

AN ASSESSMENT ON THE EFFECTS OF CYBERBULLYING AMONG RESIDENTS IN NOVALICHES PROPER, QUEZON CITY

ABSTRACT

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DISCIPLINE

Mental Health

KEYWORDS

*novaliches proper; quezon
city; cyberbullying;
community awareness; digital
harassment; coping
mechanisms*

ARTICLE ID

AASGBCPJMRA-B01126

The rapid expansion of digital communication platforms in recent years has significantly reshaped the way individuals, particularly adolescents and young adults, interact. However, this progress has also given rise to cyberbullying—defined as the intentional use of digital media to inflict harm through aggressive, threatening, or harmful behavior. Cyberbullying has become a pressing social concern, with serious implications for the mental, emotional, and academic well-being of its victims. Despite growing global awareness, the impact of cyberbullying in suburban and less-studied communities—such as Novaliches, a district in Quezon City, Philippines—remains underexplored in existing literature, which tends to focus on larger urban centers. This study sought to fill that gap by investigating the prevalence of cyberbullying in Novaliches, analyzing its psychological and social consequences among youth, and identifying the coping strategies employed by affected individuals. By examining this issue within a local context, The research aimed to provide a deeper understanding of the unique challenges faced by communities with distinct socioeconomic and cultural conditions. This study encompasses the following components: research design, selection of participants, sampling strategy, construction and validation of research instruments, procedures for data collection and retrieval, and statistical analysis of the data. This study aims to assess the effects of cyberbullying in Novaliches Proper, Quezon City, and to serve as a foundation for developing effective awareness and intervention strategies. Based on the respondents' insights, the study recommends fostering strong community engagement through neighborhood forums, outreach activities, and community policing initiatives. To address the issue effectively and prevent future incidents, the research team needs to demonstrate strong leadership—capable of providing clear guidance, support, and informed decision-making in navigating challenges and implementing solutions. The discussion summarizes the study and its conclusions of the study, which aimed to assess the effects and prevalence of cyberbullying in Novaliches Proper, Quezon City.

RECOMMENDED CITATION

Dacpano, V., Escuro, E., Lumaban, J. M., Manrique, J. P., & Sumbilon, C. J. (2025). An Assessment on the Effects of Cyberbullying Among Residents in Novaliches Proper, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(5), 165.