Innovations

Effects of Social Mediaon Political Communication

Karissa Angela L Carlos[1], Danilo S. Vargas[2], Maria Adrielle S. Estigoy[3], Parson N. Hail[4]

Central Luzon State University[1]
Central Luzon State University[2]
Central Luzon State University[3]
Central Luzon State University[4]

Abstract

Social Media has been popular in the world now more than ever. It has managed to break down barriers in different aspects of society, even in the world of politics. The main purpose of this research is to determine how social media serves as a tool for how information spreads and influences leaders, its constituents, and the news itself. A comprehensive literature review has been conducted in this research based on similar content about social media and political communication. Six variables such as socio-demographics, devices, social media platforms, positive and negative effects of social media on political communication, knowledge of social media, and political participation have been used to investigate the respondents regarding the objectives of this research. A survey questionnaire was developed through Google forms and was answered by 30 randomly selected resident voters of Jaen, Nueva Ecija. The quantitative Descriptive approach has been followed for data collection and analysis while quantitative statistical tools such as frequency analysis, Cronbach's Alpha mean, median, and mode have been used to evaluate all data gathered. The result of the study found that the majority of the respondents were female (57.77%) and in the age bracket of 18-27 (33.33%) years old, 80% of college were college graduates. Respondents were equally distributed in the top 3 most populous barangays which were Niyugan, Dampulan, and Sto. Thomas South. In terms of social media platforms and devices used, most of the respondents use Facebook (71.44%) and their mobile phones (68.88%) on connecting to the internet and accessing news regarding politics. 70% of the respondents spend 3 hours and below using social media. This research found that respondents believe that social media has a good impact on the politics such as providing necessary news on politics, and platform for discussion, and an influence in the encouragement to vote. On the other hand, they also believe in the negative impact such as the widespread misinformation and biased news. The respondents are highly knowledgeable in the features and usage of their social media platforms such as Information and privacy settings. This study also found

out that respondents poorly participate in political discussions in public on social media. On the other hand, they actively vote even before using social media. Finally, this research found that there is little to no change in political participation with or without the presence of social media. However, print and Mass media are less used in the presence of social media, but respondents verify more information on social media compared to print and mass media.

Keywords: 1.Social Media, 2.Political Communication, 3.Political Participation, 4.Positive and Negative effects, 5.Knowledge

Introduction

Media is the communication outlets or tools that are used to receive or give data or information. It is defined as "one of the means or channels of general communication, or entertainment in society, as newspapers, radio, or television". Media has progressed significantly through the years. Cave paintings, scroll writings, and early performances prove that even before the term media was invented, it is already being practiced by the world in various ways. Now that we are in a generation filled with new technologies and innovations, receiving, gaining, and giving information has changed. As the world evolves, it managed to adapt and grow to suffice the needs of the people.

Social media thereby represents the ideal vehicle and information base to gauge public opinion on policies and political positions as well as to build community support for candidates running for public offices (Zeng, et al.,2010). The internet, invented by computer scientists Bob Kahn and Vint Cerf started during the early 60s in the United States of America. However, it only became available in the Philippines in 1994. This invention was initially made for government researchers to share information. But, as the internet became widely known in the world, plenty of adjustments and improvements were made to fit the necessity of its consumers. After the breakthrough of the Internet, the first social media site was made by Andrew Weinreich in 1997, named Six Degrees which aims to be used not only for communication but for business promotions as well. Little do people know that this site is only the beginning of an era that will open multitudes of opportunities to everyone.

Facebook, Instagram, and Twitter are the three most popular social media sites in the world. Surprisingly, the Philippines is the number one user of the internet globally. According to the annual report of the Advertising firms, We Are Social and Hootsuite, the average time allotted by Filipinos to social media is 4 hours and 15 minutes daily. This new generation of media and communication opened plenty of doors for hundreds and thousands of students, teachers, entrepreneurs, and ordinary people to connect and communicate despite the distance and circumstances happening around them. Social media has been very convenient for everyone since it is easily accessible compared to other forms of media. No wonder politicians and political parties have found their way to use these platforms to reach out to their target voters.

Reputation and credibility are crucial to politicians. It is very important to have a good image to gain the trust and support of the people. Political communication focuses on how information spread and influences politics, policymakers, news media, and the citizens.

Social media has been more and more popular as time pass by. Since it is free and open for all, everyone is welcome to open an account with no age limit. Having a huge number of potential voters present on social media, it is not a shock that political parties have chosen to post their campaigns and slogans online rather than giving out flyers and posters to people since online campaigns are relatively cheap, easy, and time-conserving.

The town of Jaen is a second type of municipality in Nueva Ecija. Even before the popularity of social media began, the amount of information and data regarding this town is a lot. For a long time, it is known as a scary and dangerous place because of its political battles and issues. However, as media and technology transformed, changes in how the leaders were portrayed and how they reached out to supporters, followers, and rivals were seen significantly.

Changes and adjustments to political communication in the town of Jaen were done to portray a good and impactful influence on its citizens.

Objectives Of The Study

This study generally aims:

1. To describe the Demographic profile of the respondents.

2. To determine the number of hours spent by the respondents on social media platforms devices use.

3. To determine the respondent's knowledge of social media, news, and politics.

4. To describe the political participation of the respondents in social media

5. To determine the effects of social media in politics

Scope And Limitation Of The Study

The study focused on how social media serves as a tool for how information spreads and influences leaders and their constituents. It also aims to provide answers to the research problems and objectives stated above.

Participants were randomly selected and limited to 30 respondents. The respondents of the study were registered voters in the Municipality of Jaen and lived in the barangay with the greatest number of registered voters to provide the data needed in this study.

A possible limitation of this study is that this research is relatively new, therefore some data may become contradicting or overlapping. It also delimits that the study may not be generalized to other residents who do not have access to the internet and social media networking sites.

Review of Related Literature

Evolution of media

Media has evolved drastically through the years. It adapted to the ever-changing world. Like media, politics have also been present in our society for a very long time. Since then, both of these variables have been studied multiple times differently. The study, Social Media and its Effects in Politics: The Factors that Influence Social Media use for Political News and Social Media use Influencing Political Participation (Fountain. M., 2017) talks about the impact of social media in politics. Social media made politics turn and adapt to the ongoing growth of this new media. Changes happening in the digital era have influenced political communication.

It is easy to assume that since social media emerged, voters can easily be persuaded by campaigns posted on SNS. However, not everyone is capable and has the privilege to use this innovation. "Circumstances of initial privilege have consequences for educational attainment which, in turn, has consequences for the acquisition of nearly every other participatory factor" (Verba et. al. 514). "Through the strategic choices of candidates, parties, interest groups, and activists, political, economic, and social change has tipped the balance of political participation in America. Candidates now speak directly to the electorate through new campaign technologies" (Rosenstone and Hansen 233). There are plenty of factors needed to assess individuals' effect of social media on their political decision-making. This research provides a basis for how people look at the influence of social media specifically on how it relates to individuals and affects political participation.

According to Stieglitz, S., Xuan. L. (2012) in the study, *Social Media and Political Communication: A social media analytics framework,* Social media became very impactful to every individual and the world. In the past few years, social media have shown rapid growth in user counts and have been the object of scientific analysis (Wigand et al. 2010, McAfee, 2006). The process by which people locate, organize, and coordinate groups of individuals with similar interests, the number and nature of information and news sources available, and the ability to solicit and share opinions and ideas across various topics have all undergone a dramatic change with the rise of social media (Agrawal et al. 2011).

Positive and Negative Effects of Social Media

Social Media can provide a positive and/or negative effect/s on an individual depending on one's engagement with it. According to Bhargava and Rhima (2018), the influence of social websites can be good on students, if there is a closer look at the real impact of social media. However, authors have further opined that several social media websites are now a day's continuously distracting adolescent students from their educational careers. It shows how the use of social media has been seen as a *"wastage of time",* and that these sites can be harmful and addictive to youths.

The electronic era not only provided the better, faster, and improved working ability of young people, but also an emergence and a new form of disorder in Indian youths. (Munijial Singh et al., 2017).

Social Media and Political Communication

The internet surely gives a helping hand in the political world. It has been vital when it comes to political conversations, campaigns, and participation. Everything is intertwined with one another through this digital breakthrough. Not only it is popular in first-world countries like the USA but even in developing countries. In the past few years, social media have shown rapid growth in user counts and have been the object of scientific analysis (Wigand et al. 2010, McAfee, 2006). In the Philippines, with at least 58% of internet users are very much interested in these popular social networking sites. More than 90% of these users are active on Facebook. Despite being a third-world country, this country 's unique situation makes it a good venue to study the potential implications of reliance on Social Media for news and information.

In Pakistan, political parties and politicians have very active social media accounts to disseminate information to social media users and voters (Michaelsen, 2011). Social Media did not just open a lot of doors and opportunities to people but it also helped to open the minds of individuals.

"Professionalisation" became one of the trends in political government communication. In the context of political, and more specifically, government communication, professionalization can be understood as the creation of more relevant organizational structures and practices to use media skilfully, apply campaigning techniques more effectively, provide better management in media-politics relations, and increase centralization in the coordination of publicity measures (Negrine et al., 2007: 11).

According to Khan &Shabbaz (2015), Social Networking Sites (SNS) have a significant influence on the social and political learning of netizens, especially youth. Online groups, sites, and accounts provided a huge amount of information to netizens regarding politics that made them more aware and knowledgeable about politics. This urges them to politically participate either online or offline.

Research Methodology

The researcher used a Quantitative Descriptive Design in this study. The data collection was conducted on 30 selected citizens of Jaen living in the top 3 most populous barangays of the town which contains the most voters according to the Philippines Statistics Authority (PSA.) Stratified Random Sampling was used by the researcher in this study. The researcher used a survey through Google forms to its chosen respondents to gather information needed to achieve the objectives of the study. All questionnaires were disseminated online to follow all safety protocols given by the government and the research committee, to avoid the threat of Covid-19.

Ethics Statement

The researcher ensures the safety and security of all data and information that was gathered from the respondents. An informed consent form will be provided to the respondents. This form includes all the safety precautions that the researcher will do to ensure the safety of the respondents, the data collected, and the researcher herself. The researcher ensures that all participants were given respect and will be treated in a good manner. Since covid-19 is still present in our community, an e-copy of the form was sent to each participant to avoid face-to-face interactions and minimize the risk of contracting any virus whatsoever.

Results and Discussion

Demographics of the Respondents

Age

Table 1, shows a fair distribution of respondents about age. The overall respondent of this study is 30. Although this study only specifies the limitations to age 18 and above, there are no participants under the age of late adulthood (ages 65 and older). The respondents have a mean age of 38.0667 and a standard deviation of 14.2537.

Sex

Table 2, shows the frequency and percentage distribution of respondents' sex. 14 males with a percentage of 46.67 and 16 females with a percentage of 53.33.

Educational Background

During the data gathering, there are no limitations included for the educational attainment of the respondents. Thus, it shows that the respondents mostly consist of college graduates that scope 80 percent of the total population. One's perception can be affected, and change based on the information and knowledge one acquires thus college can influence the perception and understanding of politics (Table 3).

Hours Spent on Social Media

The result shows that 70 percent of the respondents spend no more than 3 hours per day using social media. While 6 respondents use social media 4 to 6 hours a day, and 2 respondents surf

for 7 to 9 hours, there is only 1 respondent that uses social media for more than 10 hours (Table 4).

Social Media Platform

The result shows that all the respondents are using Facebook as their social media platform. 7 are using Instagram and 5 for Twitter. Facebook doesn't have many limitations compared to other platforms such as Twitter for being a microblogging social media where you can only share limited texts at a time, and Instagram which focuses on photo blogging. This gives Facebook a fair advantage in terms of usage (Table 5).

Device Use

Table 6, shows that all the respondents are using smartphones for surfing social media,11 of the respondents are also using a laptop, and 3 are using a tablet as their other device. Mobile phone is convenient to use for their handheld convenience compared to other devices.

Knowledge of social media, news, and politics

Respondent's knowledge of social media features, privacy settings, and terms and conditions.

Social media platforms have different features that they sell to their consumers.
The user's information is collected and used in an algorithm to show contents in your interest. For example, if you are a person who loves to buy t-shirts on your social media it is more likely that the platform will show you similar content in their advertisement and recommendations. This is also like political content especially if your circle of connections on social media has the same interest. But the user has the authority to customize their setting if they don't want to see specific or similar content, they also have the authority to set their privacy so no one or only people they authorize will see their information.

It is important to learn the basic features of the social media platform you are using such as simple sharing of content. According to the data presented, the most respondent is highly knowledgeable in using their social media, such as setting privacy with a highest mean score of 4.37, they know social media collect their information with a mean score of 3.83, and they can limit the contents they can see in their social media with a mean score of 3.93. 3 out of 30 respondents have either little or no knowledge of the discussion.

News and political knowledge.

Having a piece of open and wide information on the internet can be both helpful and harmful. Not every piece of information hold fact, such as false information creates confusion and misunderstanding in its consumer, that is why it is important to know how to verify the information and distinguish the differences between writings such as news and opinions. The

data shows that the respondents have a strong understanding of news and political information, with the highest among the particulars, they know how to distinguish the difference between news and political opinion with a mean score of 4.3, determine political agenda with a mean score of 4.03, and distinguish fake news and do fact check with a mean score of 3.66 (Table 7).

Political Participation

To justify the effects of social media in the lives of the residents of Jaen, Nueva Ecija, this study must understand the political participation of the respondents in general. According to the data presented, the respondents have poor participation in political discussions on social media. The lowest mean score of 1.23, the respondents don't share political memes or create any political content posts, followed by not sharing opinions on social media by sharing a post and adding a caption with a mean score of 1.3. On the other hand, in terms of friends and family, the respondents fairly discuss politics. This shows that people are more open to their relatives and friends compared to sharing their thought in open discussions such as on social media (Table 8).

Youths are interested in political life around them and hold critical views regarding the behavior of politicians, political candidates, and the political system as well as in political participation not just in voting but in other engagements that support democracy and good government (Cabo L, 2018).

Effects before and after using social media

One of the main objectives of this study is to determine the effects of social media on the political participation of the residents of Jaen, Nueva Ecija. Before the use of social media, the respondent is not active in political discussion although, they gather political information. The lowest mean score is 1.33, the respondent doesn't participate in political debate, followed by not participating in political discussion with a mean score of 1.47. In addition, political discussion among friends and family is interpreted as disagreeing with a mean score of 2.33, they also don't feel the reliability of interpersonal discussion, which indicates that the respondents have a strong sense of verifying information (Table 9). Regarding the use of social media, although the mean score is a little higher compared to the before use of social media, the respondent still does not actively participate in political discussions.

When looking at the individual particulars in the before and after effects of social media. The visible change in the effects of social media is the verification of information. Social Media plays a significant role in the decision-making system because a group of people can share their opinion to make an effective decision (Shirky, 2011). Respondents verify more information in social media with a mean score of 3.37 compared to the information in print and mass media with a mean score of 2.9. They also believe that information in face-to-face discussion is much more reliable than on social media with a mean score of 2.1 (Table 9).

Positive and Negative Effects of Social Media in Politics

Encouragement of social media to register as a voter and vote for the upcoming election.

As the data suggest the respondents "Agree" that they are encouraged to register and vote as the influence of social media with a mean score of 3.77 (Table 10)

Social media provides the political news needed.

The data shows that the respondents "Agree" and believe that social media provides the political news needed to be updated on current events and the status of politics, with a mean of 4.13 (Table 10)

The good impact of social media on politics.

The distribution of percentage shows that respondents "Moderately Agree" that social media has a good impact on politics with a mean score of 3.23, in the convenience of social media, they are still underlying treats on the spread of false information such as fake news and political agenda. On the other hand, the respondents agree that social media provides them with enough updates on political happening with a mean score of 4.13 (Table 10).

Social media as a voice in political discussion.

Social media is a platform for open discussion where anyone can share their thoughts and information. The data shows that respondents "Moderately Agree" that social media brought them a voice and a platform to discuss with a mean score of 3.07 (Table 10). This among all the particulars was rated the lowest, this indicates that the respondents are not aggressive or too active in participating in the political discussion through social media.

According to Cabalza (2022), the development of mobile technology and social media made connecting more easier and more affordable to the consumer which had overtaken conventional means of communication while catching up rapidly as a means of information source.

The manipulation of people on social media especially on political topics.

Social media can be a platform for everyone thus it is also easier for people to spread false information or political agenda to do their deeds. The data suggest that respondents "Agree"

that social media makes it easier for people to be manipulated especially in politics with a mean score of 3.9 (Table 10).

Doubt about political news on social media.

Due to the number of false information underlying social media, it is reasonable to question and fact-check the information that is acquired. Thus, it also creates the commonality to doubt information on social media, especially on politics. Based on the data, strongly shows that social media makes the respondents doubt political news with a mean score of 3.67 (Table 10).

Misinformation and misunderstanding of politics on social media.

As was discussed in the previous discussions on this research that social media can also be a platform for false information and political agenda, which may result in misinformation and misunderstanding. As the data suggest, the respondents strongly believe that social media results in misinformation and misunderstanding of politics with a mean score of 3.43 (Table 10).

Biased news on social media.

Nowadays not only normal individual uses social media to spread information, but even famous people, publication, and broadcasting stations used social media to spread the news. News although may provide facts can be framed to support bias. Anyone can do it, but the influence of famous and well-known people or organizations can greatly affect the viewpoint on politics. The data shows that 47% of the respondents much or very much believe that social media may offer biased news that can bring confusion to people with a mean score of 3.23 (Table 10). Social Media has become a new reward system for biased information (Neubam et al, 2016)

Conclusion

Based on the results of the study, the following conclusions were drawn:

In terms of social media platforms and devices used, most of the respondents use Facebook and their mobile phones on connecting to the internet and accessing news regarding politics. 70% of the respondents spend 3 hours and below using social media

Respondents believe that social media has a good impact on the politics such as providing necessary news on politics, and platform for discussion, and an influence in

the encouragement to vote. On the other hand, they also believe in the negative impact such as the widespread misinformation and biased news.

The respondents are highly knowledgeable in the features and usage of their social media platforms such as Information and privacy settings.

The respondents poorly participate in political discussions in public on social media. On the other hand, they actively vote even before using social media.

There is little to no change in political participation with or without the presence of social media.

Print and Mass media are less used in the presence of social media, but respondents verify more information on social media compared to print and mass media.

Recommendation

Based on the results of the study, the following recommendations are made:

1. There is doubt about the reliability of the information on social media. It is suggested to provide more programs that inform fact-checking.
2. For future studies, a wider range of respondents would create more clarity for this research. The studies show that there are more college graduates among the respondents thus it is suggested to consider the factors of educational attainment.
3. Social Media platforms should strengthen their information and privacy policy to prevent the spread of disinformation to their consumers.

References

1. *Aelst, P., and Strömbäck, J. (2013). Why Political Parties adapt to the media: Exploring the fourth dimension of mediatization*
2. *Agrawal D, Budak C, El Abbadi A (2011) Information diffusion in social networks: observing and influencing societal interests. In: Proceedings of VLDB'11*
3. *Castells, M. (2011). A network theory of power. International Journal of Communication, 5: 773-787.*
4. *David, C. C., San Pascual, M. S., & Torres, M. S., (2019). Reliance on Facebook for Fourth Dimension of Mediatization.*
5. *Dunne, A., Lawlor, M., and Rowley, J. (2010), "Young people's use of online social networking sites a uses and gratifications perspective", Journal of Research in Interactive Marketing, Vol. 4 No. 1, pp. 46-58.*
6. *Katz, E., & Blumer, J.G. (1974). The uses of mass communications Current perspectives on gratifications research*

7. *L. Cabo, W. (2018). Youth and Political Participation in the Philippines: Voices and Themes from a Democracy Project. Journal of Politics and Governance, 8(1), 259–271.*

8. *Negrin, R., Mancini, P., Holtz-Bacha, C. &Papathanassopoulos, S. (eds.) (2007). The professionalization of political communication. Bristol: Intellect. News and its influence engagement.*

9. *Neubaum, G., Rösner, L., Ganster, T., Hambach, K., &Krämer, N. C. (2016). United in the name of justice: How conformity processes in social media may influence online vigilantism. Psychology f Popular Media Culture*

10. *Ruggiero, T.E. (2000). Uses and gratifications theory in the 21st century. Mass Communication &Society, 3(1), 3-37*

11. *Rosenstone, Steven J. Hansen, John Mark. Mobilization, participation, and democracy in America. Macmillan Publishing Company, 1993.*

12. *Stieglitz, S., Xuan, L. D., (2012). Social Media and political communication: a social media analytics framework. (www.researchgate.net)*

13. *Stromer-Galley, J. (2000). Online interaction and why candidates avoid it. Journal of Communication, 50(4): 111-132.*

14. *Thompson, J. B. (1995). The media and modernity: A social theory of the media. Palo Alto, CA: Stanford University Press.*

15. *Verba, et al (1995).Voice and equality: Civic voluntarism in American politics. Harvard University Press Wigand RT, Wood JD, Mande DM (2010) Taming the social network jungle: from web 2.0 to social media. In: Proceedings of the Americas Conference on Information Systems, Paper 416.*

16. *Yunus, E., (2013). The Role of Social Media in Creating Political Awareness and Mobilizing Political Protests*

17. *Zeng D, Chen H, Lusch R, Li S (2010) Social media analytics and intelligence. IEEE IntellSyst 25(6):13–16*

TABLES

Table.1 Frequency and Percentage Distribution of Respondents' Age

Age	Frequency	Percentage (%)
18-22	5	16.67
23-27	5	16.67
28-32	1	3.33
33-37	4	13.33
38-42	4	13.33
43-47	1	3.33
48-52	3	10.00
53-57	3	10.00
58-62	4	13.33

Table.2 Frequency and Percentage Distribution of Respondents' Sex

Sex	Frequency	Percentage
Male	14	46.67
Female	16	53.33

Table 3. Frequency and Percentage Distribution of Respondents' Highest Educational Attainment

Highest Educational Attainment	Frequency	Percentage
Senior Highschool	2	6.67
College Undergraduate	2	6.67
College Graduate	24	80.00
MA Graduate	2	6.67

Table 4. Frequency and Percentage Distribution of No of Hours Spend by the Respondents on Social Media

No of hours spend	Frequency	Percentage
3 hours and below	21	70.00
4 - 6 hours	6	20.00
7 - 9 hours	2	6.67
10 - 12 hours	1	3.33

Table 5. Frequency and Percentage Distribution of the Respondents' Social Media Platform Use

Platform	Frequency	Percentage
Facebook	30	71.43
Instagram	7	16.67
Twitter	5	11.90

Table 6. Frequency and Percentage Distribution of the Respondents' Device Use

Device	Frequency	Percentage
Laptop	11	25.00
Smartphone	30	68.18
Tablet	3	6.82

Table 7. Mean Responses in Knowledge on Social Media, News, and Politics

Knowledge	Mean Score	Interpretation
1.I know the features of social media that I use	3.59	Agree
2.I know fake news and how to fact check	3.66	Agree
3.I know social media platforms stores my information, and what I like or share, and use it to show similar content.	3.83	Agree
4.I know that I can limit the information that I can see on the social media platform settings.	3.93	Agree
5.I know that I can set privacy to my information or to what I share	4.37	Strongly Agree
6.I know what political agenda is	4.03	Agree

7.I know the difference between "news" and "opinion/article"	4.3	Strongly Agree
8.I know the harm and danger of social media	4.23	Strongly Agree
Overall Mean Score	3.99	Agree

Note: 1.00 – 1.79 = Strongly disagree

      1.80 – 2.59 = Disagree

      2.60 – 3.39 = Moderately agree

      3.40 – 4.19 = Agree

      4.20 – 5.00 = Strongly Agree

Table 8. Mean Responses in Political Participation

Political Participation	Mean Score	Interpretation
1. I always share memes about politics	1.23	Strongly Disagree
2. I always share news and articles about politics	1.77	Strongly Disagree
3. I always participate in political discussions on social media (commenting on a post)	1.4	Strongly Disagree
4. I always talk about politics with my family	2.4	Disagree
5. I always talk about politics with my friends	2.27	Disagree
6. I promote the candidate that I want on social media	1.4	Strongly Disagree
7. I openly share my opinion on social media by sharing a post and adding a caption	1.3	Strongly Disagree
8. I openly share my opinion on social media by creating my post.	1.43	Strongly Disagree
Overall mean score	1.65	Strongly Disagree

Note:

      1.00 – 1.79 = Strongly disagree

      1.80 – 2.59 = Disagree

      2.60 – 3.39 = Moderately agree

      3.40 – 4.19 = Agree

      4.20 – 5.00 = Strongly Agree

Table 9. Mean Responses on Before Effects of Social Media on Political Participation

Effects (Before)	Mean Score	Interpretation
1. I participate in political discussion even before I knew social media	1.47	Strongly Disagree
2. I share and discuss political topics with family and friends	2.33	Disagree
3. I collect political information on mass media (television, radio, etc.)	2.9	Moderately Agree
4. I read political articles in newspapers and magazines	2.77	Moderately Agree
5. I actively vote during election	4.03	Agree
6. I participate in political debate	1.33	Strongly Disagree
7. I believe that the source I gain from interpersonal (face-to-face) discussion is enough and reliable	2.47	Disagree
8. I verify political information that I encounter in print and mass media	2.9	Moderately Agree
Overall Mean Score	2.53	Disagree
Effects (After)	**Mean Score**	**Interpretation**
1. I am more active in participating in political discussion on social media	1.9	Disagree
2. I am more active in sharing and discussing political topics with family and friends via social media	2.57	Disagree
3. I still listen/attend to political campaigns and discussions (face-to-face campaigns) even with social media	2.1	Disagree
4. I read political articles in newspapers and magazines even with social media	2.73	Moderately Agree
5. I actively vote during the election with the influence of social media	4.0	Disagree
6. I participate more in the political debates on social media	1.43	Strongly Disagree
7. I believe that the information I gain from social media is reliable compared to interpersonal (face-to-face) discussion	2.1	Disagree
8. I verify political information that I encounter on social media	3.37	Moderately Agree

Overall Mean Score	2.53	Disagree

Note: 1.00 – 1.79 = Strongly disagree
       1.80 – 2.59 = Disagree
       2.60 – 3.39 = Moderately agree
       3.40 – 4.19 = Agree
       4.20 – 5.00 = Strongly Agree

Table 10. Mean Responses in the Positive and Negative effect of Social Media in Politics

Positive and negative effects	Mean Score	Interpretation
1.Social Media encourages me to register as a voter and vote for the upcoming election	3.77	Agree
2.Social media brings me updates on the political news that I need.	4.13	Agree
3.I believe that social media has a good impact on politics	3.23	Moderately Agree
4.Social media has brought me a voice in political discussion	3.07	Moderately Agree
5.I believe that social media made it easier to manipulate people, especially in politics	3.9	Agree
6.Social media makes me doubt political news	3.67	Agree
7.Social media results in misinformation and misunderstanding about politics	3.43	Agree
8.I believe that social media offers biased news that can bring confusion to people	3.23	Moderately Agree
Overall Mean Score	3.56	Agree

Note: 1.00 – 1.79 = Strongly disagree
       1.80 – 2.59 = Disagree
       2.60 – 3.39 = Moderately agree
       3.40 – 4.19 = Agree
       4.20 – 5.00 = Strongly Agree

carlos.karissa@clsu2.edu.ph[1],dsvargas@clsu.edu.ph[2],
mariaadrielle.estigoy@clsu2.edu.ph[3]
parsons.hail@clsu2.edu.ph[4],