

PERCEPTION ON SMS AND PULSE ASIA SURVEY AND THE  
VOTING BEHAVIOR OF FIRST-TIME VOTERS

THESIS

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✓ **PERCEPTION ON SWS AND PULSE ASIA SURVEY AND  
THE VOTING BEHAVIOR OF FIRST-TIME VOTERS**

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## ABSTRACT

**DELOS SANTOS, HONEY CLAUDINE C. OMAÑA, ABIGAE S.** Perception on SWS and Pulse Asia Survey and the Voting Behavior of First-Time Voters. Undergraduate Thesis. Bachelor of Arts in Journalism. Cavite State University. April 2016. Thesis Adviser. Allan Robert C. Solis.

This study was conducted to determine the perception of first-time voters on SWS and Pulse Asia survey and their voting behavior. Specifically, it aimed to identify the perception of first time voters on Social Weather Station (SWS) survey; the perception of first time voters on Pulse Asia Survey; the voting behavior of first time voters; the relationship between the participants' perception on Social Weather Station (SWS) and Pulse Asia Survey and their voting behavior.

The quantitative-descriptive method of research through survey questionnaire was used to collect necessary data gathering. The survey questionnaire, was used to collect the necessary data from 60 first-time voters of Brgy. De Ocampo, Trece Martires City, Cavite. The study was conducted from June 2015 to March 2016.

According to the results of the survey, participants agreed in terms of the Social Weather Station (SWS) and Pulse Asia survey's trustworthiness in releasing presidential survey results. The participants believed that they have a track record of good forecasting performance of pre- election results on television. On the other hand, their perception to SWS and Pulse Asia survey does not really affect the way they choose candidates to vote. Therefore, the hypothesis stating no significant relationship between the voting behavior of the participants and their perception on SWS and Pulse Asia was accepted.

Researchers would recommend first-time voters should be wiser in choosing



candidates to vote. And also, doing the survey nationwide to put more strength to the data and as well as, the media industry should also assist first time voters in continuously educating and giving them the information needed in making wise decisions in voting. Researchers recommends the implementation of voter's education in schools and even beyond school grounds because the researchers thought that it is also essential for the youth to be fully informed about who are running for public office.



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An undergraduate thesis submitted to the faculty of Department of Languages and Mass Communication, Colleges of Arts and Sciences, Cavite State University in partial fulfilment of the requirements for the degree of Bachelor of Arts in Journalism with Contribution No. \_\_\_\_\_. Prepared under the supervision of Prof. Allan Robert C. Solis

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## **INTRODUCTION**

Media has a big role in Philippine politics, because it has a tendency to change the politics and shape the public's opinion about the government. There are two leading survey firms in the country, these are the Social Weather Station (SWS) and Pulse Asia Survey who are now very much focused on the surveys for Presidential Elections 2016. People face the reality that nowadays, majority of the Filipinos do not have enough time to scrutinize every candidate so that they usually depend on what their parents and other relatives will say (Ajoc *et al.*, 2010).

The youth understand voting as a key element of democratic governance, a hard won democratic right, and a duty of democratic citizenship (Chareke & Sears, 2006). They recognize that voting is a process of selecting of someone who represents them and a means for having a voice. The youth also recognizes that the concept of voting as a way of expressing democratic rights and as a result of struggle and sacrifice thus making it an