PUBLIC PARTICIPATION IN THE PREVENTION OF CYBERCRIME IN BAN MI DISTRICT, LOPBURI PROVINCE

Natgamol Kengvittaya
Police Administration Program, College of Politics and Government,
Suan Sunandha Rajabhat University
E-mail: s65123450072@ssru.ac.th
Wanchak Noichan
Police Administration Program, College of Politics and Government,
Suan Sunandha Rajabhat University
E-mail: wanchak.no@ssru.ac.th
Duangporn Saengthong
Police Administration Program, College of Politics and Government,
Suan Sunandha Rajabhat University
E-mail: duangphon.sa@ssru.ac.th

Abstract

This research aimed to study the public participation in the prevention of cybercrime in Ban Mi District, Lopburi Province. The study employed a quantitative research methodology. The population consisted of 76,049 residents of Ban Mi District, Lopburi Province. A sample group of 400 individuals was selected for the study. The research instrument used was a questionnaire. Statistical tools used for data analysis included frequency, percentage, mean, and standard deviation. The results indicated that the overall level of public participation in cybercrime prevention was at the highest level, with an average score of 4.40. When analyzed by specific aspects, it was found that the highest level of participation was in the aspect of benefit reception (mean = 4.54), followed by support for cybercrime prevention activities (mean = 4.44), participation in planning preventive measures (mean = 4.39), and participation in planning processes (mean = 4.25), all of which were also at the highest level.

Keywords: Participation, Prevention, Cybercrime

Introduction

In today's society, social media plays a crucial role in communication—both on an individual and organizational level. It has become an integral part of daily life, including chatting, shopping, conducting financial transactions, and accessing information. Consequently, organizations have adapted their operations to align with social media platforms. However, this convenience also brings the risk of cybercrime, as ill-intentioned individuals exploit digital platforms to commit fraudulent activities and steal sensitive data for illegal purposes.

Social media has become an inseparable part of modern life. People use it for communication, online shopping, and financial transactions—anytime and anywhere via the internet. As society embraces technological advancement for greater convenience, cybercrime has emerged as a rapidly growing industry. It often appears in the form of scam messages or emails falsely claiming lottery wins or financial rewards, with victims being lured into providing personal information on fraudulent websites. Other forms include fake product sales,

romance scams, and fraudulent impersonation by call center gangs pretending to be government officials.

A significant portion of cybercrimes results from users' lack of caution when using digital platforms, such as unintentionally exposing personal data. These behaviors directly affect their awareness and understanding of cybercrime and contribute to the increasing cybercrime rate. Therefore, it is essential to address risky online behaviors and promote awareness to mitigate these threats (Kittikun Meethongchan & Wongyot Koedsorn, 2021).

In Ban Mi District, Lopburi Province, many people continue to fall victim to online fraud, often losing personal assets or sensitive information due to a lack of cybercrime prevention knowledge. This research aims to study public participation in cybercrime prevention within the Ban Mi District area.

Objective

1. To study the public participation in the prevention of cybercrime in Ban Mi District, Lopburi Province.

Methodology

1. Population and Sample/Informants

The population in this study consisted of 76,049 residents in Ban Mi District, Lopburi Province.

The sample group included 400 individuals from the same district. The sample size was determined using Taro Yamane's formula (1973), as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Where:
N = population size
n = sample size
e = margin of error
In this study, the margin of error was set at 5% or 0.05.
Substituting the values into the formula:

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{76{,}049}{1 + 76{,}049 \times 0.05^2}$$

$$n = 397.908 \text{ คน}$$

$$n \approx 400 \text{ คน}$$

From the sample size calculation, the researcher obtained a sample group of 400 individuals. The sampling was conducted using a probability sampling method through multi-stage sampling.

2. Research tools

The instrument used in this study was a questionnaire, which was divided into two parts as follows:

Part 1: Questions related to personal demographic information, such as gender, age, educational level, monthly income, data storage behavior on communication devices, and sources of information.

Part 2: Questions concerning participation in the prevention of cybercrime. This section utilized a rating scale ranging from 1 to 5, with only one answer allowed per question. A total of 20 items were included. The scale was defined as follows:

5 = Very High
4 = High
3 = Moderate
2 = Low
1 = Very Low

3. Research method

3.1 The researcher developed the questionnaire by reviewing relevant literature and having experts evaluate the questions. The questions were then revised for clarity and appropriateness based on expert feedback.

3.2 The researcher collected data from 400 residents in Ban Mi District, Lopburi Province. To do so, the researcher contacted the subdistrict headmen to request permission for field data collection, after which the questionnaires were distributed to the target population for completion.

3.3 After all questionnaires had been completed, the researcher entered the collected data into a computer program.

3.4 The data were processed and analyzed using statistical software.

4. Statiscal Analysis

This research utilized the following statistical methods for data analysis:

1) Descriptive statistics—including frequency, percentage, mean, and standard deviation—were used to describe personal demographic data and social engagement factors.

Research Findings

The study revealed the following demographic characteristics of the sample group The majority of the respondents were male, accounting for 73.75%, followed by females at 26.25%. Most respondents were between the ages of 21–30 years (28.25%), followed by those aged 41–50 years (26.25%), and those aged 31–40 years (23.75%). The highest proportion of respondents had an education level below a bachelor's degree, accounting for 52.25%, followed by those with a bachelor's degree at 45.00%, and those with a master’s degree at 2.00%. A large majority (86.50%) reported storing important information on their communication devices, while 13.50% did not. Regarding sources of information, the internet was the most commonly used source (88.75%), followed by television (10.50%) and journals or printed media (0.75%).

1. To study public participation in the prevention of cybercrime in Ban Mi District, Lopburi Province

Table 1: Public Participation in the Prevention of Cybercrime in Ban Mi District, Lopburi Province

Aspect of Participation in Cybercrime Prevention	Mean	S.D.	Interpretation
1. Participation in cybercrime prevention planning	4.25	0.930	Very High
2. Joint planning for cybercrime prevention	4.39	0.835	Very High
3. Support for cybercrime prevention activities	4.44	0.762	Very High
4. Participation in receiving benefits	4.54	0.689	Very High
Total	**4.40**	**0.754**	**Very High**

Table 1, the overall level of public participation in the prevention of cybercrime in Ban Mi District, Lopburi Province was found to be at the highest level, with an average score of 4.40. The highest level of participation was in the aspect of receiving benefits, with a mean score of 4.54. This was followed by support for cybercrime prevention activities, with a mean score of 4.44, joint planning for prevention at 4.39, and participation in cybercrime prevention planning, which had the lowest mean among the four aspects but was still rated as very high at 4.25.

Discussion

more conveniently and rapidly. Consequently, various organizations and government agencies have initiated training programs to raise awareness about cybercrime, introduce preventive measures, and promote This study aimed to examine public participation in the prevention of cybercrime in Ban Mi District, Lopburi Province. The results indicated that the overall level of participation was at the highest level, with the highest mean score found in the dimension of benefit participation, followed by support for cybercrime prevention activities, collaborative planning for prevention, and planning for cybercrime prevention participation, respectively.

The high level of participation can be attributed to the fact that people in Ban Mi District are generally well-informed, possess a good level of education, and regularly follow news and information related to cybercrime. In modern society, the widespread use of digital communication tools, internet connectivity, and social media platforms allows individuals to access information the safe use of online applications to protect against potential cyber threats.

Cybercrime is increasingly recognized as a major societal issue, reflecting broader environmental conditions that affect public safety and quality of life. These findings are consistent with the study by Meethongchan and Koetsorn (2021), which identified that user behavior on social media significantly influences awareness and understanding of cybercrime and subsequently affects the prevalence of cybercrime incidents.

In conclusion, promoting responsible online behavior and enhancing public awareness of cybercrime risks are essential strategies in reducing the incidence of cybercrime. Active public participation in cybercrime prevention not only mitigates potential financial and informational losses but also contributes to a safer and more resilient digital society.

References

Annap Chubamrung & Unisa Lerttomornsakul. (2012). *Criminal Offenses (2–3).* Bangkok: Chulalongkorn University Printing House.

Bovornsak Uwanno & Tawilwadee Bureekul. (2005). *Participatory Democracy.* Bangkok: King Prajadhipok's Institute.

Chamnong Adivatthanasit. (1989). *Sociology (60–63).* Bangkok: Chulalongkorn University Printing House.

Kanungnij Sribuaeiam, et al. (2002). *Guidelines for Strengthening Participatory Democracy under the Constitution of the Kingdom of Thailand, B.E. 2540: Problems, Obstacles, and Solutions.* Bangkok: Thamada Press.

Kittikun Meethongchan & Wongyot Koedsorn. (2021). *Factors Influencing the Occurrence of Cybercrime among Social Media Users in Bangkok and Metropolitan Areas.* Master's Thesis, Computer Science Program, Faculty of Science and Technology, and Forensic Science Program, Graduate School, Suan Sunandha Rajabhat University.

Natti Jitsawang. (2012). *Crime Prevention.* Retrieved August 5, 2024, from Criminology and Justice Administration.

Nuanchan Thasnachaikun. (1998). *Crime (Prevention and Control)* (1st ed.). Nonthaburi: Pornthip Printing.

Pornchai Khantee. (2000). *Theory and Research in Criminology.* Bangkok: Booknet.

Sanit Boonchu. (1984). *Community Development: Public Participation.* Bangkok: Thammasat University Press.

Sudsanguan Sutheesorn. (1986). *Criminology (9–15).* Bangkok: Thammasat University Press.