

**AMONG US: EXAMINING THE KNOWLEDGE, ATTITUDE AND PRACTICES  
OF RESIDENTS IN POBLACION NORTH, MUNOZ NUEVA ECIJA TOWARDS  
FACEBOOK ONLINE SCAMS**

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**APPROVAL SHEET**

This undergraduate thesis entitled **"AMONG US: EXAMINING THE KNOWLEDGE, ATTITUDE, AND PRACTICES OF RESIDENTS IN POBLACION NORTH, MUNOZ NUEVA ECJA TOWARDS FACEBOOK ONLINE SCAMS"** prepared and submitted by **EARL ANGELO C. SOMERA** in partial fulfillment of the requirements for the degree of **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**, has been examined and is hereby accepted:

  
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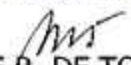
  
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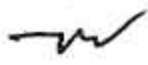
  
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## THESIS ABSTRACT

1. Title: **AMONG US: EXAMINING THE KNOWLEDGE, ATTITUDE AND PRACTICES OF RESIDENTS IN BRGY. NORTH POBLACION, MUNOZ NUEVA ECIJA TOWARDS FACEBOOK ONLINE SCAMS**

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7. Abstract

### **7.1. Rationale/ Background**

The advancement of data and correspondence innovation expanded the improvement of the worldwide economy and advanced personal satisfaction. The web has made new ways for individuals all over the planet to convey, associate, interface, and even do monetary organizations. The arising patterns through online entertainment among the youthful and, surprisingly, the older never appears to dial back.

The web opened up such countless ways for individuals to impart, however such a tremendous internet-based range likewise underwrites namelessness. The obscurity that the web can give is being utilized by scammers to swindle their strategy for getting around individuals for monetary and individual additions.

Covering their actual faces under a seemingly discreet profile and being persuasive to acquire trust, scammers use powerful correspondence and personality putting together to take advantage of their unsuspecting prey. (Shah, 2020)

## **7.2. Summary**

Given these setbacks in the related articles and literature, the study also aimed to fill the gap of localized literature concerning the spread of disinformation and its effects on the netizens of Nueva Ecija. Thus, this research endeavored to answer the following research questions:

1. What is the socio demographic profile of the respondents?
2. What is the knowledge of the residents in Poblacion North towards Facebook online scams?
3. What is the attitude of the respondents in Poblacion North towards Facebook online scams?
4. How do the residents of Poblacion North respond to potential scammers?
5. What occurrences of Cognitive Dissonance do most of the residents encounter towards Facebook online scams

The chapter three presents the socio demographic profile, knowledge, attitude, practices, and cognitive dissonance of the respondents.

### **7.3. Major Findings**

The majority of respondents strongly dislike the idea of scammers on Facebook, are skeptical when messaged by strangers about selling items, and are not confident when talking to strangers on Facebook. They start to suspect strangers when asked about income or banking account details and are angry when they or someone they know gets scammed financially. Respondents are undecided if scammers are entirely bad people and if they trust buy and sell Facebook pages.

Moreover, the majority of respondents feel uncomfortable when a stranger messages them without introducing themselves, and have reservations about buying items from anonymous sellers. They also take a long time to decide and consider changes to avoid being scammed again. Respondents strongly disagree about trusting anonymous sellers or potential scammers if they have been scammed before, and they will never again trust unverified online sellers on Facebook. Majority often think twice before talking to an online seller that they don't know.

### **7.4. Conclusions**

There are several connections between the conclusions drawn from the analyzed data on Facebook online scamming and the cognitive dissonance theory.

First, the finding that the majority of respondents strongly dislike the idea of scammers on Facebook, are angry when they or someone they know gets scammed financially, and ignore Facebook messages indicating that they won a reward from a stranger can be related to cognitive dissonance theory. According to the theory,

individuals experience discomfort when their actions or beliefs are incongruent. In the case of Facebook online scamming, the respondents' beliefs that scammers are bad people and that they should not trust strangers on Facebook may have caused them to experience cognitive dissonance when faced with scamming attempts. To reduce this discomfort, they may have chosen to ignore scamming attempts and disengage from potential scammers.

Second, the finding that respondents strongly agree that they verify the profile of a seller before making a transaction and ignore profiles that lack personal information of suspicious-looking accounts can also be linked to cognitive dissonance theory. By verifying the profile of a seller, the respondents are aligning their actions with their beliefs that they should not trust strangers on Facebook. They may also be reducing the potential for cognitive dissonance by taking precautionary measures to avoid scamming attempts.

Overall, the findings suggest that respondents are knowledgeable about Facebook online scamming and how to protect themselves. The connections to cognitive dissonance theory indicate that respondents' beliefs about scammers and their actions to protect themselves from scamming attempts are consistent and may be motivated by a desire to reduce cognitive dissonance.

## **7.5. Recommendations**

1. The researcher recommends further psychological evaluation on the emotional state of the residents when encountering Facebook online scammers
2. The researcher recommends the Barangays and the University to provide lectures and seminars to further enhance the residents' perception, knowledge and practices in dealing with Facebook online scammers.
3. Due to lack of related literature, the researcher recommends future researchers to conduct further studies about Facebook online scamming and its impacts on its victims, this will also allow the research to be expanded on a larger scope.

## **8. Translated Abstract (Filipino)**

### **8.1. Rasyonale**

Ang pag-unlad ng teknolohiya sa datos at komunikasyon ay nagpataas sa pagpapabuti ng pandaigdigang ekonomiya at pinalawak ang antas ng pamumuhay. Ang internet ay nagdulot ng mga bagong paraan para sa mga tao sa iba't ibang panig ng mundo na magkaugnay, makipag-ugnayan, makipag-ugnayan, at magkaroon ng mga financial transactions. Ang mga lumalabas na trend sa online na pagpapaliban sa mga kabataan at kahit sa mga nakatatanda ay tila hindi nawawala.

Binuksan ng internet ang oportunidad para sa mga tao upang makipag-ugnayan, ngunit ang malawakang saklaw ng online na mundo ay nagpapalawak rin

## **BIOGRAPHICAL SKETCH**

The author, Earl Angelo Cuden Somera, was born on January 18, 2001, he currently stays at Poblacion North, Science City of Munoz, Nueva Ecija. Originally, he is from San Jose, Occidental Mindoro. He is the eldest son of the two children of Mr. Epifanio Somera and Mrs. Linda Somera.

He took his primary education at San Jose Pilot Elementary School and graduated in 2012, he finished his secondary education at Divine Word College of San Jose and his senior high school at Occidental Mindoro State College. Before he entered CLSU, he was an aspiring plebe at the Philippine Military Academy, deciding not to continue at the last minute, he decided to take the CLSU entrance exam, his first choice was to take Bachelor of Science in Psychology, but ultimately ended up at choosing Bachelor of Science in Development Communication, he took the program to avoid the interview at the Psychology Department due to his introverted personality.

He was the type of person who wouldn't talk to you unless you talk to him first, multiple groups of friends attempted to adopt him but he always chose not to socialize with them, he'd always go home right away and just play video games once his academic responsibilities were complete. Realizing that the program requires interpersonal communication, he decided to join the Peer Facilitators under the Office of Student Affairs, he slowly explored his social nature and learned to better interact with people. It was his senior year when he decided to join an organization such as the College of Arts and Social Sciences Student Government

(CASSSG), with his good friends and peers, he was able to actively participate in events and further develop his interpersonal skills, he also ended up being an honorary member of the Communicators for Development (CODE) due to his contributions.

Despite his menacing aura, he is an avid believer of the Christian faith, he referred to himself as a non-denominational Christian. He would often spend his lunch time alone in an isolated environment to recharge his social battery and think about his purpose; he never forgets his humble beginnings.

He aspires to take on law school after he finishes his undergraduate degree, God be willing that he pushes through and becomes triumphant in his upcoming endeavors. He hopes to fight for the rights of the Mangyan Tribe back in his home island, that they may reclaim their lost land and have access to basic resources such as food, water, shelter, and education.

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## **LIST OF ABBREVIATIONS**

1. **SDG** – Sustainable Development Goal
2. **UNESCO** – United Nations Educational Scientific and Cultural Organization
3. **WEF** - World Economic Forum
4. **CDT** – Cognitive Dissonance Theory
5. **SET** – Social Exchange Theory

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