

EXPLORING THE IMPACT OF CYBERCRIME ON SOCIAL MEDIA IN BARANGAY SAN ISIDRO MONTALBAN, RIZAL

ABSTRACT

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Social media platforms such as Facebook and Twitter have transformed how individuals communicate and share information, including images, videos, and messages. However, these platforms also expose users to cybercrime threats. This study aims to explore the impact of cybercrime on social media use in Barangay San Isidro, Montalban, Rizal. It seeks to assess how various forms of cybercrime—such as cyberbullying, identity theft, and cyber extortion—affect local residents and how awareness and prevention strategies can be improved within the community. This study utilizes a descriptive research design to gather information regarding the effects of cybercrime in the local context. Guided by the provisions of Republic Act No. 10175, also known as the Cybercrime Prevention Act of 2012, the study surveyed a total of 50 respondents, composed of 40 residents who actively use social media and 10 members of the Cybercrime Group. The survey aimed to determine the prevalence of cybercrime experiences, community awareness, and responses to such threats. The demographic profile of respondents showed that 76% were single, representing the highest proportion of participants, while only 2% were separated, indicating the lowest percentage. These findings provide a baseline for analyzing how personal status may correlate with exposure to cybercrime, though further detailed analysis of cybercrime types and experiences was also conducted. To effectively combat cyberbullying, identity theft, and cyber extortion in Barangay San Isidro, the study recommends launching a digital awareness campaign led by local authorities. This campaign should include seminars, workshops, and social media outreach to educate residents on identifying cyber threats and practicing safe online behavior. Specific strategies include teaching residents how to recognize phishing attempts, secure their accounts, and detect fake profiles or websites. Strengthening digital literacy will support crime prevention efforts, encourage collaboration with law enforcement, and serve as a foundation for future research on community-based cybersecurity strategies.

RECOMMENDED CITATION

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