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RESEARCH JOURNAL

Volume 7 | 2023-2024



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**College of Arts and Sciences
Research Journal**

Volume 7
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FOREWORD

It is with great pride that we present the 7th volume of the College of Arts and Sciences Journal, a testament to the intellectual rigor and curiosity that defines our academic community. This publication showcases the collaborative efforts of students and faculty from the Departments of Biology, Communication, Psychology, and Political Science—each contributing diverse and meaningful insights to their respective fields. The breadth of topics covered reflects the interdisciplinary nature of the college, addressing critical issues within and beyond the walls of the university.

Through this journal, we celebrate the relentless passion of our students and faculty in pushing the boundaries of learning and discovery. The studies presented serve as reminders of the transformative role of education and research in shaping not just future careers, but the fabric of society itself. It is our hope that these scholarly endeavors continue to inspire, provoke thought, and foster meaningful dialogue across generations of learners.



Johannie L. Estrera-Pintor, LPT

Editor-in-Chief

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AIMS AND SCOPE

The College of Arts and Sciences Journal is committed to publishing an annual journal that explores key areas of research across diverse fields of arts and sciences. This edition features research contributions from faculty and students in Biology, Communication, Psychology, and Political Science. The CASJOR is anchored on the HEART (Health and Wellness; Ecology and Spirituality; Arts, Culture, and Literacy; Resiliency, Law, and Order; and Technology and Livelihood) Framework of the University of the Visayas and the following thrusts and sub-priorities.

THRUSTS	SUB-PRIORITIES
Holistic Approaches to Health and Wellness	Health Literacy and Health Behaviors Determinants of Health
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Ensuring Ecological Integrity, Clear and Healthy Environment	Sustain Biodiversity and Functioning of Ecosystem Services Climate Change Resilient Environment
Resource and Ecosystem Monitoring	Continuing Review of Existing Policies affecting the AANR sectors
Life Below Water	Agriculture, Aquatic and Natural Resources Conserve and Sustainably Use the Oceans, Seas, and Marine Resources for Sustainable Development
Societal Impact	Knowledge, Attitude, and Behavior Equity and Human Rights Filipino Traditional and Complementary Medicine Socio-economic Studies History, Arts, Culture, and Sports
Quality Education	Inclusive Nation-Building Pedagogies in the Philippine Education System K-12 Studies
Health Resiliency	Disaster Risk Reduction and Health Emergencies Climate Change Environmental Threats to Health
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Policy Impact	Policy-making, Policy Networks, Political Capital
Pursuing Swift and Fair Administration	Enhancing Civil, Criminal, Commercial, and Administrative Justice System Improving Sector Efficiency and Accountability
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Knowledge Development, Technology Generation, Transfer and Commercialization	Technology Development

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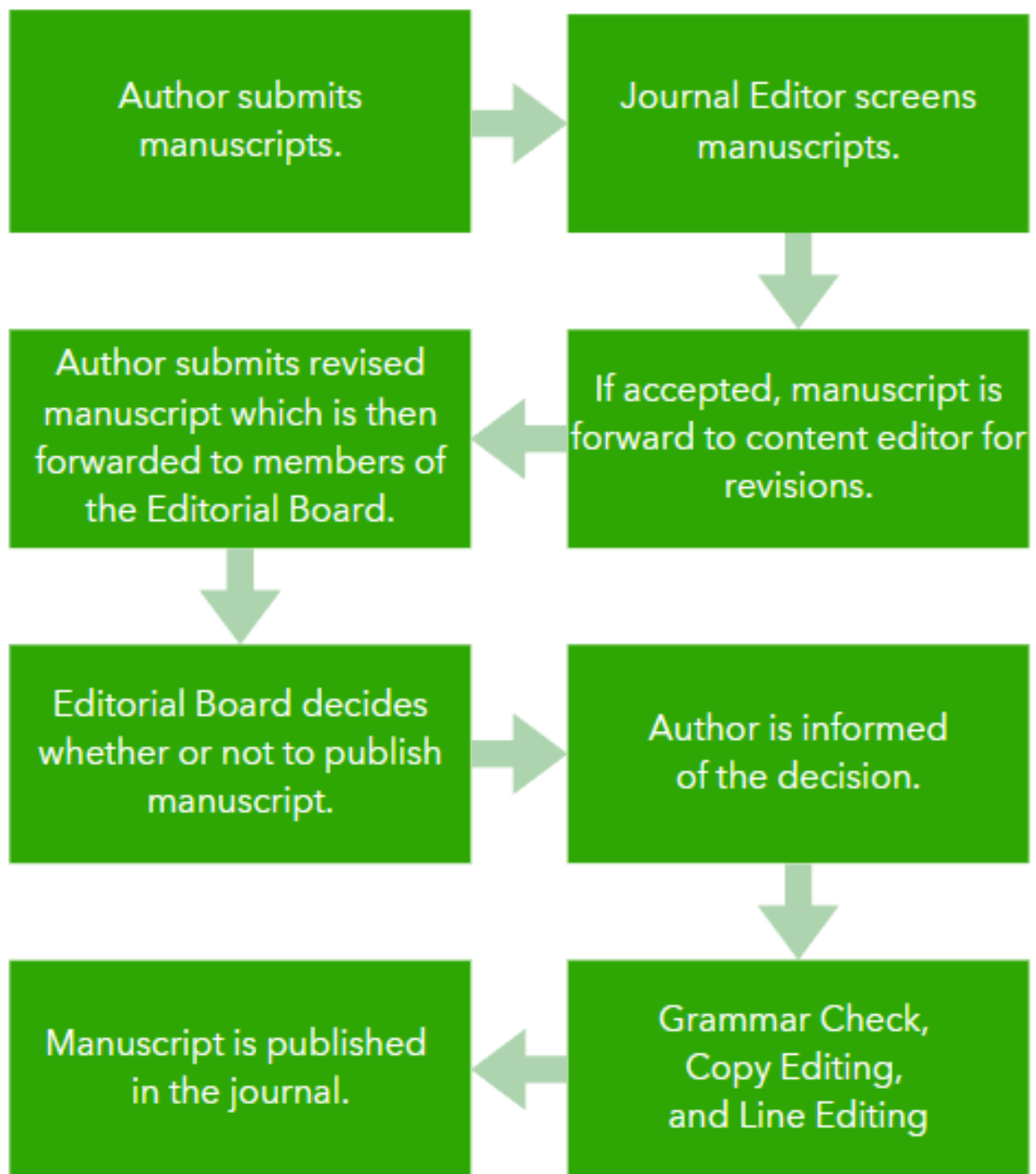
- Are original
- Are the property of the researcher
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- Communication
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CORRELATION STUDY BETWEEN SELECTED PROFESSIONAL
COURSEWORK LABORATORY PERFORMANCE AND THE INTERNSHIP
PERFORMANCE OF BS BIOLOGY STUDENTS IN THE UNIVERSITY OF THE
VISAYAS – MAIN CAMPUS, CEBU CITY, PHILIPPINES A.Y. 2020-2022

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ABSTRACT

The researcher aims to present the final results of the correlation and significant relationship between Laboratory performance and the Internship performance of the BS Biology students at the University of the Visayas-Main Campus. The researcher utilized the Descriptive-correlational research method to assess the significant findings of two variables. Findings revealed that three (3) selected laboratory coursework namely: BSB 224 L, BSB 4217 L, and BSB 4112 L exhibited a very strong and moderate correlation and had a significant relationship with BSB 3311-BioInternship Course. However, other remaining laboratory performance such as BSB 4216 L and CHEMBIO 223 L, showed a poor correlation and resulted to not significantly relevant. Data analysis were treated by attaining the Pearson coefficient (r) and the p -value with 0.05 alpha using SPSS software version 20. The result concluded that students who perform well in laboratory coursework have the possibility to perform excellent in the actual practices that improves as training experience increases. The skills acquired in the laboratory activities were highly utilized in their respective Internship agencies.

Keywords: *Correlational study, Biology student laboratory performance, Internship performance*

INTRODUCTION

The BS Biology program is a great major program for pre-medical degree programs, the quality in medical laboratories plays a pivotal role in diagnostic and hospital laboratories. In fact, there are different areas in laboratories that demand competence

and excellence in utilizing innovative technologies (Quinto, 2019).

The Biology program offers professional laboratory coursework that are pre-requisites before they can enter Internship training. In accordance with the pertinent provisions of Republic Act (RA) No. 7722 of the Commission on

Higher Education (CHED) as advocated under CMO No. 46, s. 2012 was hereby adopted and promulgated by the commission, stating that fundamental courses in Biology covering essential topics, the laboratory in all courses are required. HEIs should provide the appropriate facilities and equipment to ensure the effective delivery of the course and the achievement of program outcomes.

Internship plays a vital role in molding students for the real-life world specifically in the challenging work environment which is necessary for students to apply their knowledge in a classroom, this will help them broaden their opportunities to showcase their ability and expertise that can help them to further their career (Aguila, 2019). Thus, an internship is one of the requisites in the Biology curriculum integrated by the Higher Education to provide the students an opportunity to be prepared and improve their skills in a professional work setting.

The researcher's study showed how laboratory performance affect internship performance of Biology students. This study focused on two components such as Professional laboratory course and Bio-Internship Course that could contribute to a student's internship performance. The researchers believe that the result of this study can help to enhance the loopholes of the BS Biology program in the aspect of laboratory practices and activities. Students will be prepared confidently for the introduction to the world of work environment and to develop them even further in the future.

METHODOLOGY

Design

The current study utilized a descriptive-correlational design to determine the relationship between the laboratory performance of Biology students in the professional courses and the internship performance in different agencies such as Department of Health (DOH), Department of Environment and Natural Resources (DENR), and Bureau of Quarantine (BOQ). The two main variables were Laboratory performance and internship performance, measured by the grades of students in their professional laboratory coursework and their internship grades.

Participants

A total of 17 participants were included in the study. These include the graduates from AY 2020 – 2022. Students were evaluated by a Biology professor from the University of the Visayas-Main Campus during their laboratory classes in professional courses and by a clinical supervisor and its staff from different internship agencies where they have undergone their internship training.

Instruments

The researcher utilized two (2) evaluation tools namely: case evaluation rubric and faculty-made performance checklist to measure and acquires the necessary information needed to evaluate the laboratory performance of the students. These instruments are standardized tools used by the professors both in demonstration and practical examination. While each affiliated agency has a distinct way of

evaluating internship performance. The students were rated based on two (2) major factors namely: clinical performance and theoretical performance. Each factor has subsets of competencies that are different from one training institution to another.

Procedure

This study adapted from Flores, et al. (2016) a correlational study between the laboratory performance and the internship performance in one private University in the Philippines. The researcher asked permission from the dean to access the data of the previous graduates from AY 2020 – 2022 regarding the laboratory performance in different professional courses such as BSB 224 L - Ecology Lab, BSB 4217 L - Parasitology Lab, BSB 4112 L - Microbiology Lab, BSB 4216 L - Histology Lab, and CHEMBIO 223 L - Biomolecule Lab together with the summary grades of grades in BSB 3311 - Bio-Internship from different agencies. BS Biology students' grades were obtained through data mining from the Center for Innovative Education (CIE). No identifiers such as names and demographic characteristics were obtained other than student numbers. Over the span of 2 academic years, a total of 17 student's grades in each laboratory coursework and a total of 17 students' grades in different Internships were included in the final datasets.

Data Analysis

All data were encoded, tallied, and interpreted using statistical tools. These include frequency and percentage in order to interpret the performance of students. Pearson Correlation Coefficient (r) was used to test the significant relationship between laboratory performance and internship performance. Thus, to further analyze the result, the data was treated using SPSS software version 20 with a 0.05 alpha level to assess whether variables were significantly correlated.

In order to provide a qualitative description of the level of performance in laboratory grades and internship grades, a qualitative assessment was employed. The qualitative description aims to furnish a narrative account or characterization of the level of performance observed in different courses. It contextualizes and elucidates the results in a more descriptive manner.

Table 1. *The Level of Performance of Laboratory Courses and Internship Course*

Description	Average No. of Grades
Excellent	1.00 – 1.25
Very Satisfactory	1.26 – 1.74
Satisfactory	1.75 – 2.24
Fair	2.25 – 2.74
Poor	2.75 – 3.00

***adapts Florel et. al (2016)*

RESULTS AND DISCUSSION

Table 2. Student Laboratory Performance on Different Professional Courses (N=17)

Laboratory Courses	Laboratory Grades	Frequency	Percentage (%)
BSB 224 L	Excellent	5	29.4%
	Very Satisfactory	5	29.4%
	Satisfactory	4	23.5%
	Fair	1	5.9%
	Poor	2	11.8%
BSB 4217 L	Excellent	9	52.9%
	Very Satisfactory	7	41.2%
	Satisfactory	1	5.9%
	Fair	-	-
	Poor	-	-
BSB 4112 L	Excellent	5	29.4%
	Very Satisfactory	6	35.3%
	Satisfactory	5	29.4%
	Fair	-	-
	Poor	1	5.9%
BSB 4216 L	Excellent	6	35.3%
	Very Satisfactory	6	35.3%
	Satisfactory	3	17.6%
	Fair	2	11.8%
	Poor	-	-
CHEMB IO 223 L	Excellent	2	11.8%
	Very Satisfactory	10	58.8%
	Satisfactory	3	17.6%
	Fair	2	11.8%
	Poor	-	-

Legend: 1.00 – 1.25 = Excellent; 1.26 – 1.74 = Very Satisfactory; 1.75 – 2.24 = Satisfactory; 2.25 – 2.74 = Fair; 2.75 – 3.00 = Poor

The result in Table 2 shows the Student Laboratory Performance on selected professional courses. Based on the table, the majority of the students exhibited excellent and very satisfactory performance which have grades ranging from 1.0 to 1.7 in most of the chosen professional laboratory courses. Student's grades may indicate how well they will perform ultimately in the laboratory activities or workouts that can be applied to their internship training. However, BSB 224 L - Ecology Lab revealed a poor performance with 11.8 %, and BSB 4112 L - Microbiology also exhibits 5.9% which resulted to a poor level of laboratory performance.

This result implies that competencies developed among students in this course are required to evaluate and assess possible factors that caused their performance insufficient. Other factors that affect their grades are the quality of their submitted outputs, students' personality traits and lack of interest in the course, and weak willingness and motivation to learn. Although the majority of the laboratory courses got higher percentages in three (3) descriptive levels in student laboratory grades, however, other students failed to demonstrate excellent performance as well as mastery of the required skills during laboratory classes despite the higher percentage on the evaluation tools and activities used by the professor to promote memorization of the procedures.

On the other side, the Laboratory performance of the students was based on practical assessments and laboratory

activities. This may be a factor why the students had relatively lower grades compared to Internship grade. Theory-based assessments are more complicated because they refer to ideal standards of performance and require more memorization or definition of terms.

Table 3. *Student Internship Performance (N=17)*

Internship Courses	Internship Grades	Frequency	Percentage (%)
BSB 3311	Excellent	3	23.5%
	Very Satisfactory	12	70.6%
	Satisfactory		
	Satisfactory	1	5.9%
	Fair	-	-
	Poor	1	5.9%

Legend: 1.00 – 1.25 = Excellent; 1.26 – 1.74 = Very Satisfactory; 1.75 – 2.24 = Satisfactory; 2.25 – 2.74 = Fair; 2.75 – 3.00 = Poor

Based on Table 3, the majority of the students have a very satisfactory Internship performance in BSB 3311 - Bio-Internship. The result indicates that students perform better in internship training based on the frequency and percentage, even though there is still 5.9 % of poor performance. This is not an unexpected finding as undergraduate students with mostly little to no work experience will probably find it harder to accomplish and perform relatively simple and technical tasks assigned during actual internship training. According to Flores et. al (2016), laboratory performance serves as an actual view of the competency of the students for them to demonstrate the certain application of what they have learned in theory.

Table 4. *Correlation Between Laboratory Performance and Internship Performance*

Laboratory Performance	r-value	p-value
BSB 224 L	0.661	0.003*
BSB 4217 L	0.631	0.006*
BSB 4112 L	0.826	0.000*
BSB 4216 L	0.201	0.437
CHEMBIO 223 L	0.248	0.337

Note: All statistical levels of significance were set at $p < 0.05$; all strength of linear relationships were set with the following ranges: at least 0.8 – very strong, 0.6 up to 0.79 – moderately strong, 0.3 to 0.5 fair, and less than 0.3 – poor.

Based on Table 4, the results revealed that the computed r-values indicate a very strong and moderately strong correlation between the following laboratory performances namely: BSB 224 L - Ecology Lab, BSB 4217 L - Parasitology Lab, and BSB 4112 L - Microbiology Lab. In contrast, the two laboratory courses such as BSB 4216 L - Histology Lab and CHEMBIO 223 L - Biomolecule Lab showed poor correlation.

In terms of the result of p-values on the table, the following laboratory courses were found to be significant in three selected professional laboratory courses, these exhibited a strong correlation between the laboratory performance and the internship performance. This finding shows that students' performance in their laboratory work is capable of performing assigned tasks and prioritizing responsibilities in their internship training. In addition, students were performing similar experiences and basic training from laboratory activities that apply to their respective internships.

However, BSB 4216 L - Histology Lab and CHEMBIO 223 L - Biomolecule Lab have a poor

correlation and at the same time have no significant relationship between the Laboratory performance and the Internship performance. Although these courses got higher percentages shown in Table 2, this implies that the majority of the students reportedly got good grades in laboratory coursework, unfortunately, it resulted in their performance having a weaker relationship to their internship performance.

These findings were shockingly unexpected because the two said laboratory courses have relative practices to Internship agencies. Perhaps, students' interest may affect their passion for working towards their chosen career. This means that students who obtained fair performance enrolled in this laboratory coursework might have challenges with their laboratory assessments and activities than accomplishing relatively simple tasks assigned to them during their internship in different agencies.

Once again, this finding confirms the hypothesis set by the researchers. It may be inferred that the students were adequately prepared for their internship through the coursework they did in laboratory coursework. According to Felicen et. al (2014), attitude will allow the individual personalities to shine without compromising the professional presence of the person and through attitude interns can show respect towards others. The intern program contributes significantly and positively towards enhancing the knowledge base and motivational level of students (Madurapperuma & Thilakerathne, 2014). Thus, this experience can make subsequent study more meaningful and is useful to develop students professionally before entering the workplace (Quinto, 2019).

Conclusion

The researchers concluded that laboratory performance namely: BSB 224 L - Ecology Lab, BSB 4217 L - Parasitology Lab, and BSB 4112 L - Microbiology Lab were found very strong and moderately strong correlation between Laboratory performance and Internship performance, however, other laboratory coursework such as BSB 4216 L - Histology Lab and CHEMBIO 223 L - Biomolecule Lab showed a poor correlation based on the Pearson coefficient (r) value.

Concerning the p-values, the Laboratory course acquired strong correlation was found significant, similar to the laboratory coursework that exhibited poor correlation was also revealed to not be significantly relevant. Students who perform well in laboratory coursework have also the possibility to perform in actual training experience and activities during their internships. The skills acquired in the laboratory activities were highly utilized in their Internship training particularly in the field of medicine. In spite of the fact that, the grading system for laboratory coursework is vastly different from their Bio-Internship course. Furthermore, the results of this study contribute to a better understanding of the significance of performance indicator assessment between laboratory performance and the Internship performance. Although there may be MOAs or MOUs that stipulate internship details between the University and outside agencies, there is no utmost guarantee that students will be assigned to do tasks that accurately

mirror job responsibilities in the industry or field.

Recommendations

The Biology Program strongly recommends conducting further studies on the following professional laboratory courses, particularly in other Major Professional Courses. In terms of data collection and analysis, it is recommended that this study utilize a higher number of samples and Academic Years to measure the correlation between the laboratory performance and the Internship performance of the students. Related studies should also be conducted using other factors or variables in order to justify or confirm the root cause of the performance of the students.

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MARRIAGE, MOTHERHOOD, AND SELF-BLAME: ANALYZING THE
TRAGIC HEROINE'S SPIRITUAL SUICIDE IN *JUDE THE OBSCURE*

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ABSTRACT

The societal phenomenon of self-blame disproportionately impacts women who encounter tragedies as wives and mothers. This is demonstrated in *Jude the Obscure* (1896) by Thomas Hardy, one of the most controversial pieces in Victorian literature. With the use of textual analysis and the application of feminist theory concentrating on Clarissa Pinkola Estes' idea of the female psychic slumber in her book *Women Who Run With the Wolves* (1995), this paper inspects Hardy's character of the enigmatic Sue Bridehead, aiming to unearth the underlying causes of her spiritual suicide after the three children's death. Estes' notion of spiritual demise indicates a woman's submission to conventionality after encountering tragedy, especially during marriage and motherhood. As a nonconformist within a traditional societal framework, Sue's transformation from Part III to VI of the book stands out as she shifts from being a free spirit to a conventional wife after encountering tribulations. Her spiritual suicide stems from three interrelated factors: Regret for her children's short life; culpability; and her idea that it is God's way of punishing her for her nonconformist beliefs. This convergence weaves together a memorable picture of a woman's spiritual self-destruction amidst traumatic events and the expectations of a conventional society that women should submit to their husbands and renounce whatever unorthodox beliefs they have.

Keywords: *motherhood; self-blame; Spiritual suicide; Victorian literature*

INTRODUCTION

Women often carry the blame for a tragedy or trauma they encounter in their lives (Brown, 2013). When they target themselves for the traumas they endured, it leads to a web of difficult challenges. The burden of responsibility

to take the drastic action of self-blame impacts their mental well-being and the way they make decisions. In Sheikh & McNamara's (2014) study, they explored why individuals tend to blame themselves for various things. Their pivotal discovery within their research

unveiled a trend among the respondents: people tend to internalize accountability, attributing failure to themselves. This tendency amid the spectrum of attributions clarifies an interesting facet of human behavior.

One of the most tragic incidents that could occur in a woman's life is the untimely death of her children. When a mother encounters this event, a psychological paradigm shift usually happens. This is well demonstrated in one of the most critical literary pieces ever written in the Victorian era. Thomas Hardy's *Jude the Obscure* was condemned by readers and critics plenty of times during its publication in 1896 because of its underlying attack on a conventional society, its representation of marriage, and its characterization of the elusive Sue Bridehead (Sisson, 1978). She is the concept of a modern woman, the most unpredictable heroine Hardy has ever written, and a most complicated psychological invention (Shukla, 2017).

When Sue's children perish in the last part of the novel, she eventually commits "spiritual suicide" (an act where a person renounces their independent, nonconformist beliefs and puts off the "inner fire" of their individuality to conform to the norms of society). Suicide, in any form, is a devastating idea. Studies have shown that during a serious phase of grief, a parent bereaved by a child's suicide experiences severe emotional and mental distress (Dyregrov & Dyregrov, 2015). According to the Dyregrovs' study, women also encounter more psychosocial distress than men. Sue's

situation also echoes the current state of women's psychological health in the Philippines.

According to a population-based study about the mental health of women in the country, married females have more suicidal thoughts and attempts than unmarried females (Antai et al., 2014). Most of the time, it is because of the pressures of society on women when it comes to motherhood and marriage. As a worker and mother, a woman is expected to give her full attention physically, emotionally, and mentally to her job, husband, and children. This can cause women to be hard on themselves, overlook their strengths, and become their worst inner critic (Clisby & Holdsworth, 2014).

There are also many recent relevant suicide cases. On October 24, 2022, a mother in her late 20s jumped from the 38th floor of the Crown Regency Hotel in Cebu City. A pregnant woman also jumped off the Marcelo Fernan Bridge in Mandaue City last October 20, 2021, because she had problems with her rent and wanted to go home to Bohol but couldn't because of financial difficulties. Both women had suicide notes in their pockets when their bodies were found. The character of Sue presents a suicide note differently. She shows it by abandoning her ideal beliefs, forgetting all of her dreams, and submitting herself to a man she does not love (Sivandipour & Talif, 2018).

Either way, the events are upsetting and they present the long-term issue of mental health and the failure of

society to provide the proper and much-needed assistance to individuals who are dealing with mental health problems. When provided with proper help like clinical interventions, empowerment programs, and support circles, women can increase self-efficacy (East & Roll, 2015). Although these forms of assistance were rare during the Victorian era, our capability as a modern society can certainly address these issues, especially when it comes to mothers. Written 100 years ago, Hardy's *Jude the Obscure* remains a cry for help from unheard repressed women and depressed mothers until now. Even though Sue's condition is recognized as a symbolic death, it does not stray far from the notion of suicide in mothers and married women as seen in the events of today. Charlwood (2019) discussed in their journal article that Hardy might have written literary pieces that highlight death (metaphorical or physical) to help the future generation realize it.

Sue distinctly represents the persona of a nonconformist and elusive woman in a conventional society in the 19th century. Her choices differ from the words that she says throughout the beginning of the novel. She executes a complex female personality and makes unconventional choices as a mother and wife after the death of the three children.

Shukla (2017), in their study, implies that the character of Sue Bridehead is often compared by researchers to a chameleon, which means she changes her personality from

time to time in the book, confusing everyone around her. They state that Sue's character tries the hardest to live in the present among all of Hardy's heroines. In the paper, Sue is also regarded as Hardy's most powerful feminist character who does not tolerate the traditional way of life and wishes to break free from the sociocultural norms of the 19th century where women were expected to focus on home and family instead of having high ambitions for themselves.

According to Sivandipour & Talif (2018), Sue's life and individuality are still affected both directly and indirectly by a male-controlled and conventional culture. She wishes to live a life she likes, but reality restricts her from this vision. The pressure to conform to societal expectations leads Sue into a life of inner conflict and complexity, as she wrestles with her desires and the roles imposed on her. Such a dichotomy between individual yearning and societal demand encapsulates the plight of many women of the time, who are compelled to navigate the rigid standards of a male-dominated culture. Despite the progressive mindset that she embodies, the reality that Sue confronts illustrates the deep-seated resistance to change within the culture and the formidable obstacles that women must overcome to realize genuine independence.

Based on the study by Fang & Jiang (2015), religion also plays a significant role in Sue's character in the novel. As a modern-minded woman in the religious Victorian era, Sue feels inferior and trapped. From the

beginning, there is clear evidence of her anti-Christian and self-contradicting attitude. She misses church services and questions religion but also works as an engraver and artist-designer of religious items. She excitedly purchases naked Roman statues that mirror Catholic saints but also presents her guilt and embarrassment of them by covering their exteriors with papers and hiding them inside a chest in her room. According to the researchers, this duality of Sue's personality makes her prone to self-degradation.

From a psychological standpoint, a paper by Ren & Zhao (2013) also demonstrates the narcissistic psyche of Sue. For Hardy, Sue's inner world is interesting yet puzzling and complex. She tells Jude she does not love him but marries a man she does not like to hurt him once she learns of his previous marriage. Then, she leaves her husband to be with Jude and punishes herself later on by living as a conformist individual because of her children's deaths. The cause of Sue's narcissistic personality and negative perspective about relationships and marriages stems from her unhappy childhood and her parent's divorce.

Bhatt (2018) also has a paper on Sue's perspectives on romantic connections. She views the idea of matrimony as a destructive one or a self-sabotaging contract. To her, marriage forces women to respond, act, and think in a recommended manner. According to Bhatt, Sue feels anxious about her identity as a liberated thinker when she becomes the lawfully wedded wife of a conformist and uninteresting

man. As a whole, recent researchers have found that religion and the standards of a patriarchal society influenced Sue's id, ego, and superego remarkably.

Chowdhury (2018) even says that Sue Bridehead's character embodies the connection between self-education and the psychological impact it had according to societal views at the time. Sue's intelligence and self-taught education, which she furthers through her association with a student in London and winning a scholarship, stand in contrast to Jude's unsuccessful educational endeavors. The novel explores the consequences of intellectual pursuit on women during the era, suggesting the belief that excessive mental exertion led to a heightening of the senses and could potentially result in an 'aberrant psychology' or 'perverseness.' This reflects the then - contemporary fears that intellectual ambitions, particularly for women, could be both a mark of exceptionality and a source of psychological strain.

While there has been plenty of exploration of the disposition of Sue in the conventional norms of the late 19th century, researchers overlooked the impact of motherhood and marriage on her tragic character transformation in the novel. Thus, the primary objective of this paper is to observe the way Sue's psyche changes throughout the novel and unveil the reason through this observation why she opted for spiritual self-destruction after the premature demise of the three children. This will help us address the research gap and

understand how nonconformist females, mothers, and married women act and make choices in a conventional and religious society.

METHODOLOGY

This paper uses Qualitative with textual analysis as a research method, and the Penguin Classics 1985 reprinted edition of *Jude the Obscure* by Thomas Hardy with an introduction and notes by C.H. Sisson is utilized as a research instrument. A qualitative method with textual analysis involves examining written texts in a thorough way to understand the themes, messages, and underlying meanings they hold between the lines (Kuckartz, 2019). The text is read and analyzed in a detailed way using the feminist theory of literature, specifically Clarissa Pinkola Estes' concept of the female psychic slumber in her book *Women Who Run With the Wolves* (1995).

In the state of a woman putting out her "inner fire", she walks, talks, eats, works, loves, and sleeps normally – but her dreams, thoughts, and choices imply the truth of her condition. She becomes a subconsciously caged bird when faced with the intricate challenges of life that often lead to emotional wounds. Women can continue to submit to the norms and live a predictable life but the truth is, they are asleep throughout (Estes, 1995). This study focuses on Part III-VI of *Jude the Obscure* where Sue's personality shift is evident. Using Estes' concept of the female psyche, this paper scrutinizes the intricacies of character

metamorphosis observed in Sue Bridehead, thereby accomplishing the research objective.

RESULTS AND DISCUSSION

Estes (1995) discussed in *Women Who Run With the Wolves* that women are "wildish" in nature. However, "wild" here is not utilized in the modern "pejorative" sense - but in its "original" sense, which implies that this "wild" aspect is an integral part of women's psyche and is essential for their psychological and spiritual well-being. In this context, "wild" refers to a woman's innate connection with her deep, instinctive nature that is often marginalized or repressed in patriarchal societies. Women's empowerment through this is not just by tangible, objective shifts in society, but more subjective. The theory of 'belief-mediated social change' suggests that women will be empowered by new opportunities, such as those offered by knowledge societies - only if they cultivate a belief in their own empowerment and similar emancipative values (Alexander & Welzel, 2011). These propose that acknowledging and embracing this free-spirited nature can lead to a fuller, more authentic life.

The Free Spirit

Starting on page 182, Sue becomes engaged and married to Richard Phillotson, the schoolmaster from Melchester, who taught Jude (Sue's cousin and lover) when he was a young boy in Marygreen. Sue's rebellious and fickle nature as an

engaged and married woman is vividly demonstrated in the chapters of Part III-V. The data is separated into two subcategories, The Fickle and Ardent Young Woman and The Skeptic Christian.

The Fickle and Ardent Young Woman

Through a letter, Sue told Jude that she felt unhappy and alone at the Training School that Phillotson wanted her to go to for her teaching certificate. She was averse to Phillotson's idea and wished she never listened to him (Hardy). When Jude opens a conversation about her relationship with the schoolmaster, she puts an implication of not have anything to do with him beyond professional work because he is too old for her. Eventually, she reveals her engagement with Phillotson to Jude and justifies her decision:

I have promised – I will marry him when I come out of the Training-School two years hence and have got my Certificate; he plans that we shall then take a large double school in a great town – he the boys' and I the girls' – as married school-teachers often do, and make a good income between us. (Hardy, 1895, p. 186).

In this part, Sue perceives her engagement and marriage to Phillotson as a necessary business agreement between two people or an understanding to help them both economically and financially. This is not, however, an underlying definition

of matrimony. Simone de Beauvoir stated in her book, *The Second Sex*, that love is not the central foundation of marriage (Beauvoir, 2011). Beauvoir (2011) also included Honore de Balzac's words in her book that "marriage is considered politically, morally, or civilly as an institution, a law, and a contract." Even though Sue is engaged to Phillotson, she spends a huge amount of time with Jude. In traditional societies, it was deemed improper for a woman to devote a lot of time to an unmarried man while being engaged to another. She eventually gets in trouble for it at the training school, becomes distressed, escapes through a small window of the room she was confined in, crosses a cold stream to run away from the grounds of the school, and visits Jude without any second thoughts:

They locked me up for being out with you, and it seemed so unjust that I couldn't bear it, so I got out of the window and escaped across the stream!' She had begun the explanation in her usual slightly independent tones, but before she had finished the thin pink lips trembled, and she could hardly refrain from crying (p. 197).

In chapter five of Part III, she regrets her actions the next morning and expresses fear of Phillotson to Jude:

I fear I ought not to have run away from that school! Things seem so different in the cold light of morning, don't they? What Mr. Phillotson will say I don't know! It was quite by his wish that I went

there. He is the only man in the world for whom I have any respect or fear. I hope he'll forgive me; but he'll scold me dreadfully, I expect! (p. 209).

This makes Sue a very complicated creature, which makes readers see her as predictable and unpredictable at the same time. The uncertainty of her personality is demonstrated here strongly (Ren & Zhao, 2013). As a matter of fact, Alhaj's paper stated that Sue pushed herself into a state of neurosis as a liberated individual, a "coquette" who sexually torments her man (Alhaj, 2019). In chapter nine, Jude tells Sue that she ought to be a content and joyful wife and she tells him that she is without a doubt. After Aunt Drusilla asks her why she married Phillotson, she tells Jude that she does not mind the frankness of the old woman, but concludes the conversation by saying "I ought – perhaps not to have married!". Her regret represents her ignorance of what marriage means.

Research on Victorian marriage unhappiness often suggests that women had limited options, either to submit or navigate within accepted social conventions. These examinations have tracked a rise in the emphasis on male dominance and a legislative shift focusing on female empowerment, particularly as feminism emerged and authors started voicing discontent over the insufficient legal rights for women (Tromp, 2013). In chapter ten, Sue gives Jude a note implying that she despises herself because of her actions:

It was a contrite little note from Sue, in which she said, with sweet humility, that she felt she had been horrid in telling him he was not to come to see her; that she despised herself for having been so conventional (p. 254).

In the fourth part of the book, Sue does not see herself intimately connected to Phillotson and asks him if she could live away from him. She also implies that her identity does not depend on the fact that she is married to the schoolmaster. "Forced" marriages, in the case of Sue, are often subjected to pressure from society. The idea that women should marry well while they are young is a great example of imposing patriarchal authority (Grillo, 2011). But Sue strips her individuality away from the conventionality of marriage and says that she is a woman of strong passions and oppositions:

I have been thinking', she continued, still in the tone of one brimful of feeling, 'that the social moulds civilization fits us into have no more relation to our actual shapes than the conventional shapes of the constellations have to the real star-patterns. I am called Mrs. Richard Phillotson, living a calm wedded life with my counterpart of that name. But I am not Mrs. Richard Phillotson, but a woman tossed about, all alone, with aberrant passions, and unaccountable antipathies... (p.266).

Conformist societies, like Sue's environment in the book, expect women to maintain the façade of a conventional, religious, and submissive wife (Bhaumik, 2015). In a traditional culture, they must secure a good marriage, learn to run a household properly, bear offspring, raise children, and give up high ambitions. To be seen and to live as a traditional woman frightens her. She wishes to have a free life away from her husband and disregards the possible consequence of her separation from him and her elopement with her cousin completely. Phillotson tells her that she will lose all respectability and reputation if she goes over with her decision, but she tells him immediately that "she does not want to be respectable." In the fifth chapter of Part IV, Phillotson agrees to their separation eventually and Sue starts to live with Jude. She sees Phillotson's generosity to her as gentleman-like, but the act does not make her wish to return to him or feel for him emotionally:

According to the rule of women's whims I suppose I ought to suddenly love him because he has let me go so generously and unexpectedly,' she answered smiling. 'But I am so cold, or devoid of gratitude, or so something, that even this generosity hasn't made me love him, or repent, or want to stay with him as his wife (p. 301-302).

In the novel's fifth part, Sue demonstrates her willingness to live a nontraditional life without the social, economic, and financial advantages of marriage:

I am not so exceptional a woman as you think. Fewer women like marriage than you suppose, only they enter into it for the dignity it is assumed to confer, and the social advantages it gains them sometimes – a dignity and an advantage that I am quite willing to do without (p. 324).

It is now clear that Sue despises the entirety of matrimony. After leaving Phillotson, eloping with Jude, and living with him, they plan to marry but the action is always postponed. Sue explains that a relationship knotted by law does not have anything to do with one's happiness:

Jude, do you think that when you must have me with you by law, we shall be as happy as we are now? She continues: Don't you dread the attitude that insensibly arises out of legal obligation? Don't you think it is destructive to a passion whose essence is its gratuitousness? (p. 338).

Sue is suddenly informed that Jude has a child with Arabella in the third chapter. Even though the child is not hers, she tells Jude that she wishes to show gentle affection to the child and treat it as her own. When the child cries because he was not wanted where he came from, Sue feels deeply for him:

Sue thereupon could not refrain from instantly doing likewise, being a harp which the least wind of emotion from another's hearty could make to vibrate as readily as a radical stir in her own (p. 345).

It is not until chapter six that Sue's psyche begins to shift and show signs of frustration and sadness in their condition. She becomes greatly affected by her new exterior: the pitiful woman. Sue bears two children with Jude and is upset by how people see their situation:

I can't bear that they, and everybody, should think people wicked because they may have chosen to live their way! It is these opinions that make the best-intentioned people reckless, and become immoral (p. 372).

By chapters seven to eight, Sue tells Arabella Donn (Jude's first wife) that she and Jude have given up all ambitions and are happy as they are with their triumphant cake-selling business but keeps to herself her true feelings:

Sue, though remarkably successful in her cake-selling experiment at Kennetbridge fair, had lost the temporary brightness which had begun to stir upon her sadness on account of that success (p. 390).

Sue stops her academic pursuits and focuses on her family's survival. Estes (1995) mentioned that there is a theft of women's fiery spirit and that it often happens in women's lives whenever hardship occurs. In Sue's case, family life and society steal her from her brightness as a passionate woman with nontraditional ambitions. According to Estes, this certain spirit can also disappear because of a deep or 'forbidden love'. When a woman stops depositing energy and gaining more

ideas, knowledge, and excitement, her passions dry up and she psychically dies. However, Sue's state does not stop her from continuing to live the life she chose.

The Skeptic Christian

Since the part where Sue is principally introduced by Hardy, her disbelief about what religion or the church implies about women and marriage is obvious. When Jude asks to meet her at the cathedral, she tells him that the cathedral is no longer the epicenter of town life and she would rather go to the railway station (Hardy). Also, in the sixth chapter of Part III, she says: "I at least don't regard marriage as a Sacrament". Beauvoir (2011) mentioned that society conventionally offers matrimony to women as their destiny. Sue does not take the notion of marriage seriously, sees it as a way for material expediency, and takes it away from the list of a Christian's duties. However, she first asks Jude a rhetorical question before explaining her point through another form of unanswerable query:

Is it wrong, Jude?' She said with a tentative tremor, 'for a husband or wife to tell a third person that they are unhappy in their marriage? If a marriage ceremony is a religious thing, it is possibly wrong; but if it is only a sordid contract based on material convenience in householding, rating, and taxing, and the inheritance of land and money by children, making it necessary that the male parent should be known – which it seems to be – why

surely a person may say, even proclaim upon the housetops, that it hurts and grieves him or her? (p. 270).

In the fourth chapter of Part V where Sue and Jude attempt to get married, she observes the contracts provided for them carefully. Sue also does not find them pleasing and believes they are despicable:

It spoils the sentiment, doesn't it! She said on their way home. It seems making a more sordid business of it even than signing the contract in a vestry. There is a little poetry in a church (p. 348).

These data both contain the word "sordid." Sue uses this word to define the process of marriage. Here, it is understood that even if Sue is strong willed and opinionated, she is emotional and prefers everything to be akin to poetry. Her sentimentality causes her to withdraw herself from the idea of traditional matrimony secured by the church and to adhere to a nonconventional way of living. It does not matter to her whether she and Jude marry or not, as long as they are content and happy. Therefore, church contracts and other people's opinions on their situation do not affect or alter her decision to leave Phillotson, live with Jude, and despise conformity.

The Conventional Wife

Yu (2019) explored the idea of cosmopolitanism in Victorian literature. He says that cosmopolitanism focuses on the ideas surrounding multiple affiliations and the disruption of strict geographical boundaries, highlighting

the complexities of transnational and dual identities. It emphasizes the importance of understanding identity as something that can encompass many different types of attachments and associations across different places and cultures. As Victorian women engaged in actions and movements that had a global influence, the traditional 'woman's place' ideology became a subject of negotiation through a cosmopolitan perspective. The cosmopolitan approach to identity emphasizes a principle of embracing divergent attributes, both within ourselves and when engaging with others. It advocates for the recognition and integration of the uniqueness of "the other" into one's own sense of self. This means understanding and valuing differences as an essential part of our own identities without erasing or dominating them. In Sue's case, there is a tug of war between her two identities. From the free spirit to the conventional wife, her struggle in this part of the novel is evident.

The Troubled Mother

Two years after living with Jude, Sue bears two children and becomes pregnant once more. At the beginning of Part VI, her frustrations as a mother are presented distinctly while attending to Jude and Arabella's boy, her two children with Jude, and her condition. This is also the part where the death of the three children occurs. Sue and Jude decide to go back to Christminster to show the people there that they are not ashamed of their state, not minding the fact that they both caused a scandal and Phillotson also resides in the city.

Unfortunately, Sue is challenged by the difficulty of finding lodgings and jobs. The people of Christminster know about the humiliation that had happened years ago and most of the landlords do not accept lodgers with too many children, particularly youngsters and infants. As a socio-religious experimental novel, Hardy presents the couple, Jude and Sue, as characters reflecting the Victorian Christian morality at that time. Their helplessness attests to the hypocrisy of the era (Saleh & Abbasi, 2016) When they both find a room run by an aged landlady and her husband, she begins to feel safe and tells the landlady about their true condition. After admitting a couple of facts, the old woman asks her if she is truly married. Sue tells her the truth:

Sue hesitated; and then impulsively told the woman that her husband and herself had each been unhappy in their first marriages, after which, terrified at the thought of a second irrevocable union, and lest the conditions of the contract should kill their love, yet wishing to be together, they had not found the courage to repeat it, though they had attempted it two or three times. Therefore, though in her sense of the words she was a married woman, in the landlady's sense she was not (p. 403).

The landlady and her husband fail to sympathize with them and decide that Sue and Jude should go at first light. Sue, not wishing for any trouble with them both, acquiesces. In particular, being a mother is highly respected by

society if the woman is legally married to a man, but an unwed mother stays an object of degradation and scandal (Beauvoir, 2011). This also does not affect Sue gravely. In the novel's movie adaptation called *Jude*, directed by Michael Winterbottom and released in 1996, Jude tells her that she should have lied to the landlady, to which she replies loudly: "It's nothing to be ashamed of. I won't hide it from anyone".

In chapter two, Sue converses with Jude and Arabella's boy about their circumstance. The boy talks about their problem with finding lodgings and asks her if he can do anything to help ease their situation. Sue, frustrated as she was, instantly tells him that there is nothing he can do and that "all is trouble, adversity, and suffering" (Hardy). She does not console the boy but instead tells him the harsh truth of their state. When the boy asks her if it is better to be out of the world, she replies that it would be. She loves the child as if it were her own, but her exasperation causes her to respond thoughtlessly without evaluating her emotions. Nolen-Hoeksema found out in her study about emotions and the role of gender that more ruminations in women account for greater anxiety and depression compared to men (Nolen-Hoeksema, 2011). This reveal of her tactless side may also have a strong connection to her unhappy childhood where her parents squabbled often and she was taught to despise her mother by her father (Ren & Zhao, 2013).

Paivo & Pascual-Leone mentioned in their book *Emotion-Focused Therapy for Complex Trauma:*

An Integrative Approach (2023) that experiences like neglect and the loss of loved ones during childhood can have a deleterious effect on a person's decision-making skills (Paivo & Pascual-Leone, 2023). Because both Sue's parents abandoned her psychologically and physically when she was a child, she subconsciously becomes insensitive to others. A woman who is an 'unmothered mother', according to Estes (1995), tends to suffer from the absence of seasoning, naïve presentiments, and the skill to logically picture out the events that will occur a day, a week, a month, or a year after any decision she makes. Fortunately, she and Jude found a new job as religious relics artists to help them survive but her newfound happiness is instantly destroyed by what Jude and Arabella's boy did. Upon returning from the workplace to tell her children the wonderful news, she and Jude found the boy hanging from the ceiling with the other two children on the bed, both lifeless and "with box cords round each of their necks" (p. 409). The words, "Done because we are too menny", were scribbled on a piece of paper and were found on the floor:

At the sight of this Sue's nerves utterly gave way, an awful conviction that her discourse with the boy had been the main cause of the tragedy, throwing her into a convulsive agony which knew no abatement (p. 410).

This is only one of the scenes that mirrors the consensus views that Hardy's novel is not a tragedy in the classic sense but rather a lament,

interpreting the novel as an expression of grief or sorrow. This sadness is perceived not so much as a denouncement of God but as a portrayal of existence in a world seemingly devoid of a divine presence - an existential despair over a life without the comfort or design of a higher power (Holman, 2017). This event and agony lead Sue to rethink all of her choices. In Jen Baker's paper, she implied that Jude and Sue were not provided the experience of the beautiful death of a child (as what other authors present in their work). Instead, they are shown with something disturbing, perverse, and grotesque (Baker, 2017). Sue breaks down and tells Jude that her children did no harm and it should have been her who was taken away. The death of the children strikes her unexpectedly at first, but she realizes she had led the boy to do this and says:

I talked to the child as one should only talk to people of mature age. I said the world was against us, that it was better to be out of life than in it at this price; and he took it literally (p. 412).

She then explains to Jude that she should have been wiser like other women and should have lied to the boy and told him "*pleasant untruths*". It is in this part that she succumbs to self-degradation, calling herself "a pitiable creature who is not good for heaven nor hell". The child in her womb also died after being born prematurely after the incident. She tells Jude that their children were sin-begotten and it was right that they were taken away from her. According to Kumar (2022),

uncontrolled pregnancy usually leads to trouble among women in the Victorian era. In the case of Sue and Jude, trouble would have been avoided if they had complete control over sexuality, proper means to avoid pregnancy, and medical help if it was prevalent at that time. Sue concludes that the tragedy was meant to happen to her:

They were sacrificed to teach me how to live! – their death was the first stage of my purification. That’s why they have not died in vain! (p. 440).

The tragedy impacts Sue’s psyche tremendously. Song et al said that violent demises of children (i.e., suicide, accident, homicide) have a more damaging effect on parents than on children who die at birth or of sickness (Song et al., 2010). This can be originated from the fact that parents did not have the opportunity to say goodbye. According to Song et al, parents who have the chance to do so have a better chance to adapt to life after grief. In Sue’s case, she blames herself for the entire misfortune and refuses to listen to Jude’s consolation. In the movie, she can be seen attending church services regularly and can be heard saying “It is right that I suffer” after Jude asks her to come home. She uses the word “purification”, which implies the cleansing of her being. Sue perceives her free-spirited, nonconventional self as something unclean that needs to be purified right away by conformity and religion. To her, the death of the children is a punishment from God. She uses this as a reason to go back to Phillotson.

Sue’s drastic change in behavior, from her free-spirited nature to her adoption of conventionality, implies that the trauma of seeing her children dead influenced her emotional responses and general worldview. A descriptive study by Greene et.al. gathered responses from women saying they have at least one experience of trauma in their lifetime. These participants also reported higher levels of emotional sensitivity that impact the way they analyze situations and make decisions after traumatic encounters (Greene et.al., 2023). Their indication that distressing events increases women’s emotional sensitivity aligns with Sue’s reaction after the children’s death and her altered spiritual state.

The Prodigal Spouse

Sue’s psyche turns completely upside down in the last pages of the novel. Chowdhury’s study implicates the concept of “New Woman” to the psychological demise of Hardy’s bachelor girl, Sue. According to Chowdhury, this notion of women was often presented as mentally precarious, which means “new women” were prone to mental breakdowns, depression, and even untimely death (Chowdhury, 2018). In chapter three, Sue tells Jude to go back to Arabella and that they need to conform because God has vented out his power upon them for their choices. From anti-marriage to the prodigal spouse, Sue becomes entirely unrecognizable:

I see marriage differently now. My babies have been taken from me to show me this! Arabella’s child killing mine was a judgment

– *the right slaying the wrong. What, what shall I do? I am such a vile creature – too worthless to mix with ordinary human beings!* (p. 425).

By the fourth chapter, Phillotson agrees to marry her again in a church and she finally decides to go back to him, even though she does not love him and says “I will learn to love him by obeying him”. She also attempts to do housewife duties and chores timidly but find them tedious to the point she becomes “impatient of domestic affairs”. Sue sacrifices her happiness, preferences, and comfort to be a dutiful wife to her ‘church-wedded husband’. In chapter nine, she visits Phillotson in his chambers at night and asks him to let her in because it is her duty and she must honor him as she said in her wedding vows. Sue does not find this pleasant, but she endures for her sins:

Placing the candlestick on the chest of drawers he led her through the doorway, and lifting her bodily, kissed her. A quick look of aversion passed over her face, but clenching her teeth she uttered no cry (p. 479).

She submits to her husband regardless of what she feels. Sue believes that by doing this, God will forgive her. Through self-sacrifice, she will be able to suffer for her children’s death and pay for her wrongdoings.

Based on the findings of the research, the reason for Sue Bridehead's spiritual suicide in Thomas Hardy's *Jude the Obscure* (1896) is deeply complex and incorporates

psychological, emotional, and societal factors. After the traumatic death of her children, which she believes are due to her past actions and beliefs, Sue undergoes a dramatic transformation. She becomes convinced that the tragedy is a punishment from divine power and a consequence of living a life contrary to social and religious conventions. This imposes an intense feeling of guilt and self-reproach upon her. Sue’s spiritual suicide after the death of the children is caused by guilt, her deep remorse for their short lives, and her conviction that their untimely demise is God’s way of punishing her for overlooking her marriage with Phillotson at the church and her rebellious, free-thinking self.

Conclusion

Sue's journey from an independent and spirited woman to one who succumbs to the oppressive societal expectations of Hardy's time after her children’s death mirrors Estes' concept of a woman who, though outwardly functional, is internally dormant; her true self "asleep" due to societal pressures and emotional wounds. Hardy not only condemns a society that limits women’s freedom but also punishes those who attempt to defy its restrictive moralities. Sue's final resignation to traditional marriage with Phillotson and renunciation of her previous life with Jude, despite her lack of love or desire, is the culmination of her spiritual suicide – a surrender to the external pressures and pains that have borne down on her throughout the narrative. Her acceptance of suffering and self-blame as part of her

“purification” marks her complete departure from her earlier free-spirited self. Just as Estes (1995) articulates a psychic slumber as a defense against patriarchal demands, Hardy's portrayal of Sue represents this psychological retreat, embodying a poignant example of a woman's struggle between authenticity and social conformity in Victorian society. In the end, Sue “repents” her nonconformist ways without considering her previous beliefs and Jude’s feelings. In an attempt to let her boat go against the flow of male-dominated ocean waves, parts of her identity are being thrown into the deep waters. Giving up one’s independent principles is worse than a physical death. When this happens, a woman with the same disposition as Sue will believe she has no other choice but to let the ship sink.

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A COMPARATIVE ANALYSIS: GRIT IN THE CONTEXT OF THRIVING
AMONG MOBILE AND STATIONARY STREET VENDORS
IN CEBU CITY

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ABSTRACT

The present study aims to compare the grit levels among stationary street vendors and mobile street vendors in the face of adversity, specifically throughout the COVID-19 pandemic. The study examines if there is a statistically significant difference in the grit levels of the two groups of street vendors. The survey data were collected from the 270 street vendors in Cebu City, where purposive sampling was employed. Using the T-test as a statistical tool in SPSS, the results have shown that to be significant where the mean grit level of the groups differed. According to the data, mobile street vendors have a high grit level, whereas stationary street vendors have an average grit level. Their higher grit level primarily enables mobile street vendors to survive and thrive in adversity. Therefore, a recommendation for a comprehensive government approach to ensure their well-being and integration into the formal sector. This provides a clear understanding of the societal significance of stationary and mobile street vendors.

Keywords: *COVID-19, Thriving, Grit level, Mobile street vendors, Stationary street vendors, T-test*

INTRODUCTION

The outbreak of the COVID-19 pandemic in the Philippines has significantly impacted the nation's economy, affecting both formal and informal sectors, including street vendors (Rakshit & Basistha, 2020). Street vendors, operating either as mobile or stationary vendors, face numerous challenges such as

inconsistent income, lack of legal protection, and limited access to resources (Balbuena & Skinner, 2020; Recchi, 2021). These challenges, exacerbated by the pandemic, have profound effects on street vendors' well-being, including food security and mental health issues (Omobowale et al., 2020; Gonzalez-Bernal et al., 2021). Despite facing adversity, street vendors

demonstrate grit, the ability to persevere through challenges, showcasing resilience and initiative (Duckworth et al., 2007). However, research on the informal sector, particularly street vendors, remains limited in the Philippine context, with most studies focusing on formal employment settings (Goma et al., 2022). Therefore, this study aims to explore the role of grit among mobile and stationary street vendors in Cebu City, providing valuable insights for interventions and support systems to enhance their well-being (McKay et al., 2016; Ullah et al., 2021). Additionally, it seeks to determine if there is a significant difference in grit levels between the two types of street vendors, utilizing quantitative data (Lucan et al., 2013).

Literature Review

Challenges among Street Vendors

Asia is known for its diverse business mindsets, with street foods being a common staple (Park, Kim, & Yeoman, 2019; Vichiensan & Nakamura, 2021; Zaman & Ahmed, 2023). According to Bhowmik (2005), street vendors, either mobile or stationary, sell goods and services on the street without a built-up structure. Due to this, street vendors face competition, socioeconomic concerns, and legal issues due to market price swings, erratic employment, and other challenges (Recio & Gomez, 2013; Tamilarai & Angayarkanni, 2016; Hasan, 2020). The COVID-19 pandemic has exacerbated these issues, causing a decline in street vendors' income, and activity while increasing

their vulnerability to the virus (Sonu Meher et al., 2020; Shahedul, 2020; Maniktala & Jain, 2021). These are the significant challenges that most street vendors face that keep their informal vending businesses thrive. Through these challenges, street vendors develop and fosters ways to keep afloat and survive eventually.

Grit

Street vendors face daily obstacles, but they develop consistency in interest and effort to thrive (Bhowmik, 2005). Resilience, or perseverance, is essential for overcoming hardships and setbacks. Grit, a trait-like attribute, is characterized by passion, perseverance, and long-term goals. It is often used in academia to evaluate students' academic performance, job performance, and satisfaction, but it does not correlate with intelligence (Duckworth, 2007).

Duckworth and Quinn (2007) developed the Grit Scale, a psychometric tool to measure an individual's grit, passion, and tenacity for long-term objectives. The scale measures the consistency of interest and perseverance of effort, focusing on how hard respondents work towards difficulties and how long they continue to put effort and interest despite failure, hardship, and growth plateaus. The original Grit Scale (Grit-O) was valid but criticized for its lengthy nature and potential overlap with personality traits (Van Zyl et al., 2022). The Grit-S scale, which focuses on perseverance and consistency of interest, was validated and demonstrated acceptable levels of

internal consistency, test-retest reliability, consensual validity, and predictive validity. Grit and resilience are interchangeable but distinct terms, with grit focusing on persistently working towards a goal even when faced with challenges (DiNapoli, 2023). Grit is associated with self-efficacy, which helps people believe they have the power to act on essential tasks to thrive and achieve long-term goals (Miller & Kass, 2019).

Self-efficacy towards Grit

Grit and self-efficacy are crucial for personal and professional goals, especially in the vending industry. They help overcome obstacles and stay focused on long-term goals, especially in challenging times like COVID-19 (Quistberg & Winn, 2022). Grit empowers individuals to overcome obstacles and find meaning in their lives (Tuffour et al., 2022). A global study by Suendarti, Widodo, and Hasbullah (2020) shows that creativity and grit have a positive impact on inventive behavior, with self-efficacy mediating this effect. This study is relevant for both informal and formal vending sectors to achieve successful, prosperous, and profitable livelihoods.

Career success in the vending industry is often defined as achieving personal goals rather than those set by parents, peers, or society (Mirvis & Hall, 1994; Junkova, 2021). In the workplace, employees' self-efficacy levels influence their learning activities, goals, and effort in challenging tasks (Lunenburg, 2021; Bodipo-Memba, 2018). Grit and self-efficacy play a positive role in achieving long-term

goals, especially in street vending. Setting goals motivates individuals to perform efficiently and give an optimistic performance. Self-determination supports self-efficacy by providing individuals with the tools to take control of their informal business setting and succeed. Both grit and self-determination are closely intertwined concepts (Sweet et al., 2012; Fan et al., 2021).

Self-efficacy and self-determination are essential for goal-achieving situations and reaching life goals. They are crucial in the vending industry, as they help vendors acquire the necessary skills and goals (Sweet et al., 2014). Self-determination can predict future work motivation, especially in the face of uncertainty and interdependencies. To emphasize this, a recent study by Hashiguchi (2022) states that the complexity of technology in the workplace can increase physical and psychological stress, and understanding these motivations can help workers be productive. Additionally, self-efficacy and self-determination are important in maintaining mental and physical health, and their intrinsic and autonomous aspects can positively impact work engagement (Chua & Ayoko, 2021).

Thriving in the Informal Environment

Street vendors in Africa are facing challenges due to the COVID-19 pandemic, which has disrupted the food chain and led to a shift to unhealthy, dangerous, and cheaper items (Anbumozhi et al., 2016). These vendors, who are socially vulnerable

and marginalized, have been forced to endure risky activities to survive (Engstrom et al., 2020). A study by Ogunkula et al. (2021) found a strong relationship between street vending practices and COVID-19 transmission, highlighting the importance of safeguarding livelihoods for informal workers to continue providing for their families. A study by Handoyo and Setiawan (2019) highlights the resilience of street vendors, their familiarity with their past labor, and their economic intelligence for their informal business to thrive informally.

In a study by Martin and Agnes (2021) provide a framework for understanding the situation of sidewalk vendors in Manila, focusing on everyday resistance, thriving and the need for a decent existence in a neoliberal dominated world. In a similar study by Lim (2022) highlights the vendors' perceptions of the modernization of the Carbon public market, arguing that it threatens their means of subsistence and prospects.

Few studies have examined street vendors' grit, particularly in stationary and mobile forms, and the impact of the pandemic on their well-being and career success. The concept of self-efficacy is crucial for personal and business success, and any research contributing to this field will be valuable.

Conceptual Framework

The foundation for a research study is laid forth in this section, which is a structure of theory. It aids in understanding the connections between

variables, points out knowledge gaps, and sets the scene for the research issue under consideration.

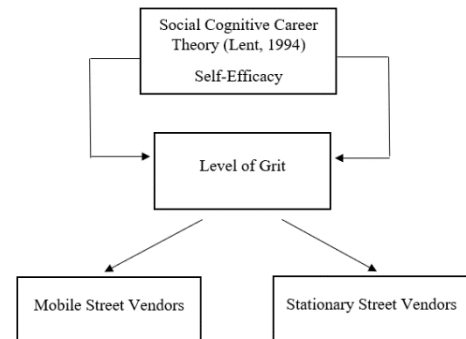


Figure 1. Schematic Diagram of the Conceptual Framework of the Study

The study's schematic diagram is shown in Figure 1. It consists of two variables: (1) grit level, and (2) the participants, the mobile and stationary street vendors.

In Figure 1, the level of grit refers to street vendors' traits that contribute to their long-term goals. Grit entails overcoming obstacles, committing to something they are enthusiastic about, and keeping going when challenges arise. On a long-term basis, it can also be utilized as a coping method to lessen street vendors' stress.

The participants are mobile and stationary street vendors. This constitutes two distinct groups of informal workers. Both stationary and mobile workers possess a certain level of grit, which defines their willingness to continue working even in the face of underlying problems.

The study adopts a positive psychology framework, utilizing the cognitive component of the grit construct within the context of the Social Cognitive Career Theory (SCCT) (Lent et al., 1994). SCCT posits that an individual's career development is shaped by the interaction of various factors, integrating Bandura's social cognitive theory with career concepts (Buthelezi et al., 2010). Bandura's theory emphasizes the dynamic interplay between personal, behavioral, and environmental factors in shaping individuals' beliefs and behaviors. Within SCCT, three key factors influence career development: personal accomplishments, outcome expectations, and personal goals (Buthelezi et al., 2010). Personal accomplishments provide the most potent source of efficacy information, while outcome expectations shape beliefs about the consequences of actions, and personal goals drive individuals' desires and behaviors. By applying SCCT within the framework of positive psychology, this study aims to elucidate the role of grit in street vendors' career development and well-being.

Statement of the Problem

The main purpose of this study is to determine street vendors' thriving amid the existing economic problems and compare their grit level between stationary and mobile street vendors. To gather essential data, knowledge, and information.

Specifically, it seeks to answer the following research questions:

1. What is the level of grit among mobile street vendors and stationary street vendors?
2. Is there a significant difference between levels of grit among mobile street vendors and stationary street vendors?
3. What recommendation can be crafted based on the results of the study?

Hypothesis of the Study

Ha: The researchers hypothesized that mobile street vendors have a higher level of grit than stationary street vendors.

METHODOLOGY

Research Design

The study employed a comparative quantitative research design. The researchers deemed the chosen research design appropriate for street vendors' in comparing the level of grit exhibited by thriving street vendors who initially work as either mobile or stationary vendors.

Research Participants

The respondents in this quantitative study were primarily street vendors in Cebu City, Philippines in mobile or stationary forms.

They were selected according to the following inclusion criteria: 1) must have worked in business for the last three years 2) must be in good physical condition or health, 3) must be willing to participate in the study and 4) have signed the informed consent. However,

the participants' gross income, marital status, or any personal information were excluded from the survey. Most importantly, the questionnaire was administered when vendors did not have customers.

The researchers chose street vendors as respondents because they are the group of individuals who were more exposed to different challenges in their line of work and may develop a certain level of grit that enable them to thrive despite workplace challenges that may affect their business and well-being.

Research Instrument

The Short Grit Scale (Grit-S) is utilized in this study as an eight-item self-report questionnaire measuring two subscales: persistence in effort and consistency in interest. The scale employs a five-point Likert scale ranging from "very much like me" to "not like me at all" to assess respondents' determination in their actions and consistency of interest. The questionnaire underwent translation into Cebuano and evaluation by a certified psychometrician to ensure its validity, yielding a Cronbach alpha coefficient of .780.

To calculate scores, respondents' ratings on all items are summed and divided by the total number of items, with interpretations categorized as very high, high, average, poor, or very poor based on specific score ranges. This approach facilitates the assessment of respondents' grit levels in relation to their persistence and consistency in pursuit of goals, providing valuable

insights into their behavioral tendencies (Duckworth & Quinn, 2009).

Data Gathering Procedure

The researchers secured permission from the Dean of the College of Arts and coordinated with the Market Operations Division of the government to conduct their study in Cebu City. Ethical clearance was obtained from the Institutional Review Board (IRB) prior to data collection. Upon receiving the Notice to Proceed (NTP), the researchers engaged in face-to-face interactions with both mobile and stationary street vendors, providing informed consent forms and survey questionnaires. Rigorous procedures were followed throughout data gathering, emphasizing thorough and thoughtful completion of questionnaires. Post-data collection, respondents participated in debriefing sessions to address any concerns or misunderstandings. Continuous communication was maintained with respondents to solicit feedback on the study's progress and ensure accuracy in data interpretation. Subsequent analysis and reporting were conducted in alignment with the study's objectives, adhering to strict confidentiality protocols.

Data Analysis

In determining the level of grit in executing the research, the researchers used the Likert formula to be illustrated by a five-point scale, where every designated Likert item corresponds to a point. The Short Grit Questionnaire has its calculation to get the result of the data.

To analyze the data for this study, the Statistical Package for Social Science (SPSS) was used. The researchers used the descriptive analysis's frequency, percentage, mean, and standard deviation to calculate the overall scores. The inferential data analysis employed the t-test as the statistical method.

The independent T-test assesses the validity of the difference between the means of the two groups by comparing the ratio of the difference in group means over the total standard errors of both groups.

Ethical Considerations

The research study meticulously adhered to ethical standards, prioritizing privacy, confidentiality, and voluntary participation. Potential respondents were guaranteed anonymity, provided informed consent, and assured their data's confidentiality throughout the study. Risk assessment identified minimal inconvenience as the only potential drawback, with no monetary compensation offered but non-material benefits, including increased awareness of well-being and grit, highlighted. Informed consent documentation comprehensively covered study goals, procedures, potential risks, and benefits, ensuring transparency and understanding among participants. Researchers provided debriefing communication and referrals for support, reinforcing appreciation for respondents' participation and offering avenues for feedback or concerns. While no monetary incentives were provided, gratitude was expressed towards participants. Conflicts of

interest were transparently addressed, with researchers committed to ethical conduct and acknowledgment as secondary authors if their work was utilized or published.

RESULTS AND DISCUSSION

Results

Group	N	Grit Level	Interpretation
Mobile Street Vendors	135	3.9714	High
Stationary Street Vendors	135	3.0630	Average
N= 270			

Table 1.1. *Level of Grit among Respondents*

The analysis of the data demonstrates a significant difference in the level of grit exhibited by mobile and stationary street vendors. While stationary vendors exhibit an average level of grit, characterized by moderate passion and perseverance, mobile vendors display a notably higher level of grit, indicating a strong passion and perseverance for long-term goals. This disparity underscores the resilience of mobile vendors, who demonstrate unwavering determination in the face of daily challenges, including intense competition and regulatory obstacles, exacerbated by the COVID-19 pandemic (Akuoko et al., 2020; Abatayo, 2021; Martin & Agnes, 2021; Lim, 2022). Despite the distinct challenges faced by each group, the concept of grit emerges as a critical factor in fostering consistency of

interest and passion for long-term goals, enabling both stationary and mobile street vendors to overcome obstacles and pursue their objectives (Duckworth, 2007).

Difference between the Grit Level of the Respondents

The researchers conducted an independent sample t-test to analyze the data, ensuring that key statistical assumptions were met. Examination of the Q-Q plot revealed a normal distribution of the data, with scores

aligning closely along the expected line, indicating conformity to a normal range. Moreover, the absence of notable outliers indicated an independent distribution of scores. Additionally, the results of the homogeneity of variance analysis, as presented in Table 1.2 (refer to Table 1.2), showed a significance level higher than the alpha value of .05, suggesting that the variances of both groups were approximately equal. Hence, based on the findings of this study, it is concluded that all statistical assumptions have been satisfied.

		Levene's Test for Equality of Variances		T-test for Equality of Means		
		<i>F</i>	<i>Sig.</i>	<i>df</i>	<i>Sig. (2-tailed)</i>	<i>Mean Difference</i>
Grit Score	Equal variances not assumed	3.678	.056	25.980	.000	.90833

Table 1.2. *Independent Sample T-test*

Based on the findings in Table 1.2, the results of Levene's test with an alpha value higher than .05 (sig. = .056) entails that the alternative hypothesis should be accepted. Hence, the alternatives were accepted, corresponding to the significant mean difference between the grit levels in both groups.

Therefore, the results in the independent t-test present that the p-values were lower than .05 ($p = .000$); this indicates that their level of grit differed from each other. Thus, by examining the mean difference, which presents positive results (mean diff. = .90833), we can infer that the first group possesses a higher mean value than the second group. As a result, a considerable difference suggests that

there was a statistically significant difference between the means of the two independent groups.

Undoubtedly, the obstacles that thriving street vendors face and the outside environment significantly impact their grit and differentiate their results, as seen in Table 1.2. According to Bandura's (1977) Self-Efficacy Theory, an individual's confidence in their ability to achieve specific performance levels significantly impacts their life. Based on the results, stationary street vendors have an average drive to achieve personal goals and remain dedicated to the objectives they have set for themselves. However, despite obstacles, setbacks, and other factors, mobile street vendors demonstrated a more robust sense of

efficacy in their dedication to selling their wares.

The relationship between grit and self-efficacy in pursuing achievement in life were highlighted. To emphasize this, it keeps the weaker motivational goals from emerging so individuals can overcome obstacles in their informal employment and business (Suendarti, Widodo, & Hasbullah, 2020). According to Recio & Gomez (2013), Mutsaka (2014), and Yang et al. (2020), mobile street vendors encountered heightened obstacles while attempting to market their goods and services to the general population. In addition, their mastery experiences from the past have given them a strong sense of efficacy in their career growth since achieving goals is typically viewed as a sustained level of interest and passion for long-term objectives (Bandura, 1994; Quistberg & Winn, 2022).

Moreover, the quantitative findings are not only significant but also practical. They hold a significant magnitude by determining their effect size using power analysis and Cohen's (1988) T-test conventional effect sizes. It draws the combined scores between the two types of street vending beyond their significance level through its power analysis, where $d = 0.85$, which can be interpreted with a large effect size (refer to Table 4; See Appendix N). A significant effect size indicates that the research finding holds practical significance and application in the population.

Discussion

The researchers established that thriving mobile street vendors have a much higher degree of grit than stationary street vendors. A better sense of efficacy is necessary to achieve long-term goals since it pertains to a person's ability and motivation to persevere through any challenges these street vendors may encounter. Regardless of their gender, age, or years in business, both street vendors faced numerous obstacles and setbacks while continuing to sell their wares on the streets before and after the pandemic. However, they persevered because of their resilience and self-assurance in recovering and thriving their individual informal street vending careers.

The results indicate that taking on more challenging tasks strengthens grit and reciprocally impacts self-efficacy. According to Bandura's Self-Efficacy Theory (1986), Lent's SCCT (1994) and Duckworth's (2007) construct of grit, people with more grit have increased and sustained their efforts in the face of obstacles. This, in turn, reflects on how motivated an individual is to stay dedicated to their goals.

Recommendations

The researchers formulated recommendations in accordance with the third objective of the study based on the findings.

The study revealed that mobile street vendors exhibit greater grit than stationary street vendors. According to the literature, street vendors have challenges and hardships, particularly those who operate informally and move

around in different areas. Their ability to survive and thrive in adversity is mainly attributed to their grit. Several objections to this result raised the possibility that those with higher grit levels might be disregarded; however, concrete recommendations can be crafted based on the results of studies.

Herein, recommendations based on the findings suggest a comprehensive government approach to ensure their well-being and integration into the formal economy. Despite their tenacity and status as having higher grit than stationary vendors, the toxic environment they work in is compromising their well-being. As a result, the government needs to take specific measures to help mobile street vendors, similar to recognizing stationary street vendors in Cebu City. The government can create a resolution for the following:

Legal Recognition and Regulation: The government should create clear and reasonable regulations for mobile street vendors. Regulations should focus on health and safety standards rather than outright prohibition. Also, establish an accessible and affordable licensing system for mobile street vendors to operate legally. This can include simplified application processes and reduced fees.

Specified Areas: The government should to allocate specific zones or spaces where mobile street vendors can operate without hindering traffic or causing congestion. This

ensures orderliness and reduces conflicts with other businesses.

Training and Education: The government or non-government organizations should develop training programs for mobile street vendors to enhance their business skills, including financial management, hygiene practices, and customer service. This could make their services better.

Community Engagement: The government should establish committees comprising government officials, vendors, and local residents to address issues collaboratively. This fosters a sense of community involvement and ensures that regulations meet the needs of all stakeholders.

Furthermore, implementing these recommendations requires collaboration between government agencies, local authorities, and vendors. Regular evaluations and adjustments to policies based on feedback and changing circumstances are essential to ensuring the effectiveness of these measures.

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TEACHER AND STUDENT COMMUNICATION THROUGH SOCIAL
NETWORK ON THE TEACHING-LEARNING PROCESS

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ABSTRACT

This paper digs into and identifies the impact of messaging platforms on the learning process between students and teachers. The study takes place inside the university where students have experience using the provided messaging application. The researchers use a mixed method of collecting and analyzing data. For quantitative analysis, convenience sampling is used with about 162 respondents from the University of the Visayas-Main College of Arts and Sciences composed of students from the Department of Communication Studies, Psychology, Political Science, and Biology from the 2nd year to 4th year levels that have experienced using MS TEAMS, NEO LMS, OUTLOOK, and GMAIL. The data is tallied and utilized to reveal its means, frequencies, and percentages. The qualitative data is processed and analyzed through thematic analysis in forming its themes. The conclusions emphasize what type of communication significantly favors the teaching-learning process, creates real interaction between students and teachers, and contributes to the fast dissemination and access of information.

Keywords: *Messaging platform, MS Teams, Gmail, Outlook, Neo LMS,*

INTRODUCTION

Before the invention of modern-day telecommunication, chatrooms for desktops and laptops were the main way people communicated. Once CompuServe was released CB Simulator and Vodafone GSM Bef launched the first SMS in 1992, this new trend of communicating began. Once the first dedicated online chat service became accessible to the public, the mid and late 90s then produced

more messaging apps and chat rooms such as MSN and Yahoo!, which became widely popular. When the 2000s came, people from across the world were now able to talk face-to-face through desktop-based apps like Skype and Google Talk, which utilized webcams as well as microphones for visual and audio communication. However, with invention comes the advancement of technology, as

desktops and laptops began to give way to mobile phones, communication apps, and services needed to upgrade and evolve as well. Since the old chat rooms were not built for people able to move around with phones and tablets, innovation through the use of improved internet and data speeds for a more “on-the-go” experience in telecommunication allowed more features and capabilities.

In this study, the researchers identify the impact of teacher and student communication through social networks on the teaching-learning process. The objectives of this study are to determine the preferred messaging application used by college students to interact with their teacher; to know which messaging application is frequently used by students; to determine how accessible these messaging applications are, and to identify the impact of these messaging applications among college students.

Theoretical Background of the Study

This study is anchored on the Critical Mass theory, which states that the speed of adopting or using a new technology. The Critical Mass Theory is vital in this study because it helps the researchers to prove how college students can adapt to the usage of these messaging applications that are being authorized by the University of the Visayas. This theory helps to determine which messaging application college students use more frequently and which they prefer when it comes to performing their academic activities. Lastly, the researchers will also be able to identify

which messaging application has better features that cause their participants to be adaptable in using these messaging applications when doing their academic activities and inquiries with their peers.

Another theory that supports this study is the Connectivism Theory. The researchers adopt this theory because it suggests that social media can be used to facilitate learning and knowledge exchange. Additionally, this theory can be used to integrate modern technology into daily classroom activities.

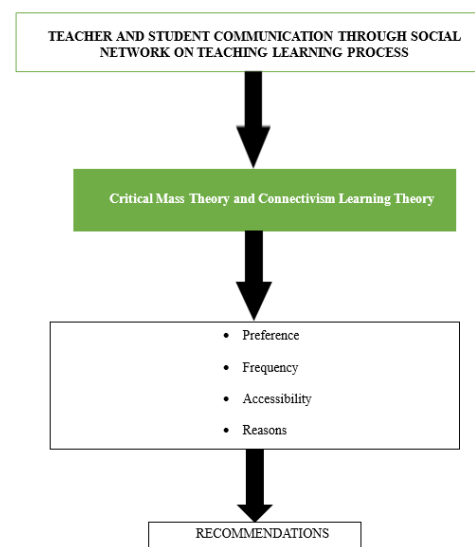


Figure 1: Schematic Diagram of the Study

Statement of the Problem

The main purpose of this study is to determine the impact of messaging applications on the academic life of college students.

Specifically, this study aims to answer the following questions:

1. What is the demographic profile of the respondents specifically in the respondent's program?

2. What are the messaging applications used by the students to interact with their teachers in terms of:

2.1. preference;

2.1.1 preferred social network of the students?

2.1.2 purpose of using messaging application?

2.2. frequency; and,

2.2.1. how often do the respondents use messaging applications?

2.2.2. how much time the respondent used messaging application?

2.3. accessibility?

2.3.1. most convenient social network?

2.3.2. when the respondents access messaging applications?

3. How significant messaging application to the students?

3.1. messaging application utilized by participants?

3.2. challenges of the messaging application?

3.3. barrier in using messaging applications?

3.4. improvement of the academic life of the respondents?

3.5. importance of using a messaging platform?

METHODOLOGY

Design

This study utilized a mixed-method research design the quantitative-qualitative method of research. Mixed method research design is a method of collecting and analyzing data to solve the research problem (Tegan, 2021). The researchers used a sequential explanatory design to collect numerical data first from the quantitative, then followed by analyzing and interpreting the data from the qualitative (Plano, 2011).

Respondents

The respondents of the study were 162 students from the University of the Visayas- Main Campus from all departments under the College of Arts and Sciences. Furthermore, the researchers decided to select the respondents based on the year level of the students to know the respondents of this study.

Sampling Technique

Convenient sampling was used to select the respondents of this research. A non-probability sampling method where units were selected for inclusion

in the sample because they are the easiest for the researcher to access.

This study used a 95% confidence level with a portion of 0.05 (Yamane 1987) to get the exact sample size from a large population where $N=273$.

$$n = \frac{N}{1+N(e)^2}$$

$$n = \frac{273}{1+273 \times .05^2}$$

$$n = \frac{273}{1.68}$$

$$n = 162.25 \text{ or } 162$$

Research Instrument

The researchers used a quantitative-qualitative method with an e-survey questions and focus group discussion to get information about the respondents' preferences, frequency, and impact, on the topic that focused on the messaging application used by college students for academic purposes. The survey questionnaire consists of two major parts which are given below accordingly. The first part is a Likert scale. The Likert scale is composed of three categories: Preference, Frequency, and Accessibility. Each category consists of 2 questions and the respondents would have to check if they (5) Strongly Agree, (4) Agree, (3) Neither agree or disagree, (2) Disagree, or (1) Strongly Disagree if the given indicators have been experienced among themselves. Each item has a five-point numeric scale that the respondents will check which best represents their perception. The second

part is the reasons to know the impact of messaging applications in the teaching-learning process and utilized Focus Group Discussion so that the respondents can explain further their responses from the first part of the question (Likert scale). The researchers adapted the instrument from the study of Javier et al., (2017) The questionnaire was validated by the experts in the field of research and it underwent validity testing.

Data Gathering Procedure

The researchers constructed an online survey questionnaire validated by the professor. The researchers prepared a letter of request to conduct the study. The researchers explained the significance of their response to the study being conducted. The researchers conducted the research at the University of the Visayas- Main Campus. Each participating student was given a survey questionnaire. The collected questionnaires were tallied for interpretation.

Statistical Treatment of Data

The researchers used descriptive statistics in analyzing and interpreting the quantitative data. This includes the use of frequency counts and percentage distributions. The following formula is used to calculate the percentage distribution (Jones, 1984:90)

Formula:

$$\% = \frac{f}{N} 100$$

f= frequency of responses

N= total number of participants

100= constant

Focus Group Discussion - The qualitative data was processed and analyzed by thematic analysis to form themes. According to Majumdar (2018) thematic analysis is a commonly used qualitative research method that provides brief description and interpretation of themes and patterns from a set of data. Primarily, the researchers transcribed and translated the data, familiarized the data, assigned initial codes that were taken from translated data, and searched for themes. This method aimed to support the answers of the respondents.

Ethical Considerations

The research study meticulously adhered to ethical standards, prioritizing privacy, confidentiality, and voluntary participation. Potential informants were guaranteed anonymity, provided informed consent, and assured their data's confidentiality throughout the study. Risk assessment identified minimal inconvenience as the only potential drawback, with no monetary compensation offered highlighted. Informed consent documentation comprehensively covered study goals, procedures, potential risks, and benefits, ensuring transparency and understanding among informants. Researchers provided debriefing communication and referrals for support, reinforcing appreciation for informants' participation and offering avenues for feedback or concerns. While no monetary incentives were provided, gratitude was expressed

towards participants. Conflicts of interest were transparently addressed, with researchers committed to ethical conduct.

RESULTS AND DISCUSSION

The following are the results based on the data gathered in this study:

4.1. Demographic Profile of the Respondents

Program	Frequency	Percentage
Psychology	98	60.49
Political Science	35	21.60
Communication	20	12.34
Biology	9	5.55
Total	162	99.98

Table 4.1. Frequency and Percentage Distribution of Respondents According to Program

As seen in Table 4.1, 98, or 60.49 percent are from BS Psychology and got the highest number of respondents followed by 35, or 21.60 percent from Political Science, while the Department of Communication has 20, or 12.34 percent, and 9, or 5.55 percent belong to the Department of Communication. The data implies that the respondents are equally represented by the Department of Psychology, Political Science, Communication, and Biology.

According to an analysis of the data in Table 1, the majority of research participants—98—come from the BS Psychology department. Next in line are the 35 respondents from Political Science, the 20 respondents from the

Department of Communication, and the 9 respondents from Biology department. The findings indicate that BS Psychology students make up the bulk of the College of Arts and Sciences at the University of the Visayas.

Choices	Mean	Descriptive Interpretation
MS Teams	4.6	Strongly Agree
Neo LMS	3.8	Agree
Outlook	3.4	Agree
Gmail	3.9	Agree
TOTAL	3.92	Agree

Table 4.2. Mean and Descriptive Interpretation of Preferred Social Network of the Students

Table 4.2 shows that the respondents “agreed” that the MS TEAMS, NEO LMS, OUTLOOK, and GMAIL are the preferred messaging applications. However, the result in item one reveals that the respondents strongly agree that “MS TEAMS” with a mean of 4.6 is the most preferred messaging application of the respondents the results corroborate the findings in the study of Almodaires (2021) that MS TEAMS is one of the popular learning management systems used in education all over the world ever since online learning began. As of April 2021, 145 million people actively use the platform daily, as reported by Satya Nadella, the CEO of Microsoft.

A study conducted by Ignacio and De Jesus (2021) in the Philippines reveals that “texting and chatting nowadays have become part of the

common ways to communicate.”, the researchers believed because of the features of MS Teams students are more likely to use the messaging application in their academic purposes. The result is also supported by the study of Nhie & Yen, (2021) Microsoft Teams is well known as a tool for teamwork, but is also powerful online teaching to communicate with a variety of useful features. Some of the features of MS Teams that are designed for education include conducting a meeting, interacting, sharing, and downloading files. This implies that the respondents like those messaging applications that have chatting features.

Choices	Mean	Descriptive Interpretation
Communication	4.5	Strongly Agree
Assignments	4.6	Strongly Agree
Attendance	4.4	Strongly Agree
Non-Academic Related	3.0	Neutral
TOTAL	4.12	Agree

Table 4.3. Mean and Descriptive Interpretation of the Purpose of Using Messaging Application

Table 4.3 shows the mean score rating and standard deviation for each item in the questionnaire. Choice 1 has a mean score of 4.5 (SA) with a qualitative interpretation of Strongly Agree. Choice 2 has a mean score of 4.6 (SA) with a qualitative interpretation of Strongly Agree. Choice 3 has a mean score of 4.4 (SA) with a qualitative interpretation of Agree. Choice 4 has a

mean score of 3.0 (N) with a qualitative interpretation of Neutral.

The analysis of the data presented in Table 4.3 pointed out the purpose of using the messaging application and the findings showed that the respondents “agree” that these were the reasons why they use messaging applications. However, as reflected in the above table, choice two “Assignments” has the highest mean of 4.6 or “Strongly Agree”, the result in item two support the study conducted by Nhi and Yen (2021) it was pointed out that, through the use of messaging applications, teachers were able to easily assign tasks to students and reach them out faster in terms of completing tasks or activities.

Moreover, according to Nemec (2020) Microsoft made interaction between students easier and gave way to the enhancement of collaborative learning environments in the online setup. Furthermore, In the study of Ignacio & De Jesus (2021) messaging applications are used by teachers and students for the purpose of not to meet personally in school, that is why the respondents choose assignment, communication, and attendance as their reason for using messaging applications. While choice four “Non-academic Related” has the least mean of 3.0 or “Neutral”.

Choices	Mean	Descriptive Interpretation
MS Teams	4.1	Always
Neo LMS	3.2	Often
Outlook	3.0	Often

Gmail	3.6	Often
TOTAL	3.47	Often

Table 4.4. Mean and Descriptive Analysis of Respondents' Frequency in Using Messaging Applications

Table 4.4 shows the mean score rating and standard deviation for each item in the questionnaire. MS Teams has a mean score of 4.1 (A) with a qualitative interpretation of Always. Neo LMS has a mean score of 3.2 (O) with a qualitative interpretation of Often. Outlook has a mean score of 3.0 (O) with a qualitative interpretation of Often. Gmail has a mean score of 3.6 (O) with a qualitative interpretation of Often.

The information in the table showed that the total weight of the mean is 3.47 or “Often”, as a result, the respondents often use messaging applications. However, choice one “MS Teams” has the highest number mean of 4.1 or “Always” According to the study by Poston, Apostel & Richardson (2020) Microsoft Teams has been labeled as an open virtual platform appropriate for face-to-face, hybrid, and online learning, which allows real-time social and instructional interaction and collaboration. It also claims to support synchronous and asynchronous learning and allow teachers to create an online class (Class team) so that students and teachers can communicate and collaborate (Nemec et al., 2020).

While the other choices like Gmail, Neo LMS, and Outlook have a lesser mean, these three choices have

the same descriptive interpretation “Often”. According to Tang and Hew (2021), Messaging Applications appeared to provide a higher level of cognitive engagement when employed in alternative assignments, where the students may select whether and how they wish to participate in the discussion. This is the reason why the respondents selected MS Teams as the most used messaging application, because in MS Teams the teacher used that for discussion, especially during online mode.

Hours of Using Messaging Applications	Frequency	Percentage
Less than 30 mins	50	30.86
An hour	50	30.86
1-2 hours	43	26.54
3-4 hours	19	11.72
Total	162	99.98

Table 4.5. *Frequency and Percentage Distribution of Respondents on how much time the Respondent use Messaging Application*

As reflected in the above table, 50, or 30.86 percent of respondents chose both less than 30 minutes and an hour as the most preferred time of using messaging applications the results of this supported the study of Ignacio & De Jesus (2021) Filipinos spend time on social media with an average time of 4.17 hours every day while 58% of the Philippine population actively using social media monthly. This also relates to the survey results by Statista Research Department (2023) the daily

average time spent on social media by Filipinos was 3.43 hours. Other activities of Filipino internet users include watching television listening to music streaming services and attending class for online setup. While 43, or 26.54 percent choose 1-2 hours of using messaging applications. In addition, 19, or 11.72 percent of respondents choose 3-4 hours of using messaging applications.

Most Convenient Messaging Applications	Mean	Descriptive Interpretation
MS Teams	4.5	Strongly Agree
Neo LMS	3.4	Agree
Outlook	3.2	Neutral
Gmail	3.9	Agree
TOTAL	3.75	Agree

Table 4.6. *Mean and Descriptive Interpretation of the Most Convenient Messaging Applications of the Respondents*

Table 4.6 shows the mean score rating and standard deviation for each item in the questionnaire. MS Teams has a mean score of 4.5 (SA) with a qualitative interpretation of Strongly Agree. Neo LMS has a mean score of 3.4 (A) with a qualitative interpretation of Agree. Outlook has a mean score of 3.2 (N) with a qualitative interpretation of Neutral. Gmail has a mean score of 3.9 (A) with a qualitative interpretation of Agree.

The data presented in the table shows that the respondents “Agree” that the four communication applications were convenient in terms of usage.

However, choice one “MS TEAMS” got the highest mean of 4.5 (strongly agree) meaning the MS Teams Application is the most convenient messaging application. According to the study by Rababah (2020), it was discovered that studying using the platform was convenient for students, enabling them to use time efficiently, and learning resources were made available to everyone.

Moreover, studies have demonstrated that the factors or elements that affect the usefulness of Microsoft Teams are functionality or the usability of the platform and learning convenience (Fatani, 2020; Landrum et al. 2020; Tomczyk et al., 2020). Research results confirmed that the functionalities of digital tools for teaching and learning also include uniqueness, attractiveness, ease of use, user-friendliness, and accessibility to information.

Table 4.7 shows the mean score rating and standard deviation for each item in the questionnaire. ‘*During free time*’ has a mean score of 4.1 (A) with a qualitative interpretation of Agree. ‘*While at school/ University/Work*’ has a mean score of 4.5 (SA) with a qualitative interpretation of Strongly Agree. ‘*Meal time*’ has a mean score of 3.1 (N) with a qualitative interpretation of Neutral. ‘*Any Spare time*’ has a mean score of 3.8 (A) with a qualitative interpretation of Agree.

The information in table 4.7, demonstrated the total weight of the total mean was 3.87, this implies the results that respondents “Agree’ on

According to the study of Nemecek et al. (2020), Microsoft Teams is unique and intuitive, yet similar to other virtual learning platforms, because it appeals to students and can be accessed using different technical devices such as a computer or tablet, or mobile phones.

Timing of Respondents' Access to Messaging Applications	Mean	Descriptive Interpretation
During free time	4.1	Agree
While at school/ University/Work	4.5	Strongly Agree
Meal time	3.1	Neutral
Any Spare time	3.8	Agree
TOTAL	3.87	Agree

Table 4.7. Mean and Descriptive Interpretation of Timing of Respondents' Access to Messaging Applications

when they access the messaging application based on the researchers provided in the table above. However, choice 2 “While at School/ University/Work” has the highest mean of 4.23 or “Strongly Agree”. It means that the respondent will only access the messaging application when they are at school or work. Choice one “During Free Time” got the second rank, followed by choice four “Any Sparetime”. While choice 3 “Meal Time” has the lowest mean of 3.1 or “Neutral”. In addition, the vast majority of educational institutions that offer post-graduate and doctorate courses are open to the idea text and instant

messaging as a communication medium for academic purposes.

A study discovered that the usage of instant messaging as a communication medium for academic purposes implies that mobile gadgets are fairly common and well-supported among students. Most college students profit from texting from mobile learning gadgets (Osumanu 2021; Jeong et al. 2007; Kennedy 2008). In addition, research evidence suggests that Microsoft Teams facilitates interactive learning, effective discussions, and fosters interaction between students and instructors, and that it has created a peer learning culture (Janes & Carter, 2020; Jodie, 2020).

Significance of Messaging Applications to the Students

Based on the focus group discussion, the chosen messaging application by the participants is Microsoft Teams with the majority of them saying it's easier for them to contact their teachers. This implies that students can conveniently settle and inquire about academic matters to their teachers. The student involvement can be enhanced using mobile instant messaging (MIM) as a social tool and it is easier to engage and build relationships between people when MIM is used (Tang & Hew, 2022). Custodio et al. (2021) stated that since the COVID-19 pandemic started, their opinions on social media as a tool for interacting with people have not altered. Still, it was reported that there has been a noticeable rise in the necessity for them to engage with their lecturers and classmates using social media. Lopez &

Cuarteros (2020) also stated that communication options have multiplied with the development of technology. In addition to in-person interactions, social media is available to us. The use of social media has increased in society.

Challenges of the Messaging Application

All participants agreed that there are barriers affecting the accessibility of Microsoft Teams. A majority of participants state that bad internet connectivity due to insufficient load or data leads to their notifications being unable to pop up on their devices. This observation implies that without a proper or sufficient internet connection, Microsoft Teams is inaccessible to users, especially students who want to settle academic matters with their teachers as well as pass assignments. This result relates to Fortuna's (2022) study which states that students can perform and complete their assignments using social media platforms with the help of good internet connectivity from various sources. Social media already plays a significant role in society, especially students. Dhawan (2020) states that students may suffer as a result of the high prices of digital gadgets and internet data subscriptions. This digital divide might make inequality disparities wider.

Barriers in Using Messaging Applications

All participants are aware of what causes these barriers with most of the participants experiencing compatibility issues of Microsoft Teams with their mobile devices. This implies that without a suitable device for Microsoft

Teams, students are unable to be notified by their teachers concerning academic matters. Another common cause mentioned by most of the participants is insufficient internet connectivity which is linked to insufficient finances.

This result supports Francisco's (2022) study which states that Microsoft Teams can be an excellent teaching tool, particularly for language learning, but some students are unable to fully utilize the platform because of several problems, such as not owning a high-quality device that can support the app's smooth operation and using a lot of data each time they attend a meeting.

The primary issues with e-learning are associated with elements like learning devices, etc. Furthermore, there are numerous concerns about fraud when learning online are discussed in detail. Interacting virtually with professors and fellow students efficiently when studying virtually is a concern as well. To ensure that no student is left behind, it is advised that Microsoft Teams figure out how to improve the platform's learning environment regarding student resources (Nguyen 2021).

The main issue students ran into while implementing online classes was unstable internet access. Significant statements made by the students that helped this theme take shape confirmed that they frequently arrived late for class in the virtual setting, left mid-discussion, and found it challenging to understand the teacher's instructions

and input when there was poor internet connectivity (Abelgas, 2022).

Improvement in the Academic Life of the Respondents

All participants agreed that messaging applications improve their academic life with most of them saying they can easily submit their assignments through the platform. This implies that the participants can use Microsoft Teams to submit their assigned tasks at any time to their teachers using the chat box option. According to Tus et al. (2021), social media use affects students' academic performance. It demonstrates how students can utilize social media for academic purposes, obtain access to recent news, learn about current affairs, etc. Anderson (2019) states that teachers now possess new methods for interacting with students and; more crucially, how to keep an eye on and take action in student learning to boost the effectiveness of both instructing and learning. Students can now discover new ways to gain and distribute their educational resources and chances.

Importance of Using Messaging Application Platforms between Teachers and Students

All participants agreed that using messaging platforms are important, especially regarding academic matter. Most of the participants use messaging platforms to relay concerns but also to submit assignments. This implies that students can easily message their teachers to communicate their concerns using messaging platforms and to pass their assigned tasks through chat in Microsoft Teams. Students need to

make the most of their resources, including using their mobile devices, which can improve their academic achievement and eventually create a supportive learning environment in the classroom given that the instructor would appropriately oversee and direct the students' actions (Yncierto & Gagani, 2018). Dayagbil et al. (2021) also state that in order to guarantee instruction and learning continuation of higher education both during and after the COVID-19 pandemic. Educational institutions must adapt to flexible teaching and learning methods by adjusting the curriculum, enhancing the teachers, as well as improving the facilities.

Conclusion

The researchers conclude that Microsoft Teams is the most preferred and frequently accessed messaging application among students. Despite its hindrances like Microsoft Teams being inaccessible offline, poor internet connectivity, device compatibility, or notifications unable to pop up, has been used to allow students to conveniently communicate academic concerns to their teachers. The participants also prefer to use a messaging application that has chatting features that facilitate convenient communication between students and teachers.

Lastly, this study proved that the use of Microsoft Teams as a messaging tool has significantly improved the academic life of students by enhancing their communication skills, as well as making it more convenient to address the concerns of students regarding academic matters. One of the theories

that supports this study is the Connectivism Learning Theory which supports the result of the study being conducted. According to the concept of connectivism, social media applications can disseminate important information whether or when the information will be utilized for inquiring about academic matters from teachers.

Recommendations

After a thorough conduct of the study, the researchers made the following recommendations for further improvement:

CAS Department. The department should continue to use Microsoft Teams as the official messaging tool among students, teachers, and non-faculty employees.

Students. The students should use of email-based applications could be utilized as an alternative platform to pass files pertaining to academics like school-work or assignments.

Teacher. The teachers should prompt its students to use Microsoft Teams in communicating concerns regarding academic matters to their students if possible.

Administration. The administration should also consider granting unlimited internet access to their devices for academic purposes.

Future Researchers. The future researchers may conduct a possible comparative study on the current learning management system being used by the university which is Canvas.

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THE INFLUENCE OF SOCIAL MEDIA ON THE CANDIDATE PREFERENCES
OF THE YOUTH IN 2023 SANGGUNIANG KABATAAN ELECTION

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ABSTRACT

Social media is a powerful tool with the potential to influence various aspects of society, including politics, education, and community engagement. While it offers accessibility and connectivity, its unregulated nature poses risks such as misinformation and cyberbullying. In the Philippines, social media has played a significant role in political campaigns, highlighting challenges related to fake news and biased information. However, it also serves as a platform for youth participation in governance through initiatives like Sangguniang Kabataan. Despite its drawbacks, social media presents opportunities for positive outcomes, underscoring the importance of media literacy and regulation. Understanding the complex relationship between social media, politics, and societal development is crucial for navigating its impacts effectively.

Keywords: *Young adolescents, Voters, Social media, Attributes, Social media influence*

INTRODUCTION

Social media is such a potent tool if used appropriately; news, viral, trends, and even paperwork can be accessed with the flick of a finger. However, there is a caveat: social media has no rules, Both its strengths and faults. Social media facilitates anonymity and identity concealment (Solidarity Magazine, 2015).

Shirky (2011) made two concepts about social media's impact on national politics. The belief is that social media will impact national politics. The first is that the technologies are ineffectual in and of themselves. The second is that they inflict as much harm as good on democratization since repressive

governments are growing more adept at employing these tools to stifle dissent.

One of the mediums used by the youth is social media, where 58.4 % of the world's population uses social media, according to Global Social Media Statistics 2022 and there are 4.6 bn global active social media users in the world (Dixon, 2022). According to a 2018 Survey by the Research Center conducted by Anderson and Jiang (2018), 45 percent of 13- to 17-year-olds are online virtually frequently, and 97 percent use social media platforms such as YouTube, Facebook, Instagram, or Snapchat. This modern generation transformed social media effectively in marketing, and people can share creativity, ideas, interests, and

information. However, Chaudhari et al. (2020) found that social media disperses messages and information rapidly and the dissemination of fake is mixed between truths which leads to confusion. We cannot hide that even though some technologies have made our lives easier, these things may cause us harm (positive and negative). Even Menczer and Hills (2020) believe that the winner takes all. They implied that even when higher quality content is shared, whether memes or news, it will go ignored. The inability to view everything in our news feed unavoidably causes us to disseminate partially or entirely false information.

Social media platforms as a source of information are a problem for society. Youths' unregulated use of social media may pose a danger (e.g. bullying, unrealistic views of people, politics, and more.) Social media can influence someone's perspective without knowing they are being influenced by what they have seen (American College of Obstetricians and Gynecologists, 2016).

In the Philippines, social media plays a vital role leading up to the May 2022 Presidential election. The drought of COVID-19 restrictions on many political candidates was the difficulty of holding in-person campaign events that led them to new strategies of campaigning by using this tool and shifting away from traditional media and towards social media (Asplund et al., 2021). Nationally, the Philippines struggles to balance fake and genuine news and media where information may be free and accessible but not consistently accurate (Balod and Hameleers, 2021).

Duterte has repeatedly labeled certain media outlets "baloney" and "fake news" in the public sphere (Lees, 2018). According to Chua and Luyun (2019), the use of social media in education and development programs in the Philippines revealed that the students faced challenges due to their prevalent use of social media. They are more exposed to false and unregulated information or media content which would result from addictive-like behaviors that interfere with their studies. As society evolves, the requirement for media information literacy has grown in importance.

Although young adolescents use social media and concepts of its impact on politics, according to Duque et al. (2017), it does not affect their family relationships. They have observed that using social media helps strengthen youth interactions. They can communicate with their parents, thanks to the advent of social media. Dr. Kulandairaj (2014) also proved that social networking sites have influenced the lifestyles of the youth in Chebbai in Tamil Nadu and that social media sites promote a healthy lifestyle through their posts, videos, and messages, which helps develop a healthy young generation.

Sangguniang Kabataan (SK) is one of the youth councils in the Philippines which allows the youth to participate in local governance and a platform for them to be able to advocate the needs and interests of the youth in their communities (Erlina et al., 2023). The study of Erlina et al. aimed to assess the perception of the performance of the Sangguniang Kabataan Officials in the barangay and its results that the SK

leaders are preferred and have a positive rating showing the significance of their work, though despite being favored the studies shows that there still need to be improved such as engagement and communication among the community.

The researchers are interested in whether the use of social media and their reading preference will affect their choosing political candidates such as SK Leaders if it would interfere with the Preference of young Filipino adolescents between the ages of 18 and 24 amidst this new technology. Though this study is not entirely new to other countries, it is new to third-world countries such as the Philippines. The researchers hope to add information on social media and emphasize that the use of social media may harm both ourselves and the society we live in.

Related Literature

The current study explores one of the possible direct influences of young adolescents' use of social media in society: the influence of social media in choosing their preferred SK Attributes. Youth's use of social media is vital for this study to comprehend its influence on the youth and possibly politics. The related literature was split into four themes: Philippine social media Influence, Studies on Social Media Influence, Election Social Media Influence: Asia, and lastly, Election and Social Media Influence: Philippines. These pieces of literature gathered would help the researchers have a deeper understanding of the current study.

In Philippine law, an election is defined as "the means by which the people choose their officials for a

definite and fixed period and to whom, as their representatives, they entrust the exercise of the power of government for the time being" (De Leon, 2002).

In the context of Lanao del Sur, elections have been perceived as arduous and challenging. Notably, election campaigns conducted via social media during previous local elections have positively influenced the cost of securing a political position. Furthermore, social media campaigns offer a cost-effective alternative, particularly in the absence of mechanisms to monitor and restrict campaign funding sources. This digital platform serves as fertile ground for non-verbal communication, allowing outreach to a broader audience (Salic, J. Z., 2023).

Social networking sites (SNSs) have the potential to invigorate democracy and political engagement. However, their value in politics remains contested. A study based on a survey of 600 Kenyan university students found that reliance on SNSs is positively associated with political participation, although this influence is limited. While SNSs may not directly impact political choices (Kamau, S., 2017).

To better comprehend the studies, the researchers created a mind map. The mind map shows a review of related literature on social media influence in connection to political elections and has been categorized into four (4) which include the relative importance of the studies, each category helps identify how social media affects and influences voters in their candidate preference, especially among the youth.

Philippine Social Media Influence

In this 21st century, it is undeniable that the use of social media is prevalent among the youth. This literature presented in this theme presents the influence of social media in the Philippines.

Shtern et al. (2019) explored the challenges associated with monetizing social media platforms by analyzing research on social media influence in the Philippines. They inquired how content influencers comprehend, interact, and communicate with their audience. In addition, they said that social media work in the Philippines is defined as globally connected but locally anchored practices of manufactured authenticity in which producers exploit their understanding, socioeconomic, linguistic, and cultural positions regarding the commercialization of social media audiences. Shtern et al. (2019) emphasized that envisioning authenticity as performable and negotiable labor between producers and their viewers is a fresh and intriguing approach. By framing authenticity as a contentious yet essential phrase in conceptualizing social media content production, researchers have discovered that the creator's perception of the value of engaging in audience authentic behaviors is altered. The paper explored how influencers in the Philippines comprehend, interact, and commodify their audience as a means of connecting with a cross-border theoretical understanding of the effects of social media word-of-mouth influence. Filipino influencers responded that social media creation and innovative inclusion of material that reflects the social reality of

their audience were essential to their success, even though they had a higher economic income than their audience. The researchers also realized that performing the so-called authenticity could appear manipulative in the presence of a false version of the creator.

This literature relates to the current study since it demonstrates that an individual's online reputation may be readily altered. Moreover, influencers' use of the perception of authenticity demonstrates that they would offer viewers a sense of relatability to improve their reputation with others and then reveal their genuine selves just for personal gain. Shtern et al. (2019) noted that their research is insufficient to investigate the complementary perspective of Filipino viewers, namely how they see their relationship with entertainers. The research should have a qualitative study to understand better the relationship between influencers and viewers.

A study by Roengtam et al. (2017) has researched the impact of social media on the organizational form and function in selected local governments of Indonesia, Thailand, and the Philippines. With a quantitative and qualitative method, the researchers conducted comparative explanatory studies among the three ASEAN cities.

The researcher's primary data are collected in Bandung City, Indonesia; Iligan City, the Philippines; and Pukhet City, Thailand. Through the study, Roengtam et al. (2017) discovered that social media has not yet altered the internal organizational processes in the three cities.

In addition, according to Roengtam et al. (2017), social media is not utilized as a venue for citizen-government interaction. It is solely utilized to disseminate information to the public; social media appears to have been used simply to collect information from citizens and not to include it in decision-making. The study concluded that the selected cities do not use social media to communicate with the citizens but rather to disseminate information faster. It is good to know that the government does not use social media to communicate with its citizens. However, the literature needs to cover more cities rather than just three. There are a lot of ASEAN countries, and it cannot be generalized.

Asian Studies on Social Media Influence

Gaur and Gupta (2021) investigated the usage of social media by academics in China, Mongolia, and Central Asian nations. It also emphasized the linguistic abilities and enthusiasm to participate in global discourses of the Central Asian, Chinese, and Mongolian populations. The initial step in this manner entails gaining an understanding of the constraints restricting participation from places. They have discovered that in Central Asia, social media usage is limited, and favored platforms vary. Globally prevalent SMPs are not widespread in this region; hence, a global connection is limited. Information collected and viewpoints formed may vary depending on the predominant platforms in the local region. Therefore, these nations do not contribute considerably to the scientific area. Without internet presence, these nations will unavoidably be disregarded

globally. Some Central Asian nations have access to prominent social media platforms.

This material is relevant to the current investigation because it demonstrates that people's perceptions may be affected by the quality of information and their connectedness which restricts information accessibility. Without an Internet presence, these nations will unavoidably be disregarded globally. Though the research is good, the study should have been involved in just one country, then studying how the information is disseminated between cities that have access to good internet connections versus cities or towns where one can hardly receive new information.

Cheung et al. (2020) examined the effect of social media marketing elements, including entertainment, customization, interaction, electronic word-of-mouth, and trendiness, on consumer brand engagement and brand awareness. The study collected data from 214 experienced social media users in Hong Kong, as demonstrated by their usage of a durable technological product, a smartphone. The method employed in the study was partial least squares structural equation modeling (PLS-SEM); which examined the associations between social media marketing features, consumer-brand interaction, and brand knowledge. The study discovered that interaction, electronic word-of-mouth, and trendiness are the primary factors that directly influence consumer brand engagement, enhancing brand recognition and knowledge. In contrast, the effect of entertainment and customization on consumer brand

interaction yielded non-significant findings (Cheung et al., 2020).

This literature contributes to the present study regarding brand engagement of political candidates and how social media is used in marketing, including entertainment, personalization, interactivity, electronic word-of-mouth (EWOM), and trendiness, influencing the choice of young adolescents' candidate Preference. However, the research only used one medium of technology, a smartphone. Though people commonly use this, some do not have phones but have tablets for work. The study should have used more than one device for diversity.

Tajudeen et al. (2018) investigated the causes and effects of social media usage in businesses. In addition, technology, organization, and environmental perspectives are utilized in this study. This study gives a clear knowledge of the causes and advantages of social media usage, as well as a comprehensive picture of social media usage in businesses of varying sizes and industries, allowing for the transferability of these findings to other contexts. According to the survey, everyone with Internet access may utilize social networking sites like Facebook and Twitter. Consequently, social media is very compatible with the current infrastructure, as the technology is quite basic and can be used by any company with relative ease. Consistent with earlier research, which revealed that compatibility is a key role in the adoption of technology, the outcome of compatibility is substantial. The participatory element of social media allows for two-way engagement with the

public, which pushes businesses to utilize it. According to Tajudeen et al. (2018), interactive innovations enable two-way communication and accelerate the adoption process by encouraging people to utilize them immediately.

The study included a limited number of variables to evaluate social media usage and its effects. In a larger context, there may be other causes and effects. Therefore, the study's limited inclusion of covariates may be a drawback. This study is related to current literature as it follows the same goal of analyzing social media behavior. However, the research focused on the consumer, and the current research focuses on the voters' habits in social media.

Election and Social Media Influence: Asia

This theme provides literature on social media's influence on politics outside of the Philippines.

Safiullah (2017) investigated the correlation between the social media buzz of political parties and the number of seats gained in the 2014 General Elections. The study suggests that social media buzz around political parties had a positive and significant influence on the number of seats gained by political parties in the 2014 general election the method to measure accuracy in predicting vote shares was the Mean Absolute Error (MAE). This method is not the best option for this study as it cannot be compared across the election, in spite of this knowledge MAE is preferred to measure among research as it allows researchers to compare their

method's performance against the pre-electoral polls.

Fadillah et al. (2019) focused on citizens' social media to express interesting political topics during elections. When society talks too much about politics on cybermedia, it could cause problems. The writers hoped that the citizens could create constructive rather than destructive content for discussion without destroying democracy. Through research, the writers were able to conclude that social media can undermine mainstream media content, usurp official and government sponsored output, and promote anti-establishment messages. Governments and political parties have responded in kind. Trolls, cyber troopers, and buzzers are prominent fixtures in contemporary elections in Southeast Asia. However, the case of Malaysia might give the researcher pause in concluding that social media use inherently undermines democracy in the region, as citizens begin to understand how the digital sphere is manipulated. Indonesia's civil society is strong, creative, and diverse, and it will find ways to deal with buzzing, fake news, and a president who has mostly let them down.

Hamid (2018) studied the use of social media in general and its influence on the electoral scene in Malaysia, focusing on the recently concluded 14th general election. The analysis aimed to show the influence of social media disseminated information on the election in Malaysia. By scoping review technique, articles on social media and the use of social media for disseminating political and election information have been gathered and reviews, using

selected keyword such as election information, information dissemination, Malaysia election landscape and Malaysia general election were use during information retrieval (Hamid, 2021).

Election and Social Media Influence: Philippines

This provides literature that studies influence of social media in politics in the Philippines.

Sinpeng et al. (2020) analyzed the 2016 election, which was won by former President Duterte, because it is unknown if social media had a substantial role in his political campaign. There are three primary methods for social media campaigning: broadcast, grassroots, and self-actualization. Twenty million activities and 39,942 randomly selected comments were studied across the official Facebook accounts of prominent presidential contenders. As Duterte's profile was the most active, the researchers discovered that Duterte fans were not just assertive in their support for him online, but they were also more dedicated to him offline, as opposed to focusing on political campaign actions and techniques. In addition, they highlight the thin line between manufactured support and genuine political zeal. Sinpeng et al. (2020) concluded that "it seems as if Duterte's campaign either did not know how to make use of Duterte's Facebook presence or simply did not care". The research finding has added to the growing literature on social media and politics that aims to seek to understand the broader ecosystem of online political discourse.

This literature is connected to the study as it allows the research to have an idea that just because one has a strong media presence doesn't mean that it is particularly controlled by the political candidate itself. It allows the researcher to understand the social media of politics how the citizen show support to the political candidate.

Ibardeloza (2022) believed that the "youth is indeed a powerful force of the society when it comes to the democratic aspect of the country particularly now". He investigated the relationship between exposure to social media to the awareness on various social issues and the complex political involvement of the youth. The researcher found that there is no significant connection between the respondents' social media exposure and their level of awareness regarding societal issues in the country, this research demonstrated how broader and more advanced understanding of youth radical political participation associated with more comprehensive measures of social media use and can help a better understanding of the role of the internet in the generation.

As the literature focuses on whether social media impacts people's perspective in understanding of the issues in the country and their engagement in politics. It is related to the current studies as it answers whether social media affects in their societal awareness it is related as the current research is about finding out whether the use of social media affects the young voters in choosing their proffered candidate.

The researchers were able to tackle the related studies by creating theme in accordance with what they need to know, such as social media influence in the Philippines and social media influence in politics. The four themes represent the different main variables of the studies. With the related literature it helps the researchers understand the relevance of the study and the literature has given the researchers the idea on what methods to use in the conduct of the current study.

Theoretical Framework

The primary theoretical foundation of this topic is the Theoretical Models of Voting Behavior. It describes the sociological, psychosocial, and rational choice theory of voting behavior. highlighting their continuity and theoretical complementarity. It also offers a reconceptualization of the notion of partisanship to include the pertinent contributions of the three major models of voting behavior into a comprehensive approach to electoral behavior (Antunes, 2010).

Antunes (2010) defined the sociological model of voting behavior in three essential works of Lazarsfeld: the people's choice, voting, and personal influence. A study done by Lazarsfeld, Berelson & Gaudet in 1944 used a questionnaire as an instrument of investigation for the first time in the study of a U.S. presidential election hypothesized that the act of voting is an individual act, affect mainly by the personality of the voter and his exposure to the media. The results, however, suggest that the effect of the media on electoral decisions was minimal and that the decisive influence was the social

groups to which they belonged. With the study, Antunes (2010) have divided six subjects to better understand the study of Lazarsfeld et al. The sub-headings that were present in Antunes (2010) study were *Political homogeneity of social group*, *Activation reinforcement and conversion*, *Social transmission of political choices*, *Perception and political differentiation*, *Democratic practice and theory*, and lastly, *Social cleavage*.

Sociological model, however, has limitation in explaining the variation that occurs in voting due to economic factors specific to each election, as Antunes (2010) said "Social factors may explain the long-term stability of voting behavior, but do not explain the variations that occur in the behavior of voters in different elections". Due to its limitation the Michigan psychosocial model attempts to overcome it using the concept of partisanship, which seeks to link the influence of sociological and historical long-term factors that characterize each election.

The origin of the psychosocial model of voting behavior may be traced to studies undertaken by the Survey Research Centre at the University of Michigan during the 1948 U.S. presidential election probes; nonetheless, the basic theoretical foundation has been maintained. These investigations' questionnaires and databases are cited in many electoral studies undertaken in the United States of America. The core concept of this model of voting behavior is partisanship, which is conceptualized as a psychological affinity and stable and long-lasting relationship with a political party that does not necessarily translate

into a concrete link, such as registration, consistent voting, or systematic militancy (Antunes, 2010). Partisanship is the main concept of this model, it is designed as a psychological affinity, stable and lasting relationship with a political party. In this perspective, partisanship is not seen as a variable that tells us directly and unambiguously which is the vote option of an elector (Antunes, 2010).

Lastly, the theory of rational choice aims to explain election behavior by using the political economy as its starting point. The operation of the model is based on three fundamental premises: (1) all decisions made by voters and political parties are rational, i.e., guided by self-interest and enforced in accordance with the maximization of action's utility principle; (2) the democratic political system implies a level of consistency that supports predictions about the consequences of decisions made by voters and political parties, i.e., their agents, voters, parties, and governments; and (3) the democratic political system implies a level of consistency that supports predictions about the consequences (Antunes, 2010).

Antunes' (2010) theoretical model of voting behavior is applicable to the current study since it seeks to comprehend voters' preferences for political candidates' attributes and if their social media habits influence those choices. Using models of electoral behavior, such as sociological models, physiological and rational choice theories, in conjunction with the new reconceptualization of partisanship helps to explain situations in which there are changes in electoral behavior, while

preserving the psychosocial model's potential for elucidating the stability of voting options.

Statement of the Problem

This study seeks to determine correlational significance between social media usage with voter preference. Specifically, this study aims to answer the following:

1. What is the demographic profile of respondents according to:
 - 1.1. Age?
 - 1.2. Hours of social media use?
 - 1.3. Hours of leisurely reading habits?
2. Is there a significant relationship between reading habits and social media use?
3. Is there a significant relationship between youth's social media use and their preferred attributes in SK leaders?

Hypothesis

The following are hypothetical assumptions of the study:

Ha1: There is a significant relationship between reading habits to social media use.

Ha2: There is a significant relationship between youth's social media use and their preferred attributes in SK leaders

METHODOLOGY

The process for carrying out this investigation was outlined in this chapter. It describes the chosen research design, the research location, the research participants, research instruments, research sampling, and data analysis.

Research Design

The study employs a correlational design. The correlation survey aims to understand the relationship between social media usage and reading habits to the preferred attributes of SK candidates. A correlational study enables the researcher to evaluate the prevalence and correlation between variables, as well as to predict future events based on present data and knowledge (Curtis et al., 2016). Since the research focuses on social media habits, a survey, which is a standard method of measurement in behavioral science, is most appropriate for this study. A survey design is used to collect data on a wide variety of disciplines of study (Fink, 2003).

Environment

The study included two barangays, the barangay of Cogon Ramos and barangay Sambag 1, both barangays are in Cebu City, Cebu, Philippines. Both barangays have the most elevated populace of ages between 20 to 25 a long time ancient with its most reduced populace of 75 to 79 individuals.

The study will be conducted online using Google Forms. Access to a spreadsheet view of the collected data can be easily accessed. It is a versatile instrument that may be utilized for numerous purposes (Demarest, 2021).

Research Participants

The participants of the study consisted of young adolescents between the ages of 18 to 24 years old who are registered voters residing in both barangay Cogon Ramos and barangay Sambag 1. Since the information of the total registered voters who are in the ages of 18 to 24 years old are not available, the researchers obtained the total population of each barangay which is 714 (Brgy. Cogon Ramos) and 4044 (Sambag 1) (Cebu City Profile – PhilAtlas, 1990). The researchers used a sample size calculator to obtain the sample size, confidence level of 80% and computing the margin of error with this the sample size of Barangay Cogon will be 104 with a margin of error of 5.82 and Barangay Sambag 1 sample size is 105 with margin of error 6.19. To compensate for the margins of error the researchers will add 20 more participants in each barangay. The total participants that the researcher must obtain is 114 in Barangay Cogon Ramos while Barangay Sambag will have 115 participants, bringing the total to 229 for both barangays.

The researchers utilized purposive sampling technique as the researchers have a clear idea of their specific participants who are registered voters between the ages of 18 to 24 years old. The use of purposive sampling allows the researchers to choose base on subjective judgement of the researchers rather than randomly selecting representatives to narrow down the participants better and will allow the researchers to choose and select base on their characteristics (Fleetwood, 2023). The researchers also used homogeneous sampling known as

judgmental sampling, which allows for deliberate selection of a participant based on the traits that someone possesses. It is a method that allows the researcher to select what must be learned and then seeks out persons who possess the necessary knowledge or expertise and are willing to do so (Etikan et al., 2016). With homogeneous sampling it allows the researchers to collect a very specific set of participants (Elmusharaf, 2016). To increase the likelihood of producing a reliable and reproducible results and minimizes the likelihood of harm to the subject and prevent exploitation of a vulnerable person (Hornberger and Rangu, 2020) the researchers have created a criteria in choosing their participants, the participants must have the ability to use social media, is a registered voter, must reside in Barangay Cogon Ramos or Barangay Sambag, and must be between the ages of 18 to 24 years old. Since it is a homogeneous sampling, the researchers only included participants who fit the criteria and reject those who did not. The sample size is chosen as cost base, as it is readily available to the researchers (Singh, 2014).

Instrument

The researcher used a self-made questionnaire or a self-administered survey, a way of collecting data without the presence of interviewer, which may positively effect and improve the quality of survey (De Jong, 2016). In making the research survey, the researchers first to defined the variables and ensured the use of simple language, the use of formative or reflective questions as appropriate to represent variables. The self-made

questioner was validated with the help of experts.

The Likert Scale Response Options is a data collection instrument and the researchers utilized this strategy because it includes scales. Commonly, the Likert scale is used to measure changes in attitudes, knowledge, perceptions, values, and behavior (Vagias and Wade, 2016) the researchers will use a standardized Likert Frequency- 5 points scale (1- Never, 2- Rarely, 3-Sometimes, 4- Often, 5-Always) to measure the participants' social media usage, reading habits, and preference of youth in choosing electoral candidate. The researchers a label of agreement 1- Strongly Agree, 2- Agree, 3- Neutral, 4- Disagree, and 5- Strongly disagree (Vagias and Wade M., 2006) as it allowed the researchers to identify which characteristic will be prioritized in selection of SK preference. This scale helps in identifying what attributes voters look for in selecting SK leader.

Data Gathering Procedure

Pilot testing is an essential phase of a research project since it identifies possible issue areas and inadequacies in the research equipment and methodology before the complete study is implemented (Hassan et al., 2006). According to Connelly (2008), 10% of the sample projected should be enough participants for pilot testing. Since there are two barangays the searchers will obtain 10 participants in each barangay for pilot testing.

Data Collection

In conducting the study, the researchers asked for written permission

from the Office of the Academic Affairs and the Dean of the College of Arts and Sciences to conduct research outside the University of the Visayas.

The data was gathered using Google Forms. The researchers disseminated the survey questionnaire to the participants using internet platforms such as email or Facebook messenger. The researcher used these platforms as these give advantages in distributing surveys to big audience and reach the potential participants (Kayode Sani, A. 2022). The participants do not need to log in their personal information to protect their privacy. The researchers also reached out to the SK leaders for help in disseminating the questionnaire.

Statistical Treatment

The researcher used descriptive analysis to interpret the data collected from the respondents, as descriptive analysis permits the transformation of raw data into a form that is easy to comprehend and interpret, i.e., rearranging, ordering, and manipulating data to provide insightful information about the data collected (Rawat, 2021).

- Likert Scale Frequency – 5-point scales were used to measure the participants' social media habits and reading habits (Vagias and Wade, 2016).

- Spearman rho - The researcher used Spearman Rho for determining the correlations between variables, as according to Frost (2023), Spearman rho is an excellent choice when you have an ordinal data because Pearson's correlation is not appropriate. Spearman is also a great way to report between Likert scale items which is the right

statistical treatment for this research. To interpret the spearman's correlation coefficients range -1 to +1, the sign of the coefficient indicates whether it is a positive or monotonic relationship, a positive correlation means that as one variable increase the other variable also tends to increase. While a negative correlation signifies that as one variable increases the other tends to decrease. Value to 1- or +1 represents stronger relationship that value closer to zero (Frost, 2023).

Ethical Considerations

This research study has been meticulously designed to uphold the highest standards of ethics, ensuring fairness and integrity throughout the research process. The following ethical considerations have been integrated into the study's methodology:

Protection of Respondent Privacy: Personal data such as names, addresses, ages, or any other identifying information are not collected, as they are not pertinent to the study's objectives. All information and data gathered will be treated with the utmost confidentiality and will be exclusively accessible to the researchers and participants involved.

Informed Consent: The survey commences with an informed consent process, allowing participants the option to decline participation. Participants are fully briefed on the study's objectives, emphasizing their vital role and contribution to the research.

Non-maleficence: At no point during the study were participants subjected to harm, abuse, or coercion.

Consideration for Participant Time: Ample time is provided for participants to respond thoughtfully and without pressure.

Online Conduct: Given that the research is conducted online, measures have been taken to ensure a secure and respectful environment for participants. These ethical considerations are fundamental to the study's integrity and are strictly adhered to, reflecting our commitment to responsible and ethical research practices.

RESULT AND DISCUSSION

This section lays the result based on the survey conducted, and discusses the statistical analysis results.

Barangay	Frequency	Percentage
Sambag I	118	52%
Cogon Ramos	110	48%
Total	228	100%

Table 4.1 Demographic Profile of the Respondents in Barangay Cogon Ramos & Sambag I

The table shows the percentage of the total respondents in each barangay, with Barangay Sambag I accumulating the total of 118 respondents 52% of the total respondents while Barangay Cogon Ramos is only below by 8 respondents totaling 110 or 48% of the total respondents. Overall, the total number of respondents from both barangay is 228 respondents.

Gender	Frequency	Percentage
Male	99	56.3%
Female	129	43.7%
Total	228	100%

Table 4.1.1 Distribution of Respondents According to Gender

Table 4.1.1 reveals that 99 or 56.3 % percent of the respondents are male, while 129, or 43.7 % of them are female. This study shows the overall gender demographic of both Barangay Sambag I and Barangay Cogon Ramos.

Age	Frequency	Percentage
18-20 yrs old	73	32%
20-24 yrs old	156	68%
Total	229	100%

Table 4.1.2 *Distribution of Respondents According to Age*

As seen above, 73 or 32 percent belong to the 18-20 age bracket, while 156 or 68 percent belong to the 20- 24 age bracket. Data shows that the highest percentage of respondents is between the ages of 20 and 24.

Hours of leisurely using social media	Frequency	Percentage
1 hour a day	5	2.2%
1-2 hours a day	22	9.6%
2-4 hours a day	82	35.8%
5-6 hours a day	120	52.4%
Total	229	100%

Table 4.1.3 *Distribution of Respondents According to Leisure Media*

The table above shows that most of the responders, 52.6%, spend 5 to 6 hours a day leisurely using social media. Some only consumes 2 to 4 hours a day with 35.5% of the total responders and 9.6% or 22 respondents only spend 1 to 2 hours of social media usage and lastly with only 2.1% of the respondent or 5 total respondents only spend 1 hour in leisurely using social media.

In conclusion, most young adolescents’ voters are frequent avid users of social media with average usage of 5 to 6 hours daily.

Hours of leisurely using social media	Frequency	Percentage
1 hour a day	43	18.7%
1-2 hrs a day	62	27.1%
2-4 hrs a day	59	25.8%
5-6 hrs a day	65	28.4%
Total	229	100%

Table 4.1.4 *Distribution of Respondents According to Leisure of Reading*

According to the preceding data, 43 or 18.7% of registered voters in Barangay. Sambag 1 and Cogon Ramos spend one hour per day on leisure reading, 62 or 27.1% spend 1-2 hours, 59 or 25.8% spend 2-4 hours, and the largest number is 65 or 28.4% among registered voters who spend 5-6 hours per day on leisure reading. According to these statistics, most registered voters in two Barangays spend 5-6 hours each day reading.

Cronbach’s Alpha	Items Removed	N of Items	N of Participation
.894	1	22	229

Table 4.2 *Reliability test check*

The table shows that there are 229 respondents and 1 is removed because one respondent didn’t agree in terms of conditions resulting to a total 228 responders with a Cronbach’s Alpha of .894 according to the definition of Cronbach’s Alpha, the rule of thumb for interpreting alpha for dichotomous questions such as questions that uses Likert scale uses Cronbach’s alpha, and in general, a score more than 0.7 is okay and as shown above .894 is equivalent to good in internal consistency (2023).

Table 4.3.1 Mean & Descriptive Interpretation on the Respondents' Social Media Usage

Statements	S.D.	Mean	Interpretation
I am using social media to gather information about specific candidates.	0.925	3.502	Often
I am using social media as a way to advertise my favorite political candidate.	1.045	2.987	Sometimes
I use social media as a way to know political movements of political candidates	0.881	3.41	Often
I am using social media to gather information about a candidate.	0.891	3.397	Often
I am aware that not all information about the candidates in social media are true.	0.969	0.969	Often
I use social media as a main source of information when reviewing the candidates background.	0.906	3.218	Sometimes
I wholeheartedly believe everything I read in social media about the political figures.	1.182	3.293	Sometimes
	Total	3.43	Often

Note: 1.00 - 1.70 – Never, 1.80 -2.59 – Rarely, 2.60 - 3.39 – Sometimes, 3.40 - 4.19 – Often, 4.25 -5.00 - Always

As reflected in the table above, its shows the interpretation of gathered data about the social media usage of barangay Sambag 1 and Cogon Ramos registered youth voters, the “I am aware that not all information about the candidates in social media are true” shows the highest data with 3.721 mean and 0.969 SD, followed by “I am using social media to gather information about specific candidates” 3.502 mean and 0.925 SD, “I am using social media to gather information about a candidate” which has 3.397 mean and 0.891 SD, then “I use social media as way to know political movements of political candidates” which has 3.41 mean and 0.881 SD. On the other hand, the “I wholeheartedly believe everything I read in social media about the political figures” gathered the data in times of “sometimes” 3.293 mean

with 1.182 SD, followed by “I am using social media to gather information about specific candidates and “I use social media as main source of information when reviewing the candidates background” with 3.218 mean and 0.925 SD.

In conclusion, the finding shows that most of SK registered voters in Barangay Sambag 1 and Cogon Ramos are very much aware that not all the information in social media is true, most of them knows how to use media appropriately however there's still few young adolescences who need guide on how to do fact-checking regarding to the information that social media feeds to them.

Table 4.3.2 Interpretation of the Respondents' Reading Preference

Statements	S.D.	Mean	Interpretation
I read news about politics using social media.	0.831	3.293	Sometimes
I read posts on Facebook about certain political candidates.	0.863	3.275	Sometimes
I read about political figures' education.	0.855	3.231	Sometimes
I read the local news regarding local elections in the newspaper.	0.999	3.197	Sometimes
I read political advertisements on Facebook.	0.854	3.197	Sometimes
What I read about political candidates will affect my opinion on them.	0.99	3.179	Sometimes
	Total	3.22	Sometimes

Note: 1.00 - 1.70 – Never; 1.80 -2.59 – Rarely; 2.60 - 3.39 – Sometimes; 3.40 - 4.19 – Often; 4.25 -5.00 - Always

As reflected in the table, the “I read news about politics using social media” has 3.293 mean, “I read post on Facebook about certain political candidates” with a mean of 3.275, “I read about political figures' education” with a mean of 3.231, “I read the local news regarding local elections in the newspaper” has 3.197 mean, “I read political advertisements on Facebook” with a 3.197 mean and “what I read about

political candidates will affect my opinion on them” has a mean of 3.179.

This data means that most of the participants pay attention on an irregular basis to the information that is being stated on social media, which sometimes signifies that their opinions and perceptions are influenced depending on what they see and believe.

Table 4.3.3 Interpretation on the young adolescents preferred attributes of an SK leader

Statements	S.D.	Mean	Interpretation
SK candidate must be educated.	0.828	4.259	Strongly Agree
SK candidate must be influential.	1.328	3.424	Agree
SK Candidate must be 18-25 years old.	0.886	4.013	Agree
SK must have political backgrounds.	1.065	3.607	Agree
SK candidate must not have criminal records.	1.057	4.201	Strongly Agree
SK candidate must have Bachelor degree.	0.915	3.645	Agree
SK candidate must be reliable.	0.944	4.141	Agree
SK Candidate must be religious and God fearing.	1.098	3.665	Agree
SK candidate must be rich.	1.067	2.24	Disagree
	Total	3.68	Agree

Note: 1-1.80 - Strongly Disagree, 1.81- 2.60- Disagree, 2.61-3.40- Neutral, 3.41-4.20- Agree, 4.21-5 - Strongly Agree

As seen in the table, the statement “SK candidate must be educated” has the highest mean of 4.259 or “strongly agree” followed by “SK candidate must not have criminal records” has mean of 4.201 or “strongly agree” then, “SK Candidates must be reliable” which has 4.141 mean and “SK Candidates must be 18-25 years old” has 4.013 mean. On the other hand, “SK candidate must be rich” has the lowest mean of 2.24 or “disagree”. The total mean is 3.68 or “agree”. This signifies that most of the participants know what leadership

attributes they need and want, as it influences various aspects of societal, interpersonal, and even professional dynamics in a society.

According to the data shown in the table, the respondents of the survey from barangays Sambag 1 and Cogon Ramos have nearly the same attitude in terms of preferred political candidates, with most respondents in each barangay favoring the good traits that leaders should possess.

Table 4.3.4 Relationship Between the Social Media Usage & Reading Preferences

Variable	Mean Social Media Usage	Interpretation
Mean Reading Preference Spearman’s rho p-value	0.548 <.001	Strong Relationship

Note: ≥ 0.70 - Very Strong Relationship, 0.40-0.69 - Strong Relationship, 0.30-0.39 - Moderate Relationship, 0.20-0.29 - Weak relationship

The table shows the relationship between the independent variables the young voters’ reading preferences and their social media usage. The researchers use Spearman’s rho to assess the strength of the relationship between two variables and to calculate the value. The table shows 0.548 which equates to the

interpretation that both reading preference and social media usage have a strong relationship. This is supported by the study of Rafiq et.al (2019) that the use of social media has a positive effect on their reading habits. However, it could be a distraction during the time of the study.

Table 4.3.5 Relationship Between Social Media Usage & Preferred SK leader Attributes.

Variable	Mean Social Media Usage	Interpretation
Mean Preferred SK Attributes Spearman’s rho p-value	0.33 <.001	Moderate Relationship

Note: ≥ 0.70 - Very Strong Relationship, 0.40-0.69 - Strong Relationship, 0.30-0.39 - Moderate Relationship, 0.20-0.29 - Weak relationship

Table 4.3.5 shows the independent factors of young teenagers' media usage and their political characteristics. To determine the value, the researchers use Spearman's rho, which indicates a 0.33 mean which is interpreted as a moderate relationship between social media consumption and preferred political attributes.

Conclusion

As the growth of the country continues, the more advanced technology becomes, the easier it will be for people to obtain and absorb information that has been consumed through unreliable sites that have been provided by social media. Though in the past the use of social media to campaign was not popular, due to COVID-19, political aspirants were able to get an idea of how to campaign by using social media as a tool (Asplund et al., 2021) and since then, social media have been used to not only entertain but also to advertise. Because of this change, the researchers want to know if the use of social media during candidacies, amidst the struggle to control unregulated and fake news, will still allow citizens to choose the right candidate to whom they aspire. The researchers of this study focus on social media usage and the preferred SK attribute to determine if the consumption of social media by young adolescents correlates to their preferred SK leader attribute. But to understand the importance of knowing the effect of social media, we must know the relationship between reading habits and social media usage, and it has resulted that both social media and reading habits have a very strong relationship with a mean of 0.548, thus making it significant

and relevant. However, the relationship between social media usage and preferred SK attributes is not the same as it only has a moderate relationship with a mean of 0.33. Meaning the use of social media does not completely affect the young adolescents' preference attribute the SK leader has. According to the study of Cheung et al. (2020), interaction, electronic word-of-mouth, and trendiness are the primary factors that directly influence consumer brand engagement, enhancing brand recognition and knowledge. In contrast, the effect of entertainment and customization on consumer brand interaction yielded non-significant findings.

Recommendations

The researchers recommend the following:

Although the relationship between social media usage and the preferred SK leaders shows a moderate correlation, it does not significantly influence the youth's preferences. The researchers recommend that SK leaders prioritize building a reputation for good conduct rather than focusing on establishing a social media presence. This recommendation is based on the respondents' preference for integrity and character over online influence. Additionally, it has been observed that young adolescent voters do not base their decisions on what they read but rather on self-interest (Antunes, 2010).

Aspiring SK leaders:

- Must focus on showing what they can contribute to society.
- Good exposure is enough for a candidate.

- Good exposure on social media also helps the candidacy.
- Build a strong educational foundation.
- Develop strong leadership skills.

Young Voters:

- Be mindful of social media consumption.
- Make sure the legitimacy of the candidate's educational background
- Engage in popular community events, forums, and activities among young people to establish genuine connections with the demographic.
- Attend local events such as community meetings and fora.

Barangays:

- There should be a website for the new young adolescent voters to access the information of the running candidate so that they will no longer look for the legitimacy of the campaign.
- Encourage and support youth activism by acknowledging and respecting their voices, even if they don't align with the candidate's views.

For future researchers, they may design research that studies the aspects of social media usage and their preferred candidate or explore the social media influence on a political conversation not only to explore the impact of social media on political preferences, focusing on demographics, platform-specific studies, content analysis, user behavior, and the influence of social media on political conversations but also to examines how demographics, platform specific factors, and content analysis influence political discourse, the prevalence of misinformation, and the

role of echo chambers and filter bubbles in shaping opinions and examines the lasting effects of exposure to political content on social media.

This study allowed the researchers to understand and explore the intricate relationship between social media and youth political engagement in the 2023 election, providing various theories that support the said study.

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