EFFECTIVENESS OF PUBLIC POLICY IN DIGITAL VIDEO PUBLIC SAFETY SERVICES

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KEYWORDS	ABSTRACT
Public politics *Citizen security* *Security effectiveness* *Municipality* *Citizen attention* *Digital Video*	*The objective is to analyze the effectiveness of public policies of citizen security services, in the categories of public policies and citizen security through digital video. The research is basic and qualitative, the design is phenomenological, an interview was applied, the sample is 10 workers and 30 from the population of Andahuaylas, to carry out an internal and external study. The results revealed that there is importance on the part of the municipality to address citizen security challenges with collaboration, exchange of knowledge, service channels were identified and the use of digital video is evident as a key tool, however, there is a lack of knowledge of the population.*

1. Introduction

U A country is governed by policies, which direct the actions of those in power. Policy is understood as a deliberate action to act according to a plan, and describes how governments and populations conduct themselves to achieve objectives in various spheres of national conflict.

Tamayo (1997) stated that the public policies that are enacted are the initiatives developed by the rulers to promote a particular issue.

In the last 20 years, many developed and developing countries have embarked on a process of national modernization, in terms of the services that the public sector, including citizen security (Millán, 2019). According to the report issued by the United Nations Development Programme - UNDP. (2020) citizen insecurity, continues to lead the problem, being so the countries with the highest rates of homicides and crime globally, is in Latin America and the Caribbean. According to the global survey conducted by Gallup (2021) the feeling of insecurity in the face of crime shows that out of 100% of the population in Latin America, 45% in Brazil and the Dominican Republic, 42% in Mexico, 41% in Chile, 40% in Peru and 31% in Venezuela, making insecurity account for more than 50%.

It is understandable, therefore, that citizen security policy has become a priority issue on global, national and regional agendas and one of the main challenges for the achievement of the Sustainable Development Goals (Muggah, 2017). From Spain it was stated that "after analyzing public policies on health, housing and security it is striking how none of these policies pass an examination on the fulfillment of the obligations acquired by Spain in terms of Human Rights" (Kaplún, 2022, p. 39).

Bermudez et al, (2022) conducted a research in Bogota - Colombia, and stated that "technology is an instrument that can contribute or improve the development of possible solutions in our environment, as in the case of insecurity" (p. 114). From El Salvador, Martínez & Navarro (2020) expressed that the public policies implemented in El Salvador were mano dura, truce and direct confrontation, recognizing that most of these policies failed and had an unexpected result because they strengthened and increased criminal activity.

In Venezuela, Gan (2020) conducted research where he stated that "No change in citizen security will be effective if the basic conditions that have generated such a complex situation are not addressed. As long as the institutional crisis persists, any efficient and human rights-oriented approach will be unfeasible" (p. 81). From Mexico, Sánchez and Juárez (2019) stated that the increase in violent crime and serious crime in many contexts undermined the effectiveness and efficiency of authorities in addressing social problems.

In Peru, Fernandez & Benitez (2022) on the analysis of the citizen security policy implemented to reduce crime in the district of Chiclayo, and their results showed that 72% of respondents had an unfavorable perception of the actions and strategies implemented by the municipality in terms of citizen security.

Solis et al. (2021) argue that in San Juan de Lurigancho, one of the most dangerous areas of Lima, the general public has a poor understanding of how authorities carry out public security policies to combat social insecurity. On the other hand, Delgado (2022) found that local municipalities are modernizing public administration as a policy in their operating systems.

Tafur (2022) highlighted that "transparency web portals implemented in local governments strengthen the right of access to public information" (p. 12), since the rights of Access to Public Information in Peru are still developing.

The theory of public management as indicated by Perry (1996) was intended to provide a useful and practical description of how public managers should behave in various situations.

Public policy, according to Secchi et al. (2020) is a directive created to address a public problem, which has two key components: a public intention and a public response to a problem.

Public policies, according to Monsalve (2009) states that "The design of public policies should consider the quality of life of the population, although this implies a complex work that requires further theoretical and empirical reflection" (p. 45). Peru has a National Citizen Security System (Law No. 27933) under the Ministry of the Interior, which is a joint comprehensive action implemented by the government with the participation of civil society and the private sector.

"Digital video has been a technological advance that has transformed the way we consume and produce multimedia content" (Salas, 2023), actually since its invention until our days the digital video format has become omnipotent in our lives. Digital video is used in various fields, for example, in the

research "Digital video as a teaching strategy to promote quality learning", it was concluded, the use of digital video as a teaching strategy contributed significantly in the achievement of technical and interpersonal skills of students, specifically in verbal and written communication of students (Lorenzo-Gomez et al., 2019).

Digital video has become a key tool for public safety as municipalities use video surveillance cameras to combat citizen insecurity. It is noted that the policy of using video surveillance cameras has detected and helped reduce crime, and is expected to be even more effective in the long term (Vivas, 2022). According to the documentary review conducted, the use of cyber technology has demonstrated its effectiveness and improvement in the systems of control, mitigation and prevention of criminal and terrorist acts (Savall, 2022). To prevent and control crimes in the field of public security, video surveillance systems are an important part of state policies to prevent and punish crimes (Morales and Monzón, 2022). It is evident that governments in Latin America, see video surveillance as a possible tool to improve citizen security and have incorporated it into their strategies at both local and national levels (Jasso, 2019).

The municipality of Andahuaylas is located in the Apurimac region of Peru, is no stranger to the growing problem of insecurity that plagues society every day, causing anxiety and fear, has certainly been affecting the tranquility of the citizens of this municipality, having the highest incidence according to the versions of the police and local authorities, According to police and local authorities, the highest incidence has been in alleged crimes against property such as theft of wallets and cell phones, mainly in food markets, shopping malls, passenger vehicles and cargo vehicles, leading to costs for citizens and the state, distrust of authorities and terror of crime (Ministry of Interior, 2022). (Ministry of the Interior, 2022).

Based on the problems described in the previous paragraphs, the general objective was to identify the effectiveness of public policies in public security services using digital video in a municipality in the Apurimac region. As specific objectives: To identify how are the public policies of citizen security in the municipality of Andahuaylas and to identify how is the citizen security of Andahuaylas using digital video.

Methodology

The article is the product of a research; according to its purpose it is basic and according to its depth it is descriptive and according to the handling of the data it is qualitative. The research design is phenomenological, which is one of the main qualitative approaches to research (Babu, 2019). In this sense, phenomenology finds its foundations in the interpretation and understanding of phenomena, since studies are made of the lived experiences on citizen security policies to the population and workers of the municipality of Andahuaylas, Peru.

After obtaining the analysis of the words or phrases of the respondents, the categories and subcategories of the research are: a) Public policies category with the following subcategories: definition of the problem, formulation of solutions and decisions, implementation and evaluation. b) Citizen security category, with the following subcategories: prevention of violence and crime, attention to victims, and crime monitoring and control.

The study scenario was the municipality of Andahuaylas, Peru, in the office "Municipal Police and Citizen Security Division", the interviews were conducted in the months of March and April 2023. The municipality was selected because in the "Plan de Acción de Seguridad Ciudadana de la Municipalidad 2023", it indicates that crime rates have been increasing over the years (Municipalidad de Andahuaylas, 2023).

The sample is made up of 1 chief officer, 2 personnel hired under the CAS modality (they are the only workers) and 7 serenos and municipal police, all from the office of the Municipal Police and Citizen Security Division of the municipality. We also interviewed 30 residents of Andahuaylas who walked in the most dangerous places in Andahuaylas, the people interviewed were between the ages of 17 and 50. The total sample for the investigation was 40 people.

The selection of the sample of both workers and the municipality was non-probabilistic sampling of discretionary type, according to (Cuesta, 2010) indicates that it is a sampling technique that does not give all individuals in the population equal opportunities to be selected, since it depends on the researcher.

In the case of the workers participating in the research, written consent was obtained, in which they authorized the disclosure of the information; however, they preferred to remain anonymous, considering that the authorities of the municipality could interpret this in a negative way. In the case of the population, informed consent was obtained verbally because they were people walking in the city of Andahuaylas. In both cases, the anonymity and confidentiality of the participants was guaranteed.

The data collection technique was the structured interview, Tejero (2021) are those based on questions that are mainly closed or multiple choice. The structured interview was used in order to collect data according to the categories proposed. An interview guide was developed for the workers of the municipality of Andahuaylas and another for the population; the interview guide for the workers has served to understand the feelings of the workers and the interview guide for the population of Andahuaylas has served to understand the feelings of the citizens about citizen security.

The fieldwork was carried out in two stages; the first one was with the workers of the municipality, where a meeting was held to inform them about the research, after which consent was requested, followed by an interview with the participants, the activities were carried out within the municipality's facilities.

The second stage was to interview the villagers of Andahuaylas, the villagers were approached to explain about the research and ask for their consent, followed by the interview. The interview guides were reviewed by three professionals with doctoral degrees.

The results were processed and analyzed with the coding of categories, taking into account the phenomenological design, using Atlas.ti software. In this part we proceeded to a careful selection, transcription and coding of the interviews, and then proceeded with the interpretation.

3. Results and Discussion

An analysis was made of the data collected in the interviews in order to find the important and common findings of the interviewees about their experiences of citizen security in the two categories of public policies and citizen security. The analysis is presented in the following items.

3.1. Analysis of the opinion of the population of Andahuaylas

The results obtained after interviewing 30 residents of the municipality of Andahuaylas are as follows:

Results with respect to the public policy category

Regarding the category of public policies the opinions of the population that stand out the most are:
- Insecurity in Andahuaylas is increasing every day (Pobl_19, 28 years old).
- At certain points you don't see citizen security agents or personnel (Pobl_16, 36 years old.).
- In Andahuaylas there is no policy to reduce insecurity (Pobl_11, 34 years old).
- Arguably, they were not as effective because insecurities remain (Pobl_9, 42 years old).
- They are not providing security as it should be to the citizens (Pobl_1, 39 years old).
- There is no precision in the actions when incidents of insecurity arise (Pobl_5, 27 years old)....
- Yes it is fine with the work that has been done so far. But it would be much better to implement with more video surveillance cameras (Pobl_10, 51 years old).
- Reinforce and control these places such as discotheque parties among others (Pobl_15, 31 years old).
- Public policies should be monitored (Pobl_28, 48 years old).

In order to analyze the data obtained from the interviews of the population, the terms or phrases were coded to find their rootedness and density.

Table 1. Coding of the category Public Policies: Rootedness and density of the opinion of the citizens of Andahuaylas.

Codes	Rooting	Density
Absence	41	1
Centralization of solutions and alternatives	20	1
Citizenship	10	2
Problem definition	28	3
Evaluation and review	4	1
Formulation of solutions and decisions	35	5
Strengthening citizenship	17	3
Implementation of solutions	29	4
Dissatisfaction	72	4
Insecurity	65	3
Citizen participation	15	1
Raising public awareness	17	2

Table 1 shows that the code "dissatisfaction" has a rootedness of 72, followed by the code "insecurity" with 65 rootedness, and the code "formulation of solutions and decisions" with 35 rootedness and implementation of solutions with 29 rootedness. Respondents gave their opinion most often on the word "dissatisfaction" being the one with the highest representativeness. The phrase "formulation of solutions and decisions" is the one that is most often related to the other codes, which means that the respondents gave the most frequent opinions on this phrase together with the other codes. On the other hand, it is necessary to know the semantic network on public policies.

In the same line of the result, Solís et al. (2021) analyzed the impact of public policies on citizen security, in San Juan de Lurigancho, Peru, where it indicates that, the interviewees have the perception that public policies are not developed efficiently, and the population feels insecure; also Zuñiga (2019) mentioned in the municipality of San Isidro Peru, the population practically never feels safe.

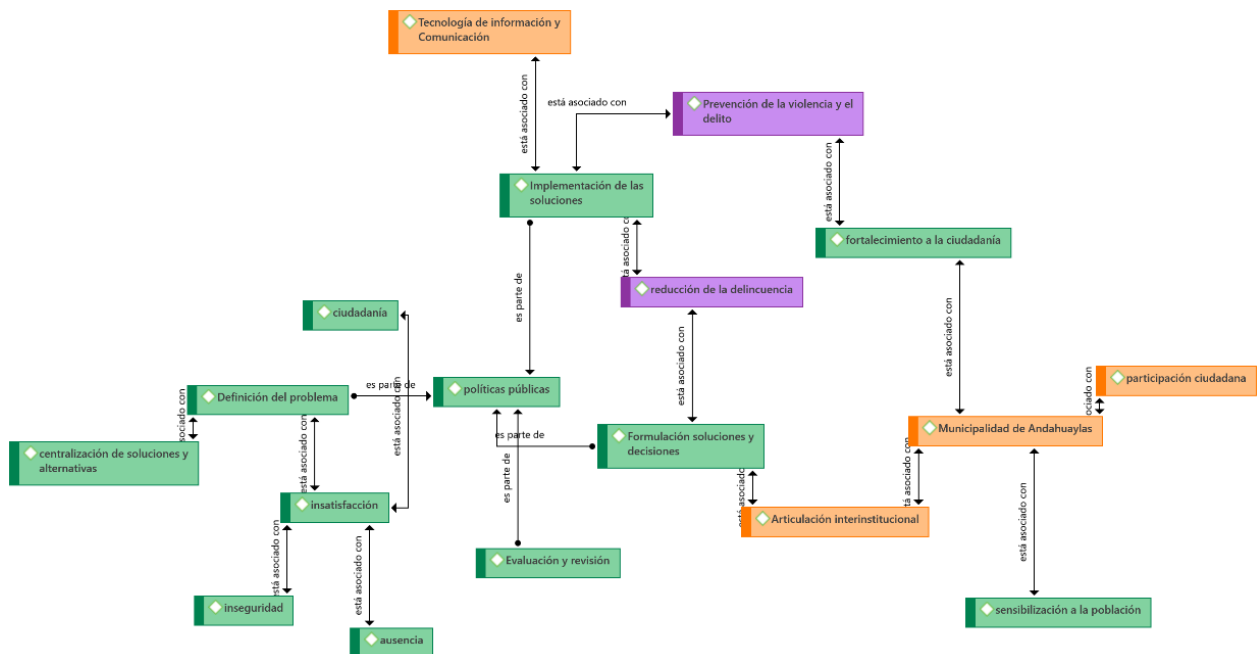**Figure 1** Semantic network of the Public Policy category of the Andahuaylas citizens' opinion.

Figure 1 shows the semantic network of public policies, based on the opinions of the citizens of Andahuaylas; it also shows that the formulation of problems and the formulation of solutions, implementation and evaluation are part of public policies.

Result of the category citizen security

Regarding the category citizen security, the opinions of the population that stand out the most are:
- Crime still exists, and we must continue with the articulated work between citizens and the municipality (Pobl_29, 34 years old).
- Citizen insecurity has decreased, but it is necessary to increase patrolling (Pobl_21, 47 years old).
- The truth is that there is still much room for improvement, more security cameras should be implemented (Pobl_17, 37 years old).
- Citizen insecurity has not decreased. Criminals continue to steal, there should be more video surveillance (Pobl_10, 31 years old).
- Improve the surveillance that is being given on citizen security, there should be digital video surveillance throughout the city (Pobl_3, 39 years old).
- It would be better to implement and focus on dissemination so that people suffering from this problem (Pobl_21, 47 years old).
- It does provide security support with vehicles, but it is not enough (Pobl_17, 37 years old).
- So far I have not seen any affected people supported (Pobl_10, 31 years old).

In order to analyze the data obtained from the interviews of the population, the terms or phrases were coded to find their rootedness and density.

Table 1 Codification of the category Citizen Security: Rootedness and density of the opinion of the citizens of Andahuaylas.

Codes	Rooting	Density
Access to information	26	3
Attention to victims	33	4
Immediate attention	25	2
Psychological care	11	1
Video surveillance cameras	27	4
Strengthening citizenship	17	3
Increase and training of security personnel	22	2
Improve street lighting	12	2
Violence and crime prevention	23	6
Reduction of crime	41	4
Crime monitoring and control	8	4
Raising public awareness	17	2
Surveillance and monitoring	25	2

Table 2 shows that the code "crime reduction" has the highest rootedness with 41, followed by the code "attention to victims" with 33 rootedness, and video surveillance cameras with 27 rootedness; these data are the ones that the population indicated most often in their opinions. On the other hand, has as the highest density "Prevention of violence and crime" with a value of 6, indicating that the population has repeated and agreed more times among the interviewees. Likewise, the semantic network that includes the codes of the citizen security category and the semantic relationships of these same codes should be highlighted.

There are researches that have similar results, for Cunya-Merino et al. (2022) countries struggle every day to improve and establish laws that regulate violent acts, with the aim of reducing crime, and for Zúñiga (2019) the district of San Isidro, Peru, has a Women's Center (CEM) and social insertion programs, but with little attention to victims, which should be improved; On the other hand, digital video has become a very important tool to be used in citizen security; Vivas (2022) and Savall (2022) emphasize that the use of video surveillance cameras has detected and helped reduce crime, and it is expected that in the long term these will be more effective. In the analysis it can be observed that digital video is important for citizen security.

Figure 2. Semantic network of the category of citizen security in the opinion of the citizens of Andahuaylas.
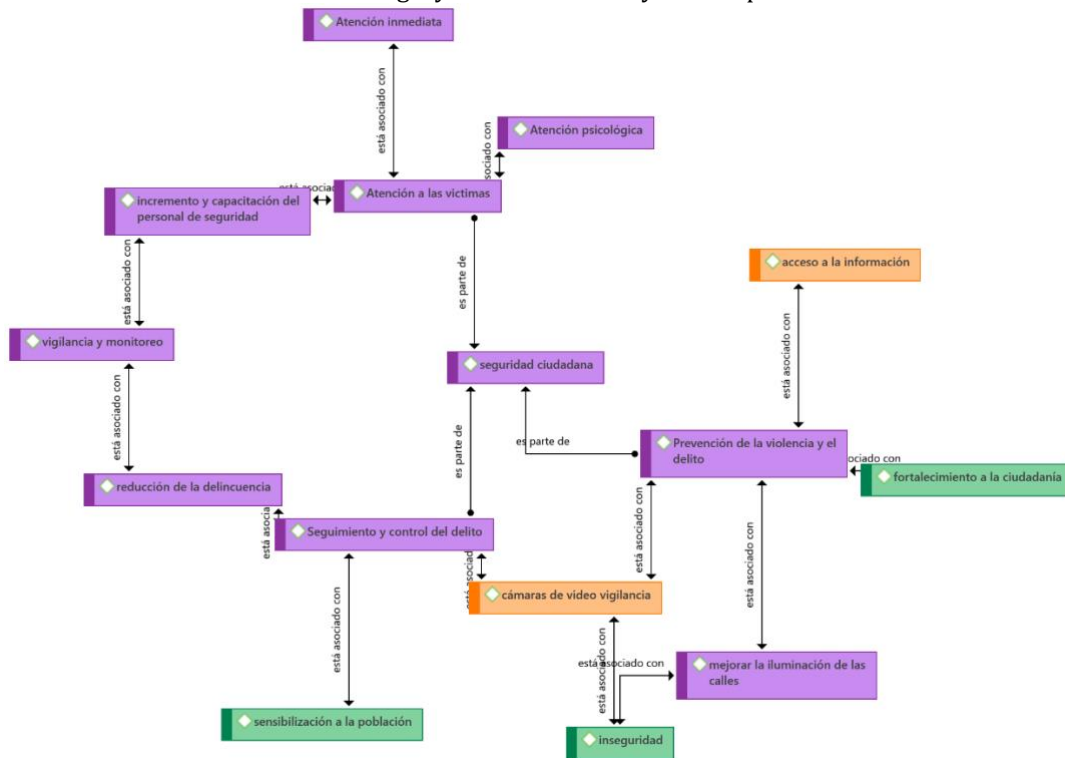

Figure 2 shows the graphic structure that represents the codes of the semantic relationships based on the opinion of the citizens of Andahuaylas, among them in the category of citizen security. It is evident that the main codes of the citizen security category are: reduction of crime, attention to victims, video surveillance cameras, prevention of violence and crime, and finally, monitoring and control of crime.

Main findings: Cooccurrence of public policies with citizen security of the population of Andahuaylas.

The simultaneous presence of data between the categories of public policies and citizen security is visualized in Figure 3, these are closely linked and related to the actions or decisions taken by the authorities of the municipality of Andahuaylas.

Figure 3: Cooccurrence coefficient percentage comparison between public policies and Citizen Security in the opinion of the population of Andahuaylas.
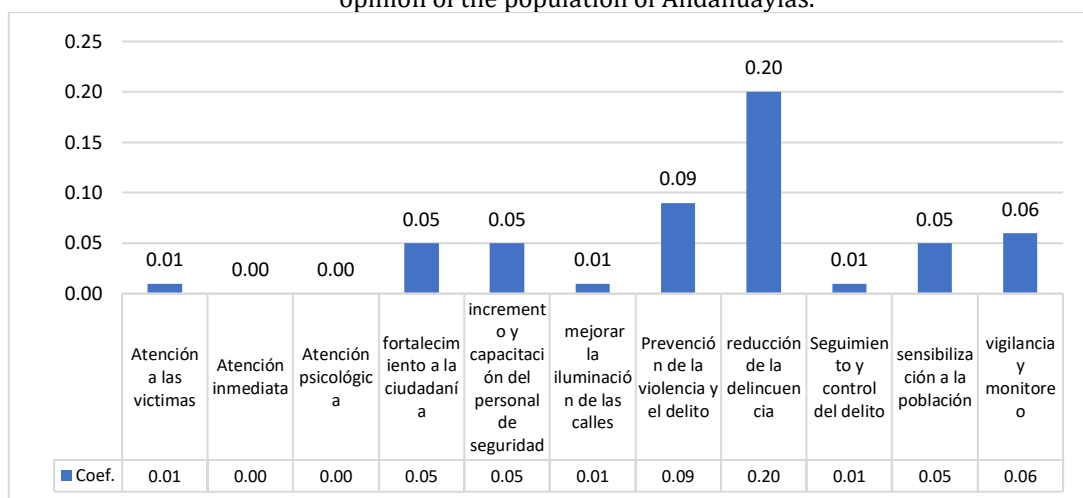

Figure 3 shows the coefficient of co-occurrences obtained between the categories of public policies and citizen security. Likewise, the related codes of the citizen security category that present a less

significant interaction with the public policy category are: "immediate attention", "psychological attention", "crime monitoring and control", being these topics to be reinforced with respect to the decision-making process, which includes the identification of problems, analysis of alternatives, selection of the best option to improve citizen security. It can also be inferred that there is a connection between the codes "crime reduction", "violence and crime prevention", "surveillance and monitoring" with respect to the category of public policies; this is evidenced by the higher coefficients they possess in relation to public policies. Ordinola (2019) in the result of his research that citizen security is not only a task of the authorities on duty, but it is a work of society and authorities; Savall (2022) mentions that the use of cyber technology has demonstrated its effectiveness and improvement in the systems of control, mitigation and prevention of criminal and terrorist acts, emphasizing the need for the use of digital videos.

3.2. Analysis of the opinion of the employees of the municipality of Andahuaylas

In this section we present the results obtained through interviews with 10 employees of the municipal police of Andahuaylas.

Result of the category public policies

Regarding the public policies category, the opinions of the municipality's workers most stand out are:
- It is a problem because there is no direct coordination to identify the problem (Traba_10, 28 years old).
- Almost always there is an articulation with the entities to prevent (Traba_6, 32 years old).
- Walking in the street late at night is no longer safe (Traba_3, 33 years old).
- The serenazgo and the municipal police always have meetings led by the chief (Traba_10, 28 years old).
- Andahuaylas are common, cell phone robberies and family problems (Traba_3, 33 years old).

In order to analyze the data obtained from the workers' interviews, we proceeded to code the terms or phrases to find their rootedness and density.

Table 2. Codification of the category Public Policies: Rooting and density of the opinion of the workers of the municipal police and citizen security division of the municipality of Andahuaylas.

Codes	Rooting	Density
Citizenship	2	1
Problem definition	13	4
Crime	13	1
Complaints	12	1
Evaluation and review	11	1
Formulation of solutions and decisions	17	5
Strengthening citizenship	4	3
Implementation of solutions	19	4
Citizen dissatisfaction	5	1
Citizen insecurity	48	4
Police	20	5
Raising public awareness	1	2
Serenazgos and municipal police	44	4

Table 3 shows that the code for "citizen insecurity" has a value of 48, followed by the code for "serenazgos y policías municipales" with 44, and then the code for "Policía Nacional del Perú" with 20; these data are the most frequently mentioned in the opinions of municipal workers. On the other hand, the highest density is "Formulation of solutions and decisions" and "Police" with a value of 5, indicating that the workers have repeated and coincided more times in their opinion among the interviewees. In addition, it is important to highlight the semantic network used by the municipality workers that encompasses the codes related to citizen security and the semantic connections between them, Figure 4.

On this topic Prado & Quispe (2015) The implementation of current public policies have unsatisfactory results since there is no coordination with the entities. For Rincón (2018) proposes for Colombia that a new framework for citizen security is necessary since there is no communication between entities for citizen security.

Figure 4: Semantic network of the Public Policy category of the opinion of the workers of the municipal police and citizen security division of the municipality of Andahuaylas.
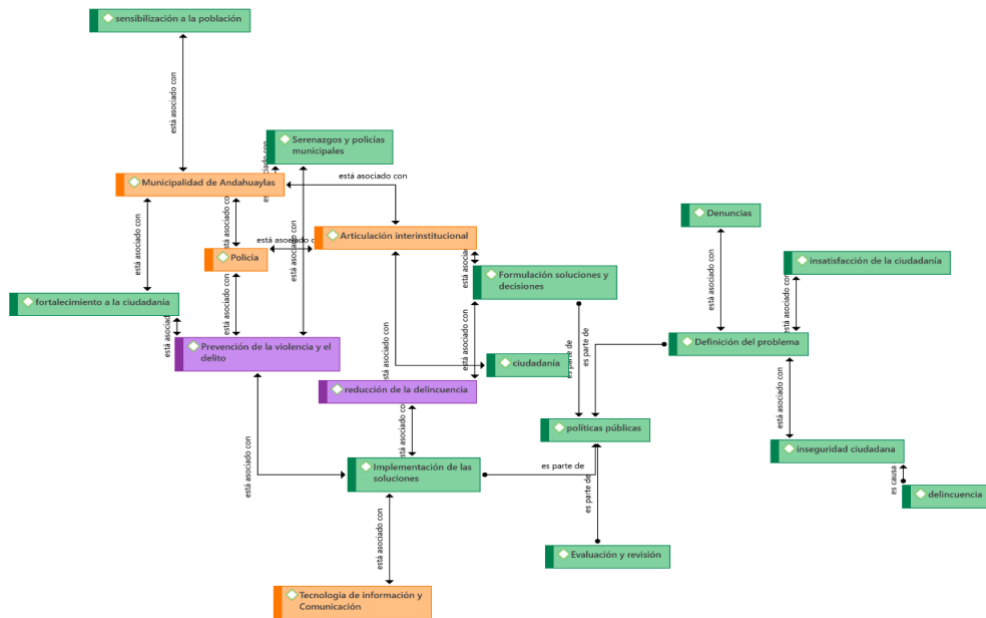

Figure 4 shows the graphical representation of the structure and relationships between codes in the category of public policies based on the opinion of workers in the municipal police division of the municipality of Andahuaylas, it can be seen that the codes that stand out are: problem definition which is associated with citizen insecurity, citizen dissatisfaction and complaints, on the other hand there is the code of implementation of solutions associated with crime prevention, information and communication technologies and crime reduction; likewise, the category of public policies is associated with the codes of formulation of solutions and decisions and the code of evaluation and review.

Result of the category citizen security

Regarding the category of citizen security, the opinions of the municipality's workers that stand out the most are:
- Work is carried out to detect crimes, such as the installation of surveillance cameras (Traba_5, 24 years old), digital video is an important point in the requests of the population.
- The municipality has telephone exchanges to receive any incident and with the video surveillance cameras they are immediately identified (Traba_7, 31 years old).
- The municipality coordinates with the police for support (Traba_7, 31 years old).
- Lack of commitment and coordination between the municipality and the PNP (Traba_2, 42 years)
- I consider it to be a quiet city but there are incidents in the surrounding area (Traba_5, 24 years old).

In order to analyze the data obtained from the workers' interviews, we proceeded to code the terms or phrases to find their rootedness and density.

Table 3. Codification of the category Citizen Security: Rootedness and Density of the Opinion of the Workers of the municipal police and citizen security division of the municipality of Andahuaylas .

Codes	Rooting	Density
Access to information	14	2
Attention to victims	13	4
Immediate attention	9	2
Psychological care	2	1
Video surveillance cameras	18	4
Strengthening citizenship	4	3
Increase and training of security personnel	16	2
Improve street lighting	5	2
Violence and crime prevention	27	8
Reduction of crime	37	4
Crime monitoring and control	12	6
Raising public awareness	1	2
Serenazgos and municipal police	44	4
Surveillance and monitoring	14	4

Table 4 shows that the code "serenazgos y policías municipales" has the highest rooting 44, followed by "reducción de la delincuencia" with 37 rooting and "Cámaras de videovigilancia" with a value of 18, digital video has become an important element; these data are the most frequently indicated in their opinions by the workers of the municipality. On the other hand, the highest density is "Prevention of violence and crime" with a value of 8 followed by "Monitoring and control of crime" with a value of 6; the data indicates that workers have repeated and coincided more times in their opinion among those interviewed.

Prado and Quispe (2015) the implementation of public policies and the participation of society in the fight against citizen insecurity is not well applied, which is why the serenazgos and municipal police do not do their job properly. Muñante (2020) determined that police interrelation with neighborhood citizen security boards is very important against common crime. Llerena (2022) found that the neighborhood councils in coordination with the serenazgos and the national police help to combat citizen insecurity. Morales and Monzón (2022) said that, in order to prevent and control crime in the area of public security, video surveillance systems are an important part of state policies to prevent and punish crime. It is of utmost importance to highlight the semantic network of codes used by municipal workers in relation to the category of Citizen Security, Figure 5.

Figure 3. Semantic network of the Citizen Security category of the opinion of the workers of the municipal police and citizen security division of the municipality of Andahuaylas.
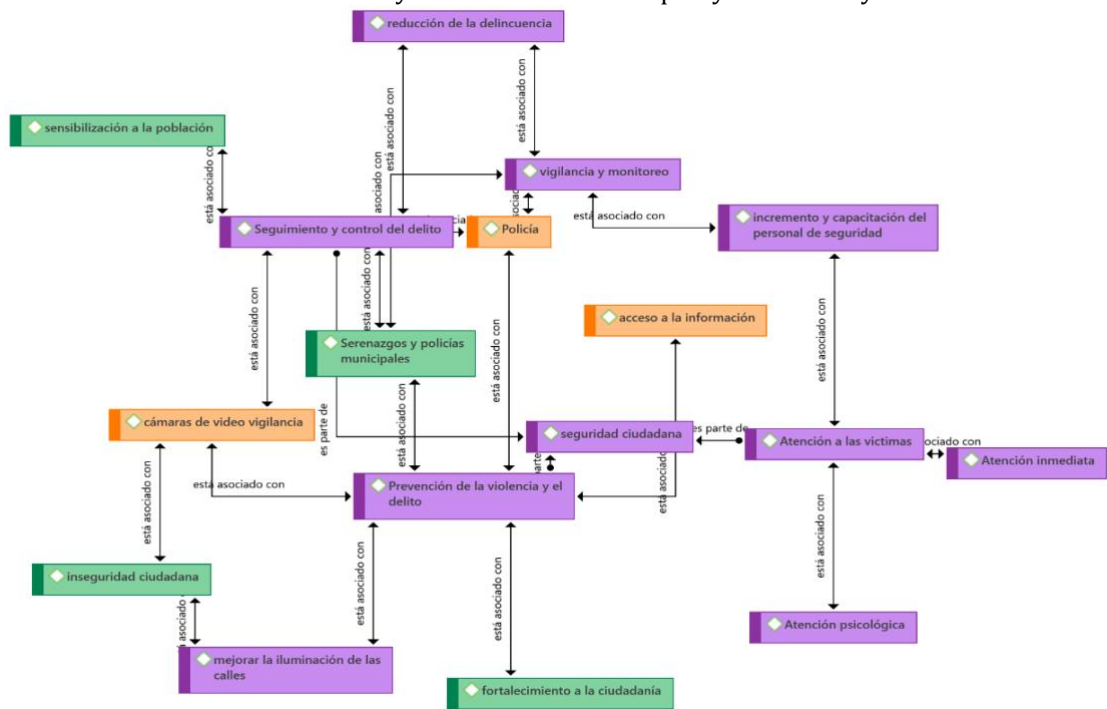

Figure 5 shows the visual representation of the semantic network used by employees of the municipal police and citizen security division in the municipality of Andahuaylas, with respect to the category of citizen security. The figure shows that the codes of violence and crime prevention, monitoring and control of crime and attention to victims are part of the category of citizen security.

Main findings: Cooccurrences of public policies with citizen security

The simultaneous presence of data between the categories of public policies and citizen security in the opinions of municipal workers is visualized in Figure 6, these are closely linked and related to the actions or decisions taken by the authorities of the municipality of Andahuaylas.

After analyzing the coefficient of co-occurrence between the categories of public policies and citizen security for workers of the municipal police and serenazgos of the municipality of Andahuaylas, it is observed that they agree that security personnel should be increased and trained in order to reduce citizen insecurity and prevent violence and crime.

Figure 4. Percentage comparison of Cooccurrence coefficient between Public Policies and Citizen Security in the opinion of workers of the municipal police and serenazgos of the municipality of Andahuaylas.
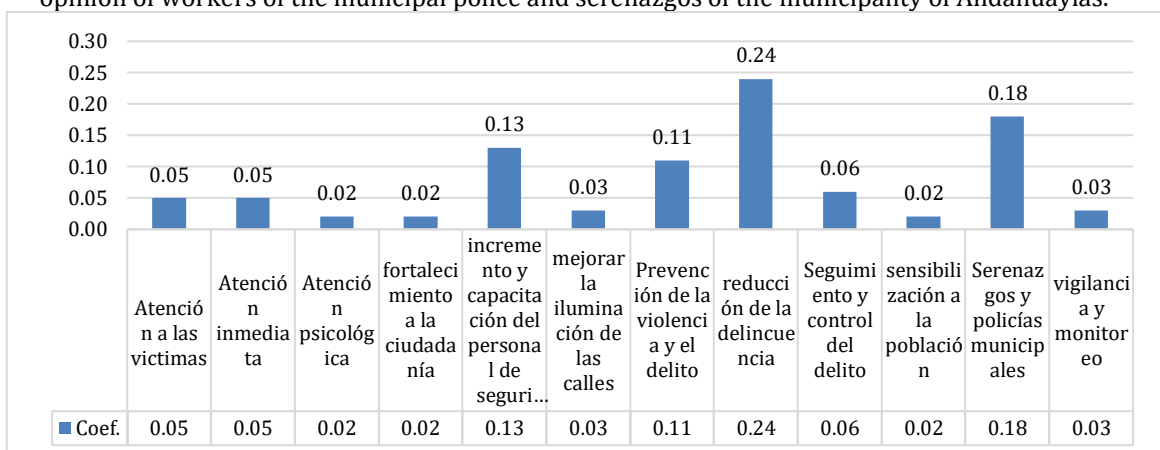
Figure 6 shows the comparison of the coefficient of co-occurrence between the categories of public policies and citizen security. When analyzing the interviews with municipal police and serenazgos workers, it is evident that the codes with the lowest coefficient of co-occurrence are: psychological care, strengthening citizenship and surveillance and monitoring, and it is in this part where digital videos are present. The municipality of Andahuaylas should take concrete and effective measures and actions to implement significant improvements in these areas, thus ensuring a positive and lasting impact on the Andahuaylina population.

In relation to the analysis conducted, Salas et al. (2023) on citizen security as a government regulation in the last 5 years evidenced that public policies did not have a positive impact on citizen security. On the other hand, Muggah (2017) citizen security policies have become a priority issue in global, national and regional agendas . Bullón & Melgar (2022) in their research results indicated that the municipal management variable significantly influences the citizen security variable by 79.10%.

4. Conclusions

It has been evidenced, the municipality of Andahuaylas for citizen security has: personnel called serenazgo and municipal police, uses digital video through video surveillance cameras and is in coordination with the National Police; however the population of Andahuaylas has a certain feeling of dissatisfaction with the public policies of citizen security implemented by the municipality of Andahuaylas, there is also population that feels unsafe; It was also evident that there is a lack of knowledge about the public policies implemented by the municipality of Andahuaylas on citizen security, therefore, it was difficult to find people to collaborate with the research.

On citizen security it has been evidenced in the interviews, the population tends to ask for solutions and decisions from the municipality to reduce crime, they indicate that when there is a problem of citizen security, from the municipality and the National Police there should be more attention to those harmed, they also have a feeling of requesting prevention of violence and crime; in their comments the population requests that there should be more video surveillance cameras to combat crime. On the other hand, the municipality relies on technology to combat citizen insecurity, as is the case of video surveillance cameras, it is here where digital video is presented as a key element.

5. Acknowledgments

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