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Youth Political Engagement: Exploring the Factors Influencing Political **Participation among Noveleta Senior High School**

¹Cabugatan Khadija B, ²Simbajon Mary Joy B, ³Pascasio Cyrill E, ⁴Calara Adrian G, ⁵Lazaro Bryan G ^{1, 2, 3, 4, 5} Noveleta Senior High School, Noveleta, Cavite, Philippines

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Abstract

In addition to examining student political engagement from the perspectives of peers, parents, social media, and financial incentives, the study, Youth Political Engagement: Exploring the Factors Influencing Political participation Among Noveleta Senior High School Study, aims to shed light on respondents' perceptions of the degree of personal factors, external influence, and external motivator. Additionally, it aimed to offer light on the variables using the acquired qualitative data. The study uses a sequentialexploratory mixed-method research methodology to provide in-depth explanation, analysis, and exploration of the assessed variables. For the qualitative phase, there were ten (10) interviewees, and fifty (50) respondents participated in the quantitative phase. A non-probability sampling method

Keywords: Political Engagement, Political Participation, Cavite

Introduction

In the present day, awareness about the dynamics of youth political engagement has become increasingly crucial, especially in the ambiance of an advancing monarchy like the Philippines (Daanoy et al. 2021)^[5] explore the complexities of Filipino youth's participation in politics, civilizing the accumulation of their political identities. Furthermore, the study analyzes issues within the community, availability of facts, social influence, and the responsibility of the academic establishment to assist the political participation and sameness constitution of Filipino youth. An extensive investigation by Daanoy et al. (2021)^[5] discovers the compelling importance of societal factors on the political attitudes and individualities of Filipino youth.

Previous study by Barnidge et al. (2020)^[2] has illuminated the complex interactions between peer influence, parental influence, social media, and financial incentives in examining the landscape of juvenile political engagement. Their findings highlight the importance of peer networks and show that young people frequently imitate the political opinions and activities of their friends. The study also emphasizes the important role that parents have, since young people's political views and actions are greatly influenced by their socialization and communication techniques. These revelations emphasize the intricacy of the variables influencing young people's political involvement and the necessity of all-encompassing tactics to promote civic education in the next generation.

Regardless of entertaining a fundamental part in the 2022 election cycle, a plurality of young Filipinos immovably grasps the state as continuing an inaccurate track (Booth et al. 2023). It bothers around communal issues like inflation, corruption, and discrimination that remain encompassed by these youths, conditioning their political attitude and perspective. Not to mention, whereas numerous young characters convey the eminence of politics in their subjective self-identities and understanding of their ability to influence changes in society, hindrances such as insufficient facts and affinity of inattentiveness obstruct extensive regional participation, specifically among the perplexing batch. This refers to the continuing confrontation in cultivating decent civic engagement and building up all young Filipinos for impelling in political involvement.





Corresponding Author: Cabugatan Khadija B

called convenience sampling was used to choose the respondents. The results of the variables that were looked at showed that the Noveleta Senior High School students that were chosen had an average level of personal factors and external motivators, while their mean score level for external influence was high.

The average level of the factors Influencing students at Noveleta Senior High School is below the respondent overall level of personal factors (M=2.93), external influence (M=3.68), external motivator (M=2.96), and general mean score average level (M=3.19). Therefore, it has (M=3.68) in the category of External Influence with regard to social media influence, indicating a High Level of Influence in their Political Participation.

Moreover, a study stating from Flores et al. (2022) [7], engages in the complexities of youth governance and political participation in the Philippines, explicitly focused on the influence of Republic Act (RA) 10742, better known as the Sangguniang Kabataan (SK) Reform Act of 2015. Despite the effect for six years, there has been a distinguished lack of research assessing its importance on youth engagement in governance and politics. One key result of the research study was the positive acquisition of the Local Youth Development Councils (LYDCs) by youth leaders, until now numerous LGUs still lack LYDCs. Input accommodates closer observation by significant government agencies to accelerate the administration of LYDCs and assist youth institutions in government. The study apostle for pure exploration and promising betterment to certify the constant ascent of youth participation in governance and politics in the Philippines.

Given these observations, the new collective study by (Sperber et al. 2022)^[21] concentrates on acknowledging the general challenges of low youth political participation in terms of exploring the possible leverages of religious approaches to civic engagement. Illustration out of the affluent religious landscape of Zambia and association with significant religious alliance. Sperber et al. (2022)^[21] delve to comprehend how divulgence to Christian exhilarating messages may impinge the political stances and characteristics of young adults aged 18-35 by engaging in civic engagement establishment and attracting non-partisan curricula. Furthermore, it aims to create an organized environment for observing the impact of religious messaging on political participation. It also indulges in important knowledge into the potential of religious messaging to foster youth political participation by clearing the apparatus through which such messaging impacts the attitude and characteristics of the individual, it also provides strategies aimed at enhancing civic engagement. The junction of religion and politics gives a sophisticated comprehension of how religious ideologies may shape political personalities among youths.

Objectives of the Study

This study aims to comprehensively explore the multifaceted factors influencing political participation among Noveleta Senior High School students. Specifically, it seeks to: (1) delineate the various factors impacting youths' political engagement; (2) assess the extent of these factors within the Noveleta community; (3) propose evidence-based recommendations to effectively bolster youth political engagement and civic participation in Noveleta, thereby fostering a more active and informed citizenry.

Methods and Materials

The sort of research used for the study was mixed-method research. Dawadi *et al.* (2021)^[6] describe it as a kind of study that analyzes and needs both qualitative and quantitative data to fill a research gap, explain a specific occurrence, or respond to a research topic. The reason the proponents chose this form of study is that it will help us understand youth political involvement and the variables that motivate young people to join in politics. This kind of research allows for greater respondent involvement in the study process, which enhances the collection of richer evidence and data and provides in-depth replies to the

questions. Our study used a sequential exploratory strategy. With this approach, the primary goal of the study's qualitative data collection was to identify the variables influencing Noveleta Senior High School students' political participation. This is the initial stage of data collection, during which interviews were conducted to get the qualitative data needed for the study. Subsequently, an extensive analysis was conducted, which provided the foundation for collecting quantitative data. The researchers moved on to the following stage, which involved acquiring quantitative data, after gathering and analyzing the qualitative data. In the second phase, surveys were the main means of gathering data. The collected data were subjected to a thematic analysis, and tools were created to pinpoint and investigate the variables, as well as the degree of each's influence on young people.

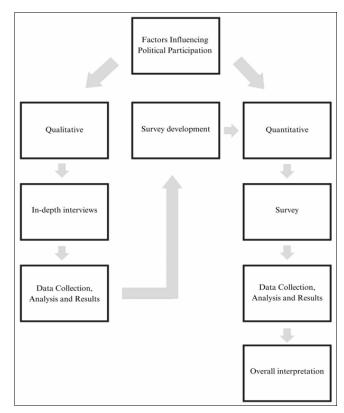


Fig 1: Conceptual Framework

The figure illustrates the sequential exploratory design used to investigate factors influencing political participation among Noveleta Senior High School students. The process begins with identifying the main factors affecting political engagement. The initial qualitative phase involves conducting in-depth interviews to gather detailed insights, which inform the development of the survey instrument. The quantitative phase employs the developed survey to collect broader data from a larger sample. This mixed-method approach ensures a comprehensive understanding by combining qualitative depth and quantitative breadth. Data from both phases are analyzed, leading to an overall interpretation that integrates findings to provide an understanding of the influences on youth political participation. This framework effectively captures the interplay of various factors and offers a basis for drawing conclusions and recommendations.

Following analysis and conclusion-making, the qualitative data was used to construct a quantitative instrument while

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keeping the research topic in mind. In doing so, the researchers provided support for the quantitative results from their study, Investigating the Factors Affecting Political Participation Among Students at Noveleta Senior High School. A number of changes and reconstructions of the questions have been made while performing the required expert validation. Fifty (50) pupils from Noveleta Senior High School were able to receive a response out of the ten (10) respondents for the qualitative phase of data collection. After obtaining the students' permission, the proponents went to their classroom and asked the students to complete our survey.

The instrument for quantitative survey was presented and we acquired a necessary response that satisfied the researchers and helped them support the study's qualitative results. Mean and SD, two descriptive statistics, were utilized to examine the study's quantitative data. Sarka (2021) ^[20] defines it as a statistical technique that helps comprehend the sample or population of a given data set by summarizing it. Following coding in Microsoft Excel, the data for this study is imported into IBM SPSS Statistics to calculate the meaning of the information collected from each respondent. This information is then summarized and analyzed using data tabulations. Through summarization and mean score interpretation, this helped the study's proponents explore the factors influencing political participation among Noveleta Senior High School students. After the responses were analyzed, the conclusions and summary were formed to support the study's qualitative findings. The conclusions formed with two qualitative and quantitative phases provided even firmer results and a more comprehensive understanding of the factors influencing Political Participation among Noveleta Senior High School.

Results and Discussion

This research uses a sequential exploratory approach, giving priority to the collecting of qualitative data before moving on to quantitative analysis. While quantitative data was later acquired and processed to quantify and categorize findings, qualitative data was initially collected to gain context and depth. Thematic analysis was used in the gathering of qualitative data with the goal of clarifying trends and insights found in the dataset. To enhance and contextualize ensuing quantitative research, questions were customized based on initial observations from qualitative data, emphasizing aspects with the highest and lowest significance. The quantitative phase then used a descriptive technique to examine the data, highlighting average scores and grouping variables according to their magnitudes. This methodical technique, which makes use of the advantages of both qualitative richness and quantitative precision, guarantees a comprehensive grasp of the phenomenon being studied. Through the interpretation of insights from both data sets, this research endeavors to provide solid results and practical suggestions.

1. Personal Factors Level Scale

Peer Influence

Questions			Interpretation
My peers' political views have influenced my own views.	3.02	2	Average
The level of political engagement among my peers motivates me to become more politically involved.	2.94	3	Average
My peers support and encourage me to participate in political activities such as voting, attending rallies, or joining organizations.	3.04	1	Average
My peers' opinions influence my decisions when it comes to voting.	2.78	4	Average
My peers encourage me to participate in political activities		3	Average
General Average	2.94		Average

Parental Influence

Questions	Mean	Rank	Interpretation
My parents have educated me about the importance of being politically engaged.	2.93	4	Average
My parents support and encourage me to participate in political activities such as voting, attending rallies, or joining organizations.	2.97	2	Average
My parents provide guidance on how to be involved in politics in a meaningful and constructive way.	3.10	1	Average
My parents influence the types of political news sources I consume	2.68	5	Average
My parents' political views have influenced my own views		3	Average
General Average	2.92		Average

The table above shows Total Average of Personal Factors. The highest mean score pertains to Peer Influence (M=2.94) but still falls under the Average Level. At the same time, the lower mean scoreand interpretation belonged to Parental Influence (M=2.92) that also falls under the Average Level. The General Average combined (M=2.93) still belong to Average of mean score level. This indicate that the Personal Factors Level of the student in Noveleta Senior High School is in the Average Level.

During the qualitative stage, the researcher interviewed students also give them the consent first and explained all the respondent information will be confidential. The majority of the interviewees expressed in the moment what the factors influence him as a student to engage in politics they would likely say social connection and guardian have a factor as stated by Respondent 2 "A big factor is my friends here because they know things I don't, like information about candidates, and that really influences me a lot." Or the experiences running in SK while gathering knowledge from friends or other people described by Respondent 3 "From my experience, since I ran as an SK Kagawad and almost won, gathering ideas or information from friends or knowledgeable people influenced me." Also having communication with family and friends get you to hook or be influenced as stated by Respondent 8 "My parents and friends have the most influence on me because we always *talk about politics since it's an important concept everywhere.*" It indicates that social connections, including friendships and family interactions, significantly influence political engagement among young people (Ahmed *et al.*, 2020). Social networks provide not only information but also motivation and a sense of belonging that can drive political activity. Peers are a critical source of political Information and influence. According to Castro *et al.* (2020), peer discussions about politics can significantly shape individuals' political opinions and behaviors. When young people discuss politics with friends, they are exposed to diverse perspectives and information that they might not encounter otherwise, which can enhance their political knowledge and engagement.

Furthermore, family interactions also play a crucial role in political socialization. As Invernizzi & Ting (2021)^[11] note, parents often serve as primary socializing agents, imparting political norms and values to their children. These familial discussions can spark interest and participation in politics from an early age. In addition, Involvement in local governance, such as running for positions like SK Kagawad, provides practical experience and exposure to political processes. Such engagement helps young individuals develop a deeper understanding of political dynamics and encourages active participation. This practical involvement, coupled with social support from friends and mentors, enhances political efficacy and motivation (Morrison *et al.*, 2020)^[16].

The gathered responses show that in the majority, students are more influenced by their friends. As a result, peer interactions and discussions may have a more immediate and noticeable impact on their beliefs and behaviors, including political attitudes and engagement which we come up as a peer influence. Hence, this qualitative data supports the findings in the quantitative phase.

2. External Influence

Social Media Influence

Questions	Mean	Rank	Interpretation
Social media platforms have increased my awareness of political issues.	3.92	1	High
Social media plays a significant role in shaping my decisions when it comes to voting.		2	High
The content I see on social media has influenced my political opinions.	3.68	3	High
Social media has motivated me to become more politically engaged.	3.52	4	High
I actively engage in political discussions on social media platforms.	3.40	5	Average
General Average	3.68		High

The Total Average of External Influence is displayed in the table above. The category of Social Media Influence (M=3.68), which is classified as High Level, has the highest mean score. This suggests that the student at Noveleta Senior High School has a High-Level External Influences Level on Social Media.

The researcher obtained consent from the students beforehand and assured them that any information provided by them would be kept confidential during the qualitative phase of the study. When asked at the moment what factors led him as a student to get involved in politics, some of the interviewees said that social media or the internet had a role because that is where you get information, as mentioned by Respondent 7 "I will say social media because you can gather a lot of information quickly about the candidates or anything you want to know." Respondent 10 is more focused on the social media outlet that piqued their interest in politics, "There are memes and TikToks that are all political humor. Even if you're not active in politics because I'm doing activities, you suddenly get involved in scrolling through your feed." These responses highlight how social media serves as a significant influence on individuals' political engagement, providing them with quick access to information about candidates and issues and influencing their awareness and involvement in political matters.

Several research have shown how social media affects people's political knowledge. People can easily obtain information about politicians, campaigns, and current affairs by using social media sites like Facebook and Twitter. Compared to consumers of traditional media, social media users are more likely to be exposed to a variety of political viewpoints, according to research by Mude & Undale (2023) ^[17]. Users' political awareness and understanding may rise as a result of being exposed to a range of opinions. Furthermore, it is impossible to overstate the contribution that social media makes to political activity. Political memes, videos, and commentary are shared on platforms such as TikTok, which have become important places for political conversation. For people who may not have been engaged in politics before, these bite-sized, easily digestible material pieces can act as entrance points (Gomez et al., 2023) [8].

Exposure to political content on social media may boost political engagement, including voting, activism, and discussion participation, according to research by Ahmed *et al.* (2022)^[1]. Social media has many advantages for political participation, but there are drawbacks as well. Political polarization and disinformation can be exacerbated by the dissemination of false information and echo chambers, when people are only exposed to opinions that support their own. Further aggravating these problems are social media companies' algorithms, which may favor sensational or polarizing material.

In the quantitative phase it shows that it has the High Level of influence among youths and provided a outcome that their engagement may shape how they incorporate with social media platforms or internet in terms of gathering information of the candidates that they possibly going to vote for upcoming election as it mentions in qualitative phase. This quantitative Table 2. Overview of the Social Media Influence have a High Level in Noveleta Senior High School.

3. External Motivator

Financial Incentive

Questions	Mean	Rank	Interpretation
I believe vote buying significantly affects the outcome of elections.	4.06	1	High
Financial incentives play a role in motivating me to participate in political activities.	2.74	2	Average
Financial incentives offered by political candidates influence my voting	2.70	3	Average

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Financial incentives play a role in motivating me to participate in voting or attending rallies.	2.68	4	Average
Financial incentives contribute to increasing my overall engagement in the political process.	2.62	5	Average
General Average	2.96		Average

The table above shows the Total Average of External Motivator. The Financial Incentives category (M=2.96) falls within the Average Level of mean score classification. According to the description of financial incentives, this implies that the student at Noveleta Senior High School has an Average Level External Motivator.

Throughout the qualitative phase, some respondents continued to discuss and acknowledge the Financial Incentive as a component, while also acknowledging its importance and adopting a aware perspective, as stated by Respondent 4. "While it may be acceptable to accept such incentives, it's crucial to discern deserving candidates and refrain from voting solely based on monetary gain. Integrity should guide our voting decisions." On the other hand Respondent 5 enumerate that one should have knowledge than be intrigued in money "But for me, one should also have knowledge about politics, not just because money is involved." Another they Respondent 2 acknowledge the possible influence in Financial Incentives as motivator in vote-buying "Money influences how young people participate in politics because some are solely motivated by financial gain, particularly through votebuying." One common theme across these studies is the acknowledgment that while financial incentives can serve as motivators for certain individuals, particularly in contexts where vote-buying occurs, they should not overshadow the importance of integrity and informed decision-making in the electoral process.

Political behavior can be influenced by financial incentives, especially when vote-buying is involved. Vote-buying is the practice of election candidates offering cash, commodities, or services to voters in return for their support (Omoyeni, 2023)^[19]. Vote-buying is a common practice that has been seen in many countries, notably developing ones where political parties frequently utilize it to garner support before elections.

Moreover, it can be extremely motivating for some people, particularly in situations where vote-buying is common. As an example, a study conducted in a simulated electoral context discovered that providing voters with cash in return for their votes greatly raised the possibility of vote-buying (Ilaya *et al.*, 2023)^[10]. In a similar vein, a different study showed that informing voters ahead of time about a significant spending program, as well as the promises and allotments made by mayoral candidates, raised awareness of spending and improved voter understanding of the policies put forth by the candidates. However, this information had no effect on turnout or vote shares (Tolley *et al.*, 2022)^[22].

Furthermore, the significance of honesty and making wellinformed choices during the voting process. Numerous studies have shown the significance of assessing candidates based on their policies and character, even when financial incentives may play a role in their voting preferences (Minozzi & Woon *et al.*, 2023) ^[15]. One respondent, for example, pointed out that, although accepting financial incentives might be appropriate, it's important to identify worthy candidates and avoid casting your vote purely for financial gain (Williams, 2022) ^[23]. Another respondent stressed the importance of political knowledge, not just financial gain, in order to make informed decisions (Herbst, 2023) ^[9].

Incentives for money have a big impact on political behavior, especially when it comes to vote-buying. Furthermore, while incentives can be used as motivators for some people, it is crucial to maintain a holistic perspective and prioritize integrity and informed decision-making in the electoral process. Candidates who win elections with the help of such tactics are likely to adopt similar strategies in future elections (Omoyeni, 2023)^[19] and the practice can institutionalize the use of vote-buying strategies.

Table 4: Overall Level	of Influence	PF,	EI,	EM
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Variables	n	Μ	SD	Rank	Interpretation
Personal Factors	50	2.93	0.17	3	Average
External Influence	50	3.68	0.11	1	High
External Motivator	50	2.96	0.17	2	Average
General Average		3.19			Average

Overall Influence Scale Level

1.00-2.60: Low 2.61-3.40: Average 3.41-5.00: High

Table 4. shows the overall Level Factors that Influence Students in Political Engagement of in the category of these themes, Personal Factors (PF) (M=2.93), External Influence (EI) (M=3.68) and External Motivator (EM) (M=2.96) the overall level of mean score combining all the mean of each variables (M=3.19) falls under the Average Level.

The acquired results show that the External Motivator and Personal Factors variables have the same Level, but they also show that the Noveleta Senior High School's External Influence is a High Level variable that influences the students. In response to the question, "*What factors do you believe influence young people's engagement in politics?*" the interviewee provided the following information, which was jointly gathered to support the overall Level of elements that influences students in their political engagement.

Personal Factors

"Especially if **parents** are open about politics, for sure they can influence their children, because at school they are taught how to engage in politics in a right way or vote correctly."

"When we hear things that have an impact on our everyday life, it is inevitable that we become interested. Then, the vibe of the people around us, especially our batch mates, that too. When we see them actively talking about politics, that's also contagious."

External Influence

"Social media plays a part in influencing individuals, especially the youth nowadays."

"Perhaps the internet also has an effect. What they see on Facebook or other social media platforms *might influence them to think,* 'This candidate is the right choice,' because they've seen it online."

"It's easier to access information nowadays, especially on the internet. So, when we have questions about candidates or issues, it's easy to find answers so I conclude the internet or social media."

External Motivator

"Money influences how the youth engage in politics because, with vote buying, most of them don't really care, and some are just after the money."

"Money will always be a part of politics."

According to Kristoffersson (2020) he asserts that parents have a significant influence on the political beliefs of their offspring. Young people's political activity and orientations can be greatly influenced by candid conversations about politics inside the family. Children are more likely to take on comparable views and actions when their parents engage in active political discourse and provide an example of political activity. Furthermore, Wang (2021)^[24] claims that peer groups play a crucial role in the socialization of political ideas and that political conversations have a big influence on political interest and participation since peers' political fervor can spread. Furthermore, issues that have a direct impact on people's lives are more likely to generate political attention. Young people are more inclined to participate in political conversations and activities when they believe that political decisions have an impact on their daily lives (Bosi et al., 2021)^[3].

Secondly, the way information is consumed and distributed has changed as a result of the internet and social media. Online content has the power to influence young people's political opinions and decisions. People can more easily investigate candidates and topics thanks to the availability of information online, which helps them make better decisions (Mathur & Moschis, 2022)^[14]. Additionally, social media sites like Facebook, Twitter, and Instagram can be effective instruments for political campaigns and debates. Social media offers a platform for political expression and activism, which can amplify political messages and inspire young voters (Zhou & Lü, 2023)^[23]. The way that political problems and politicians are framed by the media, particularly television and news websites, is very important. Public opinion and voting behavior can be greatly influenced by how political events and people are portrayed in the media (Lucie et al. 2022)^[13].

In certain situations, economic considerations—like vote buying—are a crucial component of political participation. Voting behavior can be influenced by the prospect of financial gain, particularly for economically disadvantaged populations. This approach draws attention to the relationship between political engagement and economic circumstances (Omoyeni, 2023)^[19]. Furthermore, Nyhus & Strøm (2023)^[18] claim that money plays a huge part in politics and has an impact on both politicians and voters. Election results can be influenced by the effectiveness and reach of political campaigns, which can be determined by financial resources. Financial incentives have the potential to be a powerful driver of political engagement for young voters. Political engagement and socialization are shaped by the interaction of economic incentives, environmental influences, and individual characteristics, especially in the case of youth. It is essential to comprehend these dynamics in order to promote informed and engaged political involvement.

Conclusion

With the study's gathered results, the researchers came up with the following conclusions. The Level of Personal Factors in terms of Peer Influence and Parental Influence also the External Motivator in terms of Financial Incentive of the selected students in Noveleta Senior High is both Average, resulting in a Average Political Participation level. On the contrary, the other variable of the study, which is the External Influence in terms of Social Media Influence of the respondents, appeared to be High Level of Political Participation. Thus, the proponents conclude that the students focus more on the social media which they mentioned that can easily access information and contribute to influence more on the students to politically participate, utilizing these platforms responsibly to enhance civic education efforts more importantly is the awareness of incentives. Secondly, the social connections, including friendships and family interactions, in significantly influencing their political engagement. The financial incentives also influence them to only gain money without thinking the consequences of their actions. Through a mixed-method approach, the research identified the impact of peer influence, parental influence, social media, and financial incentives on students' political behaviors. The findings emphasize the need to foster a culture of informed citizenship among young individuals by understanding and addressing the multifaceted nature of these influences.

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