



**RELATIONSHIP OF SOCIAL MEDIA ENGAGEMENT AND VOTING  
DECISIONS DURING THE 2022 NATIONAL ELECTION**

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## **Thesis Abstract**

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7. Abstract

### **7.1 Rationale/Background**

The study investigates the influence of social media engagement to the voting decisions in the 2022 national election. This study will focus on how participants' activity on social media influences their voting decisions during the most-discussed election in history, the 2022 national election. The author of this study felt it was important to conduct this research to determine whether or not exposure to social media can influence the voting decisions of voters due to the

high risk of harm and the abundance of false information that can be found on social media that can influence the decision of the users.

## **7.2 Summary**

This study utilized a descriptive correlation as a design. The study took place at six barangays in Gapan City, Nueva Ecija. Using purposive sampling, 100 respondents were included in a questionnaire survey. The data that the researcher gathered were input in SPSS and Excel, and it was analyzed using Independent T-Test to get the significant difference between the two hypotheses and Pearson Correlation to get the significant correlation.

## **7.3 Major Findings**

The major finding of this study, hypothesis 1, has a significant difference between the perceived level of social media engagement according to age, sex, civil status, kind of barangay, social media accounts, and internet access of the respondents. However, some of the variables are not significantly different. Also, hypothesis 2 has a significant difference between the voting decisions influenced as the respondents engaged in social media according to age, sex, civil status, kind of barangay, social media accounts, and internet access of the respondents. Thus, only age and civil status has a significant difference, and other variables are not significantly different. Furthermore, hypothesis 3 significantly correlates with social media engagement and voting decisions; thus, like the two hypotheses, some variables are not significantly related.

#### **7.4 Conclusions**

In conclusion, voting decisions in the 2022 election was significantly correlated with social media use. Regarding politics, public opinion, and voter behavior, social media platforms have emerged as potent communication and information-sharing tools. Because of its ability to disseminate information, magnify voices, provide targeted advertising, and mobilize, the grassroots has become an integral part of political campaigns and voter participation. However, for voters to make educated choices, media literacy and critical thinking abilities are essential.

#### **7.5 Recommendations**

This study found a strong correlation between social media and 2022 national election voting, limiting its breadth. The researcher proposes expanding the scope of similar studies to get more results and make them less constrained. The study's geographic breadth and participant count should be increased. This paper's researcher also proposes performing additional research in urban and rural areas, Manila urban and province rural responders. A future researcher could discover if social media involvement and geographical type are correlated. The future researcher may also add statements about how families, peers, and religion affect respondents' voting decisions.

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## List of Abbreviations

**SME:** Social Media Engagement

**VD:** Voting Decision

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