However, it was an important theme for this thesis since it was made up by descriptions which referred to the police as being restrained, inactive or withholding and that the lack of these actions or behaviours had negative consequences. “Withholding behaviour” included the following subthemes; “incompetence” (19), “lack of dedication” (10), “dishonesty” (8), or “evasion” (1). Examples of what this type of description might have looked like were taken from article no. 15 in Sydsvenskan, article no. 4 in Metro and article no. 12 in Expressen:

“It is not that they lack resources. On the contrary, we have more police officers than ever but poorer result […] these are good examples of the difficulties that the police have in exploiting its resources […]” (incompetence)

“Those who have been robbed and found their stolen goods on “Blocket” (a website for “buy and sell” ads) should not rely on the police’s engagement. The police of Skåne requires that the notifier him-/herself confronts the seller.” (lack of dedication)

“A civilian employee of the police run the risk of losing job caused by VAB (staying home with sick child and getting financial compensation)-cheating up to almost 125 000 SEK. The man reported 50 times that he needed temporary parental benefit for his children were sick. The reports corroborated by evidence from preschool, which proved to be forged […]” (dishonesty)

“I think the police are avoiding their mission.” (evasion)

In contrast, “providing behaviour” was made up by more concrete descriptions and was of interest to this thesis since it referred to the police adding or contributing with behaviours or actions which had negative consequences. “Providing behaviour” included the following subthemes; “failure” (37), “abuse of power” (25), “excessive force” (12), “reckless driving/car chase” (7), “bad behaviour” (6), “not being fair” (2) or “racism” (1). Examples of what this type of description might have looked like were taken from article no. 15, no. 5, no. 19 and no. 14 in Expressen, article no. 7 in Metro Skåne and article no. 49 in Sydsvenskan:

“He drank beer, whisky and shots. A police patrol found his partner early in the morning heavily shocked with bleeding wounds outside the couple's apartment. The officer is now charged but does not remember abusing her.” (bad behaviour)

“The police ordered the horses right into the weekend demonstrations in Malmö leaving several injured (excessive force). The Agency then reported itself - and let investigators from the own organisation attend the first interrogations (abuse of power).”

“Police: ‘We have long made major efforts in that area in Malmö.’ Elise and her nine-year-old son were threatened with guns. The police suggest that they move. Around the roundabout, in central Malmo, even drug dealer long for more police.” (failure)
After a night of partying Zehraa Ahmadi, 22, was taken into custody without any explanation as to why. In conjunction with the event, one of the police officers called her a "jävla blatte". (racism)

Three people were injured when their vehicle flipped after they were chased by police in Malmö.” (reckless driving/car chase)

An entrepreneur is threatened by her former boyfriend but gets her police reports dropped [...] You can stop filing reports now because I’m not going to do anything about it. I will also drop all reports you have come in with.” (not being fair)

Enhancement of claimed negative views. This theme included three subthemes; “lack of trust”, “unreasonable negative headlines” and “negative view of the police”, and they appeared 8 (4, 3 and 1) times in the 193 reviewed articles. These subthemes were of importance to this thesis since they emphasised and focused on the lack of trust in the police or the negative view of the police which was argued to exist. Some articles had negative headlines which were found misleading since the articles themselves presented contradicting facts and did not contain any negative information. Examples of what this type of description might have looked like was taken from article no. 46 in Metro Skåne and article no. 33 in Sydsvenskan:

A 52-year-old man was found dead Friday morning in a park in Malmö. A friend of the man alerted the police...that the man needed help in the cold because he was confused and thinly clad [...] Friends of the man question whether the police checked the place enough. According to the police in Skåne they got patrol orders to go to the scene six minutes after that the alarm came in, but found nobody there.” (unreasonable negative headlines)

The confidence in the Malmö police is limping. More than one-fourth of Malmö residents does not think that the police treat everyone equally, and most believe that ethnicity is the principal basis for unfair treatment.” (lack of trust and negative view of the police)

Lack of resources. This theme included two subthemes; “lack of people” and” lack of equipment”, and they appeared 18 (12 and 6) times in the 193 reviewed articles. The articles where these subthemes were found described the lack of police officers or the lack of functioning equipment and the consequences of this. These themes were of interest to this thesis since they described a well-known problem within the police that had shown to have a negative impact. Examples of what this type of description might have looked like was taken from article no. 111 and no. 37 in Sydsvenskan:

The number of reported fraud has increased significantly during the last ten years, while resources to investigate the crimes has not [...] We live in a reality with a large influx of serious violent crime, particularly in Malmö. Police management has, therefore, had to prioritise down us even though our flow also has greatly increased [...]” (lack of people)

Do you have to wait for the police computers to work? No, says Malmö District Court and frees a man who forgot his license. The prosecutor demanded a fine
since the 42-year old was busted without his driving licenses or another identity document in a police control on Bruksvägen in Åkarp. – A fine, said the policeman. - Check on your computer, said the motorist. This was however not possible since the police patrols computer did not have coverage at that moment.” (lack of equipment)

Although most of the subthemes stayed the same two were merged, seeing that they did not contribute anything to the larger themes of this thesis on their own, since they were to similar and therefore became superfluous. These themes were “reckless driving” and “car chase”. Furthermore, many of the themes overlapped, both negative and positive, and were found in the same articles. Since it was the appearance and prevalence of the themes that were of interest, and not the number of articles examined, they were examined by how many times the themes were found in the articles rather than how many articles which contained the theme. This will be evident in the presentation of the result.

3.4 Ethical considerations

Although the material in this thesis consisted of news articles (secondary data) that were public and easily accessed, the material became more ‘sensitive’ when put together in a research context. Thus, there were some aspects that needed to be considered regarding ethics and anonymity. For instance, no specific details regarding certain events described in the articles, the police described in the articles or the journalists who wrote the articles were included in this thesis. This was done to prevent identification of any individuals and exclude any clear connections between them and the articles and. However, although this might have increased the anonymity for the individuals described in the articles it did not solve the anonymity issue all together. The journalists who wrote the articles would still be easy to identify if too much information about the articles were included in the descriptions of this thesis. Thus, the headlines of the articles were replaced with numbers, the dates of the articles were excluded and the full list of articles was omitted from this essay. Unfortunately, this does have some effect on the transparency of this thesis but to be able to perform this type of research it is a necessity that individual’s anonymity can be ensured.

4. RESULT

The method used in this thesis required the constant presence of evaluation and analysis. Because of this, the analysis was an important part of the production of the result, but also in terms of the result itself which made them inseparable. Hence, although unconventional, the result of this thesis will not only include the objective result in a traditional sense, but will also have an established analytical presence. This section will, therefore, both outline the analysis of the discovered themes and overarching themes, as well as introduce the compiled result and trends over the examined period. Finally, this section will highlight the key findings of the present study.

4.1 Outline of result and analysis

This brief description of how the analysis was incorporated during the production of the result is included so that the approach is transparent and comprehensible to increase the explicitly. Since the initial subthemes were described in the ‘method and material’ section, this part will focus on the themes and overarching themes, which are essential for the aims of this thesis.
The objective result for each of the themes was compiled, in terms of content, prevalence and trends over time, and the analysis was incorporated in this process through constant evaluation of the data and a critical perspective. The compilation of the prevalence was assembled by adding measurable figures, namely, how many times the themes appeared in the dataset. These figures were later discussed and compared between the different newspapers and in relation to the research mentioned in the beginning of this thesis. The trends over time were constructed by counting the negative and positive themes for each year of the appointed period. These trends were later, in the presentation of the overarching themes, compared to BRÅ’s (2017) statistics of the public’s trust for the police. The objective of doing so was to see if there was a correlation between the newspaper’s presentation of the police and the statistical trends over the general public’s trust and legitimisation of the police.

To be able to provide a comprehensive and clear overview of the result the collected ‘presentation of the police’ will be presented first. The result will after that be broken down to examine the details of the cornerstones of the result; first with the ‘overarching themes’ and then the ‘themes’.

4.2 Presentation of the police
This part contains a compilation of the three newspapers coverage of the police and examines how the overall presentation coincided with the statistics from BRÅ. Starting with the trends based on the data collection of this thesis, 71 articles (37%) were positive, 112 articles (58%) were negative and 10 articles (5%) were neutral or ambiguous, different patterns appeared when spread out during the appointed period of time. Firstly, the positive presentation of the police was rather stable until year 2016 where it increased. Compared to the statistics from BRÅ this did not coincide since the trust of the public, both with little and great trust, was decreasing during that period. Secondly, the negative presentation of the police decreased between 2013-2014 and then it distinctly increased during 2015-2016. When comparing the statistics from BRÅ and the data from 2015-2016 they did coincide since the trust of the public, both with little and great trust, was increasing during that time as did the negative presentation of the police. However, even though the negative presentation increased when the reorganisation of the police force took place, the positive presentation increased a year after (2016) even if only moderately. Another interesting matter to consider was the variance between the number of positive and negative articles. There were 41 (21%) more negative articles than positive which was a noticeable difference. Furthermore, there was a noticeable change in both the negative and positive presentation of the police during 2015, the same year as the reorganisation of the police. However, the possibility of this change being caused either by mere chance or by other influential events cannot be excluded.
4.3 Overarching themes

The overarching themes found in this data collection was a ‘positive presentation of the police’ and a ‘negative presentation of the police’. Since the construction of the themes was based on the image they presented, and not the number of times it was used, the sizes of the themes were skewed when compared to each other. Thus, although it was important to consider the themes on their own, to get a deeper understanding of what the overarching theme consisted of, it was more important to consider the themes together in overarching themes so that clear and significant trends appeared and could be discussed.

4.3.1 Positive presentation of the police

All the subthemes as well as the themes themselves included in this overarching theme, ‘good police, good work’, ‘understanding’ and ‘gain of resources’, contributed to a positive view of the police. The different themes mediated an understanding perspective for the polices and their work, a general positive view of the police and a reinsurance that the police had the manpower and equipment that they needed. If the public embraced this when the newspapers mediated this theme, it would not be unreasonable if the generated view of the police was positive.

The theme appeared in 71 (37%) articles out of the whole dataset of 193 articles; 26 in Sydsvenskan, 18 in Expressen and 27 in Metro Skåne. In these 71 articles, the themes included in this overarching theme were found 96 times; 34 times in Sydsvenskan\(^1\), 28 times in Expressen\(^2\) and 34 times in Metro Skåne\(^3\). Based on this, there was not a large difference in regards of their positive reporting of the police between the newspapers except that Expressen used this theme a bit less. In contrast, there was quite a large difference regarding the prevalence of the themes where ‘good police, good work’ was found 50 times (52%), ‘understanding’ was found 33 times (34%) and ‘gain of resources’ was found 13 times (14%). This might just have been a coincidence or caused by the construction of the themes, but it was reasonable to assume that the ‘good police, good work’ was a popular

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\(^1\) 6 in 2013, 3 in 2014, 11 in 2015 and 14 in 2016.
\(^2\) 6 in 2013, 5 in 2014, 8 in 2015 and 9 in 2016.
\(^3\) 11 in 2013, 11 in 2014, 7 in 2015 and 5 in 2016.
theme to use in newspapers. Also, there was an interesting development of this theme over time. As is shown in the chart below, Metro Skåne started with a more positive presentation of the police which declined as time passed. Contrary to this, Sydsvenskan started with a less positive presentation of the police and increased the usage of this theme. Unlike both Sydsvenskan and Metro Skåne which noticeably changed over time, Expressen was rather stable with an increasing usage of the theme.

Additionally, the noticeable change in the usage of positive themes occurred during 2015, the same year as the reorganisation of the police. This might have been a coincidence, but it could also have been a significant finding. Sydsvenskan and Expressen had since that point in time increased its positive presentation of the police, although the increase of Expressen was modest, while Metro Skåne decreased its usage.

It was of interest in regards of the aim of this thesis to compare the newspapers presentation of the police with the public’s trust of the police, and examine if they were compatible. If so, then they might have been dependent of each other, even if the correlation was unknown. Examining the statistics from BRÅ (2017) it appeared that the trust, of the portion of the public who had great trust in the police, was rather stable over time except the for the increase during 2014 and the decrease during 2015. The change during the years 2014-2015 was in line with what the data collection showed regarding the positive presentation of the newspapers. However, the newspapers differed in regards of their trends. While Metro Skåne was consistent with BRÅ’s statistics after the year 2015 (and not before), Sydsvenskan and Expressen was consistent with the statistics before the year 2015 (and not after). This showed that parts of the statistics and the newspapers positive presentation coincided with each other, i.e. during some time periods the newspapers positive presentation coincided with the public trust (the part of the public which had great trust in the police), but the significance of it was not determined.
4.3.2. Negative presentation of the police

All the subthemes, as well as the themes themselves, included in this overarching theme, ‘bad police, bad work (withholding-/providing behaviour)’, ‘Enhancement of existing negative views’ and ‘lack of resources’, contributed to a negative view of the police. The different themes mediated a lack of understanding and distrust for the police and their work, a general negative view of the police and an accentuation of a lack of manpower and equipment in the police organisation. If the public embraced this when the newspapers mediated this theme, it would not be unreasonable if this generated a negative view of the police.

The theme appeared in 112 (58%) articles out of the whole dataset of 193 articles; 44 in Sydsvenskan, 35 in Expressen and 33 in Metro Skåne. In these 112 articles, the themes included in this overarching theme were found 156 times; 55 times in Sydsvenskan, 56 times in Expressen and 45 times in Metro Skåne. Based on this, there was only a small difference in regards of negative reporting of the police between the newspapers except for Metro Skåne which used this theme less. In contrast, there was quite a large difference regarding the prevalence of the themes where ‘bad police, bad work’ (withholding behaviour 44 and providing behaviour 87) was found 131 times (84%), ‘Enhancement of existing negative views’ was found 7 times (5%) and ‘lack of resources’ was found 18 times (12%). This might just have been a coincidence or caused by the construction of the themes, but it could also have been that ‘bad police, bad work’ was a popular theme used in newspapers. Also, there was an interesting development of this theme over time. As is shown in the chart below, Metro Skåne started with a stable usage of negative themes which decreased during 2014 which then increased after 2015. Sydsvenskan used negative themes a lot in 2013 in comparison to the other two newspapers but decreased this usage in 2014. Since 2014 they had successively started to use it more. However, Expressen’s usage of negative themes was perhaps the most interesting to consider since it went from the smallest to the largest usage during the examined period.

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Additionally, just as the newspapers positive presentation above, the noticeable change in the negative presentation of the police occurred during 2015, the same year as the reorganisation of the police. As the chart above shows, all three newspapers increased their negative presentation of the police after 2015.

Examining the statistics from BRÅ (2017) it appeared that the trust, of the portion of the public who had little trust in the police, was fluctuating over time. The most interesting newspaper to consider here was Metro Skåne since it completely coincided with the statistics from BRÅ. When the part of the public that only had little trust in the police increased Metro Skåne increased its negative presentation of the police, and when they decreased the usage of this type of presentation the number of people with little trust for the police decreased as well. However, Sydsvenskan and Expressen did not coincide with the statistics from BRÅ up until year 2015 when the number of people with little trust in the police increased and the negative presentation of the police increased. This showed that Metro Skåne’s negative presentation of the police coincided with BRÅ’s statistics, and that part of the negative presentation from Sydsvenskan and Expressen coincided with the statistics, i.e. during some time periods the newspapers negative presentation coincided with the public’s trust but the significance of it was not determined.
4.3.3 Neutral and ambiguous articles
Some articles in the data set were found to be either neutral (4 articles) or ambiguous (6 articles), i.e. did not contain any clear themes or contained themes that were contradicting (both positive and negative). Expressen was the newspaper that contained most articles of this character, 7\(^7\), whilst Metro Skåne contained 2\(^8\) and Sydsvenskan 1\(^9\) which together equalled 5% or the total amount of articles. These articles were not excluded from the data set since they were a part of the findings, however, they are only mentioned in this analysis as to illustrate the complexity and depth of the articles and themes. In order to not exclude anything from the dataset, these articles were also presented in this result section.

4.4 Themes
The overarching themes described were built up by the ‘themes’ which will be examined in this section. The details of these themes are of interest in regards of understanding the composition of the overall presentation of the police.

4.4.1 God police, good work
The subthemes included in this theme were ‘dedication’, ‘success’ and ‘competence’, and the individual meanings of these subthemes contributed to an overall positive presentation of the police. Together they described the police as being good and capable in regards of their work and that they were enthusiastic and engaging in the role as a “protector of the public”. If the public embraced this when the newspapers mediated the ‘good police, good work’ theme it would not be unreasonable if this generated a positive view of the police.

The theme appeared in 36 (19%) articles out of the whole dataset of 193 articles; 15 in Sydsvenskan, 7 in Expressen and 14 in Metro Skåne. In these 36 articles, the subthemes included in this theme were found 50 times; 20 times in Sydsvenskan\(^10\), 10 times in Expressen\(^11\) and 20 times in Metro Skåne\(^12\). Thus, there was a clear difference regarding Expressen that contain half of the number of articles compared to the other two newspapers. Furthermore, there was also a difference regarding the prevalence of the three different subthemes. ‘Competence’ was found 21 times (42%), ‘dedication’ 18 times (36%) and ‘success’ 11 times (22%). Assuming that the police succeeded with their work on a daily basis, the data indicated that the coverage of these three subthemes are skewed and that the examined newspapers are more willing to appeal to the public through sensationalism (Oxford Dictionaries, 2014) rather than concrete and stiff numbers. Additionally, there were distinct differences regarding the prevalence of the theme over time and the data indicated that there was two visible trends. The theme was, in Metro Skåne, stable between 2013 to 2014 but continued to decrease and in 2016 it was nonexistence. Contrary, Sydsvenskan and Expressen had a drop in usage of this theme in year 2014 which later increased with Sydsvenskan having a stronger intensification than Expressen.

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\(^7\) 1 neutral in 2013, 0 in 2014, 3 ambiguous + 1 neutral in 2015 and 1 ambiguous + 1 neutral in 2016.
\(^8\) 1 ambiguous + 1 neutral in 2013, 0 in 2014, 0 in 2015 and 0 in 2016.
\(^9\) 0 in 2013, 0 in 2014, 1 ambiguous in 2015 and 0 in 2016.
\(^10\) 5 in 2013, 0 in 2014, 5 in 2015 and 10 in 2016.
\(^11\) 3 in 2013, 0 in 2014, 3 in 2015 and 4 in 2016.
\(^12\) 8 in 2013, 8 in 2014, 4 in 2015 and 0 in 2016.
The chart shows the usage of the theme ‘good police, good work’ through the appointed time period based on the total amount of times that the subtheme was discovered in the newspapers, i.e. 50 times.

4.4.2 Understanding
The initial subthemes included in this theme were ‘humanising’, ‘acknowledgement of hard working environment’ and ‘undeserved criticism’, and the individual meanings of these subthemes contributed to an understanding for the police and there work which in turn created an overall positive presentation of the police. The different subthemes each contributed to a more empathic and considerate view of the police and if the public embraced this when the newspapers mediated the ‘understanding’ theme, it would not be unreasonable if this generated a positive view of the police.

The theme appeared in 32 (17%) articles out of the whole dataset of 193 articles; 8 in Sydsvenskan, 13 in Expressen and 11 in Metro Skåne. In these 32 articles, the subthemes included in this theme were found 33 times; 8 times in Sydsvenskan\textsuperscript{13}, 14 times in Expressen\textsuperscript{14} and 11 times in Metro Skåne\textsuperscript{15}. Thus, there was not a significantly large difference between the articles regarding the prevalence of this theme in the articles. However, there was a difference regarding the prevalence of the three different subthemes. ‘Humanising’ was found 8 times (24%), ‘acknowledgment of hard working environment’ 23 times (70%) and ‘undeserved criticism’ 2 times (6%). In the articles where the subtheme ‘undeserved criticism’ was found the journalist took a prominent stand for the police. The journalist defended the polices actions and argued that the critique they received was unproportionable and unreasonable. It was, in this data set, quite rare that a journalist contributed with their own opinions in a defensive position for the police and it can only be speculated as to why the journalist acted in this way. These articles were published in conjunction with an event which generated a large amount of criticism towards the police (SVT Nyheter, 2015) and a possibility is that the journalist might have tried to create balance in the debate.

\textsuperscript{13} 1 in 2013, 0 in 2014, 4 in 2015 and 3 in 2016.
\textsuperscript{14} 1 in 2013, 5 in 2014, 3 in 2015 and 5 in 2016.
\textsuperscript{15} 3 in 2013, 3 in 2014, 2 in 2015 and 3 in 2016.
Proceeding to the other subthemes there was a difference of prevalence there as well since ‘acknowledgement of hard working environment’ was found almost three times more than ‘humanising’. This might have been due to that newspapers, in general, try to stay factual, especially in regards to the police and their work since it is the newspaper’s job to be critical of governing authorities. Regarding the prevalence of the theme over time the collected data indicated that the newspapers started rather even in 2013 but sprawled during 2014. However, the usage of this theme became more equal during 2015 and the newspapers were, 2016, seen to get closer to each other in terms of mediating understanding for the police.

4.4.3 Gain of resources

The initial subthemes included in this theme were ‘gain of equipment’ and ‘gain of people’ and the individual meanings of these subthemes contributed to a more secure view of the police and the organisation which in turn created an overall positive presentation of the police. The two subthemes each contributed to the view of a growing police force who received the equipment they needed in order to be more efficient in their line of work. If the public embraced this when the newspapers mediated the ‘gain of resources’ theme, it would not be unreasonable if this generated a positive view of the police.

The theme appeared in 13 (7%) articles out of the whole dataset of 193 articles; 6 in Sydsvenskan16, 4 in Expressen17 and 3 in Metro Skåne18, which was the same number of occasions that the theme was found. Thus, there was not a significantly large difference between the articles regarding the prevalence of this theme and the usage of it was rather small in all the newspapers. However, there was a difference regarding the prevalence of the subthemes. While ‘gain of equipment’ was found 4 times (31%) in these articles the prevalence of ‘gain of people’ was found twice as often, 9 (69%). This might have been because the police frequently were argued to be understaffed and in need of more employees’ (Bläljus, 2016), so when they did gain more people this was highlighted in a more prominent way rather than when they received e.g. new communication systems. Regarding the prevalence of the theme over time the collected data suggested no clear trends.

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16 0 in 2013, 3 in 2014, 2 in 2015 and 1 in 2016.
17 2 in 2013, 0 in 2014, 2 in 2015 and 0 in 2016.
18 0 in 2013, 0 in 2014, 1 in 2015 and 2 in 2016.
among the newspapers but rather a scattered result. Expressen and Metro Skåne were similar during 2014 and 2015 with a higher usage of this theme. However, while Metro Skåne kept the positive trend, Expressen and Sydsvenskan went in the opposite direction and decreased their usage of these terms. Although these numbers were small, they contributed to the overall result and it is therefore interesting to examine them independently.

![Figure 3. Gain of resources. The chart shows the usage of the theme ‘gain of resources’ through the appointed time period based on the total amount of times that the subtheme was discovered in the newspapers, i.e. 13 times.](image)

4.4.4 Bad police, bad work (Withholding behaviour)
The initial subthemes included in this theme were ‘dishonesty’, ‘incompetence’, ‘lack of dedication’, ‘evasion’ and ‘passivity’, and the individual meanings of these subthemes contributed to a more negative view of the police where they were seen as untrustworthy, incapable and not engaged in their work. If the public embraced this when the newspapers mediated the ‘bad police, bad work’ theme, it would not be unreasonable if this generated a negative view of the police.

The theme appeared in 42 (22%) articles out of the whole dataset of 193 articles; 16 in Sydsvenskan, 12 in Expressen and 14 in Metro Skåne. In these 42 articles, the subthemes included in this theme were found 44 times; 17 times in Sydsvenskan19, 13 in Expressen20 and 14 in Metro Skåne21. Thus, there was not a significantly large difference between the articles regarding the prevalence of this theme. However, although most of the subthemes were equally used, two stood out; ‘passivity’ and ‘evasion’. These two subthemes were only found once and it was in Expressen. It can only be speculated about why these themes were so uncommon and it might just be a coincidence. However, despite of the small size of these subthemes, they still contributed to the overarching themes and was therefore included in the data set. Regarding the prevalence of the subtheme over time the collected data suggested no clear trends among the newspapers but rather a scattered result. Nevertheless, Sydsvenskan and Expressen were aligned during 2014 and all the newspapers came closer to each other during 2016.

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20 2 in 2013, 1 in 2014, 7 in 2015 and 3 in 2016.
4. Withholding behaviour. The chart shows the usage of the subtheme ‘withholding behaviour’ through the appointed time period based on the total amount of times that the theme was discovered in the newspapers, i.e. 42 times.

4.4.5 Bad police, bad work (Providing behaviour)
The initial subthemes included in this theme were ‘failure’, ‘not being fair’, ‘bad behaviour’, ‘racism’, ‘reckless driving/car chase’, ‘excessive force’ and ‘abuse of power’, and the individual meanings of these subthemes contributed to a more negative view of the police where their misconduct and misdeeds created an image of an untrustworthy police force which misbehaved their work and took advantage of their positions. If the public embraced this when the newspapers mediated the ‘bad police, bad work’ theme, it would not be unreasonable if this generated a negative view of the police.

The theme appeared in 74 (38%) articles out of the whole dataset of 193 articles; 24 in Sydsvenskan, 32 in Expressen and 18 in Metro Skåne. The reason for the large number of articles in this theme was partly caused by the inclusion of more subthemes in this particular theme, and partly by the fact that some of the subthemes were large compared to the other themes and subthemes that have been examined so far. In these 74 articles, the subthemes included in this theme were found 87 times; 27 times in Sydsvenskan22, 38 in Expressen23 and 22 in Metro Skåne24. Although the difference was not significantly large between the newspapers in regards of their prevalence, Expressen was seen to use this theme to a larger extent than the other two. This might have been due to the choice of focus that the different papers have where Expressen places emphasis on more sensational and captivating themes. Also, the frequency of how the subthemes were used varied quite a bit. ‘Failure’ (35 times, 40% of the found themes) and ‘abuse of power’ (25 times, 29% of the found themes) stood out by being used the most, while subthemes such as ‘not being fair’ (2 times, 2% of the found themes) and ‘racism’ (2 times, 2% of the found themes) stood out by being the least used subthemes. It can only be speculated about why the usage of the subthemes was so scattered but since the difference was so noticeably it was most likely not a coincidence. Regarding the prevalence of the theme over time, the collected data suggested a distinct trend among the newspapers even though the result was quite scattered. Sydsvenskan and Metro Skåne seemed to have a moderately stable and positive trend while Expressen had a distinct positive direction and used this theme a lot more as the time passed.

24 7 in 2013, 6 in 2014, 1 in 2015 and 8 in 2016.
Figure 5. Providing behaviour. The chart shows the usage of the subtheme 'providing behaviour’ through the appointed time period based on the total amount of times that the theme was discovered in the newspapers, i.e. 87 times.

4.4.6 Enhancement of existing negative views
The initial subthemes included in this theme were ‘unreasonable bad headlines’, ‘negative view of the police’ and ‘lack of trust’, and the individual meanings of these subthemes contributed to a more negative view of the police even though they did nothing apparently wrong. Some of the articles had criticising headlines but the reason for it was not stated in the actual text, which is typical use of sensationalism (Oxford Dictionaries, 2014). Other articles alleged that the public did not trust the police and in this way reinforced this notion. If the public embraced this when the newspapers mediated the ‘bad police, bad work’ theme, it would not be unreasonable if this generated a negative view of the police.

The theme appeared in 7 (4%) articles out of the whole dataset of 193 articles; 1 in Sydsvenskan25, 3 in Expressen26 and 3 in Metro Skåne27, which was the same number of occasions that the theme was found. However, there was a difference regarding the prevalence of the subthemes where ‘unreasonable bad headlines’ was found 3 times (43%), ‘negative view of the police’ was found 1 time (14%) and ‘lack of trust’ was found 3 times (43%). Although this theme was small compared to the other themes examined in this section, the subthemes were located in the articles and therefore needed to be included. However, even though every subtheme contributed to the overarching themes the significance and the effect of this theme should be taken into consideration. Moving on, there was not a large difference between the newspapers usage of this theme but Sydsvenskan used it less than Expressen and Metro Skåne, however, since the theme was so small it couldn’t be ruled out that that this was a mere coincidence. Based on the small numbers, it was not surprising that there were no distinct trends regarding the prevalence of the theme over time other than that it was seldom used.

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25 0 in 2013, 1 in 2014, 0 in 2015 and 0 in 2016.
26 0 in 2013, 0 in 2014, 0 in 2015 and 3 in 2016.
27 2 in 2013, 1 in 2014, 0 in 2015 and 0 in 2016.
Figure 6. Enhancement of existing negative views. The chart shows the usage of the subtheme ‘enhancement of existing negative views’ through the appointed time period based on the total amount of times that the theme was discovered in the newspapers, i.e. 7 times.

4.4.7 Lack of resources
The initial subthemes included in this theme were ‘lack of equipment’ and ‘lack of people’ and the individual meanings of these subthemes contributed to a less secure view of the police and the organisation which in turn created an overall negative presentation of the police. The two subthemes each contributed to the view of a decaying police force which were not equipped with what they needed to be able to do their work correctly. If the public embraced this when the newspapers mediated this ‘lack of resources’ theme, it would not be unreasonable if this generated a negative view of the police.

The theme appeared in 18 (9%) articles out of the whole dataset of 193 articles; 12 in Sydsvenskan\(^{28}\), 2 in Expressen\(^{29}\) and 4 in Metro Skåne\(^{30}\), which was the same number of occasions that the theme was found. Based on this, there was a clear difference between the newspapers usage of this theme where Sydsvenskan used it regularly while Expressen and Metro Skåne used it less. This might have been due to the choice of focus that the different papers have where Sydsvenskan places emphasis on factual and structural issues whilst the other two focus on news that are more sensational and captivating. Furthermore, there was a difference regarding the prevalence of the subthemes where ‘lack of people’ was found 12 times (67%) and ‘lack of equipment’ was found half as many times; 6 (33%). This might have been due to the ongoing debate regarding the police being understaffed (Blåljud, 2016). When anything negative happened in relation to the decrease of the police force it was more highlighted in comparison to e.g. if their computers were slow, since the lack of police officers might have had a worse effect on their operations than material issues. Moving on, there were no distinct trends regarding the prevalence of the theme over time other than that Sydsvenskan used this theme more frequently than Expressen and Metro Skåne.

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\(^{28}\) 3 in 2013, 2 in 2014, 3 in 2015 and 4 in 2016.
\(^{29}\) 1 in 2013, 0 in 2014, 1 in 2015 and 0 in 2016.
\(^{30}\) 1 in 2013, 2 in 2014, 1 in 2015 and 0 in 2016.
To summarise, the results of this thesis showed that the three examined newspapers during 2013-2016 presented the police negatively in 112 (58%) articles and positively in 71 (37%) articles. Additionally, the result also showed that there were differences in regards of the prevalence of the discovered subthemes (and themes). The most used one was ‘failure’, which was found 35 (18%) times in the data set, and the least used one was ‘negative view of the police’, which was found 1 (0.5%) time in the data set. Furthermore, the data indicated that the usage of both positive and negative themes in the newspapers changed during the year of 2015 which was the year that the reorganisation of the police took place.

5. DISCUSSION
When executing this form of thesis, it is of importance to examine and discuss the methodological approach which have led to the obtained result. This is due to the assumption that different approaches and considerations led to different outcomes. Something which is important in relation to this thesis since the used method have been questioned in its quality in earlier research. This section will, however, not only contain a discussion regarding the limitations and the different considerations that were made during the process of this thesis, but it will also contain a discussion regarding the results which will initiate this section.

5.1 Result
Although the result presented in this thesis indicate that there is a great proportion of positive presentation (71 articles, 37%) of the police in the examined newspapers, the negative presentation is considerably larger (112 articles, 58%). The underlying factors as to why this is can only be discussed in a theoretical sense and through speculations.

5.1.1 Possible explanations
One possible explanation as to why the negative presentation of the police is more prevalent than the positive in these newspapers is the competition among newspapers. The regular news usage has in general declined during the last decade, especially the usage of traditional newspapers (both evening papers and daily papers), and it is not until 2011 that the internet based part of these
newspapers increased to the level that it overtook the declining traditional newspapers (Ekengren, & Bergström, 2016).

Furthermore, there is most likely a form of competition for people’s attention between the different newspapers which increases the use of alluring methods. One way to secure profits from advertising is to make use of sensationalism, namely, to make their information appear relevant, urgent or unusual. This might occur through customization of news through either selectivity and enhancement, generalization and simplification, or emotionalism and sensationalism (Molek-Kozakowska, 2013). Writing negatively about the police could be assumed to create more sensationalism than writing positively, since the feelings provoked by negative presentation might be stronger than those provoked by positive presentation. Thus, the usage of sensationalism that lead to negative presentation could simply be caused by the journalist’s efforts to create appealing articles. This might be a part of the explanation as to why the negative presentation is more prevalent than the positive, but it is a complex area that need further research with specialisation on this subject.

An aspect worth noting in regards of this discussion is that it is part of a journalist’s job to critically examine authorities, such as the police, and to inform the public about their findings. However, there is no clear framework for how this is supposed to be done and no one is overseeing the process. What proportions between negative and positive presentation of the police are appropriate? Should this discussion even exist since journalists are supposed to write about reality in a factual manner and stay impartial? To interfere in the journalist’s way of working, in regards of presenting e.g. the police, could be considered an intrusion on the ‘Freedom of press’ and the ‘Freedom of speech’. While this is neither realistic nor desirable, research have found that newspapers mediated views do have an impact on their readers, and the consequences of presenting the police in a negative way is highly problematic. News medias and journalist’s contribution to the critical and informative platform is needed and should not be limited. However, even though corruption and partial news media currently is not considered an issue in Sweden, they are large issues in other countries and it is imperative that the public have a critical perspective to counter these potential problems. The debate regarding medias influence on the public and their effects on society is complex and is worthy of discussion. The findings of this thesis build onto existing knowledge and encourages further research in this area.

5.1.2 The public’s trust in the police
As stated earlier, it was an ambition in this thesis to consider the potential consequences of medias presentation of the police, especially in regards to the public’s trust. This was done through the comparison of the newspapers positive and negative presentation of the police, and the statistics on the public’s trust in the police from BRÅ (2017). The comparison between the positive presentation and the statistics showed that some parts did coincide during the period of time that was examined. Also, the comparison between the negative presentation and the statistics showed that Metro Skåne’s presentation of the police did coincide with the statistics, and that parts of the presentation from Sydsvenskan and Expressen did so as well. Although, there was no possibility to establish the significance of these results, they can still be indications of a potential connection and encourage to further research in this area.
However, the research that the statistics from BRÅ (2017) consisted of was not exclusively tied to Malmö since the respondents were from all over Sweden, which raises the concern of its relevance. Can any conclusions be drawn from the result presented here? It is in this thesis argued that it can and that the statistics are applicable. Malmö is the third largest city of Sweden and there is therefore reason to assume that many of the respondents live there and that the views of residents of Malmö are included in the statistics. Although this is not enough to draw any certain conclusions, the result provides indications of a connection that would be of interest to explore further with more appropriate statistics.

5.1.3 Other media platforms
The media form which was examined in this thesis was newspapers, or more precisely, articles in newspapers. Research have found that this form of media influence their audience in terms of opinion, and the choice of examining this form of media was partly based on this assumption. However, it was also chosen for its accessibility and the amount of researched performed in this area. Nevertheless, that does not mean that other forms of media do not have similar influence over their audiences and apart from the more traditional forms of media, such as newspapers, TV and radio, there are today many new and different forms of news outlets. Well known examples of these are the internet and applications on our phones. Also, individuals tend to media multitask more now than before (Valkenburg et al, 2016). Individuals do not only read the newspaper, watch TV or process information through their phone, they do it simultaneously. It is, based on this, very difficult to rule out the influence of other forms of media when performing research on one specific form.

5.2 Limitations
Although many of the potential issues and limitations of this thesis already have been considered, there is still room for further discussion. Potential limitations, especially regarding the method, will therefore be described and discussed in this section of the thesis.

5.2.1 Method
As with any other study of this size, there are limitations to this thesis as well. Firstly, as discussed in the method section, there is a limitation regarding objectivity. Although several precautions were made to counter this issue, however, it is impossible to stay truly objective when searching for themes since people perceive things differently. With this in mind, the articles were read and reread by the author of this thesis to ensure that the same themes were found twice to increase the reliability. However, this still needs to be taken into consideration when discussing the limitations of this thesis.

Secondly, there were some limitations with the data itself. Three themes (negative view of the police, racism and evasion) discovered in the data set only appeared once which makes their significance and effect questionable. However, they might still have influenced the readers and was therefore not removed, but small numbers are still seen as an issue. Another limitation which was hard to evade, regarding the data and the themes, was the prior knowledge of the author. Since prior knowledge is hard to avoid and is intrusive in every part of the process, a critical and perspective needed to be present through the whole progression. To take it one step further, the decision was made to not take part of any research or literature regarding medias presentation of the police, and the effects of this, until
after the result was completed. Early readings are considered to narrow the systematic field of vision, however, it is also said that engagement with research early on might generate sensitivity to more elusive aspects of the data. In this thesis, the choice was made to not engage with the literature beforehand to stay neutral and open for the potential content of the articles. This was in line with the aim of this thesis.

Thirdly, there is a limitation in regards of the possible generalisation capacity of the result. Since only three newspapers, or rather 193 articles, were included it needs to be considered whether the outcomes of this thesis are generalizable. Furthermore, the focus in this thesis was the police and their work in Malmö. The result might differ considerably depending on what the geographic setting in Sweden is, and even more so if the setting is in other parts of the world. However, the result indicates how the police in Sweden is presented by newspapers, it provides knowledge to the current debate of medias potential influence on the public’s trust for the police and it adds to the existing research in this area.

6. CONCLUSIONS

Out of the 193 articles included in this thesis 71 articles (37%) were positive and 112 articles (58%) were negative. Thus, there were 41 (21%) more negative articles than positive ones and, although, this thesis does not attempt to determine if this is a reasonable difference it needs to be emphasised that there is a noticeable variance. Furthermore, as mentioned in the beginning of this thesis, there are research supporting the idea that the public is affected by the perspectives that newspapers mediate and that a negative view of the police in the population have certain consequences. The results presented in this thesis indicate that there is a moderate dependence between these newspapers presentation of the police and the public trust of the police. Furthermore, the data indicates that usage of both positive and negative themes in the newspapers changed during the year of 2015 which was the year that the reorganisation of the police took place. However, one cannot exclude the possibility of this change being caused either by mere chance or by other influential events. This result entails that there is a need for further research on this subject which examine possible correlation between the newspapers presentation of the police and the public trust in the police, particularly in a Swedish context where research of this sort already is quite limited.
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APPENDIX

Sydsvenskan
Sydsvenskan was founded in 1848 and is the southern of Sweden's leading daily newspaper (Sydsvenskan, 2016) and the premises on which Sydsvenskan conduct its work is placed in Malmö (TS, 2017). The paper is distributed seven days a week and is defined as a daily newspaper (ibid). The paper conveys news and events in the local environment, in Sweden and in the world (Sydsvenskan, 2016). Sydsvenskan itself argues that its information reaches seven out of ten people in the region, which is more than other newspapers (ibid). Furthermore, it considers itself to be an independent liberal newspaper which in its advocacy is free from ties to political parties and other organised social interests, and that its news coverage in all aspects is independent and impartial (ibid).

Expressen
Expressen was founded in 1944 and has since then produced classic tabloid journalism with mature coverage of news, entertainment and sports (Expressen, 2017). It is classified as an evening paper and is given out seven days a week (TS, 2017). Even though the editorial office is located in Stockholm it is now a media company with operations in all media channels, such as newspaper, network and mobile (Expressen, 2017). This has most likely increased the width of their readership and it is why the paper is one of the most read ones in Scania, regardless of the physical distance between Malmö and Stockholm. Expressen sees itself as a liberal newspaper with the mission to convey news and mediate what the readers demand, which is why the readers’ opinions are a central part of the content of the paper (ibid). They consider that people who are affected by decisions and dramatic news events are more important than the obligations of reporting (ibid).

Metro Skåne
Metro as an umbrella corporation was founded in 1995 in Stockholm (TS, 2017). Since then, the company has launched editions all over the world, and among other places in Scania which happened in 1999 (Metro, 2015). Metro Skåne sees itself as a politically independent newspaper which has its editorial office located in Malmö (ibid). It is classified as a daily paper, however, it is special in the sense that it was the first completely free newspaper (TS, 2017) which is what it will be representing in this thesis. Metro Skåne’s basic concept is that it is only supposed to take the reader 20 minutes to go through the paper and within this time get a quick overview of the day’s latest news (Metro, 2015).