ENGAGEMENT OF THE NETIZENS TO POLITICS THROUGH THE USE OF SOCIAL NETWORKING SITES

THESIS

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ABSTRACT

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This study was conducted from November 2016 to March 2017 at the House of Representatives, Batasan Hills, Quezon City, to find out the engagement of the netizens to politics through the use of social networking sites.

Specifically, it aimed to determine the political activities the netizens are engaged in utilizing the social networking sites; determine the netizens' level of engagement to politics; determine the developments, particularly the new features that occurred in Facebook and Twitter from 2006-2015 as perceived by the netizens; and determine the effects of the development of social networking sites to the netizens' engagement to politics.

Interview guide that contains the request letter and survey questionnaire that was divided into four parts were used to gather data in this study which applied the content analysis of the research. Convenience non-probability sampling technique was used to identify twelve administrators of social media accounts of the political partylists in the Philippines as participants of this study.

It was indicated in the results of the study that participants were engaged to political activities such as: campaigning; posting political views; sharing other netizens' posts regarding politics; giving comments on other netizens' posts about politics; keeping

oneself updated about politics through these options; and joining online political groups and online petitions.

The results of the study also showed that the netizens are highly engaged to politics through the use of social networking sites, while it also presented six significant new features perceived in Facebook and Twitter, and proved that the views of netizens to politics differ as the new media developed over the years.

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INTRODUCTION

Communicating with people through internet conceptualizes the electronic communication that is also called as computer mediated communication. It is where a computer user can create a message and send it to a receiver online, and that is the main purpose of social networking sites which is being patronized by the whole world that are able to connect.

According to Vulcan Post (2014), Philippines, being tagged as "The Social Networking Capital of the World" and letting cyber culture be part of the Filipino lives are alarming, yet it tells that Filipinos are really part of the tech-savvy generation. The year 2015 is at its highest peak where it was and still very influential as a medium of communication.