

Video Surveillance Technology: Its Implications on Shopper's Behaviour and Perception of Space Security in Trinoma, Quezon City

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Abstract

The uses of Video surveillance technology in publicly accessible spaces such as shopping centres, train stations, parks, and others have been cited though not proven by many researches in the past but the implications it has on people under surveillance especially in the Philippines have yet to be ascertained. In grounds of security and safety, influences of surveillance on Shopper's "behaviour and perception of space security is scrutinized as it can have adverse effects, based from assumptions, such as restrictions to movement and to overt behaviour or satisfactory results including protection of space under surveillance, increased feelings of safety and reduction in fear of crime. These factors will be examined in the urban space of Trinoma in Quezon City. Shoppers are identified as the target of the gaze of the CCTV cameras seemingly making these individuals the intended population of the study. And with the use of man-environment interaction diagram taken from Behaviouralism, the influences of Video surveillance technology to people's perception and actions can be revealed. Accomplishing this study will be helpful in determining if Video surveillance is beneficial to private institutions managing the technology and will aid other Shopping mall administrators in considerations of undertaking the same project.

Keywords: Video Surveillance, CCTV, behaviour, space security