

**CLSU STUDENTS' LEVEL OF EXPOSURE TO LGBTQ+ CONTENT
ON SOCIAL MEDIA AND ITS EFFECT ON
SOCIAL ACCEPTABILITY**

*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*

by

MARIA ANGELICA BARRIOS BASA

JUNE 2023

APPROVAL SHEET

This undergraduate thesis entitled "**CLSU STUDENTS' LEVEL OF EXPOSURE TO LGBTQ+ CONTENT ON SOCIAL MEDIA AND ITS EFFECT ON SOCIAL ACCEPTABILITY,**" prepared and submitted by **MARIA ANGELICA B. BASA** in partial fulfillment of the requirements for the degree of **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION,** has been examined and is hereby accepted:


Maria Adriella S. Estilova

Advisee

March 14, 2023

Date Signed

PANEL OF EXAMINERS

APPROVED by the Committee on Oral Examination on February 7, 2023 with a grade of


MARIA CELIA FERRNANDIO
Critic 1

March 14, 2023

Date Signed


MA. DELMADE OH M. PAGLIO
Critic 2

March 14, 2023

Date Signed


ZORILLE DE VILLAFLORES

Department Research and Extension Coordinator

March 14, 2023

Date Signed

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


MARIFE R. DE TORRES, PhD
Department Head

14 March 2023

Date Signed


JAY C. SANTOS, PhD

Dean, College of Arts and Social Sciences

14 March 2023

Date Signed

THESIS ABSTRACT

1. Title: GLSU STUDENTS' LEVEL OF EXPOSURE TO LGBTQ+ CONTENT ON SOCIAL MEDIA AND ITS EFFECT ON SOCIAL ACCEPTABILITY

1.1 Total No. of Pages: 32

1.2 Text No. of Pages: Thirty-two

2. Researcher: BASA, MARIA ANGELICA B.

3. Type of Document: Undergraduate Thesis Proposal

4. Type of Publication: Unpublished

5. Accrediting Institution: Central Luzon State University
Maharlika Highway, Science City of Muñoz
3120, Nueva Ecija

6. Keywords: LGBTQ+, Gender, Social Acceptability, Social Media

7. Abstract:

7.1 Rationale/Background

Social acceptance is one of the most potent forces in human society. It is involved in almost every thought we have and in decisions we make that have the potential to be exposed to others, whether on purpose or by accident. The power and desire to be accepted or viewed in a certain way comes in various manners like accepting particular values and ideas, especially on ways that were taught by the family and society to comprehend and identify with. As part of social beings, acceptance and validation by the community is highly essential in shaping and identifying one's self and to establish the sense of belongingness.

Same with having different sexuality, which feels like a challenge, especially when part of the LGBTQ+ Community. Anyone can accept LGBTQ+ Community despite their sexual orientation or gender identity. Understanding LGBTQ+ Community-related topics, including fundamental vocabulary and concepts, can assist you in providing support to LGBTQ+ Community.

7.2 Summary

Generally, the purpose of this study is to determine the CLSU Students' Level of exposure on LGBTQ+ content in social media and its effect on social acceptability.

Specifically, this study will answer the following questions : What is the socio-demographic characteristics of the respondents?; What is the level of acceptance of CLSU students toward the LGBTQ+ community measured through knowledge, attitude, and practice?; and What are the effects being exposed to LGBTQ+ on social media on the social acceptance of CLSU students?

The study used descriptive research design, utilizing a survey questionnaire executed using google form to achieve objectives of the study. The sample size contained 250 respondents wherein the basis of selecting the sample size of the study is the 10% margin of error where it suggests that the minimum sample size of the study is 96. The gathered data were analyzed using the descriptive statistics.

7.3 Major Findings

Based on the results of the study, women have the highest level of acceptance of LGBTQ+. This supports the study conducted by Fingerhut (2011), that women, professionals, and people who know gay and lesbian people were more likely to identify as LGBTQ+ allies. The majority of respondents, who are consistent with the overall findings, are seen to concur with the claims made in the survey questionnaire. This shows that students at CLSU have a high level of understanding, acceptance, and practice of LGBTQ+. Moreover, it is evident that the majority of respondents agree with the claims, and this is reflected in the overall findings. This demonstrates that the LGBTQ+ community is well-represented on social media. Also, the most widely used social media platform for LGBTQ+ content is Facebook, while Pinterest receives the least amount of use. As a result, the study discovered that the majority of the respondents use Facebook. Lastly, Facebook is the social media platform where most LGBTQ+ content is accessible to view and interact with.

The gathered data also shows that CLSU students have a high level of Social Acceptability towards LGBTQ+. This is explained by the high percentages in the respondents in practice, attitude, and knowledge. The findings that demonstrate that participants frequently encounter LGBTQ+ content on their preferred social media platforms which contributed to their high levels of knowledge, attitude, and practices related to the community.

7.4 Conclusions

From the gathered data, the researcher concludes that CLSU students have high levels of social acceptability towards LGBTQ+. This can be attributed to the high levels of percentage in knowledge, attitude, and practice. It can further be supported with the results where it showed that encountering LGBTQ+ contents on is frequent with the participants' most used online platforms.

7.5 Recommendations

For the continuance of the excellency of Central Luzon State University, the researcher recommends the following:

To the Academe

Having gender equality-based programs such as seminars and training for the students is highly recommended. Such events could help the students to know and gain more knowledge about other sexualities. Moreover, it can also help in attaining one of the Sustainable Development Goals set by United Nations which is the Gender Equality.

To the Gender and Development Office/s

Gender and Development Office/s should take a responsibility when it comes to gender matter. They must be one of the principal advocates of gender

equality, educating people about gender, and justify how equality in gender is important to the society and individuals.

To Future Researchers

The researcher recommends to include university faculty and staff as respondents in future studies. This is because they also have significant roles in shaping and influencing the perception of the QSU community towards LGBTQ+;

Further, it is also recommended that there will also be a gender-related studies focusing men as its respondents since the current study tends to look into the side of females. This is to fill in gap in the participation of both sexes, and also to hear another side or perspective that can surely be another potential new or improved set of knowledge especially on LGBTQ+ Community.

In addition, it is also highly suggested to use correlational design of the future study to give more relevant and accurate result of the study.

8. Translated Abstract (Filipino):

8.1 Rasyonale

Ang pagtanggap sa lipunan ay isa sa pinakamakapangyarihang pwersa sa lipunan ng tao. Ito ay kasangkot sa halos lahat ng inisip, natiti at sa mga desisyong ginagawa natin na may potensya na malantad sa iba, sinasadya man o hindi sinasadya. Ang kapangyarihan at pagnanais na tanggapin o tingnan sa

ACKNOWLEDGEMENTS

Making this undergraduate thesis is accomplished through people's generous support and assistance. I would like to express my sincere and warm gratitude to everyone who helped me finish this humble piece of work.

First, I would like to give the highest praise and honor to Almighty God, who stayed by my side and gave me hope and strength to overcome challenges and breakdowns in life.

To my family for unending support and encouragement, to my brother Gabriel Angelo Basa who gave me so much motivation in life which helped me to survive and overcome daily challenges in life.

To my thesis adviser, Ma'am Maria Adrielle S. Estigoy, for guidance, patience, and for being "one call away". The time and effort will always be appreciated.

To my critics, Ma'am Chrysl Avegel Vallejo, Ma'am Ma Bernadeth Pagulo, and Ma'am Maria Celia Fernando for giving valuable comments and suggestions on my study.

To my statistician, Ma'am Mel Jean Estolano for her crucial interpretation and analysis of data in the study. I am grateful to her guidance to further improve my study.

To my Kuya Jaymar Sorza, Kuya JM Valiente, CODE family, Jazline Sambrano who encouraged me to finish my paper, Harold Garabillo who accompanied me through my thesis defense, Marial Espinoza, Kakampink family, Ate Jhonacel Leonardo (future CPA) and Ate Joycel Ann Basa for always giving me unending moral support, my new found true friends (future CPA's) Clara, Luz Anne, Sofia, and especially Ana who always been so appreciative in everything, and of course my best friend and lover Fernando Gonzales III, RChT, who helped me since the beginning. For the love and support that motivates me in fulfilling my dreams, and pushing me to give my best in everything.

Lastly, I want to take this opportunity to thank **myself** for not giving up on life despite no matter how hard it seems. This is the moment that I am a step closer to my dreams.

TABLE OF CONTENTS

	PAGE
TITLE PAGE	i
APPROVAL SHEET	ii
THESIS ABSTRACT	iii
ACKNOWLEDGMENTS	xvi
TABLE OF CONTENTS	xiv
LIST OF TABLES	xvi
LIST OF FIGURES	xvii
LIST OF ABBREVIATIONS	xyiii
CHAPTER	
1. INTRODUCTION	
Rationale of the Study	1
Literature Review	3
Theoretical Framework	9
Conceptual Framework	10
Statement of the Problem	11
Definition of Terms	11
2. MATERIALS AND METHODS	
Research Design	14
Research Locale	14
Sampling Method	14

Scope and Definitions	15
Research Instrument	15
Data Gathering Procedure	16
Data Analysis	16
Ethical Considerations	17
3. RESULTS AND DISCUSSION	
Results and Discussion	18
Summary of Findings	23
Conclusions	25
Recommendations	25
REFERENCES	27
APPENDICES	
A. Letter to University Ethics Review Committee	33
B. Letter from Ethics Review Committee	34
C. Sample Questionnaire with Informed Consent	35
D. Sample Computations	39
E. Certificate of Consultation and Statistical Analysis	40
F. Thesis Defense Documentation	41
CURRICULUM VITAE	42

LIST OF TABLES

Table No.	Title	Page
1	Profile of the Respondents	17
2	CLSU Students' Level of Acceptance Toward LGBTQ+	18
3	Exposure to LGBTQ+ Contents Posted In social media	20
4	Social Media Types where LGBTQ+ Posted	21
5	Frequency in Encountering LGBTQ+ Contents in social media	22

LIST OF FIGURES

Figure No.	Title	Page
1	Conceptual Framework	10

LIST OF ABBREVIATIONS

CLSU: Central Luzon State University

LGBTQ+: Lesbian, Gay, Bisexual, Transgender, and Queer

KAP: Knowledge, Attitude, and Practice

SOGIE: Sexual Orientation, Gender Identity, and Gender Expression

REFERENCES

- APA Dictionary of Psychology (n.d). *Definition of Social Acceptance*.
<https://dictionary.apa.org/social-acceptance>
- Aryal, Sagar (2022). Questionnaire-Types, Format, Questions.
<https://thebiologynotes.com/questionnaire-typesformatquestions/#:~:text=A%20common%20and%20pragmatic%20practice,called%20a%20questi%20structured%20questionnaire>
- Baldwin, Grant (2021). *"The Effect of LGBT Film Exposure on Policy Preferences,"*
Sigma: Journal of Political and International Studies: Vol. 38, Article 6.
- Balogh, E. (2022). *Thailand Now is a Step Closer to Legalizing Same-Sex Unions*
<https://pop.inquirer.net/329084/thailand-is-now-a-step-closer-to-legalizing-same-sex-unions>
- Banshoff, Harry M. & Sean Griffin (2006). *Queer Images: A History of Gay and Lesbian Film in America*. New York: Rowman & Littlefield Publishers, Inc.
<https://scholarsarchive.byu.edu/cgi/viewcontent.cgi?article=L298&context=sigma>
- Bhatia, J. (2020). *Global Acceptance of LGBTQ on the Rise*.
<https://www.usnews.com/news/best-countries/articles/2020-06-25/lgbtqacceptance-growing-in-us-and-other-countries-over-time>
- Boston University (2019). *Definition of Behavioral Intention*.

<https://sphweb.bumc.bu.edu/otlt/impl/modules/5b/behavioralchange theories/BehavioralChangeTheories3.html>

Brewer, C. (2008). *Baylan, Asog, Transvestism, and Sodomy: Gender, Sexuality and the Sacred in Early Colonial Philippines*.

<http://intersections.smu.edu.au/issu2/carolyn2.html>

British Broadcasting Corporation (2020). *Hope Franco Indicates Support for Same-Sex Civil Unions*. BBC News.

<https://www.bbc.com/news/world-europe-54627625>

Brown, G. (2021). *Transvestiti*.

<https://www.madmanials.com/home/mental-health-disorders/paraphillias-and-paraphillic-disorders/transvestitism#:~:text=Transvestism%20involves%20recurrent,%20intense%20sexual,transvestism%20rather%20than%20transvestic%20disorder>

Cambridge Dictionary(n.d.). *Definition of Stereotype*

<https://dictionary.cambridge.org/us/dictionary/english/stereotype>

Charmeraman, L. (2021). *Social Media Gives Support to LGOTQ Youth When In-Person Communities are Lacking*.

<https://theconversation.com/social-media-gives-support-to-lgbtq-youth-when-in-person-communities-are-lacking-166253>

Carroll & Itaboraty (2015). *A World Survey of Laws: Criminalisation, protection, and recognition of same-sex love*.

https://ilga.org/downloads/ILGA_State_Sponsored_Homophobia_2015.pdf

Conde, C. (2018). *Philippine City Passes Law Against LGBT Discrimination*. Human Rights Watch.

<https://www.hrw.org/news/2018/06/05/philippine-city-passes-law-against-lgbt-discrimination>

De Leon and Jimman (2018). *Accepted or Not: Homosexuality, Media, and the Culture of Silence in the Philippine Society*. *Acceptance of homosexuality in the Philippine context*.

https://www.researchgate.net/publication/327970363_Accepted_or_Not_Homosexuality_Media_and_the_Culture_of_Silence_In_the_Philippine_Society

Edgar, Thomas W. & Manz, David O. (2017). *Convenience Sampling*.

<https://www.sciencedirect.com/topics/computer-science/convenience-sampling#:~:text=Convenience%20sampling%20is%20the%20most,a%20location%20or%20Internet%20service>

Fingerhut, A. (2011). *Straight Allies: What Prevents Heterosexuals' Alliance with the LGBTQ Community*.

<https://onlinelibrary.wiley.com/doi/10.1111/j.1559-1816.2011.00807.x>

Flores, Andrew R. (2019). *Social Acceptance of LGBT People in 174 Countries: 1981 to 2017*.

<https://escholarship.org/content/qt5qs218xd/qt5qs218xd.pdf>

Hayes, A. (2022). *Descriptive Statistics*.

- https://www.investopedia.com/terms/d/descriptive_statistics.asp
- Hayes, A. (2022). *Mode: What it is in statistics and how to calculate it?*
<https://www.investopedia.com/terms/m/mode.asp>
- Hollingsworth, J. (2019). *Taiwan Legalizes Same-Sex Marriage in Historic First for Asia.*
<https://edition.cnn.com/2019/05/17/asia/taiwan-same-sex-marriage-int/index.html>
- Kan, M. & Fabrigar, L. (2017). *Theory of Planned Behavior.*
https://link.springer.com/referenceworkentry/10.1007/978-3-319-29099-8_1191-1
- Kemp, Simon (2022). *Digital 2022: The Philippines.*
<https://datareportal.com/reports/digital-2022-philippines>
- Merriam-Webster Dictionary (n.d.). *Definition of Counterculture.*
<https://www.merriam-webster.com/dictionary/counterculture#:~:text=Definition%20of%20counterculture,is%20those%20of%20established%20society>
- Merriam-Webster Dictionary (n.d.). *Definition of Discrimination.*
<https://www.merriam-webster.com/dictionary/discrimination>
- Merriam-Webster Dictionary (n.d.). *Definition of Homosexual.*
<https://www.merriam-webster.com/dictionary/homosexual>
- Merriam-Webster Dictionary (n.d.). *Definition of Sexuality.*
<https://www.merriam-webster.com/dictionary/sexuality>

Merriam-Webster Dictionary (n.d.). *Definition of Social Media*.

<https://www.merriam-webster.com/dictionary/social%20media>

Philippine Commission of Women (November 2021). *PCW to Lawmakers: Pass the SOGIE Law*.

<https://pcw.gov.ph/pcw-to-lawmakers-pass-the-sogie-law/>

Poster and Kent (2020). *The Global Divide on Homosexuality Persists*

<https://www.pewresearch.org/global/2020/06/25/global-divide-on-homosexuality-persists/>

Quebec (2022). *Social Acceptability*

<https://www.quebec.ca/en/government/policies-orientations/social-acceptability#:~:text=Social%20acceptability%20is%20the%20outcome,%20local%20regional%20or%20national>

Rodriguez (2020). *What is LGBTQIA+?*

<https://news.ucdenver.edu/what-is-the-+in-lgbtqia/#:~:text=Many%20sources%20now%20refer%20to,may%20need%20some%20further%20explanation>

Scholars Strategy Network (2018). *How the Media has Helped Changed Public Views About Lesbians and Gay People*

<https://scholars.org/contribution/how-media-has-helped-change-public-views-about-lesbian-and-gay-people>

Silva, C. (2021). *Top Social Media Platforms 'Unsafe' for LGBT Users*.

Reports Finds

<https://www.nbcnews.com/nbc-out/out-news/top-social-media-platforms-unsafe-lgbtq-users-report-finds-rcna889>

Subhrajit, C. (2014). *Problems Faced by LGBT People on the Mainstream Society: Some Recommendations. International Journal of Interdisciplinary and Multidisciplinary Studies.*

<https://sy1.org/download/633a5860b3e2325645c0f6e9c814857ad.pdf>

Titgimeyer, L. (1998). *La Mujer Indigena-The Native Women: A Description of the Filipino Woman during Pre-Spanish Time.*

<https://www.univie.ac.at/isa/npss/aut/wstat/mujer.htm#:~:text=In%20the%20early%70Philippines%20there,both%20male%20and%70female%20offsprings.>