An exploratory research: Fear and the need of security interplay as a business mechanism

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Dedicated to my beloved wonderful mum and best friend ever, Martha Alanis Barrera, a person I admire and my role model, always beside me unconditionally supporting every step in my life and encouraging me to step forward.

And to my beloved and admirable dad who lives in my heart and takes care of me, Marcos Beltrán Melo †

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Dedicated to all those I met in this stage of my life.

Javier A. Cruz Sánchez
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Abstract

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Background Humanity builds and writes its history. Overtime the need of feeling secure has been present originated from an emotion, a condition and reaction: the fear of threats or danger. The impact of human fear over the humanity behaviour leads for searching ways of reducing such fear. Consequently, security companies have a potential opportunity for fulfilling this human need reducing the phenomenon of fear. Some organisations and companies discovered that human fear can be used as tool for influencing the individual behaviour and for consumption purposes.

Aim Developing a research and discussing some of the issues that concerns today’s societies and business organisations as well as the managerial consequences arising by exploring the global fear and necessity of security trends as a critical issue for the decades to come. Therefore, the purpose of this study explores the extent to which companies can use human fear that an individual perceives as a potential strategy within the security industry to increase and expand their market.

Definitions When companies use fear in advertising influence human behaviour known in marketing as fear appeal. In this research, mass media does not use fear as a conscious way to manipulate or persuade human behaviour. However, the usage of fear messages in mass media has an impact on human fear perception. Then, there is evidence of a positive relationship between marketing fear appeal and mass media spreading information of threats, violence and crime. Both create fear on humans’ perception but marketing in a direct conscious way and mass media in an indirect unconscious way, what we have identified and called “unacquainted-indirect fear appeal”.

Results The findings in this exploratory thesis show a functional relationship between the phenomenon of fear and the phenomenon of the need of security which are persistent variables overtime. Therefore, it is possible for security companies to take advantage of this trend and to develop a potential strategy to increase and expand their market while taking into account that fear appeal needs a very specific treatment and testing along this process due to the several results that can be achieved from such a strategy. The results can vary depending on the circumstances of the individual and the environment not always controllable by the companies within business in a constant changing world.

Key words FEAR; NEED of security; FEAR appeal; UNACQUAINTED-indirect fear appeal; SECURITY industry; SECURITY company

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Along life we have many encounters that provide us new experience, emotions, and help us to broad our perspective of the world. I want to thank all the persons who gave me all their support and their knowledge to discover new places of such world that I did not know in the past.

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Preface

“On every front there are clear answers out there that can make this country stronger, but we're going to break through the fear and the frustration people are feeling. Our job is to make sure that even as we make progress, that we are also giving people a sense of hope and vision for the future.”

Barack Obama

On September 11th 2001, a pair of aircrafts collided with and destroyed one of the most important symbols of the United States of America capitalism, the Twin Towers of the World Trade Centre in New York. This unfortunate event was displayed through mass media global coverage and ten years later, it is still remembered all over the world.

This threatening event had a great impact generating such feelings as concern and beyond this, fear on people, not only United States citizens but global fear. As a consequence, several security measures were implemented. Several mass media campaigns of being alert were unfolded and airports in many countries put into practice several complex security procedures in order to safeguard their integrity undermining social network systems.

At that time, the impact of mass media transmission of global news acted in such a way on humans’ behaviour and brought as a consequence the execution of security practices over the world. This type of news related to threats, crime, violence and in the particular case mentioned above, terrorism, like the terrorist attack to the train lines in Spain in 2004, Moscow metro attack in 2010, between many others, show that mass media influences on the generation of fear on humans from scary situations.
The security industry is one of the remedies within business that aims to protect from insecurity which will produce the reduction or elimination of people’s fear and insecurity perceptions.

Once protection to threats and fulfilment of a necessity of security are core within the security industry, a potential business opportunity from the phenomenon of fear generated and mainly spread out by mass global media may exist.

With this master thesis, we will review the theory related to fear and security in order to understand what fear is, and how security become a necessity for individuals as well as the relationship between these variables and the security industry. Empirically, we will analyse the existence of a fear phenomenon and the existence of a business security industry opportunity.
Chapter 1
Background

Research of fear and its consequent need of security have been often ignored especially within business analysis. It is important to give emphasis to significant backdrop information in order to determine the relevance of this research as well as why and for who it could be of interest in a specific context. Subsequently, the problem, purpose and an outline of this research will be formulated and developed for establishing the relationship between the chapters.

1.1. Reality and depiction

The landscape is saturated with intense trends and new features which emphasise growing problems and challenges which require attention such as the capacity to identify relevant phenomena of the present in a business perspective and to set the capacity to rise up to the increasing demands within the business competitive environment.

One of the relevant key external driving forces of a particular nation that is never constant is the environmental and social impact. On the other hand, some of the significant internal driving forces within business are companies’ knowledge and competence management as well as companies’ behaviour and services as a dynamic force rapidly transformed.

People’s wants and needs of goods and services generated across international territories resulting in international trade, have not been limited. It is an unremitting process described by globalisation where different societies and cultures have become integrated through a global network of communication and exchange. Cultures are now being modified and influenced by other cultures. In this way, more problems,
challenges but also opportunities raise and are spread out internationally through global interconnectedness.

Human insecurity is one of the most increasingly unfortunate trends worldwide and one of the main concerns for everybody since this affects every aspect of life among people on every continent. For instance, this is a threat to international peace. This has interesting implications in human behaviour, societies and therefore within business worldwide contexts.

A shrinking world makes the necessity and the management of security everywhere enlightened self-interest for every individual in society and as a customer including every industry and international companies working in developed and developing countries. It is a reality that the need of security is growing in market circles and to find security is a current and future challenge. Hence, it becomes interesting to the local, regional and global society and business survival.

1.2. Problem and purpose

This study has two variables, the independent variable is the fear and the dependent one focuses on the need of security. Hence, theoretically this research aims to explore the fear conception, communication, thus, the effects on people behaviour and the persistent presence of the need of security overtime and along the history at the individual, social and organisational levels. Empirically, the research aims to measure the effects of the independent variable on the dependent one, investigating how fear has contributed to the security trade and has been used as a market within this industry as well as its contribution to the security industry growth.

Therefore, the purpose of this research explores the extent to which companies can use human fear that an individual perceives as a potential strategy within the security industry to increase and expand their market.
1.3. Research questions

The above statements in this chapter convey to a paradox, and in the face of it, the following main research questions have been formulated.

- Communicating fear affect consumers’ behaviour?
- Is it possible to generate or create a business strategy based on fear to increase or expand the market for a security company?

As well, some sub-questions will be answered and will support the main answers in this study.

- What does human fear mean in the eye of the individual and the society?
- Is mass media responsible for instigating fear appeal in business?
- Is social threat related to security disseminated through mass media such as newspapers?
- Do total crimes number of a country and/or the phenomenon of fear have an impact over security company sales driving to security consumption?

1.4. Delimitation

For the study along this master thesis, it has been chosen a particular security company, Securitas AB based in Sweden and expanded internationally. A brief history and trajectory is cited in Appendix A. As this thesis aims to measure the effects of the phenomenon of human fear, the material selected for the practical methodology developed in chapter 3, belongs to the country where Securitas AB was founded, Sweden.
1.5. Outline of the research

Two figures have been developed in order to show graphically the outline of this master thesis. Figure 1.1. lists the five chapters covered in this research, their sequence and the content each of those will present.

**Figure 1.1. Chapters outline of the research: ‘An exploratory research: Fear and the need of security interplay as a business mechanism’**

1. **Background**
   - Provides a general picture of the reality to introduce the approach, the framework, and the variables of this master thesis explaining the reason of the research and its objectives.

2. **Theoretical Framework**
   - Reviews and discusses existing literature from different authors in previous research related to the topic of this thesis.

3. **Methodology**
   - Presents the choices of measure techniques and instruments as well as the processes of data collection to be analysed and the interpretations of results from each method.

4. **Data Analysis**
   - Summarises the results in order to analyse the empirical data confronting it with the theory. Establishes the relationship between the findings and all the parts of the study.

5. **Conclusions**
   - Explains, from the data analysis, if the purpose and research questions have been fulfilled and answered respectively. Based on this, gives a hint of managerial implications and recommendations for future research on this subject.

**Source:** Own elaboration

Followed, Figure 1.2. shows the relationship between the topics of the chapters. This graphic outline includes topics from the background including the subjects of study;
from the theoretical framework; the methodology implemented; the analysis and the parts of the conclusions.

**Figure 1.2.** Chapters’ topics relationship outline of the research: ‘An exploratory research: Fear and the need of security interplay as a business mechanism’

**Source.** Own elaboration based on ‘An exploratory research: Fear and the need of security interplay as a business mechanism’
Chapter 2
Theoretical framework

Some buildings are created through the imagination, creativity and ability of the architect. The idea and design can be something new never imagined before like in the case of the pyramid, the Opera House in Sydney, between many other. However, even if the idea is original and difficult to build, it is possible to use the foundations that diverse architects or engineers used in other constructions, and they can employ materials of some characteristics to put together as a puzzle to make an original idea comes true and real. The same way, the exploration of the extent to which companies can use human fear that an individual perceives as a potential strategy within the security industry to increase and expand their market has not been explored so far. For this reason, the theoretical framework will comprise dissimilar approaches, perspectives, studies and contexts just like in the idea of a new building construction where different materials are combined and put together. Rock, marble, bricks, those cannot be compared but utilized to create the structure. The literature will shape the new approach in this research but the articles are the different parts from different materials where our subjects are featured but in different contexts never in the idea of this work. These articles cannot be compared and beyond of finding weaknesses, those are several different perspectives that contribute to construct the puzzle.

Therefore, the literature review consists of three parts: the first part shows how people have been seeking safeness throughout history and furthermore to show how safety is a basic need pursued by individuals and society. The second part focuses on the research in relation to the individual and elucidates this as a continuum search for personal safety as a result of his/her fear perception. Consequently, it is necessary to define fear, to understand its role and the impact of ‘fear appeals’ in its perception. The third part focuses on how fear appeals are used by companies to influence the individual’s fear
perception persuading his/her behaviour and the relation of the growth of the security industry in the need of security from use of the fear phenomena.

2.1. The need for security through history

The need of security is not a recent topic. People have always desired to feel safe in diverse circumstances. Human history is built and determined in the course of many events in a constantly changing world. However, the need for security remains across that history, and from the literature review, it prevails over time, it has been intensified, and has been the subject of study within several contexts.

2.1.1. Human needs: The physiological and safety needs

In 1943 Abraham Maslow wrote a paper about the factors that motivate people to consummate their needs. As a result, Maslow developed a hierarchy of needs displayed in pyramidal shape, divided into five levels, where the lowest levels correspond to the most basic needs of the persons. The lowest level corresponds to ‘physiological’ needs that are necessary for human survival like food, clothes, water and sexual instinct (Maslow, 1943). The second level corresponds to ‘safety’ needs, a ‘state of being free from danger or injury’ (Oxford Dictionary) or, is the feeling for being protected from risk or danger (Maslow, 1943).

Particularly, this second level is the focus of the present research because security or the need of safeness is a natural motivation for people beyond their most basic needs as stated by Maslow in his hierarchy of needs. According to Des Gasper (2005), basic human needs are whatever people require to be able to achieve a level of functioning that satisfies a given ethical conception of the acceptable minimum, such as for
example, human dignity or the avoidance of serious harm. Furthermore, by analysing human history it is possible to realize how people have been capable to consummate their most basic need or lowest level in the pyramid through history. However, the second level of safety has been always difficult to achieve, when an historical analysis is made.

2.1.2. The search for safety

Maslow in his article “A Theory of Human Motivation” (1943) indicated that there are five types of needs which motivate people to act. The individual needs are represented in a pyramidal shape where the lowest levels correspond to the most basic needs. In the first level are the ‘physiological’ needs and in the second level the ‘safety’ needs.

Likewise, when exploring the history of human kind since ancient times, people have been searching ways to satisfy these two basic levels. An example is the Homo Neanderthals in the Palaeolithic Age. This race built tools to hunt and gather food while travelling around the world searching for warmer locations as a way to fulfil their ‘physiological’ needs. However, the Cro-Magnon people from that race changed from a ‘nomad’ society to a partly ‘sedentary’ but until the agriculture was invented during the last period of the stone, people finally manage to start fulfilling the ‘physiological’ needs by settling communities in one place becoming a ‘sedentary’ society with production of food, clothes, etc (Graves, Cannistrato and Philip and Roads, 1990). With the establishment of communities, new needs started to emanate like the necessity to organize, manage and control the activities and the work of the people in the community, and more important the necessity to defend all these wealth that was so hard to get earlier. As a result, a government system and a communal authority were born (Graves, Cannistrato and Philip and Roads, 1990).
Hence, from the invention of agriculture and the settlement of people in communities, the ‘physiological’ needs were easier to fulfil as it can be illustrated with the development of more complex societies or civilizations like the Mesopotamia and Egypt (Graves, Cannistrato and Philip and Roads, 1990). These civilizations settled near water sources, in the case of Mesopotamia near Tigris and Euphrates rivers and in the case of Egypt near the Nile River which allow them to cultivate food. As a result, both civilizations established agriculture systems. Moreover, they built houses and other constructions that allowed them to supply the basic ‘physiological’ needs (Graves, Cannistrato and Philip and Roads, 1990). This settlement emphasises the need to protect all this ‘wealth’ from foreign communities. For example, the surroundings and terrain in Mesopotamia where people founded lacked natural barriers allowing different invaders to reign through its history. On the other hand, Egypt managed to defend itself from outer dangers. As a result, Egypt was ruled by thirty-one dynasties during 2,500 (two thousand five hundred) years. Nevertheless, these periods had great times of internal instability and disturbance (Graves, Cannistrato and Philip and Roads, 1990).

These two initial and the upcoming civilizations in human history show how people built and founded communities to fulfil their ‘physiological’ needs and these cities spread out through mostly all parts in the world. Nonetheless, many of these ancient civilizations experienced the same fate at the end and it was to fail in the hands of outside groups or invaders. It is possible to assume that protection has been an important issue as a way to secure the wealth that great ancient civilizations built along many years. The Greek civilization is an example, where military emphasis was relevant and the safeness of the city-state became a major issue until the point that mostly all the polis built a wall that surrounded the city as a way for safeguarding from invaders even when the finance to maintain these walls was a big burden (Mogens, Thomas and Rubinstein, 2000).

Consequently, mostly all ancient civilizations from Mesopotamia to Rome Empire searched for their civilizations’ and people’s safety. Nevertheless, governmental safeguard processes failed in the Middle Age. Yet, the king decided to provide lands to
the nobles in exchange for money and protection for the state. Therefore, the nobles were in charge of the protection. In the face of this situation, people looking for land to work, but the most important, looking for protection, became ‘serfs’ or slaves since they could not leave the land if they were not able to pay for their freedom (Cantor, 1994).

The above examples indicate how ‘safety’ is essential for the individual and the society through history. Furthermore, in the Middle Age people even sacrificed their freedom for security. Since ancient times, governments have tried to supply security or the sense of safeness through laws and military forces in order to keep control and defence. Yet, people have started searching for safety through their own means because what the government provides is not always enough, not even when it is possible to say that humans live in a ‘World Risk Society’ (Ulrich Beck, 1992)

2.1.3. World risk society and its actors

Through history many civilizations have emphasised in military development as a way to keep control and defence of their people, and more important as a way to keep safe the wealth they accumulate or generate from invaders. In recent decades, government or the current states cannot provide enough resources to guarantee complete safeness for all kind of dangers that people perceive because according to Beck (2005), people live in a ‘World Risk Society’.

Beck (2005) elucidates that all the different hazards happening in the world like the terrorist attack in September 11th, the Chernobyl explosion, the earthquake in Haiti, are dangers that affect the individual without any control or measure from part of the state. Another hazard can be the result of the industrialization process or the capitalism system that ruling the economies such as the economic crisis of 2008, the Euro crisis in recent years, and the Greek economic crisis. Consequently, many hazards are tied to
economic and political processes in the development of the world. As result, humankind lives in a ‘World Risk Society’.

In this modern context, two actors are affected in two different ways. On one hand, people are augmenting their perception of fear (Beck, 1993) thanks to this increased hazard produced not only as a natural phenomenon but also by their economical and political institutions. On the other hand, Beck establishes two effects for the industrial capitalism because these hazards that affect some businesses are also a market opportunity to increase their value (Beck, 2005). Nevertheless, Beck’s approach failed to make a deep analysis about ‘risk’ and how companies can manage it (Krahmann, 2011). For the new approach that this thesis is aiming to articulate, Beck contributes in the sense of explaining different types of ‘risks’ such as natural, economic and political. Although he brings the ideas of risk, does not analyse how it affects the business field neither any managerial solution as Krahmann.

For these reasons, it is important to understand what security and fear is, how fear affects people, how people perceive it, who generates it, and, in a business context, how companies can use this fear to gain market opportunities.

2.1.4. Human security

In the article ‘Consuming Security? Tools for a sociology of security consumption’, the authors Benji Ami N. Goold, Ian Loader and Angelica Thumala (2010) emphasise the lack of debates about the meaning and significance of security in recent years even though it has become a fundamental preoccupation for criminology, sociology and political theory. There has been academic interest in this topic but the authors describe it still as an ‘under-developed’ and ‘under-researched’ concept.
Bringing the main ideas on security from different authors, it could be possible to find a concept, definition and/or explanation of how security is perceived. Several categories have been organized in order to review the literature from several authors studying this topic. For instance, Des Gasper (2005) identifies some concepts from the Collins English Dictionary where secure means care, free from danger, damage, fear and security is the state of being secure; assured freedom from poverty or want; and precautions taken to ensure against loss. The noun security packs messages of safety, home, and inclusion, especially when it is allied with the adjective human.

- Human security: Gasper (2005) defines ‘human security’ as the preservation and protection of the life and dignity of individual human beings, their vulnerability and their basic needs as well as items of peace, security and development. Security repeats the basic human needs which show the consistency of human security. It is also about the concern with reasoned freedoms in particular the freedom of fear; concern of indignity and stability. Gasper (2005) also talks about seven types of security: the income security; the food security; the health security; environmental security; community/identity security; security of political freedoms and from physical violence.

- People’s security: Based on the types of security mentioned in the paragraph above, Robin Coupland (2007) defines security as a prerequisite for health being more specific on what health encompasses which is a state of complete physical mental and social well-being. Then, the author states that ‘people’s security’ has been described as a basic value because it is essential requirement or condition, of a successful and fulfilling existence: it liberates people (both physically and mentally) to get on with the business of building their lives without undue fear of those around them.
‘Personal security’ runs parallel to the concept of ‘human security’. It is about protecting individuals and communities from any form of political violence (Coupland, 2007)

- **Human Security as a virtue**: Sabina Alkire, senior researcher to the Commission on Human Security, argues that human security concept is a virtue that encompasses many variants to reflect different priorities in different times and places. Thus, ‘the objective of human security is to safeguard the vital core of all human lives from critical pervasive threats and defined human security as to protect the vital care of all human lives in ways that enhance human freedoms and human fulfilment’ (Gasper, 2005). It is relevant to bring the question on who is safeguarding human lives and which ways will enhance this?

- **Security as ability**: Human security means the ability to secure basic material and psycho-social needs (Gasper, 2005). Humans have and always have had an extraordinary ability to find the technical means to overcome their physical as well as psychological limits when dealing with an adversary and this is central to human affairs today (Coupland, 2007). Within the same context security is found as the ability of resilience and the ability of control: Emilian Kavalski (2008) in the article ‘The complexity of global security governance: An analytical overview’ explores two analytical frameworks. Human security as resilience is the capacity to respond to the moment of contingent interaction and to adapt in the face of significant adversity. This is an ability to successfully cope with challenging and/or threatening circumstances. Security as control means that human societies sought to adapt their temporal and physical environments themselves, rather than themselves adapt to it. There is a problem-solving disposition that suggests governance mechanisms as reactive systems in an interaction of security and globalisation. ‘Global security governance’ is therefore, the ability to cope with vulnerabilities; to defy adversity and to construct a new proficiency in response to the uncertainty, cognitive challenges, complex, and unbounded risks.
Robin Coupland (2007) in his article “Security, Insecurity and health” mentions that people’s security ‘is also peace of mind: liberation from the anxiety and apprehension associated with fear of those who are in a position to harm us’.

The three authors, even though in different contexts, treat security as an ability of coping adversities as a reaction of challenges and threats in order to reach a physical and mental peace in different aspects of life.

## 2.2. The fear

Theoretically, fear has been explored in pedagogical, cultural and social contexts. Empirically it has been studied in several occasions basically for health, psychological, cultural and social purposes. Both, theory and empirical studies results are relevant and contribute to this work when it comes to understand its origins, effects and implications to the individual and the society, which will be correlated in a business context.

### 2.2.1. Fear concepts

People’s security ‘is also peace of mind: liberation from the anxiety and apprehension associated with fear of those who are in a position to harm us’ (Coupland, 2007).

It is important to mention several definitions of fear and in which different contexts it has been studied.
Fear as an emotion: Fear is a complex emotional state (Tanner et al., 1991; and Jones et al., 2010). Some of the definitions that Tanner et al (1991) as well as Cauberghe, De Pelsmacker and Janssens (2009) identify fear as a potential emotional response to threats; it is considered as a determinant or consequence of perceived threat; feeling fear is an audience reaction and due to this is considered the only significant factor influencing an adaptive behaviour. Fear as an emotion is a function of a specific situation with particular power according to Dewey (English and Stengel, 2010).

Fear as an attitude: Dewey also refer to a specific fear as an attitude that can be shared by socialization (English and Stengel, 2010).

The fear phenomenon: English and Stengel (2010) explored fear quoting three educators: Rosseau, Dewey and Freire. These three educators explained how fear functions in the processes of learning and growth and take fear as a pedagogical phenomenon. Rousseau explored fear in the early stages of the individual and through his/her life. In childhood, the person fear to the unknown and unexpected but through time, he/she experiences the consequences of human interactions in the world realising and making a judgment if there is a danger, threat or harm. Dewey brought fear as useful and problematic as an undesirable factor in people’s experience, which can be shared by socialization. Finally, Freire made explicit its social and political character as a manifestation of being alive and of the manifestation of life under conditions of oppression, which can be faced through a learning process. Fear is a feeling facing threatening not only of natural phenomena but of socially constructed phenomena as well (English and Stengel, 2010). Also Charlotte Fabiansson (2006) states that in order to enhance an understanding of phenomena in society which is likely to scare persons, in the case of this article to scare children and young people, it is relevant to make an emphasis on balancing the fear mentality with accurate reality. People feel fear from natural explainable phenomena and of constructed phenomena such as situations perceived as threatening personal
safety and well-being. In accordance with Jane Clark Lindle (2008), fear phenomenon is known as moral panic.

- Social fear (Ray and Wilkie, 1970): Dianne Dean (2005) divides fear into private and public where the last is a result from the conflicts within and/or between societies, therefore this has more impact on others than the private fear.

- Fear of crime: Agneta Kullberg et al (2009) in the article ‘Correlates of local safety-related concerns in a Swedish community: Across-sectional study’ asserts that fear of crime has a negative influence on residential quality impact since it is a potential risk of becoming a crime victim of an imminent hazard. When the authors relate fear of crime to risk assessment and identify the environmental socio-demographic and personal safety-related concerns in a neighbourhood, also explain the emotional and behavioural differences and responses from different perception of fear. Another example is having terrorism in mind, even though it does not occur in the country of origin (Dean, 2005).

- Fear of death: Jia Elke and Dirk Smeesters (2010) identified the fear people feel associated with the anxiety related to dead events when assessing their cultural threaten worldview.

The fear has been associated with uncomfortable feelings from a real or perceived threat (English and Stengel, 2010). Fear supposed to belong to the spheres of psychology or culture. A psychological reaction to violence of threat of violence according to Montesquieu and has been universally viewed as an abhorrent experience, as the enemy of the independent selfhood. Everyone knows it is bad (Robin, 2004). It is also considered as an imagined state of violence and tragedy (Lindle, 2008).
• Fear as a necessity: Fear is a necessary condition of selfhood and free society (Robin, 2004). In Tanner et al (1991) study, the authors concluded that fear is necessary for coping appraisal ensuring the adoption of a response from threat appraisal. For example, Cauberghe, De Pelsmacker and Janssens (2009) in their study of individual’s experience with speeding, state that some fear is needed to motivate people to reach a negative state, in the case of the study a negative drive state.

• Fear as an opportunity: From fear there are some enlightenment values as a source of political vitality. Whether condemning Jacob terror, soviet despotism, ethnic cleansing, or September 11th, modern theorists have seen the opportunity in the fear of these dangers since the experience of fear could activate commitment to public freedom acting in the world in new and interesting ways with more acute consciousness of their surroundings and themselves (Robin, 2004).

• Fear as a strategy: Fear has been used in marketing communications such as in social and health marketing like sexual and anti-smoking campaigns; as well as within political communications in order to increase the perception of the insecurity (Dean, 2005).

• Fear control: It has been said that Fear is an emotional reaction where people react to their fear and engage in strategies such as a defensive avoidance of it (Cauberghe, et.al., 2009).

• Fear as a potential of an appeal (Ray and Wilkie, 1970) since is a more effective persuasive tool (Tanner, Hunt, and Eppright, 1991). This concept will be reviewed more in depth in the subtopic 2.2.4.
• Fear as a learning process: From the reaction and this defensive avoidance, there is a learning process. This process, Daniela Schiller and other authors (2008) in the article ‘From fear to safety and back: Reversal of fear in the human brain’ assert that this process promotes escape, avoidance, and defence against threats. Then, fear can facilitate learning and action on recommendations (Ray and Wilkie, 1970).

Beyond weaknesses in the articles reviewed above for this subtopic, we have found several perspectives of the variable fear as contributions from different authors and their studies for understanding the concept of fear with breadth and depth in order to build this new approach. But under which conditions people feel fear? Why the people feel fear? How they perceive it? Does everybody perceive the same fear facing the same circumstances?

2.2.2. The role of fear in the humanity

For Robin (2004) there is an opposition between freedom and fear and as a consequence, in the 20th century the idea of human universality rested less on hope than on fear. In this way, one of the purposes of fear is to escape danger when a threat has been identified. Thus, fear motivates to greater apathy and to avoidance mechanisms (Dean, 2005) having avoidance behavioural components (Leshner, Vultee, Bolls, and Moore, 2010). Therefore, as Gasper (2005) mentions, the trust of human security will rely on making people free from fear, want and indignity promoting human attitudes according to the book “Cultivating Humanity” by Martha Nussbaum (1997).

Fabiansson (2006) mention in sum, several implications of fear such as the creation of scary situations and fearful local environments; feeling of dissatisfaction; people’s restriction to freedom; it undermines community cohesion and social network systems.
It was mentioned above in 2.2.1. ‘Fear concepts’, the role of human fear can be identified as a learning process that promotes defence against threats according to Schiller, et.al. (2008) and as an emotional reaction of fear control (Cauberghe, De Pelsmacker, and Janssens, 2009). The cognitive role of fear makes people think about the threats surrounding them as well as the ways to prevent, avoid or solve while the emotional role is about the reactions to human fears (English and Stengel, 2010). The connections among emotion, action and reaction are considered in the James-Lange feeling theory of emotion. Therefore, in accordance with Freire, fear not only involves physical and emotional aspects but cognitive and social as well (English and Stengel, 2010).

English and Stengel (2010) explains fear as an undesirable factor that can be experienced physically or in an imaginary state; as an attitude that can be shared by socialization and interaction; and as an emotion is a function of a specific situation according to Dewey. It also plays a role as a social manifestation of being alive and of life under conditions of oppression according to Freire, one of the three educators English and Stengel (2010) studied, who identified three fear components: the subject who fears, the object that is feared and the fearful subjects feeling of insecurity in facing an obstacle.

2.2.3. **Insecurity – fear – security: The security need**

Insecurity is the result of past events (Robin, 2004) and attests to the contingency of complex risks subject to such past and future influences (Kavalski, 2008). These risks are an enduring feature of the human condition that augurs danger but also new opportunities (Kavalski, 2008). To Robin Coupland (2007) insecurity is bad for people’s health which has become a massive global issue and is a reality of everyday life for many millions of people. The author also identifies the impact of insecurity on people’s lives as an important part of the process that ensures security to them which is a prerequisite for complete physical and mental health as well as for social well-being.
People become aware of security when it is absent (Kavalski, 2008). When an individual have suffered an incident, then he feels the interest to recover or prevent it (Chipperfield and Furnell, 2010). Human security also diagnoses the threats as well as opportunities (Gasper, 2005).

Kullberg, et al (2009) identify environmental, socio-demographic and personal safety related concerns in contiguous neighbourhoods in a Swedish community. This study reveals that the local area reputation is relevant to the perceived safety and risk assessment. Some of the factors creating insecurity are a social disorder (disorderly behaviour), crime, and the source of accumulated stress with negative impact on well-being. For the authors ‘crime’ is the most related with the perception of feeling unsafe which is interpreted as fear of crime. Coupland (2007) uses armed violence in order to bring some of the indirect negative effects to security such as fear, coercion, displacement, and deprivation of essentials but as positive effects could be taken the purpose of defending a country that might ensure the security of its citizens.

Safety implies the generation of fear about the well being of the individual and therefore the investigation of the public fear phenomena (Lindle, 2008). This is related to what Corey Robin (2004) determines as anxiety, the inevitable result and irreversible process where the permanent war against terror would convert domestic anxiety into bracing fear. These arguments give an idea of the relation between the variables of the need of security and fear.

In the topic 2.2.2. ‘The role of human fear’ from this literature review, it has been mentioned different implications of human fear which is related to what, similarly, Lindle (2008) describes but as some safety implications. According to this author, safety generates fears about the well-being of the individual; more opportunities for public fear; academic investigation of public fear phenomena; public fear permeating the media; and security in an organisation linked to the neighbourhoods surrounding it (specifically in schools where the author’s study was carried out).
According to Fabiansson (2008) to feel safe or to feel fear is related characterising a situation as being safe or unsafe. Feeling safe in the community is something related to people’s personal experiences or situation but even though a person has never experienced a frightening circumstance, it is easy to identify circumstances in which such a person feels unsafe. The perception of danger as threatening personal safety and well-being communicates fear and the feeling of being unsecure. This perception of threats and conflicts for feeling fear and unsecure is influenced by diverse situations related to personal experiences, home or local environment circumstances; the transmission of global news; the political focus on violence, war and terror; political, social and economic structures and global events that give the impression that the world is less safe than a decade ago. According to Leshner, et al (2010) people’s motivational systems will respond to their environment. The perceived threats may evoke fear that will make the audience have a reaction. In this case the cognitive reaction is ‘danger control’ in thinking about the threat and the ways to avert it while the emotional reaction is ‘fear control’ for engaging strategies such as defensive avoidance (Cauberghe, De Pelsmacker and Janssens, 2009). In this way, threat appraisal leads to fear aroused by threatening communications leading to a coping behaviour response for removing the threat and/or lessen the fear (Tanner et al, 1991).

Emilian Kavalski (2008), within open systems, makes an emphasis on the dynamic of non-equilibria of a historical dependence, multiple choices, multiple futures and chaotic uncertainty as a consequence of new global issues and effects from events. It is relevant to emphasise that growth expansion and conflicts of societies are human undertakings having as an effect the need of safety, the need to avoid harm, the need to change and the need or the desire for a sense of control and security in a universe. The search of solutions is a human condition in accordance to the author and states that “security implications of contemporary manufactured perils need to be conceived as a dynamic process-phenomena whose immaterial consequences arise from globally and historically interconnected socio-physical in/action” (Kavalski, 2008, p. 483)
In the article ‘From fear to safety and back: Reversal of fear in the human brain’, Daniela Schiller, et.al. (2008) make a study analysis of fear and safety reactions. When people know, develop and/or learn fear, this promotes a defensive process against threats in order to shift from fear to safety resulting in a reduction of such fear (Schiller, Levy, Niv, E. LeDoux, and Phelps, 2008) in the need for security. This is an amygdala study but the related issues of ‘fear learning’ and ‘fear shift’ are related to the safety stimuli of inhibition of fear under adverse circumstances.

A protection motivation theory explains how the individual perceives the seriousness of the threat, his/her beliefs about experiencing it, beliefs about a specific and effective response as way of prevention and his/her ability to perform the recommended response (Cauberghe, De Pelsmacker, and Janssens, 2009). “Safety and security are presumed to be the remedies for fear” (Lindle, 2008, p. 32). Security from fear of fear reduction is introduced as a solution for the above phenomena. The more serious the potential threats, the more the person will respond by a recommended option. (La Tour, Zahra, 2007). On the other hand, it has been observed that the adoption and the visibility of security measures and technology, is one of the signals for violence increase and, the other way around, this augments fear (Lindle, 2008). In this way, security is something that people feel they need or ought to have rather than something that they actually want to have or to use by their own choice (Chipperfield and Furnell, 2010).

Chipperfield and Furnell (2010) categorise the image of security as a significant challenge in the sense that no one finds it. Charlotte Fabiansson (2006) concludes that to create social indicators around ‘fear’ and ‘safety’ issues is complicated since both are complex ‘phenomena’ with constantly changing grounds and research. Feelings of safety and fears requires a holistic perspective, but also dynamic approaches to explore the influence of global situations as they are transformed into the local environment and global fear being intertwined with personal encounters.
Some challenges are therefore, the level of skill people possess to accept and address the threats in terms of individual awareness (Chipperfield and Furnell, 2010); how to improve people’s security; as well as to find who is the responsible for it (Coupland, 2007).

2.2.4. Fear appeal

Fear can be instigated by multiple events. The everyday situations and circumstances can be frightening to the people and influence their perception of danger as threatening the personal safety and well-being (Fabiansson, 2006). Fear appeal call for processing the probability of the occurrence of threats and for processing their severity information (Tanner, Hunt, and Eppright, 1991).

Leshener, Vultee, Bolls, and Moore (2010) measured, in a study, the effects of fear on viewers’ cognitive responses while they are watching anti-tobacco ads TV messages presenting threat to health. These messages were conveying fear. Exploring individual emotions related to the effects of fear appeal is particularly limited according to the authors. There is the need of more research on such effects of messages containing, for instance images that convey fear or threats to an individual well-being. However, the pattern of results in this study was reflecting early stages of a defensive response and higher levels of evoked fear tend to be persuasive at changing attitudes as well as intentions.

It is necessary to explore the effects of the fear appeal and the individual emotions in order to recognize the impact, patterns and attitudes in humans as an individual and within society.
Cauberghe, et al (2009) describe a threat appeal as the message content or the object of fear. The threat refers to the message and the fear to an emotional response that will have as consequence the audience reaction. Thus, feelings of fear can be evoked by message content and depending on the level of threat of the message the evoked fear will increase but not the perceived threat. The higher message threat evokes more fear. From the study of these authors, evoked fear has the strongest significant effect on advertising involvement. But for English and Stengel (2010), fear is not just a feeling facing threatening natural or socially constructed phenomenon. For them, fear is not only a feeling, the behaviour, the idea or object since all of them taken together constitute fear. Therefore, the authors highlight the challenge for assessing fear’s power and potential in specific contexts as well as to deal with difficulties, doubt and discomfort as aspects of learning.

The exploration of emotions during the exposure to events at the local community or to the events proliferation through different kind of media communication will determine the effects of fear and the motivational responses to the environment as well as to exploit fears perceptions.

2.3. Organisations: Fear within society, companies, and the security industry

In the ‘World Risk Society’ people feel fear and as a consequence they feel also the necessity of safeness (Ulrich Beck, 1992).

Fear, as it has been expounded, has a relevant role in human perceptions and behaviours and as individuals live within organisations, the fear transcend.
From the literature review, it is shown that fear is evoked in diverse forms and in the next subtopics, this study will abound about fear through media and fear as a marketing strategy within companies. Subsequently, as the need of security is a reaction to fear, literature regarding security industry and companies will be introduced.

The main goal of any company is to try to provide products and services that customers want or even ‘create products that customers need but have not yet imagined’ (Prahalad and Hamel, 1990).

Therefore, within the security industry, companies had been creating extensive portfolios of services and products to ‘satisfy’ the need of safeness. Moreover, the extend of these portfolio like airport security, call-out response services, canine services, corporate investigation, first aid services, fire prevention, mobile services, screening and many more services has allowed them to reach all type of clients from individuals to even aid the army of state governments.

Furthermore, security companies are treating security as another commodity, and they are selling their product through production, promotion and sales process like any other product or service (Ericsson and Haggerty, 1997).

Is tempting to suggest that security companies shape and construct the security consumption market (Goold, Loader and Thumala, 2010). However, the evidence find by Goold, Loader and Thumala (2010) is that security companies make little direct advertising. Considering this fact, is it possible to suggest that security companies are not shaping or increasing the perception of fear? And if other companies are increasing the perception of fear, then which strategies are using security companies as a way to increase the sense of safeness and increase their market value?
2.3.1. Media: the bridge of fear and risk between organisations and the individual

Research on the impact of mass media and communication over the individuals has been widely explored to measure their risk and fear perceptions.

According to Morgan and Signorielli (1990) the mass consumption of media distorts the individual’s perception of the world and his/her emotional states. Consequently, if the individual is more exposed to mass media, his/her interpretation of the world will be closer to the one depicted in the media (Weitzer and Kurin, 2004).

Charlotte Fabiansson (2006) recognises that news about unfolding situations, are displayed through TV and internet but the media choice is diverse: radio, newspapers, mass media’s portrayal of local communities, entertainments films with realistic themes. People are routinely more exposed to violence through media (Jones, Cunningham, and Gallager, 2010). The negative themes and news are attracting more than the positive, therefore, this concentration on danger and alarming situations reinforce a fearful environment and fear can be instigated by media transmissions (Fabiansson, 2006). The situations can be more frightening where the community and the home environment are influenced by global news events and media, but even though some events would never take place in the local community there is always a fear for those events to occur (Fabiansson, 2006). For Robin (2004) there is less optimism about the human capacity for good than on the dread, fear or terror of human capacity for evil.

For instance, an increased media attention to violations of school safety the past decade or so has been identified by Lindle (2008) which amplified public anxiety about the
safety within the schools. This situation generates public fear which permeates the media stimulating academic investigation of these phenomena.

In another example, Fabiansson (2006) in her article ‘Young people’s perception of being safe-globally and locally’ explores the influence of global fear to personal and local encounters from a study with young people from Australia and Sweden. The results show the preoccupation and concerns about the risks within the global modern social life that seems to be less safe than in the past. A decade ago according to Fabiansson (2006) and Jane Clark Lindle (2008), seems to be safer. These articles have helped to understand the influences of global and local settings over the perception of global fear and danger and how it is communicated and spread through the media in its various forms making people feel unsafe.

Thus, media not only has an impact on individuals’ perceptions and it also affects domestic and foreign brands preferences according to Jia Elke and Dirk Smeesters (2010) study. According to the authors, mass media is satiated with death-related events such as terrorist attacks, homicides, between others, which instigate anxiety and concern. Media context effects appear immediately and people need to engage in specific behaviours to face the fear they feel associated with dead considering their cultural worldview of negative beliefs (threats) and positive beliefs (uphold) within their culture which in their study, influences consumption of domestic brands more than foreign when the negative feelings come from a foreign country.

Moreover, research has found that the use of fear in a message yield to and contribute to the augment of anxiety. In consequence, there is a positive relation between the level of fear used in a communication and the level of the fear produced by the individual (Richard, Richard M., Thomas, Lasater, Dembroski and Allen, 1970).
According to Jane Clark Lindle (2008), fear derives more from the publicity than from reality which the author identifies as the fear phenomenon ‘moral panic’ media identification and sensationalism of social ill. Moreover, repeated media about crime can generate fear and insecurity among individuals (Gerbner and Gross, 1976). Therefore, media has a great impact in the perception of the individual about fear and especially about fear of crime (Weitzer and Kurin, 2004). Similarly, Kullberg (2009) and Viscusi (1991) write that the way local media communicates crime influences in safety perception. In this way, processing negative messages supports a fear evolutionary value as a motivational system activation (Leshner, et.al., 2010).

Although there is evidence of an impact, Dahlgren (1988) indicated that mass media has not the same impact over all the individuals. The interpretations of the world or the way the individual perceives the message depends on his characteristics and social environment (Weitzer and Kurin, 2004).

### 2.3.2. Marketing and the fear appeal

Perception of risk has been related with marketing since Bauer in 1960 proposed that consumption behaviour has a relation with different types and degrees of risk (Bauer, 1960). Subsequently, many researchers have been studying the impact of fear and risk in marketing communication (Spence and Moinpour, 1972) and such fear has been used within this field as a strategy to increase the perception of the insecurity (Dean, 2005). For marketing, the main study on consumer behaviour is only on the negative outcomes (Stone And Gronhaug, 1993).

Furthermore, risk perception is an important factor that affects consumption behaviour. Similarly, fear also is an important factor to persuade the behaviour of individuals (Dillard and Anderson, 2004). Fear in marketing is strongly related with anxiety.
Companies using advertising with the target of arouse anxiety manage to persuade customers to buy their products (Spence and Moinpour 1972).

As it is noticed, Bauer has been the pillar for future research about the relation between risk and consumption behaviour, however his work did not possess a strong argument to be conclusive in different aspects of a marketing strategy.

By the 70’s, the idea of using fear messages within this marketing field was neglected according to Michael L. Ray and William Wilkie (1970) ignoring fear appeal hints of segmentations; message construction and product differentiation. For John Wheatley (1971), segments and the topic relevance are important since segments will respond different to anxiety arousing based on prior learning experiences and attitudes and the topic is relevant for product usage. Thus, fear in marketing open for examination in each individual problem (Ray and Wilkie, 1970). Each situation is different as well as the way an individual understands, process, and interprets such situation which will determine the extent of reasoning (Dean, 2005) the same way it happens for the perception of the individual about fear in media.

Therefore, one method to send a message of fear is by using ‘fear appeals’, a marketing strategy that has increasingly used since investigations have found a positive relationship between fear and persuasion (Dillard and Anderson, 2004). As a result, marketers have attempted to take advantage using threat to evoke an emotional response to influence behaviour which is the purpose of a fear appeal (Tanner, Hunt and Eppright, 1991; Morris and Batra, 1987). Consequently, when the people produce these emotions the natural answer from their part is the continuous searching of a method to reduce this uncertain or negative feeling stimulating defensive mechanisms which provides the sense of relief to people (LaTour and Zahra, 1997; Spence and Moinpour, 1972). Hence, fear is an important factor for motivate purchase and affects consumer behaviour using such fear as a mean of appealing their potential customers creating
anxiety and tension (Stendhal and Craig, 1974; Spence and Moinpour, 1972; LaTour and Zahra, 1997).

In a more detailed study, La Tour and Zahra (2007) make a review of various models of fear communications and research on the effectiveness of fear appeals indicating that fear arousal is a complex and unique individual emotion. One is the ‘fear drive model’ which comprises first the perceived danger as a stimulus that activates tension and second the emotional response (La Tour and Zahra, 2007; Cauberghe et al, 2009). Another model is the ‘parallel response model’ which covers danger control in dealing with the threatening problem and searching for alternatives; and fear control in aiming to eliminate the fear emotion (La Tour and Zahra, 2007). According to the authors fear appeals may undermine the sense of security and creates a sense of risk and vulnerability. Thus, they conclude that the security from fear has the purpose to persuade companies’ customers to pursue that action of fear reduction while protecting their welfare and responding to their needs.

With the use of fear appeal, a company tries to ensure a way to activate the perception of risk but is necessary, in this strategy, to provide a solution for this anxiety and tension created from fear appeals. Furthermore, as a way to identify the effectiveness of fear appeals, several studies have been conducted to prove how messages of fear can affect human behaviour. Roskos, Yu and Rhodes (2004) carried out an experiment to measure the efficacy of fear appeals messages in the health industry, more particularly in the fight against breast cancer. Specifically the results thrown by the experiment indicated that moderate fear messages can be effective in affect human behaviour. In this situation the people involved in the study showed a positive behaviour on fighting against this disease after being exposed to moderate fear appeals (Roskos and Yu and Rhodes, 2004). For Wheatley (1971) low threat means low relevance and strong fear arousing appeal facilitates an attitude of change. According to Ray and Wilkie (1970) two studies were carried out before, both with different but consistent results regarding this issue: Feashbach’s in 1953 found that strong fear appeal was less effective than moderate or mild one in producing recommended dental hygiene practices like in the
case of fighting against breast cancer. On the other hand, Insko’s study found high fear message more effective in an anti-smoking in the future.

Still, not all fear appeals are effective to influence human behaviour or to create the desired effect in the target population. Glaser and Banaji (1999) found that in situations of high fear condition, a strong fear risk message could yield contrary effects of the marketing strategy desire. Tanner, Hunt, and Eppright (1991) found difficult of convincing a group to adopt the appropriate coping response and improved fear appeal effectiveness by the ‘Protection Motivation Model’ of individuals facing threats, which components are cited in Appendix B, in order to attack maladaptive behaviours emphasizing on emotions and taking into account social context.

Furthermore, the effectiveness of the message also can vary according to the way the emotions are perceived and this is explained by two assumptions. One assumption is related with the way an individual could perceived the message, because some subjects are more susceptible to produce certain emotions or reactions according to the message than other subjects (Bates, 2000). Second, emotion can be a phenomenon that changes over time in intensity (Frijda, 1986).

Violence in society and in advertising is growing and it is associated with fear appeal to motivate people for taking the appropriate precautionary self protection action (Jones, Cunningham, and Gallagher, 2010). In this way, advertisers use violence to capture attention, raise awareness, to provide information, affect people attitudes and influence their behaviour (Jones, Cunningham, and Gallagher, 2010).

Although, fear can be used as a marketing strategy to sell a product, Wheatley (1971) indicated that communications used with the objective to rise anxiety, has a major impact in persuading the individual when a third party is involved instead of the owners of the product.
Many companies are using ‘fear appeal’ as a method to influence in customer behaviour. How this strategy is used can be successful or not. Using fear as a method for promoting a service or product can bring a market opportunity for security companies. Nevertheless, the literature taken into account, talks about how security companies are a passive actor in the use of fear appeals but there is no evidence on how they can obtain benefits from this marketing strategy.

2.3.3. Security in society

Coupland (2007) mentions the statements and opinions of two authors, Thomas Hobbes and John Locke. Thomas Hobbes wrote in 1651: “...without security there is no place for industry; no arts; no letters; no society and which is worst of all, continual fear and danger of violent death” (Coupland, 2007, p. 181) arguing for ‘collective security’ arrangements to ensure the security of the individual. On the other hand, John Locke was the first political philosopher arguing for government as means to achieve such ‘collective security and by 1690 he wrote about security and well-being as a function of the government. Coupland (2007) identifies that both authors did not emphasised in the need of people’s security but in how it might be achieved. To reinforce the previous statement, Fabiansson (2008) emphasises in social cohesion supporting the community and business organisations, interest groups and voluntary organisations in order to offer a safe environment.

In the case of Emilian Kavalski (2008), the author suggests the study of global life since both, human and natural systems are affected by the dynamic of global problems. The interactions at other places influence the relation and the world becomes tightly interconnected. According to this author, the need for continuing adaptation and security control, suggest a problem-solving disposition with governance mechanisms as reactive systems from the response to instabilities. This, would mitigate the risk in human societies, but will not extinct human vulnerabilities. From this perspective, human societies bring different kind of challenges and opportunities. A significant
tendency that the author mentions is about the tendency of self-organisation which implies the importance for security studies.

Kavalski (2008) says that the capacity for conscious influence or coordination appears as a consequence of the construction of a secure environment. This capacity infers security governance under three relevant assumptions: the states are not the only source of threat to international security; state legitimacy is no longer premised on the monopoly over the provision of security; and the existence of multiple centres of combined and coordinated actions is the response to the challenges of governing in a globalising world.

This could be linked to the historical review and to what Coupland (2007) states about security that can be and has been achieved by the interplay of national, international, and personal security measures. National security is one of the routes to ensure people’s security but no guarantee for the security of all living in a country. International security is described as the global peace and security which depends on the system of national governments and means peace, order and lawfulness within the society of countries. Then, he explains a notion that has gained higher prominence in recent years which is about the intervention by other countries using force. When people’s insecurity within a country is of such magnitude possessing a threat to international security, that intervention can be justified. In this sense, the author is talking about ensuring security at an individual, national and international level. Thus, security has been achieved by the interplay of national, international and personal security measures.

Security is a basic need for the individual who is not alone but part of a society. Therefore it is relevant how Coupland and Kavalski emphasise on the importance of ensuring security as a system.
2.3.4. **Private security**

According to N. Goold, Loader, and Thumala (2010) the security industry proves and renews the insatiable desire for order, mentioned above, and citizens are treated as consumers. They continue describing the markets for security as places of diversity and are similar to those for other types of consumer goods and posses social and cultural peculiarities that condition the trade in goods and services in security. It is important to mention two of the facts that the authors identify as driving this consumption: emotion (fear) and desire. This market is basically conducted from business to business or business to government. For instance the principal purchasers are multi-national companies, banks, shopping mall owners, hospitals, schools, government departments, between others but not individuals. Nonetheless, the authors classify three core elements including individual consumption, organisational consumption and the socio-political settings. The first, individual consumption attends to how fear and desire are used to market security; the idea of people shopping for security when assuming the responsibility to do so to reinforce the sense of well-being, to protect themselves and their property; the loss of faith in the protection from States and turning to the market of alternatives; individuals forced by the circumstances and the sense of fear. The second, organisational security is an indirect consumption where organisations purchase what the social world looks and feels like because it is performed on behalf of others obtaining security for their users. And the third, socio-political settings which focus on an economic, social and crime control where government departments and agencies, police forces and prisons are large consumers shaping and shaped by practices of individual and organisational consumption.

N. Goold, Loader, and Thumala (2010) assume that demands for security increase due to feelings of insecurity. In this way, for these authors the security industry is an active actor in strengthen the fears that give rise to insecurity. These authors also place the State as another actor stoking fear in order to shift towards private provision.
N. Goold, et al (2010) identify a need of conceptual and empirical scrutiny control on consumed security which stands in the study of private security. High crime risks, the consciousness about it and security talks filling the social arena denote the expansion of ‘private security solutions’. In this way, who produce, promote and sell goods and services to individuals and organisations and consume them is important in the market of private security.

Security companies do little direct marketing and little effort to matters of design, aesthetics or exclusivity using basically the word-of-mouth recommendations and the business to business exchange (N. Goold, Loader, and Thumala, 2010).

The usage of private security as a way to protect persons and/or properties is becoming an increased trend in the last decades. Security is now a private task for companies instead of a public service provided through the police (Loader, 1999). This trend can have major presence in some organisations such as airports, shopping malls, between some other places. Organisations are usually deciding to fortify their security in two ways: “in-house” or “contracted” (Shearing and Stenning, 1983).

In fact, not only the organisations are trying to achieve and/or increase their security, but also the individuals are buying and ‘consuming’ more products and services offered by security companies such as alarms, fences, gates, cameras, close circuit television and more forms of vigilance (Loader, 1999). In short, this means that the consumption of security has been increasing through the years due to the augment on peoples’ willingness for paying this type of product or service (Johnston, 1992).

Moreover, this increase in the private security consumption from organisations and individuals could be a result of the limitations from the public sector to respond to the
growing demand of security product and services (Williams, 2005). Furthermore, another explanation to this growth is the confidential manner in which private companies provide their services averse to the public force which tend to manage cases more open to the public with little consideration to the clients (Williams, 2005). N. Goold, et al (2010) also explain that the growth in this sector indicates the growing sense of insecurity in the society and a research has been conducted in order to know how the withdrawal or the limits of State in providing security contributes to the development of the private security market. However, for security products the satisfaction that a customer obtained is relative low compared with others products (Molotch, 2004). Consequently, to increase the demand for this kind of product, some traditional marketing strategies are not enough, instead is necessary to impose a sense of fear to push to the customer the need to buy this kind of products (Goold , Loader and Thumala, 2010).

The research about the increased ‘mass private properties’ has appeared as a consequence to this growth of demand for private security from organisations and individuals (Shearing and Stenning, 1981). However, previous studies have not considered the strategies within the security industry, its relationship with human fear and the necessity of security as an opportunity to increase their market.

2.4. Theoretical frame outline of reference

Based on the literature review, we now have developed and propose an outline graphically representing the main ideas and key concepts from the theoretical framework which will support the process of the methodology implemented for the study in this master thesis as well as summarising the core aspects previously studied by other authors introducing those into the approach of this research.
In addition, it is possible to observe some of the literature written regarding these topics but moreover, how the topics have been lingering concerns over time.

Figure 2.1. Fear-Need of security interplay: Theoretical frame outline of reference

Figure 2.1. presents the interplay and the relationship of the variables in this study. ‘Fear’ considered a threat, ‘Fear’ of threat(s), ‘Fear’ as a reaction to threat(s) and ‘Fear’ facing threat(s). Threat(s) includes all kind of dangers such as risk, crime, danger, damage, physical violence, injury, serious harm, violence and terrorism. Fear and Threats generates Insecurity for the individual in society within a national and international interplay in a ‘World Risk Society’. The individual feels fear and consequently the need of security, thus fear is also an assessment of safety concerns generating such need of security. The need of security is to feel free or protected from fear and safeguard from threat(s) even though also means an increase feeling of insecurity in a ‘World Risk Society’.
Chapter 3
Methodology and results

In the theoretical framework it is found that human fear and the necessity of security have been studied within different contexts. This study aims to bring the phenomenon of fear perceived by humans into a business level within the security industry, then how to measure crime, violence and threats to justify the phenomenon of fear? Two quantitative methods will be employed to obtain empirical data: content analysis and econometric model.

From the theory, fear has an impact on the individual generating the necessity to purchase services and/or products from the security industry. But private security companies do not make advertisement for persuading such consumption. Then, this need of security could appear from two sources.

The first source is the total crime of a country measured by the government which includes the events related to threats, risks, violence and crime which individuals of a country experience and report to the respective instances. The second source is the perception of fear from the events mentioned before disseminated by global mass media. According to the theoretical framework, mass media is a great diffuser and transmit the every day events related to crime happening in a specific country and all over the world.

Printed information is one of the various forms of mass media communications. Therefore, firstly, content analysis will be used making a simple count of frequent appearances of the words related to crime, violence, threats and fear within the articles of newspapers of largest circulation in a county verifying a trend through a period of time. Secondly, an econometric model will be implemented to find the functional
relationship between both sources of generating fear (total crime and fear perception from mass media) and its impact to the sales of a security company in the same country. The results obtained from these quantitative methods will contribute to determine which source has more impact over the sales of a security company and will facilitate the achievement of the purpose of this research.

3.1. Content analysis

A content analysis is a research technique that classifies textual material reducing it to more relevant and manageable data; makes inferences by systematically and objectively specified characteristics within text; makes valid inferences and emphasizes the relationship between the content of texts and their institutional, societal, or cultural contexts (Weber, 1990; and Neuendorf, 2002).

This master thesis presents content analysis through the technique of word-frequency counts which consists of counting the appearance or the frequency for using words related to threats and insecurity to uncover and assess the growing phenomenon of human fear and necessity of security.

The process of this technique will follow the next steps,

- Theory, rationale and conceptualizations.
- Document selection, sampling, and text encoding.
- Coding Schemes.
- Training, pilot reliability, and coding.
- Final reliability and validity.
- Tabulation and reporting.
- Interpretation of the results.
It is relevant to take into account the advantages for using this type of analysis in this study and, on the other hand, the difficulties and problems that could arise, detracting reliability of the text classification process, the interpretations and explanations of the results.

Weber (1990), Neuendorf (2002), and Riffe (2004) are some of the authors writing about content analysis and along their explanations, advantages and disadvantages have been encountered. Between de advantages, this method,

- Operates directly on the text of human communications which is central aspect of social interaction.
- Makes sense of historical documents, newspaper, speeches, open-ended interviews, between others.
- Combines both qualitative and quantitative modes of analysis on texts.
- Generates culture indicators from documents of different types since these exist over long periods of time constituting reliable data that may span indefinitely.
- Analyses the same text easily using more than one category scheme when computer-aided.
- Assesses quantitatively, in more recent times, the relationship among economic, social, political and cultural change from reliable data.
- Yields unobtrusive measures in which neither the sender not the receiver of the message is aware that it is being analysed avoiding any force for change that confounds the data.
- Generates results that allow for more precise comparisons among texts.
- Reveals aspects of the text that would not be apparent otherwise.
- Is not either limited to the different types of variables or to the contexts of the messages.
“There is no simple right way to do content analysis” (Weber, 1990. Pg. 13) and moreover, aside from pros there are cons to face as in every technique. In that sense, this research seeks to benefit of all the advantages mentioned above considering its inherent methodological problems such as,

- The ambiguity of words meanings and category definitions. Computer software cannot distinguish among the various senses of words with more than one meaning and may produce erroneous conclusions.
- Language translations.
- The use of synonyms and/or pronouns may lead to underestimation of a concern with a particular word or phrases but the ranking of most words does not greatly change and the conclusions would not differ due to disambiguation.
- Code difficulty in large portions of text as paragraphs and complete texts due to the greater diversity of topics those contain such as the whole newspaper of the document selection.

3.1.1. Theory, rationale, and conceptualisations

This research has emphasized about the need of security and its relationship with the human fear calling attention to the field of mass communications and its impact on the individual and societies perceptions. Using content analysis will allow this study to examine the use of fear appeal in the events of insecurity, crime and violence within mass messaging from one of media source which is the newspaper. In this case the inferences will be about the message itself excluding the audience of the message and the sender. For this content analysis process, we will make use the theory and concepts established within the ‘Theoretical frame outline of reference’ in Figure 2.1. from the literature review as in Appendix C.
3.1.2. **Document selection, sampling, and text encoding**

As emphasizing in the field of mass communication, the document selection has been taken from the communications sources: the newspaper.

The major reasons for selecting newspapers allude firstly to a mass media way of communication and secondly, it portrays real situations occurring locally and globally.

**Table 3.1.** Document selection, sampling, and general information

<table>
<thead>
<tr>
<th></th>
<th>DAGENS NYHETER</th>
<th>AFTONBLADET</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOUNDATION</td>
<td>December 1864</td>
<td>06 December 1830</td>
</tr>
<tr>
<td>COUNTRY</td>
<td>Sweden</td>
<td></td>
</tr>
<tr>
<td>REGION</td>
<td>National level</td>
<td></td>
</tr>
<tr>
<td>TYPE</td>
<td>Daily newspaper</td>
<td></td>
</tr>
<tr>
<td>FORMAT</td>
<td>Tabloid</td>
<td></td>
</tr>
<tr>
<td>LANGUAGE</td>
<td>Swedish</td>
<td></td>
</tr>
<tr>
<td>POLITICAL ALIGNMENT</td>
<td>Independent liberal</td>
<td>Independent social democratic</td>
</tr>
<tr>
<td>PERIOD OF THE SAMPLE</td>
<td>From 2000 to 2010</td>
<td></td>
</tr>
</tbody>
</table>

*Source:* Own elaboration based on Dagens Nyheter, 2010 and Nationalencyklopedin, 2011

The newspapers selected are ‘Dagens Nyheter’ and ‘Aftonbladet’ of largest circulation in Sweden where this study is carried out. ‘Dagens Nyheter’ is a daily newspaper in Sweden with largest circulation of Swedish morning newspapers distributed to all subscribers across the whole country (DN, 2010). ‘Aftonbladet’ is a Swedish tabloid also one of the largest daily newspapers in the Nordic countries (NE, 2011).
According to a study carried out by Margaret Mattson (2010), journalists from Aftonblatet present occurrences to the readers in society exaggerating on insignificant details and neglecting real attention to serious societal structures becoming sensationalist, dramatic and superficial. No studies related to the values and attitude from Dagens Nyheter were found. However, it could be inferred that its journalists convey the occurrences in society in a more correct and impartial manner.

The sample covers the daily edition of both newspapers through the period of 2000 to 2010. The sample size is 7,300 newspaper’s editions in total.

Computer-based content analysis will be used as a means of text manipulation, data reduction, and data analysis in which the words will be the basic unit. In this case, Retriver’s on-line database (Retriever, 2011) covers most of the major newspapers in Sweden and was used for manipulating the articles in the specific Swedish newspaper mentioned above.

### 3.1.3. Coding schemes

There exist some steps that facilitate the creation of the specific coding scheme and have been used as follows for this study.

a) Recording units: ‘Words’. The set of words are: fear, danger, insecurity, risk, threat, violence, robbery, murder, crime, and terrorism. These words selected share similar connotations implying a concern with fear and need of security.

b) Categories: From the set of words chosen in the step above, there are variables that are broad and can be confounded within the context of this study such as fear, insecurity, threat, risk and danger (e.g. ‘fear’ matters may have many
entries). To narrow the categories, the words were combined with the more specific words such as robbery, murder, crime and terrorism within the context the research aims to make sense of it about fear and security. See the example of combination of words in Figure 3.1. The co-occurrence or combination of words has been found the most useful strategy and indicator.

The set of words are in English, the language applied along this master thesis work. A translation to Swedish is indispensable since is the language used in the documents selected based on the Dictionary ‘Norstedts första engelska ordbok: engelsk-svensk, svensk-engelsk: [33000 ord och fraser]’ See Table 3.2.

Table 3.2. Set of words in English language and translation to Swedish

<table>
<thead>
<tr>
<th>INDEPENDENT</th>
<th>DEPENDENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGLISH</td>
<td>SWEDISH</td>
</tr>
<tr>
<td>fear</td>
<td>rädsla</td>
</tr>
<tr>
<td>danger</td>
<td>fara</td>
</tr>
<tr>
<td>insecurity</td>
<td>otrygghet</td>
</tr>
<tr>
<td>risk</td>
<td>risk</td>
</tr>
<tr>
<td>threat</td>
<td>hot</td>
</tr>
<tr>
<td>violence</td>
<td>våld</td>
</tr>
</tbody>
</table>

Source: Own elaboration

Figure 3.1. Example of combination of words

Source: Own elaboration
Translation can be a difficult process that consists in mapping the syntactic and semantic structures that comprise the text in the first language into structures that are valid for the second conveying the meaning of the first but not all translations are reversible (Krippendorff, 2004). The following table shows reversible translations from the first language as well as different words in Swedish used within the same context.

Table 3.3. Back translation of selected words and set of words in the Swedish language

<table>
<thead>
<tr>
<th>FIRST LANGUAGE</th>
<th>SECOND LANGUAGE</th>
<th>SWEDISH RELATED TRANSLATION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ENGLISH</strong></td>
<td><strong>(Reversible translation)</strong></td>
<td><strong>(Some not reversible)</strong></td>
</tr>
<tr>
<td>Fear</td>
<td>Rädsla</td>
<td>Fear Scare</td>
</tr>
<tr>
<td>Danger</td>
<td>Fara</td>
<td>Danger Hazard Risk Threat</td>
</tr>
<tr>
<td>Insecurity</td>
<td>Otrygghet</td>
<td>Insecurity</td>
</tr>
<tr>
<td>Risk</td>
<td>Risk</td>
<td>Risk Hazard Danger Threat</td>
</tr>
<tr>
<td>Threat</td>
<td>Hot</td>
<td>Threat Menace Impedence</td>
</tr>
<tr>
<td>Violence</td>
<td>Våld</td>
<td>Violence Force Grasp</td>
</tr>
<tr>
<td>Robbery</td>
<td>Rån</td>
<td>Robbery Mugging Wafer Stick-up</td>
</tr>
<tr>
<td>Murder</td>
<td>Mord</td>
<td>Murder Killing Homicide</td>
</tr>
<tr>
<td>Crime</td>
<td>Brott Brottslighet</td>
<td>Crime Criminality Culpability</td>
</tr>
<tr>
<td>Terrorism</td>
<td>Terrorism</td>
<td>Terrorism</td>
</tr>
</tbody>
</table>

Source: Own elaboration based on Dictionary “Norstedts första engelska ordbok: engelsk-svensk, svensk-engelsk
For reliability and validity of the translation of the set of words, and because not all words above are reversible, a verification was carried out by Professor Caroline Andersson from the Department of Culture and Communication (IKK) at Linköpings Universitet.

3.1.4. **Pilot reliability and coding**

The following steps in pilot reliability and coding have been applied along the content analysis in this research.

a) **Testing Coding on sample of text:** To test the clarity of categories definitions, the whole sample of newspapers was coded and reviewed. Before testing coding on sample of text, an insight on this clarity was made on the word sense as mentioned before. For that reason and for probing the accuracy or reliability of the results, the first set of words was used in this step as well as the combined set of words which made the analysis narrower.

b) **Assessing accuracy or reliability:** The text is coded in Retriever (Retriever, 2011) on-line data base already. In order to confirm the accuracy and reliability that the word sense is related to the context of this study, some articles were randomly selected and reviewed to ensure the type of articles.

c) **Revising the coding rules:** No errors in computer procedures were discovered, therefore no coding rules needed to be corrected.

d) **Returning to test coding on sample of text:** This step was not required but considered in the case of making computer procedures work correctly.

e) **Coding all the text:** The code rules where applied to the whole text.
3.1.5. Final reliability and validity

In this subtopic, the study focuses in assessing the achieved reliability and validity of two issues: of the classification schemes and of the method, thus the reliability and validity of the results.

a) Reliability and validity of classification schemes:
In terms of language and its interactions with the classification scheme is valid after using back translation, the usage of dictionary and the validation from a Swedish professor from the Department of Culture and Communication (IKK) in Linköpings Universitet.

One of the strategies to resolve the problem of ambiguity in the words mentioned by Weber (1990) is to ignore it with the consequence that some counts are slight underestimations. Hence, this study has been driven by the strategy where it is important to emphasise in the fact that those will result in slight and not significant underestimations.

In this research it is asserted that the classification scheme is reliable and valid. It is reliable in the sense of being consistent since other investigators or people should code the same text in the same way for the same purpose and because the classification procedure generates valid variables. It is valid, firstly, because the category correspond to the abstract concept it represents (e.g. fear concerns with crime matters); secondly, because the categories appear to measure the construct it is intended to measure (e.g. fear to crime); and thirdly, because the words are classified where most clearly belong. On the other hand the categories face validity to the extent that it appears to measure the construct it is intended to measure by us, the authors in this thesis work.

b) Reliability and validity of the method:
The method is reliable for fulfilling stability. The method in this study is consistent since the results of the content classification will not vary over time using the same
coders described above as well as the same newspapers. The ambiguities in the coding rules were reduced when narrowing the set of words to the more specific related to issues of individual and social insecurity over the world in that context.

In the case of validity, four types are considered.

- Construct validity: This study faces one limitation if trying to compare the content analysis data with other criterion. No similar content analysis research of this topic within its context was found.
- Semantic validity: The list of words in this study is placed in the same category with similar meanings and connotations fulfilling semantic validity.

### 3.1.6. Tabulation and reporting

This tabulation measures, through the assignment of numbers, the occurrences of the meaning units selected as shown in Appendix D and the total of occurrences per combination of words in the following Table 3.4.

<table>
<thead>
<tr>
<th>Year</th>
<th>Afton</th>
<th>DNG</th>
<th>Afton</th>
<th>DNG</th>
<th>Afton</th>
<th>DNG</th>
<th>Afton</th>
<th>DNG</th>
<th>Afton</th>
<th>DNG</th>
<th>Afton</th>
<th>DNG</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>14</td>
<td>19</td>
<td>10</td>
<td>18</td>
<td>0</td>
<td>2</td>
<td>16</td>
<td>50</td>
<td>33</td>
<td>92</td>
<td>71</td>
<td>127</td>
</tr>
<tr>
<td>2001</td>
<td>49</td>
<td>17</td>
<td>29</td>
<td>16</td>
<td>5</td>
<td>10</td>
<td>55</td>
<td>48</td>
<td>133</td>
<td>126</td>
<td>180</td>
<td>112</td>
</tr>
<tr>
<td>2002</td>
<td>59</td>
<td>39</td>
<td>20</td>
<td>34</td>
<td>2</td>
<td>11</td>
<td>31</td>
<td>54</td>
<td>134</td>
<td>113</td>
<td>202</td>
<td>131</td>
</tr>
<tr>
<td>2003</td>
<td>43</td>
<td>23</td>
<td>15</td>
<td>30</td>
<td>1</td>
<td>6</td>
<td>46</td>
<td>51</td>
<td>142</td>
<td>120</td>
<td>186</td>
<td>108</td>
</tr>
<tr>
<td>2004</td>
<td>47</td>
<td>46</td>
<td>29</td>
<td>20</td>
<td>4</td>
<td>4</td>
<td>31</td>
<td>70</td>
<td>89</td>
<td>149</td>
<td>117</td>
<td>139</td>
</tr>
<tr>
<td>2005</td>
<td>32</td>
<td>29</td>
<td>17</td>
<td>31</td>
<td>6</td>
<td>8</td>
<td>51</td>
<td>62</td>
<td>112</td>
<td>141</td>
<td>101</td>
<td>128</td>
</tr>
<tr>
<td>2006</td>
<td>10</td>
<td>36</td>
<td>17</td>
<td>23</td>
<td>3</td>
<td>0</td>
<td>27</td>
<td>44</td>
<td>75</td>
<td>98</td>
<td>89</td>
<td>126</td>
</tr>
<tr>
<td>2007</td>
<td>20</td>
<td>19</td>
<td>13</td>
<td>16</td>
<td>3</td>
<td>5</td>
<td>35</td>
<td>36</td>
<td>134</td>
<td>115</td>
<td>92</td>
<td>103</td>
</tr>
<tr>
<td>2008</td>
<td>23</td>
<td>29</td>
<td>16</td>
<td>13</td>
<td>0</td>
<td>3</td>
<td>35</td>
<td>82</td>
<td>93</td>
<td>115</td>
<td>82</td>
<td>115</td>
</tr>
<tr>
<td>2009</td>
<td>22</td>
<td>27</td>
<td>8</td>
<td>5</td>
<td>3</td>
<td>1</td>
<td>31</td>
<td>31</td>
<td>68</td>
<td>81</td>
<td>97</td>
<td>104</td>
</tr>
<tr>
<td>2010</td>
<td>19</td>
<td>30</td>
<td>28</td>
<td>12</td>
<td>4</td>
<td>3</td>
<td>37</td>
<td>39</td>
<td>90</td>
<td>81</td>
<td>130</td>
<td>125</td>
</tr>
<tr>
<td>2011</td>
<td>7</td>
<td>13</td>
<td>4</td>
<td>1</td>
<td>0</td>
<td>3</td>
<td>8</td>
<td>3</td>
<td>14</td>
<td>28</td>
<td>32</td>
<td>32</td>
</tr>
</tbody>
</table>

*Source:* Own elaboration with Retriever Data
The frequency counts of the combinations of words quantitative output will allow this analysis to examine the appearance and occurrences in the texts of two different Swedish newspapers (message sources) along eleven years from 2000 to 2010 reflecting a potential interest and/or concern as well as the discovery of a social tendency in a cross-sectional relationship and over-time impacts of message content. Then we will be able to describe our findings along the following time-lines.

**Figure 3.2.** Frequency output: Independent word ‘fear’ and its combinations with dependent words

**Figure 3.3.** Frequency output: Independent word ‘danger’ and its combinations with dependent words

**Source:** Own elaboration with Retriever Data

**Figure 3.4.** Frequency output: Independent word ‘insecurity’ and its combinations with dependent words

**Figure 3.5.** Frequency output: Independent word ‘risk’ and its combinations with dependent words

**Source:** Own elaboration with Retriever Data
3.1.7. **Interpretation of results**

Weber writes that “existing techniques of content analysis lead to valid and theoretically interesting results” (1990, p.40).

Analysing the time-lines presented in figures 3.2. to 3.7., it is observable the same significant increasing pattern of the set of frequent words occurrences within the context of this study in both DNG and Aftonbladet newspapers at the beginning of 2001 which could be related to the terrorism event of September 11 in the United States which had greatest impact in mass media communication globally by that period of time. However, the time line in Figure 3.6., DNG is the only one showing a different pattern. Although it is evident the increases and decreases of the set of words through the 10 years of the sample, the tendency shows a continuous presence of the variants. Another pattern is that the increases of the use of these words are higher in comparison with the decreases which could be interpreted as events of major impact happening. However, a further research is necessary to find out which events were inducing to this trend. That research has not been covered in this study since it is not relevant for the purpose of this it. In sum, the fear appeal is part of media communications.
3.2. Econometric model

A theory is “a supposition or a system of ideas intended to explain something” (Oxford, 2011), however it is necessary to estimate the validity of these theories and one of the tools that economy provides to measure this validity is econometrics and statistics. As Volvengag (2005) said, quantitative analysis tries to face a hypothesis with the reality of the world.

To analyse a theory and validate the hypothesis, economists use the classic methodology of econometrics according to Gujarati (2004) which consists in eight steps but for this work, the first six will be implemented.

- Statement of theory or hypothesis.
- Specification of the mathematical model of the theory
- Specification of the statistical
- Obtaining the data
- Estimation of the parameters of the econometric model
- Hypothesis testing
- Forecasting or prediction
- Using the model for control or policy purposes

3.2.1. Statement of theory

As established in the literature review, researchers had found a relation between fear and the need of ways for feeling secure. Then, it is possible to postulate that in the face of an increase in violence or the perception of crime, people tend to search ways for
protecting themselves, their properties and for reducing their feeling of fear. This phenomenon could be beneficial to security companies.

However, even if it seems to be a positive relation between fear of crime and security, it is necessary to establish the functional relation between these variables.

3.2.2. Mathematical model of theory

Taking into account the theory, the objective is to find the relation between the level of crime measured by Svenska Stadistik (SCB, 2011) and the annual sales of a security company in Sweden, Securitas AB one of the largest and oldest security companies in the world and in this country. A brief history is mentioned in Appendix A.

The proposed mathematical model is the following,

\[ Y = B_1 + b2X \]

Where ‘\( Y \)’ is the percentage change in sales of security companies and ‘\( B \)’ is the percentage change in the total crime of the country.

The variable on the left side of the equation is called dependent variable (sales of security company “\( Y \)”), while the variables on the right side are called the explanatory variables (total crime “\( B \)”).
3.2.3. **Statistical model of theory**

While companies can use different business strategies such as marketing, advertising, viral marketing, fear appeals, between others as a way to increase their income or market share that yield to rise in their sales, it is not possible to have full control of crime in a country even if some measures can be taken like increasing police members or security systems.

Consequently, it is not possible to confirm that there is a direct relation between crime and the sales of the security companies. Furthermore, crime index is not the only variable influencing the individuals to purchase the service and/or products that a security company can provide. There can be some other factors such as the individuals’ income, viral marketing, between others, that persuade the consumption of security services and/or products. As a result, other variables can impact in the choices of the customers. For this reason the mathematical model is not enough to explain the relation between these two variables.

Therefore, it is necessary to rewrite the mathematical formula as follows,

\[ Y = B1 + B2X + C \]

Where ‘C’ is known as the disturbance, or error and it represents all the variables or factors that can affect the consumption but are not considered in the mathematical model (Kennedy, 2003).
In the new equation, ‘Y’ is the percentage change in sales of security companies and ‘B’ is the percentage change in the total crime of the country and ‘C’ represents the disturbance.

This econometric model is a representation of a linear regression model. This means “the econometric consumption function hypothesizes that the dependent variable Y (Δ% Sales) is linearly related to the explanatory variable X (Δ % Crime) but that the relationship between the two is not exact; it is subject to individual variation” (Gujarati, 2004).

3.2.4. **Data gathering**

Time-series data will be use to estimate the validity of the theory which means that this is historical data. In this case the data will be the annual sales of Securitas AB from 2000 to 2009 and the total crime in Sweden during the same period of time. However, as the theory stayed, the objective is to compare the functional relation between the growth or the decrease of the level of crime and the sales of Securitas in Appendix E. To confront the hypothesis and the reality, the data will be measured in percentage changes.

The data has been gathered from two secondary sources of information,

- Amadeus on-line database (Amadeus, 2011) for Securitas data and
- Svenska Stadistik (SCB, 2011) for data about crime index.
Table 3.5. Total number of crimes Vs Securitas AB sales (percentage changes)

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Number of crimes (%)</th>
<th>Securitas AB Total Sales (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>-0.02105</td>
<td>0.10523</td>
</tr>
<tr>
<td>2002</td>
<td>0.03816</td>
<td>0.08148</td>
</tr>
<tr>
<td>2003</td>
<td>0.01667</td>
<td>0.08160</td>
</tr>
<tr>
<td>2004</td>
<td>-0.00528</td>
<td>0.04254</td>
</tr>
<tr>
<td>2005</td>
<td>-0.00553</td>
<td>0.03668</td>
</tr>
<tr>
<td>2006</td>
<td>-0.01360</td>
<td>0.02220</td>
</tr>
<tr>
<td>2007</td>
<td>0.06642</td>
<td>0.07633</td>
</tr>
<tr>
<td>2008</td>
<td>0.05476</td>
<td>0.07394</td>
</tr>
<tr>
<td>2009</td>
<td>0.02016</td>
<td>0.05285</td>
</tr>
</tbody>
</table>

Source: Own elaboration with Amadeus and SCB data

3.2.5. Estimation of parameters

It is necessary to make a regression in order to estimate the econometric model. According to Gujarati (2004), “Regression analysis is concerned with the study of the dependence of one variable, the dependent variable, on one or more other variables, the explanatory variables, with a view to estimating and/or predicting the (population) mean or average value of the former in terms of the known or fixed (in repeated sampling) values of the latter.” Then, an econometric method called ordinary least squares (OLS) is used to obtain a regression.

In other words, when a regression is made, the objective seeks to find the average value of the dependent value in terms of the explanatory variable, however, the error ‘C’ can alter the result so it is necessary to reduce such error to find the best estimators to validate the theory. To accomplish this, the ordinary least square (OLS) allows the reduction of the error and finds out the best estimator for the regression (Novales, 1993).
In this research, the Eviews software program was used in order to estimate the econometric model. In Eviews, a new work file is created with annual data from years 2001 to 2009. Then an empty group series is generated to insert the data from percentage change of Securitas AB sales and percentage change of total crime in Sweden.

Once the data has inserted in the program, the econometric model is estimated through the function ‘generate equation’ where the econometric model is imputed. The estimated values given by Eviews are: for ‘B1’ and ‘B2’ is 0.26353 and 0.0551898. As a result, the estimation function is the following,

\[ Y = 0.2743 * X_i + 0.05905 \]

or

\[ SALES = 0.27438*CRIME + 0.0551898158306 \]

According to the result, the average percentage change in sales increases in 27% for 1% increment in percentage change of total crime in Sweden.

Eviews provides the results of the estimations and, in addition, the program calculates data and performs statistic tests for the hypothesis testing in order to support the validity of the model as it is presented in the following table.
Table 3.6. Eviews Econometric estimation output:  
Total crime Vs Securitas AB annual sales (percentage changes)

Dependent Variable: SALES  
Method: Least Squares  
Sample: 2001 – 2009  
Included observations: 9

<table>
<thead>
<tr>
<th>Variable</th>
<th>Coefficient</th>
<th>Std. Error</th>
<th>t-Statistic</th>
<th>Prob.</th>
</tr>
</thead>
<tbody>
<tr>
<td>CRIME</td>
<td>0.274389</td>
<td>0.306198</td>
<td>0.896115</td>
<td>0.4000</td>
</tr>
<tr>
<td>C</td>
<td>0.059054</td>
<td>0.010327</td>
<td>5.718341</td>
<td>0.0007</td>
</tr>
<tr>
<td>R-squared</td>
<td>0.102912</td>
<td></td>
<td></td>
<td>0.63649</td>
</tr>
<tr>
<td>Adjusted R-squared</td>
<td>-0.025244</td>
<td>S.D. dependent var</td>
<td>0.026559</td>
<td></td>
</tr>
<tr>
<td>S.E. of regression</td>
<td>0.026892</td>
<td>Akaike info criterion</td>
<td>-4.200823</td>
<td></td>
</tr>
<tr>
<td>Sum squared resid</td>
<td>0.005062</td>
<td>Schwarz criterion</td>
<td>-4.156995</td>
<td></td>
</tr>
<tr>
<td>Log likelihood</td>
<td>20.90370</td>
<td>Hannan-Quinn criter.</td>
<td>-4.295403</td>
<td></td>
</tr>
<tr>
<td>F-statistic</td>
<td>0.803022</td>
<td>Durbin-Watson stat</td>
<td>0.806437</td>
<td></td>
</tr>
<tr>
<td>Prob(F-statistic)</td>
<td>0.399958</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Eviews output with Amadeus and SCB data

3.2.6. Hypothesis testing

Once the model is estimated, it is necessary to prove if the theory or hypothesis fulfills the expectations with the reality. To test the validity of the model, three types of test will be used:
a) T-Statistic: The t-Statistic is the result for dividing the coefficient by its standard error. This result measures the actual value of the parameter which is not zero. In other words, the standard error is the deviation of the data set for the explanatory variable. When t-statistic is large enough (< -2, > 2), thus the explanatory variable has a significant impact over the dependent variable. The contrary to that result accepts the null hypothesis or the explanatory variable has no impact (Agung, 2011; Vogelvang, 2005). For this model, the t-statistic is 0.8961 meaning that the value is not big enough. As a result, the impact of percentage change of total crime in Sweden is not significant to explain the percentage change of sales of Securitas AB.

b) F-Statistic: While the t-statistic measures the impact or significance of each explanatory variable, the f-statistic measures the impact for the whole econometric model. The lowest result means that the total set of explanatory variables as a whole cannot explain the dependent variable.

c) R-squared: $R^2$ or coefficient of determination measures the variability of the dependent variable ‘Y’ from its mean which is estimated by the econometric model (Wooldridge, 2006). $R^2$ is evaluated in an interval from 0 to 1, where values near to 1 show the existence of a lineal relation between both variables the dependent and explanatory. In other words, $R^2$ measures how well the data fit the real world if its value is close to 1. Moreover, the determinism of the model cannot be explained through the use of crime as an explanatory variable. This can be seen since the value of $R^2$ is close to zero instead of 1 with a value of 0.1029

In sum, Securitas AB sales do not have a functional relation with the level of crime index. In other words, crime index do not determine the sales of the security company.
Chapter 4
Data analysis

The econometric analysis demonstrated a non-functional relation between the percentage change in Securitas AB sales and the percentage change in total crime. Thus, if the observable real crime from a country, measured through the crime index, does not determine these sales of a security company and does not influence people’s consumption of their products and/or services, hence, the theoretical framework reveals that the human fear has a relevant impact of the use of fear appeals as a mechanism for influencing the behaviour of individuals in consumption decisions. Therefore, this research aims to verify if there is a functional relation between human fear and the necessity of security.

According to this research, threats appeals create fear and fear appeals the necessity of security on the individuals in order to reduce or eliminate the human fear. This study will find the empirical relation between the percentage change of fear appeal from the content analysis and the percentage change of sales of the security company from the period 2001 to 2009. Hence, the mathematical model has been stated as follows, including the variables analysed in the content analysis method for two different newspapers.

\[
\text{Sales} = \text{danger} \times X_i + \text{fear} \times X_i + \text{insecurity} \times X_i + \text{risk} \times X_i + \text{threat} \times X_i + \text{violence} \times X_i + C
\]

However, there are some other variables determining security companies’ sales that are not considered in this study. Therefore, it is necessary to add a disturbance or error representing such variables.
The econometric software EViews was applied to the variables analysed in the content analysis generating the following results,

a) For Aftonbladet newspaper

\[
SALES = -0.00485376282074 \times ADANGER + 0.0431372936838 \times AFEAR - 0.0082224261856 \times AINSEC + 0.0185401429333 \times ARISK - 0.0305684689503 \times ATHREAT - 0.002025463465 \times AVIOL + 0.0574322455793
\]

<table>
<thead>
<tr>
<th>Table 4.1. Econometric Model: Eviews quantitative output from Aftonbladet content analysis Vs Securitas AB annual sales (percentage changes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dependent Variable: SALES</td>
</tr>
<tr>
<td>Method: Least Squares</td>
</tr>
<tr>
<td>Source: Eviews output with Amadeus and SCB data</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Variable</th>
<th>Coefficient</th>
<th>Std. Error</th>
<th>t-Statistic</th>
<th>Prob.</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADANGER</td>
<td>-0.004854</td>
<td>0.021653</td>
<td>-0.224163</td>
<td>0.8434</td>
</tr>
<tr>
<td>AFEAR</td>
<td>0.043137</td>
<td>0.028774</td>
<td>1.499166</td>
<td>0.2726</td>
</tr>
<tr>
<td>AINSEC</td>
<td>-0.008222</td>
<td>0.010980</td>
<td>-0.748881</td>
<td>0.5320</td>
</tr>
<tr>
<td>ARISK</td>
<td>0.018540</td>
<td>0.031440</td>
<td>0.589691</td>
<td>0.6151</td>
</tr>
<tr>
<td>ATHREAT</td>
<td>-0.030568</td>
<td>0.046196</td>
<td>-0.661713</td>
<td>0.5762</td>
</tr>
<tr>
<td>AVIOL</td>
<td>-0.002025</td>
<td>0.053795</td>
<td>-0.037652</td>
<td>0.9734</td>
</tr>
<tr>
<td>C</td>
<td>0.057432</td>
<td>0.009084</td>
<td>6.322689</td>
<td>0.0241</td>
</tr>
</tbody>
</table>

- T-Statistic in Table 3.6. shows that any of the explanatory variables are significant to explain the dependent variable. Each combination of independent words with the dependent words used in content analysis does not have an...
impact in the percentage change of Securitas AB sales because the T-Statistic for each one is <2.

- F-Statistic in Table 3.6. shows that the set of all combinations does not have an impact because the F-Statistic is 1.1524, not large enough to validate an impact over the dependent variable.
- R-squared in Table 3.6. results in 0.775648 close to 1 which is reduced in a functional relation between the variables of the content analysis of the newspaper Aftonbladet and Securitas AB sales.

b) For Dagens Nyheter newspaper.

\[
\text{SALES} = -0.00259124355824 \times \text{DDANGER} + 0.0836125535378 \times \text{DFEAR} + 0.00106982377343 \times \text{DINSEC} + 0.0596702750465 \times \text{DRISK} + 0.0569383558731 \times \text{DTHREAT} - 0.4159974898851 \times \text{DVIOL} + 0.0431368820181
\]

**Table 4.2.** Econometric Model: Eviews quantitative output from Dagens Nyheter content analysis Vs Securitas AB annual sales (percentage changes)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Coefficient</th>
<th>Std. Error</th>
<th>t-Statistic</th>
<th>Prob.</th>
</tr>
</thead>
<tbody>
<tr>
<td>DDANGER</td>
<td>-0.002591</td>
<td>0.010697</td>
<td>-0.242234</td>
<td>0.8312</td>
</tr>
<tr>
<td>DFEAR</td>
<td>0.083613</td>
<td>0.023802</td>
<td>3.512774</td>
<td>0.0724</td>
</tr>
<tr>
<td>DINSEC</td>
<td>0.001070</td>
<td>0.004627</td>
<td>0.231235</td>
<td>0.8386</td>
</tr>
<tr>
<td>DRISK</td>
<td>0.059670</td>
<td>0.018150</td>
<td>3.287575</td>
<td>0.0081</td>
</tr>
<tr>
<td>DTHREAT</td>
<td>0.056938</td>
<td>0.030154</td>
<td>1.888268</td>
<td>0.1996</td>
</tr>
<tr>
<td>DVIOL</td>
<td>-0.415997</td>
<td>0.100279</td>
<td>-4.148409</td>
<td>0.0035</td>
</tr>
<tr>
<td>C</td>
<td>0.043137</td>
<td>0.006915</td>
<td>6.238248</td>
<td>0.0247</td>
</tr>
</tbody>
</table>

R-squared: 0.941513  Mean dependent var: 0.063649
Adjusted R-squared: 0.766050  S.D. dependent var: 0.026559
S.E. of regression: 0.012846  Akaikes info criterion: -5.820054
Sum squared resid: 0.000330  Schwarz criterion: -5.66657
Log likelihood: 33.19024  Hannan-Quinn criterion: -6.151084
F-statistic: 5.365894  Durbin-Watson stat: 1.328113
Prob(F-statistic): 0.165400

Source: Eviews output with Amadeus and SCB data
- T-Statistic in Table 4.1. shows that only Dfear with 3.5127; Drisk with 3.2875; and Dviol with -4.1484 are significant to explain the dependent variable because T-Statistic for Dfear and Drisk are >2 and Dviol is <2.
- F-Statistic in Table 4.1. shows that the set of all combinations does not have an impact because the F-Statistic is 5.3658, not large enough to validate an impact over the dependent variable.
- R-squared in Table 4.1. results in 0.941513 close to 1 which is also reduced in a functional relation between the variables of the content analysis of this newspaper and Securitas AB sales.

### 4.1. Limitations

Firstly, no previous academic research regarding fear as a strategy within the security industry has been conducted either explored. The lack of data fully related to the topic and approach of this thesis, limits the possibility for confronting and comparing information within the same field and context. Nevertheless, a correlation has been made between the approach in this work and the cited literature.

Second, during the process of the practical methodology for the content analysis in this study, the database ‘Retriever’ does not allow the possibility for identifying accurately the articles only concerning to fear, crime, danger, violence, risk and threats within the context of this study.

In the case of the econometric model, even though this tool does not show a functional relation between the percentage change on total crimes in Sweden and the percentage change of Securitas AB annual sales, does not confirm there is no relevant connection between both variables at all. There are other investigation techniques that could be
implemented for determining and validating this relationship in the consumption of security products and/or services but this is an exploratory research.

Third, it was not possible to gather information about which percentage of the annual security company sales corresponds to organisations and which percentage corresponds to individuals in order to deepen the analysis on determining the influence of fear (words related to fear) transmitted through mass media over the sales of the security company.

Finally, there is no clarity on consumers’ reactions in a country or other countries. From the literature review, fear appeal produces diverse outcomes about its validity as a marketing strategy. Therefore, a similar research in another country or simply using other newspapers for study, could conduct to the same, similar or totally different results.
Chapter 5
Conclusions

As this is an exploratory master thesis and no previous studies within the same context were found, after constructing our approach of the variables, these were subject of analysis through the methodology applied in order to answer the purpose and questions of this research.

Overtime, humans have always had the need of feeling secure. That necessity of security is originated from an emotion, a condition and reaction: the fear of threats or danger. Therefore, the human fear has an impact over its behaviour searching ways for reducing such fear. As a result, security companies have a potential opportunity for fulfilling this human need reducing the phenomenon of fear. Some organisations and companies discovered that human fear can be used as tool for influencing the individual behaviour and for consumption purposes.

When companies use fear in advertising influence human behaviour known in marketing as fear appeal. In this research, mass media does not use fear as a conscious way to manipulate or persuade human behaviour. However, the usage of fear messages in mass media has an impact on human fear perception. Then, there is a positive relationship between marketing fear appeal and mass media spreading information of threats, violence and crime. Both create fear on humans’ perception but marketing in a direct conscious way and mass media in an indirect unconscious way, then we call it ‘unacquainted-indirect fear appeal’.

In the econometric model, the percentage change in crime does not justify the percentage change in the sales of a security company. On the other hand, the frequency of appearance of words related to crime in the content analysis shows and confirms the
fluctuating but constant presence of threatening information over time in newspapers. Thus, it has been possible to establish a functional relation between the percentage change in unacquainted-indirect fear appeals produced by the newspaper and the percentage change of Securitas AB sales.

According to the results, the models explain that the unacquainted-indirect fear appeal has a positive relation with the sales of Securitas AB. Therefore, it is deducted according to the theoretical framework that fear has an impact on the consumers’ decision making. However, the econometric model results show that Aftonbladet only accepts the R2 test while Dagens Nyheter accepts the t-student and R2 tests. That means Aftonbladet results are not enough valid to support the hypothesis. On the other hand, Dagens Nyheter results are enough valid to support the hypothesis. The perception of the people of the newspapers is the probable explanation of the fact that results in content analysis in one newspaper confirm the relationship between the theory and the reality and the other does not. On one hand the criticised journalism from Aftonbladet mentioned in this text before, and the serious one from Dagens Nyheter.

Based on the theoretical framework it is found that low or high perception of fear will result on positive or negative human behaviour. Estimations in Dagens Nyheter newspaper accepted t-student test, which confirm the usage of unacquainted-indirect fear appeal and each variable have different impact on the (Δ %) sales. The more frequent appearance of the words fear and risk with their respective combinations of words has a positive impact on (Δ %) sales. On the other hand, the more frequent appearance of the word violence with their respective combinations of words has a negative impact on (Δ %) sales which is higher than the positive impact mention before.

Following the methodology it is probably to conclude that human fear could be used as a business opportunity to develop a marketing strategy that allows the increase of security companies’ sales. However, developing such strategy, it is significant to bear in mind that both fear appeal and necessity of security are abstract and depend, on great
extent, on the perceptions of people which are diverse driving to the expected results or not.

If a security company wants to use the boundaries of the unacquainted-indirect fear appeal from threatening occurrences and the necessity of security in the world, needs to make a deeper study in order to find the best marketing tool taking into account that threats, fear and need of security are not controllable but are persistent and continuous occurrences as it was shown and confirmed in the content analysis performed in this study.

**Figure 5.1.** Fear-Need of security interplay: Theoretical frame outline of reference in a business context

![Diagram of Fear-Need of security interplay](image)

**Source.** Own elaboration based on Theoretical Framework and results of Methodology
Figure 5.1. is based on figure 2.1. and it is a graphic representation of the conclusions in this study introducing the theory into a business context. It shows the interplay of marketing and mass media and how they use fear. The first instigates fear using it in order to generate a direct fear appeal for persuasion and activating consumers’ behaviour in purchasing the services and/or products of a company. The second portrays and transmits the events related to all kind of dangers from threatening situations and generates what we call an ‘unacquainted-indirect fear appeal from the awareness of such threatening situations and activates a response. In both contexts, fear plays a significant role through the fear appeal which, direct or indirect, generates a sense of risk in different perceptions and interpretations of the individuals. Therefore, the individual in a ‘World Risk Society’ feels fear and the need of security in a growing sense of insecurity, consequently a growing demand for security where the security industry plays a very important role in safeguarding from all kind of dangers. It is relevant to remember what Goold, Loader, and Thumala (2010) writes about organisational security which they identify as an indirect consumption of what social world looks and feels.

5.1. Recommendations for future research

We consider establishing some recommendations for future research in order to explore more about this approach not explored before based on the limitations and the results of this study.

First, mass media comprises too many other sources than newspapers which could bring interesting and relevant information and results for the purpose of this study.

Second, as diversity and emotions are new and developing topics in contemporary behaviour, it is recommended to include more research on the audience perceptions of
fear and the need of security. Hence, more research about peoples’ emotions for consumption behaviours purposes.

Third, is to take into account various populations within different circumstances and from several countries.

Last, taking into consideration the validity of the relationship between the variables of this study, it could be recommendable to perform a strategy testing it within a security company.

5.2. Managerial implications

In addition to the models developed by the authors in figures 1.2., 2.1., 5.1., and 5.2., the latest from this sub topic, as a contribution of new construction of theory based on the framework of reference and results of the methodology implemented in the study, this master thesis has provided new insights from theory and science for a business perspective of social phenomena which ultimately is one of the purposes of the Master of Science on Business Administration Strategy and Management in International Organizations.

Accordingly, we propose the following more specific implications based on the above statement.

- Creative endeavours for exploring, researching and assessing science and business thinking beyond solutions.
- Exploration of increasingly individual and social concerns in international settings.
- Understanding the underlying social mechanisms and its relationship with business.
- Capacity for identifying relevant phenomena of the past, present and future trends in a business perspective rising up increasing demands within a competitive environment.
- Discovering in every case possible means of strategies.
- Seeking for the optimum new value for the traditional human perceptions, behaviour, needs, and relations within the flexibility and change management in a rapidly transforming world.
- Researching and assessing holistically the irreversible process of social evolution and the system activation as value.
- Seeking for new increase in interest value of particular social phenomena and the prominent role of the security industry in the years to come.
- Exploitation of the fear and need of security phenomena as social variables in a business context for marketing security.
- Exploring ethics and trust within this approach.

**Figure 5.2.** Fear-Need of security interplay as a business mechanism: Theoretical frame outline of reference in a business context

![Diagram](Image)

**Source.** Own elaboration based on Theoretical Framework and conclusions in this study
Figure 5.2. shows the interplay of fear and the need of security as a business mechanism by identifying and understanding social phenomena in a business perspective as a potential strategy for the security industry to expand their market.
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Web sites


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Appendices

Appendix A

Securitas AB: Brief history and trajectory.

Services like watch for fire and guard gates and entrances were required by customers at the beginning of XX century, due this, Security companies became increasingly common. In 1934 Erik Philip-Sörensen founds Hålsingborgs Nattvakt in Helsingborg, Sweden. A security company that quickly expanded overall the country with many different services until 1972, when all the companies owned by Erik Phillip-Sörensen started to work under the name of Securitas. The logo of three red dots means integrity, vigilance and helpfulness. In 1984 Securitas in Sweden is sold to Skrinet and Cardo and one year after Investment AB Latour becomes the owner and from these year an International Expansion started making them “a knowledge leader in security, focusing on providing security solutions to fit each customer’s needs in 45 countries in North America, Europe, Latin America, Middle East, Asia and Africa. Everywhere from small stores to airports, our 280,000 employees are making a difference”.

Source: Securitas, 2011

Appendix B

Protection Motivation Theory components in fear appeals

<table>
<thead>
<tr>
<th>Components</th>
<th>Individuals facing threats</th>
<th>Tanner, Hunt and Eppright proposed improvements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Severity of the threat</td>
<td>Perceived of the severity of the threat</td>
<td>To emphasise on the emotion without ignoring it</td>
</tr>
<tr>
<td>Probability of occurrence</td>
<td>Perceived of the probability that the threat will occur</td>
<td>Appraisal processes ordered in a sequential way</td>
</tr>
<tr>
<td>Coping capability</td>
<td>Perceived ability of a coping behaviour to remove the threat</td>
<td>To address maladaptive behaviours</td>
</tr>
<tr>
<td>Self-efficacy</td>
<td>Perceived ability to carry the coping behaviour</td>
<td>To take into account the social context</td>
</tr>
</tbody>
</table>

Source: Own elaboration based on Theoretical framework
Appendix C

Set of selected words for content analysis from the Theoretical frame outline of reference

Source: Own elaboration based on Theoretical framework

From the theory, the words as fear, danger, insecurity, risk, threat and violence have been selected as independent set of words for content analysis. From the set of dependent words, crime and terrorism have been chosen. Robbery and murder have been considered in ‘all kind of dangers’. All the words have been framed by a red circle in the theoretical frame outline of reference shown in figure 2.1. from this master thesis. This figure was used in this appendix in order to show the words related to the theory.
## Appendix D

Frequency appearance of the meaning units tabulation

### Frequency output: Combination of independent word 'fear' and its combinations with dependent words

<table>
<thead>
<tr>
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**Source:** Own elaboration with Retriever data

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**Source:** Own elaboration with Retriever data
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**Source:** Own elaboration with Retriever data

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**Source:** Own elaboration with Retriever data
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**Source:** Own elaboration with Retriever data

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**Source:** Own elaboration with Retriever data
Appendix E

Total Number of crimes Vs Securitas AB sales (SEK)

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<th>Total Number of crimes</th>
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Source: Own elaboration with Amadeus and SCB data