



# Going Viral

## *Navigating in a Recorded Profession*

Video is ubiquitous—from citizen smartphones to the body- and dash-cams, police agencies are increasingly investing in CCTV and more.

***Going Viral***, is a dynamic two-day course that addresses the evolution of video and how it impacts the law enforcement profession today. The Seminar begins with an assessment of the current climate as a result of the 24/7 video world. How media, pundits and politicians interpret and portray the profession as well as the statistical reality of who police officers are will be examined in depth.

The course examines the emergence of Body Worn Cameras (BWCs) and addresses policy considerations, obstacles and logistical issues. Legal concerns are addressed which include issues raised by the ACLU, IACP, PERF, etc.

We will examine in depth how investigators, administrators, the media and officers need to develop a working knowledge of Human Performance Factors in order to avoid observational bias. We will question conventional wisdom on subjects such as memory, attentional blindness, change blindness, time/motion under stress and selective attention.

This course is constantly evolving, incorporating current events and relevant supporting material that meet the professional needs of law enforcement. Course topics will include, but not be limited to:

- **Science of Human Factors**
- **Protocol & Policy Consideration**
- **Reducing Liabilities**
- **Overcoming Bias in Investigations**
- **Split Second Decisions Under Stress**
- **Memory and Selective Attention**
- **Relationship Between Stress and Perception**
- **Body Worn, Dashboard and Citizen Video Issues**
- **Networking**
- **Is Seeing Really Believing?**
- **Field of View vs. Point of View**
- **ACLU & Political Concerns**
- **Limitations of the Camera**
- **Storage Issues**