

**EFFECTS OF POLITICAL FAKE NEWS ON THE ATTITUDE  
AND VOTING BEHAVIOR OF COMMUNITY  
RESIDENTS IN JAIN, NUEVA ECIJA**

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## **BIOGRAPHICAL SKETCH**

The researcher was born in December 30, 1998 at Nyugan, Jazan, Nueva Ecija, her home. She is the middle of the three child of Mr. William B. Besmonte, 63 years old and Mrs. Evelinda D. Besmonte, 52 years old. She graduated her elementary level at San Isidro Central School (SICS) located at Virata St. Poblacion San Isidro, Nueva Ecija of the year 2011. She took her secondary level at General de Jesus College, same place where SICS is located, year 2011-2015.

During her elementary level, the researcher enjoyed talking in front of the class, reporting and giving information to her classmates, reason for her taking the Bachelor of Science in Development Communication.

Giving information to marginalized sector, giving help and fund to street children, family and people in slum area are what will make the researcher happy for the reason she wanted to finish her degree sought as soon as possible to accomplish her dream in helping people who needs help.

Editing photos and making TEC materials such as leaflets, flyers and poster are what the researcher do best.

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## ABSTRACT

**BESMONTE, YVONNE D.**, Department of Development Communication, College of Arts and Sciences, Central Luzon State University, Science City of Muñoz, Nueva Ecija, Philippines. June 2019. **EFFECTS OF POLITICAL FAKE NEWS ON THE ATTITUDE AND VOTING BEHAVIOR OF COMMUNITY RESIDENTS IN JAEN, NUEVA ECILJA**

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According to Arsenault (2017), "fake news has proven to be influential in the U.S., but it may be even more powerful in the Philippines, where technology and celebrity make people vulnerable to false reports". It was also revealed in her study that Filipinos are using almost 80% of their time in social media even if the connection of the internet in the country is super slow, yet one of the most expensive in the world.

This study was limited to the registered voters and residents of Jaen, Nueva Ecija and conducted during summer of school year 2017-2018. It used Professor John Zaller's "A Theory of Media Politics" that posits a system of political campaigns in which voters, presidential candidates and the media are dependent on one another.

Descriptive Research Design was used in the study to find out the variables that can help in spreading fake news to the community, also it used Quota Sampling, this sampling is a non-probability sampling technique wherein the assembled sample has the same proportions of individuals as the entire population with respect to known characteristics, traits or focused phenomenon. It was conducted from June to July, 2018 in Jaen, Nueva Ecija. Interview Schedule method was used in gathering data using questionnaire. Data

gathered were analyzed by using descriptive statistics such as frequency counter, ages, mean and range.

Results were gathered from the respondents; the mean age of the respondents was 35.27 with an age range of 18-72 years old. The computed standard deviation was 13.2 and there is quite a variation of the respondents ages. Eighty percent of the respondents were female and the remaining Twenty percent were male. The highest number of religion in Niyuguan was Catholic and were married.

It aimed to determine the effects of political fake news on the attitude and voting behavior to an individual. It also determined the different social media sites visited by the respondents and the different fake news that they can access and see through the use of social media. Results showed that greater number of respondents are using smartphone and the longest use of social media is 15 years. On the different social media accounts, Facebook is the most common one. The reason for visiting social media is communicating with family. Pinoy Trending page on Facebook was the most frequent and highest number of people visiting it while majority of them saw the article about President Duterte criticizing the church, four times. In addition to that, reading beyond the article was the top 1 that respondents are doing when they are judging the news that they accessed. Through the use of different networks, it helps the people to receive political news, local, national and even from different country. Respondents agreed that they do an investigation first on the news that they receive and it helps them to be more careful in trusting news from social media.

## TABLE OF CONTENTS

	PAGE
TITLE PAGE	i
APPROVAL SHEET	ii
ACKNOWLEDGEMENT	iii
BIOGRAPHICAL SKETCH	iv
ABSTRACT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	ix
LIST OF FIGURES	x
INTRODUCTION	ii
Background of the Study	1
Statement of the Problem	2
Objectives of the Study	3
Significance of the Study	3
Scope and Limitation of the Study	4
REVIEW OF RELATED LITERATURE	5
Importance of News Information	5
Age of Social Media	6
Fake News	9
Difference of Fake News to Opinion	9
Effects of Fake News on People's Attitude	10
RESEARCH METHODOLOGY	12
Theoretical Framework	12
Conceptual Framework	13
Operational Definition of Terms	15
Research Design	15
Sampling	16
Time and Place of the Study	16
Data Gathering Instrument	17
Data Gathering Procedure	17

Data Analysis	18
<b>RESULTS AND DISCUSSION</b>	19
Socio-economic characteristics	19
Communication Characteristics	24
Attitude Towards Fake News	42
Effects of Fake News to Political and Voting Behavior	43
<b>SUMMARY, CONCLUSION, &amp; RECOMMENDATIONS</b>	45
Summary	45
Conclusion	46
Recommendations	47
<b>BIBLIOGRAPHY</b>	48
<b>APPENDICES</b>	50

## LIST OF TABLES

TABLE		PAGE
1	Socio-economic Characteristics	21
2	Gadgets Owned	25
3	Use of Social Media	24
4	Access to Social Media	27
5	Reasons for Visiting Social Media	28
6	Knowledge on Political Fake News	29
7	Sites Visited	32
8	Fake News that was Accessed and Seen	35
9	Criteria in Judging News	39
10	Benefits from News Received	41
11	Attitude Towards Fake News	43
12	Effects of Fake News to Political and Voting Behavior	44

**LIST OF FIGURES**

**FIGURES**

**PAGE**

Figure 1. Conceptual Framework of the Study

14

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