

DATA PRIVACY AWARENESS AND PROTECTION AMONG SOCIAL MEDIA USERS IN BARANGAY BATASAN HILLS, QUEZON CITY

ABSTRACT

AUTHORS

Angelica Aguirre
Thania Jane Estibe
Ailyn Gagap
Roela Nicole Oscares
Kyla Parane

RESEARCH ADVISER

Legeline Tumapon

AFFILIATION

Bestlink College of the
Philippines

DISCIPLINE

Criminology

KEYWORDS

*data privacy awareness, social
media protection, information
sharing habits*

ARTICLE ID

AASGBCPJMRA-AB89651

The rapid growth of social media has changed how individuals communicate, share information, and interact. It has also increased exposure to online fraud, phishing, identity theft, and data breaches. Reported cybercrime incidents in Barangay Batasan Hills, Quezon City raised concerns regarding users' understanding and protection of personal data. This study assessed data privacy awareness and protective practices among social media users, focusing on knowledge of data privacy regulations, use of privacy settings, and information-sharing behavior. The study used a quantitative descriptive research design and purposive sampling. The respondents comprised 45 social media users aged 18 years or older and 5 personnel from the Philippine National Police Anti-Cybercrime Group. A validated survey questionnaire collected data on demographic characteristics, data privacy awareness, challenges, and possible solutions. Frequency, percentage, ranking, weighted mean, and a t-test at the 0.05 level of significance were used for data analysis. Most respondents were aware of data privacy regulations, particularly the Data Privacy Act of 2012, and supported the use of privacy settings and caution when sharing personal information online. However, respondents reported limited understanding of how social media platforms collect and process personal data, particularly through third-party applications and targeted advertising. Statistical analysis indicated significant differences in assessments across the examined variables, leading to rejection of the null hypothesis. Although respondents demonstrated relatively high awareness, practical understanding and application remained limited. The study recommends localized educational programs, stronger collaboration between barangay officials and government agencies, and continuing digital literacy campaigns to promote proactive privacy management and responsible online behavior.

RECOMMENDED CITATION

Aguirre, A., Estibe, T. J., Gagap, A., Oscares, R. N., & Parane, K. (2026). Data Privacy Awareness and Protection among Social Media Users in Barangay Batasan Hills, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 8(5), 159.