

**CLEARING THE GAP: GENERATIONAL DIFFERENCES ON POLITICAL
PARTICIPATION AND VOTING BEHAVIOR**

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THESIS ABSTRACT

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7. **Abstract**

7.1 **Rationale/Background**

A vibrant democracy depends on public participation. To advance democracy, it is crucial to comprehend the dynamics of political participation. While others may regard elections as the culmination of all political acts, this study have delved deeper into the participation of individuals from different generations in both local and national politics. Furthermore, the ever-evolving landscape of politics in the 21st century has ushered in new practices of political participation. With the emergence of digital media and the Internet, online and offline platforms are used to express political participation. This study has provided a deeper and more comprehensive understanding of how political participation and voting behavior of individuals belonging to different generations

was analyzed comparatively.

7.2 Summary

Guided by Rational Choice Theory and Mannheim's Sociological Theory of Generations, the research focused on determining if voters from different generations differ in terms of their political participation and voting behavior. Survey data was collected from a sample of 381 voters equally divided into three age groups (youth, middle-aged, and elderly) and was analyzed using a descriptive correlational research design.

7.3 Major Findings/Conclusions

Based on the findings, the study concludes that voters in general are interested in politics and they possess basic knowledge about social and political issues in the Philippines, however, it was determined that young voters know more about education, peace and order, human rights, and social issues than middle-aged and older voters. Voters take part in both offline and online political engagement, but they are more active in individual level of political participation in the offline realm. Young voters are also more likely than middle-aged and older voters to share and post political material on social media, join an online petition, and participate in political discussions. Male voters are more likely than female voters to exchange political information, wear campaign materials, express political opinions in public, and join a political organization on social media. Meanwhile, online and offline political participation varies by education

level. As for the voting preferences, the voters preferred candidates with political experience, ability to provide strong leadership, and an educational background, while they put low importance on the candidates' religious affiliation and political party. Family influences voting, especially for elderly and low-educated voters. TV can also influence individuals with varying levels of education. Politicians that use social media to promote themselves and their programs are also popular among young voters. The results of this study contribute to a better understanding of the state of democracy in the Philippines today. This study shows that social media use is growing.

7.4 Recommendations

The findings from this research may help civic and political organizations expand their online offerings. If state leaders want their citizens to be more politically involved and educated, they must examine these realities that those who are financially unable to do so place little value on participating in political activities. To keep its citizens informed, its institutions must promote information access. The results of this research shed light on the myriad factors that influence Filipinos' political preferences and participation.

8. Translated Abstract (Filipino):

8.1 Rasyonale

Nakasalalay sa pakikilahok ng publiko ang isang masiglang demokrasya. Upang isulong ang Demokrasya, napakahalagang maunawaan ang dinamika ng

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