



# Observed Impact of the Luminary Blog on the Radical Stand of Expansion Statement of Apprentices

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## Abstract

The perception of Development Communication students was obtained in the study to stimulate their knowledge and awareness towards the celebrity blog. The study uses a survey to present the findings in an understanding manner. This study has been done following the safety protocols thus the participants are well cared for during the conduct of the study and have no intention to harm. The researcher uses a questionnaire as an instrument of the study to gather responses from the subject. The timeframe was conducted from May to December 2021. Following the development of different social media platforms and their function to disseminate information and use it as a political platform. The researcher surveyed to know the perception of development communication students towards the socio-political content of the celebrity blog. The researcher found out the various variables contribute to the perception development of the participant in the concern of celebrity's blog. In learning the different variables, the researcher identified the perceived development of communication students toward the socio-political issue on the said blog. These variables include Knowledge, Awareness, Socio-Political, Participation in Political Exercise, Socio-Political News Content, and the Uses the Social Media Platform. Based on the results and objectives of the study, the Development Communication students of Central Luzon State University are moderately knowledgeable regarding the Celebrity Blog and were aware of the Celebrity Blog issues. Respondents disagree that they were influenced by the Celebrity Blog on their political stands. The respondents participate moderately in political exercise having indicated that they strongly agree that the contents of the Celebrity Blog are biased and only favor Duterte's propaganda. However, the respondents disagree that social media platforms, mainly the Celebrity Blog, should be utilized in disseminating information.

**Keywords:** Observation, Development communication, Apprentices, Socio-political content, Figure blog

## 1. Introduction

Social media platforms are all being infiltrated by fake news and misinformation. With the increasing number of people relying on social media for news, there are growing concerns directed at the audiences regarding news content that may hinder them in discerning truth from facts or news from propaganda. According to News Guard, 8.6 billion interactions on social media involved fakes news in 2019, while at least 16.3 billion interactions involved misinformation in 2020. Moreover, Chris Halsne, an investigative journalist and lecturer at American University, stated, "Fake news has now become weaponized in politics." Halsne also added, "People are seeking out news that matches their opinions." As a result, more and more people are falling into the trap of fake news (St. George, 2021). In the Philippines, fake news is also rampant, with even known figures as the main perpetrators. One of which is the Celebrity Vlogger, also known as the "Queen of Fake News." The Celebrity Vlogger is a pop star best known as the leader of the Celebrity Girls, a sexy girl group in the Philippines. In the early years of Rodrigo Duterte's presidency, The Celebrity Vlogger is a very vocal supporter of his. She came out as one of Duterte's most influential voices, garnering twice as many Facebook followers as she had at the beginning of the campaign. With more than five million likes on her Blog Facebook page, The celebrity vlogger is proven as a huge influencer in social media. However, accusations of spreading false news and inciting online hate have been leveled against her. She is widely despised due to her image as a purveyor of fake news and a proponent of ad hominem arguments (Reyes, 2017). The Celebrity Vlogger, in the present time, is a public official. Hence, she is bound by the "Code of Conduct and Ethical Standards for Public Officials and Employees," also known as the Republic Act No. 6713. The nature of her job, which is communicating the activities and programs of the government to the public via social media, makes it more difficult for her to draw a line between personal and public issues on her Facebook page. Under the code, the vlogger is forced to understand the impact of her words and opinions on the public interest. Regardless of how much the celebrity claims her blog is for personal reflection, as a public official, her posts on social media will be a post of a government official that is being compensated by the taxpayers' money (Ranada,

2017). However, there is still a lot of published fake news from the Celebrity Blog until the present time. According to Hapal (2017), Celebrity Vloggers' top source of news is the Trending News Portal (TNP). In less than a year, the celebrity has shared TNP content more than 500 times, far more than she has shared content from any other website. The TNP website is known for publishing viral content and also stories in favor of Duterte. This criticized the critics and expressed admiration to the president. However, unlike other websites, the articles published by TNP all came from social media. They indiscriminately report viral content without verifying or confirming the source's credibility, hence contributing to the spread of misinformation online (Hapal, 2017). One of the fake news posted by the Celebrity Blog is her accusation towards St. Scholastica's College students. This is after the said students protested with the Supreme Court's approval about the burial of Marcos in the heroes cemetery. The Celebrity vlogger shared a post accusing the school of coercing students into rallying, which the college and the students themselves refuted. Another is the red-tagging of four female UP students, with the caption on her post "Study Now, NPA Later." She also implied that the students from state universities, such as the University of the Philippines and Polytechnic University of the Philippines are rebels, due to the constant criticism towards the Duterte administration (Arias, 2020).

Consequently, Atienza & Magkilat (2019) emphasized the importance of perception in politics. The authors stated that "politics is a game of perception," in which what occurs may differ from what the public believes, and anyone entering the political arena should be aware of this. In the game of political survival, perception is much more important than reality. For instance, in the case of the celebrity blog, the perception of people is essential in her political success. The perception of people who support her and those who criticize her heavily influences their political behaviors and views. In the current political climate of the Philippines, it is crucial to be aware of which view is socially and politically correct. With the internet paving way globally due to the pandemic crisis, information, as a result, is accessible more than ever. Filipinos spend much time on social media, sharing and co-creating content. Hence, practicing critical thinking and verifying information becomes essential. Moreover, it is also critical to educate citizens about digital literacy to combat misinformation (Marlina, 2020). According to the global survey conducted by the Centre for International Governance Innovation (Cigi), 86% of social media users were deceived by fake news, most of which is spread via Facebook (Philippine Daily Inquirer, 2019). Consequently, the celebrity, a political blogger, is a known figure in the Philippines due to her reputation for spreading fake news. The celebrity has been chastised for spreading false and misleading news on her "Blog" Facebook page and for allegedly misusing her ostensibly personal blog platform for official duties.

**Objectives of the Study** This study seeks to achieve its general objective of determining the perception of Development Communication students particularly to the socio-political news content of the Celebrity Blog by focusing on the following specific objectives: 1. To determine the knowledge and awareness of the Development Communication students about the Celebrity Blog. 2. To determine the perceived implications of Celebrity Blog on the socio-political stand of Development Communication students. 3. To identify the participation in political exercise shaping the perception and attitude of Development Communication students. 4. To analyze the perception of Development Communication students about the socio-political news content in the celebrity Blog. 5. To determine how the Development Communication students use the social media platform, mainly the celebrity Blog, in disseminating information.

## **2. Objectives of the Study**

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## **3. Scope and Limitations**

The study will only focus on the knowledge, awareness, and perception of the Development Communication on the Mocha Usong Blog in Central Luzon State University. Additionally, This study was carried out beginning with the first semester on August 16, 1999, A.Y. 2020-2021.

## **4. Review of Related Literature**

According to Alfaro (2020), since before the COVID-19 epidemic, fake news has been spreading, particularly through social media, emails, and instant messaging applications. People were duped into believing in certain issues by a variety of sources. Especially at this time of the pandemic, it is usually done to stress out citizens, making them more pressured by the risks and opportunities they are experiencing during the outbreak. According to the article, the World Health Organization declared the COVID-19 pandemic, and much misinformation has been spread in the media. Many people have reached conclusions about certain issues even though none of them have been

confirmed by credible sources. Based on the celebrities blog, these were not supported by credible references, and were just published on her own or were shared as fake news in other parts of the media. Based on Cabauatan et al. (2020), students are embracing new technology on the market that can help them study more efficiently. As fake news has been circulating online, it is a huge risk for students who can credit sources mostly from the internet, especially when books and other physical reading materials are not mostly used. The internet is currently one of the main sources of reading materials because of the innovation of technology. Students may now access a variety of online resources, software, and programs to help them cope with the many educational activities assigned by their professors. This is a huge risk since the media is easily manipulated. Political leaders are using the term "fake news" to sow distrust in the media, prevent articles from being published, and even arrest journalists throughout the world (Lees, 2018.) The Philippine media is not as right as anyone thinks. With numerous credible sources and articles to get news from, the administration is still making its way towards decreasing the population of knowledgeable journalists. The president of the Philippines still accuses journalists of publishing "bullshit", when in fact, it is based on factual observations that were visually seen during his years of presidency. This contradicts the issue of fake news, where the celebrity's blog is not targeted by the government for publishing misinformation materials since most of its content is biased. The government continues to benefit from articles that disseminate fake news but contain biased content. In the Philippines, Duterte has waged a public battle against some media sources, frequently referring to them as "bullshit" and "fake news." Rappler.com, the country's sole digital-based news outlet, is the latest target. The government stated in January 2018 that Rappler's operating license would be revoked. Rappler has long been regarded as one of the most reliable sources of news, with most articles being candid about what is going on in the country and how the administration is handling it. Authors of such articles are attacked because of their unbiased statements, which reflect the current situation of the country.

A study conducted by Sese (2016), examines the political biases of the President, Rodrigo Duterte. The celebrities blog is one of the mentioned reporters, and the majority of the published articles and posts are biased and untrue. Her Facebook page serves as the hub of a well-oiled pro-Duterte propaganda operation. One of her posts instructs netizens to follow other Duterte-related pages and anonymous blogs. According to Cabanes (2017), anger and resentment continue to thrive on social media in the Philippines. This does not avoid the engagement of netizens in the media where they tend to express themselves, whether it is toxic or not. Approaches are unstoppable and always cause conflicts between supporters and non-supporters of the government. There are a lot of cases of political trolling as well. The celebrity's blog was also seen as a credible source because of her well-known name. However, her name does not comply with her political stance, where her statements should not be treated as something people should believe in and see her as a credible source. Despite claiming on Twitter, a social media platform, that she was not a journalist, the blogger took a shot at journalists, accusing them of being paid to intentionally attack the president. This statement then made people think that she was a hero. However, she has had her dismissal since her published posts are considered fake and biased. She is now known as "a national troll, a laughingstock, a 'Dutertard'." Those who have been harmed by professional trolls, for example, understandably feel angry and frustrated. However, it is important to note that not all of those labeled as trolls are hired to convey a predetermined message against Duterte's opponents. Many of them also have real social media profiles that they utilize to interact with the public. Trolls have become a source of contention in the Philippine media. The chaos that citizens are now experiencing from the administration sums up why most are being accused of getting paid to post certain news.

## 5. Gaps in the Celebrities Blog

According to (Gappy et al, 2018), the use of Jacques Derrida's deconstruction as a concept is what entails in the study. By examining the celebrities Blog in socio-political discourse analysis about discourses in social media text particularly the celebrity's blog and to 1986 EDSA people power revolution. It focuses mainly on examining the blog as a platform of discourse, to social media, the context of globalization while the individual's perception is lacking. The need to assess people's thinking turned out scarce and the need to further investigations should be sufficed and addressed. According to Zaide (2018), she began analyzing the celebrity's blog from the Philippine context focusing on qualitative content analysis because a dearth cases has been found, in which there are lacking studies about it. According to Cruz (2019), she recommended that an analysis should be expanded and the scope of the study should be extended, see whether similar tactics are still used to support his administration. In a tweet by Antonio (2020), he highlighted the use of categorical content analysis and data extraction of the celebrities blog, beginning the term as a public official until her resignation in 2019. It appears that designs have been numerous and become plenty in time. As a result, the dearth has already been filled out. In this research, the researcher will spin it in a different approach and will focus on unexplored areas. Hence, the perceptions of the public particularly the Development Communication students.

## 6. Results and Discussions

Demographic Profile of the Respondents, illustrates that most of the respondents who answered the survey are 21 years old making up 29% of the total respondents. Meanwhile, some respondents are 17 years old representing 3% of

the sample, 16% of the respondents are 18 years old and 19 years old representing 23% of the sample, and 20 years old representing 20% of the sample, 5% of the sample respondents are 22 years old and lastly 23 years old that represents 4% of the sample. Based on the table, it is evident that most of the respondents who participated in the study were female, comprising 76% of the total respondents, while 23% who took the survey were male and 1% percent of the total respondents indicate others. The table shows, there is an equal number of respondents from all sections of BSDC. Respondents Level of Knowledge on the Celebrity Blog Based on the data, the majority of the respondents are moderately knowledgeable regarding the root causes of issues surrounding the celebrity blog, with a rating of 1.97. The respondents are also moderately knowledgeable regarding the top source of news of celebrity blog and its significance on the current political climate in the Philippines, both with a rating of 1.81, respectively. It was followed by a rating of 1.83, in which the respondents were moderately knowledgeable about the purpose of the shared news content on the celebrity blog. However, the respondents have little to no knowledge regarding the identity of individuals handling the celebrity blog, with a rating of 1.56. For the overall result, the development communication students of Central Luzon State University are moderately knowledgeable about the celebrity blog, with a rating of 1.80, respectively.

Respondents Socio-Political, shows the majority of the respondents agree that the celebrity blog did not change their political ideologies, with a rating of 1.56. The respondents also agree that the celebrity blog caused the decline of their trust in the government, with a rating of 1.67. However, the respondents disagree that the celebrity blog made them doubt news media reports, with a rating of 1.85. For the overall result, the development communication students of Central Luzon State University strongly disagree that the celebrity blog changed their socio-political stand, with a rating of 1.69, respectively. Respondents Participation in in Table 5, shows the participation of the respondents in political exercises that shaped their perceptions and attitude. The majority of the respondents are moderately participating in criticizing and voicing out valid complaints against the government, with a rating of 2.26. It is followed by , in which the respondents moderately participate in sharing and commenting about socio-political issues on social media. The respondents are also moderately participating in heated debates about socio-political issues on social media and staying quiet to trust the law and the government, with ratings of 2.00 and 1.98, respectively. However, there is little to no participation in defending the government against its critics, with a rating of 1.65. For the overall result, the development communication students of Central Luzon State University moderately participate in the political exercise, with a rating of 2.00. Socio-Political News Content Based on the data, in Table 6, the majority of the respondents agree that the celebrity blog is a purveyor of fake news content, with a rating of 3.21. They also agree that it is politically biased as it frames issues that are only favorable to the Duterte presidency, with a rating . Furthermore, the respondents strongly agree that the celebrity blog does not spread facts, only Duterte propaganda and manipulates public opinion on social media, with ratings of 3.13, respectively. Additionally, the respondents agree that the celebrity blog neither verifies nor check the credibility of the contents it shares on its page, with a rating of 3.00. For the overall result, the development communication students of Central Luzon State University agree about the accusation issues surrounding the socio-political content in the celebrity blog.

## 7. Conclusions

The following conclusions are made according to the study 's problem produced by the researcher. 1.The researcher finds out that the celebrity blog is well-known among Central Luzon State University development communication students.2.Students at Central Luzon State University dispute that the Celebrity Blog modified their socio-political position. 3.Development Communication students moderately participated in political activity. 4.Moreover, the Central Luzon State University development communication students agree on the accusations surrounding the celebrity blog's socio-political content. 5.In addition to the celebrity blog, students at Central Luzon State University argue that social media platforms should not be used to disseminate information.

## 8. Recommendations

This study entitled the perception of Development Communication students towards the socio-political content of the celebrity blog has compiled the following recommendations for future researchers and individuals who might want to pursue similar studies. Based on the findings and conclusions from this study, the following recommendations for additional research are offered. 1.The researchers used an online survey questionnaire to gather information from the respondent. It is recommended to use interviews as an instrument for data gathering to be more appropriate and accurate. 2.The study only analyzes one blog regarding the topic; hence, the researcher highly recommends the use of the different articles and asks them about their perception of the topic. 3.Since the election will be near. This research could be repeated in three years to see how students' perception has changed. 4.The study only focused on the students. Future studies may also study the perception level of the adults and compare it with the current results of the study. 5.The study focused only on the perception of development communication students towards the socio-political content. Future studies must also include the factors that may affect their perception, such as the environment, personal feelings, and many more.

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