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Social Media, Politics, and the Youth of the 21st Century in Noveleta, Cavite: A Sequential Explanatory Mixed Method Study

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Abstract

The study investigated how social media affects political participation among young adults in Noveleta, Cavite, Philippines, during the year 2023. It utilized a sequential explanatory approach under mixed methods study to enable an in-depth investigation. The study used matrix-typed questionnaires through dichotomous and 5-point Likert scale to collect data for quantitative with 60 respondents aged 18-29 and semi-structured interviews for the qualitative part with ten (10) respondents from Noveleta, Cavite, Philippines, and was chosen through probability sampling technique to obtain respondents. The data gathered was handled using Microsoft Excel and Statistical Package for Social Science (SPSS) to calculate the average of the responses, using descriptive statistics and regression analysis and thematic analysis to analyze the qualitative data. The result showed that young adults in Noveleta, Cavite, Philippines, use social media very often and get exposed to political content online, but there are still other factors that affect one or both variables, so their relationship is not that strong. To sum up, the regression analysis showed a moderately significant but negative correlation between the two variables—Social Media use and Political participation.

Introduction

This part of the research provides a brief introduction to the study to understand what the study is about and to know what the research gap of the study is. For more than a decade, social media has been all over the world. Social media is how people interact virtually. It can be used to share information and create ideas. Maintaining a relationship with very far friends, family, and other loved ones has also been beneficial. It also kept us informed of what was going on around us. It slowly changed how people were thinking, and nowadays, it plays a big part in spreading knowledge and information to the citizens. Since technology continues to rise and develop over time, people can now interact in a two-way through social media. Because of that, they can now voice their opinions and views to the public and can even discuss them with others without having to interact physically (Ahmad *et al*., 2019) [2]. According to Kemp (2023) [27], the Philippines has 85.16 million internet users out of a total population of 116.5 million at the start of 2023, and 76.40 million of them are above the age of 18. Social Media became a tool to discuss and share the political opinions of others. Many political marketers use it to promote their candidates to the public (Hamid *et al*., 2022) [19]. It has developed into an essential part of people's political participation and involvement. People use social media to express and share their political views because the platform allows users to share whatever they want as long as it meets its restrictions. The internet plays a huge part when it comes to informing the public about political events and motivating its users to participate in offline political activities. Because of this, the internet has become fundamental for discussions about politics and also in the spread of information and the discussion of political issues (Ahmad *et al*., 2019) [2].

According to the conducted research study by Hamid *et al*. (2022) [19], one of their cited research studies in their paper suggests a positive association between social media usage and engagement in politics. The study argues that social media exposure offers users a fresh perspective, leading to increased political involvement. The people's political participation is based on the information gathered from credible sources. Social media has revolutionized interpersonal communication and interaction, reshaping the dynamics of human connection. Platforms like Facebook, Twitter, Instagram, YouTube, and others have emerged as influential mediums for information dissemination, social bonding, and advocacy of societal and political issues. Their impact has been especially notable in mobilizing individuals to participate in important global movements such as the

Arab Spring, Black Lives Matter, and MeToo. As a result, researchers have been actively investigating the relationship between the use of social media and political involvement, especially among younger age groups. Researchers have carried out studies in various nations, including Spain, the United States, and the United Kingdom, to examine the impact of social media on the political engagement of young people. Jelen-Sanchez and Mendez (2018) conducted a study that found a direct association between the utilization of social media by Spanish youth and their involvement in political activities. Social media platforms facilitated political conversations and offered convenient access to political information, leading to increased political awareness and active engagement in political endeavors. In a study conducted by Yun (2018) in the United States, it was discovered that there exists a direct association between the use of social media, political knowledge, and involvement among the younger population. Respondents expressed those social media platforms aided them in staying updated on political happenings and inspired them to actively participate in political endeavors. In the United Kingdom, Lilleker and Koc-Michalska (2018) conducted research that supported the notion that social media played a crucial role in fostering political engagement among young people. By providing a platform for political discussion and easy access to information, social media contributed to increased political knowledge and encouraged active participation in political activities. To summarize, multiple studies consistently demonstrate that social media use has an effective influence on the young adult's political participation. Through facilitating discussions and providing access to information, social media platforms empower young individuals to enhance their political knowledge and engage in various political activities.

Objectives
The primary objective of this study was to examine the potential impact of social media on the political engagement of the youths in 21st century in Noveleta, Cavite, Philippines. The researchers aimed to investigate how young adults use various social media platforms to participate in online political activities and assess the degree of their involvement in politics. Additionally, the study sought to determine if engaging in online political participation leads to increased participation in offline political activities. To achieve these goals, the researchers conducted a comprehensive analysis. They initially evaluated the level of social media usage among young adults in Noveleta, Cavite, to gain insights into their online behavior. This assessment involved examining the frequency and duration of their engagement with social media, as well as the specific platforms and activities they used for political purposes. Furthermore, the study explored the extent to which youths in Noveleta, Cavite, were politically involved. This entailed assessing their knowledge, attitudes, and behaviors related to politics, such as voting, attending political events, and engaging in discussions about political issues.

Conceptual Framework
Fig 1 shows the study's conceptual framework to examine the effects and relationship of various concepts related to the variables, social media and political participation, of the young adults in Noveleta, Cavite, Philippines. The framework served as a guide for the study, outlining the key

elements and their interconnection. Sequential explanatory mixed method design is used to gather data by conducting survey questionnaires followed by semi-structured interviews. The study carefully explored the topic by gathering needed information to further understand young adults' social media exposure and political participation. The gathered data will be used as the cornerstone of the researchers' interpretation of the topic.
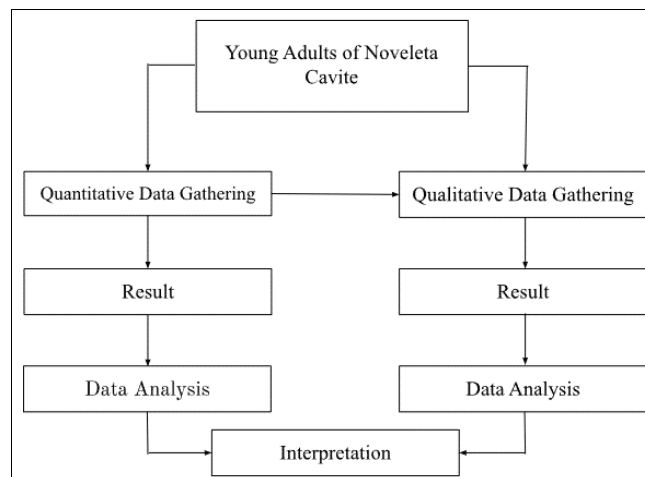

Fig 1: Conceptual framework

Methods and Materials
This study utilized a mixed methods approach to thoroughly explore the influence of social media usage on the political engagement of the 21st century youths. A mixed methods study involves the collection and analysis of data using both qualitative and quantitative methods in a single research project or inquiry. By combining the findings from these different approaches, the researchers were able to draw comprehensive conclusions about the relationship between social media and political participation among young adults (Fetters *et al*., 2018). The researchers chose this specific research design regarding the impact of social media usage on political engagement. This type of research makes it possible to collect clear evidence or data and provide deep answers to the questions since it allows the respondents to participate more actively throughout the study process. Utilizing both qualitative and quantitative enhanced the overall conclusion and provided a more comprehensive body of evidence for the research topic.
Under the mixed method study, a sequential explanatory design was used. It is a type of approach in which quantitative research is conducted at first, with qualitative research afterward for depth and the goal. Following the use of quantitative research, qualitative research is used to determine whether the findings of quantitative studies are deepened, clarified, exemplified, or in any other way supported by qualitative research data. Using this method, researchers can collect qualitative information to increase quantitative information Liem (2018). To acquire the numerical information necessary for this study, the initial phase of data collection would involve circulating a survey among the participants. Following a deep examination, the results served as the foundation for obtaining qualitative data. Next step, collecting and analyzing the quantitative research data, researchers proceed to the qualitative data collection phase. An interview served as the data gathering tool for this qualitative research data. The collected data

undergoes analysis and is utilized to address the research inquiries. The study's goal is to determine and explore the effects of social media usage on the political engagement of the youths in 21st century in Noveleta, Cavite. With this, researchers believed that the utilized design for the study would provide an even strengthened insight and understanding into the topic and be sufficient to produce a strong result to obtain the study's objectives and aims.

Table 1: Demographic Profile

Variable	Frequency	Percentage (%)
Sex		
Male	34	56.7%
Female	26	43.3%
Age	**Frequency**	**Percentage (%)**
18	34	56.7%
19	8	13.3%
20	10	16.7%
21	4	6.7%
24	1	1.7%
25	1	1.7%
29	2	3.4%
Nationality		
Filipino	60	100%

The Table shows the demographic data of the participants: 34, representing (56.7%) of the respondents, were Male; 26, representing (43.3%) were Female; 34, representing (56.7%) of the respondents, were 18 years old; 8, which represented (13.3) were 19 years old; 10 which represents (16.7%) are 20 years old; 4 which represent (6.7%) are 21 years old; 2 which represent (1.7%) of the respondents were 24 and 25 years old; and two which represents (3.4%) are 29 years old. The young adults' ages ranging 18 to 29 in Noveleta, Cavite, Philippines, served as the samples in this study because almost all of them met the criteria of the study. They are significant in this study because they can give the response to develop the research. To obtain the required 60 respondents, the researchers employed a probability sampling technique. A core characteristic of this technique is that it involves a random selection of units from a larger population. One of the reasons why this method of sampling is used is because it offers an enormous number of advantages. The advantages of this method are that it is super speedy, comfortable, readily available, and cost-effective, making it an attractive option. As a result, the study used this sampling technique to get 18-29 years old samples.

Quantitative
For the researchers to be able to identify the youth in 21st century social media and political participation levels, the study employed survey questionnaires as a process of data gathering. According to Saul McLeod (2018), questionnaires have provided a rapid, low-cost, and efficient way of collecting a large amount of information from a large number of people. The researchers developed a survey form that included a Likert Scale, which is a type of rating scale with five points, as well as a dichotomous question. The form was validated by the subject's professor before being distributed through online messaging.

Qualitative
To better understand the views of the young adults', the researchers conducted semi-structured interviews with ten participants from the one who answered the survey. Semi-structured interviews serve as a highly valuable approach for collecting data when researchers want to obtain qualitative and open-ended information. These interviews allow for the explanations of participants' thoughts, emotions, and beliefs regarding a particular subject, enabling a comprehensive examination of personal and potentially sensitive matters DeJonckheere (2019) [14].

To analyze the quantitative and qualitative data, the researchers employed descriptive statistics and regression analysis, as well as deductive thematic analysis, respectively.

1. Quantitative Data Analysis
This study employed descriptive statistics as a tool to know the level of social media use among the 21st century youth in political engagement in Noveleta, Cavite. Descriptive statistics summarize a given data set and allow you to understand that specific set of observations (Kaur *et al.*, 2018) [26]. It enables the researchers to simplify huge amounts of data in a reasonable way, which allows a simpler interpretation of the research study data. Furthermore, to determine the connection between social media use and political engagement, the researchers used regression analysis which is a set of statistical methods. It can be used to know the usefulness of the connection between social media and political engagement to identify their potential future connection. Using data coding, the researchers identified and attached the conceptual labels used for empirical objects to categorize and interpret the gathered information systematically. On the other hand, to determine the correlation of the two variables, the researchers used Pearson's product. To obtain reliable and valid results, the researchers used Microsoft Excel and Statistical Package for Social Science (SPSS).

2. Qualitative Data Analysis
Thematic analysis is used by researchers to analyze and gather qualitative data since it is a useful tool for learning about the perspective, beliefs, and values of other people. This includes transcribing audio, taking initial notes by reading the text, and browsing through the data to become familiar with it. This process of listening to the recorded audio and reading the transcribed interviews is very helpful to the researchers in developing a thorough understanding of the topic. Once the data is transcribed, the data is encoded, evaluated, and validated. According to Caulfield (2022), the process of highlighting specific text, phrases, or sentences and putting a title on them or codes to represent their meaning is the process of encoding.

Results and Discussion

Table 2: Level of Social Media Use (5-point Likert Scale)

Questions	Mean	Rank	Interpretation
1. Social media use	4.23	1	extremely high
2. Post or share something online	2.97	6	average
3. Importance of social media	3.58	2	high
4. Exposure on posts or discussions about social or political issues	2.95	7	average
5. Interacts on contents about social or political issues on social media	2.18	12	low
6. Reads, listens to, or watch anything about social or political issues?	2.83	9	average

7. Votes when there's a political election	2.47	11	low
18. Social media is an important way to interact	3.22	3	average
19. Social media helps to express people's views about important issues	2.68	10	average
20. Social media helps influences people	2.85	8	average
21. Social media has helped me better understand the perspectives of people I disagree with.	3.12	4	average
22. Using social media helps people to be exposed to others with different social or political views	3.02	5	average
Average	3.00		average

Table 2 shows the level of young adults use of social media. The researchers found that social media use is at an "average" level. It was hypothesized that when young adults use social media frequently, they will become more politically involved. Though based on the survey that the researchers gathered, young adults use social media frequently, but some of them don't use it to participate in political issues. To further explain Table 2, the results were categorized under two main themes:

Social Media Use
According to the analyzed results, question number one (1) is ranked as the highest (M= 4.23, SD= 0.998), which asks, "How often do you visit or use social media sites?". It's demonstrating that most participants utilize social media more frequently. *"I think social media has become popular in peoples' lives because of its several benefits. Social media became a platform to provide communication and entertainment to people",* one respondent said (10%).

In addition, most of the participants (80%) claimed that social media is valuable because it makes it possible for individuals to contact others who are far away, and it also provides them with updates or information on what is going on around them. Some of them (40%) also believe that social media is very important since it may be used to post or share information about social and political affairs.

These results are consistent with the study of Megan Sponcil and Priscilla Gitimu at Youngstown State University in Ohio, United States, in 2013. Their study examined the college student's way of interacting with others with the effects of social media. They surveyed 96 undergraduate students and revealed a "very high" correlation between social media use and their way of interacting with their family and friends. Social media has been beneficial in maintaining a relationship with very far friends, family, and other loved ones. It also kept people informed of what was going on around them. Social media slowly transformed people's way of thinking, and it also makes the spread of information faster and more efficient. Because of the development in technology, people are now able to interact in a two-way through social media. As a result, they already have the ability to voice their views and discuss them with others online (Ahmad *et al*., 2019) [2].

Political Participation
Question number five (5), which asks, "How often do you post, share links, or comment about social or political issues on social media?" is ranked as the lowest (M= 2.18, SD= 1.097), which is interpreted as "low." It implies that young

adults do not usually post, discuss, comment, or answer inquiries concerning political issues.

Two respondents (20%) remarked, "*As a young adult, I prefer content that entertains me, such as memes and funny videos,*" and, "*I think it's because young adults are more interested in entertainment rather than political affairs.*" The majority of the respondents (80%) claimed that young adults treat social media as an entertainment platform only and nothing else besides that. They engage more in non-political-related content than political ones because they pay more attention to things outside of politics. One reason why they do this is that they still lack knowledge about politics because no one is encouraging them to be open about this matter. Another clue, according to the other two respondents (20%), is that young adults prefer not to engage in such matters because they avoid trouble because each one has different political views. One respondent (10%) also claimed that the topic of politics is tiring and just adds stress, which is why young adults prioritize things that can make them happy rather than participating in activities related to politics.

Relating to this, question number seven (7) is also interpreted as "low" (M= 2.47, SD= 1.346). It asks, "When it comes to political elections, how often do you vote?". To further elucidate this result, the researchers asked this question to the respondents, "What do you think is the reason why young adults, particularly 18 years old, still don't vote?". Based on the answers of the respondents, there are several reasons why young adults still don't vote. "*For me, they are not yet registered, and they are not interested in such matters. Maybe they feel that it won't affect their lives, so they pay more attention to other things that they think will help them more*", one respondent (10%) said. They argued that young adults may still not be interested in political matters. Just like their answers in question number five, young adults are more interested in non-political-related activities than political ones. Attached to that is their lack of knowledge on voting processes which is also answered by the four (4) respondents (40%). They're not sure about whose candidate they will vote for because they don't have any idea of a good leader. Four (4) participants (40%) also answered that being an unregistered voter is also a factor in why young adults still don't vote. This finding leads to the conclusion that maybe, the election is already over before the young adults become legal in age, so they haven't had the chance to register. Lastly, based on two (2) respondents (20%), young adults may tend not to be interested at all in voting for a political candidate because of the troubles they have witnessed in the government, such as corruption. They may have had a trust issue with the running candidates, so they just prefer not to vote.

These results contradict the study conducted by Sanchez and Mendez (2018). Their study investigated young adults by using social media in Spain and its political participation effects. The researchers found that social media use increased political knowledge and participation among young adults by providing a program for political facts sharing and engagement. After conducting a survey, it was reported that social media positively impacts the participants' political participation by practicing political discussion and having good access to information about social and political issues. The researchers also found that social media use increased young adults' likelihood of participating in offline and online political activities.

Table 3: Level of Social Media Use (dichotomous questions)

Questions	Mean	Rank	Interpretation
8-11. Do you use these social media sites?			
— Facebook	1.00	1	high
— Twitter	0.50	6	below average
— Instagram	0.82	3	high
— YouTube	0.98	2	high
12-15. Do you get news from these sources?			
— Facebook	1.00	1	high
— Twitter	0.47	7	below average
— Instagram	0.38	8	below average
— YouTube	0.72	4	average
16. The information seen in social media is more or less informative than in other types of media [such as on television, radio, or in newspaper?	0.57	5	average
16. The information seen in social media is more or less trustworthy than in other types of media [such as on television, radio, or in newspaper?	0.37	9	below average
Average	0.68		average

Advantages and Disadvantages of Using Facebook

Based on the Table, question number eight (8) is rated as the highest (M= 1.00, SD=), which asks, "Do you often use Facebook?". The researchers wanted to know why all of the respondents answered "yes" in the survey, so they came up with the question, "Why do you think Facebook is the most popular social media site? What are the benefits of using it?". Most of the participants (100%) answered that Facebook is the most popular because it can be easily accessed and does not require too much data to be able to use it. One respondent (10%) remarked that "The benefits I get when using Facebook is that I [...] I met my friends, and I also saw the news about our country and other countries. It also gives me entertainment, and I can also communicate with my friends and family that are far from me".

The advantage of using Facebook for them is that they can get updated at all times. With just one click, they can see what are the trending or latest news. They can also gain some information from this and can communicate with the person they love that is far away. Some of the participants (30%) also added that it also keeps them entertained. But using social media, particularly Facebook, also has disadvantages. The majority of participants (70%) believed that the disadvantage of using Facebook is that it sometimes gives incorrect or untrue information, especially if one is not literate enough to recognize what is true or fake data. One respondent said, "Yes, you can catch the news right away, but if you are not information literate, you can easily be fooled because you don't know that it is just fake news and that disinformation can spread because you can talk to other people on social media and you can also post, so if someone is not media literate enough, there's a high possibility that the news you see which is a fake news will spread and even cause chaos in society." Another disadvantage of using this, according to the other participants (30%), is that it can be used to scam people. It is also a distraction and makes people unproductive because it may be extremely interesting and addictive. 2 respondents (20%) also added that people might forget about the traditional ways of meeting new people because they can just chat or call them via social

media.

The result agrees with the findings of Hassan and Dickson (2014). They presented in their study the Port Dickson Polytechnic architectural students' approach and challenges of using social media. It was found that college students use social media platforms such as Facebook to join peer discussions and share video or document links. They also use it to reach out to their schoolmates and professors to ask both ask and answer academic-related questions.

As a result, the researchers concluded that social media is an excellent platform for providing long-distance communication for both students and teachers at Port Dickson Polytechnic.

Facebook as a News Source

Question number twelve (12), "Do you get news from Facebook?" is also interpreted as "high" (M=1.00, SD= 0.000). This indicates that all individuals rely on Facebook, along with other social media platforms, as a primary source of news.

"Maybe, Facebook has become the main source of news today because almost all news is uploaded there, whether it's real or fake news. And also, one of the reasons is because most people now prefer to watch the news on Facebook than watching TV or reading a newspaper". Most of the respondents (90%) claimed that social media provides up-to-date news, and with the spread of information, they get to know other people's views and opinions. Besides the reason that this app is accessible to anyone, they also claimed that it has a lot of features that are very useful in communicating and spreading news or any information all over the globe. There are a lot of reliable news Facebook pages here that people can visit whenever and wherever they are to get information about the society. Facebook is very convenient, especially for busy people who don't have time to read a newspaper or watch TV to watch the news. On Facebook, they can watch parts of the news that cannot be seen or found on other types of social media sites.

Moreover, the respondents (100%) also assert that not every time the news that can be seen on social media is true. Question number seventeen (17) is interpreted as "below average" (M= 0.37, SD= 0.486) and is also ranked as the lowest. The question asked, "Are the political discussions you see on social media more or less trustworthy than the political discussions you see in other types of media (such as on television, radio, or in the newspaper)?". One of the respondents remarked, "Not all social media uploaders are reliable. Not like TV, radio, and newspapers that we know to be reliable". Another said, "Because the news from TV that we see is mixed with other touches of humor from other people's perspective, and through that, viewers mix what they see on TV on Facebook with their own perspective, I guess."

The majority of the respondents said that the main reason why young adults consider social media to be less trustworthy is that there are many cases of fake news and scams happening on this platform. Another is its credibility and reliability. It's hard to trust the news on social media now, especially since some of the posts are not that true and are just made up. The original news is mixed with other people's humor, and they also spread it on social media, so there is a tendency for the information to get worse or spread even more especially fake news. The statements suggest that the respondents often get important information

on social media, particularly on Facebook. It helps facilitate the rapid dissemination of information about the society or even the government, but the information obtained here not all are trustworthy, so if a person does not know how to analyze and verify if the information is correct and true, he/she can become a victim of fraud or fake news.

The result agrees with the study of Bene (2018) that examined the impact of Facebook as a central source of political information among university students in Hungary. Based on their conducted survey, the study found that university students use Facebook as their primary political information source.

Table 4: Level of Political Participation

23-41. Have you ever done either of the following	Mean	Rank	Interpretation
Download or share political-related links	0.60	10	average
Compose or share a political-related post	0.73	6	average
Discuss political content	0.47	12	below average
Started or joined a political group on social media	0.75	5	average
Retweeting political contents	0.65	8	average
Replying to political content	0.80	4	high
Join political discussions	0.62	9	average
Follow debates regarding politics	0.58	11	average
Attends rally regarding political issues	0.83	3	high
Joined offline groups addressing social or political issues	0.83	3	high
Contacted a political personality	0.85	2	high
Attended political-related events	0.67	7	average
Donated to a political personality online	0.88	1	high
Donated for a social cause online	0.77	5	high
Attended personal political-related activities because of what you've seen online	0.77	5	high
Become more interested to a social/political issue because of something you saw on social media	0.62	9	average
Signed an online petition	0.88	1	high
Joined in an online campaign to influence a corporate decision or action	0.77	5	high
Joined in an online campaign to influence a government decision or action	0.73	6	average
Average	0.73		Average

The research study also uncovered the extent of political engagement among young adults. The researchers found an "average" (M= 0.73) level of political participation among the respondents. They rate themselves according to the statements that are connected to either online or offline political engagement.

Participation in Political Activities
Based on the Table above, question number thirty-five (35), which states that "I have donated to a political candidate online," is labeled as "high" (M= 0.88, SD= 0.324). This illustrates that young adults have already donated and helped political candidates raise money to support a project, including political campaigns.
A respondent remarked that "Some donate because they share the candidate's platform or policies and want to support issues they care about." Almost all of the respondents (90%) share the same insights about why people donate to a political candidate. 6 of them (60%) said that most people donate to express their support to the candidate and also its platform or project that they know will benefit the majority of the community. One example of the project that the respondents think the candidate will probably do is giving help to marginalized people or to those people that are affected by a disaster. The majority of them said that if the donation is given to a good political candidate, then they are sure that the donations will be used in the right way. But some (40%) also assert that sometimes, people choose the wrong political candidate, that's why it still depends if the donations will be used in a good or bad way.
Moreover, young adults also have already signed and joined online petitions. Question number thirty-nine (39), which states, "I have signed an online petition," is also interpreted as "high" (M= 0.88, SD= 0.324). This demonstrates that

young adults have already signed an online petition to voice their opinions to the government, especially to politicians, and express their concerns, such as their troubles with living there.
A respondent remarked, "They join the online petition to show their support or opposition to a particular issue. By signing a petition, they express their feelings or opinion on a particular matter and want to have a voice in deciding about it". All of the participants (100%) have the same thought on why people participate in online petitions. It is because they want something to happen and fight for it because they don't agree about what the government wants. And they also said that online petition does have a good effect on society since it voices out the complaints of the people. Although a participant (10%) said, it depends on what the petition is all about because there are some that it is not for the good.
The outcome aligns with the discoveries of a study conducted by Alzahrani in 2018 in the United Kingdom. Alzahrani's research investigated how the utilization of social media affects political engagement among Saudi students studying in the UK. The study revealed that social media usage had a positive impact on political participation, with 54.8% of the participants reporting involvement in various political activities, such as online donations to political figures and signing online petitions. This study indicates that social media platforms have the potential to serve as a medium for political mobilization, thereby promoting higher levels of political engagement.

Discussing Political Issues in Messages
The lowest rank, based on the Table, has been labeled as "below average" (M= 0.47, SD= 0.503) is statement number twenty-five (25), which states, "I join discussions about political issues in messages." This result suggests that most of the participants are not used to discussing political issues

in messages.

Young adults, as to the results of other questions, are more likely to engage in personal meetings or group activities addressing social or political issues. According to the respondent, "Young adults prefer to discuss in person rather than in chat or message because we tend to extend our knowledge or our opinion like, we can be more open about it in person rather than message and online because the communication is limited through chat and messages than in person. Also, we can express ourselves more independently in person with our own opinion rather than via message". All of the respondents (100%) claimed that discussing political issues offline is better than discussing them on social media because they can express their feelings and emotions more when the person they are talking to is just in front of them. The ideas and opinions may be misunderstood if they discuss them only on social media because there are so many things that may probably distract them or the person they are talking to. An example of that is the internet and also the surroundings.

This finding contradicts the research conducted by Alzahrani (2018) in the United Kingdom. Alzahrani's study focused on investigating how the utilization of social media impacted the political involvement of Saudi students residing in the UK. This study found that social media use among Saudi students in the UK resulted in increased political participation, as it provided a platform for information sharing and political discussion. The survey results indicated that a majority of the participants (84.3%) used social media to stay informed about political issues in Saudi Arabia, and 72.2% used social media to discuss politics with their friends and family. The research indicates that social media offers a venue for engaging in political discourse.

Table 5: Overall Social Media Use and Political Participation

Construct	Mean	Interpretation	
Social Media Use (5-point Likert Scale)	3.00	average	
Construct	Mean	Rank	Interpretation
Social Media Use (dichotomous questions)	0.68	2	Average
Political Participation (dichotomous questions)	0.73	1	Average
Total	0.71		Average

This shows the overall mean average of the two given variables. The level of social media usage is interpreted as "average" and has an average mean of 0.68, whereas the level of political participation is also found as "average" with an average mean of 0.73.

Table 6: Correlation Matrix for the Variables

Variables	n	M	SD	1	2
Social Media Use	60	1.95	1.26	-	
Political Participation	60	0.73	0.11	-.488*	-

This Table presents the correlation between Social Media Usage and the Political Participation of the young adults' in Noveleta, Cavite, Philippines. Using Pearson r Correlation, the researchers found a "moderately negative but significant correlation" between the variables (r= -.488*, p= 0.034).

The result shows that there is a relationship, but the relationship is not weak or strong. Hence, "moderate." It is

negatively correlated, which means, when social media increases, political participation decreases. The statistical analysis shows that young adults' social media use moderately predicts the increase in their participation in other political activities. This result indicates that aside from the relationship between the two variables, there are also other factors that affect one or both variables, so their relationship is not that strong. It shows that the participants often visit social media sites, but some of them don't use them to engage in political-related content online. Some young adults prefer to engage in political affairs offline than engage in them by using social media.

The result somewhat agrees with the study of Ahmad *et al.* (2019) [2] at the University of Narowal, Pakistan, with 200 samples. They revealed that social media is used by the majority of their sample participants to spread knowledge and information related to politics. Their study reveals that social media use strongly correlates to political awareness and offline political participation. Therefore, the differences in the results of this study compared to the results of previous studies may be due to large differences in the number of participants.

Conclusion

After conducting a sequential explanatory method about the outcome of social media usage on political participation, the results were then analyzed and found a moderately negative but significant correlation (r= -.488*, p= 0.034). The researchers found that the level of social media usage among the young adults' is high, but they don't usually use it to engage in politically related content. It shows that there is a significant relationship, but the relationship is not weak or strong. Hence, "moderate." There is a relationship between Social Media Usage and Political Participation, but aside from that, there are also other factors that affect one or both variables, so their relationship is not that strong. To sum up, young adults' social media use does moderately predict their online political participation.

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