

THE IMPACT OF SOCIAL MEDIA ON MODERN POLICING
IN DISTRICT 7 PROVINCE OF CAVITE

THESIS

DEANNIE ANN P. BAYAN

JEZZA D. DELA FUENTE

SHAIMA D. LUCERO

College of Criminal Justice

CAVITE STATE UNIVERSITY

Indang, Cavite

January 2022

**THE IMPACT OF SOCIAL MEDIA ON MODERN POLICING IN DISTRICT 7
PROVINCE OF CAVITE**

Undergraduate Research
Submitted to the Faculty of
College of Criminal Justice
Cavite State University
Indang, Cavite

In partial fulfilment
of the requirements for the degree
Bachelor of Science in Criminology



00081437

*The Impact of social media on modern
policing in District 7 Province of Cavite*
363.23 B34 2022
T-8863

**DEANNISE ANN P. BAYAN
JEZZA D. DELA FUENTE
SHAIRA D. LUCERO**
January 2022

ABSTRACT

BAYAN, DEANNISE ANN POBLETE., DELA FUENTE, JEZZA DRIZ., and LUCERO, SHAIRA DEL ROSARIO. THE IMPACT OF SOCIAL MEDIA ON MODERN POLICING IN DISTRICT 7 PROVINCE OF CAVITE. Bachelor of Science in Criminology. Cavite State University, Indang, Cavite. January, 2022. Undergraduate Thesis. Adviser: Dr. Marissa Castillo Lontoc.

The study used qualitative research which aimed to; (1) describe how social media affects the policing of Philippine National Police, District 7 Province of Cavite in terms of public; 1.1 communication; and 1.2 crime solving; (2) determine the positive impacts of social media on policing; (3) determine the negative impacts of social media on policing; (4) identify the specific challenges encountered by the Philippine National Police, District 7, Province of Cavite on the use of social media on policing.

The participants of the study were 25 police officers; 10 females and 15 males from four selected cities/municipalities and/or stations in District 7, Province of Cavite: Amadeo, Indang, Tanza, and Trece Martirez City.

After a careful and thorough analysis of the gathered data, important findings were drawn. The study revealed how convenient social media is in communicating with the citizens. In addition, social media is used by the police in communicating with the public to inform them on programs, activities, policies and the likes in modern policing.

The selected police officers also observed that social media contributes to solve the crime and prevent its occurrence. Such examples are: apprehension of criminals; shorten the time to respond; locate the person in danger, locating missing person and utilization of *e-Reklamo* pages, assist in the investigation, promoting anti-criminality campaign and profiling of suspects and criminals online.

The study indicates that the use of social media has a positive impact on modern policing of the selected officers in terms of public communication and crime solving. However, social media also bring negative impacts like unverified information and fake news circulating online about the PNP that inciting the netizens to criticize

the whole organization. The officers are also having a problem in keeping their information confidential online.

In addition, with the use of social media, netizens could easily attack a police officer's character, ruining the organization's image, compromising their integrity, affecting them emotionally, and may cause irreparable damage to the officer's reputation and credibility.

TABLE OF CONTENTS

	Page
TITLE PAGE.....	i
BIOGRAPHICAL DATA.....	ii
ACKNOWLEDGMENT.....	vi
ABSTRACT.....	viii
LIST OF APPENDICES.....	xii
THE PROBLEM AND ITS BACKGROUND	1
Introduction	1
Statement of Problem	4
Objective of the Study	5
Significance of the Study	5
Time and Place of the Study	6
Scope and Limitation	6
Definition of Terms	6
Theoretical Framework	7
REVIEW OF RELATED STUDIES	8
Social media policing	8
Social media as a tool in Police and Public Communication	9
Social media as a tool in Crime Solving	10
Positive Impact of social media on Modern Policing	11
Negative Impact of social media on Modern Policing	12
METHODOLOGY	15
Research Design	15
Participants of the Study.....	15
Sources of Data.....	15
Sampling Technique	16

Research Instrument.....	16
Data Gathering Procedures.....	17
RESULTS AND DISCUSSION.....	18
SUMMARY, CONCLUSIONS, AND RECOMMENDATION.....	40
Summary.....	42
Conclusion.....	43
Recommendations.....	45
REFERENCES.....	46
APPENDICES.....	47

LIST OF APPENDICES

Appendix	Page
1 Interview Guide	49
2 Letter of Endorsement	50
3 Letter Request to the COP	51
4 Certification of Validation	55
5 Certificate of Approval	56
6 Certificate of English Critic	57
7 Curriculum Vitae	58

THE IMPACT OF SOCIAL MEDIA ON MODERN POLICING IN DISTRICT 7 PROVINCE OF CAVITE

**DEANNISE ANN P. BAYAN
JEZZA D. DELA FUENTE
SHAIRA D. LUCERO**

An undergraduate thesis presented to the faculty of the College of Criminal Justice, Cavite State University, Indang, Cavite, in partial fulfillment of the requirements for the degree Bachelor of Science in Criminology with Contribution No. CCJ-2022-39. Prepared under the supervision of Marissa Lontoc PhD.

INTRODUCTION

Social media has become the most evident product of today's technology. Perrin (2015) stated that the popularity of social media has grown to the point where nearly two-thirds (65%) of all adults use the websites. Hu *et al.*, (2018) stated that police agencies in the USA use social media as a tool for public safety promotion on a wide basis.

The 2016 International Association of Chiefs of Police survey reports that about 96 percent of the police agencies responding to the survey have used social media. The 2015 International Association of Chiefs of Police survey indicates that Facebook, Twitter, and YouTube are the three social media platforms most widely used by police agencies. The survey indicates that about 94 percent of police agencies were using Facebook, 71.2 percent were using Twitter, and about 40 percent were using YouTube. Social media platforms gave policing a wider opportunity to gather and disseminate information. If deemed necessary, some investigators take this opportunity to do undercover and to gather evidence (Klausen, 2015).

According to Meijer and Thaens (2013), social media is now being used by the police in America to enhance citizens input in police investigations, to strengthen the public image of police departments, to control crowds, to tackle crises, to obtain better