

RISING TRENDS IN ONLINE SCAMS IN BARANGAY KAMUNING, QUEZON CITY

ABSTRACT

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The internet has become a vital part of everyday life, streamlining communication, information access, and entertainment. However, with increased reliance on digital platforms comes a heightened risk to personal safety and security. This study investigates the growing prevalence of online scams in Barangay Kamuning, Quezon City, examining the challenges faced by the local community and identifying effective strategies for prevention and awareness. The researchers used purposive sampling, a non-probability technique where participants were deliberately chosen based on characteristics relevant to the study's objectives. A descriptive research design was adopted to provide a detailed analysis of the data collected. This design enabled a comprehensive understanding of the prevalence and nature of online scams in the community. The researchers directly approached residents of Barangay Kamuning, Quezon City, who had experienced online scams, as well as members of the QCPD Anti-Cybercrime Group and the Barangay Council, who are instrumental in crafting prevention strategies. Before administering the survey questionnaire, the researchers secured the respondents' consent. Completed surveys were collected immediately after they were filled out. The highest-rated concern, with a weighted mean of 3.31 and a verbal interpretation of "Strongly Agree," reveals that individuals are aware of the importance of online privacy and security measures, such as creating strong passwords and recognizing secure websites. Furthermore, with a weighted mean of 3.12 ("Agree"), the data shows that many individuals feel confident using website security features, including HTTPS and security certificates, to assess a site's legitimacy. Another key finding, with a weighted mean of 3.13 ("Agree"), indicates that respondents are generally willing to report suspected online scams or suspicious activities to the proper authorities. The study underscores the importance of digital literacy and individual online security. To address the growing threat of online scams, the study proposes community-based strategies aimed at raising awareness, strengthening digital competencies, and encouraging proactive measures to safeguard against cyber threats.

RECOMMENDED CITATION

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