

Exploring Visual Methodologies for Measuring Public Perception of Sex Offenders

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Abstract : Sex offenders are often viewed as a homogenous group, but they encompass a diverse range of individuals with varying characteristics and offenses. The principal aim of this study was to ascertain how members of the Australian public perceive and define a sex offender while also investigating the emotional underpinnings associated with these attitudes and definitions. To assess public attitude, this study used the innovative utilization of visual methodologies to assess the public's perception of sex offenders. The study employed the iSquare approach, a visual methodology framework that offers unique viewpoints and insights into public attitudes toward sex offenders. Through the utilization of this approach, this study established an academic foundation for a deeper understanding of the public's perception of sex offenders. The data analysis revealed that most participants associated sex offenders with strong negative emotions, primarily disgust and anger. The findings of this research point towards the potential for fostering a social environment characterized by evidence-based discussions instead of reactionary punitive responses. Promoting a comprehensive understanding of the diverse nature of sexual offenders aims to broaden perceptions, fostering constructive attitudes.

Keywords : visual methodologies, public perception, sex offenders, offender characteristics, emotional attitudes, isquare approach, attitudes

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