

**GEN Z IN POLITICS: THE INFLUENCE OF SOCIAL MEDIA'S POLITICAL
CONTENT ON FIRST-TIME VOTERS' POLITICAL PARTICIPATION
IN 2022 PHILIPPINE PRESIDENTIAL ELECTIONS**

An Undergraduate Thesis Presented to the
Faculty of the Department of Communication and Development Studies
Central Luzon State University

In Partial Fulfillment
of the Requirements for the Degree
Bachelor of Science in Development Communication
College of Arts and Social Sciences

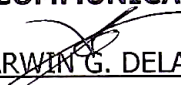
by

CRISTINE JOY SALON CORPUZ

June 2023

APPROVAL SHEET

This undergraduate thesis entitled **"GEN Z IN POLITICS: THE INFLUENCE OF SOCIAL MEDIA'S POLITICAL CONTENT ON FIRST-TIME VOTERS' POLITICAL PARTICIPATION IN 2022 PHILIPPINE PRESIDENTIAL ELECTIONS,"** prepared and submitted by **CRISTINE JOY SALON CORPUZ** in partial fulfillment of the requirements for the degree of **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**, has been examined and is hereby accepted:


DARWIN G. DELA CRUZ

Adviser

June 9, 2023

Date Signed

PANEL OF EXAMINERS

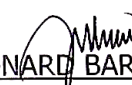
APPROVED by the Committee on Oral Examination on May 10, 2023 with a grade of _____.


CHERIE AMOR R. JURPIANO

Critic 1

June 13, 2023

Date Signed


JONARD BARLAAN

Critic 2

June 14, 2023

Date Signed



ZORILLE DC. VILLAFLORES

Department Research and Extension Coordinator

June 15, 2023

Date Signed

Accepted in partial fulfillment of the requirements for the degree of **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**.


MARIFE DE TORRES, PhD

Department Head

June 15, 2023

Date Signed


JAY C. SANTOS, PhD

Dean, College of Arts and Social Sciences

June 16, 2023

Date Signed

THESIS ABSTRACT

1. Title: GEN Z IN POLITICS: THE INFLUENCE OF SOCIAL MEDIA'S POLITICAL CONTENT ON FIRST-TIME VOTERS' POLITICAL PARTICIPATION IN 2022 PHILIPPINE PRESIDENTIAL ELECTIONS
 - 1.1 Total No. of Pages: 56
 - 1.2 Text No. of Pages: Fifty-six
2. Researcher: CORPUZ, CRISTINE JOY S.
3. Type of Document: Undergraduate Thesis
4. Type of Publication: Unpublished
5. Accrediting Institution: Central Luzon State University
Maharlika Highway, Science City of Muñoz
3120, Nueva Ecija
6. Keywords: GEN Z, Political Participation, Social Media, Voting-Decision
7. Abstract:

7.1 Rationale/Background

Social media is critical in providing information to the public, especially the youth. Researchers, Solmaz and Ozkan (2015) revealed that internet usage has rapidly increased in the last decade. Moreover, a study proves that social media is a concept that can significantly develop youth engagement toward active citizenship (Kahne & Middaugh, 2012). Therefore, development communication practitioners play a crucial role in providing relevant, accurate, and timely information.

7.2 Summary

This study's main goal was to determine how political posts on social media affected first-time voters' political participation in the 2022 National Elections. To evaluate the level of exposure and responses to political posts, as well as how political content influences first-time voters, it is necessary to gather respondents' sociodemographic profiles and communication attributes. This study is quantitative and makes use of purposive sampling. The participants were one hundred first-time voters in the 2022 National Presidential Elections from the CLSU Bachelor of Science in Development Communication. The main source for the study was an online survey questionnaire. Then it utilized statistical data analysis to search for significant findings.

7.3 Major Findings

Overall findings indicate that respondents frequently encounter political information on the Internet. Also, participants' reactions to electoral information on social media vary. They frequently respond to posts and follow pages promoting the presidential candidate they favor but rarely share, repost, comment, or save political content. Nevertheless, they seldom refute political misinformation by commenting on someone's post but consistently report inaccurate political information. They also do not unfriend, unfollow, or block those who back different presidential candidates. Finally, most respondents agreed on political posts influencing their voting behavior.

7.4 Conclusions

The existence of political posts online increases Gen Z's political participation. This researcher's findings support Hermans & Vergeer's (2013) claim that e-campaigning increases the visibility and interaction between politicians and the public. Moreover, supporting Bode and Dalrymple's (2016) statement that the exposure occurrence to electoral postings depends on the political accounts they followed, as online characteristics of friends and acquaintances may predict respondents' exposure to political content.

Likewise, the researcher concludes that access to social media influences voting behavior, debunking Chan's (2016) argument that using social media as a news source has no impact on people's political participation.

Finally, research supports the idea that having access to social media influences voters' choices. Thus, it relates to the claim that Facebook significantly impacted the electoral process through the influence of politicians' platforms. However, they were not persuaded to support a particular political candidate by posting and sharing political content and ideas (De Vera et al., 2017).

7.5 Recommendations

The study suggests the need for communication professionals to produce reliable political content, for social media users to learn how to check and consume credible news sources, for DepEd and CHED to develop programs and courses that emphasize the importance of media literacy, and researchers to conduct more research on youth's political participation.

ACKNOWLEDGEMENTS

I want to express my appreciation to the following individuals and anyone who participated in this study for your unwavering support and contributions to this success.

To Sir Darwin G. Dela Cruz, my Thesis Adviser, I will always be grateful for your time, patience, understanding, and guidance throughout the process, especially for the constructive criticisms, knowledge, and expertise you shared.

To my critics, Ma'am Cherie Amor Urpiano, your constructive feedback helped me improve my study; I will always value all the time and effort you exerted to help me improve my paper, and to Sir Jonard Barlaan, thank you for being approachable and understanding throughout my study.

To my Statistician, Ma'am Glyzel Grace Francisco, thank you for sharing your expertise and taking the time and effort to have a reliable result.

To the Department Research Coordinator, Ma'am Zorille DC. Villaflores, and to the Department Chair, Dr. Marife De Torres, we appreciate your constant reminders and efforts to help us have an organized process and finish our thesis studies on time.

To my family, you have never failed to believe in me and my capabilities to overcome every challenge. To my mom, this one is for you.

And to God, thank you for the determination to pursue and finish this journey bravely and for always listening to my prayers.

TABLE OF CONTENTS

	PAGE
TITLE PAGE	i
APPROVAL SHEET.	ii
THESIS ABSTRACT	iii
ACKNOWLEDGMENTS	ix
TABLE OF CONTENTS	x
LIST OF TABLES	xiii
LIST OF FIGURES	xiv
LIST OF ABBREVIATIONS	xv
CHAPTER	
1. INTRODUCTION	
Rationale of the Study	1
Literature Review.	7
Theoretical Framework.	16
Conceptual Framework.	19
Statement of the Problem.	20
Definition of Terms	21
2. MATERIALS AND METHODS	
Research Design.	23
Research Locale.	23

Sampling Method.	24
Scope and Delimitations.	24
Research Instrument.	25
Data Gathering Procedure	25
Data Analysis	26
Ethical Considerations	27
3. RESULTS AND DISCUSSION	
Socio-demographic Characteristics of the Respondents	28
Social Media Access of the Respondents	29
Gadget's respondents currently own or are available/accessible.	30
Number of hours the respondents spent on social media.	30
Social media platforms respondents used	31
Extent of Exposure to Social Media's Political Posts	32
Response to Social Media's Political Posts	35
Political Posts' Influence on Voting Decision	40
Summary of Findings	46
Conclusions	46
Recommendations.	47
REFERENCES	49
APPENDICES	
Letter to University Ethics Review Committee.	57

Letter from University Ethics Review Committee.	58
Consent Letter to the Respondents and Research Instrument.	60
Sample Computations.	62
Certificate of Consultation and Statistical Analysis.	63
Thesis Defense Documentation.	64
CURRICULUM VITAE.	65

LIST OF TABLES

Table No.	Title	Page
1.1	Socio-demographic Characteristics of the Respondents	27
1.2	Social Media Access of the Respondents	28
1.3	Gadgets that respondents currently own are available/ accessible	29
1.4	Number of Hours the respondents spent on social media	29
1.5	Social media platforms respondents used	30
2	Extent of Exposure to Social Media's Political Posts	31
3	Response to Social Media's Political Posts	35
4	Political Posts' Influence on Voting Decision	39

LIST OF FIGURES

Figure No.	Title	Page
1	Conceptual Framework	18

LIST OF ABBREVIATIONS

COMELEC: Commission on Elections

CLSU: Central Luzon State University

MIL: Media Information Literacy

PTI: Philippine Trust Index

BSDC: Bachelor of Science in Development Communication

Wi-Fi: Wireless Fidelity

REFERENCES

- Balci, & Saritas. (2022). Political Communication of Social Media: 31 March 2019 Local Elections YouTube Ads Analysis. *Türkiye İletişim Araştırmaları Dergisi*.
<https://doi.org/10.17829/turcom.930855>
- Ballaran, J. (2017, August 30). *Online Filipinos trust social media more than traditional media — poll*. INQUIRER.Net.
https://technology.inquirer.net/66402/filipinos-online-trust-social-media-traditional-media-poll?utm_campaign=Echobox%26utm_medium=Social%26utm_source=Twitter#link_time=1503991006
- Bennett, W., Wells, C., & Rank, A. (2009). Young citizens and civic learning: two paradigms of citizenship in the digital age. *Citizenship Studies*, 13(2), 105–120. <https://doi.org/10.1080/13621020902731116>
- Bernhard, & Dohle. (2018). Perceptual processes and political participation: Do the presumed reach and the presumed influence of social media affect political activities via Facebook and Twitter? *Communications*, 43(4), 451–467.
<https://doi.org/10.1515/commun-2017-0052>
- Binney, Hall, & Winchester. (2014). Young Adults and Politics: Investigating Factors Influencing Voter Decision Making. *Journal of Nonprofit & Public Sector Marketing*, 26(3), 226–257.
<https://doi.org/10.1080/10495142.2014.915635>

- Bode, & Dalrymple. (2016). Politics in 140 Characters or Less: Campaign Communication, Network Interaction, and Political Participation on Twitter. *Journal of Political Marketing*, 15(4), 311–332. <https://doi.org/10.1080/15377857.2014.959686>
- Bolsen, T., & Palm, R. (2019). Motivated Reasoning and Political Decision Making. *Oxford Research Encyclopedia of Politics*. <https://doi.org/10.1093/acrefore/9780190228637.013.923>
- Bright, Bulovsky, Ganesh, Hale, Howard, & Margetts. (2020). Does Campaigning on Social Media Make a Difference? Evidence from Candidate Use of Twitter During the 2015 and 2017 U.K. Elections. *Communication Research*, 47(7), 988–1009. <https://doi.org/10.1177/0093650219872394>
- Camus, M. R. (2018, February 15). *PH is world leader in social media usage*. INQUIRER.Net. <https://business.inquirer.net/246015/ph-world-leader-social-media-usage>
- Ceron, A. (2015). Internet, News, and Political Trust: The Difference Between Social Media and Online Media Outlets. *Journal of Computer-Mediated Communication*, 20(5), 487–503. <https://doi.org/10.1111/jcc4.12129>
- Chan. (2016). Social Network Sites and Political Engagement: Exploring the Impact of Facebook Connections and Uses on Political Protest and Participation. *Mass Communication and Society*, 19(4), 430–451. <https://doi.org/10.1080/15205436.2016.1161803>

- David. (2013). ICTs in political engagement among youth in the Philippines. *International Communication Gazette*, 75(3), 322–337. <https://doi.org/10.1177/1748048512472948>
- De Vera, Inocian, Rosaroso, Salvador, & Vivar. (2017). Influence of Facebook to Voters' Political Practices. *Asia Pacific Journal of Education, Arts and Sciences*, 4(1). https://www.academia.edu/download/51997548/influenced_of_facebook_to_voters_preferences.pdf
- Dimitrova, D., & Matthes, J. (2018). Social Media in Political Campaigning Around the World: Theoretical and Methodological Challenges. *Journalism & Mass Communication Quarterly*, 95(2), 333–340. <https://doi.org/10.1177/1077699018770437>
- Ellison, N. & Kim, D., (2021). *From observation on social media to offline political participation: The social media affordances approach*. *New Media & Society* -. <https://doi:10.1177/1461444821998346>
- Gibson, R. (2013). Party change, social media and the rise of 'citizen-initiated' campaigning. *Party Politics*, 21(2), 183–197. <https://doi.org/10.1177/1354068812472575>
- Grow, & Ward. (2013). The role of authenticity in electoral social media campaigns. *First Monday*, 18(4). <https://doi.org/10.5210/fm.v18i4.4269>

- David. (2013). ICTs in political engagement among youth in the Philippines. *International Communication Gazette*, 75(3), 322–337. <https://doi.org/10.1177/1748048512472948>
- De Vera, Inocian, Rosaroso, Salvador, & Vivar. (2017). Influence of Facebook to Voters' Political Practices. *Asia Pacific Journal of Education, Arts and Sciences*, 4(1). https://www.academia.edu/download/51997548/influenced_of_facebook_to_voters_preferences.pdf
- Dimitrova, D., & Matthes, J. (2018). Social Media in Political Campaigning Around the World: Theoretical and Methodological Challenges. *Journalism & Mass Communication Quarterly*, 95(2), 333–340. <https://doi.org/10.1177/1077699018770437>
- Ellison, N. & Kim, D., (2021). *From observation on social media to offline political participation: The social media affordances approach*. *New Media & Society* –. <https://doi:10.1177/1461444821998346>
- Gibson, R. (2013). Party change, social media and the rise of 'citizen-initiated' campaigning. *Party Politics*, 21(2), 183–197. <https://doi.org/10.1177/1354068812472575>
- Grow, & Ward. (2013). The role of authenticity in electoral social media campaigns. *First Monday*, 18(4). <https://doi.org/10.5210/fm.v18i4.4269>

- Halpern, Katz, Miranda, & Valenzuela. (2019). The Paradox of Participation Versus Misinformation: Social Media, Political Engagement, and the Spread of Misinformation. *Digital Journalism*, 7(6), 802–823. <https://doi.org/10.1080/21670811.2019.1623701>
- Hamelin, N., Mandrekar, K., & Harcar, T. (2019). Negative marketing in political campaigns and its effect on the voting decision of the Indian Millennial. *Eurasian Journal of Business and Economics*, 12(23), 1–15. <https://pdfs.semanticscholar.org/eaea/2e7ac08b2b6df45dcefa2f06c1ac735328aa.pdf>
- Hassan, M. S., Ridzuan, A. R., A'zmi, A. A., Chaniago, R. H., & Sah Allam, S. N. (2021). Social Media Use and Political Efficacy: Structural Effect of the Voting Decision of New Voters. *International Journal of Academic Research in Business and Social Sciences*, 11(6). <https://doi.org/10.6007/ijarbss/v11-i6/10205>
- Hermans, & Vergeer. (2013). Campaigning on Twitter: Microblogging and Online Social Networking as Campaign Tools in the 2010 General Elections in the Netherlands. *Journal of Computer-Mediated Communication*, 18(4), 399–419. <https://doi.org/10.1111/jcc4.12023>
- Herrman, J. (2020, June 28). TikTok Is Shaping Politics. But How? *The New York Times*. https://openscholar.huji.ac.il/sites/default/files/campaign/files/ift_new_faculty_ql_tiktok_is_shaping_politics_but_how_nytimes.pdf

- Hyun, K., & Kim, J. (2015). Differential and interactive influences on political participation by different types of news activities and political conversation through social media. *Computers in Human Behavior*, *45*, 328–334. <https://doi.org/10.1016/j.chb.2014.12.031>
- Kahne, J., & Middaugh, E. (2012). Digital Media Shapes Youth Participation in Politics. *Phi Delta Kappan*, *94*(3), 52–56. <https://doi.org/10.1177/003172171209400312>
- Kim, Y., & Chen, H. (2016). Social media and online political participation: The mediating role of exposure to cross-cutting and like-minded perspectives. *Telematics and Informatics*, *33*(2), 320–330. <https://doi.org/10.1016/j.tele.2015.08.008>
- Lowe, & Theocharis. (2016). Does Facebook increase political participation? Evidence from a field experiment. *Information, Communication & Society*, *19*(10), 1465–1486. <https://doi.org/10.1080/1369118x.2015.1119871>
- Muñiz, C., Campos-Domínguez, E., Saldierna, A., & Dader, J. (2017). Engagement of politicians and citizens in the cyber campaign on Facebook: a comparative analysis between Mexico and Spain. *Contemporary Social Science*, *14*(1), 102–113. <https://doi.org/10.1080/21582041.2017.1367832>
- Moeller, J., de Vreese, C., Esser, F., & Kunz, R. (2013). Pathway to Political Participation. *American Behavioral Scientist*, *58*(5), 689–700. <https://doi.org/10.1177/0002764213515220>

- Hyun, K., & Kim, J. (2015). Differential and interactive influences on political participation by different types of news activities and political conversation through social media. *Computers in Human Behavior*, *45*, 328–334. <https://doi.org/10.1016/j.chb.2014.12.031>
- Kahne, J., & Middaugh, E. (2012). Digital Media Shapes Youth Participation in Politics. *Phi Delta Kappan*, *94*(3), 52–56. <https://doi.org/10.1177/003172171209400312>
- Kim, Y., & Chen, H. (2016). Social media and online political participation: The mediating role of exposure to cross-cutting and like-minded perspectives. *Telematics and Informatics*, *33*(2), 320–330. <https://doi.org/10.1016/j.tele.2015.08.008>
- Lowe, & Theocharis. (2016). Does Facebook increase political participation? Evidence from a field experiment. *Information, Communication & Society*, *19*(10), 1465–1486. <https://doi.org/10.1080/1369118x.2015.1119871>
- Muñiz, C., Campos-Domínguez, E., Saldierna, A., & Dader, J. (2017). Engagement of politicians and citizens in the cyber campaign on Facebook: a comparative analysis between Mexico and Spain. *Contemporary Social Science*, *14*(1), 102–113. <https://doi.org/10.1080/21582041.2017.1367832>
- Moeller, J., de Vreese, C., Esser, F., & Kunz, R. (2013). Pathway to Political Participation. *American Behavioral Scientist*, *58*(5), 689–700. <https://doi.org/10.1177/0002764213515220>

- Obiadazie, & Obijiofor. (2015). Use of Mobile Phone Technology in Education for Easy Accessibility of Information: Challenges and Prospects. *AFRREV IJAH: An International Journal of Arts and Humanities*, 4(2).
<https://doi.org/10.4314/ijah.v4i2.12>
- Owen, D. (2014). New Media and Political Campaigns. *Oxford Handbooks Online*.
https://doi.org/10.1093/oxfordhb/9780199793471.013.016_update_001
- Oxley, Z. (2020). Framing and Political Decision Making: An Overview. *Oxford Research Encyclopedia of Politics*.
<https://doi.org/10.1093/acrefore/9780190228637.013.1250>
- PEW Research Center. (2012). *SNS and Politics*. PEW Internet and American Life Project.
http://pewinternet.org/~media/Files/Reports/2012/PIP_SNS_and_politics.pdf
- Philippine News Agency. (2021). *Comelec sets rules on online campaign rallies for 2022 polls*. <https://www.pna.gov.ph/articles/1160202>
- PrakashYadav, G., & Rai, J. (2017). The Generation Z and their Social Media Usage: A Review and a Research Outline. *Global Journal of Enterprise Information System*, 9(2), 110. <https://doi.org/10.18311/gjeis/2017/15748>
- Rojas, H., & Velasquez, A. (2017). Political Expression on Social Media: The Role of Communication Competence and Expected Outcomes. *Social Media + Society*, 3(1), 1–13. <https://doi.org/10.1177/205630511769652>

- Ross, K., & Bürger, T. (2014). Face to face(book). *Political Science*, 66(1), 46–62.
<https://doi.org/10.1177/0032318714534106>
- Sinpeng, A., Gueorguiev, D., & Arugay, A. (2020). STRONG FANS, WEAK CAMPAIGNS: SOCIAL MEDIA AND DUTERTE IN THE 2016 PHILIPPINE ELECTION. *Journal of East Asian Studies*, 20(3), 353–374.
<https://doi.org/10.1017/jea.2020.11>
- Solmaz, B., & Ozkan, M. (2015, October 9). *Mobile Addiction of Generation Z and its Effects on their Social Lives: (An Application among University Students in the 18–23 Age Group)*. ScienceDirect.
<https://linkinghub.elsevier.com/retrieve/pii/S1877042815050454>
- Stier, S., Bleier, A., Lietz, H., & Strohmaier, M. (2018). Election Campaigning on Social Media: Politicians, Audiences, and the Mediation of Political Communication on Facebook and Twitter. *Political Communication*, 35(1), 50–74. <https://doi.org/10.1080/10584609.2017.1334728>
- Stolle, & Vissers. (2014). Spill-Over Effects Between Facebook and On/Offline Political Participation? Evidence from a Two-Wave Panel Study. *Journal of Information Technology & Politics*, 11(3), 259–275.
<https://doi.org/10.1080/19331681.2014.888383>
- Sukri, Yunus, A., & Ekawaty, D. (2021). *The Forming of First-time Voters' Political Preference in Indonesia*. ISSN.
http://repository.unhas.ac.id/id/eprint/4943/1/2021_06_10_08_43_42%20%281%29.pdf

- Tapsell, R. (2020). Social Media and Elections in Southeast Asia: The Emergence of Subversive, Underground Campaigning. *Asian Studies Review*, 45(1), 117–134. <https://doi.org/10.1080/10357823.2020.1841093>
- Tsiotsou. (2015). The role of social and parasocial relationships on social networking sites loyalty. *Computers in Human Behavior*, 48, 401–414. <https://doi.org/10.1016/j.chb.2015.01.064>
- Uy-Tioco, C. S. (2019). 'Good enough' access: digital inclusion, social stratification, and the reinforcement of class in the Philippines. *Communication Research and Practice*, 5(2), 156–171. <https://doi.org/10.1080/22041451.2019.1601492>
- Yamamoto, M., Kushin, M., & Dalisay, F. (2013). Social media and mobiles as political mobilization forces for young adults: Examining the moderating role of online political expression in political participation. *New Media & Society*, 17(6), 880–898. <https://doi.org/10.1177/1461444813518390>