

THE EFFECTIVENESS OF CYBER LIBEL AWARENESS PROGRAM AMONG BARANGAY WEST FAIRVIEW QUEZON CITY RESIDENTS

ABSTRACT

AUTHORS

Jenny Ablinga
Jehan Barua
Irish Kristine Borlagdan
Jaycee Parker Duran
Mark Christian Lima

RESEARCH ADVISER

Merrill Faye M. Rubis,
MSCJ

AFFILIATION

Bestlink College of the
Philippines

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In the digital age, social media offers vast communication opportunities but also significant risks like Cyber Libel. Under the Cybercrime Prevention Act of 2012 (RA 10175), online defamation is a serious offense that can cause severe reputational and emotional harm. Barangay West Fairview in Quezon City has documented a notable number of complaints, signaling a need for intervention. This study assesses the effectiveness of existing Cyber Libel Awareness Programs in Barangay West Fairview. By evaluating current systems and procedures, The study aimed to provide insights that improve community safety and the well-being of residents against online defamation. This study used a descriptive research design to systematically describe the effectiveness of the Cyber Libel Awareness Program in Barangay West Fairview. Using convenience sampling, the researchers surveyed 53 respondents, including 10 educators, 15 barangay officials, 25 residents, and 3 PNP Anti-Cybercrime Group personnel. data were collected through a four-part validated survey instrument assessing demographic profiles, program effectiveness (systems, workforce, and logistics), encountered problems, and proposed recommendations. Statistical tools such as frequencies and averages were employed to analyze the data and provide a factual picture of the program's impact. The study of 53 respondents (primarily single, college-educated adults aged 31–40) indicates that the Cyber Libel Awareness Program is "Highly Effective" (Composite Mean = 3.85). Respondents strongly agree that community-based education is necessary and that limited awareness directly contributes to the rise of online defamation. The data suggests that while the program is effective, reach among younger and older residents remains a secondary priority. The study concludes that while the program is "Highly Effective," significant gaps exist regarding reporting mechanisms. The primary challenge is the difficulty in identifying where and how to report incidents (22.64%). Community leaders are urged to prioritize education on responsible online behavior ($\bar{x}=3.87$). Key recommendations include mandatory integration of cyber libel lessons in schools and the public posting of official hotlines and QR codes to streamline reporting. Universalizing these approaches across PNP, barangay, and residential sectors is essential for a safer online environment.

RECOMMENDED CITATION

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