

MONITORING AND EVALUATION STRATEGIES IN REDUCING ONLINE GAMBLING ACTIVITIES IN BARANGAY BAESA, QUEZON CITY: A PROPOSAL

ABSTRACT

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The rise of online gambling has become a growing concern in many communities, including Barangay Baesa, Quezon City. With the increasing accessibility of digital platforms, online gambling has become easier to engage in, especially among individuals who spend much of their time on the internet. This digital accessibility has contributed to the proliferation of gambling activities, leading to social, financial, and psychological impacts within the community. Recognizing this issue, Barangay Baesa plays a crucial role in addressing and preventing the spread of online gambling. One important aspect is community awareness, where residents are informed about the risks and consequences of online gambling. This study used a descriptive research design to examine the prevalence and effects of online gambling in Barangay Baesa, Quezon City. The descriptive approach was chosen to systematically gather information about the current situation, behaviors, and perceptions of residents regarding online gambling. The majority of the respondents were within ages 18–35 years, indicating that younger individuals are more exposed to online gambling platforms. In terms of gender, both male and female respondents participated, with a slightly higher number of males engaged in online gambling activities. Most respondents were either unemployed or engaged in informal jobs, suggesting a possible link between economic status and gambling behavior. The findings of the study reveal that online gambling has become increasingly prevalent among residents of Barangay Baesa, Quezon City, particularly among younger individuals. This trend can be attributed to the widespread availability of mobile devices and internet access, which make online gambling platforms easily accessible anytime and anywhere. The results support the idea that technological advancement has significantly contributed to the rise of digital gambling activities within local communities.

RECOMMENDED CITATION

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