

THE EFFECTIVENESS OF SOCIAL MEDIA IN CRIME PREVENTION AT BARANGAY COMMONWEALTH, QUEZON CITY

ABSTRACT

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Social media has emerged as a transformative tool in promoting public safety and raising awareness on crime prevention. This study evaluates the effectiveness of social media in crime prevention efforts within Barangay Commonwealth, Quezon City. It specifically assesses the impact of social media in terms of online engagement, community awareness, crime rate trends, and the role of law enforcement personnel. Furthermore, it identifies the challenges encountered in leveraging social media for crime prevention and proposes appropriate interventions. A correlational research design was utilized. The study engaged fifty (50) respondents, consisting of five (5) personnel from the Philippine National Police Community Affairs and Development Support (PNP CADS) and forty-five (45) residents of Barangay Commonwealth. Respondents were selected through probability sampling. Data were collected through a structured survey questionnaire focusing on perceptions of social media's role in crime prevention and the challenges experienced. The majority of respondents were aged 18–25 years, with a higher representation of females (29 out of 50). Most respondents had reached college-level education and had lived in Barangay Commonwealth for 21 to 35 years. The evaluation showed that respondents found social media to be effective in fostering online engagement, increasing community awareness, lowering crime incidents, and supporting the role of personnel in crime prevention. However, the most significant challenge identified was limited financial resources for training, equipment maintenance, and infrastructure improvement. The respondents suggested regular simulation and training exercises for PNP CADS personnel to enhance their preparedness and service quality. The study recommends that residents actively participate in spreading crime prevention messages through social media and attend online or community-based seminars and campaigns. Additionally, it is advised that government agencies allocate sufficient funding to support training programs, equipment upgrades, and infrastructure development. By implementing these measures, law enforcement personnel can better serve the needs of the community and ensure accurate and responsive crime prevention efforts using digital platforms.

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