

# The Social Media as a Transformative Agent in the Electoral Process

**DAVID N. ALMAREZ, DM**

*dnalvarez@yahoo.com.ph*

**AJREE D. MALAWANI**

*ajreedmalawani@gmail.com*

*Mindanao State University-Iligan Institute of Technology*

Received 21 May 2016

Revised 13 July 2016

Accepted 17 August 2016

DOI: [10.18196/jgp.2016.0033](https://doi.org/10.18196/jgp.2016.0033)

## ABSTRACT

The growing use of social media in social interaction has changed the mode of political campaign in the Philippines. It allowed a more aggressive citizen's participation in politics in a more efficient and asynchronous mode. This research sought to determine the influences of social media in the presidential preferences of netizens during the campaign period for the 2016 presidential elections in the Philippines. It also looked into the pattern of the preferences of respondents among the five presidential candidates for the 2016 presidential election. This research used Media Ecology Theory by Marshall McLuhan and Uses and Gratification Theory by Herbert Blumer as discursive approaches to understand the behaviour of social media users during the 2016 presidential campaign. Descriptive and qualitative analyses were used. Data gathering was through online questionnaire by using snowball sampling. A total of 289 respondents participated out of 1210 visitors of the link used by the researchers. The data gathering started on February 9, 2016, the start of the presidential campaign period and ended on March 27, 2016 or a total of 47 days. The timeline for data gathering was constrained by the time limit that was set for this study. The results show that social media has no strong influence in the preferences of respondents with only 44% of the respondents saying that their presidential preferences were influenced by social media. However, 75.6% of the respondents indicated that social media is a determining factor in the process of presidential campaign because it is an efficient media in communicating vital campaign information. The pattern of the preferences of respondents shows strong resemblance to some mock polls conducted by other groups in the Philippines during the campaign period. It is recommended to continue exploring the relevance of social media as a political tool for effective communication in politics and governance. Key words: social media, political campaign, communication, preference, political participation, transformation

## ABSTRAK

Peningkatan penggunaan media sosial dalam politik di Philipina telah menye-

babkan partisipasi warga negara yang tinggi sebagaimana pada pemilihan presiden pada tahun 2016. Dengan meneliti 289 responden ditemukan bahwa 76% responden menyatakan bahwa media sosial mempengaruhi perilaku memilih mereka pada pemilihan presiden. Diperlukan penelitian longitudinal untuk melihat kecenderungan media sosial dan perilaku memilih selama periode tertentu.

Kata kunci: social media, political campaign, communication, preference, political participation, transformation

## INTRODUCTION

People nowadays are aware of the usage of social media specifically the Facebook because it can be easily accessed. Unlike any other form of social media, Facebook is used by about 60.4% of the Filipino people (Dimacali, 2015). Facebook is a system where people can stay connected with the people they want to (Zuckerberg, 2010). For Zuckerberg, the fast growth of Facebook is because of the fact that what is most interesting to people is other people. For some Filipinos, Facebook is a major channel of communication that is versatile enough for their needs.

Facebook is a social media platform that helps people to share information that most of them in the past did not have the power to do (Zuckerberg, 2010). The people usually put so much data on Facebook because of its advance privacy controls that ever existed on the Internet (Kirkpatrick, 2010). Facebook's various privacy controls are available through different categories. The user can adjust the privacy settings and limit profile access. The built-in audience selector allows users to specifically choose who can view their posts. Kirkpatrick (2010) also added that this system created by Zuckerberg is effectively designed for efficient flow of information.

Social media is currently believed to play significant role in politics (Rahmawati, 2014). According to Rahmawati (2014), many studies have been conducted to determine the impact of social media on political fields but the impact of social media has yet to be studied in the Philippine political environment. Hence, this research focused on the use of social media in the political campaign during the 2016 presidential election in the Philippines.

Smith (2011) argued that social media have bloomed over the past few years. According to Zuckerberg (2010), Facebook is an engine and its users share a lot of information on a day-to-day basis. He indicated further that social media is something very useful; users are sharing more things than they were at the beginning. This means that social media users can have the option to look, research and understand what is going on with other users.

Social media is a new channel of communication among politicians for them to reach and communicate with the voting public. However, it is inevitable that problems with social media have emerged for politicians as well. According to Rothman (2011), the issue of social media providing damaging material for opponents is one factor that shall not be overlooked. However, Rahmawati (2014) indicated that the social media use for political activities could be an implication of the possibility to utilize social media as a bridge between voting public and politicians. This was demonstrated during the 2016 presidential election in the Philippines where the supporters of Mayor Rodrigo Duterte engaged Facebook as their main campaign tool in lieu of the traditional and more expensive print, radio and television. As a campaign tool, it flourished as a consequence of the alleged insufficiency of campaign fund which beset the camp of Mayor Duterte who made as a campaign policy the refusal to accept campaign donations from big businesses. This is to avoid incurring debt of gratitude which may be exploited later by the donor in seeking reciprocal favor if a candidate wins.

### **STATEMENT OF THE PROBLEM**

This research aims to make qualitative and quantitative analyses on the uses of social media in the 2016 Presidential Campaign through the following inquiries:

1. What is the socio-economic profile of the respondents?
2. What is the action taken by the respondents on the images

- posted on Facebook?
3. Did the campaign materials posted in Facebook influence the Presidential preference of the respondents?
  4. Is there a significant association between the socio – economic profile of the respondents and their Presidential preference?

### CONCEPTUAL FRAMEWORK

The Analytical Model of this research is adapted from the book of Ott, Brian and Robert Mack, *Critical Media Studies* cited by I, Cristal at her blog, *Ecology Analysis and Media* and from the *Student's Uses and Gratification Expectancy Conceptual Framework in relation to E-Learning Resources* of Mondri et al. (2007).

---

The conceptual framework shows the relationship of the variables in this study. The Social Movement represents the Facebook pages/accounts that posts images and/or campaign materials of the Presidential candidates. The box Facebook represents the medium of communication used by the participants to post campaign material. The moderating variables of this research are the respondent's socio - economic profile which is categorized by age, gender, civil status, highest educational attainment, employment status, religious affiliation, and fraternity affiliation.

The independent variables of this research will be the 5 elements from the uses and gratification theory and 2 elements from media ecology theory. The elements are the cognitive, affective, personal integrative, social integrative, tension release, perception and feeling. The Presidential preference of the respondents is the dependent variable. As a poll survey, the focus was on the independent variables: cognitive, affective, perception and feelings. These are easier to relate with their preferences.

## **METHODOLOGY**

This descriptive research looked into the use of social media in the 2016 presidential campaign in the Philippines. The data gathering was made through Facebook being the most popular free social networking website in the Philippines that allows users to send private messages and upload images and videos (Tech Target, 2015). Respondents were Facebook friends who were requested to answer an online questionnaire and were asked to request their Facebook friends to participate as well. A questionnaire was constructed for this purpose using an online polling survey service called Facebook Poll. The link of the poll was posted on the Facebook Timeline of the researchers and was sent to the respondents through Facebook Messenger. After the 47 days of data gathering, the Facebook poll has recorded 1210 visitors and 289 of them participated on the poll. The data gathering started February 9, 2016 and ended March 27, 2016. The poll consists

of 56 questions and an average duration of 13 minutes and 03 seconds was spent per respondent in answering. Feedbacks from some participants and from friends who did not participate in the poll suggested that the length of the instrument was a constraint. Aside from those who refrained from answering, some opted not to complete the poll. Incomplete answers were not included.

### **SIGNIFICANCE OF THE STUDY**

The social media is an emerging tool in political campaign. Its effectiveness may lead to the development of a computer-based strategy for political campaign.

This study could provide an input for political leaders in determining the effects of images and statements posted on Facebook to the preferences of the voters. It could motivate future researchers to conduct further researches on the uses of social media in political campaign.

The extensive use of social media during the 2016 presidential elections will certainly redefine the new contours of political campaigns, at least in the Philippines. Facebook, as a campaign tool is affordable and it conveys not only written information but also visual forms of information.

### **FINDINGS**

Table I shows that if elections were held on the day the participants participated in this survey, 243 or about 84.08% will vote for Presidential candidate Rodrigo “Rody” Duterte. This result reflects what Rappler News has disseminated that Davao City Mayor Rodrigo Duterte gained the solo lead in an ABS-CBN Broadcasting Network survey on presidential aspirants which was released on Tuesday, April 12, (Rappler.com, 2016) barely three days from the start of the data gathering for this study. On April 11, 2016 GMA presented the result of a survey conducted by the Social Weather Stations (SWS) showing that

Mayor Duterte topped the first quarter of 2016 presidential preference poll with a score of 27%, while Senator Poe was only second at 23% (Macas & Legaspi, 2016). The big lead by Duterte shown in Table 1 which is disproportionate to his score in the SWS survey indicates the growing domination of his supporters in the use of the social media in their political campaign which started to gain momentum as early as December 2015

TABLE 1: ANSWERS TO THE QUESTION: "WHO AMONG THE 2016 PRESIDENTIAL CANDIDATES WILL YOU VOTE FOR IF THE ELECTION WERE HELD TODAY?"

| Candidate         |     | Perc |
|-------------------|-----|------|
| Defensor-Santiago | 19  | 6.57 |
|                   | 243 |      |
| Poe               | 9   | 3.11 |
| Roxas             | -   | 2.77 |
| Total             | 289 | 100  |

Note: Names of candidates were arranged alphabetically

Grouping by gender, Davao Mayor Rodrigo Duterte was preferred by 60.49% and 36.21% of the female and male participants respectively and 72.72% of the gay participants.

By civil status, 72.66% of the participants are single and 25.26% are married. It follows that majority of the supporters of the candidates were single except for Jejomar Binay whose supporters were 50% married and 40% single.

For those who have fraternity affiliation, 89.36% of those who belong in a certain fraternity preferred Davao Mayor Duterte. Despite of being a known member of the fraternity Alpha Phi Omega (APO) which has a motto of "APO first", Vice President Jejomar Binay got only 33.33% support from the Alpha Phi Omega members who participated while the other 66.67% supported Mayor Duterte.

TABLE 2: ANSWERS BASED ON GENDER, TO THE QUESTION: WHO AMONG THE 2016 PRESIDENTIAL CANDIDATES WILL YOU VOTE IF THE ELECTIONS WERE HELD TODAY?

| Candidate |     |     |     |
|-----------|-----|-----|-----|
|           | 8   | 2   | 10  |
|           | 10  |     | 19  |
| Duterte   | 152 | 91  | 243 |
| Poe       |     |     | 19  |
| Roxas     | 3   | 5   | 10  |
| Total     | 181 | 108 | 289 |

Table 2 shows that despite the feared image of Duterte, he is preferred more by participants. Duterte got 243. Among these were a gay and 2 participants for each from lesbian, bisexual (woman and man), and 1 transgender participant. Roxas got 1 gay participant and Defensor-Santiago had 1 participant from both gay and bisexual (man). Despite the vigorous campaign against Duterte by the *Gabriela*, a party list of women with representative in Congress, a great majority of women participants preferred Duterte over the other candidates. Table 3 shows the data on the presidential preferences of participants according to their civil status.

TABLE 3: ANSWERS BASED ON CIVIL STATUS, TO THE QUESTION: "WHO AMONG THE 2016 PRESIDENTIAL CANDIDATES WILL YOU VOTE IF THE ELECTIONS WERE HELD TODAY?"

| Candidate | Total |    |   |   |   |   |     |
|-----------|-------|----|---|---|---|---|-----|
|           | 4     | 5  | 0 | 0 | 1 | 0 | 10  |
|           | 17    | 2  | 0 | 0 | 0 | 0 | 19  |
|           | 176   | 62 |   |   |   |   | 243 |
| Poe       | 7     | 2  | 0 | 0 | 0 | 0 | 9   |
| Roxas     |       |    |   |   |   |   |     |
| Total     | 39    | 73 | 2 | 1 | 1 | 2 | 289 |



Table 3 shows that Davao Mayor Duterte is preferred by majority of the single and married participants.

TABLE 4. ANSWERS BASED ON HIGHEST EDUCATIONAL ATTAINMENT, TO THE QUESTION: "WHO AMONG THE 2016 PRESIDENTIAL CANDIDATES WILL YOU VOTE IF THE ELECTIONS WERE HELD TODAY?"

| Highest Educational Attainment | Binay | Defensor | Duterte | Poe | Roxas | Total |
|--------------------------------|-------|----------|---------|-----|-------|-------|
| Elementary                     | 0     | 0        | 1       | 0   | 0     | 1     |
| HS                             | 0     | 0        | 2       | 0   | 0     | 2     |
| MA Deg                         | 0     | 0        | 9       | 1   | 1     | 11    |
| Doc Deg                        | 3     | 4        | 125     | 2   | 1     | 135   |
| Total                          | 3     | 4        | 125     | 2   | 1     | 135   |

TABLE 5. ANSWERS BASED ON EMPLOYMENT STATUS, TO THE QUESTION: "WHO AMONG THE 2016 PRESIDENTIAL CANDIDATES WILL YOU VOTE IF THE ELECTIONS WERE HELD TODAY?"

| Employment Status | Binay | Defensor | Duterte | Poe | Roxas | Total |
|-------------------|-------|----------|---------|-----|-------|-------|
| Gov't Emp         | 5     | 3        | 52      | 2   | 3     | 65    |
| OFW               | 0     | 1        | 18      | 0   | 1     | 20    |
| Priv Emp          | 0     | 3        | 54      | 2   | 0     | 59    |
| Self Emp          | 1     | 5        | 23      | 0   | 2     | 31    |
| Stud              | 2     | 4        | 65      | 3   | 1     | 75    |
| Uemp              | 2     | 3        | 31      | 2   | 1     | 39    |
| Total             | 10    | 19       | 243     | 9   | 8     | 289   |

Despite some questions on the human rights record of Mayor Duterte, Table 4 shows that he was still preferred by majority of participants in all levels of academic attainments. Moreover, majority of the participants who have college education preferred Duterte. The dominance of participants with college education indicates the popularity of the use of social media among better educated Filipinos.

Table 5 shows that Duterte also leads in his support in terms of the employment status of participants. He got large majority among government and private employees; he also got large majority among students and self-employed. Moreover, he got majority of the unemployed and majority of Filipinos working abroad. The data indicate that Duterte is very popular among Filipino workers and students.

TABLE 6. ANSWERS BASED ON CURRENT GEOGRAPHIC LOCATION, TO THE QUESTION: "WHO AMONG THE 2016 PRESIDENTIAL CANDIDATES WILL YOU VOTE IF THE ELECTIONS WERE HELD TODAY?"

| Candidate | Abroad |     | Total |
|-----------|--------|-----|-------|
| Binay     | -      | -   | 10    |
| Defensor  | 1      | 18  | 19    |
| Duterte   | 24     | 219 | 243   |
| Poe       | 0      | 9   | 9     |
| Roxas     | 1      | 7   | 8     |
| Total     | 27     | 262 | 289   |

By current location of participants, Duterte is not only the top preference of participants from the Philippines but also by Filipinos working abroad as shown in Table 6. This information supports the result of the May 09, 2016 Presidential Election where Duterte got 121,128 votes among those who voted through

Overseas Absentee Voting (OAV); Roxas, the administration candidate got only 17,360 votes; Defensor-Santiago got 17,278; Poe got 9,333; and Binay got 3,159 votes. The large majority support by Filipinos working abroad to Duterte is viewed as a protest against the way they were treated by the government like in “laglag bala” (dropping bullets into the luggage of departing passengers) and pilferage of the goods they sent to their relatives in the Philippines. Despite their economic contribution through their dollar remittances which earned them the moniker, “bagong bayani” (new heroes) they feel that they were neglected by the government.

TABLE 7. ANSWERS BASED ON GEOGRAPHIC ORIGIN, TO THE QUESTION: “WHO AMONG THE 2016 PRESIDENTIAL CANDIDATES WILL YOU VOTE IF THE ELECTIONS WERE HELD TODAY?”

| Candidate         | Geographic Location |       |         |          | Total |
|-------------------|---------------------|-------|---------|----------|-------|
|                   | NCR                 | Luzon | Visayas | Mindanao |       |
| Binay             | 1                   | 0     | 0       | 9        | 10    |
| Defensor-Santiago | 19                  | 1     | 14      | 206      | 243   |
| Poe               | 1                   | 0     | 0       | 8        | 9     |
| Roxas             | 23                  | 6     | 14      | 246      | 289   |
| Total             | 23                  | 6     | 14      | 246      | 289   |

The above table shows the presidential preferences of participants based on the three main divisions of islands in the Philippines with National Capital Region (NCR) which is located in Luzon, taken separately. Although Mayor Duterte is from Mindanao, he is also preferred by majority of participants from Luzon, Visayas and NCR.

The popularity of Davao Mayor Duterte did not escape the notice of Charlie Campbell (TIME, April 26, 2016) who com-

mented that the mayor got into the verge of the Philippines Presidency through his loudmouth. The mayor ran a tumultuous campaign punctuated by comments that were promptly caught by the media and given negative commentaries. But his “trash” language as the media called it, seems to have endeared him more among his supporters as indicated in his ratings in subsequent surveys.

TABLE 8: ANSWERS BASED ON RELIGIOUS AFFILIATION, TO THE QUESTION: “WHO AMONG THE 2016 PRESIDENTIAL CANDIDATES WILL YOU VOTE IF THE ELECTIONS WERE HELD TODAY?”

|                  | Binay | Duterte | Poe | Roxas | Total |
|------------------|-------|---------|-----|-------|-------|
| Islam            | 8     | 7       | 147 | 1     | 165   |
| Roman Catholic   | 0     | 3       | 33  | 3     | 42    |
| Christian        | 0     | 3       | 31  | 3     | 39    |
| Baptist          | 0     | 2       | 5   | 0     | 7     |
|                  | 1     | 1       | 5   | 1     | 8     |
| Aglipayan        |       | 0       | 3   |       | 3     |
| UC               |       |         | 1   |       | 1     |
| UM               |       | 0       | 1   |       | 1     |
| Protestant       |       |         |     |       |       |
| Born Again       | 1     | 1       | 5   | 1     | 8     |
| Evangelical      |       | 0       | 4   | 1     | 5     |
| Latter Day Saint |       |         | 1   |       | 1     |
| Atheist          |       | 0       | 1   |       | 1     |
| Others           | 10    | 2       | 4   |       | 6     |
| Total            | 10    | 19      | 243 | 9     | 289   |

Based on the religious affiliation of participants, Mayor Duterte is preferred by majority. The presence of those who called themselves Christians apart from other Christian denominations is a manifestation of the usual confusion among some Filipinos

when it comes to identifying their religious affiliation. The “others” did not identify their religious affiliation. The preponderance of “Islam” reflects the location of the researchers who are from Iligan, thus many of their FB friends are Muslims.

TABLE 9. ANSWERS BASED ON FRATERNITY AFFILIATION, TO THE QUESTION: “WHO AMONG THE 2016 PRESIDENTIAL CANDIDATES WILL YOU VOTE IF THE ELECTIONS WERE HELD TODAY?”

| Candidate |     |    | Total |
|-----------|-----|----|-------|
| Binay     | 8   | 2  | 10    |
|           | 17  |    | 19    |
| Santiago  | 201 | 42 | 243   |
| Poe       | 9   | 0  | 9     |
| Roxas     |     |    |       |
| Total     | 242 | 47 | 289   |

TABLE 10. ANSWERS TO THE QUESTION: “DID THE IMAGES POSTED ON FACEBOOK INFLUENCE YOUR PRESIDENTIAL PREFERENCE?”

| Yes    | No     | Total |
|--------|--------|-------|
| 129    | 160    | 289   |
| 44.64% | 55.36% | 100%  |

There are fewer fraternity members compared to those who are not members of any fraternity. Of the 21 members of Tau Gamma Phi who participated at this research, 19 preferred Duterte, 1 for Roxas, and 1 for Defensor. Four out of 6 participants from Alpha Phi Omega preferred Duterte while the other 2 were for Binay. Defensor-Santiago got one participant from Beta Sigma Lambda. However, Duterte got 2 from Beta Sigma, 5 from Beta Sigma Lambda, 6 from Mu Kappa Phi and 1 participant each from Megalith Nu Sigma Phi, Upsilon Sigma, Sigma Upsilon- Upsilon Lambda, Beta Upsian, Knights of Columbus, and Epsilon Sigma Phi each. Data show that Duterte is preferred by members of fraternities among participants. The case of the

Alpha Phi Omega shows that the preference of some participants did not go along fraternity lines.

Table 10 shows that 160 or 55.36% of the participants answered that their presidential preferences were not influenced by the images posted on Facebook while 129 or 44.64% of the participants answered that they were influenced.

It should be noted that the images posted on Facebook are either favorable or unfavorable to a presidential candidate. Possibly, the preferences of participants are influenced only by those that are favorable to their candidates. Moreover, participants may already have their preferences before this study, thus they could no longer be swayed by images posted on Facebook.

TABLE 11. ANSWERS BASED ON GENDER, TO THE QUESTION: "DID THE IMAGES POSTED ON FACEBOOK INFLUENCE YOUR PRESIDENTIAL PREFERENCE?"

|       | Yes | No  | Total |
|-------|-----|-----|-------|
|       | 84  | 97  | 181   |
| Male  | 45  | 63  | 108   |
| Total | 129 | 160 | 289   |

TABLE 12. ANSWERS BASED ON CIVIL STATUS, TO THE QUESTION: "DID THE IMAGES POSTED ON FACEBOOK INFLUENCE YOUR PRESIDENTIAL PREFERENCE?"

|           | Yes | No  | Total |
|-----------|-----|-----|-------|
| Single    | 95  | 115 | 210   |
| Married   | 33  | 40  | 73    |
| Separated | 1   | 1   | 2     |
| Widow     | 0   | 1   | 1     |
| S Parent  | 0   | 2   | 2     |
| Total     | 129 | 160 | 289   |

Table 11 shows that the preferences of majority of participants, both male and female were not influenced by the images posted on Facebook.

Table 12 shows that the preferences of majority of both single and married participants were not influenced by the images posted on Facebook.

TABLE 13. ANSWERS BASED ON HIGHEST EDUCATIONAL ATTAINMENT, TO THE QUESTION: "DID THE IMAGES POSTED ON FACEBOOK INFLUENCE YOUR PRESIDENTIAL PREFERENCE?"

|                  | Yes | No  | Total |
|------------------|-----|-----|-------|
| Elementary       | 0   | 1   | 1     |
| Vocational       | 1   | 1   | 2     |
| High School      | 5   | 6   | 11    |
| HS Graduate      | 35  | 41  | 76    |
| College Graduate | 59  | 89  | 148   |
| Master's Degree  | 22  | 15  | 37    |
| Doctoral Degree  | --- | --- | 12    |
| Total            | 129 | 160 | 289   |

TABLE 14. ANSWERS BASED ON EMPLOYMENT STATUS, TO THE QUESTION: "DID THE IMAGES POSTED ON FACEBOOK INFLUENCE YOUR PRESIDENTIAL PREFERENCE?"

| Employment status        | Yes | No  | Total |
|--------------------------|-----|-----|-------|
| Government Employee      | 29  | 36  | 65    |
| Overseas Filipino Worker | 10  | 10  | 20    |
| Private Employee         | 22  | 37  | 59    |
| Self Employed            | 17  | 14  | 31    |
| -----                    | 34  | 41  | 75    |
| -----                    | 17  | 22  | 39    |
| Total                    | 129 | 160 | 289   |

Table 13 shows that only those in high school and those with master's degree where more participants were influenced by images posted on Facebook.

By employment status, Table 14 shows that only the self-employed that posted majority for those who were influenced by images posted on Facebook

TABLE 15. ANSWERS BASED ON CURRENT GEOGRAPHIC LOCATION, TO THE QUESTION: "DID THE IMAGES POSTED ON FACEBOOK INFLUENCE YOUR PRESIDENTIAL PREFERENCE?"

| Current geographic location | Yes | No  | Total |
|-----------------------------|-----|-----|-------|
| Abroad                      | 14  | 13  | 27    |
| Local                       | 115 | 147 | 262   |
| Total                       | 129 | 160 | 289   |

TABLE 16. ANSWERS BASED ON GEOGRAPHIC ORIGIN, TO THE QUESTION: "DID THE IMAGES POSTED ON FACEBOOK INFLUENCE YOUR PRESIDENTIAL PREFERENCE?"

| Geographic Origin | NCR | Luzon | Visayas | Mindanao | Total |
|-------------------|-----|-------|---------|----------|-------|
| Yes               | 12  | 2     | 6       | 109      | 129   |
| No                | 11  | 4     | 8       | 137      | 160   |
| Total             | 23  | 6     | 14      | 246      | 289   |

TABLE 18. ANSWERS BASED ON FRATERNITY AFFILIATION, TO THE QUESTION: "DID THE IMAGES POSTED ON FACEBOOK INFLUENCE YOUR PRESIDENTIAL PREFERENCE?"

|                    | Yes | No | Total |
|--------------------|-----|----|-------|
| With Fraternity    | 34  | 13 | 47    |
| Without Fraternity | 187 | 55 | 242   |
| Total              | 221 | 68 | 289   |

Table 15 show that majority of those who are abroad were influenced by the mages posted on Facebook. By geographic origin (Table 16), only those from NCR where majority were influenced by images posted on Facebook. It is in NCR where Duterte got more than 2 million votes in the May 9, 2016 election, more than twice the second highest total votes taken by Grace Poe.

Those who indicated their religion as "Christian" posted majority for those who said that they were influenced by images posted on Facebook (Table 17). For the smaller groups of partici-



pants, the “Evangelical” also posted majority for those with positive response.

TABLE 17. ANSWERS BASED ON RELIGIOUS AFFILIATION, TO THE QUESTION: “DID THE IMAGES POSTED ON FACEBOOK INFLUENCE YOUR PRESIDENTIAL PREFERENCE?”

|                | Yes | No  | Total |
|----------------|-----|-----|-------|
| Islam          | 75  | 90  | 165   |
| Roman Catholic | 17  | 25  | 42    |
| Christian      | 21  | 18  | 39    |
| -----          | 4   | 4   | 8     |
| JLC            | --  | --  | --    |
| UM             | 1   | 0   | 1     |
| Protestant     | --  | --  | --    |
|                | 4   | 4   | 8     |
|                | 3   | 2   | 5     |
|                | 1   | 0   | 1     |
| -----          | --  | --  | --    |
| Others         | 3   | 3   | 6     |
| Total          | 129 | 160 | 289   |

Of the 47 participants who belong to fraternities, 72.34% (34) think that social media is a determining factor in the process of Presidential campaign while the other 27.65% (13) think otherwise (Table 18).

TABLE 19. ANSWERS TO THE QUESTION: “DO YOU THINK THE SOCIAL MEDIA IS A DETERMINING FACTOR IN THE PRESIDENTIAL CAMPAIGN?”

| Yes    | No     | Total |
|--------|--------|-------|
| 221    | 68     | 289   |
| 76.47% | 23.53% | 100%  |

Although 55.365% of the respondents said that images posted on Facebook media did not influence their presidential preference (Table 10), 76.47% of the respondents think that social media is a determining factor in the presidential campaign process (Table 19).

The data in Table 19 implies that the social media as a platform for political campaign has more usages other than for posting campaign images with limited captions and therefore cannot expound further on political issues. In addition to images sent to social media, text messages, videos and some links can also be shared.

TABLE 20. ANSWERS BASED ON GENDER, TO THE QUESTION: "DO YOU THINK THE SOCIAL MEDIA IS A DETERMINING FACTOR IN THE PRESIDENTIAL CAMPAIGN?"

|       | Yes | No | Total |
|-------|-----|----|-------|
|       | 138 | 43 | 181   |
| Male  | 83  | 25 | 108   |
| Total | 221 | 68 | 289   |

TABLE 21. ANSWERS BASED ON CIVIL STATUS, TO THE QUESTION: "DO YOU THINK THE SOCIAL MEDIA IS A DETERMINING FACTOR IN THE PRESIDENTIAL CAMPAIGN?"

|           | Yes | No | Total |
|-----------|-----|----|-------|
| Single    | 158 | 52 | 210   |
|           | 59  | 14 | 73    |
| Separated | 2   | 0  | 2     |
| Widow     | 1   | 0  | 1     |
| S. Parent | 1   | 1  | 2     |
| Total     | 221 | 68 | 289   |

As shown on the table above, majority participants, both male and female think that the social media is a determining factor in the presidential campaign. As a determining factor, the social media provides a sufficient campaign platform that brings

to the voters the messages that a candidate would like to relay to them in selling his candidacy.

Large majority of single and married participants think that the social media determines the results of the election (Table 21). All separated and a widow participants think of the same.

TABLE 22. ANSWERS BASED ON HIGHEST EDUCATIONAL ATTAINMENT, TO THE QUESTION: "DO YOU THINK THE SOCIAL MEDIA IS A DETERMINING FACTOR IN THE PRESIDENTIAL CAMPAIGN?"

| Educational Attainment | Yes | No | Total |
|------------------------|-----|----|-------|
| -----                  | 0   | 1  | 1     |
| Vocational             | 1   | 1  | 2     |
| High School            | 2   | 0  | 2     |
| HS Grad                | 8   | 3  | 11    |
| College                | 54  | 22 | 76    |
| Col Grad               | 115 | 33 | 148   |
| MA Deg                 | 30  | 7  | 37    |
| Doc Degree             | 11  | 1  | 12    |
| Total                  | 221 | 68 | 289   |

TABLE 23. ANSWERS BASED ON EMPLOYMENT STATUS, TO THE QUESTION: "DO YOU THINK THE SOCIAL MEDIA IS A DETERMINING FACTOR IN THE PRESIDENTIAL CAMPAIGN?"

| Employment Status        | Yes | No  | Total |
|--------------------------|-----|-----|-------|
| Gov't Employee           | 52  | 13  | 65    |
| Overseas Filipino Worker | 17  | --- | 20    |
| Private Employee         | 43  | 16  | 59    |
| Self Employed            | 24  | --- | 31    |
| -----                    | 55  | 20  | 75    |
| Unemployed               | 30  | 9   | 39    |
| Total                    | 221 | 68  | 289   |

Data show that majority of those who have at least a college education think that social media determine the outcome of the presidential campaign (Table 22).

Participants in all employment status think that the social media is a determinant in the selection of the president. The same is believed by majority of students and unemployed among participants (Table 23).

TABLE 24. ANSWERS BASED ON CURRENT GEOGRAPHIC LOCATION, TO THE QUESTION: "DO YOU THINK THE SOCIAL MEDIA IS A DETERMINING FACTOR IN THE PRESIDENTIAL CAMPAIGN"

|             | Yes | No | Total |
|-------------|-----|----|-------|
| Philippines | 22  | 63 | 27    |
| Philippines | 199 | 63 | 262   |
| Total       | 221 | 68 | 289   |

TABLE 25. ANSWERS BASED ON GEOGRAPHIC ORIGIN, TO THE QUESTION: "DO YOU THINK THE SOCIAL MEDIA IS A DETERMINING FACTOR IN THE PRESIDENTIAL CAMPAIGN?"

|       | NCR | Luzon | Visayas | Mindanao | Total |
|-------|-----|-------|---------|----------|-------|
| Yes   | 16  | 5     | 9       | 191      | 221   |
| No    | 7   | 1     | 5       | 55       | 68    |
| Total | 23  | 6     | 14      | 246      | 289   |

TABLE 26. ANSWERS BASED ON FRATERNITY AFFILIATION, TO THE QUESTION: "DO YOU THINK THE SOCIAL MEDIA IS A DETERMINING FACTOR IN THE PRESIDENTIAL CAMPAIGN?"

| Frat affiliation | Yes | No | Total |
|------------------|-----|----|-------|
| With Frat        | 34  | 13 | 47    |
| W/O Frat         | 187 | 55 | 242   |
| Total            | 221 | 68 | 289   |

Majority of participants deployed outside the Philippines (81%) and those who are based in the Philippines (75.9%) think that the social media determine who will win the presidential election (Table 24). All of these are active users of the social media and some of them participated in campaigning for their preferred candidates.

By geographic origin, Table 25 shows that 191 of the participants are from Mindanao and 77.64% of them think that the social media is a determining factor in the presidential campaign. Likewise, majority of the participants from the Visayas, Luzon and National Capital Region (NCR) think of the same.

TABLE 27. ANSWERS OF PARTICIPANTS TO THE QUESTION:  
"WHO DO YOU THINK BENEFITS MORE IN THE USE OF SOCIAL MEDIA IN THE PRE - ELECTION CAMPAIGN?"

| Candidate | Total     |            |
|-----------|-----------|------------|
|           | Frequency | Percentage |
| Binay     | 13        | 4.46       |
|           | 17        | 5.88       |
| Duterte   | 228       | 78.89      |
| Poe       | 10        | 3.46       |
| Roxas     | 21        | 7.26       |
| Total     | 289       | 100        |

Majority of participants with fraternity affiliation (72.34%) and those without fraternity affiliation (77.27%) think that the social media determines the result of the presidential campaign (Table 26).

Tables 20-26 show that participants of this study categorized based on gender, civil status, highest educational attainment, employment status, geographic distribution, geographic origin, and fraternity affiliation, believe that social media is a determining factor in the Presidential campaign during the May 9, 2016 elections in the Philippines.

Table 27 shows that 78.89% of the participants thought that Davao Mayor Duterte benefited more among other presidential candidates in the use of social media during the pre-election campaign. The figures at Table 27 was validated by the report published at Inquirer.net by Yuji Vincent Gonzales stating that Duterte and Cayetano are the most talked-about bets on Facebook. According to the report, Mayor Duterte accounted for more than half or 64% conversations about presidential candidate on Facebook from November 20, 2015 to April 05, 2016. Administration bet Mar Roxas got 47% followed by Senator Grace Poe at 40%, Vice President Jejomar Binay and Senator Miriam Defensor-Santiago got 27% and 19% respectively. On the same report, it was stated that 15.2 million people have engaged in election-related conversation within the given period, Facebook generated 124 million interactions on the same period (Gonzales, 2016).

TABLE 28: ANSWERS BASED ON GENDER, TO THE QUESTION: "WHO DO YOU THINK BENEFITS MORE IN THE USE OF SOCIAL MEDIA IN THE PRE-ELECTION CAMPAIGN?"

| Candidate |     | Male | Total |
|-----------|-----|------|-------|
| Binay     | 11  |      | 13    |
| Defensor  | 9   | 8    | 17    |
| Duterte   | 138 | 90   | 228   |
| Poe       | 9   | 1    | 10    |
| Roxas     | 14  | 7    | 21    |
| Total     | 181 | 108  | 289   |

Of the 228 respondents who think that Duterte benefited more in the use of social media in pre-election campaign were 3 gays, 2 lesbians, 5 bisexuals, 1 transgender, 84 male, and 133 female.

TABLE 29. ANSWERS BASED ON CIVIL STATUS, TO THE QUESTION:  
"WHO DO YOU THINK BENEFITS MORE IN THE USE OF SOCIAL MEDIA IN THE PRE - ELECTION CAMPAIGN?"

| Candidate | Single | Married | Separated | Divorced | Single Parent | Total |
|-----------|--------|---------|-----------|----------|---------------|-------|
| Binay     | 7      | 5       | 0         | 0        | 1             | 13    |
| Defensor  | 14     | 0       | 0         | 0        | 0             | 14    |
| Duterte   | 167    | 56      | 2         | 1        | 0             | 228   |
| Poe       | 0      | 0       | 0         | 0        | 0             | 0     |
| Roxas     | 15     | 6       | 0         | 0        | 0             | 21    |
| Total     | 210    | 73      | 0         | 0        | 0             | 289   |

By civil status, it is shown in Table 29 that majority of the participants think that Duterte was benefited more than the other candidates by the use of social media during election campaign.

TABLE 30. ANSWERS BASED ON HIGHEST EDUCATIONAL ATTAINMENT, TO THE QUESTION:  
"WHO DO YOU THINK BENEFITS MORE IN THE USE OF SOCIAL MEDIA IN THE PRE - ELECTION CAMPAIGN?"

| Highest Educ. attainment | Binay | Defensor | Duterte | Poe | Roxas | Total |
|--------------------------|-------|----------|---------|-----|-------|-------|
| Elem                     | 0     | 0        | 1       | 0   | 0     | 1     |
| Voc                      | 0     | 0        | 2       | 0   | 0     | 2     |
| HS                       | 0     | 1        | 8       | 1   | 1     | 11    |
| HS Grad                  | 0     | 4        | 57      | 2   | 8     | 76    |
| College                  | 6     | 7        | 5       | 6   | 9     | 33    |
| MA/MS/PhD                | 11    | 4        | 9       | 0   | 3     | 27    |
| Total                    | 13    | 17       | 228     | 10  | 12    | 289   |

By educational attainment, majority of the participants at all levels think that Duterte was benefited more by the use of social media compared to other presidential candidates during the pre-election campaign (Table 30).

TABLE 31. ANSWERS BASED ON EMPLOYMENT STATUS, TO THE QUESTION: "WHO DO YOU THINK BENEFITS MORE IN THE USE OF SOCIAL MEDIA IN THE PRE - ELECTION CAMPAIGN?"

| Employment Status | Binay | Defensor | Duterte | Poe | Roxas | Total |
|-------------------|-------|----------|---------|-----|-------|-------|
| Gov't Emp         | 3     | 3        | 49      | 2   | 8     | 65    |
| OFW               | 0     | 0        | 17      | 0   | 3     | 20    |
|                   |       |          | 51      |     |       | 59    |
|                   |       |          | 24      |     |       | 31    |
| Student           | 4     | 3        | 59      | 4   | 5     | 75    |
|                   |       |          | 28      |     |       | 39    |
| Total             | 13    | 17       | 228     | 10  | 21    | 289   |

TABLE 32. ANSWERS BASED ON CURRENT GEOGRAPHIC LOCATION, TO THE QUESTION: "WHO DO YOU THINK BENEFITS MORE IN THE USE OF SOCIAL MEDIA IN THE PRE - ELECTION CAMPAIGN?"

| Candidate | Phil | Total |
|-----------|------|-------|
| Binay     | 0    | 13    |
|           | 17   | 17    |
| Duterte   | 24   | 204   |
| Poe       | 0    | 10    |
| Roxas     | 3    | 18    |
| Total     | 27   | 262   |
|           |      | 289   |

By employment status, Table 31 shows that majority of the participants including the students and unemployed concurred that Duterte was benefited more by the use of social media during the pre-election campaign.



TABLE 33. ANSWERS BASED ON GEOGRAPHIC ORIGIN, TO THE QUESTION:  
"WHO DO YOU THINK BENEFITS MORE IN THE USE OF SOCIAL MEDIA IN THE PRE-ELECTION CAMPAIGN?"

| Candidate | NCR | Luzon | Visayas | Mindanao | Total |
|-----------|-----|-------|---------|----------|-------|
| Binay     | 2   | 0     | 0       | 11       | 13    |
|           |     |       |         | 17       | 17    |
| Duterte   | 19  | 4     | 14      | 197      | 234   |
| Poe       |     |       |         |          |       |
| Roxas     | 0   | 2     | 0       | 14       | 16    |
| Total     | 23  |       | 14      | 246      | 289   |

TABLE 34. ANSWERS BASED ON RELIGIOUS AFFILIATION, TO THE QUESTION:  
"WHO DO YOU THINK BENEFITS MORE IN THE USE OF SOCIAL MEDIA IN THE PRE-ELECTION CAMPAIGN?"

| Religion         | Binay | Duterte | Poe | Roxas | Total |
|------------------|-------|---------|-----|-------|-------|
| Islam            | 10    | 9       | 4   | 12    | 165   |
| Roman Catholic   | 0     | 0       | 2   | 2     | 4239  |
| Christian        | 0     | 2       | 1   | 0     | 7     |
| Aglipayan        | 0     | 0       | 0   | 0     | 38    |
| JLC              | 0     | 0       | 0   | 0     | 1     |
| UM               | 0     | 0       | 0   | 0     | 1     |
| Protestant       |       |         |     |       |       |
| Born Again       | 1     | 0       | 0   | 1     | 8     |
| Evangelical      | 0     | 0       | 1   | 0     | 5     |
| Latter Day Saint | 0     | 0       | 0   | 0     | 1     |
| Atheist          | 0     | 0       | 1   | 0     | 1     |
| Others           | 0     | 2       | 3   | 1     | 6     |
| Total            | 13    | 17      | 10  | 21    | 228   |

By current geographic location, it is shown that majority of the participants from abroad and from the Philippines think that Duterte was the beneficiary of the use of social media during the pre-election campaign. Likewise, in terms of geographic origin, majority of the participants from Luzon, Visayas, Mindanao and NCR believed the same (Table 33); the same pattern is also shown in terms of religious affiliation (Table 34) and fraternity affiliation (Table 35).

TABLE 35. ANSWERS BASED ON FRATERNITY AFFILIATION:  
"WHO DO YOU THINK BENEFITS MORE IN THE USE OF SOCIAL MEDIA IN THE PRE - ELECTION CAMPAIGN?"

| Candidate | W/O Fraternity | With | Total |
|-----------|----------------|------|-------|
| Binay     | 12             | 1    | 13    |
|           | 13             |      | 17    |
| Duterte   | 189            | 39   | 228   |
| Poe       | 10             |      | 10    |
| Roxas     | 18             | 3    | 21    |
| Total     | 242            | 47   | 289   |

TABLE 36. ANSWERS ON THE QUESTION:  
"DID THE IMAGES POSTED ON FACEBOOK INFLUENCE YOUR PRESIDENTIAL PREFERENCE?"

| Candidate | Yes | No  | Total |
|-----------|-----|-----|-------|
| Binay     | 3   | 7   | 10    |
| Santiago  | 10  | 9   | 19    |
|           | 110 | 133 | 243   |
| Poe       |     |     |       |
| Roxas     | 0   | 8   | 8     |
| Total     | 129 | 160 | 289   |

Table 36 show that majority of the supporters of Defensor-Santiago and Grace Poe were influenced by the images posted

on Facebook. On the other hand, none of the supporters of Roxas were influenced by the images poster on Facebook.

TABLE 37. ANSWERS OF PARTICIPANTS ON WHETHER OR NOT THE SOCIAL MEDIA IS A DETERMINING FACTOR IN THE PROCESS OF PRESIDENTIAL CAMPAIGN

| Candidate         | Yes | No | Total |
|-------------------|-----|----|-------|
| Binay             | 7   | 3  | 10    |
| Defensor-Santiago | 14  | -  | 19    |
| .....             | 184 | 59 | 243   |
| Poe               | 9   | 0  | 9     |
| Roxas             | 7   | 1  | 8     |
| Total             | 221 | 68 | 289   |

TABLE 38. CROSS TABULATION OF THE RESPONSES ON QUESTION: DID THE IMAGES POSTED ON FACEBOOK INFLUENCED YOUR PRESIDENTIAL PREFERENCE? AND, "DO YOU THINK THE SOCIAL MEDIA IS A DETERMINING FACTOR IN PRESIDENTIAL CAMPAIGN?"

| Did the images posted on Facebook influenced your presidential preference? |     |    | Total |
|--|-----|----|-------|
|  | Yes | No |       |
| Yes  | 120 | 9  | 129   |
| No   | 101 | 59 | 160   |
| Total  | 221 | 68 | 289   |

The data in Table 37 show that majority of the supporters of all presidential candidates believe that social media is a determining factor in the process of presidential campaign.

Table 38 shows that majority of the participants who believe that the images posted on Facebook influenced their presidential preference also believed that the social media is a determining factor in the Presidential campaign.

TABLE 39. CROSS TABULATION OF THOSE WHO THINK THAT IMAGES POSTED ON FACEBOOK INFLUENCED THEIR PRESIDENTIAL PREFERENCE AND THOSE WHO THINK THAT THERE ARE CANDIDATES WHO BENEFITED MORE IN THE USE OF SOCIAL MEDIA IN PRE - ELECTION CAMPAIGN

| Candidate | Yes | No  | Total |
|-----------|-----|-----|-------|
| Binay     | --  | --  | 13    |
| Defensor  | --  | --  | 17    |
| Duterte   | 106 | 122 | 228   |
| Poe       | --  | --  | 10    |
| Roxas     | 5   | 16  | 21    |
| Total     | 129 | 160 | 289   |

TABLE 40. CROSS TABULATION OF THOSE WHO THINK THAT SOCIAL MEDIA IS A DETERMINING FACTOR IN THE PROCESS OF PRESIDENTIAL CAMPAIGN AND WHO THINK THAT ONE BENEFITED MORE THAN OTHERS IN THE USE OF SOCIAL MEDIA IN PRE-ELECTION CAMPAIGN

|          | Yes | No | Total |
|----------|-----|----|-------|
| Binay    | 9   | 4  | 13    |
| Defensor | 11  | -- | 17    |
| Duterte  | 181 | 47 | 228   |
| Poe      | --  | -- | 10    |
| Roxas    | 12  | 9  | 21    |
| Total    | 221 | 68 | 289   |

TABLE 41. CROSS TABULATION OF THOSE WHO WILL VOTE FOR THEIR CANDIDATES AND WHO WILL DO FURTHER ACTIONS BY CAMPAIGNING FOR THEIR CANDIDATES, CAMPAIGN AGAINST OTHER CANDIDATES, AND TAKE NO FURTHER ACTIONS.

| Candidate | Campaign against | Campaign for | Take no action | Total |
|-----------|------------------|--------------|----------------|-------|
| Binay     | 0                | 8            | 2              | 10    |
| Defensor  | 0                | 12           | 7              | 19    |
| Defensor  | --               | 16           | 80             | 243   |
| Poe       | 0                | 2            | 7              | 9     |
| Roxas     | 0                | 2            | 6              | 8     |
| Total     | --               | 185          | 102            | 289   |

Table 39 shows that only the supporters of Defensor-Santiago that posted majority for those who indicated that they were influenced by images posted on Facebook and at the same time believe that their candidate benefited more in the use of social media.

Table 40 shows that majority of the supporters of all presidential candidates who believe that social media is a determining factor in the presidential campaign also think that their candidate was benefited more by its use.

Table 41 shows that majority of the supporters of Binay, Defensor and Duterte will campaign for their respective presidential candidate in social media. On the other hand, majority of the supporters of Poe and Roxas will not campaign for their respective candidates. Only from the supporters of Duterte where participants will campaign against other candidates.

The data show that majority of the participants are active in the use of social media in campaigning for their candidates. Moreover, campaigning against candidates was also conducted in the social media during the campaign period for the 2016 presidential elections in the Philippines.

## **CONCLUSION**

Majority of the participants (64%) admitted that they campaigned for their respective presidential candidate through the social media by posting photos, text messages and by sharing links. With the 76.47% respondents who think that social media is a determining factor in the campaign process, it implies that social media is becoming widely used as a new medium for political advertisement. This development is mostly welcomed by the younger generations while older generations are also optimistic to this more economical and efficient way of communication. While only 44.63% of the total respondents were influenced by images posted on Facebook, this is only one of the many usages of the social media in the campaign process. Aside

from images and even text messages, the social media particularly the Facebook which is the most popular medium in the Philippines, can be used in interactive communication and in sharing information. Popular personalities also appear in videos to campaign directly for their candidates.

The intensity of the use of the social media reflects the perceptions and the feelings of participants. The feeling of lousy treatment became the driving force to some OFWs in voting for Duterte. Many participants perceived that only Duterte can usher in desired changes as shown by their multiple sharing of images containing the battle cry of the Duterte campaign, "Change is Coming." While there were sharing of some articles full of facts and figures intended to influence the analytical mind, most of the campaign materials posted and shared were brief and appealing mainly to the emotions. Judging from the quantity and the content of materials shared, they are mainly designed to target on the affective level of voters. This is an effective strategy as validated by the finding that majority of the participants who admitted that they were influenced by the images posted on Facebook also believe that the social media is a determining factor in the campaign. The perception that the social media benefited a candidate is shared by the supporters of all candidates who believe that the social media is a determining factor of the result of the campaign.

However, there are advantages and disadvantages of the growing influence of the social media in political campaign. Social media allows anyone to connect with other social media users to spread both real and hoax information to either destroy other presidential aspirants and/or to make their presidential preference looks better than the other aspirants. Even images can be edited in order to change its message. This is alarming because of the tendency of some users to believe on whatever they see and read on the social media without taking effort of verifying the veracity of the information. Consequently, this research rec-

ommends for further studies that includes social media protocols, regulations and ethical standards.

## REFERENCES

### BOOK

- Lefebvre, RC (2000). In PN Bloom & GT Gundlach (Eds.), *Handbook of Marketing and Society*, Newbury Park, CA: Sage Publications.
- Michaelsen, Marcus (2011). *New Media vs. Old Politics: The Internet, Social Media, and Democratization in Pakistan*. 10874 Berlin, Germany: Fesmdia Asia
- Rovai, Alfred I, Jason D. Baker, and Michael K. Ponton (2013). *Social Science Research Design and Statistics* (1 ed.) Watertree Press.
- Journal
- Boyd, D. M, Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), article 11.
- Castells, Manuel (2010). *The Rise of the Network Society* Wiley-Blackwell. The information Age: Economy, Society, and Culture.
- Kushin, Matthew James and Masahiro Yamamoto (2010). "Did Social Media Really Matter? College Students' Use of Online Media and Political Decision Making in the 2008 Election". *Mass Communication and Society Academic Search Premier*. EBSCO.Web. 13 April 2011.
- Stumpel, Mark (2011). *The Political Power of Social Media; Facebook: Control and Resistance*. Politics from a new Perspective: Council of Foreign Relations
- Levinson, Paul (2000). *McLuhan and Media Ecology*. Proceedings of the Media Ecology Association, Volume 1, 2000.
- Dissertation
- Parikh, Komal H. (2012). *Political Fandom in the Age of Social Media*. University of London.
- Sztrojiny, Robert (2011). *Social Media Marketing: The Relation of Customer Engagement and Word-of-Mouth on facebook*. Robert Sztrojiny 2011 Social Media Marketing. Avans Hogeschool, International Business School. The Netherlands.
- Thesis
- Arch, Benjamin (2013). *The Current Development and Trends of social Media Marketing Strategies for Businesses*. Turku University of Applied Science. Finland.
- Armin, Wolf (2010). *Young Audiences, Mass Media, and Political Information*. Berlin School of Creative Leadership. Germany.
- Auvinen, Ari-Matti. *Social Media – The New Political Power of Political Influence*. Centre for European Studies. Europe.
- Birgisdóttir, Lilja Kristín (2014). *The Rising Influence of Social Media in Politics: How Barack Obama Used Social Media as a Successful Campaign Tool in the 2008 and 2012 Elections*.
- Cogburn, Derrick L & Fatima K, Espinoza-Vasquez. 2011. "From Networked Nominee to Networked Nation: Examining the Impact of Web 2.0 and Social Media on Political Participation and Civic Engagement in the 2008 Obama Campaign." Syracuse University. New York.
- Frey, Benedikt and Stefan Rudloff (2010) *Social media and the impact on marketing communication*. Luleå University of Technology.
- Mabry, Emily Fay (2010). *Engaging Audiences: An Analysis of Social Media Usage in Advertising*. Louisiana State University and Agriculture and Mechanical College.
- Pugh, Jessica Lee (2010). *A Qualitative Study of the Facebook Social Network: The Desire to Influence, Associate, and Construct a Representative and Ideal Identity*. California

- State University.
- Rahmawati, Indriani (2014). *Social Media, Politics, and Young Adults*. University of Twente. The Netherlands.
- Smith, Kristian Nicole (2011). *Social Media and Political Campaigns*. University of Tennessee. Knoxville.
- Veer, Jokir Ter (2013). *The Effect of Social Media During Elections: Impact of participation in social networking sites by voters on their decisions during the Dutch parliamentary elections in 2012*. Universiteit Leiden. The Netherlands.
- Emenyeonu, Bernard Nnamdi ("n.d"). *Media Uses and Gratifications: A Review*. University of Nigeria Online
- DeMers, Jayson (2014). *The Top Ten Benefits of Social Media Marketing*. Forbes. <http://www.forbes.com/sites/jaysondemers/2014/08/11/the-top-10-benefits-of-social-media-marketing/2/>
- Gamboa, Elisa (2015). *Use Social Media Responsibly!* <http://www.artsandnotes.com/index.php/eliseanotes/523-use-social-media-responsibly>.
- Kusnitz, Sam (2014). *16 Stats That Proves Social Media Isn't Just a Fad*. <http://blog.hubspot.com/marketing/social-media-roi-stats>
- Villanueva, Michael Josh (2011). *Think before you click!* GMA News. <http://www.gmanetwork.com/news/story/226420/scitech/think-before-you-click-gma-urges-responsible-tweeting>.
- Rutledge, Pamela 2013. "How Obama Won the Social Media Battle in the 2012 Presidential Campaign." *The media psychology blog*.
- Postman, Neil (1970). *Media Ecology Association*. [http://www.media-ecology.org/media\\_ecology/index.html](http://www.media-ecology.org/media_ecology/index.html).
- Zuckerberg, Mark and David Kirkpatrick (2010). *The Facebook Effect*. In an conversation with NPR's Guy Raz; July 21, 2010