

Influence of Social Networking Usage towards Youth Involvement, Attitude and Confidence in Voting

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Abstract

The youth's involvement with politics, attitudes, and confidence in their decision-making during electoral events have been considered as one of the elements for a healthy democratic country. Thus, this study assessed the influence of social networking usage on youth involvement in politics, attitudes towards voting, and confidence in voting decisions. This study also investigated what domain of social networking site usage best influences the youth involvement with politics, attitude toward voting, and confidence in their voting decisions. The study is quantitative research utilizing the descriptive-correlational research design. This study was conducted on the 348 students of Davao del Norte State College, which choose by stratified random sampling. The study revealed that social networking site usage was described as high. While the youth involvement, attitude, and confidence in voting were described as very high. Moreover, social networking site usage and youth involvement, attitude, and confidence in voting reveal a moderate positive relationship. The *perceived usefulness* is the domain of social networking site usage that significantly influences the youth involvement, attitude, and confidence in voting. The findings of this study serve as information on how to use social networking sites in dealing with young voters to improve their political perceptions and beliefs, their electoral behavior, and confidence in their voting decision.

Keywords

social media; political participation; youth voters; philippines

Introduction

The involvement, attitudes, and confidence in the youth voting have been considered essential factors of electoral activities in a democratic country. But today, there appears to be a prevailing view that youth is uninterested or apathetic in politics ([Cabo, 2009](#)). The young people as the most problematic group, displaying low electoral turnout levels, a lack of trust in democratic parties and institutions, and signs of skepticism and cynicism regarding politicians and political parties ([Pontes, Henn, & Griffiths, 2018](#)). The Philippines first-time voters, commonly youth, face a severe dilemma: distrust and doubt about the government and political cynicism ([Murcia & Guerrero, 2016](#)). These factors result in the decline in youth participation in political activities, specifically in voting.

Moreover, Commission on Election recorded a low voter registration turnout in 2020 for the Sangguniang Kabataan ([Patinio, 2021](#)). Also, during the 2013 SK and barangay election, low rates of political involvement of the youth were marred ([thesummitexpress.com, 2013](http://thesummitexpress.com)). The electoral system of the Philippines is a failure to attract youth political participation. For instance, the electoral system is not designed to convince the youth voters to participate politically and vote rationally; it has less action to educate the youth about the importance of their votes and assess their voting decision ([Hila, Puig, & Bueno, 2018](#)).

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The youth involvement, attitude, and confidence towards voting are significant in describing a psychological state that reflects the importance of voting in their personal life (Munsey, 2008). Therefore, there is essential to know about the voting preferences of the youth. The world is concerned with the rational thinking of the youth because they are the one who brings a change in the future (Salas, 2016). It is empirically proven that the political participation of the young age and their electoral involvements will lead to a change in administration (Glasford, 2008). The behavior and attitudes of youth towards voting are undoubtedly the catalysts of future democracy and individuals' channels that will influence the government's decision-making process, which is vitally essential for democracy (Amoateng, 2015). The involvement of the youth in political events and activities such as voting can nurture the youth's citizenship and ensure that political freedom is for everyone, and it shows accountability of the government for the rights of young citizens. Moreover, the attitude and confidence of the youth for their vote will indicate something essential to be measured, this will test how a youth holds critical views about the behavior of politicians and political candidates because youth can recognize the weaknesses and deficits in the political system (Cabo, 2009).

The influence of social networking sites usage on youth involvement, attitude, and confidence has received considerable attention from academic researchers over the past few years. Social networking sites in elections and involved youth voters use the internet to spread and gather information (Vergeer, Hermans, & Sams, 2013). For instance, it can be inferred that social networking sites can affect individuals' voting intentions and behaviors because they can ease the communication between groups and individuals. The internet is a new political combat zone where different online news websites shape youth's opinions, getting gradually more involved in social media to gather information on political parties before they go out to vote (Nevin & Torres, 2012; Newhagen, 1994; Uduma, Ituma, Ogba, Binuomote, & Izogo, 2021).

Given the ideas and statements above and the correlation between social networking site usage and youth involvement, attitude, and confidence in voting, it was confirmed that many researchers had studied the relationship between these two variables in various organizations worldwide. Many researchers have been searching for the direct influence of social sites and networks on the voter's perceptions, views, and decisions. However, no study had been conducted regarding the influence of social networking site usage on the involvement, attitude, and confidence in voting youth studied in the local context. Therefore, the researchers find the urgency and eagerness to conduct this study to fill the gap in the literature covering such subjects.

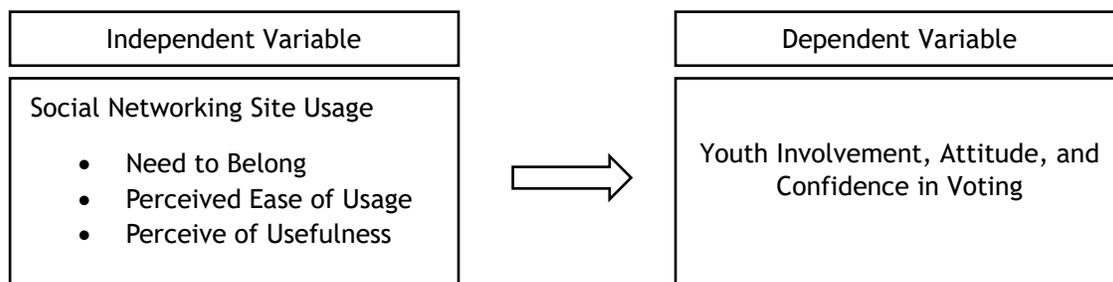
This study will assess social networking site usage and its influence on youth involvement, attitude, and confidence in voting. Moreover, finding the domain of social networking site usage that significantly influence the dependent variable will contribute in the analysis of the concerned institutions about using social networking site in dealing with youth during electoral events. The results of this study will offer the following organizations and authorities' benefits. The youth of this study will be enlightened on the effect of social networking site usage on how it influences their involvement, attitudes, and confidence in voting. The Commission on Elections (COMELEC) will get some insights on how the youth feels about voting, and through the result provided, the COMELEC will be informed on new strategies on how to educate our young individuals about political participation with the help of social networking sites. Future researchers would also benefit from the study results, for they can use this study as a reference in doing other investigations and gain more knowledge and insight about social networking sites and their link to youth involvement, attitude, and confidence in voting.

Specifically, this study seeks to evaluate the influence of social networking site usage on youth involvement, attitude, and confidence in voting. Specifically, it attempted to: (a) describe the level of social networking usage in terms of (1) *Need to belong*; (2) *Perceived ease of use*; and (3) *Perceived usefulness*. (b) Describe the level of youth involvement, attitude, and confidence in voting. (c) Determine the significant relationship between social networking site usage and youth involvement, attitudes, and confidence in voting. (d) Ascertain which social networking site usage domain significantly influences youth involvement, attitudes, and confidence in voting. The following null hypotheses were tested at a 0.05 level of significance; (1) there is no significant relationship between social networking site usage and youth involvement, attitude, and confidence in voting. (2) There is no social networking site usage domain that significantly influences youth involvement, attitude, and confidence in voting.

The researchers attempted to explain the relationship between social networking site usage and youth involvement, attitude, and confidence in voting. Hence, this research is anchored on the following credible authorities: This study is anchored to the Theory of Planned Behaviour by [Ajzen \(1991\)](#). This theory provides an avenue for facilitating the understanding of the voting behavior construct. The relevance of the Theory of Planned Behaviour in this study is to understand what motivates the youth to engage with electoral activities and political discussion with the influence of social networking sites usage. It sums up that if the youth believe that social networking site usage influences their behavior and results in their voting attitude and intention. As [Glasford \(2008\)](#) argues, a person feels positive towards voting behavior, and because of those positive sentiments on using social media, they understand the political agendas and policies more intimately. Moreover, voting behavior and attitudes underscore the pivotal role of information, motivation, and behavioral skills in voting behavior and attitude ([Kraus, 1995](#)). Some researchers contend that individuals who are more informed about politics and possess skills and resources are more likely to vote ([Rogers & Storey, 1987](#)).

Similarly, the Information-Motivation and Behavioural skills (IMB) model, that developed by Fisher and ([Fisher, Fisher, & Shuper, 2014](#)) seeks to explicate voting behavior using the concepts of information, motivation, and behavioral skills (IMB). The Information-Motivation and Behavioural model suggests that he must possess information, motivation, and behavioral skills associated with the behavior ([Glasford, 2008](#)). Therefore, social networking site usage has become a valuable resource to accelerate political discourse. Through intensive discussions on social networking sites, abundant knowledge is acquired, enhancing trust in the political system and impacting one's voting intentions.

Figure 1. Conceptual Framework Showing the Variables of the Study



Shown in figure 1 is the conceptual framework of the variables of the study. The first box (on the left) refers to the independent variable, social networking site usage. Meanwhile, the second box (on the right) refers to the dependent variable: youth involvement, attitude, and confidence in voting. The first box has domains under the independent variable, which is the social networking site usage is the Need to belong. It refers to a respondent's emotional need to affiliate with and be accepted by others of a group. Perceived ease of use refers to the simpleness and easiness of using social networking sites for the respondents. Perceived usefulness refers to the efficacy of social networks site to the respondent in filtering and getting political information ([Lee, 2020](#)). On the other hand, the first domain for the dependent variable, youth involvement, attitude, and confidence in voting, is involvement with politics. This determines the voters' political mean and importance. Attitude towards voting refers to how the respondent cares about their votes. Confidence to vote refers to the respondent's self-awareness of his choice and decision in voting ([Lee, 2020](#)).

Social media youth users believe that they are politically knowledgeable and capable of influencing the political process and they will be more motivated to discuss politics ([Newhagen, 1994](#)). It has been informed that citizens' confidence tends to be politically active online, as proposed by the writing; they ought to be bound to engage in political missions and other political exercises online than others. Also, there are some researches elaborate that political self-efficacy positively predicted online political participation ([Gil de Zúñiga, Homero & Sebastián Valenzuela, 2012](#)). The noticed positive relationship between social networking usage and voter trust exists in that there is a reliable connection. In addition, this relationship's vital in applying the guidelines of things and organizations elevating to choices, philosophical gatherings or up-and-comers make promises to the electorate through political races in a

publicizing, PR, events, online media, among various procedures ([Rachmat, 2015](#)).

Furthermore, In the context of social media interaction, when a voter engages with a political party online, attachment develops, and the voter starts believing in the party's ability to deliver on their promises and meet the voters' expectations, and this leads to trust, which is based on the reliability of the individual's intentions ([Nguyen & Vu, 2019](#)). Researchers also confirmed a positive relationship between social media usage and trust ([Vaccari et al., 2015](#)). Social media provides sufficient and relevant information to bolster the democratic process and enhance social capital ([Gil de Zúñiga, Homero & Sebastián Valenzuela, 2012](#)). That is a substantial connection between social media usage in politics, voting behavior, and electoral performance ([DiGrazia, McKelvey, Bollen, & Rojas, 2013](#)).

Moreover, when the association is strong, people trust their fellow online community members, thus the cumulative increase in social capital and the likelihood of robust online political participation ([Helliwell, Akin, Shiple, Huang, & Wang, 2017](#)). Social media political marketing encourages strong civic participation, removes apathy, and enhances social capital and trust ([Monforti & Marichal, 2014](#)). Interpersonal trust in social media can help youth social network users maintain their online social networks (strong or weak ties) and enhance participants' cooperation ([Grabner-Kräuter, 2009](#)).

Lastly, the impact of online media exercises on the client's dynamic interaction is immensely affected by closeness to the relationship and the connection between the data searcher and the source. The more grounded the bond, the more compelling the web-based media movement to good associations with online youth bonds ([Nevin & Torres, 2012](#)). Those scholars demonstrated that employing social media for citizen engagement has a significant positive impact on trust propensity and that this trust has led to an increase in trust towards institutions ([Gibbs & Warren, 2014](#)). Noticeable change in the usual political participation could be attributed to factors such as globalization where technological advances arise, such as social networking can provide the youth with additional means to influence and challenge political officials than in the past ([Isaksson, 2010](#)). The millennial generation maintains that the falling political interest of young people can be explained by the classless, meritocratic society in which they live, where they lead independent, busy, mobile lives and have tiny ideas of, or interest in, the political process ([Roberts, Struwig, & Grossberg, 2012](#)).

Method

The researchers used a descriptive-correlational method of research. This method measures associations of a variable with varying levels of measurement, and it aims to describe a society, situation, or phenomenon correctly and systematically ([McCombes & Van den Eertwegh, 2019](#)). The researcher is mainly interested in identifying variables relationships without establishing a causal link. It will determine the significant interrelationships between social networking site usage regarding the need to belong, perceived ease of use and perceived usefulness toward youth involvement, attitude and confidence in voting in terms of involvement with politics, attitudes toward voting, and confidence to vote.

The researchers conducted the study at the Davao Del Norte State College located at Barangay New Visayas, Panabo City, Davao del Norte. DNSC is one of the Philippines' local state colleges, aiming to be a premier higher learning institution to produce highly competitive graduates. The state college offers a total 15 of undergraduate college programs. The DNSC has four institutions, namely the Institute of Computing (IC) the Institute of Aquatic and Applied Sciences (IAAS), and the Institute of Leadership, Entrepreneurship and Good Governance (ILEGG) and, the Institute of Teacher Education.

The respondents of the study were the students of Davao del Norte State College. They were deemed knowledgeable about the subject matter and capable of providing factual data necessary for the completion of the study. The sample size was determined based on Slovin's Formula. If it is impossible to study an entire population, a smaller sample is obtained using a random sampling method. Slovin's formula provides the researchers an indication of how big the sample size should be to ensure that the results are reasonably accurate ([Ellen, Day, & Davies, 2018](#)). Through this formula, there were 348 respondents of the study. Moreover, stratified random sampling applies to several collection methods in which sample participants were selected by chance but with a defined selection probability ([Lavrakas, 2008](#)). Thus, it was used in this study. Shown in table 1 is the distribution of respondents.

Table 1. Distribution of Research Respondent

Institutes	Population	Percentage	Sample
IC	436	12.09%	42
ITED	825	22.88%	80
IAAS	767	21.28%	74
ILEGG	1577	43.74%	152
Total	3605	100%	348

This study adapted downloadable questionnaires from web sources. The questionnaire was modified to include only the items relevant to the study. The questionnaires are from the study *Voter's Involvement, Attitudes, And Confidence in The Era of New Media* by [Lee \(2020\)](#), this instrument is consisting of factors related to social networking site usage and youth involvement, attitude, and confidence in voting. The survey questionnaire has two parts.

The first instrument contains three subscales: Need to belong, Perceived ease of use, and Perceived usefulness with 15 items. Conversely, the second instrument has three subscales: Involvement with politics, attitudes towards voting, and confidence to vote with 11 items. The accuracy of the questionnaires was tested if suitable to the culture and context of the locale with the assistance of Cronbach Alpha, Cronbach's alpha reliability coefficient ranges typically between 0 and 1. However, there is no lower limit to the coefficient. The closer Cronbach's alpha coefficient is to 1.0, the higher the internal consistency of the items in the scale ([Martin & Savage-McGlynn, 2013](#)). Social networking site usage generated a Cronbach Alpha of .906 higher than 0.70 for the reliability from the pilot-testing of the scale given to 30 respondents. The scoring guide in social networking site usage will be categorized into five levels. On the other hand, youth involvement, attitude, and confidence in voting generated a Cronbach's Alpha of 0.92 higher than 0.70 for the reliability from the pilot-testing of the scale given to 30 respondents. The scoring guide for this instrument will be categorized into five levels.

For the data collection, after getting notice to commence from the research committee of the institute, the researchers immediately conducted a pilot-testing to the random 30 students of the University of Mindanao. When the questionnaire got the passing score for validation, a permission letter was personally sent to the College President and the Academic President of Davao del Norte State College. Also, the dean of each institute was given a letter to be approved and let the researchers survey the institution through a Google form. To get the college population and sample size to sums up the target number of respondents, the researchers seek data from the registered office of Davao del Norte State College. Lastly, the data gathered was tallied and tabulated by the Statistician and interpreted and analyzed by the researchers based on the objective and purpose of the study.

These were the statistical tools utilized to prove the researchers' hypotheses. (1) Mean. This was used to determine the level of social networking site usage and youth involvement, attitude, and confidence in voting. (2) Pearson's Correlation. This was used to determine the relationship between social networking usage and youth involvement, attitude, and confidence in voting. (3) Multi-Linear Regression Analysis. This was used to determine if social networking usage significantly influences youth involvement, attitude, and confidence in voting.

On ethical considerations, the researchers asked permission from the authorities for the conduct of the study. This ensured respect and maintain the Davao del Norte State College guidelines for conducting research as well as for Covid-19. Further, the researchers ensure the voluntary participation of the respondents. The letter of approval will explain the survey's procedure, purpose, and limitation and guarantee that they will not be harmed and protected from whatever potential risks may emerge. Informed consent was signed, read, and explained. Additionally, respondents have the option of whether to write their names or not for the sake of privacy.

To ensure the paper's quality, the researchers employ the online application Grammarly to check the grammars, errors, issues and avoid plagiarism. Furthermore, most importantly, the research committee and the panel of experts where the researchers are studying will ensure that ethical consideration is

observed through consistent recommendations and accomplishment of the requirements before conducting the research.

Results and Discussion

Social Networking Usage

Presented in this section are the results and discussion uncovered in this study relevant to its objectives. In table 2, the results for social networking site usage revealed an overall mean of 4.00 described as high with a standard deviation of 0.65. The score signifies that the level of social networking site usage is manifested. This result implies that youth are using social networking sites and platforms in terms of gathering and acquiring information, sharing ideas and thoughts, and joining the discussions.

Table 2. Level of Social Networking Usage

No.	Domains	Mean	SD	Description
1.	Need to Belong	3.94	0.77	High
2.	Perceived Ease of Use	3.99	0.75	High
3.	Perceived Usefulness	4.07	0.64	High
	Overall mean	4.00	0.65	High

The result implies that youth has felt the efficiency of using social networking sites as a source of information. They think that social networking sites help make their opinions, thoughts, and decisions making. The results are similar to [\(Kim, Jeong, & Lee, 2010\)](#) claims that youth use numerous social networking sites to share their political discussions through photos, blogs, and videos and acquire political information. Many young people use social networking sites because it is an active source of information and seeking wherein users must be tactful in determining the facts [\(Romo, García-Medina, & Romero, 2017\)](#). Moreover, [Zeng & Gerritsen \(2014\)](#) define social networking sites as a communication tool that urges young people to interact and engage with political issues. Meanwhile, the Philippines is at the top of the world for time spent utilizing online media, the Filipinos commonly youth spend 4 hours and 15 minutes every day via web-based media [\(Chua, 2021\)](#). Since the COVID-19 pandemic started, the country has effectively seen an ascent in web and savvy contraption usage [\(Wanjari & Dhande, 2021\)](#).

Youth Involvement, Attitude, and Confidence Voting

On the other hand, in table 3 are the results for youth involvement, attitude, and confidence in voting, with an overall mean of 4.21 described as very high with a standard deviation of 0.60. This result implies that the youth involvement, attitude, and confidence in voting are always manifested. This means that youth are always participating in politics, relevant in political happenings, active in electoral activities, and have their perception of trust in their decision-making during electoral events.

Table 3. Level of Youth Involvement, Attitude and Confidence in Voting

No.	Domains	Mean	SD	Description
1.	Involvement	4.11	0.69	High
2.	Attitude	4.26	0.70	Very high
3.	Confidence	4.27	0.69	Very high
	Overall mean	4.00	0.65	High

The result revealed that youth are highly active in participating in electoral events and activities. These results are analogous to the study of [\(Lin & Lu, 2011\)](#), that youth are actively participating in political activities such as going for campaigns or physical voting and, gather political information. Youth recently are so enthusiastic about political events and activities, particularly in electoral events [\(Kyranakis & Nurvala, 2013\)](#). Moreover, youth's desire to know more about political activities motivates them to increase their interest in politics and social issues by gathering more information, conducting research on

political parties and candidates to have a good voting decision ([Dhaha & Graduate, 2013](#)). Also, the study of [Baumgartner & Morris \(2006\)](#) revealed the young people exhibit more excellent and greater probability in political activities. Youth qualified to participate in an election largely refrained from conventional involvement in politics compared to other associates ([Skoric & Poor, 2013](#)).

Social Networking Usage towards Youth Involvement, Attitudes and Confidence of Voting

Revealed in table 4 is the correlation between social networking site usage and youth involvement, attitudes, and confidence in voting. The findings revealed a moderate positive significant relationship between social networking site usage and youth involvement, attitudes, and confidence in voting. The result indicates an overall computed R-value of 0.697 with a p-value of 0.000. Therefore, this suggests the rejection of the null hypothesis of this study.

Table 4. Correlational Analysis between Variables

Social Networking Site Usage	Youth Involvement, Attitude, and Confidence in Voting			
	Involvement	Attitude	Confidence	Overall
Need to Belong	.642** (.000)	.475** (.000)	.490** (.000)	.616** (.000)
Perceived Ease of Use	.638** (.000)	.528** (.000)	.512** (.000)	.643** (.000)
Perceived Usefulness	.625** (.000)	.482** (.000)	.547** (.000)	.633** (.000)
Overall	.703** (.000)	.548** (.000)	.569** (.000)	.697** (.000)

Moreover, it has been observed that the association between the need to belong and involvement with politics got the highest R-value of 0.642 and p-value of .000, indicating a moderate positive significant correlation. However, the need to belong and attitude towards voting got the lowest R-value of .475 and the p-value of .000 and was described as a positive low significant correlation. Generally, the associations of need to belong and confidence, and perceived usefulness and attitude were got the low positive correlations. While, the associations between the need to belong and involvement with politics, perceived ease of use and involvement with politics, perceived ease of use and attitude toward voting, perceived of use and confidence toward voting decisions, perceived usefulness and involvement with politics, and perceived usefulness and confidence in voting decisions were got moderate positive correlations. Meanwhile that associations of social networking sites usage and involvement with politics got the highest overall R-value of 0.703 and p-value of .000 and was described as a high positive significant correlation.

The findings revealed a moderate positive significant relationship between social networking site usage and youth involvement, attitudes, and confidence in voting. The result suggests the rejection of the null hypothesis of this study. Furthermore, this result is supported by [Keating & Melis \(2017\)](#), that social networking sites are playing a important role in providing information to the youth on political events, engaging its youth internet users, and encouraging them to get involved in offline political activities. This also supported the claims of [Groshek & Dimitrova \(2011\)](#) that social networking sites on political knowledge have a positive relationship, especially in political participation. Moreover, ([Gil de Zúñiga, Homero & Sebastián Valenzuela, 2012](#)) found that social media provides sufficient and relevant information to bolster the democratic and political process. Social networking sites have become vital for political discussions and political participation. The youth disclosure to social media shows a positive relationship with political data and civic mobilizations. It increases youth loyalty, encourages advocacy, and increases membership towards their chosen party ([Newton, 1999](#)). Also, the youth believe that they are politically knowledgeable and capable of influencing the political process through social media.

As presented in table 5, the data analyzed by regression analysis reveals which indicators of social networking site usage significantly influence youth involvement, attitude, and confidence in voting. The coefficient of determination, which is the r-squared value, illustrated that 48.9 percent of the variance in youth involvement, attitude, and confidence in voting was credited to social networking site usage

indicators. In comparison, the remaining 51.1 percent is the coefficient of alienation that is not part of the study. The data generally illustrates that social networking site usage has a significant influence on youth involvement, attitudes, and confidence in voting.

Table 5. Regression Analysis of the Variables

Social Networking Site Usage	Youth Involvement, Attitude, and Confidence in Voting			
	B	B	t	Sig.
Need to Belong	.158	.202	3.278	.001
Perceived Ease of Use	.237	.293	4.663	.000
Perceived Usefulness	.265	.278	4.612	.000
	R = .699			
	R ² = .489			
	F = 109.712			
	P = .000			

However, when examined, which indicator of social networking site usage best influences youth involvement, attitude, and confidence in voting, the domain of perceived usefulness was revealed. Though the other domain is lower than the set significant level, the perceived usefulness is the higher scored beta than the 2 other domains, meaning the perceived usefulness is the social networking site usage's domain that best influencing the youth involvement, attitude, and confidence towards voting.

The data analyzed by regression analysis reveals which indicators of social networking site usage significantly influence youth involvement, attitude, and confidence in voting. the data analyzed by regression analysis reveals which indicators of social networking site usage significantly influence youth involvement, attitude, and confidence in voting. However, when examined, which indicator of social networking site usage best influences youth involvement, attitude, and confidence in voting, the domain of perceived usefulness was revealed. Though the other domain is lower than the set significant level, the perceived usefulness is the higher scored beta than the 2 other domains, meaning the perceived usefulness is the social networking site usage's domain that best influencing the youth involvement, attitude, and confidence towards voting.

This result is supported by [Steenkamp & Hyde-Clarke \(2014\)](#), that social media had brought an influence on the new perspective on a political trajectory. This means that the public, including the youth, is now engaging in political discourse using social networking sites because they want to share and acquire information. Moreover, [Glasford \(2008\)](#) affirms that social networking site usage is a resource to accelerate political discourse and tend youth to act appropriately based on the information they have been possessed. Lastly, social media activities have a significant effect on the youth decision-making process, influenced by the political information they get from resources inside social networking sites.

Conclusion

The data revealed a high level of social networking site usage of the youth. Therefore, it conveys that youth are likely using social networking sites such as social media, social network platforms, websites, etc. Also, the results showed a very high level of youth involvement, attitude, and confidence in voting. This means that the youth are interested politically and want to be involved in the political matter, and they actively participate in electoral events. The result shows a moderate positive correlation between social networking site usage and youth involvement, attitude, and confidence in voting. Thus, the results indicate that the voting decision, political belief and views, and behavior and decision-making of youth during electoral events were correlated with the information and data that the social networking site usage had. Also, this rejects the null hypothesis of the study. Moreover, the *perceived usefulness* is the domain of social networking site usage that influences the youth involvement, attitude, and confidence in voting. This result indicates that youth are using social networking sites because youth saw the social networking site as an efficient tool in gathering the political data and information that influence their political ideas, political behavior, and voting-decision.

Additionally, the Planned Behavior theory help to understand what motivates the youth to engage with electoral activities and political discussion with the influence of social networking sites usage. The theory of this study shows that the youth are using social networking sites to gather political information and data to support their political beliefs, sustain political knowledge, and create confidence in their voting decision. As a result, their intention to gather data and information in the social networking site brought them to the behavior of active political participation, confidence to make a good voting decision, and appropriate behavior during electoral events. Moreover, the Information-Motivation and Behavioral skills (IMB) model supports the result since social networking site usage becomes a valuable resource of political information that accelerates political discussion and discourse within the youth. Where youth have been motivated to expand their knowledge about politics, this motivation develops their political data gathering and decision-making skills. Also, social networking site usage, enhancing the political trust and voting intention of youth through their motivation on extensive needs of abundant political knowledge, enable them to discuss and participate in the political discussions inside social networks.

Furthermore, this study contributes to public administration by giving political glimpses about the political view and perception of youth. It will guide the public administrator, political bureaucrats, and policymakers in creating policies that will contribute to the political awareness and interest of the young citizens. This result will aware the public administrators of the influence of social networking sites on political trust, decision-making of the youth during electoral, and lessening the voting cynism of Philippines youth voters. Policymakers can create policies and programs based on how social networking site usage influences youth involvement, attitude, and confidence in voting.

The findings of the study recommend the following: the youth might join the programs through social networks and platforms of COMELEC to enhance their knowledge about the essentiality of their votes and to be aware of the proper behavior during electoral events. Youth might create an online forum with their fellow youth to share ideas and thoughts about politics and votes to help the other youth to be enlightened on the effects of the information and data from social networking sites. The COMELEC might conduct a program through social networking sites that educate the youth about the essentiality of their votes. Since the political and electoral knowledge of the youth are commonly based on what the social networking sites and platforms had. The COMELEC might also use the social networking sites as a passage or medium of conversation between the COMELEC and youth to build rapport and hear the problems, suggestions, and ideas of youth in terms of politics. Future researchers might use the result as their references for their studies. They might improve the content of the study about how social networking site usage makes the youth participate actively in electoral events and political discussions.

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