

DIGITAL CITIZENSHIP AND POLITICAL AWARENESS
OF THE MILLENNIAL IN MARAHAN I,
ALFONSO, CAVITE

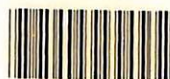
THESIS

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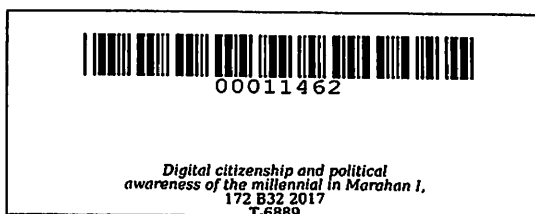
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**DIGITAL CITIZENSHIP AND POLITICAL AWARENESS
OF THE MILLENNIAL IN MARAHAN I,
ALFONSO, CAVITE**

**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 Journalism**



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May 2017**

ABSTRACT

BAWAR, ROBELACE C., PRESA, KARL KEVIN LEONARD III. Digital Citizenship and Political Awareness of the Millennial in Marahan 1, Alfonso, Cavite. Undergraduate Thesis. Bachelor of Arts in Journalism. Cavite State University, Indang, Cavite. May 2017. Adviser: Ms. Erica Charmane B. Hernandez.

The purpose of this study was to determine the digital citizenship and level of political awareness of the millennial in Marahan I, Alfonso, Cavite. Specifically, it aimed to identify the digital citizenship among the millennial in terms of digital media commonly visited; frequency of using the digital media; number of hours spent in using the digital media; and the nature of participation in online discussion about the Philippine political issues; level of awareness of the millennial in the different Philippine political issues; and the significant relationship between the digital citizenship and level of political awareness of the millennial.

The study utilized the descriptive-correlation method of research. Questionnaires were given to millennial aged 18 to 34 years old. Using a purposive and snowball sampling, a total of one hundred (100) millennial were selected as participants of the study. The study was conducted from January 2017 to February 2017. The data from the questionnaires were statistically analyzed.

The results revealed that the millennial were moderately aware on the different political issues. However, there is no significant result between this correlation. This result is an indicator that the millennial had gone far from the stereotype who were unaware of the issues concerning political aspects. Still, it calls for future researchers to work on other aspect that may have a significant relationship on the political awareness among the youth.

TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA.....	iii
ACKNOWLEDGMENT.....	v
ABSTRACT.....	vi
LIST OF FIGURES	ix
LIST OF TABLES.....	x
LIST OF APPENDICES.....	xi
INTRODUCTION.....	1
Statement of the Problem.....	2
Objectives of the Study.....	3
Significance of the Study.....	4
Time and Place of the Study	4
Scope and Limitation.....	5
Definition of Terms.....	5
Theoretical and Conceptual Framework.....	6
REVIEW OF RELATED LITERATURE.....	10
METHODOLOGY.....	30
Research Design.....	30
Hypothesis.....	30
Sources of Data.....	30
Participants of the study.....	31

Sampling Technique.....	31
Data Gathered.....	31
Statistical Treatment of Data.....	33
RESULTS AND DISCUSSION.....	35
Digital Citizenship of Millennial.....	35
Level of Awareness of Millennial on Different Philippine Political Issues.....	40
Relationship Between the Level of Digital Citizenship and Political Awareness of the Millennial.....	42
SUMMARY, CONCLUSION, AND RECOMMENDATION.....	44
Summary.....	44
Conclusion.....	45
Recommendation.....	45
REFERENCES.....	47
APPENDICES.....	50

LIST OF TABLES

Table		Page
1	Frequency and percentage distribution of the digital media commonly visited by the participants.....	36
2	Frequency and percentage distribution of participants' frequency of using the digital media.....	37
3	Frequency and percentage distribution of number of hours spent in using the digital media participants'.....	38
4	Frequency and percentage distribution of participants' nature of participation in online discussion about the different Philippine political issues.....	39
5	Level of awareness of the millennial on the different Philippine political issues	41
6	Relationship between the digital citizenship and the level of political awareness of the millennial	43

LIST OF FIGURES

Figure		Page
1	MSD conceptual model by Ball-Rokeach and DeFleur.....	8
2	Modified MSD model.....	9
3	Online news websites.....	27

LIST OF APPENDICES

Appendix		Page
1	Certificate of validation.....	51
2	Research instrument.....	55
3	Curriculum vitae.....	58
4	Certification from statistician.....	62
5	Certification from English critic.....	64
6	News lifted from different digital media.....	66

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ALFONSO, CAVITE**

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An undergraduate thesis presented to the faculty of the Department of Languages and Mass Communication, College of Arts and Sciences, Cavite State University, Indang in partial fulfillment of the requirements for the degree of Bachelor of Arts in Journalism with Contribution No. _____. Prepared under the supervision of Ms. Erica Charmane B. Hernandez

INTRODUCTION

For the past decade, millennial was characterized as a generation disconnected and unconcerned with political issues. Their disengagement was critiqued from their low consumption rates of news information through traditional media platforms, low participation rates in traditional political activities, and a persistent decline of voting among the young population (Velasco, *n. d.*).

Newman (2008) contradicted this popular argument by explaining that the millennial has shifted the old view about their generation as developing research has revealed, they are more engaged in online discussion than prior studies have indicated. He also cited that the millennial remains connected with political news and current events via online through a variety of social media platforms, online news sites, news applications, and group messaging. He argued that the millennial has sought different methods to address policy, social, and economic issues through their increased participation in volunteering, consumer activism, and social media usage.