



**THE INFLUENCE OF SOCIAL MEDIA TO THE VOTING PREFERENCE AS
PERCEIVED BY SELECTED VOTERS: A CASE STUDY**

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of the College of Education
Rizal Technological University**

**In partial Fulfillment of the Requirements for the Degree of
Bachelor of Secondary Education major in Social Studies**

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APPROVAL SHEET

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ABSTRACT



Title: The Influence of Social Media to the Voting Preference as Perceived By Selected Voters: A Case Study

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Social Media has an increasing influence on how people perceive and analyze data to different political information; it increasingly affected voters' preference to whom they will vote for. The dominant explanation for this trend has been available to various studies that reported how politicians and other political organizations have used technological advancement to widen their audience, how social media helps make the voters informed of their political will. As the pandemic started due to the COVID-19 virus, underlying studies shown that the reliance on social media for easy access to political information has risen; it even influences the people to be more politically active and boost their civic engagement through the use of social media platforms, for the reason that there is no direct socialization to people. Therefore, social media platforms become the easiest way to approach the desired audience. Voters are eyeing the 2022 election. To substantiate how the social influence the voters'



preference, we conducted this research through a semi-structured interview via zoom; we gathered data from selected voters under the criteria made by the researchers. It resulted that the key informants agreed that social media influence the voting preference of the voters, which shows that the assumption of this research is accepted and true in accordance with the data gathered.

CAPCDR-CSEPHS-JANUARY, 16-17, 2022

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CHAPTER I

THE PROBLEM AND ITS BACKGROUND

Introduction



Social media can affect us without our consent. It has always been a vehicle for reforms and persuasion. Moreover, it entertains, it informs, it educates, it campaigns, and it serves as the society's watchdog. Furthermore, social media is considered as a vehicle for promoting democracy. However, among these roles, the greatest power that the media have is that the people rely on it so much that it is the most effective tool in shaping public opinion (Abesamis, et. al, 2016). It stimulates citizen engagement in politics; these include political party's membership registration, voters' registration, elections and electoral campaigns, electorates' management, are among the major political activities. Social Media stimulates citizen engagement in politics. Moreover the media provides platform for check and balance for governance. The boom in media services has also allowed various organizations from all over the political sphere to effectively reach their target audiences (Sanyaolu, 2017).

The relationship between media and politics has become increasingly pervasive in recent years. The proliferation of media content and the use of that content among various public continually raise the question of whether and how media might influence political attitudes and behaviors (Hoewe, 2020). The internet has played a large role in this transformation. Social media, in particular, is now a serious factor in political campaigns and in the way people think about issues. Candidates and their supporters constantly post their views on



Facebook and Twitter. Each party has its own pages, from which it broadcasts propaganda and requests for donations. Scholars commonly acknowledge that citizens' level of knowledge is positively linked to a better understanding of political processes and policy content (e.g., Delli Carpini & Keeter, 1996; Jerit, Barabas, & Bolsen, 2006). The 2008 presidential campaign of Barack Obama proved the benefits of using social media for political campaigns. Nearly every aspect of that campaign used social media to advance its message to supporters including advertising, advance work, organizing in all 50 states, and fund raising. Facebook, YouTube and especially Twitter were used to let supporters know how they felt about important issues. These social network sites have become significant virtual communities in his campaign, being used frequently and giving legitimacy to their influence in the political arena (Biswas et. al).

Social media becomes the hangout place of every individual. Your intention was for entertainment, yet you read articles and different political opinions that affect your political approach and behaviour. The researchers are citizens that urge civic engagement. Likewise, the researchers want to examine to what extent social media make a difference and yield a preference vote, especially since nowadays we facing the Corona Virus pandemic. Social media is the most used platform to showcase every advocacy and campaign of politicians. We are now in a technological era, and people used social media



every time. Social media has a broad audience, less time to consume, and easy to approach people by just convincing thru societal engagement. The researchers sought social media's capability to affect the voters' voting preference because there, effortless words can affect the voter's political behaviour. The trust and influence that can be built are easy to gain. The researcher based the idea of how Mayor Vico Sotto of Pasig was able to gain the trust through social media public opinion of people. It became a trend when you knew how to approach the voters in the virtual world. Hence, researchers deeply understand that every vote counts; people are given a chance to exercise the right to vote. Researchers able to see how citizen must be responsible on whom they would give their vote. In addition, social media rise to an effect of more reliance on how to know the person you're voting for.

Conceptual Framework

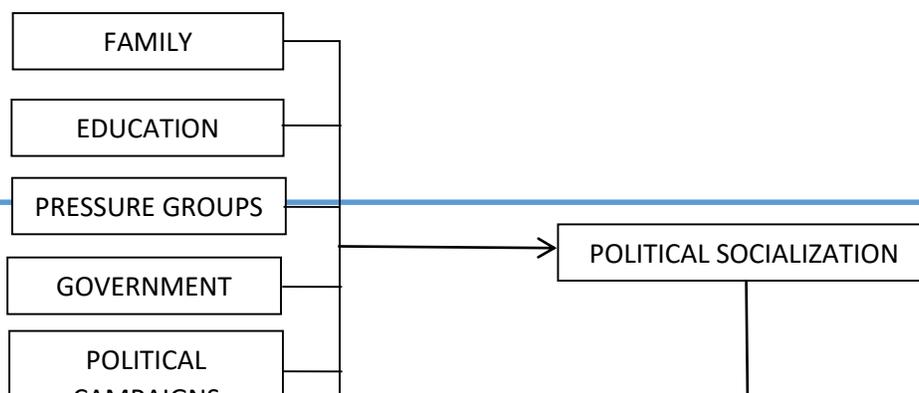




Figure 1: Conceptual Framework

The concept is based on the research of Paul Adams entitled Real Life Social Network. The people around us influence us, and those people were anticipated in one virtual world. Family, education, pressure groups, government, political campaigns, and religion are our real-life social network where we exchange our political views through social media. People are exposed to different information on Facebook, YouTube, and Twitter. Public opinion affects how individuals think and react to various social issues, which increases our reliance on social networks to make decisions that shape an individual's voting preference.



Political participation is an important part of democracy that has been long studied. A key part of democracy is to have citizens go out and vote. Some factors can influence political participation: race, education, age, etc. (Wolfinger and Rosenstone). With the new forms of technology (i.e. social media) that citizens have access to, will it provide an opportunity for more citizens to participate in our democracy? Social media will be another factor that influences your political participation, specifically voter turnout, due to the information social media provides for the citizen. Social media can be challenging concepts to define since there are different arguments about what counts as social media.

Research Paradigm

INPUT

Ten (10) Key informants from different social sector qualified under

OUTPUT

The researchers will conduct a webinar to best address and strengthened Critical Thinking and Evaluation of



RESEARCH PARADIGM

PROCESS

Purposive sampling of key informant through a Semi-structured interview.

The interview is held via zoom. To follow the strict protocols of the societ's situation.

The researchers' recorded the meeting to review the answers of the respondents, yet the

researchers will use the data obtained by the informants, for the

research study only.

The researcher... qualified under a criterion made by the research... purposive sampling to legitimately gain inform... geable about their online political behaviour. The researchers believe that ten key informants are enough to supplement the information needed in proving the influence of social media

10-17, 2022

SAPCDR-CO



on the voting preference of the voters, as they are well informed about their online political engagement.

Statement of the Problem

The election is one of the significant dates marking on the calendar. Candidates use different platforms to reach their target voters and convince them to get that one vote. Social media is one of the platforms that politicians use to broaden their audience.

In the same way, this research aims to discover the following objectives:

1. How does respondents examine politically motivated information in social media?
2. How does active political socialization affect the political behaviour of the respondents?
3. How does social media influence the voting preference of the respondents?

Assumption

Social media has a direct influence on the voting preference of the respondents.

Significance of the Study



Academe. Educating people starts on educating the students on how they will contribute to the society. This research will help the academe give importance to Media and Literacy subject further, as it may help teach students to become more critique using technology.

Candidate for Local Government Seat. This study will help the running candidates on how they will manage their good image using social media. This research will prove them to be careful on how they should act in the virtual community.

College of Education. This study will help the teachers guide their students on being a society's watchdog through social media. Nowadays, social media has been a magnet for teens, and teachers can use this research as a source to show students how social media campaigns might influence them.

DEPED. We are now in a century where people are more engaged in social media. With great effort, DEPED may consider Integration in the course program on Media Literacy to help the students become more technologically equipped.

Faculty-Social Studies Department. The faculty of Social Studies are those who want to awake people from pseudo-woke attitude. This research will help the faculty to enlighten students on how far social media can affect their civic responsibility.



Local Government. This study will help the local government in balancing the information in social media. Might understand the efficacy of social media in correcting the misinformed individuals.

Political Organization. This study will help the political organizations that they may be able to weigh in the strong influence of their voices in social media on the voting preference of an individual. Likewise, be aware of how they will raise their advocacy in social media.

Pressure Groups. This study will help the pressure groups efficiently introduce their political stance in social media.

Voters. This study will help voters open their eyes and critique different political campaigns on how they may be influenced by various political content. Moreover, it will help them be vigilant and protect their votes more as it is their civic responsibility.

Scope and Delimitation of the Study

This study will be conducted to determine the impact of voting preferences of selected voters in Pasig City.



The researchers' limited this study to 10 participants and targets the potential participants that fall under the criteria made by the researchers. The researchers created questions that will be used in conducting an interview.

Definition of terms

The following terms are defined operationally.

Fact Checking is an action on how people investigate (an issue) in order to verify the facts.

Follow it represents a social media user who chose to see all of another social media user's post.

Political Behaviour is a form of political participation that is initiated for the purpose of overcoming opposition or resistance.

Politically Motivated is an act of interests and enthusiasm to engage in particular issues in politics or government.

Political Socialization refers to the process by which people develop their political views, values, attitudes, ideology, and preference through political participation in social media.

Pressure Groups are people with common interest, aspirations, or opinions come together in order to achieve a common objective, at times to force the government to fulfill their advocacy.



Social Network is a reference group or people by whom an individual has social ties or relationship.

Selected Voters are the small group of people which has all the attributes and characteristics in the researcher's criteria of respondents.

Technological Landscape is the changed of use and purpose of technology.

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CHAPTER II

Review of Related Literature and Studies



This chapter presents the related literature and studies of this Research after the wide exploration of the researchers. This explained further about the studies obtained in this research.

The case of this research is the Influence of Social Media to the Voting Preference as Perceived by Selected Voters: A Case Study

Social Media for Freedom of Expression

According to Lee (2018) explained that, unlike people who do not use Social Media, active users are more likely to engage in political activities. They reported that this has a higher tendency to cause political-ideological radicalization of such people through partisan preferences. However, the study did not consider the connections that people have with Social Media political activists and the combined effect on voting patterns.

According to Berg (2017), it also agreed that the Internet/Social Media has higher voter participation because it has made it possible to address the challenges facing traditional offline democracy. Voter participation is quite different from voting patterns, the platform offers an entirely new and innovative channel missing in conventional social interactions.

According to Guse (2019), stated that over the last decade, political campaigns have increasingly used social media to help shape the public's perceptions of candidates. Social media is an online communication network



which allows the public to produce original content through platforms such as Facebook, Instagram, and Twitter, to mention a few. While each platform offers the public various means of expression, all platforms are centered on the idea of social networking. Because of the great success in utilizing social media during political campaigns, and the rise in the interest of voters, candidates have begun to normalize the use of social media in political campaigning.

According to Frantzich (2016), in a society where pop culture influencers exist, and are often idolized, the likeliness of followers to take after an influencer's actions is more likely. Voters are finding ways to justify their actions and behaviors, as they dismiss their original intentions and mindset, moving to follow those of influencers. While the initial intent for online political activity was to allow for constructive discussion and expression of one's opinions, it does bring baggage of skewed perceptions of voters and candidates.

According to Pătruț (2014), social media can mobilize riot-like behavior, as the discussion of politics, including controversial topics and conversation, are easily accessible with the utilization of online communication. With this easy access to political discussion, social media changes voters' perceptions of one another, as well as candidates.

According to Thurber and Nelson (2014), stated that In the face of adversity or scandal during a political election cycle, candidates are often found turning to social media as a defense mechanism. Social media gives candidates



an opportunity to get through to their audience without going through the mainstream news and media. There have been boundless instances where candidates have turned to social media to apologize or clear the air in the midst of campaign scandals or issues.

According to Guss (2019), stated that while social media are typically used by the general public for the expression of thoughts and ideas, professionally, the individual producing content is rarely the one whose name is on the profile itself.

According to the researches of Donovan, Fitzgerald, and Szentkirályi (2018), Social media has raised new questions about how the changing technological landscape affects politics. While social media platforms were initially aimed at connecting on an individual social level, new features have enabled them to act as platforms for political discourse and involvement.

According to Kiss (2012), stated that Facebook was the first major platform to transform political discussions. Initially a social network dedicated to keeping in touch with friends and posting personal photos, subsequent updates introduced it as a way to communicate politically. In 2006, Facebook launched the News Feed, which updates lists of statuses, links, photos, videos, and other content to the main screen. The introduction of News Feed allowed the sharing of articles of a political nature, and for friends to share their thoughts and



opinions via comments and shares. The comment feature especially allowed others to continue a dialogue on these issues or news updates.

According to Johnson (2020), the Internet and Social Media has become a vital communications tool through which individuals can exercise their right of freedom of expression and exchange information and ideas. In the past year or so, a growing movement of people around the world has been witnessed who are advocating for change, justice, equality, accountability of the powerful and respect for human rights. In such movements, the Internet and Social Media has often played a key role by enabling people to connect and exchange information instantly and by creating a sense of solidarity. The UN Human Rights Committee has also tried to give practical application to freedom of opinion and expression in the radically altered media landscape, the centre stage of which is occupied by the internet and mobile communication.

Describing new media as a global network to exchange ideas and opinions that does not necessarily rely on the traditional mass media, the Committee stated that the States should take all necessary steps to foster the independence of these new media and also ensure access to them. Moreover, Article 19 of the UDHR and Article 1 of the ICCPR also provides for freedom of speech and expression even in case of internet and social media. Thus, it is seen that freedom of speech and expression is recognized as a fundamental right in whatever medium it is exercised under the Constitution of India and other



international documents. And in the light of the growing use of internet and social media as a medium of exercising this right, access to this medium has also been recognized as a fundamental human right.

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Thus, it is seen that freedom of speech and expression is recognized as a fundamental right in whatever medium it is exercised under the Constitution of India and other international documents. And in the light of the growing use of internet and social media as a medium of exercising this right, access to this medium has also been recognized as a fundamental human right.

According to Byrd (2021), when the first Amendment was put into place freedom of speech was born, we were all given the right to express any opinion without censorship or restraint. Being able to let words roll off of your tongue without having to second guess your thoughts could possibly be one of the greatest perks of living in America. Although we are free to say what we want, we are not allowed to express any opinion that offends, threatens, or insults groups, based on race, color, religion, national orientation, or disability (hate speech). Social media has become a one stop shop for many; keeping up with current events, celebrity gossip, a journal, a tool to grow business and most importantly a sanctuary where the first amendment could be utilized as a shield protecting them from the consequences of their words.

Sites such as Facebook and Twitter have made a more conscious effort to regulate the content posted on their platform. According to a CBS News article, this summer Facebook released a list of guidelines that go into how something qualifies as a Trending Topic causing a few eyebrows to be raised due to the notion that their tactics are biased toward controversial stories and



posts. Later Facebook also received backlash for banning a Vietnam war image due their regulations on pornography, later having to backtrack their decision stating: “Because of its status as an iconic image of historical importance, the value of permitting sharing outweighs the value of protecting the community by removal, so we have decided to reinstate the image on Facebook where we are aware it has been removed” (The Verge). Facebook has the potential to become one of the world’s biggest sources for news and their strong stance of censorship could affect what users have access to.

Last month Facebook wanted to ban Donald Trump from their network due to violation but Marc Zuckerberg stepped in with the fear that these actions would be distributive during the election although it was clear that some of his content could be considered hate speech. It is important for users to be able to utilize social media as a safe haven and not feel as if they will be demonized for expressing their views as long as it does not make another feel threatened. Sources expressed that this feature was released prematurely and would be released in the future with an update.

Social Media for Political Advertisement

According to Cogburn and Espinoza-Vasquez, (2011) Social media marketing offers several opportunities in political campaigning. Politicians and political organizations have recorded success in the use of social media for political marketing. However a structured, integrated approach is yet to gain



prominence because of insufficient information. As a result of the lack of sufficient information, politicians and political organizations are not utilizing the opportunities they can obtain from the use of social media as part of their marketing strategies

According to Kumara and Natarajan (2015), according to them the empowering growth of the internet has created a pathway for politics to use social media strategy. Social media has changed the approach of political communication and politicians and political parties are opting social media for a new way of connecting with voters. This paper focuses on evolving the social media role in political campaigns in India and deliberates on the unique methods to collect data. Various marketing approaches and their characteristics are connected with political campaigning and the challenges are focused. Unique methods for deliberating the political campaigning are evaluated. The evaluation methodology consists of four methods including bellwether, policymaker rating, intense period debriefs and system mapping and are briefly discussed.

According to the study of VIT University (2016), stated that this is reasonable for believing that the ground process of politics with commercial media messages is related. For instance, voters might be affected by the image of politicians and political parties' brand image which is similar to individuals getting influenced by product or service brand image. It is easy to draw a conclusion that tradition in both marketing and political communication is



compatible. Furthermore, considering that it is likely scholastic with marketing, communication and political background might opt for the same kind of method when examining their participants despite either they are voters or consumers. It is concluded by evolving the role of social media in political campaigns and deliberating on the unique methods to collect data. Further, this study can be elaborated on expanding differences in the nature of commercial branding and political marketing with reference to consumer engagement and the study can also be deepened statistically by empirical research.

According to The International Journal of Press/Politics (2016), stated that they may aim at mobilizing the electorate for their party, increasing their chances to be elected, and they may invest in building their reputational and political capital to increase their power, influence, and autonomy within their party. Both aims are partially dependent upon their ability to reach and influence audiences either as the result of their activity in social media or by accessing traditional media. The results show that politicians use a variety of platforms in today's hybrid political communication system and that social media are considered an essential part of candidates' campaign media mix. Although a relatively small proportion report that they use social media to convey their personal side and to be visible to others in their own party, about half of the candidates using social media found them useful for this purpose. This is related



to the candidates' main communicative campaign style, a focus on their own candidacy.

An individualized social media campaign style is positively related to activity on Twitter but negatively correlated to influence. The Twitter influential, however, find social media useful for individual purposes, and their influence is rooted in a hybrid system of political communication. Recent studies of Facebook include studies of why parties use social media and whether social media communication entails permanent campaigning. Several studies have also investigated the notion that social media will increase personalized communication and individualized campaigns. Social media offer candidates who want to highlight themselves more opportunities to do so not only by reaching out to their own followers but also by reaching a secondary audience through the flow of messages in networks.

The existing literature shows that parties and politicians embrace the new opportunities offered by social media. But we do not know much about why they think it is important and whether social media are used differently by different candidates. In this context, we are particularly interested in whether candidates with a communicative aim of focusing on their own candidacy use social media for such purposes. However, other factors aside from communicative aims might influence social media use.



First, social media use might differ based on context. The effect of social media is most likely related to the role that individual candidates already play in electoral politics. As mentioned above, the role of individual politicians differs between established democracies and varies based on the institutional setting, traditions, and culture. Social media might be expected to increase tendencies toward individualized campaigning in systems where candidates are already more or less independent from parties. The extent of individualized campaigning also differs between candidates in party-centered systems. Candidates who are inclined to focus on themselves might recognize the potential of social media to promote themselves and use social media to a greater extent than others.

According to the researches of University of Colorado (2018), those that work on electoral campaigns may want to understand the implications of social media to develop strategies and know the most efficient ways to inform or invigorate potential voters. Campaign advertising is expensive and using social media effectively and cost-efficiently requires intimate knowledge of its implications. In addition, social media's function as a free and public platform for information and communication means that citizens can leverage it for information. Especially in the wake of 'fake news' spreading on Facebook and other social media platforms, civilians may want more information on how their social media feeds are able to influence their actions.



According to Donovan, Fitzgerald, and Szentkirályi (2018), stated that Campaigns without enough money often lose to better-funded candidates, and driving donations is a large focus of any campaign. With the advent of social media, these sites have been increasingly used to target donations. Social media accounts and messages can be used to easily send a link to a donation website and quickly appeal for donations. In many campaigns, social media has been used to send appeals for donations during or directly after an event that has invigorated supports, such as sending out donation messages during a debate using something the opposing candidate had just said. The ability of social media to get voters directly involved in the action and to target them right when their emotions are heightened could be a big factor in social media having a positive relationship with donations.

According to Vettehen, Troost, Boerboom, Steijaert, and Scheepers (2020), Political marketing is not limited to the traditional marketing but it has also marked its presence on digital media. Social media is a form of digital media which provides a place for political marketers to create a political marketplace where candidates, government officials, and political parties can use social media to drive public opinion in the desired direction. Social Media has today become a very powerful tool for expressing opinions, views, and ideas and has become an influential tool of opinion creation. Social Media is an online



application platform which facilitates interaction, collaboration, and sharing of content.

Social media Buzz is a term used in viral marketing and this can be defined as the interaction of people on social networking sites about product or service or an idea which amplifies or alters the unique marketing message. This emotion, excitement, energy, or anticipation about a product, service or an idea can be positive or negative. The use of social media is not only limited to corporate houses to maintain their public relations, but also the component of social media evolved as an important tool for advertisement in the election and has become a potent platform for expressing opinion worldwide, for example 2008 U.S Presidential elections.

In the light of the rise of importance of the twitter during elections, it is very much important to find how it is influencing voters' behavior as the number of political parties and their workers have increased using tweeter account for campaign purpose. Politicians with higher social media engagement got relatively more votes within most political parties. The previous studies claimed that Tweets to parties and to candidates showed a systematic relationship with subsequent votes on the day of the election.

According to Calderaro (2018), in their daily routine, all citizens partake, albeit not always consciously, in mass communication. This communication takes place in various channels, such as newspapers, magazines, television,



billboards, and social media sites. It even occurs indirectly via discussions with other media users. Extensive research over the past decades has shown that these contacts with media content may have effects on the cognitive, affective, behavioral, and even physiological level. Such media effects are of special significance where they are intended by political or social stakeholders, aiming to alter public opinion or influence and mobilize voters.

Due to their role as intermediaries between the political system and the public, media organizations and journalists who produce and relay content to citizens play a major role in current democracies. They fulfill an important double-function in a democracy by informing the public of political processes and reflecting the public opinion for the political elites. It has been argued that any deliberate use of the media as an instrument to manipulate public opinion or political processes would pose a strong challenge to any modern democracy. An important effect based on learning from the media constitutes the agenda-setting function of mass media. Agenda-Setting theory holds that citizens learn about the importance and social relevance of issues from mass communication. Studies repeatedly found that the more prominently an issue is discussed, the more relevant it is perceived by citizens or politicians. On a second level it has even been found that citizens learn which issues are most relevant when talking about specific political candidates from their association with these issues in the news.



According to Alotaibi (2013), Exposure to deceptive messages is not tantamount to belief in them. Individuals often exhibit credulity, and act in ways intended to prevent themselves from being misled. Nonetheless, in a complex information environment, individuals' cognitive limits and biases do make them susceptible to (political) misinformation. People find messages to be more believable the more familiar those messages are, suggesting that repeated contact with falsehoods shared online will encourage their acceptance. More importantly, people are prone to believe messages that affirm their political viewpoint or identity regardless of the strength of the evidence, which suggests that partisan falsehoods are particularly likely to take root.

Inaccurate beliefs threaten the foundations of democracy. Citizens shape the social and political environment through their engagement with politics, and especially through their participation in elections. Falsehoods undermine democratic processes by distorting decision making. Support for a candidate or policy depends fundamentally on what one believes, and falsehoods can color individuals' judgments, potentially leading them to support positions that run counter to their self-interests. Of course, promoting inaccurate claims about candidates and issues is only one of many communication strategies used to manipulate voters. Advancing conspiracy theories, which weave together truth and fiction in ways that appear to justify attributing social phenomena to a small but powerful group of self-interested individuals, are a related approach.



Accurate information can also be used strategically, as when confidential communication is leaked (often selectively) in order to cast a political opponent in a negative light.

This article, however, is focused on endorsements of candidate and issue falsehoods. Attributes of the technological environment could exacerbate the effects of deceptive political messaging. Empirical evidence suggests that email, which like social media tends to follow the contours of existing interpersonal relationships, promoted rumor acceptance in a prior election. Exposure to partisan online news, which is frequently shared via social media, has also been shown to contribute to misperceptions. The very “socialness” of social media can make individuals less likely to verify the information they encounter online. Patterns of content engagement are also potentially damaging.

Social media users can be divided into highly segregated communities based on what they choose to like, comment on, or share. This does not mean that users in these communities never see information challenging their viewpoint, but the behavior pattern is harmful nonetheless. For example, the resulting segregation could undermine efforts to correct falsehoods circulating on social media because individuals are more responsive to corrections from those with whom they regularly interact than from strangers.

Political Involvement in Social Media



According to Aronson (2012), all of the electoral campaigns referred to above took place at crucial times where there was an accelerated use of the Internet and smartphones. Social media had already been present during past elections, but it had been used sparingly. Another feature seems to connect these three countries that is the presence of a sizeable youth segment. Social media can be a game-changing feature in the political landscape because it has the ability to increase political participation among young voters not typically involved in politics.

According to Bond (2012), the mechanism as described above implies a simple one-on-one effect, whereby only the voters following a candidate are affected. However, the effect of social media can also be multiplicative. The information transmitted through social media from the candidate to his or her followers can spread out through the digital and real-life social network of these followers. The entire social media network can be influenced by low-cost tools such as re-tweets and 'shared' updates, hereafter termed messages. This multiplicative mechanism evidently boosts the possible impact of social media. Additionally, it needs to be noted that the causal mechanism, as described so far, implies an overall positive effect.

According to Grimmer, Messing, and Westwood (2012), stated that reading tweets and updates from politicians can clearly foster the image people have of them, but it can also lead to a more negative image, if voters dislike the



messages. Nevertheless, the overall effect can still be expected to be positive, as a sizable effect of candidates' social media messages is not about the content but about (name) recognition (as holds for other campaign activities) whereby merely receiving one or more messages from a candidate is more important than the exact content of the message(s). Hence, one can expect that the positive effects of reaching out to voters will overall outweigh possible small negative 'side effects.

According to Chen (2016), also explained that due to the network effect of Social Media there is the possibility of increasing political participation due to the positive impact on online and offline civic engagement as a result of group incentives, and the ubiquity and use of information. Accordingly, we investigate how online political participation in Social Media relates to voting patterns, as this relationship seems unexplored. Conversely, there appears to be an understanding that using Social Media for political purposes and paying attention to traditional media has a higher chance of increasing civic participation. The relationship between online political participation in Social Media concerning connections with political activists and the impact on voting patterns appears unclear.

According to Penplusbytes (2017), there seems to be an increasingly audible call for change, renewal, and new political blood, mostly on social media platforms such as Facebook. In fact, the impact so far of social media and more



specifically Facebook is that political parties and their leaders want a slice of this medium of communication they know it is popular especially among the young and by associating this provides them with a sense of modernity and connectivity. Social media was also used by the Electoral Commission as a means to deliver an effective voter education campaign with a pertinent video education series on the voting and electoral processes, regularly sharing updates on its Twitter and Facebook.

According to Ayankoya, Calitz, and Cullen (2015), according to them Social media can play a significant role as a communication tool in politics. But the application of the marketing concept of strategic fit and alignment could determine success or failure in the use of social media in politics or any business endeavor. Aligning the use of social media to the overall objective of the organization and the prevailing environmental factors is therefore very important.

According to Marder (2018) writes about the self-presentation theory and its presence when “liking” political candidates on social media. How one’s online followers might perceive them if they choose whether or not to support a candidate could result in social anxiety. One’s personal brand can be altered with a single action of advocacy or disapproval online.

According to Hennessy (2018) illustrates that the term “influencer” is consistently tossed around, as individuals with a great following are leaders and



models within society. In the instance of a political campaign, all users of social media gear their actions and posts to seek the approval of others.

According to Pătruț (2014), write that although there are many different social media platforms, they all hold the same purpose to build a brand for one's self, through networking. While social media marketing has been a positive addition to building a candidate's platform, the results and impact on the voting public's perceptions are not always helpful.

According to Guse (2019), the correlation between those who are active on social media and those who engage in political activity online is very strong which is owed to the culture that has been set on social media. Social media is led by the idea of social trends, whether that be regarding fashion, mantras, photography, or political ideas. In the midst of political election cycles, political interest rises among all parties, entailing high engagement among various social media platforms.

According to Wolfinger and Rosenstone (2017), Social media just adds another layer to their research that already proves that these are important factors on whether someone goes out and votes. Overall, their research on political participation comes down to individual experience and personal qualities which can help our understanding of how social media can help our understanding of how social media can influence political participation.



According to The Ohio State University (2017), If we look at the previous research on the effects on social media on political behavior it asks questions about political participation in relation to social media. However, it is important to see how much individuals are looking at social media to get their election news, because that is a huge part of information that seems to be missing from all the previous research that has been done on this topic.

According to Carpini, while political knowledge is low, social media offers quick, convenient, and accessible ways for users to become more politically informed. This informing function could provide the American public with relevant knowledge that could increase participation. Research suggests that people who are more politically knowledgeable are more likely to vote. Social media provides many opportunities for political exposure, as well as the opportunity to follow politicians, government officials, news organizations, and other that could increase users' level of political knowledge.

According to Department of Political Science in University of Colorado (2018), providing generalized political knowledge, social media can also inform users of specific events of tools that could inform participation. This type of informing comes in the form of Facebook or hashtag events that include information about what, where, and when a political event, such as a rally or demonstration, will occur. In recent political movements, like the Women's March, social media has been used to spread information about when and



where the marches will take place, and how to get involved. It can also inform users about the numbers or address of political officials they might want to contact, thereby making it easier to reach out. In this way, social media can inform users to further mobilize them politically.

According to Park, and You (2015), as described earlier in this article, the studies that came closest to answering this question predominantly concerned dial-in Internet, and moreover, provided mixed results. Still, there are theoretical arguments and some empirical indications for the proposition that access to broadband Internet moderates the relation between political media preferences and political participation. One argument is that particularly in the broadband age, Internet provides far more opportunities for selective media use than traditional media. Even before the broadband age, a number of authors argued that the vast amount of different content, available on the Internet, offered opportunities for people to pursue their preferences for political or nonpolitical media content. Another argument for expecting a stronger relation between political media preferences and political participation for those who have access to (broadband) Internet is that the Internet can be used as a means of political participation. Especially, broadband technology enabled the development of new applications that, in many ways, promoted political participation. Nowadays, several acts of political participation can even be



performed online, for instance, contacting a political organization, participating in an action group, or signing a petition.

According to Wettstein, and Wirth (2017), currently, political engagement is an interchangeable term with political participation, since voting during regular elections is a typical form of political participation. However, technological advances have widened the scope of political engagement. Online media allows people to Previous studies showed that media use contributes to political engagement positively Voting, a typical form of political engagement, requires political information related to whether and how much a certain party or candidate is close to voters' own stances . Ease of access to much more information become involved in social issues or other political things easily and quickly. Individuals and organizations worldwide can get in touch with politicians, parties or any institution, gather information, declare their own opinions, and make contact with others through online media more immediately.

Through the use of new online media contributes to increased political engagement, due to reducing the individual cost to get information. Political efficacy that is, feeling capable of influencing the political decision-making process is understood as an acceleration factor of political engagement. That is, the higher political efficacy is, the more positively people try to engage in political affairs. However, the effect of political efficacy on political engagement can be mediated by media use and communication because information



acquisition may change people's attitudes to political engagement. A higher level of political efficacy motivates the use of media to gather political information, which is a factor in increased interest in political engagement.

In socialization, most people form patterns of information acquisition as well as political efficacy, but the effect of political efficacy on political engagement can be differentiated depending on how information is obtained from media use and communication. Frequent media use promotes political engagement, and online communication is studied as a significant predictor of voting, especially among younger generations. Supposing that internalized political efficacy is seldom changed, different media circumstances of the socialization process can change media use and information acquisition patterns, which can differentiate the effect of media use on political engagement among age groups.

According to Campante, and Hojman (2017), Media and communication scholars, political scientists, sociologists, and international relations scholars have conducted hundreds of studies on various aspects of social media usage. The Internet is playing a significant role in providing information to the public on political events, engaging its users and encouraging them to get involved in offline political activities. The Internet has become vital for political discussions and political participation. In the beginning, Internet was used as a one-way



communication tool for political parties to inform the public through their websites.

However, new media and technology have changed communication patterns in two-way communication. Millennials are the most active users of the Internet and social media. Online activities related to politics are useful and encourage youth to participate in political events. Internet use, political knowledge, and political participation are associated with one another. This trend is playing a key role in elections, especially in developing countries like Pakistan, India, and Bangladesh. Internet and social media have become increasingly important for disseminating political information.

Conversely, it also poses threats to democracies, as was seen in the 2016 United States presidential elections and some of the European countries. Social media is one of the biggest sources of information for billions of its users; however, it also has huge potential for disinformation to manipulate public opinion. The above-mentioned effects of social media on political activism are important in gauging political dynamics. The Internet encourages its users toward politics and strengthens offline political participation which shows the dual effect of Internet on information and participation toward politics.

According to Garrett (2019), while some social media can deliver information in various forms, some popular ones, such as Twitter, are still focused mostly on plain text messaging. With political marketing using simple



text messages via social media, there is a need to examine ways of creating messages that ultimately help shape voters' perception of politicians and eventually win the election. Based on communication science, this study attempts to test the limited capacity model of motivated mediated message processing by examining whether this model can be applied to the simplest form of mediated message, which is plain text.

In order to do so, structural features of text messages exchanged on social media engaged in political campaigns, namely linguistic formality and network-mediated human interactivity are manipulated in an experiment. Findings suggest that linguistic formality and human interaction in plain text messages influence perceived friendliness, truthfulness, and dependability of the message source (politicians), as well as the receivers' (constituents') behavioral intent to vote for the message source in an upcoming election. This implies that politicians should pay more attention on sustainable political marketing through appropriate manipulation of structural features in social media messages. Given that a large portion of campaign budgets are allocated to traditional advertising, the influence of traditional advertising may not be as powerful as most people believe on behavioral change, which calls for alternative methods to approach target audience. In political advertising, social media is known to reconstruct political capital and contribute to the political public sphere. Social media proved its effectiveness as a tool of political



communication in the 2008 U.S. presidential campaign, as the use of social media by Barack Obama contributed to his win by attracting supporters and mobilizing them into Sustainable Political Social Media Marketing: Effects of Structural Features in Plain Text Messages – DOAJ

As explained by Kulkarni (2017), Humor has been used as a tool against oppression since ages. With the advent of digital technologies, internet memes have gained prominence. Memes are mediums that communicate information through humor and satire. Today, internet memes have become a part of the political campaigning. This research paper thus analysis how internet memes have been used to communicate political satire. The study deals with the impact of internet memes on digital natives and digital migrants in India.

Parameters like political engagement, influence on political views and voting behavior are used to analyze the impact of memes. Using questionnaire as a tool for data collection, the research concludes that internet memes are used as a tool of political discourse but does not have a major impact on audience although it improves political engagement of the digital natives. Elaboration likelihood model and Agenda setting theory is used as a theoretical base for the study.

According to Menczer (2012), this talk presents ongoing work on the study of information diffusion in social media, focusing in particular on political communication in the Twitter micro-blogging network. Social media platforms



play an important role in shaping political discourse in the US and around the world. The truthy.indiana.edu infrastructure allows us to mine and visualize a large stream of social media data related to political themes. The analyses in this keynote address polarization and cross-ideological communication, and partisan asymmetries in the online political activities of social media users. Machine learning efforts can successfully leverage the structure of meme diffusion networks to detect orchestrated Astroturf attacks that simulate grassroots campaigns, and to predict the political affiliation of active users. The re-tweet network segregates individuals into two distinct, homogenous communities of left- and right-leaning users.

The mention network does not exhibit this kind of segregation, instead forming a communication bridge across which information flows between these two partisan communities. We propose a mechanism of action to explain these divergent topologies and provide statistical evidence in support of this hypothesis. Related to political communication are questions about the birth of online social movements. Social media data provides an opportunity to look for signatures that capture these seminal events.

Finally, I will introduce a model of the competition for attention in social media. A dynamic of information diffusion emerges from this process, where a few ideas go viral while most do not. I will show that the relative popularity of different topics, the diversity of information to which we are exposed, and the



fading of our collective interests for specific memes, can all be explained as deriving from a combination between the competition for limited attention and the structure of social networks. Surprisingly, one can reproduce the massive heterogeneity in the popularity and persistence of ideas without the need to assume different intrinsic values among those ideas.

According to the research of Chagas, Freire, Rios, and Magalhães (2019), stated that our hypothesis is that memes acted as a mishmash of advertising and political charges, constituting as real election thermometers, empowered to indicate highs and lows in a given candidate's performance. This paper is organized in five sections. At first, we present a brief review about the literature on the interface between Internet and political communication in Brazil and abroad. Afterwards, we point out how humor has been used by campaign commands, by supporters and by voters in general in formulating political strategies. Then, we venture into an analysis of memes, giving special heeding to their use in political contexts. Finally, we close with a methodological proposal for investigations of online memes, presenting preliminary research results for discussion.

As determined by Shifman (2013), Memes became a standard form of expression on early Internet messaging boards, although they were often nonsensical to outsiders, which was often the point. However, as social media has become main stream, so too have memes, with most social media users



now being able to comprehend the most common meme formats at least. While Dawkins definition is useful for explaining how cultural ideas spread (not a media form), these newer forms of Internet memes have distinct properties. The speeds of their transition, ever adapting visual forms, alongside the accessibility to adapt them to a user's own perspective are some of the many features which make memes unique. However, their adaptability has made creating a single definition troublesome.

Referring to Zúñiga and Valenzuela (2011), demonstrated that social media could not only expose users to more diverse political information but also that when that information came from someone they know, they were more receptive to that information. In this way, seeing that one of your friends has shared or 'liked' a meme (and particularly if that meme contains policy or other political information) may expose one to a source of information that one would not otherwise have seen and which one might feel a higher level of trust towards than if a stranger posted it. For these reasons, it is important to study the potential reach and furthermore the content of political memes during an election campaign, to assess what kinds of information are being disseminated via this medium.

Mentioned by Moreno-Almeidal (2020), in contexts where media and political actors cannot or will not address crucial issues important to ordinary people, alternative forms of communication emerge. This article suggests



Internet memes as one of these forms. Analysis on memes, comments and reactions posted on Facebook pages suggests that online groups that define themselves as entertainment or 'just for fun' can spark instances of political participation. Through digital discourse analysis, I identify hidden discourses on power relations and oppression embodied in memes of the country's monarchy. Conceptually, I suggest the role of digital amateur activists as architects and instigators of political debates that seek to disempower systems of oppression. Internet memes, this article contends, can build groups of participation that engage in important but often silenced political conversations.

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In the research made by Heidi (2017), states that, in our modern media environment characterized by participatory media culture, political internet memes have become a tool for citizens seeking to participate actively and discursively in a digital public sphere. Although memes have been examined as visual rhetoric and discursive participation, such political memes' effects on viewers are unclear. This study responds to calls for research into effects of internet memes. Specifically, this work represents early, foundational research to quantitatively establish some media effects of internet memes as a form of political, user-generated media. This study focuses on memes' influence on affect, as well as perceptions of internet memes' persuasiveness to look for evidence of motivated reasoning in consuming political memes. Results indicate that political internet memes produce different effects on



viewers than non-political internet memes, and that political memes are subject to motivated reasoning in viewers' perceptions of memes' persuasiveness.

Specifically, viewing political internet memes resulted in more feelings of aversion than did viewing non-political memes, and political internet memes were rated as less effective as messages and their arguments were scrutinized more than were non-political memes. However, non-political memes were significantly discounted as simple jokes more than were political memes. This suggests that participants understood political memes as attempts at conveying arguments beyond mere jokes, even if they were unconvinced regarding memes' effectiveness for doing so. Additionally, participants whose own political ideology matched that of the political memes they saw, as well as those who stated they agreed with the ideas presented by the memes, rated the memes as being more effective as messages and engaged in less argument scrutiny than did participants whose ideology differed from that of the memes, or than those who disagreed with the memes. This finding indicates that memes are subject to processes of motivated reasoning, specifically selective judgment and selective perception.

Political memes' visuals, or lack thereof, did not play a significant role in these differences. Finding the memes to be funny, affinity for political humor, and participants' meme use moderated some of these outcomes. The results of this study suggest that political internet memes are a distinct internet meme



genre, with characteristics operating in line with other humorous political media, and should be studied for effects separately or as distinguished from non-political memes. The results of this study also indicate that user-generated media like political internet memes are an important influence in today's media environment, and have implications for other forms of political outcomes, including concerns about opinion polarization, civic discourse, and the public sphere. The study presents one method for conducting quantitative research with internet memes, including generating a sample from existing internet memes, and for considering political memes' effects as media. Suggestions for future research building on this work are offered.

As stated by Nieuburt (2020), through the use of macroscopic comparisons a trend of parallel persuasion techniques can be observed between analog leaflet propaganda and internet memes. The article further highlights the parallel uses of both mediums in relation to their ability to utilize psychological tactics to disseminate information on a macroscopic level while simultaneously targeting a microscopic audience. Currently, aerial leaflet propaganda and internet memes are both in use in their respective theaters (the real-world and the digital-world). The use of aerial leaflet propaganda historically and the parallel usage of aerial leaflet propaganda and digital memes contemporarily offers a unique opportunity to explore their previously overlooked entanglements. Through excavating historical uses of aerial leaflet



propaganda and their respective PSYOP tactics a more comprehensive analysis of internet memes and their role in digital manipulation becomes possible.

This article is meant as a theoretical analysis of internet memes, and their propagandist properties, so that other researchers may bring forth empirical examples. The article follows a road map beginning with the historical aerial leaflet propaganda tactics, strategies, and goals highlighting the importance of targeted audiences. The focus of the article then shifts to a microscopic view of what internet memes are, and their innate faculties that allow for enhanced malleability and dispersal (including heuristic properties). The final portions of this article shine a spotlight on internet memes at work in the real world and future research opportunities stemming from this body of research. Targeted audiences and strategically targeted objectives have been the foundation for which effective propaganda-based information dissemination has developed. Every mass propaganda campaign needs a mechanism of conveyance to reach its target audience. For over a century engines have thundered across the skies around the globe with the sole purpose of being the mechanism of conveyance for propaganda-based information dissemination.

In the perspective of Bulatovic (2019), the seamless nature of memes leaves space for abuse. While memes can be used to achieve positive objectives, organizations sometimes use them in disinformation campaigns



aimed at smearing opponents. The creation of troll and bot ‘factories’, with the sole goal of disseminating propaganda with content which is meant to appear genuine, has put a nail in the coffin of the idealistic view that the advent of the Internet would democratize societies and enhance participation. The weaponization of memes through mass replication has created a powerful tool for waging political war against opponents. Not every effort of this kind has to be part of a well-organized strategy.

Large volumes of quality content can be produced quite apart from such schemes since due to their diverse nature memes also attract those who are normally less interested in politics. Obviously not all memes have a clear political message that people grasp at first glance. The inherent attraction of this indirect connection with politics leads many to believe that due to their ‘funny nature’ these memes are not changing the political discourse per se, an argument that is supported by research into the impact of Internet memes on digital natives and migrants.

According to Calimbo (2016), conducting this study will also give insights on Filipino humor and its potential in challenging ideological practices in the Philippine political setting. This paper sought to analyze Philippine political internet memes and argued that humor in the political memes serve to challenge dominant ideologies. Specifically, the study aims to: a) identify the humorous signifiers in the political memes; b) infer the connotative meanings of the



humorous signifiers; and c) discuss the ideological functions of humor in the political memes. A sign can be a word, a sound, or a visual image, which stands for something else. According to Ferdinand de Saussure, a European linguist, a sign has two components: the signifier (the word, the sound, or image) and the signified (the meaning or the concept the signifier represents). Whereas any text can represent something as what semioticians claim, internet memes are among the texts that are packed with signs (both visual and linguistic) making them excellent objects for semiotic analysis.

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The Influence of Social Media in Voting Preference

According to Vergeer (2011), the most optimistic expectation is that even minimal social media use will already have an effect on the number of preference votes. In such cases social media can serve as a showcase or a campaign poster. This may work especially well for social media such as Facebook, which allow users to add details about their hobbies, interests, political views, socio-demographic characteristics etc. As such, they allow for more 'personality-centered' campaigns that give potential voters insight in the life and interests of a politician. Next to this simple 'advertisement effect', merely having a social media account can also have a symbolic value, signaling to voters that a given candidate is modern or, conversely, that s/he is not old-fashioned. In both cases, one can expect that the more followers a candidate has, the larger the effect potentially is. As in addition to these potential benefits,



social media also have a fairly low cost, the combination of low costs and (possible) substantial benefits may make such tools attractive for candidates.

According to Greenhow and Li (2013), when person displayed a positive relationship between Social Media, civic engagement, and political participation. A vital theory that emerged from their study centers on the limited number of studies that vividly identify the relationship between social media and civic engagement, especially regarding millennial. This emphasizes the importance of the present study in linking social media to voting patterns.

According to Newman (2016), Yanes and Carter (2012), The 2012 presidential election cycle is widely considered as the first election cycle to heavily incorporate and rely on the use of social media in strategic marketing. While Romney had a presence Obama was the first to dive into the world of social media campaigning, with profiles on Facebook, Instagram, Twitter, Tumblr, Google+, and YouTube. Not only did Obama use these profiles to relay his platform to the voting public, but he used it to interact with those following, gaining response and interest through online communication. With over thirty-three million Facebook likes, Obama favored social media as a more effective way of relaying his campaign, rather than conventional campaigning. Barack Obama must have recognized that the public's attention was switching from paper sources and paid television ads to social media. Thus, this was an optimal



time to incorporate social media in his political campaign, giving him his claim to fame as the “first social media president.”

According to Pătruț (2014), stated that politicians have the potential to benefit through the use of social media to develop and manage their social brand. recognizes that while there are many instances or cases of social media use in electoral marketing, a fine example is the use of Facebook in the 2012 presidential election.

According to Donavan, Fitzgerald, and Szentkirályi (2018), As the influence of social media in our lives increases, it becomes increasingly important to understand its effect on salient acts of political engagement. It is widely acknowledged that social media has indeed transformed our everyday lives, and its contribution to the 2008 election has been widely discussed. Despite the potential transformation of politics, and voting in particular, that came to light after the 2008 election, there remains little knowledge of social media’s specific effects.

According to Department of Political Science University of Colorado (2018), stated that In recent years, the introduction of interactive internet platforms, social media, has raised new questions about how the changing technological landscape affects politics. While social media platforms were initially aimed at connecting on an individual social level, new features have enabled them to act as platforms for political discourse and involvement. There



have also been documented examples of social media acting as an important influence politically, whether positively or negatively.

According to Curry (2018), the 2016 U.S. Presidential election introduced new issues related to social media and elections. In addition, with increased use of a variety of platforms there was greater focus on social media and political participation. The 2016 election featured the aggressive use of Twitter by Donald Trump, concerns over 'fake news' being distributed and shared on social media like Facebook and Twitter, and the use of social media by groups outside the United States to attempt to influence the outcome of the election. First, and most noticeable during the election itself, was the extensive use of Twitter by Donald Trump. The tactic allowed Trump to bypass any gatekeeping from the media and directly address the general population. His messages, however, reached even further than Twitter, as the media would invariably pick up his tweets and repost, write about or broadcast them along with commentary or analysis.

This extended the reach of these messages to Americans who were not on Twitter or did not follow Trump on Twitter if they were users of the service. Because his comments on Twitter pushed the boundaries of typical statements by presidential candidates, the media actively covered them and increased their reach. Recall from the data presented above that only 24 percent of U.S. adults are on Twitter, which places it near the bottom on the list of major platforms.



This is what set his use of Twitter apart from the use by his opponents in the Primary Election and by Hillary Clinton in the General Election. All of these candidates and their campaigns utilized Twitter as well. It was Trump's provocative content, the additional coverage by the traditional media, and responses from others that amplified his messages even more.

Even history says how political campaigns evolve just as the society demands for technology. The campaigns on social media can political behaviour on social media, and the active political socialization in social media that affects the public opinion. How digital natives and or immigrants act on social media platforms has something to do with the perception of massive political information.

According to Safiullah, Pathak, Singh, and Anshul (2017), the advent of the Internet has generated enormous interest about whether and how digital platforms, including Social Media, have any impact on the political sphere. As a result, today we can rely on an increasing body of research addressing the multiple relations between Social Media and politics from different perspectives. The approaches proposed to explore the topic are often different and they do not always interact with each other, and force the analysis of its causes and effects into divergent paths arriving sometimes at different conclusions. However, there is an agreement on the fact that the Internet has created new channels of communication that have dramatically changed the flow of



information compared with the known traditional media. Social Media play a key role in circulating news through multimedia platforms, beyond national borders, across social, cultural and political niches. This chapter explores how this condition increases political knowledge.

In this context, this chapter addresses whether and how Social Media influence politics. In particular, we address first, how the networked nature of the Internet facilitates forms of political engagement, and how this condition has further developed with the advent of Social Media. By focusing on the role that circulation of information has in increasing political knowledge and therefore enhancing political participation, we then address how Social Media further enhance this process increasing the influence of digital platforms on the political sphere. Finally, we provide evidence for the influence of Social Media on politics, by looking at how circulation of information plays a key role in the political sphere across political landscapes, actors and political practices, by paying particular attention to how Social Media is used for campaigning and for mobilizing social movements.

According to Ahmad, Alvi, and Ittefaq (2019), the present study showed that the role of the media in influencing election results is generally quite small. However, this insignificance is not inherent; it cannot be attributed to outdated class rationalization or even to “resurgent” economic factors. Rather, it is the result of other competing factors including: the counteracting factor, which is a



reference to the constant battles between rival candidates. Naturally, positive, image-conscious campaigning by candidates is mirrored by all sides; therefore, on a neutral individual no overall influence would be visible.

Another factor involves the absence of clear superiority, which refers to the rare occasion in which one candidate (or party) clearly excels in its media campaign, while its opponents do not use the media in an effective manner. This superiority occurs rarely because all politicians employ PR and media consultants. The study of voting behavior has become increasingly complex in recent years. In the past, only the political manifestos of the parties determined their success in elections. However, success is no longer believed to be determined in this manner. It is rare to find commentators who still European Scientific Journal subscribe to entirely social models, which argue that the decisions of individuals are based exclusively on their social groups.

An important question has emerged in this debate: will the media ever influence individuals from working-class backgrounds to the extent of voting for the Conservative Party. Similarly, could conservative religious individuals from the Southern United States ever be expected to switch their vote to the Democrat party as a result of a strong media campaign? This question also applies equally to other parties, such as socialists, who would not normally vote for center-right parties.



According to Park, Kang, and Lee (2020), these dimensions of barriers and variety will interact with individual characteristics that are crucial to their political behavior: motivation and ideology. Starting from the premises that exposure to political information affects the levels of political motivation, and that exposure to politically and/or ideologically charged content affects individual views and attitudes, changes in media environment that transform either type of exposure will in turn affect political behavior. Politicians and parties will follow suit. We put this basic intuition to work in a framework that starts with a model of how media environments interact with individuals' ideological views and attitudes where individuals, who start with a given ideological position, are influenced by what they see in the media, but can also choose which combination of available views to watch or read.

This model delivers testable predictions on the demand for ideological variety that moderates are more likely to simultaneously consume content from sources with different ideological varieties for which we find empirical support.) We then embed this into a model of electoral competition in a majoritarian, "winner-take-all" system, with endogenous turnout. In this model, two office- and ideology-motivated parties adopt (one-dimensional) platforms while taking into account individuals' views and turnout decisions, driven by intrinsic motivation and by the relative positions of the platforms. We first characterize how the individuals' media choices are affected by the variety that is available in the



media environment, and then characterize the political equilibrium in terms of platforms and turnout, as a function of the media-conditioned distribution of motivation and ideology. With those characterizations at hand, we then show how changes in media environment affect the political equilibrium. Our results distinguish between two separate channels: the variety effect and the composition effect.

The variety effect refers to the impact of those changes on individuals' ideological positions: the introduction of a media environment with lower variety, such as when broadcast TV is introduced into a substrate where newspapers or local radio are dominant, will engender a compression in the distribution of those positions, and parties will naturally react by moving their platforms in a more moderate direction. In other words, less variety induces lower polarization. The composition effect, on the other hand, refers to changes in access barriers: if a media environment with lower barriers is introduced, such as when TV or radio are introduced into a substrate where newspapers were dominant, then a larger number of individuals will be motivated to vote. The basic intuition implies that, because those who did not vote before are disproportionately likely to be moderate (which is not assumed in our model, but rather emerges endogenously from the assumption that voters are more likely to turn out when they perceive the differences between candidates to be large), it follows that most of these new voters will be relatively moderate.



This will provide parties with an incentive to moderate as well. In other words, lower barriers reduce polarization, even if individual views are left unaffected by exposure to a new media environment.

Assessing Social Media Political Contents

According to Stieglitz, and Dang-Xuan (2014), Social media are said to have an impact on the public discourse and communication in the society. In particular, social media are increasingly used in political context. More recently, microblogging services (e.g., Twitter) and social network sites (e.g., Facebook) are believed to have the potential for increasing political participation. While Twitter is an ideal platform for users to spread not only information in general but also political opinions publicly through their networks, political institutions (e.g., politicians, political parties, political foundations, etc.) have also begun to use Facebook pages or groups for the purpose of entering into direct dialogs with citizens and encouraging more political discussions. Previous studies have shown that from the perspective of political institutions, there is an emerging need to continuously collect, monitor, analyze, summarize, and visualize politically relevant information from social media.

These activities, which are subsumed under “social media analytics,” are considered difficult tasks due to a large numbers of different social media platforms as well as the large amount and complexity of information and data. Systematic tracking and analysis approaches along with appropriate scientific



methods and techniques in political domain are still lacking. In this paper, we propose a methodological framework for social media analytics in political context. More specifically, our framework summarizes most important politically relevant issues from the perspective of political institutions and corresponding methodologies from different scientific disciplines.

According to De Zúñiga, and Chen (2019), A substantial body of scholarship has long explored the ways emerging media may foster and also hamper an informed and engaged citizenry. Individually, digital media have become an integral part of citizens' political life as a growing number of people around the world use digital media technologies for information and communication. Collectively, digital media have also constituted an important platform that people use to coordinate among themselves and mobilize each other. Nevertheless, while distributing informative and mobilizing messages, digital media also facilitate socio-political factors that raise concern over the dissemination of misinformation, information divides and political polarization.

Digital media have become an integral part of individual citizens' political lives as a growing number of people around the world use digital media technologies for information and communication. Collectively, digital media have also constituted an important platform that people can use to coordinate and mobilize among like-minded individuals. Nevertheless, while distributing informative and mobilizing messages, digital media also facilitate socio-political



factors that raise concern over the dissemination of misinformation, information divides and political polarization.

According to Kahne, and Bowyer (2018), online activity is also transforming young people's engagement with politics. In general, the Internet has become a dominant force when it comes to how campaign funds are raised, information is accessed, perspectives are shared and discussed, and individuals are mobilized to act politically. Youth politics, in particular, now includes a meaningful online component, as has been exemplified by Black Lives Matter, the DREAMer movement, and countless examples of flash activism (Earl, in press). What is less clear, however, is whether, when, and why engagement with social media is associated with political participation. In this study, we assess the potential significance of two broad categories of online activity: friendship-driven (FD) and interest-driven (ID) engagement.

We test the hypotheses that these practices will create on-ramps to political activity, both online and offline, by fostering politically relevant skills and online social networks that prompt exposure to political issues. Our analyses employ a cross-lagged model, drawing on data from the 2013 and 2015 waves of the Youth Participatory Politics (YPP) Survey, a nationally representative panel of youths who were 15 to 27 years of age in 2013. Our findings illustrate the importance of FD and ID online activity for the development of youth political engagement, both online and offline. In addition, they highlight the importance



of online social networks as a mechanism for leveraging weak social ties that promote participation.

According to Satterfield (2020), Political campaigns are now influenced by every story, whether true or not, that gets spread around social media. It's getting more and more difficult to separate actual news from fake news online. Social media makes this distinction especially confusing. The constant stream of memes, links and rumors about political leaders and candidates is a mixture of truth, lies, satire and speculation.

There are now quite a few fake or satirical "news" sites that often post stories that sound authentic. The Onion is the best known of these, but there are now many others as well. Some fake news sites are not even amusing but simply exist to post clickbait stories or to troll readers who don't do their own research. There are also sites with political biases or those peddling various unsubstantiated conspiracy theories. It's easy to be influenced by misinformation posted by your friends and followers, even if they don't intend to mislead you. It's therefore necessary to use a great deal of discernment before believing anything.



CHAPTER III

RESEARCH METHODOLOGY

Research Method

The researchers used qualitative research design to describe an individual's experiences in political socialization using social media and their political views. Nature of the study is a case study. The researchers interpret their political socialization experiences in social media to find out how it influences their voting preference.

The researchers interpret the data through narrative analysis. The researchers manually analyzed the data obtained by the respondents. Through the use of the quoted text, specifically, highlight the answers of the respondents. The researchers interpret the respondents' responses by analyzing the common denominator of their answers that falls under the indicators provided in the interview guide.

Description of the Respondents

The respondents are chosen purposely from the following individual in the society that will represent a group with their social roles. The respondents



come from the sector of **Community Leader**, specifically working in the local government of Pasig, an SK Chairwoman and Sk Councilor of Barangay Pinagbuhatan. **Student**, is a resident of Pasig who actively engages and updates with online political commentaries about their city. **Teacher**, is a resident and an educator in Pasig City. **Community Fellow**, living in Barangay Pinagbuhatan with political awareness in their city and an active social media user. **Employer**, is an employer in the business sector and a resident in Pasig City who actively utilized social media political updates.

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Research Instrument

The researchers used an interview guide that consists of semi-structured questions combining a set of preset questions and free-flowing probing questions.

Validation of Instrument

Before using the interview questionnaire, the researchers consider an assessment of the research instrument to the expert validators in the field of Education with the Major of Social Studies. After completing all the suggestions and revisions, the survey questionnaire was finally validated and utilized to collect data for this study.



Ethical Consideration

The researchers consider the consent letter to participants to make them informed about the research topic. The researchers are not to force the participants and consider voluntary participation. Researchers ensure protection and confidentiality of the privacy of the information obtained from the participants and respect the dignity of the views and opinions of the participants. To protect their identity, the researchers use a code name for each key informant. The code name will come from the initial letters of the sector they are representing.

The code name is S1 for Student 1, S2 for Student 2, T1 for Teacher 1, T2 for Teacher 2, CF1 for Community Fellow 1, CF2 for Community Fellow 2, CL1 for Community Leader 1, CL2 for Community Leader 2, E1 for Employer 1, and E2 for Employer 2.

Data Gathering Procedure

The researchers choose ten key informants to answer the study questions and undergo an initial assessment to broaden their knowledge about the research topic. The type of qualitative data that the researchers apply is



primary data using data gathering methods and techniques, which is a key informant interview to ask the participants what they think and feel about the research topic.

The researchers used an interview guide that consists of nine (9) questions. The interview held using the zoom application. The interview was recorded so that the researchers were able to review the answers of the key informants to supplement the exact data for the study. Likewise, as mentioned to the ethical consideration that the researchers protect the identity and information obtained from the respondents. The recorded video from zoom was only used for this research.

Population frame and Sampling scheme

The researchers used the purposive sampling technique. The participants are selected based on the characteristics of interest of the researchers. This sampling technique is the most time-effective methods available, and it is said to be effective in observing an individual's political behavior and political attitudes. Participants will be represented to strike a balance by getting equal information to the following age range:

18 y/o - 35 y/o (Early Adulthood)

36 y/o - 50 y/o (Middle Age)

51 and above (Mature Adulthood)



The key informants should fall under the criteria of:

1. Must be at least 18y/o.
2. Registered Voter.
3. Active in social media (at least 6hrs - 8hrs online exposure per week)
4. Participates online political commentaries (Like and Share political perspectives from different online political groups)
5. Follows at least 2-3 politicians on social media.

The criteria made by the researchers are based on the theory in the book, Voice and Equality by Verba, Schlozman, and Brady, highlights that political information is one of the factors that can predict political participation, which is one of the many ways that social media, in general, can help increase political participation because citizens can have access to news and information easily. These can then have a more significant effect on the outcome of the election because if social media can influence political participation, this could impact voter participation. There has not been much research that looks at the correlation of social media compared to personal identities (race, income, party, and education).



CHAPTER IV

PRESENTATION, ANALYSIS, AND INTERPRETATION OF DATA

This chapter presents the analysis and interprets the data gathered in order to draw out important information and significant points about The Influence of Social Media to the Voting Preference as Perceived by Selected Voters.

A. Respondents' way of examining politically motivated information in social media

Verification and checking of politically motivated information.

S1: "Yes, there are a lot of fake news in the social media, nowadays before you believe with the content, you should read and check another article. For the content creator, I check the credibility by looking at the truthful sides and the quantity of post reaction and share."

S2: "Yes, I only read articles that are a reliable source. As a netizen we need to be careful and not to spread fake and troll's news because the more we talk about that thing it makes more trending than the legit information. We should always find a reliable source just like Rappler, Gma News, and Abs-cbn because they have credibility."

CF1: "Yes, I evaluate especially those issues that is trending nationwide. I evaluate them by checking if the author is credible because there is a lot of misleading information."

CF2: "Yes, syempre lahat naman ng nababasa natin o kaya napapanuod dapat tinitingnan talga natin ng mabuti Kung totoo ba talaga yun o hindi baka mamaya fake news. Halimbawa yun pinaka title nya yung ginagawa ko minsan sinisearch ko sa youtube kung may news chinecheck ko kung meron talga sya doon o kaya iseseach ko sa facebook ulit kung andoon talga yung title nya, minsan naman pag sobrang trending talaga ng topic ang ginagawa ko naman nagtatanong ako sa kaibigan ko girl chismis



tinatanong ko kung legit ba talaga sya o hindi so ganun ang ginagawa ko kung totoo talaga yung issue o hindi.”

E1: “ yung the way they delivered the message yung mga post, sometimes naman kasi kahit even like hindi ako agree sa politician na inaadvertice nila or something, nakikita ko naman na may magagandang ginagagawa mga people na to but yung post mismo kung medyo di maayos pagkakadeliver ng message nila yun nga if i feel na medyo toxic sya, yun yung di ko gusto most probably inuunfollow ko or iniignore ko yung ganung post, which more the way they deliver yung message sometimes kasi parang very apparent yung nakikita mo kung message parang nag iinvoke ng ache gusto lang mang ano. Yung yung ayaw ko if you want present faq kung ano yung accomplishment o may pinupuna ka parang straight to the point diba sabihin mo yung mali, pero kung may pag mumura pa sa post yun yung di ko gusto so more off yung language and delivery nong message yun yung ineexpect ko.”

The social media is crowded with different information. It is crucial to check whether the information obtained is fake or not because social media is also used to promote good acts and spread awareness about what is happenings to our society, but also social media is use by the other netizens to spread hatred towards person and especially fake news that could ruin a individual reputation that is why the The respondents experience of evaluating the credibility of the content is by looking for other articles that would support their readings. They source out different information from other website like google, those articles that say the same. People are encouraged to verify the news and information they encounter.

In this age of information social media first was used to reconnect with our friends and our families and now politicians saw and use the trend using og



social for political campaigns hence it will surely reach a lot of Filipinos around our country, and it is budget friendly for them because they are no longer visit remotes places in our country. Later, social media is our source for a lot of information, for news update, we can get any information by just one click, and by one click we might be a victim of illegitimate information, that is why the respondents are being careful not to be a victim of illegitimate source by evaluating source if it legit or not and being a social media literate is a trend that every social media user must be.

Audince's intent to verify a news headline by manipulating whether the headline is true or false from a source that varies in credibility, and perceived to be congruent or incongruent with participants' partisanship. Intent to verify when they believe the headline is true, which is predicted by perceived congruency with preexisting ideological leanings (Edgerly, Mourão, Thorson, and Tham, 2019). Fact-checking and warnings of misinformation are increasingly salient and prevalent components of modern news media and political communications. While many warnings about political misinformation are valid and enable people to reject misleading information, the quality and validity of misinformation warnings can vary widely. However, when informative news is wrongly labeled as inaccurate, these false warnings reduce the news' credibility. Invalid misinformation warnings taint the truth, lead individuals to discard authentic information, and impede political memory. (Freeze,



Baumgartner, and Szafran, 2020). One shift relates to a rapidly proliferating information supply. Today's news landscape includes thousands of information sources from traditional legacy news outlets to partisan news sources, political blogs, digital-native news sites, and social media platforms (Van Aelst et al., 2017).

Reading and using reliable sources of information

T1: "When it comes content of course we look into records for example when someone say former President Marcos is a hero or the best President, we can that is false, because there are no international recognition and from time to time, we evaluate those things especially in Tiktok there is a lot of misleading information."

T2: As a teacher I am very careful if his/her statement is truth. Yes of course, I only follow Mayor Vico that is why I am sure that my source is credible."

CL1: "Yes. Meron naman I mean sa ngayon kasi more on paninira yung nababasa mo ganun, which is as part ng generation na to kailangan timbangin mo nababasa mo sa social media so kailangan i fact check mo muna yung nag post check their profile kung legit ba sila na nageexist baka kasi mamaya dummy account and yun icheck mo din previous post nila ano yung nilalaman so basically doon mo makikita kung totoo ba o hindi yung mga pinopost nila. "

CL2: "Social media paglagi natin syang ginagamit di naman na maiiwasan na lagi tayong may makikitang ganun lalo yung iba kalokohan, iba naninira so yung social media manipulative lalo kung kulang yung kaalaman mo dapat yung paniniwalaan mo yung may strong na evidence strong facts."

E2: "I'll first i make sure it's very fight page like what biggest sorta is the way that she has pages like with a blue badge decidedly so i can be certain let what i follow is really him legit page so that i can know that so whatever from that posted on that page is trusted."

They source out different information from other website like google, those articles that says the same because one of the best ways to fact check a certain information is find it in google and if you see what you read in facebook



or any social media in google means it is a legit information. The respondents consider it true information if it is featured by other articles. Also, with the content itself, they analyze whether it tells the truth or not by critiquing the delivery of the information and the use of words. Likewise, the credibility of the content creator lies if it comes from a trusted Facebook page. It entails that social media user should always assess the information so that voters will not be misled with the information that social media offers.

Social media are also used to distribute fake news and information that is bias that is why they fact check the information for them not to be a victim of fake news and for them to watch or reads information they only rely on verified accounts. A verified account is an account that has a blue check anything without a blue is considered a non-reliable source of information. Netizens are being careful now especially the young adults who are always skeptical about the information they read or watch on different social media. It is shameful as a young adult to be victimize of any fake news, a young adult must possess being a social media literate and be careful not to spread any fake news that is why before they source out if the information is legit or not.

As it will affect the perception of a voter to all the politically motivated contents. While social media are typically used by the public for the expression of thoughts and ideas, professionally, the individual producing content is rarely the one whose name is on the profile itself (Guss, 2019). Social media has raised new questions about how the changing technological landscape affects



politics. While social media platforms were initially aimed at connecting on an individual social level, new features have enabled them to act as platforms for political discourse and involvement (Donavan, Fitzgerald, and Szentkirályi, 2018). Collectively, digital media have also constituted an important platform that people can use to coordinate and mobilize among like-minded individuals. Nevertheless, while distributing informative and mobilizing messages, digital media also facilitate socio-political factors that raise concern over the dissemination of misinformation, information divides and political polarization (Guss, 2019).

B. The effect of political socialization in the political behaviour of the respondents

Active Political Socialization

S1: "By reacting to social media post about politics and sharing it to my friends."

S2: "What I do is react, sharing shared post sometime memes because it is funny but it is the reality."

T1: "I express it with some joke when I hate some politician because being an educator we are not allowed to engage in any political issue because we need to be neutral. I express more my political views when it comes to other countries, like for example on what is happening on Myanmar because it might also happen in our country."

CF2: "Sakin naman ano madalas naglalike lang ako talaga pag may nababasa akong mga article about government or mga politics ganyan naglilike lang ako di ako masyadong nagcocomment, pagnagcomment kasi ako sinabi ko sarili kong opinion so baka ma misinterpret ng iba tapos baka mabash ako ganun ganun, so syempre di ko nasisabi sariling ano ko about sa government so madalas nililike ko lang sya."

CL1: "For me naman meron akong mga nililike na politicians mga facebook page, minsan shinishare tapos nagcaccaption ako ng personal"



opinion im sharing them because of my personal opinion not as a group ng SK.”

CL2: “So individually po pag may sinosupportahan kami, so lahat naman kami may kanya kanyang sinosupportahan iba iba. So yun nga pag may nakikita kaming mga shinishare sinosupportahan naming politician sinishare din namin sya minsan may nagtatanong samin hinihinge opinion namin so binibigay namin insights namin about it.”

The informants experience a stress and fear unsolicited criticism from different social media users that's why some of them are tend to only react and share the content about political matters rather than discussing their political perspective in their news feed or even in the comment section. But the help of funny jokes or what we called Memes the informants who suffer from criticism or cyber bullying at least feel better, In the 1300s, Henri de Mondeville, a professor of surgery once said “Laughter Is the Best Medicine” so memes are not just for fun but also for stress reliever of someone. Informants are active but they are not participating in argument they are enjoying the memes what they read and shared it. They are avoiding the stress criticism they get if they participate in argument. And also, some of informants are sharing the post of politician and also giving their opinion to the post of politician.

There are two types of active political socialization. First, the informants who are experiencing stress and fear of unsolicited criticism from different social media users, that's why they only tend to react and share content about political matters. They are active in political socialization, but aren't into argument. On the other hand, the informants who are discussing their opinions by sharing



some posts of politicians they are following, without being worried about what will be the reaction of others. What's more important for them is to share their opinions regarding the issue. While the power of memes for some people who are active but yet worried about criticism and anxious about cyber bullying, they are using memes to share their thoughts and to state what they want to say, without getting any criticism from others. Posting, reacting, and sharing memes do not directly hit the politicians and their supporters, because they assume that this is only a social media joke.

Facebook was the first major platform to transform political discussions. Initially a social network dedicated to keeping in touch with friends and posting personal photos, subsequent updates introduced it as a way to communicate politically. News Feed allowed the sharing of articles of a political nature, and for friends to share their thoughts and opinions via comments and shares. The comment feature especially allowed others to continue a dialogue on these issues or news updates (Kiss, 2012). Online expression and attention to traditional Internet sources were significant predictors of situational political involvement. Respondents who frequently expressed opinions about the election online and those who paid greater attention to traditional Internet sources for campaign information were respectively more involved in the election (Kushin and Yamamoto, 2008). The Internet and social media provide



an opportunity to the young population for political discussion through various online groups, pages, and accounts. (Bimber and Copeland 2011)

Avoiding Political Socialization

T2: "I only share important announcement from our mayor and if that announcement is for general information. "

CF1: "By appreciating public servant who is showing good leadership."

E1: "Participate no, I don't post comment pero I read siguro parang learner lang, I read once I see pero I don't really like or comment or ano, basta anything with politics medyo reserve ako in term of politics."

E2: "Before Yes I share Memes pero after I saw how stressful can we affect life, most specially because of people who are very sensitive when it comes voicing other opinion that they make every a biggest other than mess the other than selves, I decided just react I read articles online but being in fully active like commenting or being in an argument with a person is not my style so just reacting like heart or like but not sharing memes and actively participating."

Basically, the informants are avoiding the political socialization but there are still active in social media the way of being active are reads and reacting to the post of politician and also the informants who respect and appreciate the politician they are just sharing some important announcement without any captions. This kind of being active they are just avoiding trouble, based on statement of the informants they are curious about the articles but they are just reading and learning to the article. For them involving you in argument are just a headache, avoiding it is nothing to lose with them.

The informants are avoiding the political socialization to lessen the anxious and fear to avoid the unsolicited criticism from different social media



users, that's why they are avoiding the political socialization and tend only to do is read and learn to legitimate articles, and also to share other important things without any argument involve. Moreover, they aren't discussing their political perspective in their news feed or even in the comment section. In accordance to the respondent's statement, it says there that they are not that totally active when it comes to Political socialization, instead of sharing their opinions to others they're more likely to read the comments and learn from the others. They just want to avoid the political arguments that may happen and they just want to utilize social media etiquette, on how they should act to avoid disagreements and online debate, due to the fact that a lot of people are using social media that have their own political perspectives.

Mechanism as described above implies a simple one-on-one effect, whereby only the voters following a candidate are affected. However, the effect of social media can also be multiplicative. The information transmitted through social media from the candidate to his or her followers can spread out through the digital and real-life social network of these followers. The entire social media network can be influenced by low-cost tools such as re-tweets and 'shared' updates, hereafter termed messages. This multiplicative mechanism evidently boosts the possible impact of social media. Additionally, it needs to be noted that the causal mechanism, as described so far, implies an overall positive effect (Bond, 2012). The Spiral of Silence before the advent of the internet, German



political scientist Elisabeth Noelle-Neumann published a theory on mass communication called “The Spiral of Silence.” According to her theory, people tend to remain silent when they feel like their views are not widely shared by those around them, for fear of isolation or the negative repercussions that might result. The theory hinges on what the status quo is perceived to be and the silencing effect that takes place when people in the perceived majority reinforce that status quo. Doing so makes people with minority beliefs feel even more alone in their ideas, fearing they might be ostracized, shamed, or lose a position in society if they say they disagree (Britton, 2017). The importance of political expression is backed up by a plethora of studies and theories developed to understand the different factors that might influence individuals’ willingness to express their political positions openly. Previous studies have shown that an individual’s general communication predispositions, and not only the content of the communication under discussion, influence political expression. In addition to fear of isolation), research has also uncovered how opinion climate, opinion congruency, and individual traits, such as communication apprehension and self-censorship, influence an individual’s level of outspokenness (Hampton et al., 2014).



C. The influence of social media to the voting preference of the respondents

Enlightenment from verified sources

S1: *"Yes, I followed them because now there is a lot of news about politics and I find it interesting to follow them especially if they done good things and if media report good things about them because today there's a lot of issue about politics. "*

S2: *"I follow local politicians to be updated on what is happening in my community (Pasig City), it is our right to be updated and we need to participate to the community projects of our leaders. I did not follow them because I idolize them, but I follow them to support their projects."*

T1: *"My reason is to be updated about their platforms"*

T2: *"I follow our Mayor just to be updated about quarantine guidelines and other announcement that focus on our local government."*

CF1: *"To check their activities if they are doing well as a public servant and I check also their basher."*

CF2: *"Yes. Syempre para maging aware na rin, so 'yun syempre bilang mamamayan bilang filipino kailangan natin maging aware sa nangyayare sa philippines di porque tao lang tayo dito, kailangan din natin magkaroon ng alam kung anong nangyayare sa gobyerno syempre tayo yung bumubuto tayo pumipili ng mga leader natin dapat aware tayo kung sino ba talaga yung namamahala na natutulungan tayo tapos yung mga corrupt ganun para maging aware tayo sa nangyayare."*

CL1: *"For me I follow some politician like dito sa pasig mga local politician and some of our senators, so for me kasi I follow them para makita mga achievements nila mga nagagawa nila specially here sa pasig makita namin as SK kung ano nagagawa ng city goverment and para mashare din namin sa kapwa pinagbuhatan specially sa youth, para makita naila na etong local goverment natin may nagagawa for us and isa rin na reason is para makita namin kung ano ang pwede naming magawa dito sa barangay namin."*

CL2: *"For me is Yes po kasi Im a fan of marcus administration dati dahil maganda naman talaga mga nagawa ni marcus, pero ngayon diba wala na sya so sabi nga nila walang perpektong politiko walang perpektong naninindigan sa serbisyo so pipiliin natin kung sino pinaka the best para*



satin so para sakin yan na pinaka the best si duterte, Duterte administration tayo kasi lahat naman ng tao may kanya kanyang opinion di naman lahat pabor sa kanya syempre may mga naninira din pero yun nga pipiliin natin lagi kung sino may mas nagagawa mabuti efficiency yun yung magic word.”

E1: “Hindi rin, no I don’t follow any political figure on social media, siguro kasi ano, I feel na medyo toxic yung mga politics, so socially like may DDS and then sinasabi nila mga dilawan so kung nakikita mo sya tapos nakikita mo yung so kunyare may isang post and then you read through comments masyadong toxic like they parang nagbabarahan sila nag, you don’t know basta yun hindi sya good for me, I think naman I get information from yung ano nalang, I prefer getting information from the mainstream media pa din.”

E2: “I only follow the page of our mayor sotto, yun lang although other political parties also whatever. Specifically Vico Sotto if ever being, Because when he’s started term I saw how competitive he is and very child and parentals constituents so I think thats the great leader he does go for higher office after aware, I can vote for he as because i can see how he really cares for pasig city his constituents so he’s the one politician I follow.”

The reason of the informants of following the politicians in social media is to be always updated and to acquire information about the service of the politicians, whether they are doing their responsibilities or not. The social media exist as a tool for enlightenment, the way for the politician and voters to share and impart knowledge, where voters exchange their political perspectives to inform and convince people. The social media has the idea of free information, the voters read and expand their knowledge about a certain politician. The social media held out the guarantee of a more enlightened politics, precise data, and easy correspondence assisted to help voters drive out falsehood and misinformation. Voters adapt of how and what they trust from the contents in



social media. Amplifying political messages from verified sources, reminds the voters from the harm of fake news and malice political contents.

Indeed, public these days can make their own talk and afterward post it through long range informal communication accounts like Facebook, LinkedIn, Twitter, Wikipedia, and so forth Web-based media is additionally viewed as great in expanding singular opportunity with the goal that it is likewise viewed as great during the time spent democratization. Along these lines, don't be astonished that data or news posted by an individual via online media can be a wellspring of data, even those identified to information crisis. Social media are one such innovation that has considered expanded to be as a data source. Social media is used to gather and discuss information. Information in social media should deal with verified sources featured by possible threat, that it may affect the credibility and legitimacy of the information. The verified sources imply whom should the voters rely their information, it allows mutual trust from the producer and consumer of political information. The information consumers may assess journalists experienced via social media media as more skilled, great willed, and reliable as they effectively measure the news data.

The public gained greater political agency through technological affordance that allowed them to react to political events and issues, communicate directly to candidates and political leaders, contribute original news, images, videos, and political content, and engage in political activities, such as working on behalf of candidates, raising funds, and organizing protests..



Politicians amassed news ways of conveying messages to the public, other elites, and the press, influencing constituents' opinions, recruiting volunteers and donors, and mobilizing voters (Davis and Owen, 2017a). Their primary purpose is to inform the public, providing citizens with the information needed to make thoughtful decisions about leadership and policy. The media act as watchdogs checking government actions. They set the agenda for public discussion of issues, and provide a forum for political expression. They also facilitate community building by helping people to find common causes, identify civic groups, and work toward solutions to societal problems. The diversity of content disseminated by new media has created opportunities such as the ability for more voices to be heard. As average people join forces with the established press to perform the watchdog role, public officials are subject to greater scrutiny. Issues and events that might be outside the purview of mainstream journalists can be brought into prominence by ordinary citizens. New media can foster community building that transcends physical boundaries through their extensive networking capabilities. Although legacy media coverage of political events correlates with increased political engagement among the mass public, mainstream journalists do not believe that encouraging participation is their responsibility (Hayes and Lawless, 2016).

Analytical Decision

S2: "Sometimes I used feelings, but I realized that we should use logically and critical thinking. Our opinions are not valid if it comes from our own



feeling. We must share valuable opinions and reduce opinions from our feelings because it is unnecessary.”

T1: “Social media influenced me about good practices in different countries that we can adopt easily. I share post that is relevant and beneficial for us and there are times that I share wrong political ideas and of course we must just not read any information we can share, comments our opinions about any ideas. “

T2: “Social media influences me to be analytical. I have high standards about political parties and politicians and only Mayor Vico met my standards. I also believe that in social media is just a propaganda for politician to look good therefore be analytical always and know the truth.”

CF1: “It makes me smarter and more analytical when I try to read some articles, I analyze the content in order for me to avoid misunderstanding and when it comes to decision making, I am making sure that everything that I post in social media is true. As a regular voter.”

CL1: “Ayun so nagpopost kami base sa ano sa napagusapan namin na nagpagisipan din naman namin. Kami naman we are parang nagiging ano kami eh responsible sa mga post naming kasi once na napost na yan makikita yan ng marami magrereflect yun doon sa pinost namin kung ano yung naisip nila o kung ano yung magiging thinking nila eh so kami natuto kami before, meron kasing insedente before na ganun personally which is naovercome namin tinulungan ako ng SK. So yun sobrang responsible namin sa pagpopost, once na posted yan nay un hindi na namin hindi kami nagdedeal sa personal opinions namin or dahil ganito yung naramdaman namin galit kami ganyan ganyan, Hindi. And sa pagpopost namin minemake sure namin na hindi kami bais or wala kaming pinipili or inaapakang kung sino man, pag nagpost kami ang iniisip namin ang welfare ng karamihan sa mga constituents namin lalo sa pagpopost namin ng mga programs namin.”

CL2: “Samin din sya tinitake as personal eh so hindi naming sya hinahaluan ng emotions pag may ganun so as long na alam namin na tama yung ginagawa namin at nakakatulong so sinasagot namin yun para mainform namin sila kung anong ginawa namin baka kulang lang yung kaalaman nila sa kung anong ginawa namin.”

Teachers are analytical with the information that they acquire, because of the belief that social media should be used for a beneficial cause. Community leaders are analytical with the information in the social media, since they use



social media for information dissemination, they make sure that the information is true and reliable. Employers are analytical with the information in social media by evaluating political contents.

The viewpoint of political groups and politician has an arising need to consistently gather, monitor, analyze, and visualize politically important data from social media. Accessible information does not mean a true information, voters might reliance to social media platforms, but they are not complacent, balance information ad it makes them more skeptical on how they will decide. Due to belief that politics is façade, every information has its own purpose and motives for persuasion.

Constituents can easily participate in political discourse, influence political decisions, social media platform allow politicians to speak with their constituents to a wider audience. Yet, there are voters who are analytical in perceiving the political messages in social media. They assess the extent of true information because of the fear of misleading news and issues spreading to different social media platforms. Surely, the relevant impacts of data recency on beneficiary's insights have been inspected in different settings. Recency of site content turns out to be more significant for deciding its quality when it professes to convey the most reliable data.

One critical issue is that it is not difficult to turn out to be mentally apathetic despite the entirety of this data being spoon fed. Try not to turn into



an aloof shopper of information and other information. All things considered, put forth an attempt to keep the basic reasoning abilities sharp. Voters continuously challenge their own presumptions and predispositions. In order to decide whom the voters will vote, they need to put all information in question, critically analyzing data coming from social media as it is essential to good function of our society. It is technically impossible to control information; it is upon the decision of the voter to begin decided what is true and what is not. Through maintaining the ability to determine the false and true stories shared in different social media platforms.

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Analytical decision has been with us for at least half a century. Over that time, it has developed from a theoretical paradigm for individual rational choice to a practical tool for individuals, small groups, and “unitary” organizations, which helps them toward sound decision making mindful of the behavioural characteristics of individuals and group dynamics. Decision analysis has also shown its worth in the context of stakeholder engagement and public participation. The time is right for it to be more widely used in making societal decisions. However, to achieve that, we need to realize that in many circumstances it will only be one input to the political process that leads to the actual decision. (French, Argyris, 2018).

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Emotional Decision



S1: “No, Social media influence me to voice out my opinion yet sometimes I realized my opinion is not valid always because there’s a lot of people who gives opinions, yet they are not always right. Sometimes I think also that we need to have empathy towards them. Sometimes I use my feelings because there is a situation where I get tensed.”

CF2: “Sakin kasi emotions talaga or kaya feelings kasi hindi naman lahat ng nakikita natin totoo sa social media eh, diba yun yung sinasabi nila na ano yung katulad nyan tinutulungan, Halimbawa may congressman o kaya senador na tumulong sa tao ganyan namimigay ng mga ano gaano ba tayo kasure na galing talaga sa kanila yung pera na ginastos nya doon tas pinost sa facebook “eto namigay yung mayor nato tularan” mga ganun ganun, hindi naman ng nakikita natin sa social media ay totoo, so kailangan talaga pagisipan natin ng mabuti kung kanino tayo maniniwala hindi ganung paraan hindi ako naniniwala agad agad sa nakikita ko sa social media. “

E1: “Uhhh. Siguro ano hindi lang sa image, like yung images na nakikita ko sa social media yun lang tapos mag dedecide na ako hindi naman ganun kasi I uhm aware na headline na mga images sometimes parang ano yun sila diba parang yun yung pinipili ng mga nagpopost kasi yun yung mas nag iinvoke ng something, uhm kailangan mo pa din magbasa para alam mo talaga yung totoong nangyare, similar padin sa mainstream media diba nasa kunyare nasa newspaper parang aware naman ako na pag headline lang yung tignan parang sensationalize yung ano parang, maintriga ka diba so, and I still, if I see something siguro uhm yung images pick my interest but I make sure na I read through the article, tsaka ako mag dedecide kung ano yung feeling ko or ano yung take ko sa isang issue. “

This implies that the political behavior of the respondents is affected by their emotions. Public opinion is complex in nature, it incorporates voter’s sentiments. For the students, they tend to use their feelings; their age is a consideration for this. Community Fellow are also clouded with their emotions when they read articles that links with their emotions. A political message stresses emotions of voter’s feelings. Individuals stating their sentiments and viewpoints in online media, and this conduct shift have gotten expanding



consideration from the examination local area. In a period of 'huge information' – where data on people is regularly effectively and broadly accessible – social media information to contemplate individuals' slants, perspectives and characteristics as an elective measure to self-announced overviews on how individuals feel. Social media has certainly claimed its place as a worthy area of interest. Election information resources at our fingertips. The political actors between voters and politicians, on how they interact are not by facts alone, it includes emotions that insists the voters for political participation. It resulted how politicians and political groups can successfully utilize emotions in their political messages in social media that adds a concern to online campaigning. Emotional political contents are employed to social media platforms as emotional influence facilitate works when voters are not propelled or ready to grasp an issue.

The advanced change has changed political missions and political audience through social media, which has additionally changed communication among politician and residents. Online media stages, for example, Facebook, Twitter, and YouTube distinctively affect the political circle. The utilization of social media in political issues has been broadly contemplated: the official political decision, political talk through Facebook timetables, and casting a ballot. During crises, people are more likely to share their emotions online, especially on social media platforms. Since the beginning of the Covid-19 pandemic, there has been an increase in the number of negative emotions.



Social media data allow governments, politician, and political groups to analyse the public's immediate response to policies. Politically motivated messages used "ethos" meaning the emotions of the people to convince and make the voters agree to their stand. Emotional appeals via social media show that political entertainers are very much encouraged to include them in their campaign. Feelings may assume a urgent part in political data preparing and decision making. In addition to the fact that emotions play a significant job in regular legislative issues, people likewise respond genuinely to political messages, and relying upon the particular feelings initiated by political boosts, people groups' mentalities and conduct toward political substances fluctuate.

Some voters personal emotional reactions to events completely unrelated to public affairs influence their voting decisions. The conflation of personal emotions with political cognition challenges traditional conceptions of citizen competence and democratic accountability (Malhotra, 2009).Moral emotions such as guilt, shame, and pride play a central role in motivating and regulating many of people's thoughts, feelings, and behaviors. When moral emotions are experienced on behalf of one's group, they can have a deep impact on intergroup relations as well, particularly in situations of intergroup conflict. If society members feel that they, due to their association with the group, are responsible for the disproportional and illegitimate suffering of outgroup members, they may experience moral emotions like guilt and shame. These emotional responses can potentially motivate society members to enact



a range of political response tendencies, varying from pure defensiveness, resulting in opposition to any relevant compromise, to sincere willingness to offer an apology or to compensate the outgroup (Halperin, Schori-Eyal, 2019).

Assessment of Politician and Political Groups

S1: *“Of course, sometimes we cannot avoid judging them by their acts, we judge them of what we about them see but sometimes, we are not thinking of what are the reasons of their actions.”*

S2: *“Way back then we support on who is trending or famous but not now I look at them on what help they have done during this pandemic and on where they’re support to the nation or to the politician who is superior to them, that’s the list of the politician that I want to vote.”*

T1: *“What you see is in social media ¼ of their lives, maybe they have hidden agendas. In past our current president says that 3 to 6 months, drug and any crimes will be eradicated but these things are still rampant in our society. My advice is to be skeptical because not all information is not social media, of course there is a lots of avenues, where we can get information not just by watching in you tube about commentaries*

T2: *” I also believe that in social media is just propaganda for politician to look good therefore being analytical always and know the truth.”*

CF1: *“ I saw an article regarding to a certain politician the I hate, I will much more hate that politician and vice versa to politician that I am rooting for and Social media does not really influence me.”*

CF2: *“Pano ko ba masasabi yan kasi minsan talaga magiging judgemental din talaga tayo pagnakakakita talaga tayo ng isang bagay eh mas maganda na yung isipin mo nalang wag mo na sabihin, ganun yung nangyayare eh judgemental talaga tayo, ako inaamin ko sa sarili ko na judgemental talaga ako pagnakakakita ako ng bagay, pagnakakita ako na tumutulong na politician sa mga tao minsan talaga iniisip ko na di naman tumutulong yan eh parang pinapakita lang na may masabi lang na may naitulong sobrang ganun talaga. Oo may mga ganung scenario talaga so kaya most of the time mas maganda talaga na di ka talaga naniniwala sa nakikita mo, magtatanong tanong ka talaga”*

CL1: *“For me yes din, kasi ngayon sa panahon ngayon social media pinaka effective na way ng pag disseminate ng information so sa ngayon*



yung mga hopeful na kandidato natin sa dadating na election sa social media sila nagpopost nagpapakita ng mga nagagawa nila and mga gusto pa nilang gawin so ayun ang ano kasi eh ang isang individual kasi hindi nawawalan ng isang cellphone eh yun yung target nila eh. Merong hindi nakakapanuod ng news pero merong may hawak ng cellphone diba, mas meron kang hawak na cellphone kesa nanunuod ka ng TV so yun, more on posting sa social media doon mo makikita kung ano yung nagagawa netong taong na to, kung ano ba sya kung ano din ba perspective ng ibang tao sa kanya, maadapt mo yun eh makikita mo na Okay okay pala to si politician na to, okay hindi pala okay ang isang politician na to so no, hindi sya deserving so yun”.

CL2: “Yes po sa ngayon kasi diba talagang pag gumatin tayo ng social media for 6 to 8 hours halos yun yung makikita natin siguro about sa mga political diba laging may nagbabangayan ngayon diba so yun yung paraan nila eh para sa kanilang early campaign so yung pinapakita nila kung ano yung kung sino yung mas nakakatulong sino yung tingin mo mas epektibo maibibigay na serbisyo in the future so yun nga be responsible sa paggamit ng social media, hindi yung kung ano yung mabasa natin maniniwala na agad tayo.”

E1: “So okay pano ko sila jinajudge? I think so, feeling ko hindi lang isang, kung ako mag jujudge ng character ng isang politician or someone running no, hindi lang naman ako mag babase sa isang issue sa isang post so I think ano consistency diba consistently ganito yung fake ng isang person na nakikita ko sa isang social media yun yung gagamitin ko to judge whether I will vote for him or for her so diba parang yung series of mga post or mga issues about that person or mga personal na mga post nya so hindi lang sa isa I would think like yung ano uhm, siguro yung consistency nong person na yan, yun hindi lang sa isa na issue, you cannot judge naman someone sa isang instance yung ano makikita mo yan kung sa mga consistently nya na ginagawa.”

E2: “Yeah I, it affect my judgement with them, example its very it was presented was very true whatever I see in social media or its affects how I see them but I as much as possible I’m not really want dig deeper on that information most specially if I affect me coz sometimes what I seeing online really affects me day to day right, whatever its political views or any other issues in the Philippines right now where the country right now specially in this time of pandemic I think you really have to be vigilant whatever you see in online”



Respondents from different sectors believe that social media influence the voting preference of a voter. Social media is very accessible to acquire information about political platforms and campaigns by the politician or political group. Especially now that we're facing pandemic, people rely more on social media, politicians share their public service to the people by using social media to easily reach the voters. Likewise, in social media, people adopt the perspective one another about such political personality. Also, it is crucial to be vigilant with the political content, because whatever posted online has a great impact with the voting preference of the voters shall be. What we see on social media is directed by calculations that choose what you see dependent on what you like and aversion, what you comment on and click on. Then again, social media gives voters more straightforward access to politician any time. With social media, electors may accept they have a close connection with a politician they will most likely never meet face to face.

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The social media was particularly significant for political missions during pandemic. Since all the person communications and gatherings has been cancelled. To contact more crowds and enroll more votes, politician turned to the trend in social media. With that, the voters have the opportunity to assess the political motives of the politicians. Past conveying their approach sees, new competitors can acculturate themselves through their online media accounts, and that assists citizens with feeling more associated with them. From the



electing viewpoint, social media has various utilizations. The first is to give another voter's channel to supporters; the second is to have a nearer and more amicable instrument for association, supporting gatherings, and promoting to target crowds. Third, online media is utilized to send messages to rivals, excluding or attacking them. These various employments of social media identify with two perspectives: political commitment and vote choice. The fundamental objective of the utilization of social media by campaigners is to persuade the electorate to decide in favor of them. Consequently, government officials use them to associate, advance, and spread the word about their political race. This point inspires our investigation of this wonder and explains the utilization of social media in political missions. The politician invades the public opinion by posting, commenting, and even making political ads. These strategies are politician's way to persuade the voters and have their side to them. In these ways, voters can assess the approach and political will of the politician, whether they deserve to be chosen in ballot or not.

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Empowering growth of the internet has created a pathway for politics to use social media strategy. Social media has changed the approach of political communication and politicians and political parties are opting social media for a new way of connecting with voters. (Kumara and Natarajan, 2015). Reasonable for believing that the ground process of politics with commercial media messages is related. For instance, voters might be affected by the image of



politicians and political parties' image which is similar to individuals getting influenced. It is concluded by evolving the role of social media in political campaigns and deliberating on the unique methods to collect data (VIT, 2016).

CHAPTER V

SUMMARY OF FINDINGS, CONCLUSION, AND RECOMMENDATIONS

This chapter presents the summary and conclusion derived in the conduct of the study which is to probe the Influence of Social Media to the Voting Preference as Perceived by Selected Voters. This also provide recommendations that can be pursued by the social studies students or



researchers under the category of the relationship between social media and politics.

The researchers used narrative analysis in analyzing the data. Also, the interpretation and analysis of data are analyzed by the expert in the field of social studies to avoid biases.

SUMMARY OF FINDINGS

The summary of the study was summarized according to the statement of the problems stated in Chapter 1.

- 1. Respondents' way of examining politically motivated information in social media.**



The respondents' way of evaluating politically motivated information in social media is thru fact-checking. They don't want to be a victim of fake news. They make sure that the information they acquire comes from a legitimate source. They don't rely on one source of information; they consider it a time information if their articles feature it. Also, with the content itself, they analyze whether it tells the truth or not by critiquing the delivery of the information and use of words. The respondents believe that social media users should not rely on one source of information; they look for more articles to best support their reading. Likewise, they check content quality, formality and informality of the speech from the content coming from the producer of the content. They filter political information to make better informed decision as to whom they are going to vote for.

2. The effect of political socialization in the political behaviour of the respondents

Respondents sought the significance of actively engaging political commentaries to make them informed and updated on political issues and how the public servant is doing their responsibilities to the community. Also, they refrain from commenting on posts or post their perspectives on social media because they avoid conflict from opposing viewpoints.

3. The influence of social media to the voting preference of the respondents



Voters from different online political experience it is because they have other social media audience, which includes who they follow and how they interact with online political commentaries. Respondents are analytical because of the belief that politics is façade. Politicians and other political groups have their personal life too, but examining their service through social media helps the voters evaluate a leader with an excellent political will for the people and the community. Also, the respondents revealed that their emotion arises when it affects the people. There are times that they are changed by their emotions. Because of the belief that the content behind images, videos, and text, whether flowery or not, there is a motive behind that political information. This is a subjective approach of the respondents.

They are more skeptical of various online political commentaries and content spreading in social media. Upon verification and analyzing political information, they feel more enlightened and change their political perspective when the political statement is true and more factual than the existing knowledge. Through social media, they can easily access the politicians and political groups because it is accessible to acquire information. The political personality of politicians in social media reaches a wide range of audience. It allows the voters to assess their current and future performance in their responsibilities.



CONCLUSION

Social media has been a drive force for an easy access to news about politics; it boosted the civic engagement of the people. The voters that are also a social media user are expose to a massive information that needs to undergo evaluation whether it is fact, opinionated, and misleading. The perception depends upon the criteria or the standard of perceiving the politically motivated information that affects the political socialization of the voter. Due to an era of the advent of technology, where voters and even digital immigrants have switched their political preference from traditional to the modern approach. Where social media helps the politician and political groups to a wider audience, making the people informed of their platforms and public service.

This study concluded the following:

- 1. Respondents' way of examining politically motivated information in social media.**



The respondents' method of assessing politically roused data in online media is through fact-checking. They would prefer not to be a casualty of false news. They ensure that the data they gain comes from a real source. Likewise, with the actual substance, they dissect if it comes clean by investigating the conveyance of the data and utilization of words. In like manner, they check content quality, convention and casualness of the discourse from the substance coming from the maker of the content. They channel political data to settle on better educated choice with respect to whom they will decide in favor of.

2. The effect of political socialization in the political behaviour of the respondents

Respondents looked for the meaning of effectively captivating political analyses to make them educated and refreshed on policy centered issues and how the local official is getting along their obligations to the local area. Additionally, they cease from commentating on posts or post their points of view via online media on the grounds that they keep away from struggle from restricting perspectives. Citizens from various online political experience it is on the grounds that they have other web-based media crowd, which incorporates who they follow and how they connect with online political editorials.



3. The influence of social media to the voting preference of the respondents

Politicians have their own life as well, however looking at their administration through online media assists the citizens with assessing a pioneer with a magnificent political will for individuals and the local area. Likewise, the respondents uncovered that their feeling emerges when it influences individuals. There are times that they are changed by their feelings. Due to the conviction that the substance behind pictures, recordings, and text, if colorful, there is a thought process behind that political data. They are more wary of different online political editorials and substance spreading in web-based media. The political character of lawmakers in online media arrives at a wide scope of crowd. It permits the citizens to survey their current and future presentation in their duties.

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RECOMMENDATIONS

This study revealed the Influence of Social Media to the Voting Preference of Selected Voters. Thus, the following recommendations are hereby presented:

1. Social media became the first information reference of the voters, it is very important that social media users should always evaluate and assess the political information acquired.
2. Political groups and politician should use social media professionally for information dissemination, because voters are eyeing for a legitimate and valid information coming from the community leaders, as it is their responsibility for public information.
3. Educational Institutions should add to their curriculum the Media and Information Literacy, so that while on the process of honing the students to be an active and responsible citizen, once they exercise their right to suffrage, they may be equipped enough to analyze social media content between political advertisement from public opinion.
4. Since social media users are producers and consumers of information, social media users should be mindful of the political content they are going to make. As it has impact with how it will be perceived by the social media users, especially the voters.



5. Politically motivated content convey precise information. As it will affect the voting preference of the voters who uses social media as their reference of political information.

6. There are voters who are active in political socialization, but they do not participate in any social media political commentaries, but they believe that social media influence the voting preference of a voter. We recommend to future researchers to study on how social media political commentaries affect the political behaviour.

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LIST OF APPENDICES

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APPENDIX A

Researcher's Curriculum Vitae



CAMPANERO, CHERRY ANNE D.

Contact no: 09663477937

E-mail Address:

campanerocherry@gmail.com



PERSONAL INFORMATION

Age: 20

Date of Birth: June 5, 2000

Gender: Female

Civil Status: Single

Nationality: Filipino

Current Address: Mon-El Subdivision San Antonio, Sucat Paranaque City

EDUCATIONAL BACKGROUND

TERTIARY:

Rizal Technological University

Bachelor of Secondary Education Major in Social Studies

Boni Ave. Mandaluyong, 1550 Metro Manila

2018- Present

SECONDARY:

Jose Rizal University



168 Edsa Shaw Boulevard, Mandaluyong City

2016-2018

Pinagbuhatan High School

Urbano Velasco Ave. Pinagbuhatan, Pasig City

2014-2016

PRIMARY:

Salug Elementary School

Catbalogan Samar

2006-2012

DEOFERIO, EARL JOHN N.



Contact no: 09352254568

E-mail Address:

earljohndeoferio1428@gmail.com



PERSONAL INFORMATION

Age: 22

Date of Birth: Feb 28, 1999

Gender: Male

Civil Status: Single

Nationality: Filipino

Current Address: 307 Westbank Road Maybunga, Pasig City

EDUCATIONAL BACKGROUND

TERTIARY:

Rizal Technological University

Bachelor of Secondary Education Major in Social Studies

Boni Ave. Mandaluyong, 1550 Metro Manila

2018- Present

SECONDARY:



Eusebio High School

C. Raymundo Avenue Rosario. Pasig City

2012-2018

PRIMARY:

Maybunga Elementary School Annex

Eusebio bliss, Westbank Road, Floodway Maybunga. Pasig City

2009-2012

Maybunga Elementary School

444 Dr. Sixto Avenue Maybunga Pasig City

2006-2009

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LIENA, MARK JUSTIN V.

Contact no: 09511665619

E-mail Address: markjustinllena@gmail.com



PERSONAL INFORMATION

Age: 23

Date of Birth: December 16,1997

Gender: Male

Civil Status: Single

Nationality: Filipino

Current Address: 22 Kamalunggay St. Western Bicutan Taguig City

EDUCATIONAL BACKGROUND

TERTIARY:

Rizal Technological University

Bachelor of Secondary Education Major in Social Studies

Boni Ave. Mandaluyong, 1550 Metro Manila

2018- Present

SECONDARY:

Western Bicutan National High School



EP Village, Phase 1, Pinagsama Taguig City

2012-2018

PRIMARY:

Tenement Elementary School

Veterans Rd, Taguig City

2007-2012



MATUNOG III, NICHOLAS L.

CAPCDR-CSEPHS-JANUARY, 16-17, 2017



Contact no: +(63)9165641736

E-mail Address:

nicholasloyolamatunog@gmail.com

PERSONAL INFORMATION

Age: 21

Date of Birth: November 10, 1999

Gender: Male

Civil Status: Single

Nationality: Filipino

Current Address: 1853 B Cuyengkeng St. Barangay 4 Zone 2, Pasay City

EDUCATIONAL BACKGROUND

TERTIARY:

Rizal Technological University

Bachelor of Secondary Education Major in Social Studies

Boni Ave. Mandaluyong, 1550 Metro Manila

2018- Present

SECONDARY:



Arellano University (Jose Abad Santos Campus)

3058 Taft Avenue, Pasay City

2012-2018

PRIMARY:

Falcon Memorial Elementary School

Tago, Surigao del Sur

2007-2012

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SANTOS, MARY LORI A.

Contact no: 09159631434

E-mail Address: lorisantos.ls77@gmail.com



PERSONAL INFORMATION

Age: 21

Date of Birth: July 14, 1999

Gender: Female

Civil Status: Single

Nationality: Filipino

Current Address: #21 F.T Marteja St. Pinagbuhatan Pasig City

EDUCATIONAL BACKGROUND

TERTIARY:

Rizal Technological University

Bachelor of Secondary Education Major in Social Studies

Boni Ave. Mandaluyong, 1550 Metro Manila

2018- Present



SECONDARY:

Arellano University (Senior High)

Pag-asa Street Caniogan Pasig City

2016 – 2018

Pinagbuhatan High School

Urbano Velasco Avenue Pinagbuhatan Pasig City

2012 – 2016

PRIMARY:

Pinagbuhatan Elementary School

M.H Del Pilar Street Pinagbuhatan Pasig City

2006 - 2012

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APPENDIX B

Expert / Consultant Curriculum Vitae

COSTAS, HANNAH ORCHIDIA B.

Contact no: 09771543350

E-mail Address: orchidia12costas@gmail.com /
hannahorchidia@outlook.com



PERSONAL INFORMATION

Age: 24

Date of Birth: December 30, 1996

Gender: Female

Status: Single

Nationality: Filipino

Current Address: 1147 Villa Munsod Ulilang Kawayan San Joaquin, Paig City

EDUCATIONAL BACKGROUND

TERTIARY:

University of the Philippines

Diploma in Archaeology

Diliman, Quezon City

July 9, 2020 – Present



Pasig Catholic College
Certificate in Teaching Program
Caniogan, Pasig City (College Building)

Jose Rizal University
Bachelor of Arts Major in History
80 Shaw Boulevard, Mandaluyong City
2013-2017

SECONDARY:

Pasig Catholic College
R. Jabson St. Malinao, Pasig City
2009-2013

PRIMARY:

Colegio del Buen Consejo
R. Jabson St. Malinao, Pasig City
2004-2009

Sacred Heart Academy of Pasig
Mercedes, Pasig City
2002-2003

WORK EXPERIENCE

Quipper Limited Philippine Branch (Content Writer- PT)
Unit A&B, Lower Ground Floor, Glass Tower, 115 C.
Palanca St., Legaspi Village, Makati City



January 5, 2021 – Present

Jose Rizel University (Senior High School Faculty)

80 Shaw Boulevard, Mandaluyong City

June 23, 2017-Present

Elitopia Academy (ELS Teacher-Partimer)

9th Flr., Prestige Tower, Ortigas Center, Pasig City

January 2, 2017-February 28, 2017

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APPENDIX C
REQUEST LETTER

Date: _____

Dear _____,

Good Day!

We are a third year students of Rizal Technological University under the College of Education taking up Bachelor of Secondary Education Major in Social Studies. We would like to request for your permission to conduct an interview with you as our key informant in our research entitled "The Influence of Social Media to the Voting Preference as Perceived by Selected Voters: A Case Study".

Likewise, we consider your voluntary participation and we ensure your protection and confidentiality of privacy of the information we will obtain from you as it is your right.

We are looking forward to the day of interview with you to your most convenient time. Thank you for considering this request.

Sincerely,

Campanero, Cheryy Ann D.

Research Leader

Nited by:

Samuel A. Balbin

Research Adviser



APPENDIX D

Researchers-Made

INTERVIEW QUESTIONS

Instruction: Put a check if you fall under the following

Registered Voter _____

Active in Social Media (at least 6hrs - 8hrs online exposure) _____

Participates Online Commentaries (Like and Share political perspective from different online political groups) _____

Follows 2-3 Politician in Social Media _____

Do you believe that social media influence the voting preference of an individual? (If yes, proceed to the next questions. If no, the interview ends here)

PROFILE

Complete Name (optional) / Pseudonym:

Age:

QUESTIONS:

1. Do you follow or like political groups or politician in social media? If yes,



what is the reason of following them?

- You agree with his/her political ideologies
- Great influencer
- Track records
- Active public servant

Other reason, specify here

2. How do you express your Political views in social media?

- Like
- Reaction
- Caption
- Memes
- Share

Others, specify here

3. Do you discuss your perceptions in social media with your friends with identified groups (family, teacher, pressure groups,) in social media? If yes, how does this affect you with your perspective?

- It broadens my knowledge about the political groups/politician
- It makes me more precise with my stand with the politician/political groups
- It gives me more source of perspectives to justify my stand with the politician/political groups
- It allows me to correct my wrong views to politican/political groups



Others, specify here

4. Do you evaluate the articles, videos, or opinions in the social media? If yes, How do you evaluate the credibility of the content creator?

I look for articles that would support my readings and videos I watch in social media.

I source out different information from website/google to support my readings from a content creator

I check the credibility through background checking of the content creator.

I fact-check the information provided by the content creator

Others, specify here

5. What are your opinions or insights about political trolls?

- I don't mind their views, they have their own thoughts.
- I respect their insights, yet I check whether it's true or not
- I don't easily agree with them
- I analyze their views whether it's criticism or not

Others, specify here

6. Do you change your political perspectives by what you see or read in



social media? (If yes, why?)

- I am being enlightened
- The information I acquired is more precise and detailed than what I know
- I am easily attracted with the information
- I deeply understand that it gives factual information

Others, specify here

7. How does social media influences:

a) the way you acquire your political information? (personal opinion or trusted facebook page/youtube channel/twitter account)

- It makes me smarter
- It makes me analytical
- It makes me more informed from fact and false information
- It gives me comfort in looking for facts

Others, specify here

b) the way you deal with situations in terms of decision making

(thinking or feeling), thinking (analytical, practical or, situational) ?

- Thinking, because I want to make sure my information are correct.
- Thinking, because I use social media for good information
- dissemination



- Feeling, sometimes I am clouded by my emotions
- Feeling, when it affects the citizens

Others, specify here

c) Your judgement to a political party and politician?

- It leads me to like them more
- It can help me with my standard of a good or bad politician/political groups
- It helps me to evaluate their publicity
- It helps me with my voting preference

Others, specify here

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APPENDIX E

TRANSCRIPTION OF INTERVIEW (COMMUNITY LEADER 1)

CL1: For me I follow some politician like dito sa pasig mga local politician and some of our senators, so for me kasi I follow them para makita mga achievements nila mga nagagawa nila specially here sa pasig makita namin as SK kung ano nagagawa ng city government and para mashare din namin sa kapwa pinagbuhatan specially sa youth, para makita naila na etong local government natin may nagagawa for us and isa rin na reason is para makita namin kung ano ang pwede naming magawa dito sa barangay namin.

CL1: By appreciating public servant who is showing good leadership.

CL1: So for me naman merong napag-uusapan like friends merong naga-agree sa mga opinions ko meron namang nag-ooppose pero that doesn't mean minimize sure naming na hindi yun nakakaffect sa relationship between like as friends and families merong point kasi na meron silang point meron din akong point, mahirap kasi na ipipilit naming pinupunto ng bawat isa lalo sa part ko na public servant public official, meron akong alam sa ganito which is hindi nila nakikita sila naman as our constituents yun naman nakikita nila yun naman napapansin nila may point din nagmeet kami half way para hindi magkaroon ng conflict ganun.

CL1: Yes. Meron naman I mean sa ngayon kasi more on paninira yung nababasa mo ganun, which is as part ng generation na to kailangan timbangin



mo nababasa mo sa social media so kailangan i faqs check mo muna yung nag post check their profile kung legit ba sila na nageexist baka kasi mamaya dummy account and yun icheck mo din previous post nila ano yung nilalaman so basically doon mo makikita kung totoo ba o hindi yung mga pinopost nila.

CL1 : Meron kasi kaming experience before na through our post merong mga trolls na nagcocomment na walang kwenta, which is a part of public servant hindi ka dapat magpaapekto sa mga ganun, sinabi ko kanina you have to waitings kung totoo ba yang account kung ano ba laman ng sinasabi nya, ganun nga bilang public official ka hindi ka dapat pumatol sa mga ganun kasi you know in yourself ano yung ginagawa mo, alam mo kung sino ka alam mo kung sino yung taong kasama mo kung ano yung ginagwa nyo kaya dapat di ka magpaapekto doon, kasi pag nagpaapekto ka sa ganun talo ka.

CL1: As long as na nakikita ko doon sa post na mali pala yung inaakala mo before maaring mabago, klasi ang panget kasi eh nakita mo na ngang meron evidences, example meron kang politician hindi gusto dahil sa mindset mo negative yung dating nya sayo pero nakita mo naman meron naman syang ginagawa for community so nababago yung perspective mo na “Ahh Okay pala sya” panget kasi na istuck mo sya sa utak mo na hindi sya magaling, hindi sya deserving sa position nya maling thinking yung ganun hindi natin natutulungan yung sarili natin na mag grow and specially yung mga nasasakupan natin.



CL1: For us like ngayong pandemic eto na yung platform na pinaka efficient sa pag implement namin ng program samin unlike before kasi ginagawa naming pumupunta kami para gumawa ng mga project kumuha ng participant which is ngayon hindi na natin pwedeng gawin hindi tayo pwedeng mag mass gathering so ngayon nakikita naming etong social media specially yung facebook page naming sobrang efficient nya para makapag gather kami ng participant sa mga programs namin makakuha kami ng beneficiaries at the same time mapakita naming yung nagawa naming hindi katulad dati na hindi naming masyadong nagagawa kaya akala ng ibang constituents naming na “ay walang SK wala naman silang nagagawa” which is now nakikita nila na ay meron palang SK nag fufunction pala sila.

CL1: Ayun so nagpopost kami base sa ano sa napagusapan namin na nagpagisipan din naman namin. Kami naman we are parang nagiging ano kami eh responsible sa mga post naming kasi once na napost na yan makikita yan ng marami magreflect yun doon sa pinost namin kung ano yung naiisip nila o kung ano yung magiging thinking nila eh so kami natuto kami before, meron kasing insedente before na ganun personally which is naovercome namin tinulungan ako ng SK. So yun sobrang responsible namin sa pagpopost, once na posted yan nay un hindi na namin hindi kami nagdedeal sa personal opinions namin or dahil ganito yung naramdaman namin galit kami ganyan ganyan, Hindi. And sa pagpopost namin minemake sure namin na hindi kami bais or wala kaming pinipili or inaapakang kung sino man, pag nagpost kami ang iniisip



namin ang welfare ng karamihan sa mga constituents namin lalo sa pagpopost namin ng mga programs namin.

CL1: For me yes din, kasi ngayon sa panahon ngayon social media pinaka effective na way ng pag disseminate ng information so sa ngayon yung mga hopeful na kandidato natin sa dadating na election sa social media sila nagpopost nagpapakita ng mga nagagawa nila and mga gusto pa nilang gawin so ayun ang ano kasi eh ang isang individual kasi hindi nawawalan ng isang cellphone eh yun yung target nila eh. Merong hindi nakakapanuod ng news pero merong may hawak ng cellphone diba, mas meron kang hawak na cellphone kesa nanunuod ka ng TV so yun, more on posting sa social media doon mo makikita kung ano yung nagagawa netong taong na to, kung ano ba sya kung ano din ba perspective ng ibang tao sa kanya, maadapt mo yun eh makikita mo na Okay okay pala to si politician na to, okay hindi pala okay ang isang politician na to so no, hindi sya deserving so yun.



APPENDIX F

TRANSCRIPTION OF INTERVIEW (COMMUNITY LEADER 2)

CL2: For me is Yes po kasi Im a fan of marcus administration dati dahil maganda naman talaga mga nagawa ni marcus, pero ngayon diba wala na sya so sabi nga nila walang perpektong politiko walang perpektong naninindigan sa serbisyo so pipiliin natin kung sino pinaka the best para satin so para sakin yan na pinaka the best si duterte, Duterte administration tayo kasi lahat naman ng tao may kanya kanyang opinion di naman lahat pabor sa kanya syempre may mga naninira din pero yun nga pipiliin natin lagi kung sino may mas nagagawa mabuti efficiency yun yung magic word.

CL2: So individually po pag may sinusuportahan kami, so lahat naman kami may kanya kanyang sinusuportahan iba iba. So yun nga pag may nakikita kaming mga shinishare sinusuportahan.

CL2: For me di ako masyadong nakikipagusap sa ganun kasi sometimes it will leads to argument kasi eh for us na public servant medyo di manganda yun pag dumating sa ganung punto.

CL2: Social media paglagi natin syang ginagamit di naman na maiiwasan na lagi tayong may makikitang ganun lalo yung iba kalokohan, iba naninira so yung social media manipulative lalo kung kulang yung kaalaman mo dapat yung paniniwalaan mo yung may strong na evidence strong facts.



CL2: Sating mga pinoy likas naman talaga yang kalokohan, so yung iba ginagawang kalokohan in a way na sumusuporta yung iba ginagawang kalokohan tapos giangawang paninira so talagang di maiiwasan yung mga ganun so sa paggamit ng social media iniiwan namin pagshashare ng ganun namakakasira sa iba na hindi maganda sa image ng public official na ginagamit yung mga ganun.

CL2: So possible naman na mabago yung paniniwala natin ng isang tao diba, kung talagang strong naman yung FAQ na nababasa mo kung strong yung evidence na binibigay nila sa social media kasi kahit sa news nga maraming di totoo sa history maraming di totoo so yun lang kailangan talaga natin ng strong faq para bago yung paniniwala natin.

CL2: So ngayon po kasi diba yung number 1 na pagshashare ng natin na gusto natin iparating sa ibang tao which is social media, so ngayon samin yun yung number 1 na ginagamit naming para maipakita sa mga tao yung ginagawa naming, kasi yung iba sasabihin pag walang nakapost sa social media di maniniwala kasi wala kang pinakitang ebidensya na may ginawa ka so yun talaga yung pinakamabisang module ngayon Social media para sa kin.

CL2: Samin din sya tinitake as personal eh so hindi naming sya hinahaluan ng emotions pag may ganun so as long na alam namin na tama yung ginagawa namin at nakatulong so sinasagot namin yun para mainform namin sila kung



anong ginawa namin baka kulang lang yung kaalaman nila sa kung anong ginawa namin.

CL2: Yes po sa ngayon kasi diba talagang pag gumatin tayo ng social media for 6 to 8 hours halos yun yung makikita natin siguro about sa mga political diba laging may nagbabangayan ngayon diba so yun yung paraan nila eh para sa kanilang early campaign so yung pinapakita nila kung ano yung kung sino yung mas nakakatulong sino yung tingin mo mas epektibo maibibigay na serbisyo in the future so yun nga be responsible sa paggamit ng social media, hindi yung kung ano yung mabasa natin maniniwala na agad tayo.

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**APPENDIX G****TRANSCRIPTION OF INTERVIEW (STUDENT 1)**

S1 : Yes, I followed them because now there is a lot of news about politics and I find it interesting to follow them especially if they done good things and if media report good things about them because today there's a lot of issue about politics.

S1 : By reacting to social media post about politics and sharing it to my friends.

S1 : No, I don't share it to my friends because it might trigger a problem especially when you have different political perspective.

S1 : Yes, there are a lot of fake news in the social media, nowadays before you believe with the content, you should read and check other article. For the content creator, I check the credibility by looking at the truthful sides and the quantity of post reaction and share.

S1 : I am not interested in any political trolls because I stick to my own belief.

S1 : Sometimes I get influenced of what I read.

S1 : No, Social media influence me to voice out my opinion yet sometime I realized my opinion is not valid always because there's a lot of people who gives opinion yet they are not always right.

S1 : Sometimes I think also that we need to have empathy towards them. Sometimes I use my feelings because there is a situation where I get tensed.



S1 : Of course, sometimes we cannot avoid to judged them by their acts, we judge them of what we see about but sometimes, we are not thinking of what are the reasons of their actions.

APPENDIX H

TRANSCRIPTION OF INTERVIEW (STUDENT 2)

S2: I follow local politicians to be updated on what is happening in my community (Pasig City), it is our right to be updated and we need to participate to the community projects of our leaders. I did not follow them because I Idolize them, but I follow them to support their projects.

S2: What I do is react, sharing shared post sometime memes because it is funny but it is the reality.

S2: I have a group chat with my friends and there we discuss things that are happening in our country or in social media but we talk about politics just to keep us to be updated because it secures our privacy.

S2: Yes, I only read articles that is a reliable source. As a netizen we need to be careful and not to spread fake and trolls news because the more we talk about that thing it makes more trending than the legit information. We should always find a reliable source just like Rappler, Gma News, and Abs-cbn because they have credibility.



S2: We should not pay attention to trolls because it is a political movement to make them trends and they are just a nuisance group.

S2: It was happened to me during quarantine. In the past I am just a supporter of who is in the position, quarantine is an eye opener for us not to be scared to voice our opinions about politicians and we should be an active participant.

S2: I do fact checking by looking into difference sources if the information that I see is reliable and I only follow unbiased information.

S2: Sometimes I used feelings, but I realized that we should use logically and critical thinking. Our opinions are not valid if it come from our own feeling. We must share valuable opinions and reduce opinions from our feelings because it is unnecessary.

S2: Way back then we support on who is trending or famous but not now I look at them on what help they have done during this pandemic and on where they're support to the nation or to the politician who is superior to them, that's the list of the politician that I want to vote.

APPENDIX I

TRANSCRIPTION OF INTERVIEW (TEACHER 1)

T1: My reason is to be updated about their platforms.



T1: I express it with some joke when I hate some politician because being an educator we are not allowed to engage in any political issue because we need to be neutral. I express more my political views when it comes to another countries, like for example on what is happening on Myanmar because it might also happen in our country.

T1: Yes, it was happened when the Abs-cbn was shut down and of course we assume that there will be a politician that will the Abs-cbn to have a franchise again because that what we observed before about politician that they will cause problem then they will also resolve that problem. I will not say that I am pro Duterte or Dilawan. I love Duterte when it comes to infrastructure projects but what I hate about him is when it comes to how he handled international relations because he failed on that and he is little bit childish and in my circle of friends we don't usually talk about him.

T1: When it comes content of course we look into records for example when someone say former President Marcos is a hero or the best President we can that is false, because there are no international recognition and from time to time we evaluate those things especially in Tiktok there is a lot of misleading information.

T1: They must use their mind or power to discover what is true.



T1: I think it was never happened to me and it is not really applicable to me because I am not contented in one source because it is burden for us if we don't evaluate our resources.

T1: Social media influenced me about good practices in different countries that we can adopt easily. I share post that is relevant and beneficial for us and there are times that I share wrong political ideas and of course we must just not read any information we can share, comments our opinions about any ideas.

T1: I share post that is relevant and beneficial for us and there are times that I share wrong political ideas and of course we must just not read any information we can share, comments our opinions about any ideas.

T1: What you see is in social media ¼ of their lives, maybe they have hidden agendas. In past our current president says that 3 to 6 months, drug and any crimes will be eradicated but these things are still rampant in our society. My advice is to be skeptical because not all information is not social media, of course there is a lots of avenues, where we can get information not just by watching in You tube about commentaries

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APPENDIX J

TRANSCRIPTION OF INTERVIEW (TEACHER 2)

T2: I follow our mayor just to be updated about quarantine guidelines and other announcement that focus on our local government.



T2: I only share important announcement from our mayor and if that announcement is for general information.

T2: No, because as a voter I should not put myself as that same person if I agree to that politician's agenda, the best way to agree with them is thru voting not in social media platforms because not everyone in social media will agree to my stand.

T2: As a teacher I am very careful if his/her statement is truth. Yes of course, as of the moment I only follow Mayor Vico that is why I am sure that my source is credible.

T2: First, I don't follow them and second is I am responsible citizen of the Philippines. I think we should be responsible on how to disseminate information especially if it comes from a politician because I know politics is not a clean game. I stand for the truth nothing but the truth.

T2: From the very start I don't follow politicians in social media, the only time I follow politician in social media is when Vico Sotto was elected in the office, his credibility encouraged me to believe in politics.

T2: Social media influences me to be analytical.

T2: It depends who uses social media and for me social media was made to do bad things it was made to do the good things. Social media should be use



in a proper way. I analyzed all and for only Mayor Vico and I also don't mind others.

T2: I also believe that in social media is just a propaganda for politician to look good therefore be analytical always and know the truth.

APPENDIX K

TRANSCRIPTION OF INTERVIEW (COMMUNITY FELLOW 1)

CF1: To check their activities if they are doing well as a public servant and I check also their basher.

CF1: By appreciating public servant who is showing good leadership.

CF1: Sometimes but I am avoiding any debate towards my friends because I know we have different perceptions towards politics. Not really, because I only focus on one public servant.

CF1: Yes, I evaluate especially those issues that is trending nationwide. I evaluate them by checking if the author is credible because there is a lot misleading information.

CF1: They are just trying to brainwash the people especially those have low understanding towards politics.



CF1: I don't pay attention to the articles that I read in social media because when I follow Vico Sotto I only to see his good deeds and I don't pay attention to his bad deeds I just keep on supporting him.

CF1: It makes me smarter and more analytical when I try to read some articles; I analyze the content in order for me to avoid misunderstanding.

CF1: I am making sure that everything that I post in social media is true, as a regular voter.

CF1: I saw an article regarding to a certain politician the I hate, I will much more hate that politician and vice versa to politician that I am rooting for and Social media does not really influence me.

APPENDIX L

TRANSCRIPTION OF INTERVIEW (COMMUNITY FELLOW 2)

CF2: Yes, Syempre para maging aware na rin, so 'yun syempre bilang mamamayan bilang filipino kailangan natin maging aware sa nangyayare sa philippines di porque tao lang tayo dito, kailangan din natin magkaroon ng alam kung anong nangyayare sa gobyerno syempre tayo yung bumubuto tayo pumipili ng mga leader natin dapat aware tayo kung sino ba talaga yung namamahala na natutulungan tayo tapos yung mga corrupt ganun para maging aware tayo sa nangyayare.

CF2: Sakin naman ano madalas naglalike lang ako talaga pag may nababasa akong mga article about government or mga politics ganyan naglilike lang ako



di ako masyadong nagcocomment, pagnagcomment kasi ako sinabi ko sarili kong opinion so baka ma misinterpret ng iba tapos baka mabash ako ganun ganun, so syempre di ko nasisabi sariling ano ko about sa government so madalas nililike ko lang sya.

CF2: Yes of course, actually wala pa naman akong nashahsare na nagkaroon ng discussion kasi nga di naman ako totally active na nagshahsare o nagcocomment pero sa mga friends ko may nakikita akong ganun na nagkakapalitan sila ng opinion nila about sa shine nila, halimbawa sa article na ganun na shine nagkakapalitan sila ng opinion nila na magkasalungat talaga, madalas sa social media at sa Groupchat namin sa Section GC ganun yung nangyayare.

CF2: Yes, syempre lahat naman ng nababasa natin o kaya napapanuod dapat tinitingnan talga natin ng mabuti kung totoo ba talaga yun o hindi baka mamaya fake news. Halimbawa yun pinaka title nya yung ginagawa ko minsan sinisearch ko sa youtube kung may news chinecheck ko kung meron talga sya doon o kaya isesearch ko sa facebook ulit kung andoon talga yung title nya, minsan naman pag sobrang trending talaga ng topic ang ginagawa ko naman nagtatanong ako sa kaibigan ko girl chismis tinatanong ko kung legit ba talaga sya o hindi so ganun ang ginagawa ko kung totoo talaga yung issue o hindi.



CF2: Yun talaga ang problema, halimbawa mas gusto nila mangyare yung botohan if online talaga kasi madali lang talaga gumamit maraming account sa isang tao yung tinatawag nilang dummy account, yun talaga yung makakaapek, sa mga politics kasi pagganyan madali lang sa kanila magbayad gumamit ng pera magbayad ng tao para gumawa ng maraming account so di natin alam kung legit tagala yun nakikita natin na may gamit ng mayari ng account na yun di natin sure kung yun ba talga ay fake lang malaki talga impact pagdating sa botohan.

CF2: So minsan napapalitan din talaga, halimbawa nag uusap usap sila. Syempre inaapply ko rin mismo sakin kung ano ba talaga pagkakaintindi ko sa pagkakaintindi nila so yun nga mahalaga talga na kailangan din natin makinig sa iba para malaman natin talaga yung nangyare kasi may mga alam tayo na minsan di natin alam yung akala natin tama nasa isip natin na hindi talga. May pagkakataon talaga na napapalitan yung papanaw ko yung akala ko tama yun pala mali yung about doon sa politics o sa issue na yun.

CF2: I'm not sure, sa totoo lang parang ang hirap kasi pag masyado ka ring babad sa social media eh alam mo yun, di mo na alam kung sino papaniwalaan mo kaya parang minsan mas maganda hindi ka nalang gumamit, kung ako tatanungin ayoko na nga gumamit ng social media kasi parang mas nasisira yung mataas na tingin mo sa politics o kaya sa mga tao sa government. Nasisira minsan katulad nyan kay Mr. Harry Roque, kasi sa mga balitang nangyayare



ngayon yung pano sya sumagamot sa mga nagiiinterview sa kanya diba kabastos bastos naman talaga so alam mo yung imbes na mataas yung tingin mo sa tao nasisira tapos ginagawan ng mga memes ganun so mas magandan na wag social media parang mas lalong bumababa yung tingin mo sa mga tao ganun yung mga nangyayare para sakin mat tulong naman yung paggamit ng social media kasi naiinform tayo sa mga nangyayare natutulungan tayo kung anong nangyayare pero kailangan talga natin limitahan ang pagamit.

CF2: Sakin kasi emotions talaga or kaya feelings kasi hindi naman lahat ng nakikita natin totoo sa social media eh, diba yun yung sinasabi nila na ano yung katulad nyan tinutulungan, Halimbawa may congressman o kaya senador na tumulong sa tao ganyan namimigay ng mga ano gaano ba tayo kasure na galing talaga sa kanila yung pera na ginastos nya doon tas pinost sa facebook “eto namigay yung mayor nato tularan” mga ganun ganun, hindi naman ng nakikita natin sa social media ay totoo, so kailangan talaga pagisipan natin ng mabuti kung kanino tayo maniniwala hindi ganung paraan hindi ako naniniwala agad agad sa nakikita ko sa social media.

CF2: Pano ko ba masasabi yan kasi minsan talaga magiging judgemental din talaga tayo pagnakakakita talaga tayo ng isang bagay eh mas maganda na yung isipin mo nalang wag mo na sabihin, ganun yung nangyayare eh judgemental talaga tayo, ako inaamin ko sa sarili ko na judgemental talaga ako pagnakakakita ako ng bagay, pagnakakita ako na tumutulong na politician sa



mga tao minsan talaga iniisip ko na di naman tumutulong yan eh parang pinapakita lang na may masabi lang na may naitulong sobrang ganun talaga. Oo may mga ganung scenario talaga so kaya most of the time mas maganda talaga na di ka talaga naniniwala sa nakikita mo, magtatanong tanong ka talaga.

APPENDIX M

TRANSCRIPTION OF INTERVIEW (EMPLOYER 1)

E1: Hindi rin, no I don't follow any political figure on social media, siguro kasi ano, I feel na medyo toxic yung mga politics, so socially like may DDS and then sinasabi nila mga dilawan so kung nakikita mo sya tapos nakikita mo yung so kunyare may isang post and then you read through comments masyadong toxic like they parang nagbabarahan sila nag, you don't know basta yun hindi sya good for me, I think naman I get information from yung ano nalang, I prefer getting information from the mainstream media pa din.

E1: Participate no, I don't post comment pero I read siguro parang learner lang, I read once I see pero I don't really like or comment or ano, basta anything with politics medyo reserve ako in term of politics.

E1: Siguro not with my family, that's not in social media whatever we see kung may nakikita man kami sa social media parang mas pinaguusap naman ng face to face diba kunyare may sharing during dinner or during meals kahit sa bahayeven sa bahay kahit sa labas together with officemate we share, we discuss kung may isa doon na nakakita doon ng anything words sharing pero



we don't talk about it in social media, majority not if not all yung mga friends ko sa social media parang hindi din naman sila into sharing posting any political post. Kasi sometimes nakakakita pa din ako ng something sa timeline ko so definitely meron paring iba kakilala na they would post pero yun nalang di ko nalang pinapasin hindi ko nililike sometimes pag masyadong toxic masyadong bias or feeling ko hindi sya align doon sa beliefs ko inaunfollow ko yung person, kasi parang instead na mag engage ako ng into debate na felling ko na hindi ko sya susway hindi ko sya macocorrect I rather unfollow para di ko nakikita yung mga pinopost nya na hindi ako agree.

E1: Siguro yung the way they delivered the message yung mga post, sometimes naman kasi kahit even like hindi ako agree sa politician na inaadvertice nila or something, nakikita ko naman na may magagandang ginagagawa mga people na to but yung post mismo kung medyo di maayos pagkakadeliver ng message nila yun nga if i feel na medyo toxic sya, yun yung di ko gusto most probably inuunfollow ko or iniignore ko yung ganung post, which more the way they deliver yung message sometimes kasi parang very apparent yung nakikita mo kung message parang nag iinvoke ng ache gusto lang mang ano. Yung yung ayaw ko if you want present faq kung ano yung accomplishment o may pinupuna ka parang straight to the point diba sabihin mo yung mali, pero kung may pag mumura pa sa post yun yung di ko gusto so more off yung language and delivery nong message yun yung ineexpect ko.



E1: Feeling ko hindi sila helpful kasi kung troll ka lang most probably binabayaran ka to spread to the whatever message or agenda behind, so kung troll ka or bayaran ka parang hindi ako agree. Yung ibang trolls nabayaran talaga hindi ako agree sa mga ginagawa nila most probably since binabayaran sila pa tong i think aggressive and pushing for whatever yung binayaran sila to spread.

E1: Siguro kung isang specific na issue, hindi naman nabago siguro mas nalinawan if I would see parang if I get more information clarification, kung yung affinity ko o kung agree ako dito sa isang side tapos I would see post explaining the other side siguro mas nalilinawan lang ako sa issue but if the question if nabago yung pananaw ko whether I will switch side like for example pro to opposition, parang hindi ganun siguro in every issue mas nalilinawan lang, but not really entirely switching side.

E1: Same as mainstream media, diba kasi yung mainstream media may certain time of the day nanunuod lang ng tv news, siguro early evening or during morning so parang in between sa social media ka nakakakuha ng information feeling ko same lang, same rate lang sila ng influence sa kin ng social media and mainstream media, syempre mas faster ang dating ng information ng social media through out of the day any time pwede mo naman syang Makita if you want browse FB or twitter, siguro I would wait until lumabas sa news o sa mainstream media for me to confirm at tama nga, baka tama nga tong nabasa



ko, sometimes madaming fake news and stuff sa social media so siguro kung nakita ko yung something or anything in social media hindi ko tinitake yun as confirm agad until Makita ko sya sa mainstream media, pag andoon na sya sa mainstream media feeling ko confirm na sya sumabog na sya, faster dumarating ang information sa social media but yung confirmation I rely on the mainstream media pa din.

E1: Uhhh. Siguro ano hindi lang sa image, like yung images na nakikita ko sa social media yun lang tapos mag dedecide na ako hindi naman ganun kasi I uhm aware na headline na mga images sometimes parang ano yun sila diba parang yun yung pinipili ng mga nagpopost kasi yun yung mas nag iinvoke ng something, uhm kailangan mo pa din magbasa para alam mo talaga yung totoong nangyare, similar padin sa mainstream media diba nasa kunyare nasa newspaper parang aware naman ako na pag headline lang yung tignan parang sensationalize yung ano parang, maintriga ka diba so, and I still, if I see something siguro uhm yung images pick my interest but I make sure na I read through the article, tsaka ako mag dedecide kung ano yung feeling ko or ano yung take ko sa isang issue.

E1: So okay pano ko sila jinajudge? I think so, feeling ko hindi lang isang, kung ako mag jujudge ng character ng isang politician or someone running no, hindi lang naman ako mag babase sa isang issue sa isang post so I think ano consistency diba consistently ganito yung fake ng isang person na nakikita ko



sa isang social media yun yung gagamitin ko to judge whether I will vote for him or for her so diba parang yung series of mga post or mga issues about that person or mga personal na mga post nya so hindi lang sa isa I would think like yung ano uhm, siguro yung consistency nong person na yan, yun hindi lang sa isa na issue, you cannot judge naman someone sa isang instance yung ano makikita mo yan kung sa mga consistently nya na ginagawa.

APPENDIX N TRANSCRIPTION OF INTERVIEW (EMPLOYER 2)

E2: I only follow the page of our mayor sotto, yun lang although other political parties also whatever. Specifically Vico Sotto if ever being, Because when he's started term I saw how competitive he is and very child and parentals constituents so i think thats the great leader he does go for higher office after aware, I can vote for he as because i can see how he really cares for pasig city his constituents so he's the one politician I follow.

E2: Before Yes I share Memes pero after I saw how stressful can we affect life, most specially because of people who are very sensitive when it comes voicing other opinion that they make every a biggest other than mess the other than selves, I decided just react I read articles online but being in fully active like commenting or being in an argument with a person is not my style so just reacting like heart or like but not sharing memes and actively participating.

E2: More on with my friends sometimes we talk inside our jokes we're in our GC or we together because it is important to us to know but our opinions but we don't sparking tensions of with that of course it a affecting our friendship.



E2: I'll first i make sure its very fight page like what biggest sorta is the way that she has pages like with a blue badge decidedly so i can be certain let what i follow is really him legit page so that i can know that so whatever from that posted on that page is trusted.

E2: I think every politicians has it kinda trolls vico sotto also, when I read comments i see how people are very, although his the way jump for us pasigño, there are people againts him parin but to us i think they are entitled to their own opinions, it is important that our mayor is very engaged and actively in social media, so we can really very updated when it comes to any news about him.

E2: Not really chance my opinion I don't really care about other politician if I don't like them sometimes I giving my opinion but inside in my own head I don't really discuss it with any like person or even my friends so it depends how I like, Yes it could chance simple article.

E2: Both, emotions something can its, sometimes of course it's more on thinking coz you really have to dig deeper on that information that you found whether its online or if it's around the news if it's coming from trolls or someone that your close with so more on thinking, you have to really keep your mind of course in your heart on the what you truly seeing and that also helps your decision making.

E2: Yeah I, it affect my judgement with them, example its very it was presented was very true whatever I seeing in social media or its affects how I see them but I as much as possible I'm not really want dig deeper on that information most specially if I affect me coz sometimes what I seeing online really affects me day to day right, whatever its political views or any other issues in the Philippines



right now where the country right now specially in this time of pandemic I think you really have to be vigilant whatever you see in online.

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