



**UNIVERSITY OF THE PHILIPPINES  
OPEN UNIVERSITY**

**MASTER OF DEVELOPMENT COMMUNICATION**

**JOELYN BALUYUT**

**TIKTOK VIDEOS AS A PLATFORM FOR POLITICAL EDUCATION  
AMONG OVERSEAS FILIPINO WORKERS IN QATAR**

Thesis Adviser:

**DR. ALEXANDER G. FLOR**  
**Faculty of Information and Communication Studies**

31 July 2023

Permission of the classification of this academic work access is subject to the provisions of applicable laws, the provisions of the UP IPR policy and any contractual obligations:

Invention (I)	<input type="checkbox"/> Yes or <input checked="" type="checkbox"/> No
Publication (P)	<input type="checkbox"/> Yes or <input checked="" type="checkbox"/> No
Confidential (C)	<input type="checkbox"/> Yes or <input checked="" type="checkbox"/> No
Free (F)	<input checked="" type="checkbox"/> Yes or <input type="checkbox"/> No

Student's signature:

Thesis adviser signature:

## University Permission Page

### TIKTOK VIDEOS AS A PLATFORM FOR POLITICAL EDUCATION AMONG OVERSEAS FILIPINO WORKERS IN QATAR

*“I hereby grant the University of the Philippines a non-exclusive, worldwide, royalty-free license to reproduce, publish and publicly distribute copies of this Academic Work in whatever form subject to the provisions of applicable laws, the provisions of the UP IPR policy and any contractual obligations, as well as more specific permission marking on the Title Page.”*

*“I specifically allow the University to:*


*Specifically, I grant the following rights to the University:*

- a. Upload a copy of the work in the theses database of the college/school/institute/department and in any other databases available on the public internet*
- b. Publish the work in the college/school/institute/department journal, both in print and electronic or digital format and online; and*
- c. Give open access to the work, thus allowing “fair use” of the work in accordance with the provision of the Intellectual Property Code of the Philippines (Republic Act No. 8293), especially for teaching, scholarly and research purposes.*

  
Joelyn Baluyut, 31 July 2023

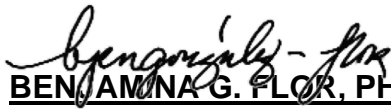
## Acceptance Page

This paper prepared by **JOELYN BALUYUT** with the title: **TIKTOK VIDEOS AS A PLATFORM FOR POLITICAL EDUCATION AMONG OVERSEAS FILIPINO WORKERS IN QATAR** is hereby accepted by the Faculty of Information and Communication Studies, U.P. Open University, in partial fulfillment of the requirements for the degree Program.



**ALEXANDER G. FLOR, PHD**  
Chair, Thesis Committee

\_\_\_\_\_  
(Date)



**BENAMNA G. FLOR, PHD**  
Member, Thesis Committee

\_\_\_\_\_  
(Date)



**GRACE J. ALFONSO, PHD**  
Member, Thesis Committee

\_\_\_\_\_  
(Date)



**DIEGO SILANG S. MARANAN, PhD**  
Dean

Faculty of Information and Communication Studies

31 July 2023

## **Biographical Sketch**

Joelyn Baluyut has a diverse range of experiences in the field of journalism and communications. Born in Pampanga, Philippines, she spent her formative years in Saudi Arabia, where she developed a multicultural perspective that would greatly influence her writing and creative skills.

In pursuit of her passion for storytelling, she earned a Bachelor of Arts degree with a major in Broadcast Journalism in 2010 at Holy Angel University. During her time as a student, she actively participated as a campus journalist, sharpening her skills in writing and reporting.

Shortly after graduating, she embarked on her professional career in journalism. She began her journey as an Information Officer at Presidential Communications, where she gained invaluable insights into the world of media and communication. Building on her strong foundation, she then joined CNN Philippines as a Writer, further honing her storytelling abilities and contributing to the creation of engaging news content.

Currently, she is a Journalist at The Peninsula, a reputable newspaper based in Qatar. Her role allows her to delve deeper into her journalistic pursuits, covering a wide range of topics including tourism, aviation, culture, and arts, to name some.

## **Acknowledgement**

To God for guiding me through all the difficulties.

To my adviser, Dr. Alexander Flor for guiding and supporting every stage of my study. And to my committee members, Dr. Benjamina Flor and Dr. Grace Alfonso for the suggestions towards improving this study.

To my family who has been there for everything, and to Mr. Rohit Gupta, thank you.

### **Dedication**

To my family, friends, and Filipino voters.

## Table of Contents

University Permission Page	ii
Acceptance Page	iii
Biographical Sketch	iv
Acknowledgement	v
Dedication	vi
Table of Contents	vii
List of Tables	ix
List of Figures	xi
Abstract	xii
Chapter I	1
INTRODUCTION	1
Background of the Study	1
Statement of the Problem	8
Objectives of the Study	9
Hypotheses of the Study	10
Significance of the Study	11
Scope and limitation of the Study	11
Chapter II	14
REVIEW OF RELATED LITERATURE	14
Theoretical Constructs	33
Conceptual Framework	45
Operational Definition of Variables	49
Chapter III	53
METHODOLOGY	53
Research Design	53
Chapter IV	59
RESULTS AND DISCUSSION	59
Results and Findings of Survey	59
Sample	60
Descriptive Analysis	66
Hypotheses Testing	70
Analysis and Discussion	75
Chapter V	83
SUMMARY, CONCLUSION, AND RECOMMENDATIONS	83

Summary	83
Conclusion	84
Recommendations	86
Limitations and Future Research	88
REFERENCES	90
APPENDIX A	93



## List of Tables

Table 1 Operationalization definition of terminologies	12
Table 2 Operationalization of Performance expectancy	49
Table 3 Operationalization of Effort expectancy	50
Table 4 Operationalization of Social influence	50
Table 5 Operationalization of Behavioral intention	51
Table 6 Operationalization of Effectiveness	52
Table 7 Guideline for interpretation of the Spearman Rho's (ranked) correlation	58
Table 8 Sociodemographic characteristics of respondents	65
Table 9 Descriptive statistics for Performance expectancy	67
Table 10 Descriptive statistics for Effort expectancy	68
Table 11 Descriptive statistics for Social influence	68
Table 12 Descriptive statistics for Behavioral intention	69
Table 13 Descriptive statistics for elements on a TikTok video	70
Table 14 Spearman Rho's correlation between Performance expectancy and Behavioral intention	71
Table 15 Spearman Rho's correlation between Effort expectancy and Behavioral intention	71
Table 16 Spearman Rho's correlation between Social influence and Behavioral intention	72
Table 17 Spearman Rho's correlation between TikTok video elements and Behavioral intention	73
Table 18 Spearman Rho's correlation between Age and Behavioral intention	73
Table 19 Spearman Rho's correlation between Gender and Behavioral intention	74
Table 20 Spearman Rho's correlation between Educational attainment and Behavioral intention	74

Table 21 Spearman Rho's correlation between  
Occupation and Behavioral intention

75

## **List of Figures**

Figure 1 Theory of Reasoned Action	35
Figure 2 Theory of Planned Behavior Model	38
Figure 3 Schematic representation of the integrated behavior model	40
Figure 4 UTAUT model	44
Figure 5 Conceptual Framework	48

## **Abstract**

### **TikTok videos as a platform for political education among overseas Filipino workers in Qatar**

This thesis examined the use of TikTok videos as a platform for political education among overseas Filipino voters in Qatar during the May 2022 elections. With the increasing popularity and influence of social media in political discourse, this study aimed to explore the potential of TikTok as a tool for engaging and informing voters, particularly the overseas Filipino community residing in Qatar.

Through an internet survey approach, data was collected from a sample of 1.5% registered voters in Qatar, focusing on their perception and behavioral intention towards using TikTok for political education. The study revealed optimistic perceptions among respondents, highlighting the effectiveness of TikTok's visual and interactive features in disseminating political information. However, the study also acknowledges limitations, including the small sample size and the need for further investigation into specific candidates or political parties. The research emphasizes the need for future studies to examine the influence of TikTok on voting patterns and expand the scope to include a larger sample size and multiple social media platforms.

**Keywords:** TikTok, political education, overseas Filipino voters in Qatar, May 2022 elections

## **Chapter I**

### **INTRODUCTION**

#### **Background of the Study**

Following the recent national and local government elections in the Philippines, political marketing has experienced a resurgence. Social media has emerged as a prominent element within this marketing landscape. Given the increased adoption of social media among Filipinos and the limitations imposed by the COVID-19 pandemic, there was an expected rise in the use of social media in campaign strategies (Arugay, 2022). Candidates and political parties are increasingly recognizing the importance of social media during election campaigns, although the extent to which it can replace traditional campaigning methods remains to be seen (Arugay, 2022). This study specifically focuses on TikTok as a social media platform to investigate the voting behavior patterns among overseas Filipino registered voters in Qatar.

The 2021 report of the We are Social Survey noted that there were 73.91 million internet users in the Philippines, a 6.1% increase from 2020, which was attributed to the COVID-19 pandemic. The same report states that there are 89 million social media users in 2021, an increase of 22% from 2020. This is equivalent to 80.7% of the total population of the Philippines; meanwhile, the Commission on Population and Development estimated the number of Filipinos at 110.8 million in 2021. There is a distinction between internet users and social media users, which implies that many Filipinos have multiple social media accounts. Digital researchers suggest that this indicates some users engage in troll-like behavior or that certain accounts on these platforms may be fake and/or controlled by nonhuman agents or bots (Arugay, 2022).

TikTok, the popular short-form video mobile application, has over one billion active users worldwide. It experienced a significant surge in downloads during the COVID-19 pandemic in 2021, reaching over 3 billion downloads. This achievement marked it as the first non-Facebook-owned app to reach this milestone.

A Chinese social media app launched in 2016 is owned by startup company ByteDance, in China. TikTok was released in China as Douyin in September 2016 and later launched in 2017 in markets outside China. It became widely available worldwide in 2018 after ByteDance merged with another Chinese social media service Musica.ly on August 2, 2018.

Based on TikTok's self-service tools in October 2020, the Philippines ranked eighth in terms of the highest number of users of the app, with 36 million active users aged 18 and above. The rest of the list of countries includes the USA with the most TikTok users, followed by Indonesia, Brazil, the Russian Federation, Mexico, Vietnam, and Thailand. Turkey and the United Kingdom ranked ninth and tenth, respectively. Additionally, in the same year, TikTok surpassed over 2 billion mobile app downloads worldwide. Global Business Intelligence – Morning Consult ranked the app as the third-fastest-growing brand of 2020, with Zoom topping the list, followed by Peacock, a US-based streaming service.

Although relatively new, TikTok has gained the attention of political candidates. This attention is due to the wide variety of TikTok videos that users can participate in, which include lip-syncing videos, dance videos, and comedy skits.

Users of the app are predominantly young. According to the digital marketing agency Omnicore (2022), 57% of TikTok users are female, while 43% are male.

Approximately 43% of its global audience falls between the ages of 18 and 24, with 32% of users aged between 25 and 34. Furthermore, 3.4% of its users are older than 55. Around 90% of TikTok users visit the app more than once a day and spend an average of 52 minutes per day on the platform.

A surge in political discourse was seen in 2020 among social media platforms, including TikTok. This is attributed to prominent events such as the COVID-19 pandemic, lockdowns, surging unemployment rates, racially motivated protests, and the presidential election season (Carson, 2021). TikTok has become a popular platform for young people to spend their free time, socialize, and share their everyday experiences (Literat, 2021). The number of political videos on TikTok increased and more political activists shared their views on this app, with political-themed TikTok videos; TikTok creators have been able to build a following and gain recognition (Carson, 2021).

Due to its young user base and primary purpose, TikTok is often perceived by many as a trivial app with no political impact. However, a shift has been observed in late last year (2021), with TikTok creators producing political-themed videos and gaining more followers and recognition (Carson, 2021).

Just as it can stimulate conversations about a political party or candidate, TikTok can also be used for propaganda purposes. As the most downloaded app in Southeast Asia, TikTok has the potential to become a new tool for propagandists to promote their political narratives during the election season. Anyone capable of producing 'interesting' content can appear on the 'For You' page, providing opportunities for political opportunists to push their narratives through engaging audio-visual content. Within its recommended system, TikTok could contribute to the spread

of radical propaganda among its fervent followers, as it promotes similar content. This model can create an information bubble that reinforces certain narratives and influences users' worldviews (Jalli, 2022).

Compared to well-established social media platforms like Facebook, Twitter, and Instagram, TikTok is relatively new and has distinct differences in its approach to content moderation, especially regarding misinformation and fake news. While platforms like Facebook, Twitter, and Instagram have rigorous policies in place, TikTok heavily relies on both in-house and Artificial Intelligence monitoring frameworks, as well as a community flagging system. This reliance implies that TikTok faces challenges in effectively monitoring the content produced by its users. Despite the establishment of community guidelines to prevent misuse of the platform, political propaganda continues to proliferate on TikTok. Additionally, it's worth noting that Threads, the newest social media platform, is also emerging as a space for users to engage and share content.

Despite the 'live' feature on TikTok being used by propagandists in various countries, including the US and Russia, to propagate political narratives, there is still potential for political strategists on this promising platform (Jalli, 2022). Several countries, including the United States and Russia, have capitalized on TikTok's 'live' feature to disseminate political narratives, as seen during the 2020 US elections and the 2021 Russian elections.

The AI monitoring of TikTok is less effective when TikTok creators utilize the 'live feature'.



As mentioned in the Integrity and Authenticity section of TikTok's community guidelines, the app takes action to remove content or accounts that engage in spam, fake engagement, impersonation, or misleading information that causes significant harm. The section on Spam and Fake Engagement specifically explains that fake engagement refers to any content or activity that aims to artificially boost popularity on the platform. It strictly prohibits attempts to manipulate the platform to increase interaction metrics.

Jalli (2022) said as elections in the Philippines, Malaysia and Indonesia approach, TikTok should not be overlooked as a space for political information warfare.

While information disorders will never go away, equipping citizens with the right skills would help mitigate them. Media literacy in Southeast Asia is still behind other parts of the world, despite the vast information pollution according to Jalli (2022).

TikTok delivers video content based on user behavior. The videos in the 'For You' tab are pre-selected using AI algorithms that cater to user preferences. This approach means that users do not know what video will be available next, as the selection is determined by the algorithms. TikTok utilizes object detection algorithms, which currently employ AI solutions for faster and more accurate recognition, to identify various body parts of a person. Whether it is face detection for face filters or hand detection for the popular rain filter, TikTok relies entirely on AI. Instead of requiring users to tap on a video thumbnail or click on a channel, the app's AI algorithms determine which videos users will see.

Unlike platforms such as Netflix and YouTube, TikTok does not provide users with a list of recommendations, nor does it explicitly ask them to state their intent. Instead, TikTok determines what users should watch solely based on their behavior. In contrast to platforms like Facebook and traditional networks, which heavily rely on friends' suggestions, TikTok's recommendation engines operate differently. Rather than relying on what users click on, read, or watch, TikTok learns from users' actions, including the type of music, faces, and voices present in videos (Dhingra & Prakashan, 2020).

TikTok, as an influential platform for ideological formation, political activism, and trolling, has attracted various campaigns, despite its parent company's reluctance to engage in politics by disallowing political advertisements. Additionally, it has become a space where people gather and quickly mobilize for action (Herrman, 2020).

The TikTok influencer is just the latest archetypal character of the social media landscape and joins an already established cast of YouTubers, Instagrammers, Twitch, streamers and bloggers. Regardless of job title, they are all united by the fact that they have shaped the social media landscape, defined consumer expectations of digital entertainment, and created the career now known as 'influencer' (McCorquodale, 2019). Influencer is a vernacular industry term inspired by Katz and Lazarsfeld's (2009) notion of "personal influence".

Influencers can be defined as everyday Internet users who accumulate a relatively large following on blogs and social media through the textual and visual narration of their personal lives and lifestyles. (Hjort, Horst, Galloway, Bell, 2017).

In today's digital landscape, influencers are everyday individuals who have garnered a relatively large following on blogs and social media platforms. They share textual and visual narratives of their personal lives and lifestyles, engaging with their followers in both digital and physical spaces. Influencers monetize their following by integrating "advertorials" into their blog or social media posts and making physical appearances at events. The term "advertorial" combines elements of advertisement and editorial, and in the influencer industry, it refers to highly personalized promotions of products or services that influencers personally experience and endorse in exchange for a fee (Abidin, 2015).

This study aims to contribute to the assessment of TikTok's potential as a tool for political education. With its unique format of short, engaging videos, TikTok has the ability to reach and engage overseas Filipino voters in Qatar, providing valuable insights into enhancing awareness and participation. Additionally, the study examines the impact of TikTok videos on the voting behavior of overseas Filipino voters in Qatar, shedding light on the platform's role in shaping their political opinions and decisions.

The unique circumstances faced by overseas Filipino workers inherently justify the utilization of a computer-mediated communication (CMC) platform like TikTok. The challenges and constraints experienced by these workers, such as geographical distance, time zone differences, and limited opportunities for face-to-face interactions, underscore the potential benefits of CMC as an effective and accessible means of maintaining connections with loved ones and expressing their cultural identity while abroad.

Moreover, this study can assist politicians, campaign strategists, and policymakers in tailoring their communication strategies to effectively engage with this specific voter group.

### **Statement of the Problem**

The rise of social media has significantly shifted political communication to digital spaces, providing users with opportunities to engage and exchange ideas. These online platforms have facilitated the formation of virtual communities based on shared interests or ideologies. Facebook, Twitter, Instagram, TikTok, YouTube, and other similar platforms have revolutionized the landscape of political discourse. Among these platforms, TikTok, despite being relatively new, has emerged as a powerful force in the realm of social media. Originally known for lip-syncing and dance videos, TikTok has evolved into a multifaceted platform, encompassing a wide range of content covering various niches. Its ability to amplify songs, drive voter turnout, and ignite viral trends is unmatched, solidifying its status as a dynamic powerhouse within the realm of social media.

The research questions focused on the role of TikTok videos as a political education platform for overseas Filipino voters in Qatar during the May 2022 elections. The study explored the extent to which exposure to political content on TikTok influenced the voting behavior of respondents, as well as how the use of this platform impacted their decision-making process in choosing who to vote for during the elections. Additionally, the research sought to identify the key elements within TikTok videos that exerted influence on the respondents' voting preferences.

This thesis aims to examine the use of TikTok videos as a platform for political education among overseas Filipino voters in Qatar during the May 2022 elections.

With the increasing popularity and influence of social media in political discourse, this study also aims to explore the potential of TikTok as a tool for engaging and informing voters, particularly the Overseas Filipino community residing in Qatar.

1. How does the perceived Performance expectancy of using TikTok for political education influence the Behavioral intention of overseas Filipino workers in Qatar?
2. How does the perceived Effort expectancy of using TikTok for political education influence the behavioral intention of overseas Filipino workers in Qatar?
3. How does Social influence, such as peer recommendations or influencers, impact the behavioral intention of overseas Filipino workers in Qatar to use TikTok for political education?
4. What are the key elements in TikTok videos that attract and influence the behavioral intention of overseas Filipino workers in Qatar to engage with political content?
5. How does age, gender, educational attainment, and occupation influence the behavioral intention of overseas Filipino workers in Qatar to engage with political content?

### **Objectives of the Study**

The thesis examined the impact of TikTok videos on the voting behavior of Filipino workers in Qatar who are registered as overseas voters for the 2022 elections.

Considering the unique circumstances faced by overseas Filipino workers in Qatar, characterized by geographical distance and limited opportunities for face-to-

face political engagement, this study seeks to explore the potential effectiveness of TikTok videos as a means of political education.

The condition per se of overseas Filipino workers justifies the investigation of utilizing a computer-mediated communication platform like TikTok, which may offer a viable and accessible avenue for providing political information and engaging voters during the May 2022 elections.

The study aimed to address the following research questions:

- To determine if TikTok videos, as a computer-mediated communication platform, are effective in providing information about a political candidate or party to overseas Filipino voters in Qatar, particularly considering the unique circumstances and geographical distance faced by overseas Filipino workers
- To analyze the relationship between the intention of overseas Filipino voters in Qatar to use TikTok videos as a platform for political education during the May 2022 elections
- To identify the key elements of TikTok videos that attract and influence overseas Filipino voters in Qatar to watch and engage with political content.

### **Hypotheses of the Study**

H1: Performance expectancy will positively affect Behavioral intention to use TikTok for political education among overseas Filipino workers in Qatar.

H2: Effort expectancy will positively affect Behavioral intention to use TikTok for political education among overseas Filipino workers in Qatar.

H3: Social influence will positively affect Behavioral intention to use TikTok for political education among overseas Filipino workers in Qatar.

H4: TikTok-specific elements, such as graphics/animation, video effects, sound effects, music, text, and video length will positively affect Behavioral intention to use TikTok for political education among overseas Filipino workers in Qatar.

H5: Age, gender, educational attainment, and occupation have a positive effect on Behavioral intention.

### **Significance of the Study**

This study will provide new insights and information on the influence of TikTok videos on overseas Filipino workers in Qatar and how their behavior changes in voting. It is for a fact that Tiktok, the short-video sensation which gained more users especially during the COVID-19 pandemic and is among the most downloaded mobile applications, may become the dominant social media platform and will have tremendous impact on the political arena.

This research aims to provide valuable data that can benefit the community and serve as a valuable resource for future research and dissertations. The findings will contribute to a deeper understanding of political videos on TikTok and their impact on the voting behavior of the targeted campaign audience. The information gathered will serve as a valuable tool for further exploration and analysis in this field.

### **Scope and limitation of the Study**

The scope of this study is limited to 300 respondents, specifically targeting overseas Filipino workers in Qatar. The research focuses on understanding the impact of TikTok videos on political education among this specific group of participants. The

study aims to explore the effectiveness of TikTok videos in providing political information and education to overseas Filipino workers, as well as the factors influencing their behavioral intention to use TikTok for political education.

However, the study has some limitations. First, the research is confined to a specific sample size of 300 overseas Filipino workers in Qatar, which may not fully represent the entire population of overseas Filipino workers in the country. As such, the findings may not be generalized to a broader population of overseas Filipino workers.

Secondly, the study does not provide TikTok videos as part of the research design. Instead, it relies on participants' self-reported experiences and perceptions of TikTok videos for political education. This limitation may affect the depth of understanding regarding the actual impact of TikTok videos on political education among respondents.

The study may face challenges related to language barriers, access to technology, and cultural factors among the respondents, which could influence their engagement with TikTok videos and their potential for political education.

**Table 1**  
*Operational definition of terminologies*

Constructs	Adapted from	Operational definition
Performance expectancy (PE)	Venkatesh et al (2003)	refers to an individual's belief that employing a system will assist him or her in improving work performance.
Effort expectancy (EE)	Venkatesh et al (2003)	degree of ease associated with the use of the system



Social influence (SI)	Venkatesh et al (2003)	degree to which an individual perceives someone accepting that they should use the system
Behavioral intention (BI)	Venkatesh et al (2003)	degree of users' willingness to support the new system
Effectiveness	Mihai et al (2010)	the indicator given by the ratio of the result obtained to the one programmed to achieve

## Chapter II

### REVIEW OF RELATED LITERATURE

#### TikTok application

TikTok was originally launched in China in 2016. Over time, the app has evolved into a platform where users seek entertainment and express themselves. With TikTok, users have the option to create short videos ranging from 15 seconds to 60 seconds, and as of March 1, 2022, the maximum duration has been extended to 10 minutes. These videos can be enhanced with various features such as music, filters, and effects, allowing for creativity and personalization.

TikTok has a main page called *For You Page* allowing users to scroll other videos to watch. Ngangom (2020) reported that TikTok's algorithm succeeds in providing videos that often match users' interests. Although fun, this feature can give a negative side for users because users may be addicted to using TikTok and forget about their time for other obligations (Dukut, 2021).

TikTok can be used in three practices: Entertainment, Education, and Marketing (Dukut, 2021):

- a. Entertainment – TikTok has become popular because of its entertaining content comprised of lip-sync, dancing videos, Do It Yourself (DIY), tips on cooking, language learning, and life hacks, among others.
- b. Education – one of TikTok's aims is to capture and provide creativity, knowledge, and precious moments from the mobile phone (Massie, 2020).
- c. Marketing – TikTok can be used as a virtual stall to market products or businesses (Dukut, 2021). When people are scrolling through their TikTok

account, the product might be passing through the main page, so TikTok can be an effective platform to promote people's products (Baquita, 2021).

If users use TikTok properly, it offers a lot of other benefits beyond just being a video platform and application for amusement (Dukut 2021).

### **TikTok as an education tool**

The video creation side of the TikTok app is useful; creating a teacher account on the app can be a great way to engage, reward, and entertain students inside and outside of the classroom; moreover, it is also a way for teachers to connect with one another, though sharing tips, tricks, and hacks (Edwards, 2021).

Numerous studies have demonstrated that the use of social media sites has a positive impact on grades, motivation, cognitive ability, and levels of engagement. When students are not confined to traditional learning methods, their motivation and academic resourcefulness tend to increase (Al Rahmi & Zeki, 2017).

Utilizing TikTok as an educational tool can facilitate connections between teachers and students, as well as bridge the gap between classrooms and non-classroom practices. However, incorporating TikTok videos into the classroom assumes that students have personal access to technology and are willing to create or expand their accounts on the platform. This feasibility may vary depending on the individual school or classroom context (Butler, 2021). Exploring civic engagement through social media can provide a deeper understanding of young people's positions and level of participation, even though political activism may be a temporary trend (Butler, 2021).

## **TikTok as a political education**

TikTok, a platform that incorporates features from Instagram and Snapchat, has emerged as the dominant medium for political messaging in the 21st century, surpassing traditional TV campaigns, advertisements, and other media channels. With its unrivaled algorithm that is specifically designed for political content, TikTok has become an unstoppable force in the creation of political echo chambers in the 21st century (Valenzuela, 2022).

The advent of purposeful use of TikTok's algorithm by content creators has sparked a revolution in political communication. Through the algorithm, users' "For You" pages are filled with content that aligns perfectly with their political inclinations, even if they are not typically engaged in political matters. This personalized content tailored to their preferences, regardless of following specific authors, can be attributed to the sophisticated TikTok algorithm. By effectively analyzing user preferences, the algorithm transforms their feeds into political echo chambers (Valenzuela, 2022).

An echo chamber refers to a social environment in which individuals are exposed exclusively to information and opinions that align with and reinforce their own beliefs. This phenomenon can lead to the spread of misinformation and distort individuals' perspectives, making it challenging for them to entertain opposing viewpoints or engage in nuanced discussions. Echo chambers are fueled in part, by confirmation bias, which is the tendency to favor information that confirms existing beliefs (GCF, 2022).

The presence of echo chambers can emerge in various communication channels, whether online or offline. However, with the widespread use of social media platforms and the availability of diverse news sources, it has become increasingly effortless for individuals to find like-minded individuals and perspectives online. As a

result, echo chambers have become more pervasive and accessible in today's digital age (GCF, 2022).

Ramani (2015) highlights the significant role of technology, particularly the Internet, in advancing global education. The advent of the World Wide Web and search engines has made on-demand access to information a reality. The use of technology as a means of communication can be traced back to ancient times, with early tools such as cave paintings serving as a form of conveying messages (Goswami, 2014). However, the history of technology in education can be traced to the introduction of educational films in the 1900s, such as Sidney Presser's mechanical teaching machines in the 1920s (Goswami, 2014; Sundari, 2018).

TikTok, as pointed out by Bossetta (2018), differs from other social media platforms in terms of its architecture. While platforms like Instagram have integrated video features like "Reel", TikTok's core focus is on videos. In contrast to text-based platforms like Twitter and multi-media platforms like Facebook, TikTok purely relies on videos (Masciantonio et al., 2021). Similar to other social networks, TikTok allows users to choose between public and private accounts, with the latter requiring authorization to access content (Masciantonio et al., 2021).

The initial phase of TikTok's algorithm involves monitoring a user's activities within the app. The articles and accounts that a user likes, comments on, and follows are considered to curate their personalized "For You" page, which is a stream of content tailored to their previous interactions. Upon joining the platform, TikTok provides users with a selection of popular videos on their home page to establish their initial preferences. If a user consistently engages with posts that align with a particular political leaning, their future feed will reflect that bias (Valenzuela, 2022).

Captions, sounds, and hashtags also contribute to users being immersed in their own political echo chambers on TikTok. The platform tracks the captions and hashtags of every post a user interacts with, resulting in posts with politically-oriented captions and hashtags, such as those from "Now This Politics", the political page of progressive news outlet "NowThis News", having a stronger impact on a user's "For You" page (Valenzuela, 2022).

According to Syah et al. (2020), TikTok can serve as a contemporary medium for learning. The authors suggest that TikTok's audiovisual format provides a more engaging and realistic way to present learning content. This format makes it easier for learners to understand concepts that may have been abstract or challenging to visualize in traditional educational settings.

While algorithms on all social media platforms contribute to the formation of political echo chambers, TikTok's algorithm stands out in this aspect. For instance, Instagram's algorithm operates similarly to TikTok's but with a distinction. Instagram takes into account a user's followed accounts, their own posts, and their interactions with other content when constructing the "Explore" page. Consequently, political content is unlikely to appear on an Instagram user's Explore tab unless they have explicitly followed, liked, or commented on politically related accounts. In contrast, TikTok's algorithm goes beyond standard data and incorporates subtle interactions, such as the duration of video views, to shape a user's in-app experience within the initial 10 to 15 minutes. This personalized experience is influenced by the user's political beliefs (Valenzuela, 2022).

The TikTok app has experienced a significant surge in popularity, particularly during the pandemic. This rise in popularity has made TikTok an increasingly appealing platform for political groups aiming to effectively disseminate their

messages (Zakrzewski, Schaffer, 2021). Previously, political discourse and campaigns relied on traditional means such as posters, billboards, and TV advertisements. However, TikTok has emerged as a platform that bridges the gap and advances the tactics used by traditional media. Unlike TV platforms that impose restrictions on political content, TikTok provides users with greater freedom and accessibility in expressing their political views. This unrestricted nature of TikTok allows for a broader dissemination of political speech (Valenzuela, 2022).

TikTok plays a crucial role in political campaigns, allowing them to effectively engage with new audiences through digital advocacy (Moir, 2023). The platform's dynamics encourage users to create performative videos that incorporate viral characteristics and memes to gain visibility and maintain a presence on the platform (Abidin, 2021; Zulli & Zulli, 2022). TikTok videos exemplify the power of memes and memetic text in digital culture. These easily generated intertextual entities circulate widely in media landscapes, fostering collective participation in shaping public and political discourse (Milner, 2016; Zulli & Zulli, 2022). The video format has adapted to technological shifts in mobile media and has become a popular mode of expression on TikTok, using features such as musical selection, lip-syncing, split screens, duets, filters, and audio settings (Zeng & Abidin, 2021).

TikTok has created a new platform where politicians and political activists can effectively utilize echo chambers to influence individuals who already share their views. This opportunity has been seized by many, as exemplified by a notable incident in Fall 2020. A TikTok user released a video in a mocking manner, suggesting it would be unfortunate if they were to RSVP for Donald Trump's rally event and then intentionally not show up due to "outside circumstances". Subsequently, the video was set to private (Valenzuela, 2022).

Owing to the TikTok algorithm, the post reached millions of individuals who shared the creator's support for the Democratic party. Consequently, many people were convinced to RSVP for the event, despite having no intention of attending. The Trump campaign expected a full house, considering the stadium's capacity of 19,200 people and the fact that over a million individuals had RSVP'd for the event. However, on the day of the rally, both President Trump and his staff were taken aback to witness numerous empty seats throughout the stadium, all due to the political messaging and activity facilitated through TikTok (Valenzuela, 2022).

TikTok, with its vast user base of over 1 billion across 150 countries and its powerful algorithm, has emerged as a major force in politics. Its ability to shape political information and influence the political identities of its users, particularly young people, is unparalleled. TikTok's capacity to reinforce confirmation bias and create political echo chambers is gaining strength, making it a formidable political tool in the 21st century (Valenzuela, 2022).

TikTok videos serve as dynamic and memetic cultural texts that facilitate user identification and active engagement in various social movements and protests. These movements span from local to global scales and encompass issues such as racial injustice, anti-caste activism, police brutality, and climate activism. Scholars have highlighted the significant role played by TikTok in fostering participation and awareness in these important social causes (Hautea et al., 2021; Literat et al., 2022; Sadler, 2022; Subramanian, 2021).

### **TikTok emergence as a political arena**

Scholars and politicians have expressed concern about the growing disconnect between citizens and politics in the new millennium (Norris, 2011; Lawless and Fox,



2015). Young people, in particular, have garnered attention due to their comparatively lower levels of political participation in parties and elections compared with previous generations (Collin, 2015; Foa et al., 2020).

Failing to consider the rise of new technologies and the resulting transformation of the public sphere (Bennett and Pfetsch, 2018) would hinder our ability to comprehend this apparent disconnection (Gil de Ziga, Ardèvol-Abreu, and Casero-Ripollés, 2021).

Recent studies argue that young people are not inherently apathetic or disengaged, but rather they have turned to alternative modes of political participation, particularly through social networks (Kitanova, 2020; Moeller et al., 2014; Pruitt, 2017; Ekström and Sveningsson, 2019). However, youth satisfaction with democracy is declining (Foa et al., 2020).

The relationship between populist movements, social networks, and political communication on social media has been extensively studied (Gerbaudo, 2018). Political actors need to adapt to these new platforms characterized by unique affordances and specialized languages as new platforms continue to emerge (Bossetta, 2018).

TikTok undeniably dominated the social media landscape in 2020 (Anderson, 2020). Initially recognized for its light-hearted trends and dances, this platform has evolved into a versatile medium that can be utilized in diverse ways, including political communication (Schellewald, 2021; Serrano, Papakyriakopoulos, & Hegelich, 2020).

### **TikTok's Philippine political landscape in the 2022 Presidential elections**

It was revealed by the Philippine online news outlet Rappler and the Manila-based consultancy Nerve that Ferdinand Marcos Jr. and Leni Robredo were in a close

battle for the presidency on Facebook, Twitter, and TikTok. The other eight candidates for president lagged far behind.

Since more election-related videos were produced on TikTok in the months leading up to May 2022, the app has become a major social media hub. Additionally, it has grown to be a source of false information. It also demonstrated how Marcos, who is currently the 17th President of the Philippines, dominated this platform (Macaraeg, 2022).

While Facebook continues to hold the title of the most popular social media site in the Philippines, TikTok has rapidly gained popularity as a tool for exchanging political news and opinions in the Southeast Asian country, which has a population of 110 million. According to research conducted by DataReportal, an independent data aggregator on global digital trends, it is estimated that up to 36 million Filipinos use the TikTok app. Due to TikTok being privately held by a Chinese-owned social media company, it is challenging to verify the accuracy of its user figures (De Guzman, 2022).

In 2019, Christopher Wylie, a former employee turned whistleblower of the now-defunct British political consulting firm Cambridge Analytica, stated that the Philippines served as a "petri dish" to test the use of Big Data analytics for predicting and influencing votes in elections.

The company specializes in providing data science support for political campaigns. To target users for political campaigns in over 30 countries, including the Philippines, it collected the data of millions of Facebook users. One of their clients was Donald Trump, the former president of the United States (Chanco, 2022).

Political propaganda is now growing rapidly, appealing mostly to Gen Z on platforms like TikTok and YouTube, ushering in a new era of fun, trendy, glossily polished video that is more difficult to control online (Cabato, Mahtani, 2022).

According to Alan German, a campaign consultant in the Philippines from Agents International Public Relations, Filipino voters tend to choose politicians who can captivate and entertain them, often referred to as "the guys who create noise". In a literal sense, candidates are using singing and dancing to appeal to voters during elections (Cabato & Mahtani, 2022).

### **Politicians using TikTok to woo voters**

TikTok has become a compelling marketing tool for capturing the attention of the younger generation. With over one billion monthly users, and a significant 60% of them belonging to Gen Z, the platform offers a prime opportunity for brands to engage with their target audience, according to Wallaroo Media. In response, brands have been actively experimenting with their ad campaigns, seeking innovative strategies to effectively connect and resonate with TikTok's young user base.

Politicians are taking cues from Gen Z's dominance on TikTok, capitalizing on viral trends and incorporating Gen Z humor into their own videos. Their aim is to engage young people, encourage them to vote, and ideally garner their support (Burke, 2022).

TikTok has evolved from a platform for various content sharing to a significant arena for political propaganda. Short, well-edited TikTok videos have become instrumental in shaping a candidate's narrative, branding, and even the creation of new "truths" (Roa, Subingsubing, Ramos, 2022).

Philippine presidential hopefuls in 2022 have actively used TikTok to criticize rivals and promote their own platforms, personalities, and unique attributes through short, shareable videos (Roa, Subingsubing, Ramos, 2022).

Moreover, TikTok has been employed for direct and innovative political interventions (Bessant, 2020). As a platform, TikTok serves as a form of public pedagogy, given its accessibility. It guides us on behaviors, content choices, consumer decisions, communication, and social interactions, among other aspects (Boffone, 2022).

The TikTok platform enables swift engagement with a younger audience that may not typically be reached through traditional political campaigns. A strategic political approach should encompass using all necessary means to involve younger voters in politics and connect them with candidates, considering that 70% of TikTok users are under the age of 34 (Povey, 2022).

### **TikTok elements**

TikTok distinguishes itself from other social media platforms by offering a range of unique features that shape users' experiences and interactions (Quan-Haase, Sloan, 2022). These features include overlays, stickers, textual elements, transitions, and visual effects, providing users with a diverse set of editing tools (Vazquez-Herrero et al., 2020). Additionally, TikTok allows users to incorporate short audio clips and effects into their visual content, with the lip-synching feature being particularly popular (Vijay and Gekker, 2021). Consequently, TikTok videos often comprise a combination of audio, visual, and textual elements. The platform's capacity to facilitate the creation of engaging short videos directly within its interface, without the need for third-party tools, contributes to user engagement and activity on TikTok (Quan-Haase, Sloan, 2022).

## **TikTok users in Qatar**

According to Start.io data from August 2022, the population of Qatar is over 2.8 million, and there are more than 450,000 active TikTok users in the country. The majority of users, 72.7%, are in the age range of 25 to 34 years old. Users aged 18 to 24 years old account for 24.1%, while those aged 35 to 44 years old make up 2.5% of the user base. The age groups of 45 to 54 years old and 55 years and above represent 0.5% and 0.2% of users, respectively.

According to a January 2022 report from statista.com, Qatar ranks fifth in terms of high TikTok penetration, reaching 62.1% of the population.

Based on May 2023 data from the Department of Foreign Affairs, there is a population of over 260,000 Overseas Filipino Workers residing in Qatar.

## **Popular culture of TikTok**

The first documented modern reference to "culture" dates back to 1516, and the first reference to popular culture, specifically "Kultur des Volkes" by Johann Gottfried von Herder of Germany, was in 1781. Popular culture is an elusive and unpredictable phenomenon. No one knows when an unexpected event will capture the world's attention, such as an assassin's bullet or a sinking ship, triggering a surge of popular interest (Fishwick, 2021).

Popular culture refers to a culture that is admired by many people without focusing on a specific socioeconomic class of origin (Kurniawan, 2018). It is sometimes referred to as a mass culture product, indicating that it is commercially driven. This is because popular culture goods are designed to be purchased and

consumed by a group of people. Producers of popular culture goods often seize unique and fleeting opportunities. Since its inception and global expansion, TikTok has become a significant component of popular culture (Dukut, 2021).

TikTok is a byproduct of popular culture due to its widespread availability and user-friendly interface. The application possesses characteristics that attract people, leading to their satisfaction in using it. Moreover, TikTok simplifies the process of discovering celebrities, granting users the opportunity to gain more followers and increase their own popularity (Praviana, Dukut, Budiyan, 2021).

### **Influencer Marketing on TikTok**

Influencer marketing on TikTok is still in its early stages. In 2020, 45% of marketers said they have used TikTok for their influencer marketing campaigns. Although TikTok was not specifically listed as a marketing channel in 2019, but was included within the category of other media, one can observe a significant and rapid change in its importance for influencer marketing (Sbai, 2021). Meanwhile, according to the Association of National Advertisers in 2020, only 10% of the marketers consider TikTok as an important platform for marketing practice.

There are four approaches to do influencer marketing on TikTok: first is with the help of a hashtag challenge; second, by creating a creator pool for repetitive and long-term cooperation; third is by developing corporate influencers or the permanent hiring of creators to be the face of the corporate account; and fourth, by cooperating with many influencers via barter deals without having to pay for them (Sbai, 2021).

Sponsored hashtag challenges are also known as branded hashtag challenges and are created in cooperation with TikTok. Its implementation is subject to a fee of around EUR 120,000 to 150,000. It aimed to create a strong brand awareness and encourages users to participate in these challenges by creating their own videos that suit the campaign. The campaigns have an average engagement rate of 8.5% and are either set to three or six days. (Sbai, 2021). TikTok helps companies with the set-up and planning of campaigns (TikTok, 2021).

The Creator Marketplace of Tiktok is a platform allowing creators and brands to connect and collaborate on paid campaigns. The platform also provides brand insights into the audience demographics and engagement metrics of participating creators (TikTok, 2021).

Furthermore, influencer marketing on TikTok is not only interesting for companies, but also for political and social issues (Lewanczik, 2020). Although TikTok has announced in 2019 that it has chosen not to allow political ads on the platform, various videos with political content still thrive on the platform.

### **TikTok influence campaign**

Like any social media campaign, TikTok can meet all types of objectives, which are summarized into three categories: be discovered, be liked, and be bought (Bouillet, 2021).

Be discovered is a promotion of a brand through brand awareness and reach, this is to promote products and services potentially to new targets or new markets; Be liked is to associate the brand with positive values and bring together, engage, recruit/become associated with communities; and Be bought is to gather and grow

targeted prospects both leads and visitors, to click through, and sales conversion (Bouillet, 2021).

When an influencer has a substantial audience, it is highly probable that a significant portion of his followers will create their own versions of the posted video. This leads to a considerable increase in brand awareness through the content generated (Bogliari, 2020).

Create fun, unique, and creative content – one of the aspects that makes the TikTok application a unique tool for influencer marketing is that it doesn't require high-quality content to achieve the desired impact. What's remarkable is that it allows influencers to promote brands or products in an enjoyable manner. It's important to consider that the majority of TikTok users are young people who are always eager to explore new and entertaining experiences and choose products that can simplify their lives (Miguel, 2020).

### **TikTok effects on identity shaping**

The entertainment value is the primary driver of user effect of TikTok (Ma, et al, 2019). Social value also has a great impact on satisfaction, which indicates that users fancy interactive activities, including giving likes, commenting, and sharing. These activities provide them with chances to make friends. Meanwhile, sharing videos can enhance the communal bond among users to some extent (Yus, 2021).

Zuo and Wang (2019) proposed three levels in which TikTok impacts the user's identity: First, an impact on self-identity. Users can make or share short videos based on their personal experience, get opportunities to show themselves to their peers, and



experience self-worth. At the same time, TikTok users rely on the evaluation and interaction with other users to further build up their self-identity and self-presentation.

Second, an impact on group identity, in both virtual and physical scenarios.

Interactions on TikTok are fast and convenient and make it easier for users to find and enhance group identities. On the one hand, users exhibit a unique discourse system when they interact, and the mutual understanding among users deepens the construction of in-group identity. On the other hand, TikTok users are divided into different groups according to their interests.

Third, an impact on cultural identity. Through participating in the activities of the groups provided by the platform, users can identify with “the culture” of TikTok. The “content” of that culture would include clothing, language, fashion, consumption, leisure pursuits, and so on. Because TikTok users are mainly young people under 24 years of age, their identification with youth culture entails some cultural value.

A recurrent feeling associated with video production and sharing is the feeling of connection and co-presence (Yus, 2021).

But not all the affective effects generated out of TikTok are positive, some informants reported that some videos made them hopeless about real life and even caused a contagion of negative emotions among friends if they shared the video with one another (Lu, Lu, 2019).

## **Politics around TikTok**

While the company does not allow political advertisements, TikTok has emerged as a prominent platform for ideological formation, political activism, and

trolling (Herrman, 2020). The social media platform played a significant role in organizing a mass false-registration drive prior to a Trump rally in Tulsa, Oklahoma, resulting in many empty seats.

TikTok has undergone a transformation from being a platform for various content, ranging from dance moves to baking, to becoming a crucial battleground for political propaganda. With its three-minute videos, carefully edited and enhanced with catchy tunes, TikTok has the power to shape or break a presidential candidate's position and branding (Roa, Subingsubing, Ramos, 2022).

In Southeast Asia, including countries like the Philippines, Malaysia, and Indonesia, TikTok has become the new strategic tool for propagandists to influence political narratives during electoral periods. Disinformation campaigns using digital propaganda strategies, including paid influencers, bots, deepfakes, and cybertroopers, have been observed on various social media platforms (Jalli, 2022). The region is anticipated to face information disorders ahead of elections, and despite the prevalence of information pollution, media and information literacy remains relatively low in Southeast Asia. Many people lack the skills to critically analyze the information they encounter online (Davis, 2021).

Platforms and their architecture offer different affordances that influence user behavior and shape the types of actions that are encouraged or discouraged (Davis & Chouinard, 2016). For example, TikTok's soundtrack feature promotes the replication of existing soundtracks, contributing to its viral nature. While TikTok allows users to engage in political discourse, certain forms of participation have become established over time. It becomes commonly accepted to reserve rational, political commentary for platforms like Twitter, while TikTok is often associated with playful dances. The

limited options for interaction on TikTok, such as leaving comments, creating separate videos, or reacting with predefined expressions, discourage adversarial interactions. As a result, vitriolic or provocative content fails to generate sustained political engagement and consensus-building, as seen in more agonistic spaces such as YouTube comments (McCosker, 2014).

Furthermore, Kligler-Vilenchik and Thorson (2016) noted that dominant power structures tend to shape the frames of citizenship that persist on platforms. This may be due to algorithms that prioritize sustaining user attention and reinforcing normative identities, thereby favoring and reproducing existing power dynamics (Dobson et al., 2018).

## **Hashtags**

A hashtag (#) is a label or metadata tag used by Twitter users, a social media platform that emerged in 2008. The invention of the Twitter hashtag is credited to former Google designer Chris Messina, who proposed its use as a way to create groups and sort feeds. Twitter users have two ways of choosing what they read – they can follow specific accounts by their designated names preceded by the @ symbol, or they can use hashtags to explore subjects of interest (Fagan, 2017).

Hashtags on TikTok play a significant role in reaching target audiences, and using relevant hashtags is particularly effective (Sutherland, 2020). Hashtags serve as vehicles for both information and catharsis (Florini, 2019). Utilizing hashtags provides an opportunity to reach millions of potential customers, readers, and supporters. It garners attention for a company's products, services, and other

objectives. Moreover, the messages distributed by a company or individual through hashtags can also be indexed by search engines like Google (Merz, 2020).

Hashtags can function as keywords, making it easier for people to search on websites. Using hashtags allows individuals to be discovered on the internet, enabling interaction and contact with others. Additionally, hashtags serve as a free alternative to paid advertisements (Merz, 2020). Hashtags serve as tools for creating frames around which individuals converge on an issue. As hashtags are utilized, users form networked publics that come together or disband based on shared interests (Sharp, 2022).

Hashtags facilitate topic-based conversations among unconnected individuals, allowing for participations. They provide a space where frames can be co-created and articulated (Sharp, 2022). In contemporary culture, hashtags hold more significance than just coordinating public discussions and exchanging information. When a hashtag is associated with events, crises, or social issues, it centralizes an organizing idea, giving meaning to the contemporary moment (Sharp, 2022). Hashtags are hybrids in the taxonomy of information types. They encompass both text and metatext, information and tags, pragmatic and metapragmatic speech. Yet, they also point to themselves, acknowledging their dual role in ongoing discourse (Lang, 2015). In the digital age of political communication and behavior, hashtags enable individuals and groups to emphasize certain issues, representing an important aspect of digital political communication and behavior (Sharp, 2022).

### **Overseas Filipino workers in Qatar**

Filipino workers comprise the fourth largest expatriate group in Qatar (Dsouza, 2017). According to the Department of Foreign Affairs' data from May 2023, there are 260,000 migrant Filipino workers in Qatar. Among this number, the majority, around 130,000, are employed as Household Service Workers (HSWs). The remaining population consists of professionals, highly-skilled workers, and semi-skilled workers. The minimum salary for Filipinos working in Qatar is QAR 1,500, which is approximately US\$ 400 or Php 20,000. Highly-skilled workers such as engineers receive Php 50,000 or more.

The International Labour Organization defines HSWs as domestic workers who perform tasks within private households. Their responsibilities include cleaning, cooking, laundry, child or elder care, gardening, house security, chauffeuring, and even pet care for the household.

Qatar is the third largest destination for overseas Filipino workers in the Middle East, and according to the Philippine Overseas Employment Agency, it has been a top destination for migrant Filipino workers in 2014 and 2015 (Hapal, 2017). Qatar is the second highest paying country for development-based jobs, with an average monthly rate of Php 209,700, surpassed only by the United Arab Emirates. Meanwhile, aviation workers receive the highest pay in Qatar.

### **Theoretical Constructs**

The study sought to explore TikTok as a platform for political education among overseas Filipino voters in Qatar, drawing theoretical constructs such as Theory of Reasoned Action, Theory of Planned Behavior, and Integrated Behavioral Model as the general framework of the study. The study analyzed the results of the survey through the use of the Unified Theory of Acceptance and Use of Technology (UTAUT).

### **Theory of Reasoned Action (TRA)**

The Theory of Reasoned Action (TRA) (Ajzen and Fishbein, 1980) posits that behavior is determined by volition and purpose. According to TRA, individuals are more likely to engage in recommended behavior if they have a favorable attitude towards it and perceive social norms that encourage its adoption. Extensive research has consistently demonstrated a strong relationship between attitudes, subjective norms, behavioral intention, and actual behavior (Sheppard et al., 1998).

However, the theory of reasoned action has been challenged by the finding that behavioral intention does not always translate into actual behavior. In response to this discrepancy, the theory of planned behavior was developed, which incorporates non-volitional factors that influence behavior (Mimiaga, 2009).

The Theory of Reasoned Action depicts the relationship between Behavioral Intention (BI) as the dependent construct and Attitude towards Act or Behavior (AB) and Subjective Norm (SN). This theory can be summarized by the following equation:

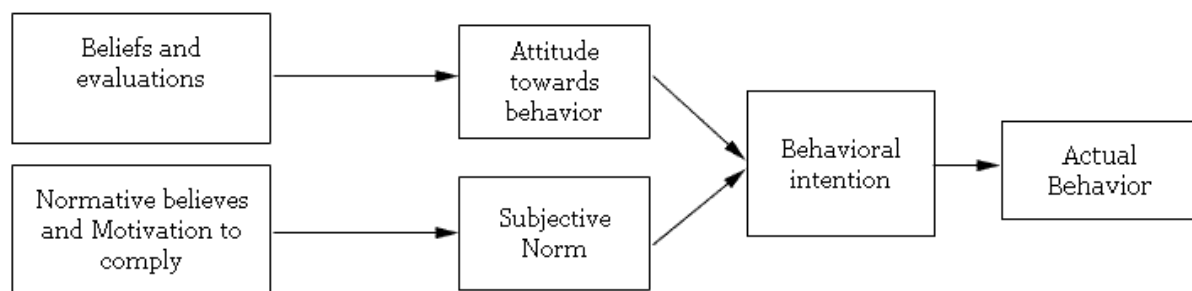
$$\textit{Behavioral Intention} = \textit{Attitude} + \textit{Subjective norms}$$

Fishbein and Ajzen (1975) proposed a model in which intentions, which are influenced by either positive or negative attitudes toward something, are the origin of human activity. This theory focuses on three factors: the individual's attitude, the influence of the reference group, and the subject's propensity to accept that outside factors may have an impact on their own decisions.

Fishbein and Azjen proposed the TRA model in 1975. It focuses on creating a system of observation of two groups of variables, which are: attitudes, which are regarded as a positive or negative emotion in relation to achieving an objective; and subjective norms, which are exact representations of the people's perceptions in regard to the capability of achieving those goals with the product.

These authors have placed greater emphasis on the significance of intention than actual usage. In reality, individuals buy things because it makes them feel good to do so, rather than because they actually have a need that is connected to the model they follow. This strategy fails when applied to the field of IT.

**Figure 1**  
*Theory of Reasoned Action from Fishbein and Ajzen (1975)*



According to TRA, any other factors that affect behavior only do so by influencing attitudes or subjective norms. These variables are referred to as external variables by Fishbein and Ajzen (1975).

The features of the tasks, the interface, or the user, the sort of development being implemented, political influences, organizational structure, etc. are a few examples of these variables (Davis, Bagozzi and Warshaw, 1989). A meta-analysis on the theory of reasoned action's application revealed that the model may accurately predict decisions made by a person when presented with a range of options (Sheppard, Hartwick, and Warshaw, 1988).

### **Theory of Planned Behavior**

The Theory of Planned Behavior (TBP) was also developed by Ajzen and Fishbein. As reliable indicators of behavioral intentions, the authors take into account

the person's attitude, social norms, and perception of control. When used on behaviors that a person may voluntarily change, TRA is most effective. Even while attitudes and subjective standards may be very motivating, if behaviors are not totally under the control of the individual, intervening contextual factors may prevent the behavior from being carried out.

The TPB was created to forecast actions in which people have only partial voluntary control. The TPB develops the idea of perceived behavioral control by taking into account self-esteem and self-efficacy. Perceived behavioral control means that an individual's motivation is determined by how difficult the activities are thought to be, as well as how well they are thought to be performed by the individual (or not).

This most important element of the model is behavioral intent, which is impacted by attitudes about the likelihood that an action will result in the desired outcome and a subjective assessment of the risks and advantages of that outcome (LaMorte, 2019).

According to the TPB, behavioral achievement is a function of both ability (behavioral control) and motivation (intention). It makes a distinction between the behavioral, normative, and control, which are the three types of beliefs. Six constructs that together indicate a person's actual control over the behavior make up the TPB (LaMorte, 2019).

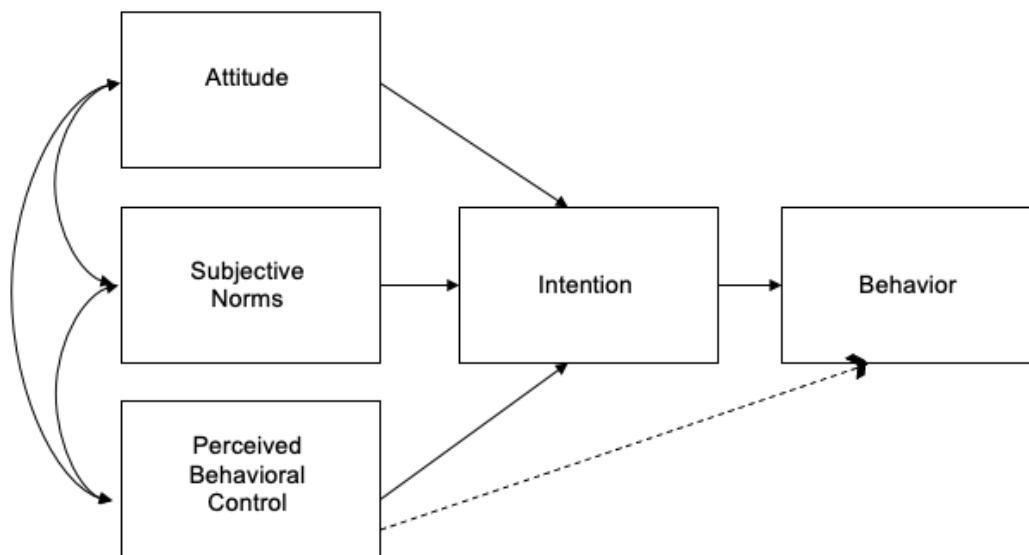
These are Attitudes, Behavioral intention, Subjective norms, Social norms, Perceived power, and Perceived behavioral control.



1. Attitudes - The degree to which a person views the action of interest favorably or unfavorably is indicated by this. It requires considering how the conduct will affect the results.
2. Behavioral intention - This attributes to the motivational factors that influence a behavior. The stronger the intention to conduct the behavior, the more probable it is to be carried out.
3. Subjective norms - This is the belief that the majority of people either approves or disapproves of the behavior. It has to do with a person's opinions on whether peers and significant others believe that the individual should engage in the behavior.
4. Social norms - This refers to the accepted norms of conduct within a community, a population, or a wider cultural setting. In a group of individuals, social standards are regarded as normative or standard.
5. Perceived power - This is used to describe the apparent existence of elements that could help or hinder the accomplishment of an activity. Each of those elements is thought to be under a person's behavioral control to some extent depending on perceived power.
6. Perceived behavioral control - This is a person's assessment of how simple or difficult it is to carry out the desired conduct. A person's views of behavioral control change depending on the scenario because perceived behavioral control differs across contexts and behaviors. This construct of the theory was added later, and created the shift from the Theory of Reasoned Action to the Theory of Planned Behavior.

**Figure 2**

*Theory of Planned Behavior model Fishbein and Ajzen (1975)*



### **Integrated Behavioral Model**

The Integrated Behavior Model (IBM), which is oriented on purpose, provides a framework for understanding and directing human behavior (or motivation). It is an expanded version of the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TRB), two significant early models.

The IBM bases the creation of purpose on a reasonable level of reasoning and executive control. Along with habit and capability, the model also takes demographic impacts and environmental factors into consideration. Similar to the model's two predecessors, its main field of application is the health behavior change.

Similar to TRA/TPB, motivation/intention is the most crucial factor. Without motivation or purpose, a person is less inclined to engage in a behavior. A person must possess both the necessary information and actionable abilities (Montano and Kasprzyk, 2015).

With attitude and subjective norms determining one's purpose to perform the act, it also defines how one perceives the subjective norms concerning the activity. This has the impact of being the most important factor in determining the adoption of behavior (Montano and Kasprzyk, 2015). Additionally, there are external factors including demographics, individual traits, attitudes, and other personal norms (Health Behavior and Health Education). With the addition of control as a factor in conduct (the concept that one's capacity to regulate beliefs and perceived power determines their perception of the situation's authority), the Theory of Planned Behavior expands on this premise. These are the conditions in which one engages in the activity, coupled with perceived control, attitude, and subjective norms.

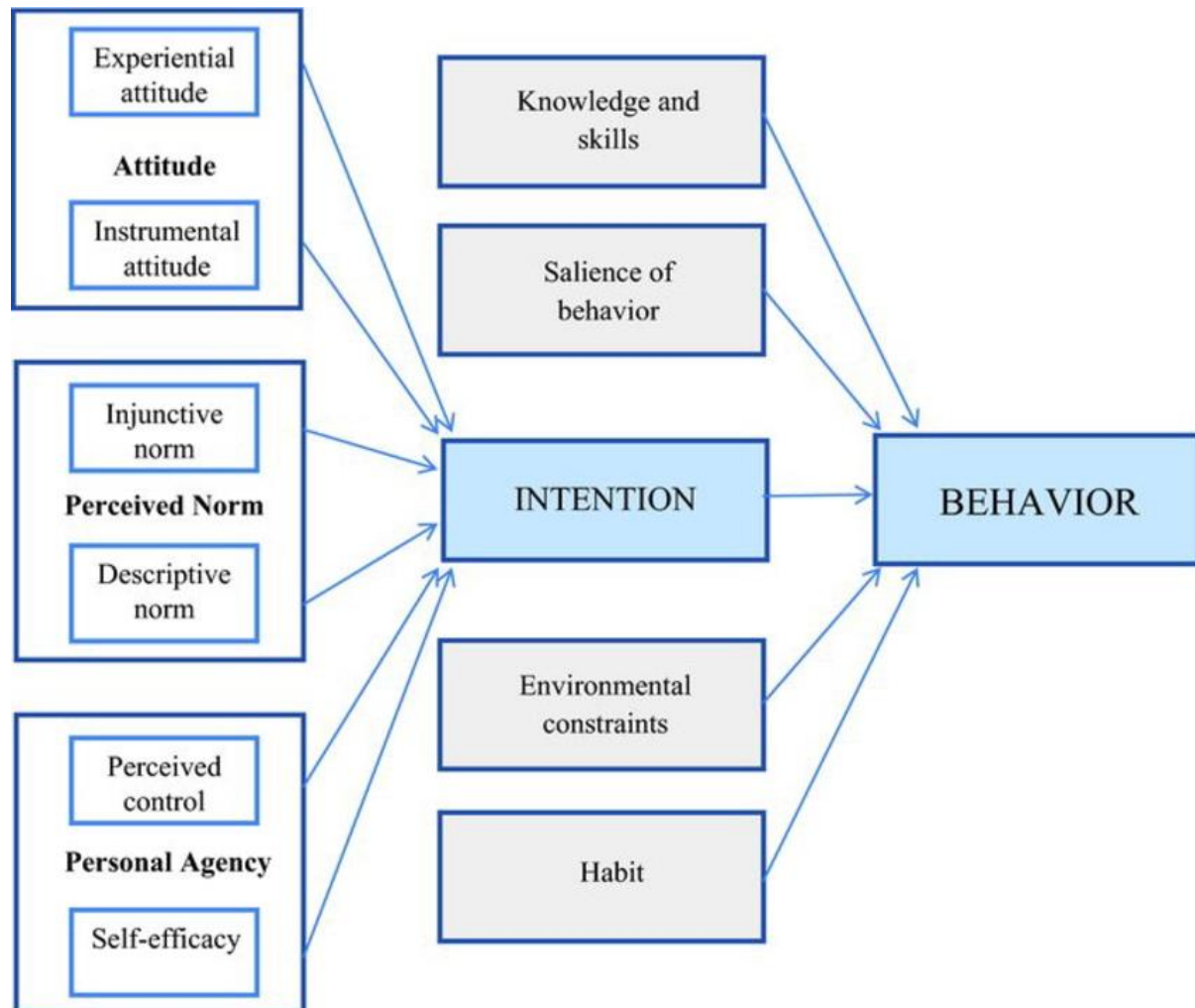
Four more elements from the Integrated Behavioral Model also directly influence whether behavior can be carried out:

1. Knowledge and skills to perform the behavior
2. Salience of the behavior
3. Environmental constraints
4. Habit

For an intervention that encourages behavior change, all of these aspects need to be considered (Mathew, Li, Kloosterman, Albright, Taddesse, 2022).

**Figure 3**

*Schematic representation of the integrated behavior model. Adapted from Montano DE, Kasprzyk D.*



### **Unified Theory of Acceptance and Use of Technology (UTAUT)**

According to the UTAUT (Unified Theory of Acceptance and Use of Technology) theoretical model, the adoption and usage of technology are influenced by behavioral intention, which is shaped by several key constructs. These constructs include performance expectancy, effort expectancy, social influence, and facilitating conditions. Each of these factors directly affects the perceived likelihood of adopting the technology. Additionally, the impact of these predictors is moderated by factors such as age, gender, experience, and the voluntariness of use. Considering these

factors leads to a comprehensive understanding of technology adoption and usage (Venkatesh et al., 2003).

The UTAUT model incorporates various theories including the theory of reasoned action (TRA), the technology acceptance model (TAM), the motivational model (MM), the theory of planned behavior (TPB), the combined TAM-TPB model, the model of PC use (MPCU), the innovation diffusion theory (IDT), and the social cognitive theory (SCT). By integrating and refining these constructs, Venkatesh constructed the UTAUT model, which examines the factors influencing behavioral intention and user behavior in relation to information technology adoption and usage (Hewavitharana et al, 2021).

UTAUT is an influential model in the field of technology adoption and use. It integrates elements from seven other theories to provide a comprehensive understanding of how individuals adopt and use technology. The seven theories incorporated in UTAUT are:

**Theory of Reasoned Action (TRA):** This theory posits that behavioral intention is influenced by an individual's attitude towards the behavior and subjective norms related to the behavior.

**Theory of Planned Behavior (TPB):** Building on TRA, TPB adds the construct of perceived behavioral control, which reflects an individual's belief in their ability to perform the behavior.

**Technology Acceptance Model (TAM):** TAM focuses on the relationship between perceived usefulness and perceived ease of use as determinants of technology acceptance.

**Motivational Model (MM):** MM emphasizes the role of motivation in technology adoption and how it can impact an individual's intention to use technology.

Innovation Diffusion Theory (IDT): IDT explores the process of how innovations spread within a social system and how certain characteristics of innovations can affect adoption.

Social Cognitive Theory (SCT): SCT emphasizes the role of observational learning, self-efficacy, and self-regulation in shaping human behavior, including technology adoption.

Model of PC Utilization (MPCU): MPCU examines the factors influencing computer usage, particularly in the context of organizational settings.

The UTAUT model combines the key elements of these theories to propose that technology acceptance and use are determined by behavioral intention, which, in turn, is influenced by four primary constructs: Performance expectancy, Effort expectancy, Social influence, and Facilitating conditions.

Additionally, UTAUT accounts for the moderating effects of factors such as age, gender, experience, and voluntariness of use on the relationship between the predictors and behavioral intention.

Performance expectancy refers to an individual's belief in the system's ability to enhance their job performance and attain gains, drawing from constructs in various models such as Technology Acceptance Model (TAM), TAM2, Combined TAM and the Theory of Planned Behaviour (CTAMTPB), Motivational Model (MM), the model of PC utilisation (MPCU), Innovation Diffusion Theory (IDT) and Social Cognitive Theory (SCT) (Venkatesh et al., 2003). It is a strong predictor of usage intention, holding significance in both voluntary and mandatory contexts (Zhou, Lu & Wang, 2010; Venkatesh, Thong & Xu, 2016).

According to the UTAUT theoretical model, technology adoption is influenced by behavioral intention, wherein the perceived probability of adopting the technology

is directly affected by four essential constructs: performance expectancy, effort expectancy, social influence, and facilitating conditions. The impact of these predictors is further moderated by factors such as age, gender, experience, and voluntariness of use (Venkatesh et al, 2003).

Effort expectancy pertains to the ease associated with using the system, incorporating perceived ease of use and complexity from TAM, MPCU, and IDT (Venkatesh et al., 2003). Its impact diminishes over time with extended technology usage (Gupta, Dasgupta & Gupta, 2008; Chauhan & Jaiswal, 2016).

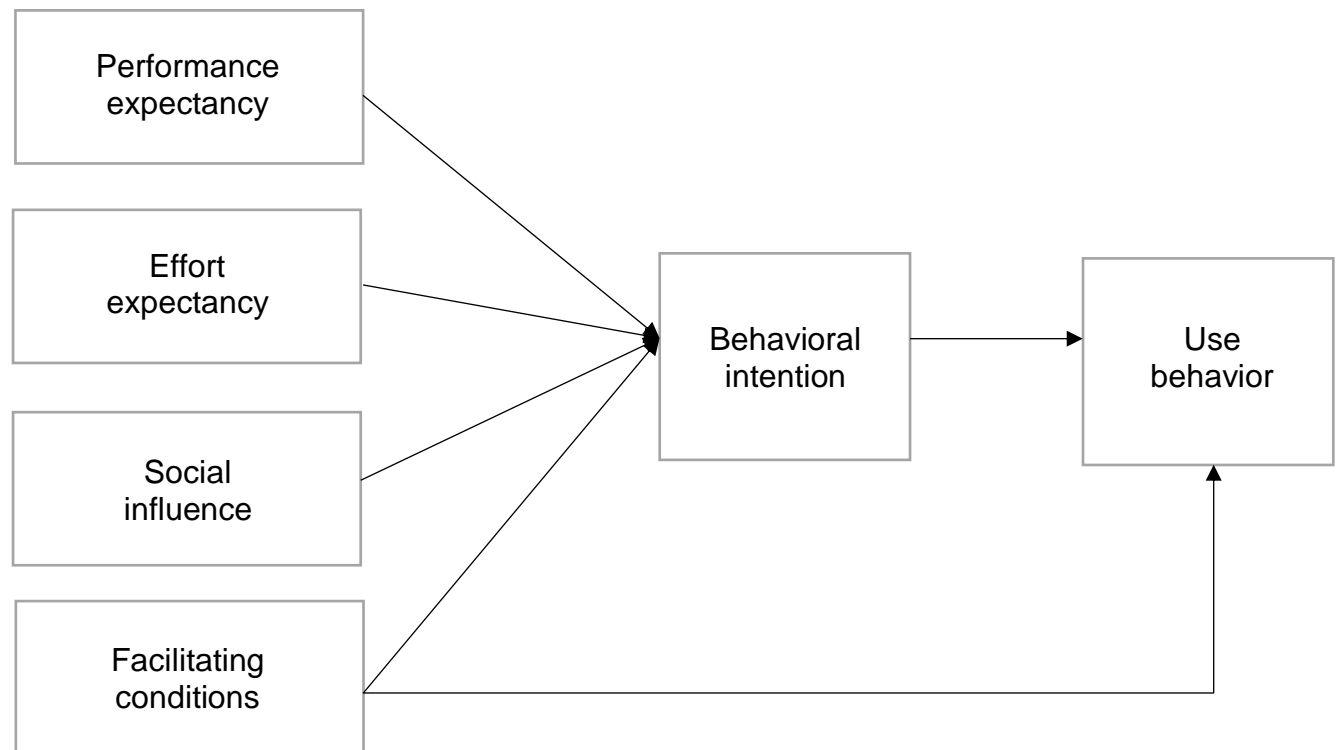
Social influence reflects the perception of the belief of others regarding system usage, aligning with subjective norms, social factors, and image constructs in TRA, TAM2, TPB, CTAMTPB, MPCU, and IDT (Venkatesh et al., 2003). The effect of social influence is prominent in mandatory contexts, where individuals may use technology due to compliance rather than personal preference (Venkatesh & Davis, 2000). This may explain its inconsistent impact across studies validating the model (Zhou, Lu & Wang, 2010; Chauhan & Jaiswal, 2016).

Facilitating conditions relate to an individual's belief in the organization's and technical infrastructure's support for system use, integrating compatibility, perceived behavioral control, and facilitating conditions constructs from TPB, CTAMTPB, MPCU, and IDT (Venkatesh et al., 2003). Facilitating conditions directly and positively influence usage intention, but their impact becomes nonsignificant after initial use. Therefore, the model suggests that facilitating conditions have a direct and significant effect on usage behavior (Venkatesh et al., 2003).

The UTAUT model has emerged as a prominent framework for understanding user behavior in the acceptance of technology. It provides a comprehensive explanation of user intention and usage of information systems. Consequently, the

UTAUT model has been widely acknowledged as the most suitable framework for investigating the adoption of digitalization within the construction industry (Hewavitharana et al, 2021).

**Figure 4**  
*UTAUT model, adapted from Venkatesh et al. (2003)*





## **Conceptual Framework**

The aim of the study is to determine if TikTok political videos influence the user's voting behavior, which can be used to gauge the effectiveness of the videos the users are watching. The study identifies, organizes, and categorizes the numerous variables or factors that are studied or proposed in the literature.

Society has been impacted by social media's algorithm patterns, particularly among younger generations that use social media (Stier, Bleier, Lietz, & Strohmaier, 2018). Particularly during the election season, social media has become a significant forum for campaigning.

Politicians mostly copy their campaign messaging from conventional platforms to contemporary social media platforms, limit audience involvement, and customize for online voters' preferences (Stier, 2018).

According to Nielsen and Vaccari's (2013) multivariate regression models, most political candidates can only appeal to a small audience because the majority of users that interact with their platforms are already interested in them.

Politicians must sell and run their campaigns in a way that would appeal to their target audience since they are exposed to a variety of demographics and political interests on social media platforms (Stier et al., 2018). The politicians themselves seldom ever make outright jokes, but the campaign teams shared funny postings on many channels (Chernobrov, 2021).

TikTok plays a part in society and is gaining more influence in politics as more individuals get involved in politics by participating in debates and elections. It is possible to say that TikTok promotes democracy in the country and free and fair

elections, but it is also possible to argue that it is influencing people's thinking like never before and making it difficult to foresee the future (Shaughnessy, 2022).

According to a Joint Research Centre assessment in 2021, the democratic underpinnings of our societies are under pressure from the impact that social media has on our political beliefs and behavior. These platforms have transformed how we interact with politics by including more people in it and giving marginalized voices a chance to be heard (JRC, 2021).

It is commonly known that media consumption and political awareness are related (Bybee et al., 1981; McLeod & McDonald, 1985; McLeod, Scheufele, & Moy, 1999; Smith, 1986; Viswanath, Finnegan, Rooney, & Potter, 1990). Since the mid-2000s, social media has made it possible for people to communicate with one another and exchange information (Howard & Parks, 2012; Pew Research Center, 2012).

Social media has grown to be a significant source of political information and is greatly helping the flow of political information as mobile media communication capabilities continue to progress. Additionally, it has been discovered that social media use encourages the dissemination of political information, which in turn boosts political engagement (Park et al., 2009; Tang & Lee, 2013).

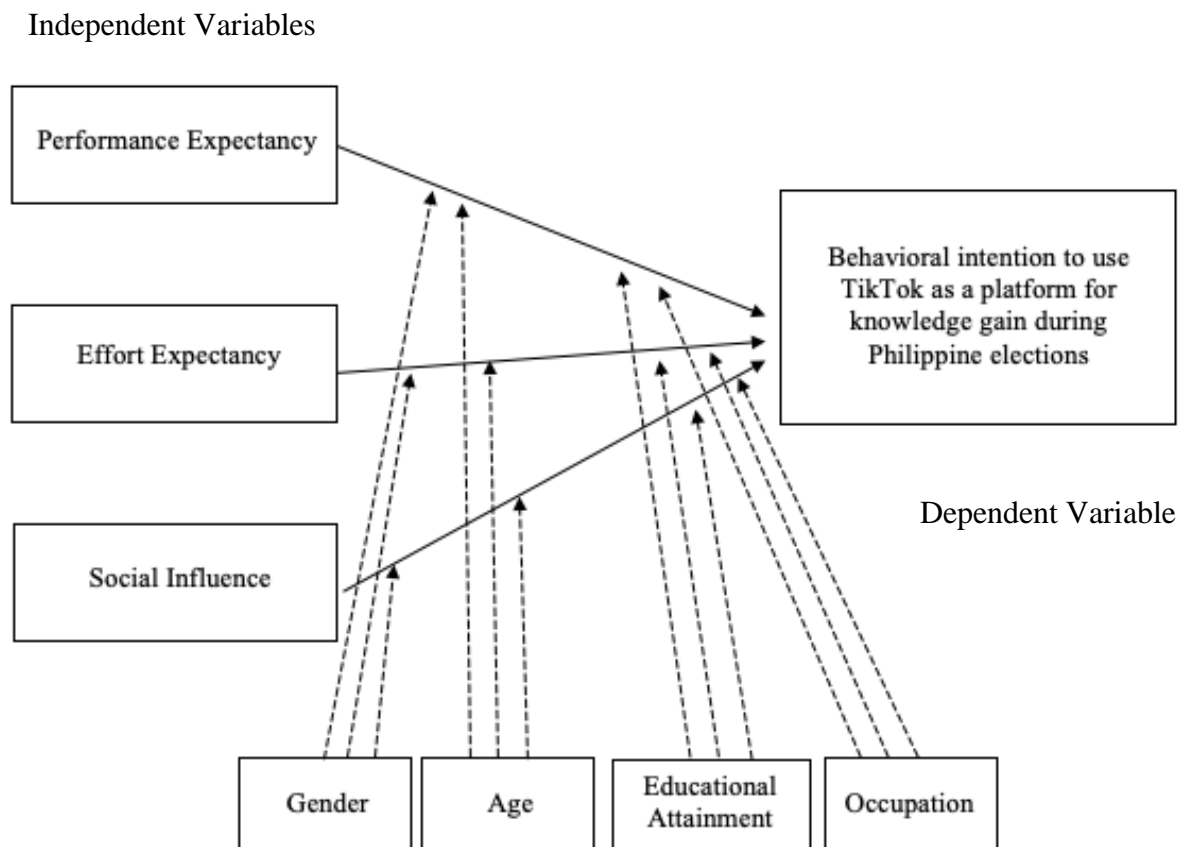
The expectation of outcomes generated by political participation is one method through which bridging social capital may be connected to political participation. Because they have better access to public authorities and know where to direct their political ideas, persons in the wider environment where bridging social capital is generated are more likely to feel that their political actions will result in the outcomes they seek and plan (Kim, Kim, Lee, 2020).

Social media platforms like TikTok are increasingly being used for democratic discourse and the exchange of political campaign techniques. TikTok's influence extends beyond young people and is spreading to individuals of all ages (Hidayat, 2021). Social media is commonly described as an online community that facilitates user-to-user content production and exchange. Each person has the ability to share ideas, create connections, and access information through the internet. The processing of data by individuals, for specific purposes and under specific circumstances, gives rise to cognition, which later evolves into a communal activity. Social media is a broad term with various connotations (Fuchs, 2014).

After watching TikTok videos, voters' voting decisions may be predicted based on a variety of variables, such as whether the video is educational, entertaining, or appeals to their emotions. Aside from this, the user's behavior may also be altered by the video's various components, including the video alone, the video with effects, the video with music, the video and text, the video with effects and music, the video with effects and text, and the video with effects, text, and music. They then consider the following variables before deciding who to vote for.

This study proposes the conceptual framework below.

**Figure 5**  
*Conceptual Framework*



## Operational Definition of Variables

**Table 2**

*Operationalization of Performance expectancy*

Constructs	Adapted from	Operational definition
Performance expectancy (PE)	Venkatesh et al (2003)	refers to an individual's belief that employing a system will assist him or her in improving work performance.

Items	Description
<b>PE1</b>	Perception of utilization Using TikTok videos as a platform for political education during May 2022 elections is useful in generating information about a political candidate/party
<b>PE2</b>	Increasing effectiveness Using TikTok videos as a platform for political education during May 2022 elections results to a more informed choice of political candidate/party
<b>PE3</b>	Productivity/Benefits Using TikTok videos as a platform for political education during May 2022 elections enhances my productivity as a social media citizen
<b>PE4</b>	Ease of getting information Using TikTok videos as a platform for political education during May 2022 elections saves time to easily gain information about a political candidate/party

**Table 3**  
*Operationalization of Effort expectancy*

Constructs	Adapted from	Operational definition
Effort expectancy (EE)	Venkatesh et al (2003)	degree of ease associated with the use of the system
Items	Description	
EE1	Ease of interaction	My use of TikTok videos as a platform for political education during May 2022 elections is clear and understandable
EE2	Ease to become an expert	It is easy for me to become proficient in using TikTok videos as a platform for political education during May 2022 elections
EE3	Ease of use	Using TikTok videos as a platform for political education during May 2022 elections is easy for me
EE4	Ease of learning	It is easy for me to become skillful at using TikTok videos as a platform for political education during May 2022 elections

**Table 4**  
*Operationalization of Social influence*

Constructs	Adapted from	Operational definition
Social influence (SI)	Venkatesh et al (2003)	degree to which an individual perceives that someone accepts that they should use the new system
Items	Description	

<b>SI1</b>	Compliance	I am more likely to use TikTok videos as a platform for political education during May 2022 elections if TikTok or organizations require me to use them
<b>SI2</b>	Internalization/Support from influential people	People who influence my behavior think that I should use TikTok videos as a platform for political education during May 2022 elections
<b>SI3</b>	Internalization/Support from important people	People that are important to me recommend and/or encourage that I use TikTok videos as a platform for political education during May 2022 elections
<b>SI4</b>	Identification	I use TikTok videos as a platform for political education during May 2022 elections because it is typical for my age group

**Table 5**  
*Operationalization of Behavioral intention*

Constructs	Adapted from	Operational definition
Behavioral intention (BI)	Venkatesh et al (2003)	degree of users' willingness to support the new system
Items	Description	
<b>BI1</b>	Use in long-term	In the future, I intend to use TikTok videos as a platform for political education for future Philippine elections as often as I do now
<b>BI2</b>	Use anytime	I will use TikTok videos as a platform for political education for future Philippine elections
<b>BI3</b>	Use more often	I believe I will be using TikTok videos as a platform for political education for future Philippine elections much or more this time in the coming years

<b>BI4</b>	Use in short-term	I intend to use TikTok videos as a platform for political education for future Philippine elections to see in the next weeks
------------	-------------------	--

**Table 6**  
*Operationalization of effectiveness*

Constructs	Operational definition
Effectiveness	degree of which the intervention achieved its outcomes
Items	Description
<b>Definition</b>	Respondents' agreement to a specific statement
<b>Measurement instrument</b>	Likert scale
<b>Response options</b>	<ol style="list-style-type: none"> <li>1. Strong Disagree</li> <li>2. Disagree</li> <li>3. Neutral</li> <li>4. Agree</li> <li>5. Strong Agree</li> </ol>
<b>Scoring</b>	Scores ranged from 1 (Strongly Disagree) to 5 (Strongly Agree)
<b>Interpretation</b>	Higher scores indicated a higher perceived effectiveness



## **Chapter III**

### **METHODOLOGY**

The population for this study involved the overseas Filipino workers in Qatar who were preferably registered voters for the 2022 National Elections, while it is not possible for the researcher to ensure that all respondents are registered voters, the survey includes a specific question aimed at identifying their registration status. This inclusion serves the purpose of collecting data and gaining a more precise understanding of the respondents' demographics, enabling a more accurate analysis of the data. This has been selected as the overseas voting in Qatar ran for one month and the researcher herself is living in Qatar.

There was no selection of the study participants, regardless of gender, age, education background, and profession, but this information is part of the questionnaire to identify their voting behavior pattern based on the classifications. The researcher targeted 300 respondents for the study.

### **Research Design**

In this study, the research instrument was an online questionnaire via Google Forms, which consisted of a set of questions presented to the overseas Filipino voters in Qatar. The researcher posted this on the group HERO Qatar, a non-profit organization that has over 84,500 members to date, Filipino Ads Qatar, a Filipino-based organization group on Facebook which has 117,500 members, and was posted on her personal Facebook and Twitter accounts. The participants were Filipino workers in Qatar who were preferably registered voters for the 2022 National Elections.

This research considered particular variables and identified a statistical cause-and-effect relationship. It used hypothesis testing to collect data that signified a relationship between dependent and independent variables. The correlation method was used as the type of investigation and interval scale within a linear regression was likewise done. Interval scale data are like ordinal data in that they can be placed in a meaningful order, in addition, they have meaningful intervals between items, which are usually measured quantities (Glaser, 2002).

The online survey was administered through Google Forms. The questionnaire had a set of questions in sections and took a respondent to answer for 5 minutes.

The ideal response rate is 100% and the maximum sample size would be the registered overseas Filipino voters in Qatar which is about 40,441. Considering the voter turnout of 50.6% or 20,451 individuals, the researcher made the decision to survey 300 respondents, which accounts for approximately 1.5% of the total number of registered voters who participated in the elections. It is important to note that the researcher cannot guarantee that all 300 respondents actually voted in the said elections. And given the limitation in e-mail addresses and respondent engagement, a minimum response rate or sample size cannot be pegged early on. Furthermore, randomness was merely simulated via self-selection and self-administration of the online survey instrument.

Among the advantages of the usage of Google Forms are: easy to use interface, free, customizable, it has sections and logic branching, and has an e-mail notification for responses. Meanwhile, the disadvantages are: it needs an internet connection, and a Google account is required to create a form and respond.

## Questionnaire Development

This thesis explored the use of Google Forms as a tool for developing survey questionnaires, particularly in the context of employment. Using Google Forms for random sampling represents a significant innovation in approximating randomness. By leveraging the platform's capabilities, the researcher efficiently and effectively collected data from a diverse and representative sample. The randomization features within Google Forms help ensure that respondents are selected without bias, leading to more accurate and reliable results. This modern approach to sampling contributes to the advancement of research methodologies and enhances the quality of data analysis and decision-making processes.

The study draws upon the work of Venkatesh (2003), who contributed measurement items for quantifying the constructs outlined in the Unified Theory of Acceptance and Use of Technology (UTAUT).

The use of a survey questionnaire proved instrumental in this study as it facilitated the collection of detailed information pertaining to the sample under study. Furthermore, the questionnaire served as a valuable tool for measuring the relationship between variables, enabling a comprehensive examination of the research constructs.

The researcher used both the primary and secondary research data. As a primary source, the data was gathered directly from the respondents through a survey questionnaire with close-ended multiple-choice questions with ordered responses. The survey was presented at the beginning of the survey and uses a five-point Likert-type scale to establish the intensity of agreement and disagreement from the respondents. Likert scales are a popular response type as they indicate the magnitude

or strength of an opinion, as well as its direction (Sullivan, 2009). The 5-point Likert scale was integrated because it provides respondents with five answer options, including two extreme poles and a neutral option, along with intermediate choices. This scale was chosen to ensure quick and efficient responses from participants. Additionally, the survey distribution process involved random selection. After a week, the researcher collected and compiled the results.

In this study, the "facilitating conditions" construct from the Unified Theory of Acceptance and Use of Technology (UTAUT) has been excluded. The decision to omit this construct was based on the specific context of the research involving overseas Filipino workers and the adoption of TikTok as a computer-mediated communication platform.

The "facilitating conditions" construct in UTAUT refers to the availability of resources and support systems that facilitate the use of a technology. While this construct is relevant in many contexts, it was considered less applicable to the unique circumstances faced by OFWs. Overseas Filipino workers often encounter challenges related to geographical distance, time zone differences, and limited access to support systems while working abroad. In such a scenario, the availability of facilitating conditions may not be the primary determinant of technology adoption.

The study focused on the core constructs of performance expectancy, effort expectancy, and social influence, which are believed to be more central to the decision-making process of OFWs when adopting TikTok. By narrowing the focus to these constructs, the study aimed to gain deeper insights into the factors that drive the intention to adopt TikTok among OFWs and understand the potential impact on their communication patterns and overall well-being.

Respondents were invited to answer the survey online and the links were likewise indicated on the survey questionnaire. This was done through posting on certain closed forums including HERO Qatar, Filipino Ads Qatar, both on Facebook and was also posted on the researcher's personal Facebook and Twitter accounts. It is a strategic move to target citizens on these forums in order to appeal to unknown people who use social media and are familiar with politics.

### **Data Collection and Sample**

The data collection instrument for the study was the questionnaire that was adopted from the original scales of UTAUT developed by Venkatesh et al. (2003).

The questionnaire was introduced with a description that contained information such as research purpose, the researcher, guarantee for anonymity, estimated response time, and closed with a thanks in advance.

It was divided into seven sections, which were then divided into sets of questions for each section. Descriptive statistics (frequency counts, percentages, mean, and standard deviation), test of norm, and inferential statistics (correlation and regression analysis) were used to analyze the data collected.

### **Statistical Technique**

The respondents' answers from the survey were programed and coded in the statistical software program Statistical Package for Social Sciences (SPSS), which allows coding variables and creating statistical analyses.

The chosen statistical model for data analysis was Spearman's Rho, which enables the calculation and assessment of the magnitude and direction of the

relationship between two ranked variables. This non-parametric measure of association examines the ranks of the data (Walker & Maddan, 2012, p. 254).

Spearman's Rho evaluates the strength of association between two variables, where a correlation coefficient of  $r = 1$  signifies a perfect positive correlation, and a correlation coefficient of  $r = -1$  indicates a perfect negative correlation. The formula used to compute Spearman's Rho is:

$$r_s = 1 - \frac{6 \sum D^2}{N^3 - N}$$

The data gathered for this research was in ordinal format, which necessitated the use of Spearman's Rho correlation (Prion and Hearling, 2014) to assess the relationships. The table provided below outlines the interpretation guidelines for employing this measurement method.

**Table 7**

*Guideline for interpretation of the Spearman Rho's (ranked) correlation (Prion and Hearling, 2014)*

<b>Guideline for interpretation of the Spearman Rho's (ranked) correlation (Prion and Haerling, 2014)</b>	
<b>Range</b>	<b>Strength</b>
0.00 to 0.20	Negligible
0.21 to 0.40	Weak
0.41 to 0.60	Moderate
0.61 to 0.80	Strong
0.81 to 1.00	Very strong

## Chapter IV

### RESULTS AND DISCUSSION

#### Results and Findings of Survey

Social media play a crucial role in maintaining a cohesive and continuous political campaign strategy, particularly as traditional media advertisements are typically limited to election periods. The adoption of TikTok by political parties and candidates underscores the platform's widespread popularity for disseminating information about their political advocacy, effectively reaching a younger audience. This study used the UTAUT model to examine the role of performance expectancy, effort expectancy, and social influence in influencing the utilization of TikTok as a platform for political education among Overseas Filipino Voters in Qatar during the May 2022 elections.

Moreover, in this study, the operational definition of effectiveness was measured based on the respondents' agreement to a specific statement. Effectiveness, in the context of this research, refers to the degree to which a particular intervention or approach achieved its intended outcomes.

To quantify this measure, respondents were presented with a statement related to the impact or success of the intervention, and they were asked to indicate their level of agreement with the statement using a Likert scale ranging from 'strongly disagree' to 'strongly agree'.

The responses were then analyzed to determine the level of effectiveness as perceived by the participants.

## **Sample**

The demographic breakdown revealed that 53% of the respondents are female, while 47% is male. The largest segment of the respondents falls within the age range of 35 to 44, comprising 51% of the total respondents. The second-largest group is the age bracket of 25 to 34, accounting for 36%. The 45 to 54 age group represents 11% of the population, while both the age groups of 18 to 24 and 55 and above make up 1% each.

Regarding the highest educational attainment, the majority of respondents, accounting for 66.7%, hold a Bachelor's Degree. 18.7% have obtained a Master's Degree, while 8% have completed some college without earning a degree. Additionally, 3.3% of respondents have an Associate Degree or a High School Diploma each. None of the respondents possessed a Doctorate Degree.

According to the data collected on respondents' highest educational attainment, the majority, accounting for 66.7%, hold a Bachelor's Degree. This finding may have implications for both the TPB and TRA. Higher educational attainment, particularly at the bachelor's level, often correlates with increased knowledge, awareness, and exposure to information. As per the TRA, individuals with higher education might possess a better understanding of the consequences of their actions, and thus, they might be more inclined to form favorable attitudes towards specific behaviors related to one's study. Similarly, the TPB suggests that education can influence perceived behavioral control, which is the belief in one's ability to perform a particular behavior. Having a Bachelor's Degree may lead individuals to feel more capable and confident in adopting the behavior of interest.



In contrast, the data also shows that 18.7% of respondents have obtained a Master's Degree, and 8% have completed some college without earning a degree. These individuals might exhibit different attitudes and behavioral intentions compared to those with a Bachelor's Degree. The TPB and TRA propose that education can shape individuals' beliefs, subjective norms, and perceived behavioral control, all of which influence their intention to engage in a specific behavior.

Furthermore, 3.3% of respondents each have an Associate Degree or a High School Diploma, indicating that a portion of the population may have varying levels of education. The TPB and TRA suggest that differences in educational backgrounds could lead to variations in attitudes, social influences, and perceived behavioral control, ultimately affecting the behavioral intentions of individuals with lower levels of education.

On occupation, 65% of the respondents hold non-managerial positions, while 34% are employed in managerial positions. The remaining 1% of respondents are currently unemployed.

In the context of the TRA and TPB, the data on respondents' occupation can offer insights into how individual beliefs, attitudes, and behavioral intentions might differ based on their job roles.

Individuals in non-managerial positions, constituting 65% of the respondents, might have different attitudes and behavioral intentions compared to those in managerial roles. The TRA suggests that attitudes are formed based on beliefs about the likely outcomes of a behavior. Employees in non-managerial positions might have specific beliefs about the consequences of adopting the behavior under investigation

in one's study. These beliefs could influence their attitudes toward the behavior and, in turn, impact their intentions to engage in it. Understanding the attitudes of this group is crucial for comprehending their willingness to adopt the behavior.

On the other hand, individuals employed in managerial positions, comprising 34% of the respondents, might have different attitudes and behavioral intentions. The TRA proposes that social norms, such as perceived expectations from significant others, can influence behavioral intentions. Managers, who often hold influential roles within organizations, may perceive stronger social pressures or norms related to the behavior. Consequently, their intention to adopt the behavior might be influenced by both personal attitudes and external pressures from their managerial responsibilities.

The TPB expands on the TRA by incorporating the concept of perceived behavioral control. This construct relates to individuals' perceived ability to perform a behavior. Considering the data, respondents in managerial positions may perceive a higher sense of control over their work environment and resources. This perceived behavioral control could positively impact their intention to adopt the behavior, as they may feel more empowered to facilitate its implementation. On the other hand, individuals in non-managerial positions might perceive less control over their work environment, potentially affecting their intentions to adopt the behavior.

The 1% of respondents who are currently unemployed may have unique considerations when it comes to behavioral intentions. For this group, factors such as job-seeking prospects, financial stability, and social support networks could play significant roles in shaping their attitudes and intentions toward the behavior.

Out of the 300 respondents, 91% reported being registered absentee voters in Qatar, while 9% stated that they were not registered. Regarding their participation in the 2022 May elections, 89% confirmed that they had voted, 10.7% responded that they did not vote, and 0.3% indicated that they were not eligible to vote.

In terms of using TikTok to gather information for the 2022 May elections, 61.3% of the respondents stated that they used TikTok, while 38.7% responded that they did not use the platform for this purpose.

When asked about their primary social media platform for news updates and information, 64.3% of the respondents stated that they rely on Facebook the most. Instagram and TikTok both received 11.7% of the responses, followed by Twitter with 10%, and LinkedIn with 2.3%.

In this case, the data indicates that 64.3% of respondents rely on Facebook as their primary social media platform for news updates and information. This preference for Facebook may be influenced by their positive attitudes toward the platform, based on perceived benefits such as convenience, personalized content, or a wide range of news sources available. These attitudes may contribute to their intentions to use Facebook more frequently for news consumption.

For respondents who primarily use Facebook (64.3%), they may perceive a higher level of control over their interactions with the platform, leading to a stronger intention to continue using it as their primary source of news. In contrast, those who prefer other platforms (Instagram, TikTok, Twitter, LinkedIn) may perceive different levels of control over news updates on these platforms, affecting their intentions to use them as their primary source.

The Integrated Behavioral Model (IBM) combines elements of the TRA and TPB while adding additional factors, including habit and environmental constraints. For respondents relying on Facebook (64.3%) or other platforms, their usage behavior may be influenced by habitual patterns of using that platform for various purposes, including news consumption. Habitual usage can further strengthen their intentions to continue using the chosen platform for news updates.

In the TRA and IBM, subjective norms refer to the perceived social pressure or influence from significant others to engage in a behavior. In this case, the data does not directly provide information about respondents' perceptions of social norms related to their choice of social media platform for news updates. However, it is plausible that the platform preference could be influenced by the perceptions of their social circle, family, or peers who also use a particular platform for news consumption.

In terms of average daily usage of TikTok, 62% of the respondents reported using TikTok for 1 to 2 hours per day. 25.7% stated that they do not use TikTok, 12% reported using TikTok for 3 to 4 hours, while .3% said they use TikTok more than four hours.

In this case, the data shows that 62% of the respondents use TikTok for 1 to 2 hours per day. This group likely has positive attitudes toward TikTok usage, possibly due to perceived benefits such as entertainment, content variety, or social interactions. Their positive attitudes may reinforce their intention to continue using TikTok for an average of 1 to 2 hours daily.

For respondents using TikTok for 1 to 2 hours daily, they may perceive a level of control over their usage patterns, feeling comfortable with the amount of time they

spend on the platform. This perceived control can contribute to their intentions to maintain the current level of TikTok usage.

Meanwhile, for those who use TikTok for 1 to 2 hours daily, their usage behavior may be influenced by habitual patterns of spending that amount of time on the platform. Additionally, environmental factors, such as availability of free time or access to the internet, may play a role in their daily TikTok usage.

**Table 8**  
*Sociodemographic characteristics of respondents*

Characteristics		Frequency	Percentage
Gender	Male	141	47%
	Female	159	53%
Age	18-24	2	1%
	25-34	108	36%
	35-44	155	51%
	45-54	33	11%
	55-above	2	1%
Highest educational attainment	Doctorate Degree	0	0%
	Master's Degree	200	66.7%
	Bachelor's Degree	56	18.7%
	Associate Degree	10	3.3%
	Some College, no degree	24	8%
	High School Diploma	10	3.30%
	Less than a High School Diploma	0	0%
Occupation	Employed - Managerial	102	34%
	Employed - Non Managerial	195	65%
	Not employed	3	1%
Registered absentee voter in Qatar	Yes	273	91%
	No	27	9%
Voting participation	Yes	267	89%
	No	32	10.7%
	Not eligible	1	0.3%
Usage of TikTok for information gain	Yes	184	61.3%
	No	116	38.7%
	Facebook	193	64.3%

Preferred Social Media platform for news updates and information	Instagram	35	11.7%
	Twitter	30	10%
	LinkedIn	7	2.3%
	TikTok	35	11.7%
Average usage of TikTok each day	Doesn't use	77	25.7%
	1-2 hours	186	62%
	3-4 hours	36	12%
	More than 4 hours	1	0.3%

## Descriptive Analysis

The analysis of the statistical data for each item within the constructs provides valuable insights into the responses of overseas Filipino voters in Qatar regarding the use of TikTok videos as a platform for political education during the May 2022 elections.

The descriptive statistical results presented in the tables reveal high mean values, ranging from 2.81 to 3.8, with an overall mean of 3.15. These findings indicate an optimistic perception among the respondents regarding their behavioral intention to use TikTok as a platform for political education. Furthermore, the standard deviation for all measurements varies from 0.907 to 1.246, indicating a dispersion of data from the mean. Additionally, the skewness values range from -0.981 to -0.187, and the kurtosis values range from -1.06 to 1.173, suggesting a fairly normal distribution pattern in the responses.

**Table 9**  
*Descriptive statistics for Performance expectancy*

Item	Question	1 (Strongly Disagree)	2 (Disagree)	3 (Neutral)	4 (Agree)	5 (Strongly Agree)	Mean	Std. Dev	Kurtosis	Skewness
PE1	Using TikTok as a platform for political education during May 2022 elections is useful in generating information about a political candidate/party	65 / 21.7%	41 / 13.7%	85 / 28.3%	88 / 29.3%	21 / 7%	2.89	1.184	-1.041	-0.394
PE2	Using TikTok as a platform for political education during May 2022 elections results to a more informed choice of political candidate/party	60 / 20%	38 / 12.7%	87 / 29%	105 / 35%	10 / 3.3%	2.82	1.2	-1.044	-0.234
PE3	Using TikTok as a platform for political education during May 2022 elections enhances my productivity as a social media citizen	64 / 21.3%	41 / 13.7%	94 / 31.3%	87 / 29%	14 / 4.7%	2.85	1.22	-1.06	-0.249
PE4	Using TikTok as a platform for political education during May 2022 elections saves time to easily gain information about a political candidate/party	65 / 21.7%	38 / 12.7%	91 / 30.3%	90 / 30%	16 / 5.3%	2.84	1.17	-0.903	-0.234

As shown in Table 9, the results for Performance expectancy indicate that respondents perceive TikTok as an effective platform for political education.

They believe it generates valuable information about political parties or candidates and enhances their knowledge in making informed choices.

However, respondents hold a neutral stance regarding its impact on their productivity as social media users and its ability to save time in accessing political information.

**Table 10**  
*Descriptive statistics for Effort expectancy*

Item	Question	1 (Strongly Disagree)	2 (Disagree)	3 (Neutral)	4 (Agree)	5 (Strongly Agree)	Mean	Std. Dev	Kurtosis	Skewness
EE1	My use of TikTok as a platform for political education during May 2022 elections is clear and understandable	59 / 19.7%	41 / 13.7%	105 / 35%	80 / 26.7%	15 / 5%	2.89	1.246	-1.034	-0.254
EE2	It is easy for me to become proficient in using TikTok as platform for political education during May 2022 elections	68 / 22%	32 / 10.7%	93 / 31%	88 / 29.3%	21 / 7%	2.86	1.191	-0.957	-0.289
EE3	Using TikTok as a platform for political education during May 2022 elections is easy for me	62 / 20.7%	35 / 11.7%	101 / 33.7%	87 / 29%	15 / 5%	2.81	1.195	-0.894	-0.19
EE4	It is easy for me to become skillful at using TikTok as platform for political education during May 2022 elections	68 / 22%	32 / 10.7%	114 / 38%	70 / 23.3%	18 / 6%	2.97	1.161	-0.765	-0.226

Based on Table 10, the results indicate that respondents hold a neutral perspective on using TikTok as a platform for political education in terms of clarity and understandability. Additionally, they have a neutral stance on the ease of becoming proficient in using TikTok and developing skills in using the application.

**Table 11**  
*Descriptive statistics for Social influence*

Item	Question	1 (Strongly Disagree)	2 (Disagree)	3 (Neutral)	4 (Agree)	5 (Strongly Agree)	Mean	Std. Dev	Kurtosis	Skewness
SI1	I am more likely to use TikTok as a platform for political education during May 2022 elections if TikTok or organizations require me to use them	45 / 15%	48 / 16%	101 / 33.7%	83 / 27.7%	23 / 7.7%	3.24	1.131	-0.401	-0.574
SI2	People who influence my behavior think that I should use TikTok as a platform for political education during May 2022 elections	35 / 11.7%	31 / 10.3%	90 / 30%	116 / 38.7%	28 / 9.3%	3.34	1.195	-0.395	-0.71
SI3	People that are important to me recommend and/or encourage that I use TikTok as a platform for political education during May 2022 elections	40 / 13.3%	23 / 7.7%	70 / 23.3%	130 / 43.4%	37 / 12.3%	2.85	1.134	-0.67	-0.187
SI4	I use TikTok as a platform for political education during May 2022 elections because it is typical for my age group	53 / 17.7%	41 / 13.7%	122 / 40.7%	66 / 22%	18 / 6%	3.09	1.148	-0.669	-0.425

Based on the presented table, respondents expressed a neutral stance on using TikTok as a platform for political education if organizers require them to. However, majority agreed that individuals who influence their behavior believe they



should use the platform. Furthermore, the table indicated that respondents agreed that important people in their lives recommend or encourage them to use TikTok. On the other hand, they held a neutral view on using TikTok as a platform for political education based on it being typical for their age group.

**Table 12**  
*Descriptive statistics for Behavioral intention*

Item	Question	1 (Strongly Disagree)	2 (Disagree)	3 (Neutral)	4 (Agree)	5 (Strongly Agree)	Mean	Std. Dev	Kurtosis	Skewness
BI1	In the future, I intend to use TikTok as a platform for political education for future Philippine elections as often as I do now	41 / 13.7%	40 / 13.3%	93 / 31%	104 / 34.7%	22 / 7.3%	3.12	1.097	-0.438	-0.439
BI2	I will use TikTok as a platform for political education for future Philippine elections	35 / 11.7%	37 / 12.3%	107 / 35.7%	99 / 33%	22 / 7.3%	3.07	1.143	-0.515	-0.469
BI3	I believe I will be using TikTok as a platform for political education for Philippine elections much or more this time in the coming years	46 / 15.3%	25 / 8.3%	112 / 37.3%	95 / 31.7%	22 / 7.3%	3.01	1.127	-0.547	-0.323
BI4	I intend to use TikTok as a platform for political education for future Philippine elections to see in the next weeks	44 / 14.7%	35 / 11.7%	118 / 39.3%	81 / 27%	22 / 7.3%	3.8	0.937	-0.781	-0.885

The respondents' behavioral intention indicates that they have the intention to use TikTok as a platform for political education in future elections more frequently than they currently do.

Meanwhile, they are neutral on their intention to continue using TikTok for future elections. Moreover, they also hold a neutral stance on whether they will use TikTok much more in the coming years compared to the present, with 37.3% expressing neutrality.

Additionally, respondents stated that they are neutral on their intention to use TikTok as a platform for political education specifically in the coming weeks.

**Table 13**  
*Descriptive statistics for elements on a TikTok video*

Item	Question	1 (Strongly Disagree)	2 (Disagree)	3 (Neutral)	4 (Agree)	5 (Strongly Agree)	Mean	Std. Dev	Kurtosis	Skewness
E1	Visual (Video/Graphics/Animation)	8 / 2.7%	21 / 7%	57 / 19%	152 / 50.7%	62 / 20.7%	3.8	0.937	0.781	-0.885
E2	Audio (Music)	10 / 3.3%	19 / 6.3%	63 / 21%	165 / 55%	43 / 14.3%	3.71	0.907	1.173	-0.981
E3	Textual	17 / 5.7%	46 / 15.3%	98 / 32.7%	94 / 31.3%	45 / 15%	3.35	1.085	-0.514	-0.281
E4	Transition	19 (6.3%)	65 / 21.7%	77 / 25.7%	98 / 32.7%	41 / 13.7%	3.26	1.132	-0.821	-0.212

The findings presented in Table 13 shed light on the elements within TikTok videos that have the potential to influence the voting behavior of respondents. It is noteworthy that a majority of the respondents expressed agreement that visual, audio and transition have an impact on their voting behavior. These visual elements seem to play a significant role in shaping their decisions.

On the other hand, when it comes to textual information, respondents displayed a neutral stance regarding its influence on their voting behavior. It suggests that the textual aspects of TikTok videos may not carry as much weight in shaping their choices.

## Hypotheses Testing

The following tested the five hypotheses using the Spearman Rho correlation.

*H1: Performance expectancy will positively affect Behavioral intention to use TikTok for political education among overseas Filipino workers in Qatar.*

**Table 14**

*Spearman Rho's correlation between Performance expectancy and Behavioral intention*

			PE	BI
Spearman's Rho	PE	Correlation Coefficient	1	0.367
		Sig. (2-tailed)		0
		N	300	300
	BI	Correlation Coefficient	0.367	1
		Sig. (2-tailed)	0	
		N	300	300

The correlation coefficient between Performance expectancy and Behavioral intention is 0.367 which indicates a moderate positive correlation between the two variables. This suggests that there is a meaningful and positive relationship between Performance expectancy and Behavioral intention. As Performance expectancy increases, Behavioral intention to use TikTok for political education among overseas Filipino workers in Qatar tends to increase as well.

*H2: Effort expectancy will positively affect Behavioral intention to use TikTok for political education among overseas Filipino workers in Qatar.*

**Table 15**

*Spearman Rho's correlation between Effort expectancy and Behavioral intention*

			EE	BI
Spearman's Rho	EE	Correlation Coefficient	1	0.46
		Sig. (2-tailed)		0
		N	300	300
	BI	Correlation Coefficient	0.46	1
		Sig. (2-tailed)	0	
		N	300	300

The correlation coefficient between Effort expectancy and Behavioral intention is 0.460, meaning there is a moderate positive correlation between the two variables. This suggests that there is a meaningful and positive relationship between Effort expectancy and Behavioral intention. As Effort expectancy increases (indicating that

using TikTok for political education is perceived as easier), Behavioral intention to use TikTok for political education among overseas Filipino workers in Qatar tends to increase as well.

*H3: Social influence will positively affect Behavioral intention to use TikTok for political education among overseas Filipino workers in Qatar.*

**Table 16**  
*Spearman Rho's correlation between Social influence and Behavioral intention*

			SI	BI
Spearman's Rho	SI	Correlation Coefficient	1	0.36
		Sig. (2-tailed)		0
		N	300	300
	BI	Correlation Coefficient	0.36	1
		Sig. (2-tailed)	0	
		N	300	300

The correlation coefficient between Social influence and "behavioral intention" is 0.360. The correlation coefficient of 0.360 indicates a moderate positive correlation between the two variables. This suggests that there is a meaningful and positive relationship between Social influence and Behavioral intention. As Social influence increases (indicating higher perceived influence from others or social norms), Behavioral intention to use TikTok for political education among overseas Filipino workers in Qatar tends to increase as well.

*H4: TikTok-specific elements, such as graphics/animation, video effects, sound effects, music, text, and video length will positively affect Behavioral intention to use TikTok for political education among overseas Filipino workers in Qatar.*

**Table 17***Spearman Rho's correlation between TikTok video elements and Behavioral intention*

			Elements	BI
Spearman's Rho	Elements	Correlation Coefficient	1	1
		Sig. (2-tailed)		0
		N	300	300
	BI	Correlation Coefficient	1	1
		Sig. (2-tailed)	0	
		N	300	300

The correlation coefficient between TikTok video Elements and Behavioral intention is 1. The correlation coefficient of 1 indicates a perfect positive correlation between the two variables. This means that there is a strong and perfect relationship between both variables. As the level of TikTok video Elements increases, the level of Behavioral intention to use TikTok for political education among overseas Filipino workers in Qatar also increases in a perfectly consistent manner.

*H5: Age, gender, educational attainment, and occupation have a positive effect on Behavioral intention.*

**Table 18***Spearman Rho's correlation between Age and Behavioral intention*

			Age	BI
Spearman's Rho	Age	Correlation Coefficient	1	0.07
		Sig. (2-tailed)		0
		N	300	300
	BI	Correlation Coefficient	0.07	1
		Sig. (2-tailed)	0	
		N	300	300

The correlation coefficient between Age and Behavioral intention is 0.070 which indicates a very weak positive correlation between the two variables.

This suggests that there is a very slight positive relationship between the two. As Age increases, there is a slight tendency for Behavioral Intention to use TikTok for

political education among overseas Filipino workers in Qatar to also increase, although the relationship is weak.

**Table 19**

*Spearman Rho's correlation between Gender and Behavioral intention*

			Gender	BI
Spearman's Rho	Occupation	Correlation Coefficient	1	0.057
		Sig. (2-tailed)		0.322
		N	300	300
	BI	Correlation Coefficient	0.57	1
		Sig. (2-tailed)	0.322	
		N	300	300

The correlation coefficient between "Gender" and "Behavioral Intention" is 0.57. The correlation coefficient of 0.57 indicates a moderate positive correlation between the two variables and suggests that there is a meaningful and positive relationship between Gender and Behavioral intention. As Gender changes (e.g., from male to female or vice versa), there is a tendency for Behavioral intention to use TikTok for political education among overseas Filipino workers in Qatar to also change, and this change is in a positive direction. The p-value associated with the correlation coefficient for Behavioral intention is 0.322 (sig. 2-tailed) that indicates that the correlation between Gender and Behavioral intention is not statistically significant.

**Table 20**

*Spearman Rho's correlation between Educational Attainment and Behavioral intention*

			Education	BI
Spearman's Rho	Education	Correlation Coefficient	1	0.031
		Sig. (2-tailed)		0
		N	300	300
	BI	Correlation Coefficient	0.031	1
		Sig. (2-tailed)	0	
		N	300	300

The correlation coefficient between Educational Attainment and Behavioral intention is 0.031. The correlation coefficient of 0.031 indicates a very weak positive

correlation between the two variables. This suggests that there is a minimal positive relationship between Education and Behavioral intention. As the level of Education increases, there is a slight tendency for Behavioral intention to use TikTok for political education among overseas Filipino workers in Qatar to also increase, although the relationship is weak.

**Table 21**  
*Spearman Rho's correlation between Occupation and Behavioral intention*

			Occupation	BI
Spearman's Rho	Occupation	Correlation Coefficient	1	-0.283
		Sig. (2-tailed)		0
		N	300	300
	BI	Correlation Coefficient	-0.283	1
		Sig. (2-tailed)	0	
		N	300	300

The correlation coefficient between Occupation and Behavioral intention is -0.283. The correlation coefficient of -0.283 indicates a moderate negative correlation between the two variables. This suggests that there is a meaningful and negative relationship between Occupation and Behavioral intention. As the level of Occupation changes (e.g., from non-managerial to managerial positions or from employed to unemployed), there is a tendency for Behavioral intention to use TikTok for political education among overseas Filipino workers in Qatar to change as well, and this change is in a negative direction.

## Analysis and Discussion

The findings of this study demonstrated that the independent variables, namely performance expectancy, effort expectancy, and social influence, have an average mean of 3.1275, indicating a neutral stance on their impact on the dependent variable, behavioral intention, in using TikTok as a platform for political education during the

Philippine elections. However, promising data indicate that respondents expressed an intention to use social media for political education in future Philippine elections, accounting for 34.7%.

Regarding performance expectancy, respondents perceived TikTok as an effective platform for political education. They believe it provided valuable information about political parties or candidates and enhances their knowledge to make informed choices. However, respondents hold a neutral perspective on its impact on their productivity as social media users and its ability to save time in accessing political information.

In terms of effort expectancy, respondents have a neutral viewpoint on using TikTok as a platform for political education, specifically regarding clarity and understandability. They also have a neutral stance on the ease of becoming proficient in using TikTok and developing skills to use the application effectively.

When it comes to social influence, respondents expressed a neutral stance on using TikTok for political education if organizers require them to do so. However, the majority agreed that influential individuals in their lives believed they should use the platform. Furthermore, the data indicate that important people in respondents' lives recommend or encourage them to use TikTok. However, respondents hold a neutral view on using TikTok as a platform for political education based on its typicality for their age group.

Regarding behavioral intention, respondents exhibited an intention to use TikTok more frequently as a platform for political education in future elections compared to their current usage. They also expressed their intention to continue using TikTok for future elections.



In terms of the elements of a TikTok video, respondents agreed that visual, audio, textual, and transition elements played a vital role in influencing their voting behavior. This data supported the unique features of TikTok that shape users' experiences and interactions, as discussed by Quan-Haase and Sloan (2022).

Overall, the findings suggest a neutral stance on the impact of the independent variables on the dependent variable. However, the intention to use TikTok for political education in future elections and the recognition of the influential role of TikTok's elements highlighted the platform's potential in shaping political engagement and voter behavior.

The findings from the Review of Related Literature can be related to the hypotheses as follows:

H1: Performance expectancy will positively affect behavioral intention to use TikTok for political education among overseas Filipino workers in Qatar.

The literature review highlights the significance of TikTok as a dominant platform for political messaging in the 21st century, surpassing traditional TV campaigns and other media channels (Valenzuela, 2022). It emphasizes TikTok's algorithm as a powerful tool for political communication, creating personalized content tailored to users' preferences and political inclinations (Valenzuela, 2022). This suggests that overseas Filipino workers in Qatar, who may have diverse political interests and information needs, are likely to find content on TikTok that aligns with their specific preferences, which can influence their performance expectancy toward using the platform for political education.

H2: Effort expectancy will positively affect behavioral intention to use TikTok for political education among overseas Filipino workers in Qatar.

The literature review highlights TikTok's evolution as a platform for entertainment and self-expression (Ngangom, 2020). Users can create short videos ranging from 15 seconds to 10 minutes, enhanced with various features such as music, filters, and effects, enabling creativity and personalization (Ngangom, 2020). This user-friendly interface and the availability of editing tools contribute to the platform's effortless nature, making it convenient and straightforward for users to engage in content creation and consumption.

The review also mentions TikTok's For You Page, where the algorithm provides videos that match users' interests (Ngangom, 2020). This personalized content delivery ensures that users can easily access content relevant to their preferences, reducing the effort required to find political educational content on the platform.

However, the literature review also discusses the potential negative side of TikTok, such as addiction and time-consuming engagement, which could impact users' efforts in managing their time for other obligations (Dukut, 2021). Despite this, the user-friendly and entertaining nature of TikTok's platform may still positively predict behavioral intention to use TikTok for political education among overseas Filipino workers in Qatar.

H3: Social influence will positively affect behavioral intention to use TikTok for political education among overseas Filipino workers in Qatar.

The literature review discusses influencer marketing on TikTok, where brands and organizations leverage influencers to promote their products or messages (Sbai, 2021). Influencer marketing on TikTok involves various approaches, such as using hashtag challenges, creating a pool of creators for long-term cooperation, developing corporate influencers, or collaborating with multiple influencers through barter deals

(Sbai, 2021). This indicates the significant role of social influence and influencers in shaping content and trends on TikTok.

The use of influencers in marketing campaigns implies that influencers' content and endorsements have the power to influence the behavior and intentions of their followers (including overseas Filipino workers in Qatar) on the platform. As influencers promote political educational content or advocate for specific political messages, their impact may positively predict behavioral intention among their audience to use TikTok for political education.

In addition, the review highlights how brands cooperate with influencers via barter deals, indicating that influencers' endorsement and content dissemination can occur without direct monetary compensation. This aspect of influencer marketing on TikTok suggests that social influence is a significant factor in encouraging users to engage with political content on the platform, even without financial incentives.

Considering the presence of influencer marketing on TikTok and its various approaches (Sbai, 2021), it is reasonable to assume that social influence plays a crucial role in shaping the behavioral intention of overseas Filipino workers in Qatar to use TikTok for political education. Influencers' impact on the platform's content dissemination and trends may influence users to adopt TikTok as a medium for political education.

H4: TikTok-specific elements, such as graphics/animation, video effects, sound effects, music, text, and video length will positively affect behavioral intention to use TikTok for political education among overseas Filipino workers in Qatar.

The literature review highlights TikTok's unique features that distinguish it from other social media platforms (Quan-Haase, Sloan, 2022).

These features include overlays, stickers, textual elements, transitions, and visual effects, offering users a diverse set of editing tools to create engaging short videos (Vazquez-Herrero et al., 2020). TikTok's capacity to facilitate the creation of visually appealing and interactive content directly within its interface contributes to increased user engagement and activity on the platform (Quan-Haase, Sloan, 2022).

The review also mentions TikTok's incorporation of audio and sound effects, with the lip-synching feature being particularly popular (Vijay and Gekker, 2021). This emphasis on audio-visual elements enhances the potential for creating dynamic and attention-grabbing political content on TikTok. As overseas Filipino workers in Qatar seek political education, these TikTok-specific elements, such as graphics/animation, video effects, sound effects, music, text, and video length, can positively influence their behavioral intention to use TikTok as a platform for political education.

By offering users a creative and user-friendly environment for content creation, TikTok's unique elements contribute to the platform's appeal and attractiveness for disseminating political information. The literature review supports the notion that these specific features can positively predict users' behavioral intention to use TikTok for political education, particularly among overseas Filipino workers in Qatar, who may be drawn to the platform's engaging and visually captivating content creation capabilities.

H5: Age, gender, educational attainment, and occupation have a positive effect on behavioral intention.

The literature review highlights the significant presence of Filipino workers in Qatar, comprising the fourth largest expatriate group, with around 260,000 migrant workers (Dsouza, 2017). Among this population, the majority, around 130,000, are employed as Household Service Workers (HSWs), while the rest are professionals, highly-skilled workers, and semi-skilled workers, with varying salary levels (Dsouza,

2017). This diversity in occupational backgrounds and income levels may influence how overseas Filipino workers perceive and engage with TikTok as a platform for political education.

Given the diverse demographic profile of Filipino workers in Qatar, it is plausible that factors such as age, gender, educational attainment, and prior TikTok usage experience may interact with the predictors (performance expectancy, effort expectancy, social influence, and TikTok-specific elements) in influencing their behavioral intention to use TikTok for political education.

For example, older workers may have different preferences and expectations regarding the platform's ease of use (effort expectancy) and its effectiveness in providing political information (performance expectancy) compared to younger workers. Likewise, gender differences may play a role in how social influence or the appeal of TikTok-specific elements impact behavioral intention.

Educational attainment may also be a factor influencing how overseas Filipino workers perceive and interpret the usefulness of TikTok for political education, and prior TikTok usage experience could shape their familiarity and comfort with the platform's features and content.

The review of related literature on the demographic composition of Filipino workers in Qatar sets the stage for understanding the potential moderating effects of age, gender, educational attainment, occupation, and prior TikTok usage experience on the relationships between the predictors and behavioral intention among this specific demographic.

Overall, the findings from the review of related literature support the hypotheses by demonstrating the educational potential of TikTok, the influence of the platform's algorithm on users' political beliefs, the preference of university-educated individuals

for educational technologies like TikTok, the impact of various factors on the effectiveness of TikTok videos, and the growing role of TikTok in the political landscape.

## **Chapter V**

### **SUMMARY, CONCLUSION, AND RECOMMENDATIONS**

#### **Summary**

The rise of TikTok as a dominant social media platform has significant implications for the political landscape, particularly in future elections where targeting youth voters is crucial. Compared to other platforms like Facebook, Twitter, Instagram, and YouTube, TikTok has gained traction and is shaping the way political information is disseminated and received.

The findings of the study revealed an optimistic perception among respondents regarding their behavioral intention to use TikTok as a platform for political education. This indicated that users recognized the potential of TikTok in providing valuable political information and engaging with political candidates or parties.

The data analysis demonstrated a dispersion of data from the mean, as indicated by the standard deviation ranging from 0.907 to 1.246. This suggests that there is some variability in the responses, highlighting diverse perspectives among the respondents.

Furthermore, the skewness values ranging from -0.981 to -0.187 and the kurtosis values ranging from -1.06 to 1.173, suggest a fairly normal distribution pattern in the responses. This indicates that the data is reasonably balanced and follows a typical distribution curve, enhancing the reliability of the findings.

Overall, the study highlighted the growing influence of TikTok as a political platform and the positive perception among users regarding its potential for political education. The analysis of the data further reinforces the reliability and validity of the

findings, providing a solid basis for understanding the role of TikTok in shaping political engagement and behavior.

## **Conclusion**

In the first part of this study, this thesis sought to address three research objectives:

**Research Question 1: To determine if TikTok videos, as a computer-mediated communication platform, are effective in providing information about a political candidate or party to overseas Filipino voters in Qatar, particularly considering the unique circumstances and geographical distance faced by overseas Filipino workers**

The study findings revealed that approximately 29.3% of the respondents recognized the value of TikTok as a platform for political education during the May 2022 elections. This suggests that TikTok videos were effective in providing information about political candidates and parties to overseas Filipino voters in Qatar.

**Research Question 2: To analyze the relationship between the intention of overseas Filipino voters in Qatar to use TikTok videos as a platform for political education during the May 2022 elections**

The analysis showed that 34.7% of the respondents expressed their agreement to use TikTok for future Philippine elections. This indicates a positive relationship between overseas Filipino voters in Qatar and their intention to use TikTok as a platform for political education, supporting the statement that viewing TikTok videos correlates with higher tendencies of confidence to vote for a certain party/candidate.



As the perceived ease of using TikTok for political education (Effort expectancy) increases, there is a corresponding tendency for overseas Filipino workers in Qatar to have a stronger intention to use TikTok for political education.

**Research Question 3: To identify the key elements of TikTok videos that attract and influence overseas Filipino voters in Qatar to watch and engage with political content.**

The study findings indicated that visual, audio, textual, and transition components of TikTok videos played a significant role in influencing the selection of a political candidate or party by the respondents. This supports the hypothesis that the effectiveness of TikTok videos as a platform for political education among overseas Filipino voters in Qatar is influenced by factors such as graphics/animation, video effects, sound effects, music, text, and video length. As the level of TikTok video Elements increases, there is a perfectly consistent increase in the level of Behavioral intention to use TikTok for political education among overseas Filipino workers in Qatar.

In summary, the hypothesis testing and findings of the study support the following conclusions:

- TikTok videos were effective in providing information about political candidates and parties to overseas Filipino voters in Qatar.
- There is a positive relationship between overseas Filipino voters in Qatar and their intention to use TikTok as a platform for political education, indicating that viewing TikTok videos correlates with higher tendencies of confidence to vote for a certain party/candidate.

- The key elements of TikTok videos, including visual, audio, textual, and transition components, significantly influenced the selection of a political candidate or party by overseas Filipino voters in Qatar.
- A considerable percentage of respondents expressed their agreement to use TikTok for future Philippine elections, highlighting the potential impact of TikTok as a tool for political education and disseminating information about specific candidates or parties.

These conclusions support the overall effectiveness and positive perception of TikTok as a platform for political education among overseas Filipino voters in Qatar during the May 2022 elections. The various elements of TikTok videos were found to shape political preferences and attract engagement from the target audience.

### **Recommendations**

Based on the research findings, it is advisable to broaden the scope of the study by incorporating overseas Filipino voters from countries other than Qatar. This endeavor would involve exploring how cultural subtleties and diverse demographic factors influence the efficacy of TikTok as a medium for political education within overseas Filipino communities. Furthermore, a comparative analysis could be undertaken to assess the relative effectiveness of TikTok in imparting political information when juxtaposed with other social media platforms. This assessment should delve into the resonance levels among overseas Filipino voters for each platform, as well as the divergences in terms of engagement and influence.

For a comprehensive evaluation of long-term impacts, it is also suggested to consider a longitudinal study that examines the enduring effects of TikTok-based

political education on overseas Filipino voters. This approach would entail the monitoring of voter conduct and attitudes across subsequent elections, with the aim of determining whether the initial inclination to employ TikTok translates into actual voting behaviors.

Regarding content analysis, future research endeavors could further delve into the specific components of content that resonate most profoundly with overseas Filipino TikTok users. This investigation should delve into the types of visuals, auditory cues, textual formats, and transitions that wield the greatest sway over their political preferences.

In terms of measuring behavioral shifts, prospective studies could undertake research to ascertain whether exposure to TikTok-based political educational content triggers behavioral changes that extend beyond mere voting intentions. The objective would be to gauge whether viewers become more actively engaged in political discourse or civic activities as a consequence of their exposure.

Furthermore, researchers might consider investigating the cumulative impact of integrating TikTok with other conventional and digital platforms for political education. Such an inquiry should analyze whether a multi-pronged approach enhances the overall effectiveness in augmenting the political awareness and engagement of overseas Filipino voters.

In conclusion, this study contributes to the existing knowledge by confirming certain factors that influence the behavioral intention of overseas Filipino voters in Qatar to use TikTok videos as a platform for political education during the May 2022 Philippine elections. By implementing the aforementioned recommendations, government institutions and political organizations can effectively leverage TikTok to

educate and engage voters, ultimately enhancing their participation in the democratic process.

### **Limitations and Future Research**

The first limitation of this study is its restricted sample size, as it only captured 1.5% of the registered voters in Qatar. Consequently, the sample may not accurately represent the entire society, and the findings cannot be generalized to other age groups. The study also focused on utilizing the Unified Theory of Acceptance and Use of Technology (UTAUT) framework, potentially overlooking other relevant factors that could influence the research findings.

Future research should focus on examining specific candidates or political parties to gain insights into the voting behavior of voters. This will provide a more detailed understanding of the factors influencing their choices.

TikTok has demonstrated its efficiency in rapidly expanding and influencing political parties and politicians. It has revolutionized the way people acquire information by offering video content instead of traditional text messages and hyperlinks. The study results indicated that overseas Filipino voters in Qatar are somewhat influenced by the app. However, the findings are somewhat preliminary and should be regarded as a pilot study for a more comprehensive investigation.

Further studies should explore aspects such as the app's influence during the next election, conduct large-scale studies encompassing multiple platforms to compare similarities and differences, examine the types of content viewers are exposed to, by exploring how the algorithm operates, and analyze how different generations are influenced by social media information.

To complement this study, a qualitative approach should be considered. Additionally, employing a mixed-method approach, which combines quantitative and qualitative data, would allow researchers to investigate the research problem from multiple angles and produce a more comprehensive study with enhanced result validity.

For future research, it is recommended to explore the potential of using specific TikTok videos featuring presidential candidates or candidates running for positions in the government. Researchers can design experiments or surveys where respondents watch these curated TikTok videos and then provide their feedback or opinions based on the content presented. This approach could offer valuable insights into the impact of short-form video content on shaping public opinion and political preferences.

Furthermore, future studies could investigate the correlation between exposure to these TikTok videos and actual voting behavior. By asking respondents about their voting intentions or preferences after viewing the videos, researchers can examine the extent to which short-form content influences decision-making processes during elections. Understanding the link between TikTok videos and voting choices may shed light on the platform's potential as a tool for political engagement and communication, by identifying the elements of a TikTok video and their impact towards the audience in terms of persuasion.

## REFERENCES

- Chua, K. (2021, September 28). *TikTok now has more than 1 billion active users worldwide* . Retrieved from Rappler: <https://www.rappler.com/technology/social-media/tiktok-billion-monthly-active-users-announcement/>
- Data Reportal*. (2022, February 28). Retrieved from TIKTOK STATISTICS AND TRENDS : <https://datareportal.com/essential-tiktok-stats#:~:text=The%20Philippines%20has%2033.0%20million,users%20aged%2018%20and%20above>
- McCorquodale, S. (2021). *Influence: How social media influencers are shaping our digital future*. London: Bloomsbury Publishing.
- Dukut, E. M. (2021). *Arts & Entrepreneurship in Language Studies*. Semarang: Unika Soegijapranta, Jl. Pawiyatan Luhur IV/1.
- Houtte, C. V. (2022). *TikTok as a Marketing Channel for Influencer Marketing: A comparison between Instagram, YouTube & TikTok*. Zürich: LIT Verlag Fresnostr.
- How Can TikTok Be Used in the Classroom?* . (n.d.). Retrieved from Tech : <https://www.techlearning.com/how-to/how-can-tiktok-be-used-in-the-classroom>
- Edwards, L. (2021, July 1). *Tech & Learning*. Retrieved from How Can TikTok Be Used in the Classroom? : <https://www.techlearning.com/how-to/how-can-tiktok-be-used-in-the-classroom>
- Butler, A. T. (2021). *Key Scholarship in Media Literacy: David Buckingham*. Leiden: Brill Sense.
- Stephane Bouillet, I. (2021). *TikTok: A Creative Guide: 50+ Ideas for Your Influencer Campaigns on TikTok*. Paris: Books on Demand.
- Arugay, A. (2022, April 14). *Stronger Social Media Influence in the 2022 Philippine Elections* . Retrieved from FULCRUM: <https://fulcrum.sg/stronger-social-media-influence-in-the-2022-philippine-elections/>
- Glaser, A. N. (2005). *High-yield Biostatistics*. Baltimore: Lippincott Williams & Wilkins.
- Sullivan, L. (2009). *The SAGE Glossary of the Social and Behavioral Sciences*. Los Angeles: SAGE.
- Nair, A. (2018, December 26). *How To Code Linear Regression Models With R* . Retrieved from Analytics India: <https://analyticsindiamag.com/how-to-code-linear-regression-models-with-r/>

- Douglas Montgomery, E. P. (2013). *Analysis, Introduction to Linear Regression*. New Jersey: Wiley.
- Halalan 2022, State of Qatar*. (2022, May 13). Retrieved from ABS-CBN News: <https://halalanresults.abs-cbn.com/overseas/middle-east-and-africas/state-of-qatar>
- Fagan, D. (2018). *Wake Up: The Nine Hashtags of Digital Disruption*. Queensland: University of Queensland Press.
- Sutherland, K. E. (2020). *Strategic Social Media Management: Theory and Practice*. Gateway East: Springer Nature Singapore.
- Herrman, J. (2020, June 28). *TikTok Is Shaping Politics. But How?* . Retrieved from The New York Times: <https://www.nytimes.com/2020/06/28/style/tiktok-teen-politics-gen-z.html>
- Davis, S. (2021, October 28). *Media literacy training for Southeast Asian communities* . Retrieved from Google in Asia: <https://blog.google/around-the-globe/google-asia/media-literacy-southeast-asia/>
- Jalli, N. (2022, March 25). *The Conversation*. Retrieved from TikTok is propagandists' new tool to win elections in Southeast Asia : <https://theconversation.com/tiktok-is-propagandists-new-tool-to-win-elections-in-southeast-asia-179684>
- Florini, S. (2019). *Beyond Hashtags: Racial Politics and Black Digital Networks* . New York: New York University Press.
- Merz, S. (2020). *# Hashtag Marketing: How you can find readers and customers with hashtag marketing - Simple, quick, free!* Norderstedt: Books on Demand.
- Sharp, C. (2022). *Hashtag Jurisprudence: Terror and Legality on Twitter*. Cheltenham: Edward Elgar Publishing Limited.
- International Labour Organization*. (2022). Retrieved from Who are domestic workers : <https://www.ilo.org/global/topics/domestic-workers/who/lang--en/index.htm>
- Patinio, F. (2022, February 18). *Philippine News Agency*. Retrieved from Job opportunities available for OFWs in Qatar : <https://www.pna.gov.ph/articles/1168086>
- Sara. (2021, November 4). *TikTok: Social media's new powerhouse* . Retrieved from Vocast: <https://vocast.com/tiktok-social-medias-new-powerhouse>
- Moir, A. (2023, February 26). *The Use of TikTok for Political Campaigning in Canada: The Case of Jagmeet Singh*. Retrieved from SAGE Journals: <https://journals.sagepub.com/doi/10.1177/20563051231157604>
- Zakrzewski, C., & Schaffer, A. (2021, June 3). *The Technology 202: Influencers are evading TikTok's political ad ban, researchers say*. Retrieved from The Washington Post:

<https://www.washingtonpost.com/politics/2021/06/03/technology-202-influencers-are-evading-tiktok-political-ad-ban-researchers-say/>

Hewavitharana, T., Nanayakkara, S., Perera, A., & Perera, P. (2021, October 25). *Modifying the Unified Theory of Acceptance and Use of Technology (UTAUT) Model for the Digital Transformation of the Construction Industry from the User Perspective* . Retrieved from MDPI: <https://www.mdpi.com/2227-9709/8/4/81>

Ramírez-Correa, P., Rondan-Cataluña, F. J., & Arenas-Gaitán, J. (2018, April 15). *A Posteriori Segmentation of Personal Profiles of Online Video Games' Players* . Retrieved from ResearchGate: [https://www.researchgate.net/figure/UTAUT-model-Adapted-from-Venkatesh-et-al-2003\\_fig2\\_324617604](https://www.researchgate.net/figure/UTAUT-model-Adapted-from-Venkatesh-et-al-2003_fig2_324617604)

Quan-Haase, A., & Sloan, L. (2022). *The SAGE Handbook of Social Media Research Methods* . New Delhi: SAGE.

Chao, C.-M. (2019, July 19). *Factors Determining the Behavioral Intention to Use Mobile Learning: An Application and Extension of the UTAUT Model* . Retrieved from Frontiers: <https://www.frontiersin.org/articles/10.3389/fpsyg.2019.01652/full>

Damon P.S. Andrew, P. M. (2011). *Research Methods and Design in Sport Management*. Illinois: Human Kinetics.

Diana Marieta Mihaiu, A. O. (2010, January). *Efficiency, Effectiveness and Performance of the Public Sector*. Retrieved from ResearchGate: [https://www.researchgate.net/publication/227489762\\_Efficiency\\_Effectiveness\\_and\\_Performance\\_of\\_the\\_Public\\_Sector](https://www.researchgate.net/publication/227489762_Efficiency_Effectiveness_and_Performance_of_the_Public_Sector)



## **APPENDIX A**

### **Survey Questionnaire**

#### **Online Survey on TikTok videos as a platform for political education among Overseas Filipino Voters in Qatar during May 2022 elections**

Good day, Kabayan, hope you are well and safe.

I am requesting your valuable time to fill out this online survey as part of my course requirements for completing my Master of Development Communication at the University of the Philippines Open University.

The findings of the survey are essential in determining the pulse of Overseas Filipino Workers in Qatar on their assessment of TikTok videos relevant to the May 2022 elections.

Rest assured that all information gathered will be kept completely confidential and used exclusively for educational purposes.

Thank you and take care.

Joelyn Baluyut

Q1: Email

Q2: Gender

- ☐ Male
- ☐ Female

Q3: Age

- ☐ 18 to 24
- ☐ 25 to 34
- ☐ 35 to 44
- ☐ 45 to 54
- ☐ 55 and above

Q4: What is your highest educational attainment?

- ☐ Doctorate Degree
- ☐ Master's Degree
- ☐ Bachelor's Degree
- ☐ Associate Degree
- ☐ Some College, no degree
- ☐ High School Diploma
- ☐ Less than a High School Diploma

Q5: Occupation

- Employed – Managerial
- Employed – Non-Managerial
- Not employed

Q6: Are you a registered absentee voter in Qatar?

- Yes
- No

Q7: Did you vote in the 2022 Philippine election?

- Yes
- No

Q8: Did you use TikTok to gain information for the 2022 Philippine election?

- Yes
- No

Q9: Which social media platform do you get most of news updates and information?

- Facebook
- Instagram
- Twitter
- LinkedIn
- TikTok

Q10: On average, how often do you use TikTok each day?

- Doesn't use
- 1-2 hrs.
- 3-4 hrs.
- More than 4 hrs.

#### **Performance Expectancy**

**Strongly Disagree** ←-----1-----2-----3-----4-----5→ **Agree**

Q11: Using TikTok videos as a platform for political education during May 2022 elections is useful in generating information about a political candidate/party

Q12: Using TikTok videos as a platform for political education during May 2022 elections results to a more informed choice of political candidate/party

Q13: Using TikTok videos as a platform for political education during May 2022 elections enhances my productivity as a social media citizen

Q14: Using TikTok videos as a platform for political education during May 2022 elections saves time to easily gain information about a political candidate/party

#### **Effort Expectancy**

**Strongly Disagree** ←-----1-----2-----3-----4-----5→ **Agree**

Q15: My use of TikTok videos as a platform for political education during May 2022 is clear and understandable

Q16: It is easy for me to become proficient in using TikTok videos as a platform for political education during May 2022 elections

Q17: Using TikTok videos as a platform for political education during May 2022 elections is easy for me

Q18: It is easy for me to become skillful at using TikTok videos as a platform for political education during May 2022 elections

### **Social Influence**

**Strongly Disagree** ←-----1-----2-----3-----4-----5→ **Agree**

Q19: I am more likely to use TikTok videos as a platform for political education during May 2022 elections if TikTok or organizations require me to use them

Q20: People who influence my behavior think that I should use TikTok videos as a platform for political education during May 2022 elections

Q21: People that are important to me recommend and/or encourage that I use TikTok videos as a platform for political education during May 2022 elections

Q22: I use TikTok videos as a platform for political education during May 2022 elections because it is typical for my age group

### **Behavioral Intention**

**Strongly Disagree** ←-----1-----2-----3-----4-----5→ **Agree**

Q23: In the future, I intend to use TikTok videos as a platform for political education for future Philippine elections as often as I do now

Q24: I will use TikTok videos as a platform for political education for future Philippine elections

Q25: I believe I will be using TikTok videos as a platform for political education for future Philippine elections much or more this time in the coming years

Q26: I intend to use TikTok videos as a platform for political education for future Philippine elections to see in the next weeks

### **Factors on a TikTok video that can influence my voting behavior**

**Strongly Disagree** ←-----1-----2-----3-----4-----5→ **Agree**

Q27: Visual (Graphics or animation)

Q28: Audio (Music)

Q29: Textual

Q30: Transition