

**INFLUENCE OF SOCIAL MEDIA TROLLS IN THE PERCEPTION, ATTITUDE AND
PRACTICE OF MUNOZ NATIONAL HIGH SCHOOL STUDENTS**

Kristine Celine L. Robles

**An undergraduate thesis submitted to the Faculty of the Department of Development
Communication, College of Arts and Sciences, Central Luzon State University,
Science City of Munoz Nueva Ecija, Philippines**

January 2018



Republic of the Philippines
CENTRAL LUZON STATE UNIVERSITY
Science City of Muñoz, Nueva Ecija

COLLEGE OF ARTS AND SCIENCES
Department of Development Communication

APPROVAL SHEET


This undergraduate thesis entitled **INFLUENCE OF SOCIAL MEDIA TROLLS IN THE PERCEPTION, ATTITUDE, AND PRACTICE OF MUNOZ NATIONAL HIGH SCHOOL STUDENTS** prepared, presented and submitted by **KRISTINE CELINE L. ROBLES** in partial fulfillment of the requirements for the degree, **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**, is hereby approved and accepted.


MARIFE R. DE TORRES
Adviser


MA. ADRIELLE S. ESTIGOY
Critic

Date

Date


LUZ A. JOVE
Department Research Coordinator
Department of Development Communication

Date

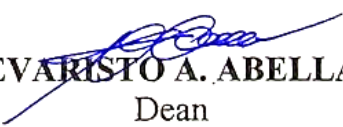
Accepted in partial fulfillment of the requirements for the degree of **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**.


DANILO S. VARGAS
Department Chair
Department of Development Communication


RICH MILTON R. DULAY
College Research Coordinator
College of Arts and Sciences

Date

1/9/2018
Date


EVARISTO A. ABELLA
Dean
College of Arts and Sciences

1-9-2018
Date

*“Commit to the Lord whatever you do and your plans will
succeed.”*

PROVERBS 16:3

ACKNOWLEDGEMENT

First of all, I would like to send my deepest gratitude on my dearest adviser, Ms. Marife De Torres for being supportive and kind, for sharing me your knowledge and ideas to improve this study, for being there to guide and help us and for being there through ups and downs and sleepless nights. Thank you ma'am.

To my critic, Ms. Ma. Adrielle Estigoy, thank you for assisting me to finish this study and for all the wonderful ideas that you gave. Also, thank you for letting me do this study. The advice, criticism and knowledge thought me to give my best shot on this. Thank you ma'am.

To Dr. Danilo Vargas, who taught and guide us everything needed to finish this. Thank you sir.

To my mom, your unconditional love, financial, emotional and spiritual support help me finish this study, without your hard-work and sacrifices, I wouldn't be able to finish this. Thank you mommy. And also, to my dad, for preparing my needs, especially foods whenever I can't cook dishes for us, your skills in cooking lift my energy every nights. You two, are one of the biggest inspirations. I love you both. Thank you.

To my friends, Jessica Ramento for being our big sister, reminding us not to give up, Noble Abenoja for lending us money when there's no more left in the wallet, Kenly Mae Ramos for the foods, house and k-drama's, and Faye Anne Gumiran for being my thesis companion, my data gathering buddy, and my pessimism and optimism. Without you guys, I've been already committed suicide. Hahaha. Also to my special friends, Precious, Wina, Joy and all BSDC3-2. Thanks!

To Jomarie Ladores and ate Marnel Villar, for letting me borrow your laptops since the outline until now, this helped me save money and time. Thank you so much.

To my cousin, Jeanesse Lumibao for sharing your thoughts and ideas from the very beginning up until now, and for serving as my statistician. You're the best! Thank you.

To my childhood best friend, Patricia Endico who helped me to come up with this study, for the loads and other stuffs needed to fulfill these. Thank you, Chay.

To my respondents and teachers in Munoz National High School, thank you so much for helping me. Thank you.

To my love, that served as my inspiration, my strength and my weakness. Thank you for always telling me that I can do this, for the support, and love. Know that Rainbow love always win. Thank you love and I love you.

And last, to the almighty one who's always behind to protect, guide, and give me knowledge and strength. I owe you all of these, Lord. Thank you so much.

BIOGRAPHICAL SKETCH

Kristine Celine Lumibao Robles, was born on the cold day of January 24, 1998 in Quezon City and now currently living in Talavera, Nueva Ecija as the youngest of Nestor Mawirat Robles, a laborer; and Elsa Lumibao Robles, a beautician.

She was raised in the capital city of the country, sixteen years of her life, but on the simplest way of living in the city, not having all the luxuries in life. She was thought to be kind, humble and a believer of God by her family. She then experienced lots of troubles, challenges and blessings in life.

Each individual needs to acquire knowledge, so she took her primary school on Toro Hills Elementary School and secondary on Ismael Mathay Sr. High School and is currently enrolled at Central Luzon State University taking up Bachelor's Degree on Development Communication.

She was a natural hard-working and a socialize-type of student during her elementary days where she was a part of drum and lyre band of her school and YMCA of the city. She then improved her communication and intellectual skills in high school. She was part of the honors in class and annually elected as the president of their class and Red-Cross Youth, actively participating in academic and sports, and an active member of youth organizations in the city where she also became an officer.

She loves to read adventure and fantasy books, because she believes that every creation of art is indeed true. She loves rain and everything blue. Sky and ocean is her comfort zone. She's the kind of girl that loves to give optimism on others yet she has a lot of insecurities to herself. She is a proud member of the B community on LGBTQ. She dreamed to help her family as she achieved to be a successful and independent woman in the near future.

ABSTRACT

ROBLES, KRISTINE CELINE L. Bachelor of Science in Development Communication, Department of Development Communication, College of Arts and Sciences, Central Luzon State University, Science City of Muñoz, Nueva Ecija, Philippines. **January 2018. INFLUENCE OF SOCIAL MEDIA TROLLS ON THE PECEPTION, ATTITUDE AND PRACTICE OF MUNOZ NATIONAL HIGH SCHOOL STUDENTS**

Adviser: Ms. Marife De Torres

This study aimed to identify the influence of social media trolls on the perception, attitude and practice of Munoz National High School students. Descriptive research design was used, stratified random sampling method was done in choosing the respondents to be surveyed, and 368 respondents were surveyed using structured questionnaire. Descriptive analysis such as frequency counts, proportions and means was used to determine the socio-demographic profile of the respondents and communication characteristics of social media trolls, while frequency counts and mean was used to determine the influence of social media trolls on the perception, attitude and practice of the students. The study found out that social media trolls influences the age, sex and year level of the students. The result also shows that the tone and language used by social media trolls are simple terms used in everyday lives, and the approach used by trolls are insulting. Facebook is the most frequently used form of social media where the students are exposed to social media trolls while spending less than one hour on it. The students have negative perception on trolls such as trolls being offensive and disrespectful, which followed by their unfavorable attitude towards it, and actions that are against it such as reporting the social media trolls or blocking them.

TABLE OF CONTENTS

| TITLE | page |
|--|------|
| DEDICATION | i |
| ACKNOWLEDGEMENT | ii |
| BIOGRAPHICAL SKETCH | iv |
| ABSTRACT | v |
| CHAPTER I- THE PROBLEM AND ITS BACKGROUND | 1 |
| Statement of the Problem | 3 |
| Objectives | 3 |
| Hypothesis of the Study | 4 |
| Significance of the Study | 4 |
| Time and Place of the Study | 4 |
| Scope and Limitations of the Study | 5 |
| CHAPTER II- REVIEW OF RELATED LITERATURE | |
| Socio-demographic Characteristics | 5 |
| Communication Characteristics of trolls | 7 |
| Social Media Utilization and Extent of Use | 9 |
| Influence of Trolls on Perception | 10 |
| Influence of Trolls on Attitude | 11 |
| Influence of Trolls on Practice | 11 |
| CHAPTER III- METHODOLOGY | |
| Theoretical Framework | 13 |
| Research Design | 16 |
| Sampling Design | 16 |
| Data Collection Technique | 16 |
| Statistical Treatment of Data | 17 |
| Operational Definition of Terms | 17 |

CHAPTER IV- RESULTS AND DISCUSSION

| | |
|--|----|
| Socio-demographic Characteristics | 19 |
| Respondents' encounter with trolls | 19 |
| Respondents' engagement with social media trolling | 20 |
| Communication Characteristics of trolls | 21 |
| Social Media Utilization and Extent of Use | 23 |
| Respondents' perception on social media trolls | 25 |
| Respondents' attitude on social media trolls | 28 |
| Respondents' practice on social media trolls | 28 |
| Relationship of All objectives | 29 |

CHAPTER V- SUMMARY, CONCLUSION AND RECOMMENDATION

| | |
|----------------|----|
| Summary | 36 |
| Conclusion | 37 |
| Recommendation | 38 |

| | |
|--------------|----|
| BIBLIOGRAPHY | 39 |
|--------------|----|

| | |
|------------|----|
| APPENDICES | 43 |
|------------|----|

LIST OF FIGURES

Figure 1. Conceptual framework of the study

15

LIST OF TABLES

| | |
|---|----|
| Table 1. Socio-demographic characteristics | 19 |
| Table 2. Respondents encounter with social media trolls | 20 |
| Table 3. Respondents engagement with social media trolling | 21 |
| Table 4. Respondents' perceived tone of social media trolls | 22 |
| Table 5. Respondents' perceived approach of social media trolls | 22 |
| Table 6. Respondents' perception of the language used in social media trolls | 23 |
| Table 7. Respondent's number of social media accounts | 24 |
| Table 8. Social media site most frequently used by the respondents | 25 |
| Table 9. Social media sites where trolls encountered | 25 |
| Table 10. Respondents' frequency of use of social media | 26 |
| Table 11. Respondents' frequency of social media trolls encounter | 27 |
| Table 12. Respondents' extent of social media use | 27 |
| Table 13. Respondents' perception on social media trolls | 27 |
| Table 14. Respondents' attitude towards social media trolls | 28 |
| Table 15. Respondents practice towards social media trolls | 28 |
| Table 16. Relationship of socio-demographic profile of the respondents and communication characteristics of social media trolls | 29 |
| Table 17. Relationship of social media utilization and communication characteristics of social media trolls | 30 |
| Table 18. Relationship between socio-demographic profile of the respondents and their engagement with social media trolling | 31 |
| Table 19. Relationship between social media utilization and engagement in social media trolling | 31 |
| Table 20. Relationship between socio-demographic profile of the respondents and their perception on social media trolls | 32 |
| Table 21. Relationship between social media utilization and perception of respondents on social media trolls | 32 |
| Table 22. Relationship between socio-demographic profile of the respondents and their attitude towards social media trolls | 33 |

| | |
|---|----|
| Table 23. Relationship between social media utilization and respondents attitude towards social media trolls | 33 |
| Table 24. Relationship between socio-demographic profile of the respondents and their practice on social media trolls | 34 |
| Table 25. Relationship between social media utilization and respondents practice on social media trolls | 35 |

LITERATURE CITED

- ADITYA, J. 2016 The adverse effects of trolling. Retrieved from <http://www.marketingbuzzar.com> on June 9, 2017
- ANDREASSEN, C., S. TAYLOR & P. JOHNSON 2013 The relationship between behavioral addictions and five-factor model of personality. *Journal of behavioral addiction, Volume 2, 2013*. 90-99, doi:10.1556/JBA.2.2013.003
- BENEDICTUS, L. 2016 Invasion of the troll armies: from Russian Trumo supporters to Turkish state stooges. Retrieved from: <http://www.theguardian.com> on June 9, 2017
- BINNS, A. 2012. DON'T FEED THE TROLLS! Managing troublemakers in magazines' online communities. *Journalism practice*, 6. 547-562
<http://www.dx.doi.org/10.1080/17512786.2011.648988> on May 29, 2017
- BISHOP, J. 2012. *The Art of Trolling: Transgressive Representation of Internet Trollers by Mass media*, The Crocels Press. Centre for Research into Online Communities and E-Learning Systems, The European Parliament, Square de Meeus 37, Brussels, Belgium
- BISHOP, J. 2012. 'The psychology of trolling and lurking: the role of defriending and gamification for increasing participation in online communities using seductive narratives. *Virtual Community Participation and Motivation*. Centre for Research into Online Communities and E-Learning Systems, The European Parliament, Square de Meeus 37, Brussels, Belgium
- BISHOP, J. 2013. The effect of deindividuation of the internet troller on criminal procedure implementation: an interview with a hater. *International Journal of Cyber Criminology, Vol. 7, No. 1*, 28-48. Centre for Research into Online Communities and E-Learning Systems, The European Parliament, Square de Meeus 37, Brussels, Belgium
- BISHOP, J. 2014. Representation of 'trolls' in Mass Media Communication: A review of Media-Texts and Moral Panics Relating to 'Internet Trolling.' *International of Web Based Communicaties* 10 no. 1. 7-24. Centre for Research into Online Communities and E-Learning Systems, The European Parliament, Square de Meeus 37, Brussels, Belgium
- BUCKELS A., T. JAMES & R. KARL 2014. Trolls just want to have fun. *Personality and Individual Differences. Vol 67*. 97-102
- CEULEMANS, P. 2012. The Impact of Technology on Social Behavior. [Electronic Version] 6-7. Retrieved from: www.bbc.co.uk/newsbeat/10136311 on June 20, 2017

- CHENG, J., C. MIZIL, & J. LESCOVEK 2015. Antisocial Behavior in Online Discussion Communities. [Electronic Version] Retrieved from: www.eric.ed.gov on June 20, 2017
- CHEMALY, S., 2014. Why women get attacked by trolls: A new study unpacks the digital gender safety gap. Retrieved from: www.salon.com.ph on June 24, 2017
- CHO, D. & K. KWON 2015. The impacts of identity verification and disclosure of social issues on flaming in online trolling user comment. *Computers in human behavior*. Retrieved from: <http://www.elsevier.com/locate/comphumpbeh>
- DAGAN, N., D. BESKIN, M. BRESIZ & B. REIS 2015. Effects of Social Network Exposure on Nutritional Learning: Development of an Online Educational Platform. JMIR Serious Games. Retrieved from: <http://www.ncbi.nlm.nih.gov> on July 3, 2017
- FOXMAN, A., & C. WOLF 2013. *Viral Hate: Containing its spread on the Internet*. New York, NY Palgrave MacMillan.
- GAYLE, D. 2013. Facebook is the worst social networking site for Bullying. Retrieved from: www.dailymail.co.uk on July 5, 2017
- GRAHAM L.T & S.D. GOSLING 2013. Personality profiles associated with different motivations for playing World of Warcraft. *Cyberpsychology, Behavior, and Social Networking, Volume 16, 2013*. 189-193 doi:10.1089/cyber.2012.0090
- GRICE, P. 1989. *Studies in the way of words*. Cambridge, MA: Harvard University Press.
- HUBERMAN, A., D. ROMERO, & F. WU 2012. Social Networks that Matter: Twitter under the microscope. *First Monday*. 14(1)
- KLEMPKA, A., & A. SIMSON 2014. Anonymous Communication on the Internet and Trolling. Pages 3-21
- KIMBERLY, A.C. 2012. Wilson High Student accused of making online threats to shoot up school. *Oregon Live*. Retrieved from: <http://www.oregonlive.com/portland/index.ssf/2012> on June 27, 2017
- KWON, A. 2014. The Language and Behavior of Internet Trolls. Retrieved from <http://www.newhive.com/atk Wong/lin001-termproject?q+%23language> on July 15, 2017
- LAMPE, C., P. ZUBE, J. LEE, C.PARK, & E. JOHNSTON 2014. Crowdsourcing civility: A natural experiment examining the effects of distributed moderation in online forums. *Government Information Quarterly*, 31(2), 317–326.

- LENDHART K. 2013. Trolls just want to have fun. Retrieved from <http://www.onlinetrolls.com> on May 27, 2017
- LOGAN, P. 2016. Don't Feed the Trolls. Retrieved from <http://www.gradworks.umi.com> on June 7, 2017
- MOJICA L., & V. NG 2016. Modelling Trolling in Social Media Conversations. [Electronic Version]
- MORRISEY, L. 2010. Trolling is a art: Towards a systematic classification of intention in internet trolling. [Electronic Version]
- NISSEN, T. 2015. Social Media, Strategic Narratives and Stratcom. The three words magazine.
- NISSEN, T. 2015. The weaponization of Social Media Characteristics of contemporary conflicts. Copenhagen: Royal Danish Defense College. [Electronic version] Retrieved from: <https://www.google.com> on June 7, 2017
- NJOROGE, R., 2013. Impacts of Social Media Among the Youth on Behavior Change: A case study of university students in selected universities in Kenya. [Electronic Version]
- NOBATA C., J. TETREAULT, & A. THOMAS 2016. Abusive language detection in online user content. *In Proceeding of the 25th International Conference on World Wide Web*. 145-153
- PHILLIPS, W. 2012. What an academic who wrote her dissertation on trolls thinks of Violentacrez. Retrieved from <http://www.theatlantic.com> on July 16, 2017
- RUIZ, C., D. DOMINGO, L. MICO, J. DIAZ-NOCI, K. MESO, & P. MASIP 2011. Public sphere. The democratic qualities of citizen debates in online newspapers. *The International Journal of Press/Politics*, 16(4), 463–487.
- SCOTT, C.R, 2014. Benefits and drawbacks of anonymous online communication: Legal Challenges and communicative recommendations. *Free Speech Yearbook*, 41 127-144
- SCRUDS, A., A. ROZULKANE, K. SEDLENIEKS, M. DAUGULIS, D. POTJOMKINA, B. TULYESI, & I. BRUGE 2016. Internet trolling as a tool of hybrid warfare: A case of Latvia. [Electroni Version] retrieved from:// www.google.com on June 16, 2017
- Statistic data on social media 2014. Retrieved from <http://www.statisticbrain.com> on June 15, 2017

STEEVES V. 2012. Hide and seek: surveillance of young people on the Internet.
[Electronic Version] *The Routledge Handbook of Surveillance Studies*, 342-360.
Retrieved from: www.spj.org/ethicscode/um

THACKER, S., & D. GRIFFITHS 2012. An exploratory study of trolling in online video gaming. *International Journal of Cyber Behavior, Psychology and Learning*, 2. 17-33. University of Michigan.

XIANG G., B. FAN, & L. WANG, K. LEE, Y. YAO 2012. Detecting offensive tweets via topical feature discovery over a large scale twitter corpus.