

AN EVALUATION OF THE CYBERCRIME ACTIVITIES THROUGH SOCIAL MEDIA PLATFORMS IN BARANGAY 187, CALOOCAN CITY

ABSTRACT

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This study examined rising cybercrime in Barangay 187, including fraud, identity theft, harassment, phishing, scams, cyberbullying, misinformation, and cyber libel. Increased social media use on platforms like Facebook and TikTok has heightened residents' exposure, while low awareness of cybercrime laws and underreporting remain concerns. The findings highlight the need for improved digital literacy and responsible online behavior. The study employed a quantitative survey design to assess residents' exposure to and awareness of cybercrime activities. Data were collected using a self-developed questionnaire covering key areas such as online fraud, counterfeit products, investment scams, data breaches, identity theft, phishing, misuse of live streaming, gaming-related crimes, and fake news. Respondents were Barangay 187 residents representing diverse demographics, including age, gender, education, and length of residence. The data were analyzed using descriptive statistics frequency, percentage, and mean to determine levels of awareness and perceived severity of cyber threats. Findings revealed that the majority of respondents were young adults aged 18–25 years, accounting for 50% of the total sample, while no respondents fell within the 42–50 age group. In terms of gender, males comprised the largest portion at 48%, while LGBTQ+ respondents represented 8%. Most participants had attained college-level education (38%), and nearly half had resided in the barangay for 5–6 years, indicating a relatively stable population. Results further showed that respondents strongly agreed that cybercrime poses serious risks, with mean scores ranging from 3.87 to 3.98 across the identified cyber threats. Although residents showed awareness of cybercrime risks, the findings highlight the need for stronger prevention, continuous education, and better enforcement. High concern levels also reveal gaps in practical knowledge, reporting behavior, and legal awareness. The study recommends enhancing digital literacy programs, improving reporting systems, and strengthening collaboration between barangay officials and law enforcement, particularly the Philippine National Police Anti-Cybercrime Group. Schools should also promote cybercrime education and safe reporting in partnership with parents and authorities.

RECOMMENDED CITATION

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