

**INFLUENCE OF POLITICAL COMMUNICATION CAMPAIGN THROUGH
SOCIAL MEDIA ON THE VOTING DECISION
OF BSDC STUDENTS**

An Undergraduate Thesis Presented to the
Faculty of the Department of Communication and Development Studies
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In Partial Fulfillment
of the Requirements for the Degree
Bachelor of Science in Development Communication

by

DANICA ROSE OLALIA ABRIL

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APPROVAL SHEET

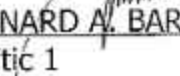
This undergraduate thesis entitled **"INFLUENCE OF POLITICAL COMMUNICATION CAMPAIGN THROUGH SOCIA MEDIA ON THE VOTING DECISION OF BSDC STUDENTS,"** prepared and submitted by **DANICA ROSE O. ABRIL** in partial fulfillment of the requirements for the degree of **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION** has been examined and is hereby accepted:


MARIA ADRIELLE S. ESTIGOY
Adviser


Date Signed

PANEL OF EXAMINERS

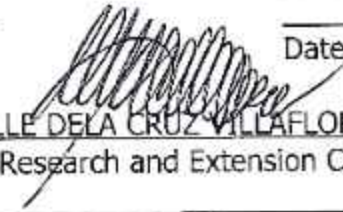
APPROVED by the Committee on Oral Examination on June 03, 2024


JONARD A. BARLAAN
Critic 1

Date Signed



CRISMAR M. ESCOBIDO
Critic 2

Date Signed

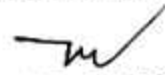

ZORILLE DELA CRUZ VILLAFLORES
Department Research and Extension Coordinator

Date Signed

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


CHRSYL AVEGEIL N. VALLEJO, PhD
Department Head

Date Signed


JAY C. SANTOS, PhD
Dean, College of Arts and Social Sciences

June 10, 2024

Date Signed

THESIS ABSTRACT

1. Title: INFLUENCE OF POLITICAL COMMUNICATION CAMPAIGN THROUGH SOCIAL MEDIA ON THE VOTING DECISION OF BSDC STUDENTS

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7. Abstract:

7.1 Rationale/Background

An election is a formalized collective decision-making process wherein a society chooses one or more people to hold public office. Since the 17th century, the election seems to be the standard system through which contemporary electoral politics has evolved. With the growth of technology, the modernity of practically every element of daily life makes a suitable alternative era. The importance of constitutional rights like free expression and government

transparency has been underscored by people's hyper-connectivity within the digital environment. It also implies from one political perspective, that the use of social media becomes vital, specifically in the approaching national elections in 2022.

In the Philippines, social media has become an essential instrument for political communication and election campaigns. According to a study conducted by the Philippine Center for Investigative Journalism (PCIJ), social media played a significant role in the 2016 Philippine presidential elections. The study found that political candidates and parties used social media platforms such as Facebook and Twitter extensively to engage with voters, particularly younger ones.

However, more research needs to be conducted on the impact of social media on voter behaviour and decision-making in the factors of BSDC students. Given the increasing importance of social media in Philippine politics, it is essential to understand the impact of social media on voter behaviour and decision-making among BSDC students.

7.2 Summary

This study aims to know the influence of social media on the decision-making of BSDC students of CLSU specifically; the study aims to answer the following questions: (1) What is the socio-demographic profile of the CLSU BSDC student voters? (2) What are the Communication attributes of the respondents? (3) What is the Extent of Exposure to Political Communication Campaign on the

different Social Media Sites? (4) What is the Response or Attitude of BSDC Students to Political Communication Campaigns posted on Social Media? (5) What is the Perception of the Role of Social Media in the Voting Preferences of CLSU BSDC Students? (6) What is the Correlation between gender choice of political leaders? (7) Is there any significant differences between the extent of political communication through social media influence on the voting decision of BSDC students when grouped according to their socio-demographic profile? (8) Is there any significant relationship between the responses of the BSDC students on the Political Communication post and the extent of political communication through social media influence the voting decision of BSDC students? (9) Is there any significant relationship between the Perception of the Role of Social Media in the Voting Preferences of CLSU BSDC Students and the extent of political communication through social media influence the voting decision of BSDC students?

The research design for this study is quantitative. The survey questionnaire was used to collect data using Google Forms. This research was administered to the students who are currently enrolled in the BSDC program and at the time of the survey are in the Department of Development Communication, Central Luzon State University. The sampling method for this study is purposive sampling, and the scope of this study is limited to the (207) voters in the BSDC course at Central Luzon State University.

7.3 Major Findings

This implies that the majority of the CLSU BSDC voters were 19 years old, Female and the majority of them were 4th year. Mobile phone is the majority of devices that students have and use.

They mostly accessed through Wi-Fi for 3-4 hours. Students used Wi-Fi as a type of internet connection which is revealed to be very reliable. The CLSU BSDC student used a mobile phone as a device for communication utilizing Facebook as always. Moreover, the CLSU BSDC students are using 4 social media platforms, Facebook is the most accessible because of its easy and fast access to information, visuals are appealing, and videos are also informative and not too technical. Additionally, they believed that Facebook is more credible than news websites. They spent 3-4 hours a day utilizing this platform.

The result indicates that the majority of BSDC student "sometimes" react to various political materials (whether a like, love, haha, etc.) but "never" post a photo about their political views. The respondents were "frequently" influenced by personal beliefs and values gaining. They are sometimes Less likely to engage with political posts on social media but "frequently" like to engage in Serious, issue-focused posts with the highest frequency of 81. The majority claim that political campaign promises were very important. According to the findings majority of the respondents are "very frequent" to be influenced by Increased funding for education. While majority of the respondents "somewhat trust" the Job training

programs which is a reason for them to conduct "some research" with the campaign promises. Also, the political campaigns and materials posted on different social media sites affected respondents' voting preferences and decisions during the last 2022 election.

Moreover, there is Significant differences between the extent of political communication through social media influence on the voting decision of BSDC students when grouped according to age; sex and course of the year. There is also a significant relationship between the responses of the BSDC students on the Political Communication post and the extent of political communication through social media influencing the voting decision of BSDC students. Also, there is a significant relationship between the Perception of the Role of Social Media in the Voting Preferences of CLSU BSDC Students and the extent of political communication through social media influence the voting decision of BSDC students.

7.4 Conclusions

For the socio-demographic profile, the majority of the CLSU BSDC student voters were 19 years old, female and the majority of them were 4th year.

Regarding the communication attributes, it was found that most of the voters who were CLSU BSDC students had a mobile phone, which they used for communication and to access social media sites. They also had their device to access social media sites. They spent (3-4) hours a day on social media sites,

which they accessed through Wi-Fi. The CLSU BSDC students have a dependable internet connection. The CLSU BSDC student voters were regular users of Facebook and consistently communicated via social media. Finally, (4) active social media sites were used by CLSU BSDC student voters.

Furthermore, when it comes to the extent of exposure to political communication campaigns on various social media platforms, the majority of CLSU BSDC students visit Facebook to obtain political information as the students find the platform's various features appealing spending (3-4) hours a day, as compared to other platforms where they prefer to browse news related to politics.

According to the majority of BSDC students' responses or attitudes about political communication campaigns shared on social media, the candidates' campaigns influenced their choice of candidate. Students at BSDC regularly read news articles regarding political issues. They are often impacted by certain concerns or subjects covered in the post, which occasionally makes them less inclined to interact with political postings on social media but more inclined to interact with serious, issue-focused posts in terms of political campaigns for communication.

Regarding the perception of the role of social media in the voting preferences of CLSU BSDC students, the campaign promises increased funding for education, better healthcare facilities, job opportunities for Filipino citizens to reduce poverty-related crime, and the application of technological advancements

like CCTV in critical areas are the most likely to influence the voting preferences of BSDC students. Students have a modicum of faith in political leaders to deliver on their campaign pledges. Before casting their ballots, BSDC students also did some research and read the campaign pledges made by politicians on various social media platforms. Finally, the preference and decision of respondents to vote is influenced by political campaigns and materials broadcast on various social media platforms during the last 2022 election.

There is no significant correlation between the gender choice of political leaders.

There is significant differences between the extent of political communication through social media influence on the voting decision of BSDC students when grouped according to their socio-demographic profile.

There is a significant relationship between the responses of the BSDC students on the Political Communication post and the extent of political communication through social media influencing the voting decision of BSDC students.

There is a significant relationship between the Perception of the Role of Social Media in the Voting Preferences of CLSU BSDC Students and the extent of political communication through social media influence the voting decision of BSDC students.

7.5 Recommendations

Given that most student voters own mobile phones with easy access to social media, political candidates may find ways to leverage technology advancements in their campaigns.

Given that a significant portion of student voters use Facebook, it was suggested that politicians use social media, particularly Facebook, to conduct political campaigns considering also other social media platforms such as Instagram, TikTok, YouTube and Twitter.

Communication between political candidates and student voters is vital, especially because social media may be used to facilitate this. It is recommended that the head of political management use social media to distribute legitimate news about prior concerns and information about the parties, making voters aware and informed because it influences their voting decisions.

To reduce poverty-related crime, political candidates should also concentrate on making campaign promises about better health care and education funding, job opportunities for Filipino citizens, and the use of technological advancements like CCTV in key areas. These promises are most likely to sway the votes of students.

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LIST OF ABBREVIATIONS

BSDC: Bachelor of Science in Development Communication

CLSU: Central Luzon State University

CCTV: Closed-Circuit Television

Wi-Fi: Wireless Fidelity

PCIJ: Philippine Center for Investigative Journalism

DSL: Digital Subscriber Line

ERC: Ethical Review Committee

DepEd: Department of Education

CHED: Commission on Higher Education

dBm: decibel-milliwatts

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