

**Political Ads on Social Media: Extent of Influence on the Choice of Presidential  
Candidates of First-time Voters among College Students of Private Higher  
Education Institution in Iloilo City**

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**Yhric A. Ascura**

**Megan Hilary G. Aurelio**

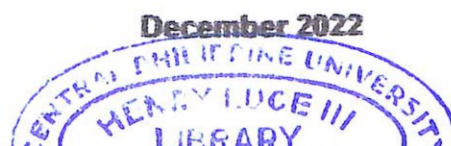
**Faye Marie B. Consulta**

**Rosel A. Giganto**

**Nicole C. Layson**

**Sharie Lou V. Malijan**

**Sean Kirby G. Malones**



## **Abstract**

*In recent years, social media has made headway in many aspects of social life, including commerce, industry, education, and even politics, with extensive influence. This study examined the impacts of political ads on social media in a political campaign on the choice of presidential candidates of first-time voters among college students in a private higher education institution in Iloilo City for the period between September and October of 2022. Students were interviewed online using a set of Google-driven survey questionnaires. Most respondents were female, Roman Catholic and psychology students in their early twenties. According to the findings, campaign platforms were the most influential political ad component, closely followed by campaign themes. Social media influencers and bloggers have the least influence. Further, respondents were most interested in themes of good governance and upliftment of the status of labor as campaign platforms, while Facebook as a social media platform is most preferred. Religion has also influenced voters' perceptions of political ads. Leni Robredo was the clear favorite to be elected president. Social media is an effective means of carrying out political campaigns, and voters are more interested in what the candidates are campaigning for than necessarily who campaigns for them. Campaigning among the young and educated is based more on rationality.*

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