

**INFLUENCE OF SOCIAL MEDIA PLATFORMS TO THE POLITICAL
BEHAVIOR OF SELECTED POLITICAL SCIENCE REGISTERED
VOTER STUDENTS OF CAVITE STATE UNIVERSITY.
MAIN-CAMPUS**

THESIS

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June 2022

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CAVITE STATE UNIVERSITY-MAIN CAMPUS**

Undergraduate Thesis
Submitted to the Faculty of the
College of Arts and Sciences
Cavite State University Indang, Cavite

In partial fulfillment
of the requirements for the degree
Bachelor of Arts in Political Science



00081920

*Influence of social media platforms to the
political behavior of selected political*
324.6 H87 2022
T-9048

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June 2022

ABSTRACT

JESSA MARIE C. HUELVA, NICOLE I. MANGALLEN, MA. JHOBEL P. TASIC.
Influence of Social Media Platforms to the Political Behavior of Selected Political Science Registered Voter Students of Cavite State University-Main Campus. Undergraduate Thesis Submitted to the Faculty of College of Arts and Science Cavite State University Indang, Cavite.

Political behavior is shaped through different aspects of environmental influences and personality tendencies. Each factor is crucial for understanding human actions that define any form of people's involvement in political processes or anything related to politics and governance. This study aims to (1) Determine the preferred social media platform of Political Science registered voter students in Cavite State University-Main Campus among Facebook, Twitter, YouTube, Instagram, and TikTok. (2) Determine the level of influence of social media among selected Political Science registered voter students in Cavite State University-Main Campus. (3) Determine the perceived prevailing political behavior of selected Political Science registered voter students in Cavite State University-Main Campus. (4) Determine if there is a significant relationship between the level of influence of social media and perceived prevailing political behavior.

The researchers focused on the influence of social media platforms on the political behavior of selected political science registered voter students of Cavite State University-Main Campus. The researchers started formulating their study from the month of February to April 2022. An online survey was distributed to the selected political science registered voter students of Cavite State University-Main Campus. The online survey was limited to 150 respondents from 1st year to 4th year, including regular and irregular students. The researchers used descriptive- correlational quantitative design to describe the variables and the naturally occurring relationships between and among them.

The level of influence of social media in terms of voter decision strategies was viewed as neutral influenced, respondents were not influenced in terms of public opinion, and political participation was viewed as not influenced. The perceived prevailing political behavior in terms of voter decision strategies was viewed as somewhat politically active. Respondents are highly not politically conscious in terms of public opinion, and political participation was viewed as fairly politically active. The result shows that there is a significant relationship between the level of influence of social media and the perceived prevailing political behavior.

Based on the data gathered, the researchers asserted that the political behavior of the selected political science registered voter students that were included in the study can be classified as politically active. When it comes to politics and government, the participants were quite interested. They participated in political conversations or discussions and actively participated in political activities.

The researchers suggest including more social media platforms to give way to other applications that are also frequently used by the participants. It is to extend the limitations of the study. The researchers also recommend adding questionnaires in determining the level of influence of the social media platforms on the participants. Furthermore, the researchers recommend finding other distinctions of political behavior that will help broaden the study to measure further its effects on the voters' decision strategies, public opinion, and political participation through the use of social media.

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An undergraduate thesis outline submitted to the faculty of the Department of Social Sciences and Humanities, Cavite State University, Indang, Cavite in partial fulfilment of the requirements for the degree of Bachelor of Arts in Political Science with Contribution No. T-CAS2022-BAPS004. Prepared under the supervision of Ms. Giselle Mae M. Garcia

INTRODUCTION

Media has evolved through time because of people's desire to connect with the world. Where in fact, it is part of human nature to incorporate their life by socializing and communicating with each other. This is the core reason why social media was created and fueled by advancements in technology. When the telegraph was invented back in the year 1844, people were able to send messages over a long distance which gave way to the beginning of social media in 1969 through the emergence of the Advanced Research Projects Agency Network (ARPANET).

As defined by Merriam Webster, it is a form of electronic communication through which users create online communities to share information, ideas, personal messages, and other content. While many people access social media through smartphone apps, this communication tool started with computers, and social media can refer to any internet communication tool that allows users to broadly share content and engage with the public. (Hudson, 2020).

Since it became the most accessible way to link with everyone, it is used for people to post and share their thoughts on a particular issue online, specifically about