

EFFECTIVENESS OF SOCIAL MEDIA PLATFORMS IN ENHANCING CRIME REPORTING IN BARANGAY TANDANG SORA, QUEZON CITY

ABSTRACT

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This study explores how social media platforms help improve crime reporting in Barangay Tandang Sora, Quezon City. It focused on how commonly used platforms like Facebook and Messenger influence public awareness, the involvement of authorities, and the overall use of online applications for reporting crimes. The research used a quantitative design and purposive sampling, involving the two groups of respondents the first group are composed of ten (10) barangay officials, ten (10) police officers and the second group are composed of thirty (30) residents from Barangay Tandang Sora, Quezon City. Data were collected through a structured questionnaire and analyzed using frequency, percentage, and weighted mean. The results indicate that social media has made crime reporting faster, more accessible, and more engaging, while raising awareness and promoting community cooperation. Challenges include misinformation, lack of verification, privacy concerns, and poor internet connectivity. Most respondents are long-term residents aged 36 or older, equally male and female, college-educated, and frequent Facebook users. They agree that social media improves crime reporting in Barangay Tandang Sora, with effectiveness influenced by public awareness, active authorities, and reporting apps. The study recommends adding a one-click emergency button on official social media pages and providing regular transparency updates. This study emphasized how crucial it is to enhance social media as a tool for community engagement and crime reporting. It suggests that local government organizations, law enforcement agencies, and barangay officials provide fast, accurate, and clear crime information online, along with safety advice and easy reporting procedures. Building public trust and encouraging more people to participate, even those with low technical abilities, can be accomplished through active online involvement, prompt responses, and accessible platforms, particularly during emergencies. Additionally, the study emphasizes the necessity of public awareness campaigns, user-friendly reporting tools, and sufficient personnel for online surveillance, especially in places with limited internet connectivity. Social media-based crime reporting can become more efficient and responsive by implementing these changes gradually.

RECOMMENDED CITATION

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