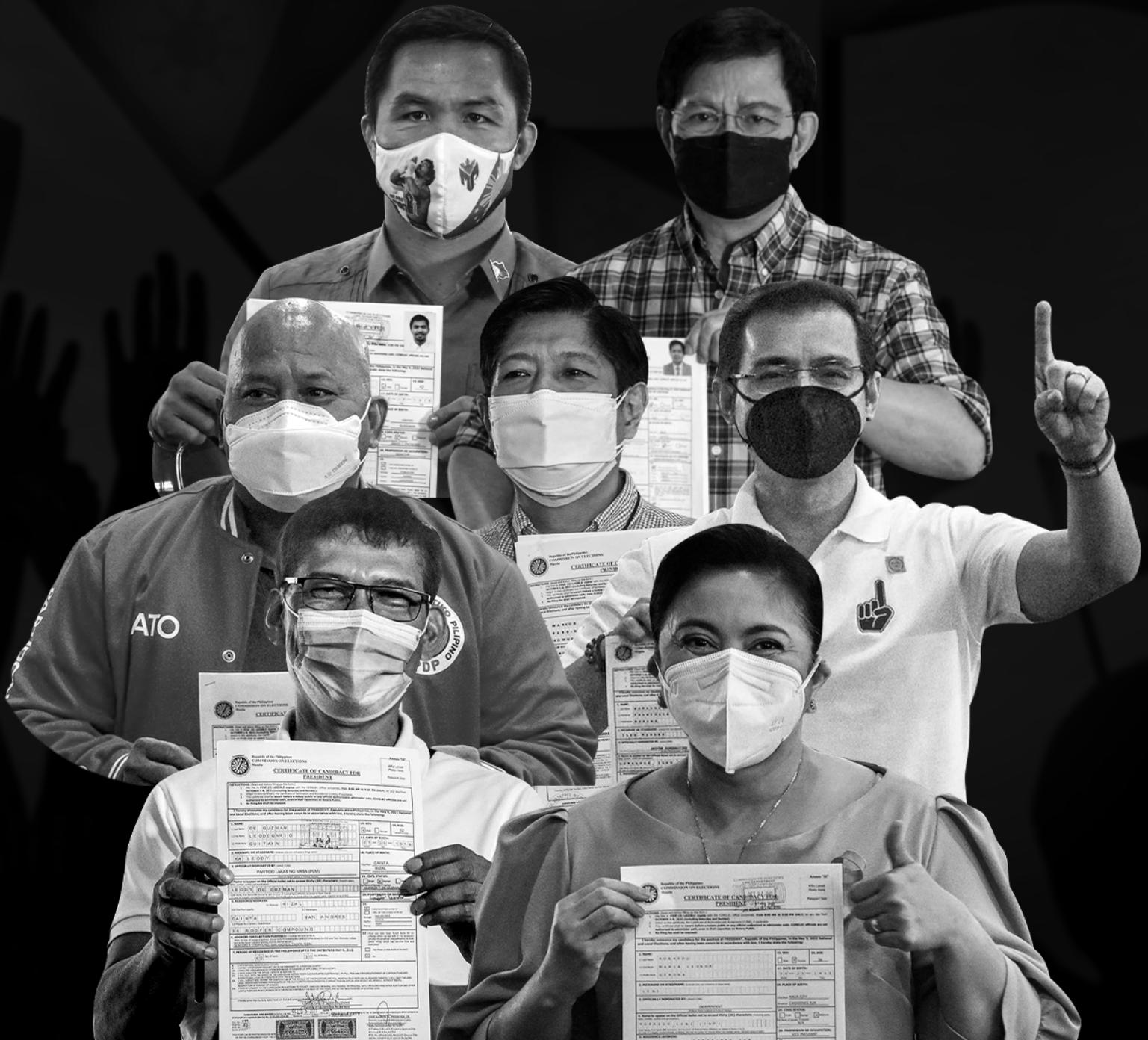


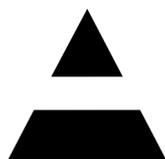


**ALPAS**  
CONSULTANCY

# DINGGIN: HALALAN 2022

PART I  
How Online Media Shaped First  
Impressions of Seven Presidential Hopefuls





# ABOUT THIS STUDY

ALPAS Dinggin reports are social monitoring analyses that help our clients better understand the current landscape of trends and discussions online. Through purposeful listening, we present the most relevant data on specific brands, personalities, or industries.

This **Dinggin: Halalan 2022** report is the first part of a special series focused on the upcoming 2022 National and Local elections. This iteration dives into the first impressions made by seven most-talked-about presidential hopefuls on the week of filing for their Certificates of Candidacies (COCs).

---

## Methodology

ALPAS monitored public mentions of seven candidates whose intention to run for presidency made an impact on both social media and news sites, namely: Manny Pacquiao, Isko Moreno, Ping Lacson, Bongbong Marcos, Leody de Guzman, Leni Robredo, and Bato dela Rosa.

From 1-8 October 2021, all public posts mentioning the candidates on Facebook pages, Twitter, YouTube, and News Sites within the Philippines were monitored. Sentiments were culled from 8,400 randomly selected comments from Facebook page posts, with an even distribution across the seven candidates. With a sample size of 1,200 comments per candidate, the data has a +/- 2% margin of error at 95% confidence level.

Personal Facebook posts, conversations on messaging apps, and posts from TikTok were not captured in this study.

## TABLE OF CONTENTS

I. Events leading up to the filing of candidacies .....	2
II. Volume of mentions across online platforms .....	5
A. Twitter .....	6
B. Facebook .....	7
C. Online News .....	8
D. YouTube .....	9
III. Candidate Messaging and online sentiments .....	10
IV. KEY TAKEAWAYS .....	21

EVENTS LEADING  
UP TO THE FILING  
OF CANDIDACIES

# PREFACE

All media – whether online or offline – deals with perceptions. When the time to vote comes, citizens will make their choice based on how they perceive the candidates to be, and media plays a big role in how these images are shaped. Whether we like it or not, social media is in the business of shaping public perception. Each candidate will try to create and sell their own narratives, but it is social media that will fan the flames and push certain narratives over others.

At this point, it is important to note that the results of an online analysis will differ greatly from an on-ground survey. In September, public opinion polling firm Pulse Asia released a study showing that less than half of all Filipinos use the internet as a source of news, and that only 63% of Filipinos use social media<sup>1</sup>. Still, while Filipinos online engagement varies, the internet has an impact on how information is shared and consumed.

**Dinggin: Halalan 2022** is not trying to survey which candidate online users want as their president. Instead, it aims to understand who is being discussed the most, what sentiments are surfacing for and against each individual, and which narratives are emerging through the lens of social media and online headlines of specific weeks leading up to the pivotal May 2022 national elections.

## Candidate Standings in the Pulse Surveys

Sara, Marcos, and Isko consistently led in surveys pre-filing of COCs

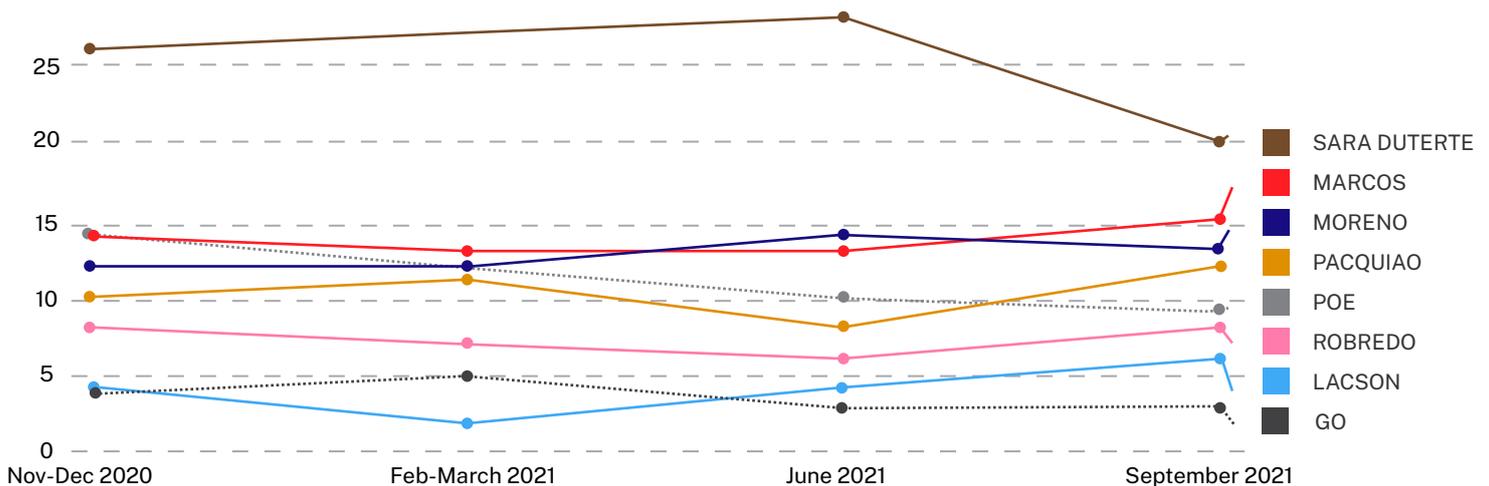


Figure 1.1 Pulse Asia Presidential Survey Results as of September 2021

As the national elections are highly anticipated every six years, Pulse Asia has been releasing quarterly surveys to gauge which names Filipinos were most likely to vote for if elections were held during these periods.

In the pre-filing surveys, Davao City Mayor **Sara Duterte** consistently led by a wide margin of votes. While she ended up not filing a COC for presidency up until this study was completed, five other names did. Of those five, former senator **Bongbong Marcos**, Manila City Mayor **Isko Moreno**, and senator **Manny Pacquiao** were relatively close in the poll for second place. Vice President **Leni Robredo**, who expressed uncertainty over a presidential bid, scored noticeably low in the surveys – as did senator **Ping Lacson**.

Senator **Bato dela Rosa** and labor leader **Leody de Guzman** were both absent from the polling question entirely, as neither were anticipated to run.



# VOLUME OF MENTIONS ACROSS ONLINE PLATFORMS

*This section identifies the number of mentions each candidate had from both social media pages and online news sites. The volume of mentions does not reflect how positively or negatively the candidates were received.*

# TOTAL VOLUME OF MENTIONS ACROSS ONLINE PLATFORMS

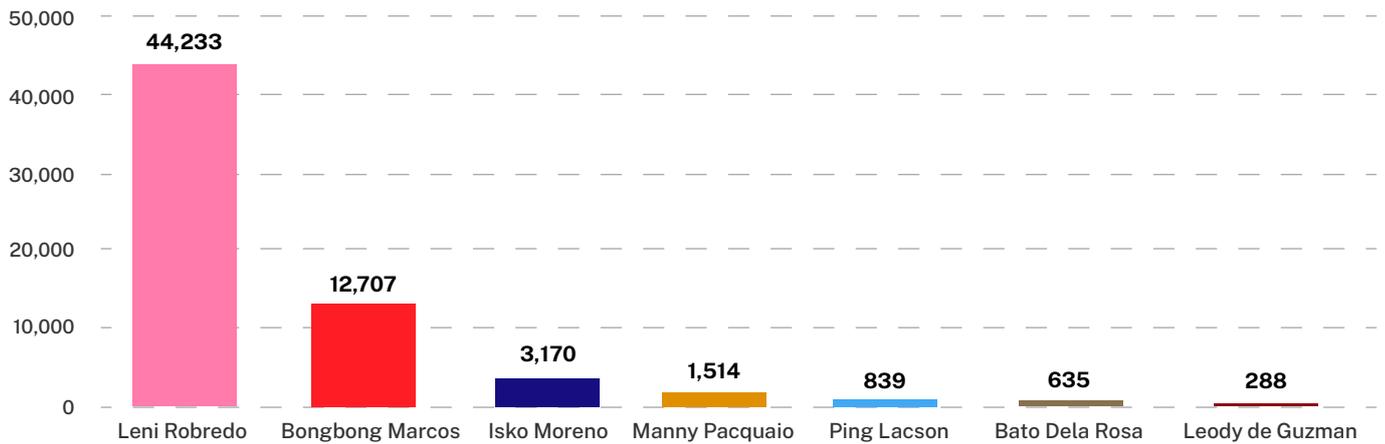
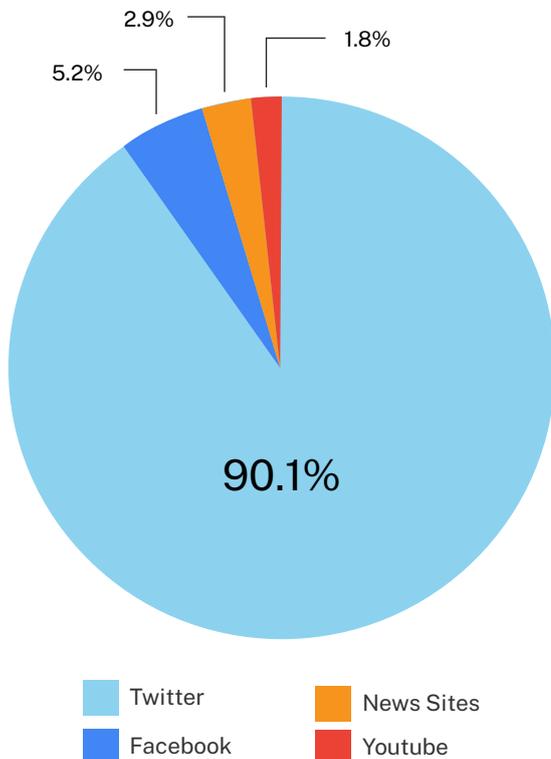


Figure 2.1 Total mentions across Facebook pages, Twitter, YouTube, and News Sites from Oct. 1-8

**As many were unsure about Robredo’s plans for 2022, it makes sense to see her pull focus on the week COCs were filed.** It is important to highlight that she had more than twice as many mentions as all her competitors combined. However, a disproportionate amount of these mentions come from Twitter, signifying the presence of her supporters on a platform where only 8% of Filipinos are registered.<sup>2</sup>

The lowest mentions were on de Guzman, who lacks the name recognition that the other established public figures have. Meanwhile, dela Rosa, whose candidacy also came as a surprise to many, filed his COC late in the day on October 8. Most other candidates had already expressed their plans of running for President, so netizens had little else to react to in the week of filing.

**Twitter** accounted for 90% of all online mentions, and Robredo was mentioned almost 4x as much as Marcos on the platform.



When compared with the distribution of mentions across all other online platforms, **Twitter** was disproportionately vocal about Robredo’s presidential bid.

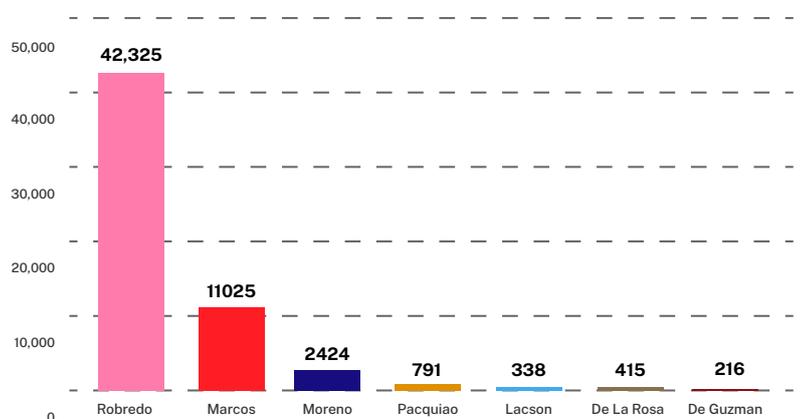


Figure 2.3 Distribution of Twitter mentions by candidate.

Figure 2.2 Distribution of online mentions for the week of October 1-8 by platform

The distribution of mentions were much more proportionate on Facebook than on Twitter, but with Robredo and Marcos still leading.

Of the 110 pages monitored, almost 70% were from the social media arms of established media outlets (print, online, and broadcast) while 30% were from various “viral news” or personality pages.

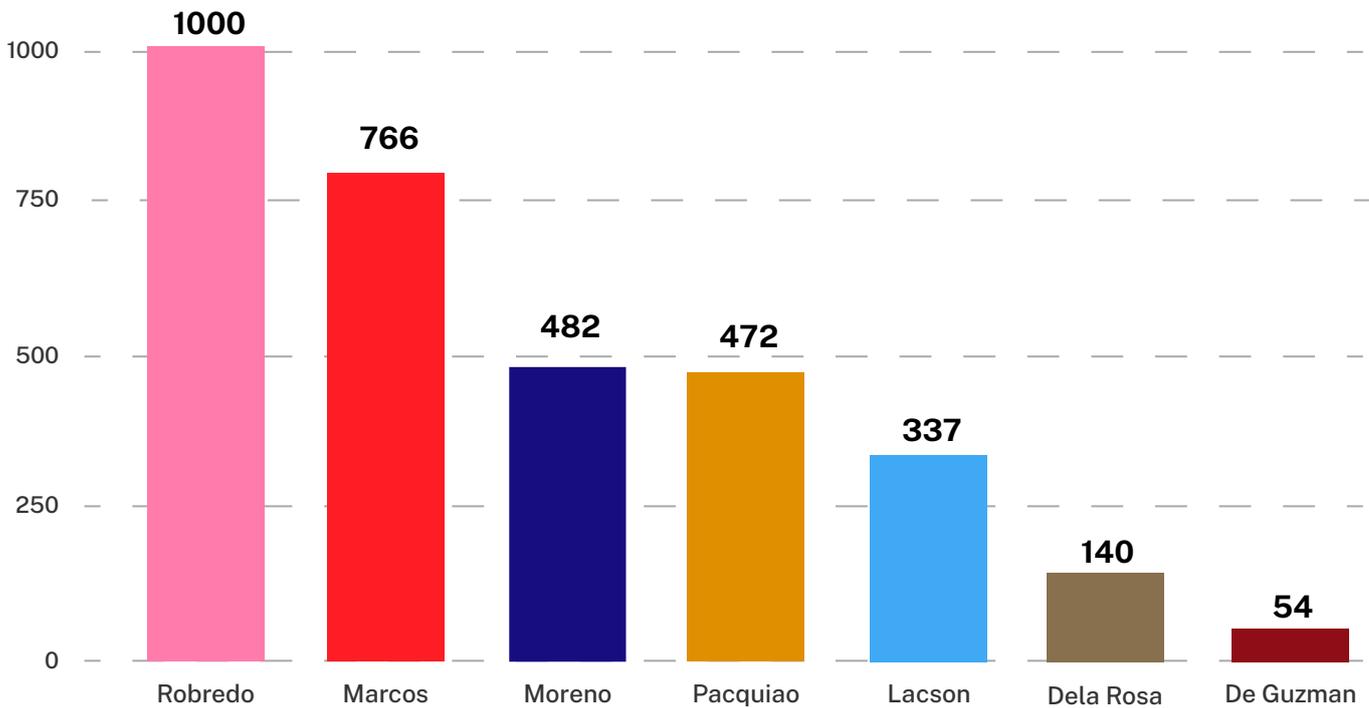


Figure 2.4 Distribution of Facebook mentions by candidate

Mentions by Facebook pages peaked on each day of their filing, with the only other notable uptick coming from Moreno’s press conference rebutting Robredo’s statements on Oct. 8

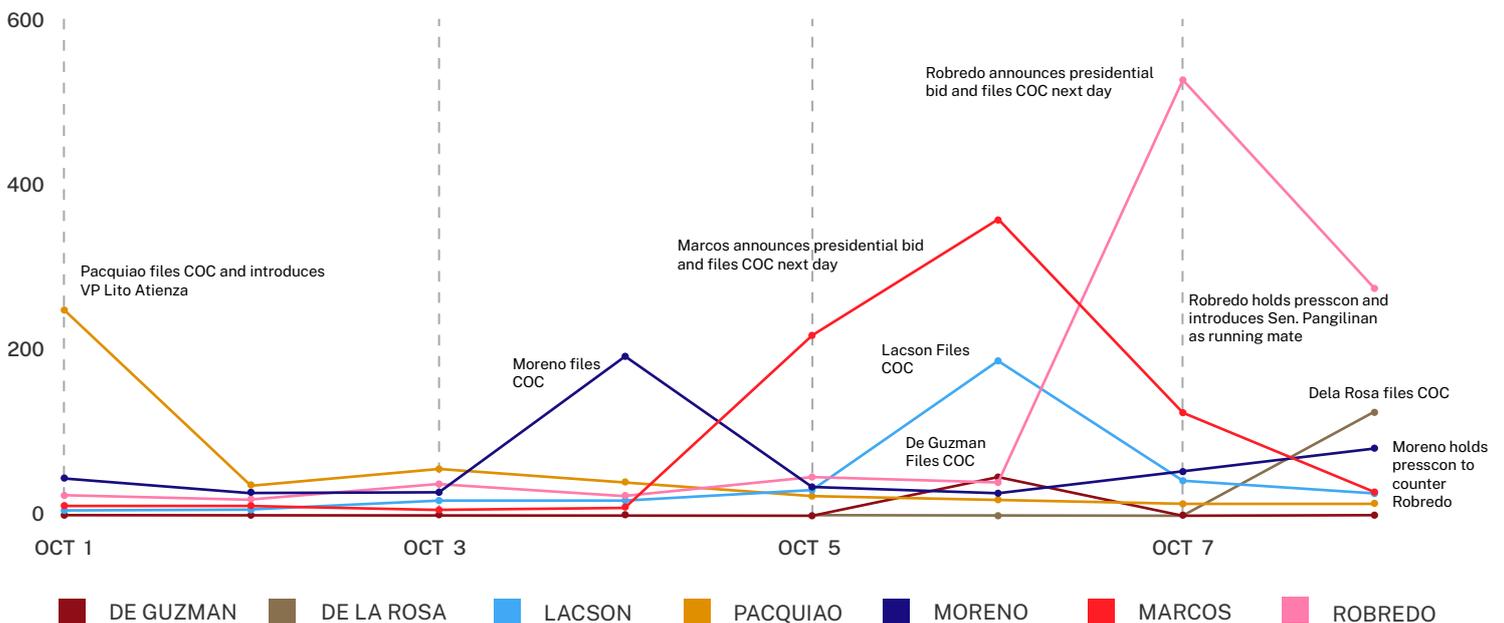


Figure 2.5 Timeline of Facebook page mentions per candidate

# News Sites also had the most to say about Robredo, whose presidential bid was the most speculated on until October 7.

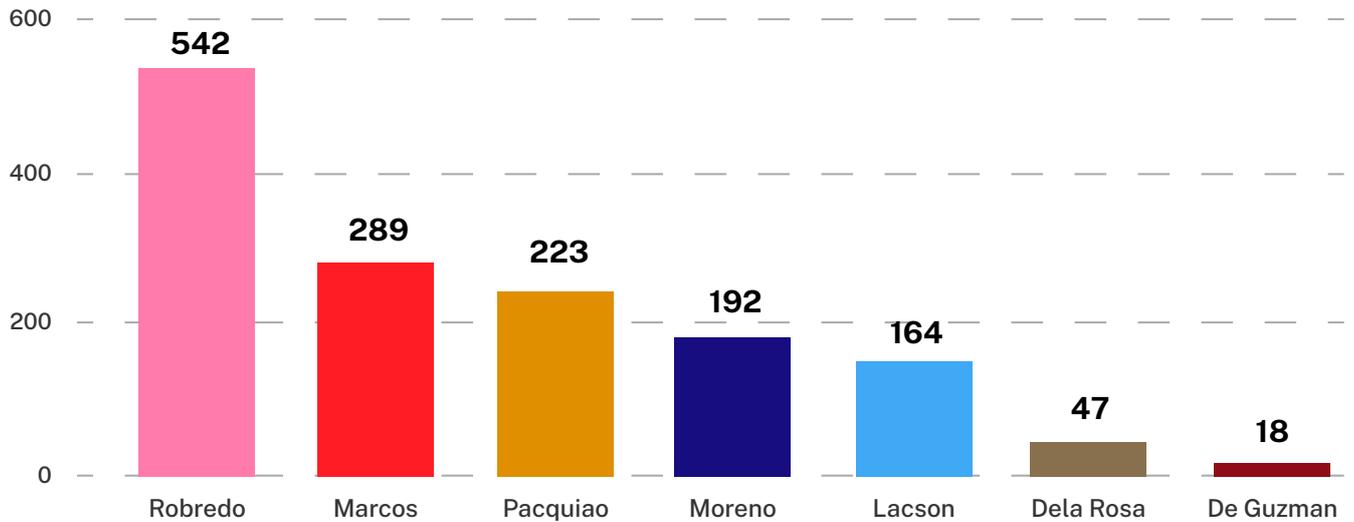


Figure 2.6 Distribution of online news mentions by candidate

Robredo held two major press conferences towards the end of the filing week –one to announce her candidacy, and another to introduce her running mate and answer media questions about her campaign plans.

While Robredo was still the most discussed candidate, **online news was more proportionate in the distribution of mentions among Marcos, Pacquiao, Moreno, and Lacson compared to social media.**

Neither dela Rosa nor de Guzman had formal announcements of their candidacy with the media, resulting in much lower coverage of their filing.

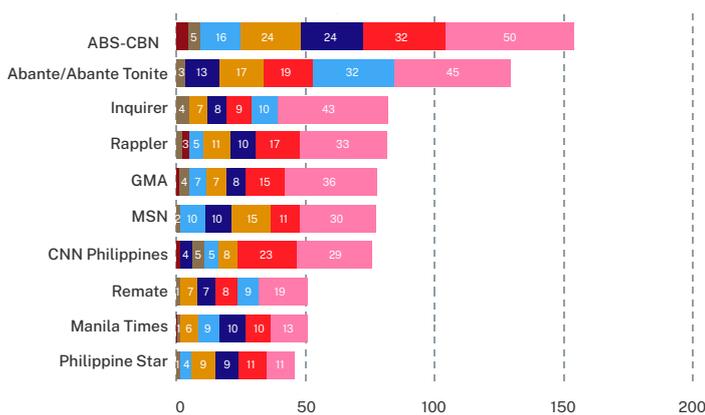


Figure 2.7 Distribution of candidate mentions by news outlet among the 10 most frequent publishers.

On news sites, ABS-CBN had the most coverage for the week of filing, with a relatively even distribution of stories among the candidates.

ABS-CBN was followed by Abante, Inquirer, Rappler, GMA, and CNN Philippines in overall coverage of the candidates.

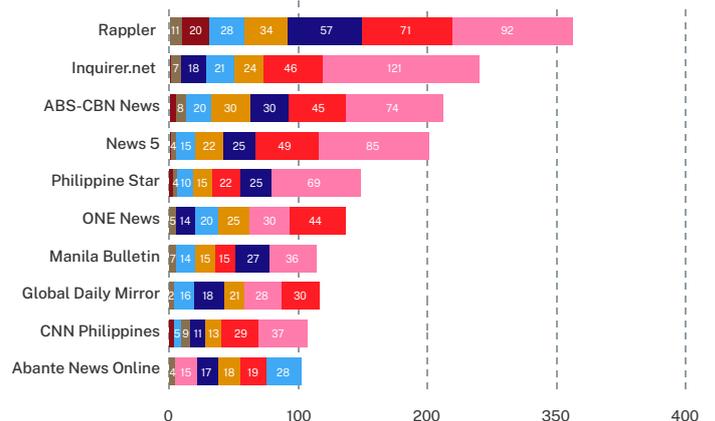


Figure 2.8 Distribution of candidate mentions by Facebook page among the 10 most frequent publishers.

Facebook pages were generally more uneven in their coverage of candidates, with Marcos and Robredo clearly leading in terms of mentions.

Rappler’s Facebook page had the most posts about the candidates on the week of the COC filing, and was the only page to publish more than 5 posts about de Guzman.

## YouTube was the only online platform where Marcos was mentioned more frequently than Robredo.

Netizens were least vocal about candidates on YouTube, with only 1,139 total mentions on the platform for the week of October 1-8. Still, Marcos and Robredo continue to lead far ahead of the other presidential candidates. Many of these videos also come from news reports, again showing how mainstream media uses the internet as an extension of their journalism efforts.

Marcos himself is the most active candidate on YouTube, with frequent video uploads every month. With the elections fast approaching, his subscriber and view counts jumped in October, from gaining less than 10,000 new subscribers weekly to gaining 131,000 new subscribers on the week of September 27-October 4, 2021\*.

### Marcos' mentions were almost double Robredo's on Youtube.

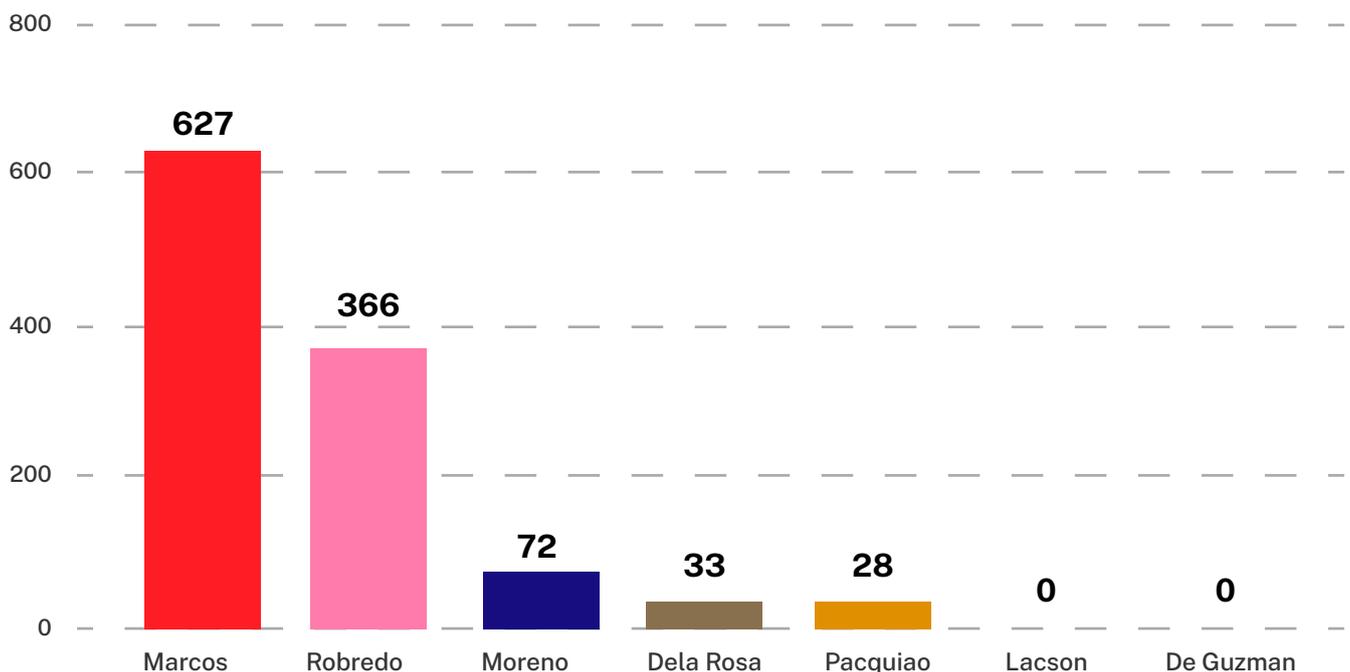


Figure 2.9 distribution of YouTube mentions by candidate

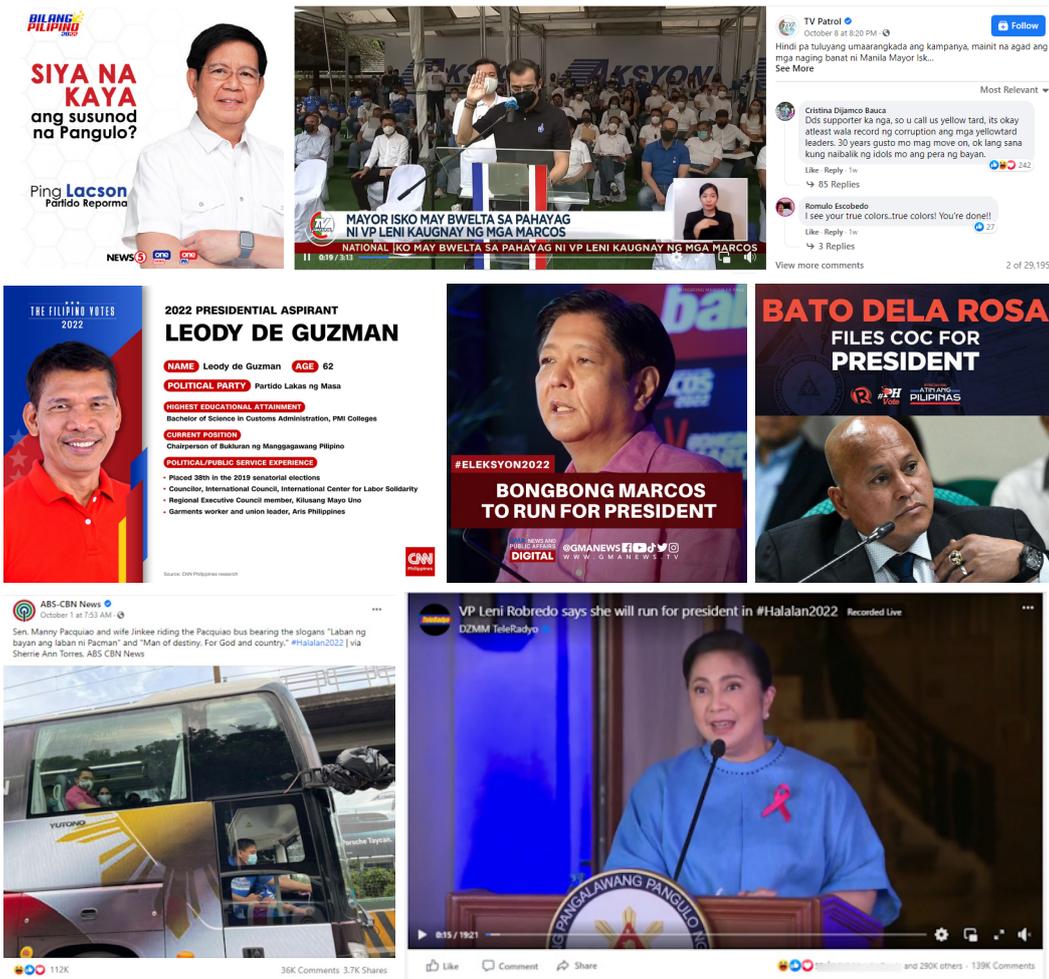
While this is an online study, it's important to remember that the stories most widely shared on social media come from the same sources of traditional media. While news online may be oversaturated compared to the limits of print or broadcast media, a lack of an online presence still indicates a lack of reach and general awareness.

This is particularly relevant for candidates who want to make their names as well-known as Marcos and Robredo. While grassroots campaigns are a vital part of the elections, it will still be important to have one's messages penetrate the news and to have vocal supporters on social media to both promote and defend their candidate in the public eye.

# CANDIDATE MESSAGING & FACEBOOK SENTIMENTS

*This section analyzes the initial impressions on each candidate's filing of candidacy for the top post in the country. Based on their statements and comments under Facebook posts, we noted the different sentiments of the public towards our seven presidential candidates.*

# Most Engaging Facebook Posts per Candidate



Following the trend of volume in messaging, Facebook posts centered on Robredo and Marcos also had the highest engagement rates.

Posts about dela Rosa, whose candidacy came unexpectedly, had more engagement than those about Pacquiao, Lacson, and de Guzman.

The only candidate whose top post for the week was not about their filing was Isko Moreno, who held a press conference on October 8 to respond to VP Leni’s comments about his “soft stance” against the Marcoses.

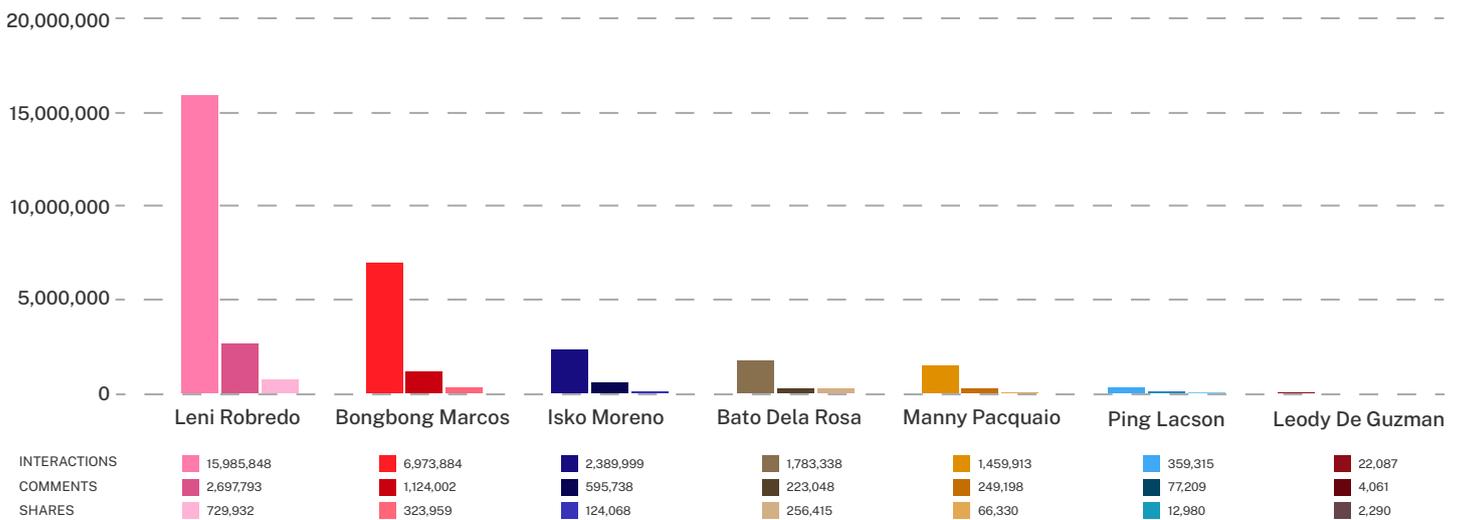


Figure 3.1 Facebook post engagement by candidates

# Candidate branding: initial platforms and alignment with current administration

<b>THE PRO-ADMINISTRATION</b>	 <p><b>Marcos:</b> A unifying leader and strong family man</p>	 <p><b>Dela Rosa:</b> Continuation of the Duterte Legacy</p>	
Main platform presented	Pandemic response: strong leadership	Continuation of the administration's law and order programs	
Alliances	Running under Partido Federal ng Pilipinas and supported by Hugpong ng Pagbabago of Sara Duterte Hoped to have Duterte as Vice President running mate	Running under PDPLaban	
<b>THE CENTRISTS</b>	 <p><b>Lacson:</b> Most experienced and prepared tandem</p>	 <p><b>Moreno:</b> A healing president to unite a divided country</p>	 <p><b>Pacquiao:</b> An honest, Christian man of the people</p>
Main platform presented	Anti-corruption and anti-crime	Pandemic response: more efficient leadership	Anti-corruption
Alliances	Running under Partido Reporma, and allied with Nationalist People's Coalition (NPC)  Taking a more "dignified" approach to Duterte's platforms of law and order  Critical of the administration's pandemic response	Running under Aksyon Demokratiko  Critical of Marcos vs. Aquino narrative  Critical of the administration's pandemic response	Running under PROMDI, after previously leading PDP-Laban  Criticized Duterte's alliance with China and record on fighting corruption
<b>THE OPPOSITION</b>	 <p><b>De Guzman:</b> Labor leader</p>	 <p><b>Robredo:</b> Opposition Leader</p>	
Main platform presented	Workers' rights: raising minimum wages and abolishing contractualization	Pandemic response: strengthening health systems and realignment of budget	
Alliances	Running under Bukluran ng Manggagawang Pilipino (BMP)  Wants a full system change	Running as independent, and allied with Liberal Party (LP)  Wants a united opposition against authoritarian rule	

Unity, and ironically the fight over what kind of unity, seems to be the initial theme of the 2022 elections. **The two candidates driving most conversations both want to unify the country:** one against authoritarian rule and the other against weak systems. Moreno also brands himself to be a unifying leader, and, together with de Guzman and Pacquiao, positions himself against the rich, political elite.

It has yet to be seen if these messages of unity will be echoed by supporters on social media. What is clear for now is that **Robredo and Marcos supporters are the most vocal online**, not only commenting positive sentiments on posts about their presidential bet, but also expressing their support in the comment sections of posts about other candidates.

# Comments under posts made by Facebook pages shows Robredo and Marcos with the highest positive sentiments.

A random selection of 1,200 Facebook comments per candidate were analyzed and sentiment-tagged to compare online impressions. Each candidate had their share of supporters and critics, with Facebook users actively expressing who they're inclined to vote for in the upcoming election under all posts related to the filing of candidacies.

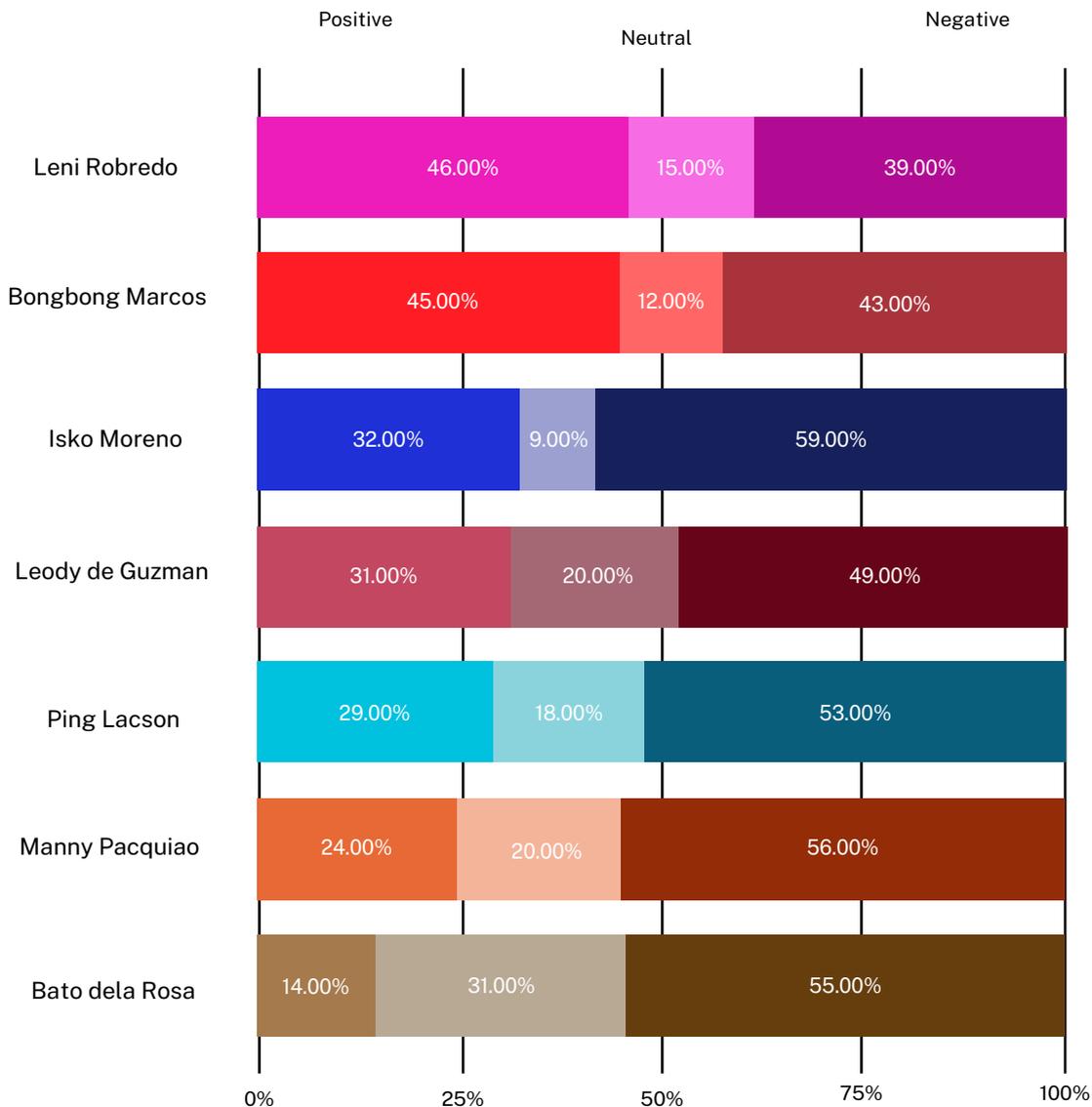


Figure 3.2 Comparison of sentiment graphs per candidate

Posts about dela Rosa had the least amount of positive sentiments, possibly due to many of his own supporters expressing their preference for a Marcos or Sara Duterte presidency. While posts about de Guzman had the least engagement, he had more positive comments than Lacson, Pacquiao, or dela Rosa.

Moreno, who had the most amount of negative comments also had the least amount of neutral comments, and is appearing to be the most controversial candidate among Facebook users during this period.

# PING LACSON

"Ngayong araw, ipagdiriwang natin ang KKK: **katapangan, kakayahan, at katapatan** para mamuno para sa ating bayan."

Senator Ping Lacson was the first to declare his intention to run for presidency, holding a proclamation rally on September 8.

This announcement came with a strong message of commitment with running mate Senate President Tito Sotto, who is one of the top contenders for VP. Both are senate veterans under different political parties, promising to reintroduce a more dignified approach in running the government.

## PLATFORM BREAKDOWN

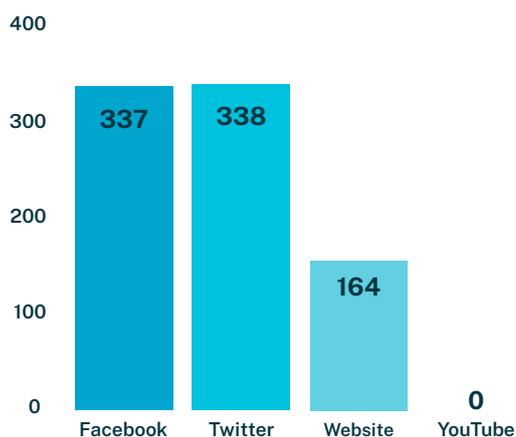


Figure 3.3 Distribution of mentions for Lacson by online platform

## FACEBOOK ENGAGEMENT

Interactions	Comments	Shares
359,315	77,209	12,980

Table 3.1 Level of engagement for Facebook page posts on Lacson



## SENTIMENT GRAPH

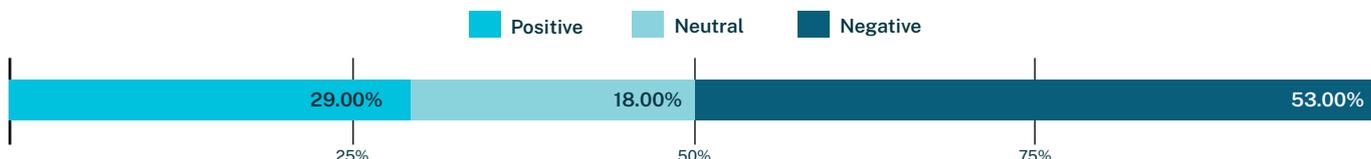


Figure 3.4 Sentiments on Lacson from Facebook comments

### Top Website Publisher



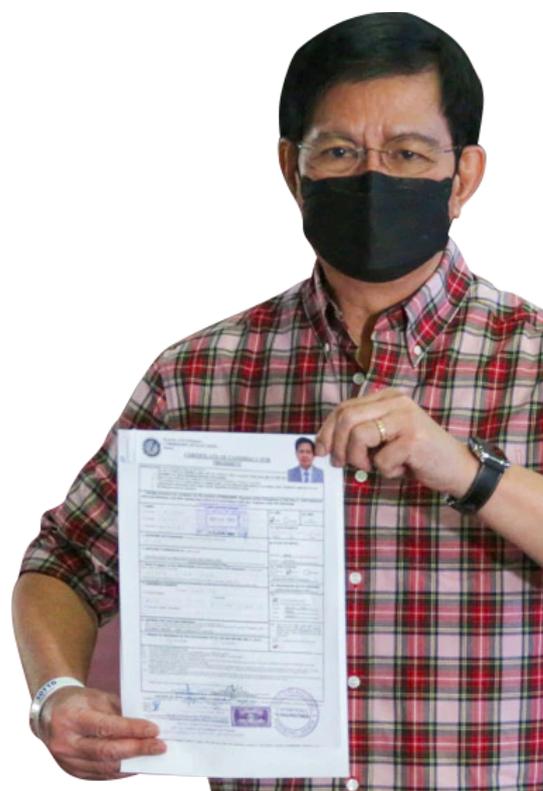
### Top Facebook Page Publisher



Lacson's presence online is among the lowest among the candidates, with only 839 mentions across the platforms monitored.

Positive sentiments praised Lacson's track record as a leader and politician who has fought against corruption. Some of them also expressed dissatisfaction with the current administration.

Majority of negative sentiments come from hardcore Marcos supporters expressing their support for a Marcos-Duterte tandem, while others criticized Sen. Lacson for alleged incompetence in his years of service, and inauthentic statements against the administration.



# MANNY PACQUIAO

*"Panahon na upang manalo naman ang mga naaapi. Panahon na para sa isang malinis na gobyerno na kung saan ang bawat sentimo ay mapupunta sa bawat Pilipino."*

Senator Manny Pacquiao first declared his intention to run on September 19, announcing his retirement from boxing and accepting the nomination of the PDP-Laban-Pacquiao faction. The split within the party came about after the then-party-president criticized President Duterte earlier in the year.

Pacquiao was the first among these presidential hopefuls to file for his candidacy, under the Cebu-based PROMDI party, and with former Manila Mayor and Congressman Lito Atienza as his vice presidential running mate.

## PLATFORM BREAKDOWN

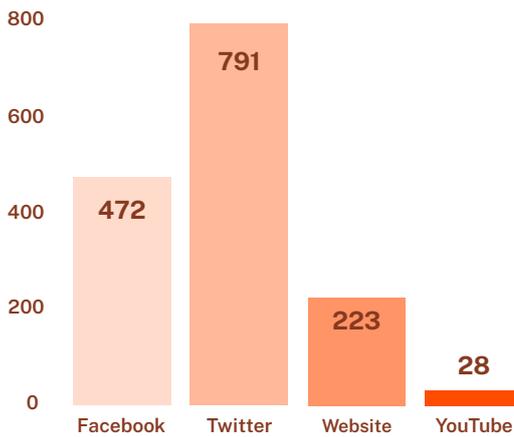
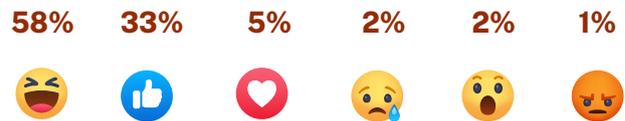


Figure 3.5 Distribution of mentions for Pacquiao by online platform

## FACEBOOK ENGAGEMENT

Interactions	Comments	Shares
1,459,913	249,198	66,330

Table 3.2 Level of engagement for facebook page posts on Pacquiao



## SENTIMENT GRAPH

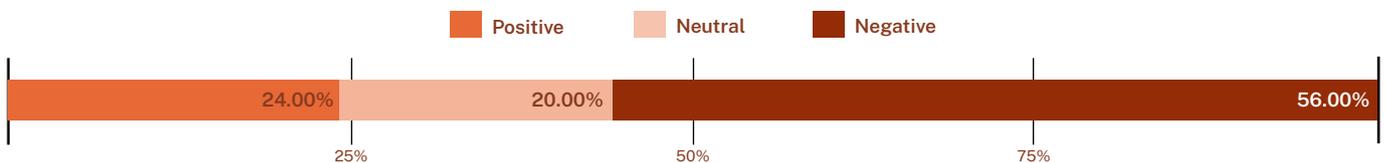


Figure 3.6 Sentiments on Pacquiao from Facebook comments

### Top Website Publisher



### Top Facebook Page Publisher



Despite his fame, Pacquiao had relatively low online mentions and engagement during the week of filing. 58% of interactions on Facebook were “haha” reacts, which are generally negative as it implies the candidate is not being taken seriously.

Most sentiments were negative, with many admitting to be fans of the boxer but not believing him to be up to the task of being president. Some highlight that Pacquiao is not as educated as his other opponents, and that he would be better suited as an athlete.

On the other hand, positive sentiments from his supporters argue that educational background should be overlooked because there are other qualities to look for in a leader. Many also support Pacquiao because his experiences growing up poor helps him understand what the average Filipino really needs.

# ISKO MORENO

*“Kailangan po natin ng pagkakaisa. Sama-sama natin gamutin ang bansa. Let us heal our country,”*

After his vocal criticisms towards the administration this past year, Pulse Asia surveys showed Manila City Mayor Isko Moreno to be one of the top presidential bets in Metro Manila and Luzon. He officially declared his intention to join the presidential race on September 22 under political party Aksyon Demokratiko. With prominent cardiologist Dr. Willie Ong as his running mate, Moreno laid out a platform to address the pandemic and “heal a divided country.”

Moreno continues to be a vocal against other leaders, holding a press conference the day after VP Robredo announced her own presidential bid to criticize her failing to unite non-administration candidates. This increased his mentions online, but with it came an increase in negative sentiments.

## PLATFORM BREAKDOWN

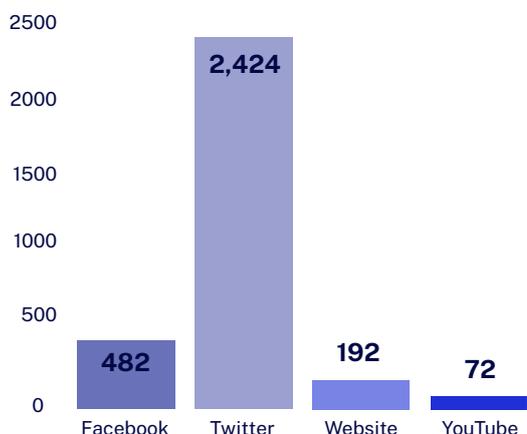


Figure 3.7 Distribution of mentions for Moreno by online platform

## FACEBOOK ENGAGEMENT

Interactions	Comments	Shares
2,389,999	595,738	124,068

Table 3.3 Level of engagement for Facebook page posts on Moreno



## SENTIMENT GRAPH

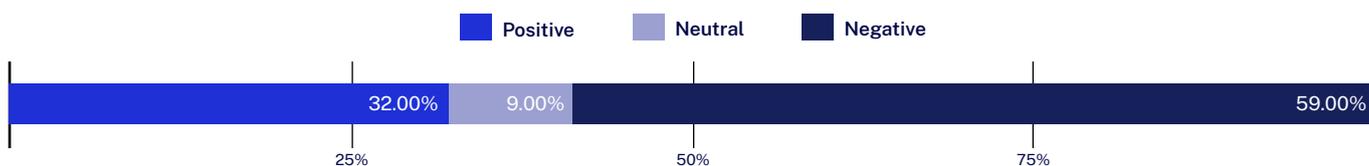


Figure 3.8 Sentiments on Moreno from Facebook comments

### Top Website Publisher



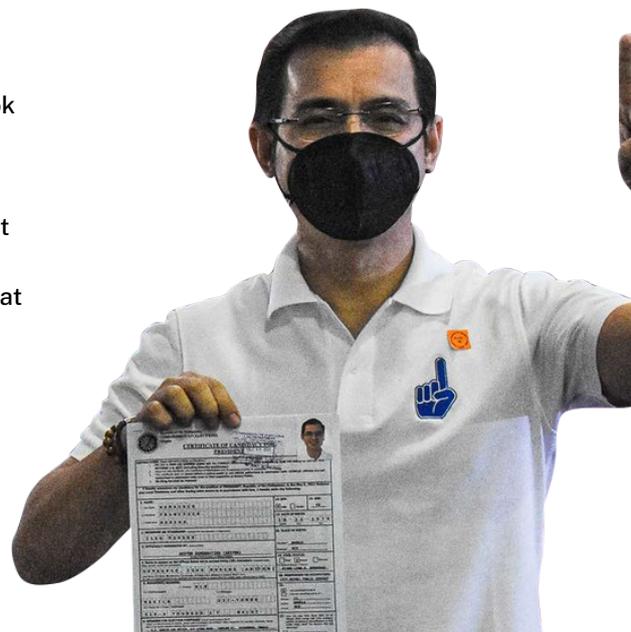
### Top Facebook Page Publisher



Isko Moreno’s strong online presence can be attributed to his active Facebook page, showing updates about his work in Manila and helping to sustain the support he had when he was elected as Mayor in 2019.

Upon filing his COC for presidency, however, many supporters expressed that they would have preferred for him to run for re-election or for the senate instead, believing it is too soon for him to run as president. Many also said that his presidential bid shows arrogance, while supporters of other candidates have criticized the way he speaks for being “dramatic” and ingenuine.

Those who expressed support for Moreno are impressed with what he has accomplished in Manila, happy with the platform he has presented, and believe him to be genuine in service because he grew up poor like most Filipinos.



# BONGBONG MARCOS

"I know that it's this manner of **unifying leadership** that can lead us through this crisis, get our people safely back to work for all of us to begin to live our lives once again."

After losing one of the closest vice presidential races in 2016, Former Senator Bongbong Marcos alluded to his desire to lead the country by actively protesting the results. This led to many supporters consistently pushing for Marcos to once again run in the upcoming national elections.

He officially declared his intention to run for Presidency on October 5, joining pro-Duterte party Partido Federal ng Pilipinas. He keeps his ties with the the Nacionalista and Kilusang Bagong Lipunan parties, who have both expressed support for his campaign.

## PLATFORM BREAKDOWN

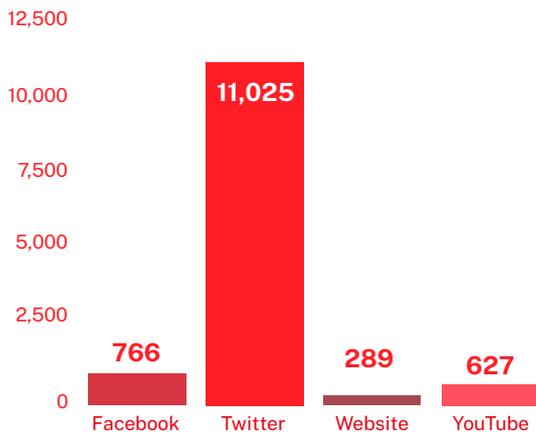


Figure 3.9 Distribution of mentions for Marcos by online platform

## FACEBOOK ENGAGEMENT

Interactions	Comments	Shares
6,973,884	1,124,002	323,959

Table 3.4 Level of engagement for facebook page posts on Marcos



## SENTIMENT GRAPH

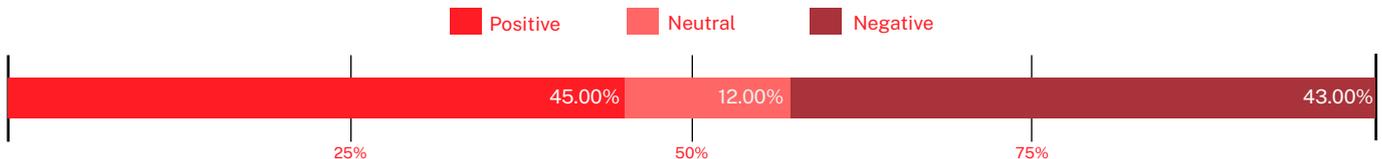
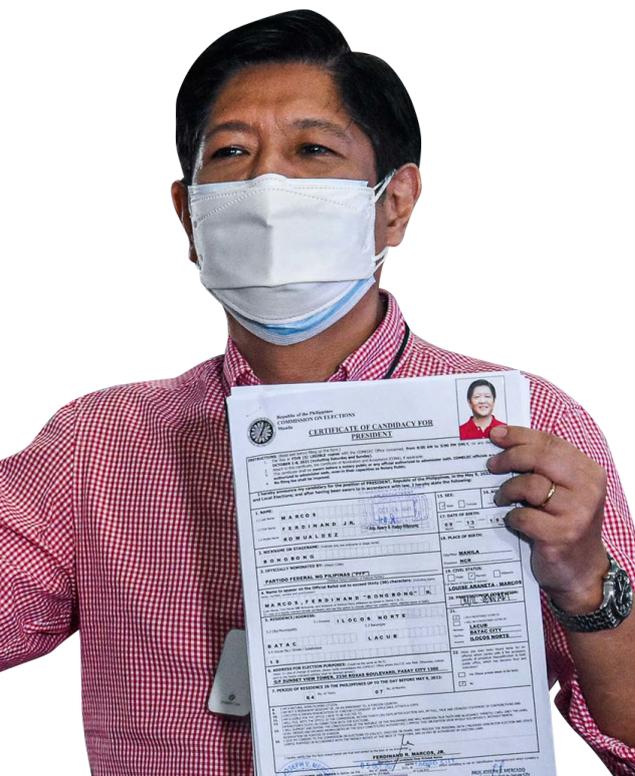


Figure 3.10 Sentiments on Marcos from Facebook comments



### Top Website Publisher



### Top Facebook Page Publisher



With the second-highest reach in mentions and engagement, posts about Marcos also had some of the most positive interactions with audiences on Facebook. His interactions were also more positive, with 71% being either "like" or "love" reacts.

Many Marcos supporters believe that the Philippines was economically thriving under Martial Law and that the Aquinos, as well as all other Presidents since then, have only worked to serve the elites in society. Many of these supporters also strongly express their hopes for a Marcos-Duterte ticket as they both leave the same strongman impression. Some have pointed to how well Marcos speaks, and how loyal he is to his family.

Those against Marcos' presidential bid believe that his win would erase the memory of the human rights violations during Martial Law and that Bongbong has done nothing significant in his time as a senator or congressman.

# LEODY DE GUZMAN

*“Marami ng tao ang nauumay na sa pagboto sa mga sikat at bilyonaryong mga kandidato na wala namang nagagawa pagkatapos ng eleksyon. Ayun yung pagasa ko...yung mga manggagawa.”*

Labor sector leader Leody de Guzman formalized his candidacy for president on October 6 under the Partido Lakas ng Masa, which focuses on workers rights. He aspires to be the country’s first socialist president.

He previously ran for the senate in 2019, where he and many other progressives failed to secure a single seat. While he has the support of many labor groups, much of the Philippine labor force remains unorganized.

## PLATFORM BREAKDOWN

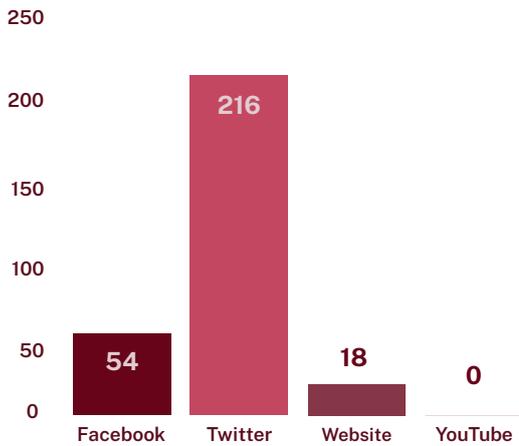
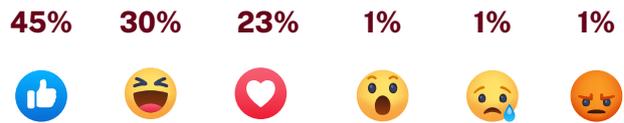


Figure 3.11 Distribution of mentions for De Guzman by online platform

## FACEBOOK ENGAGEMENT

Interactions	Comments	Shares
22,087	4,061	2,290

Table 3.5 Level of engagement for Facebook page posts on De Guzman



## SENTIMENT GRAPH

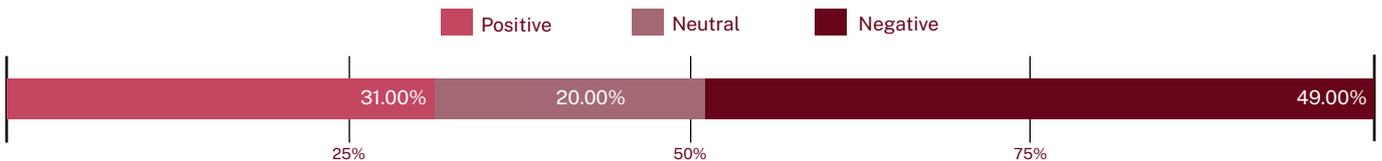


Figure 3.12 Sentiments on De Guzman from Facebook comments

### Top Website Publisher



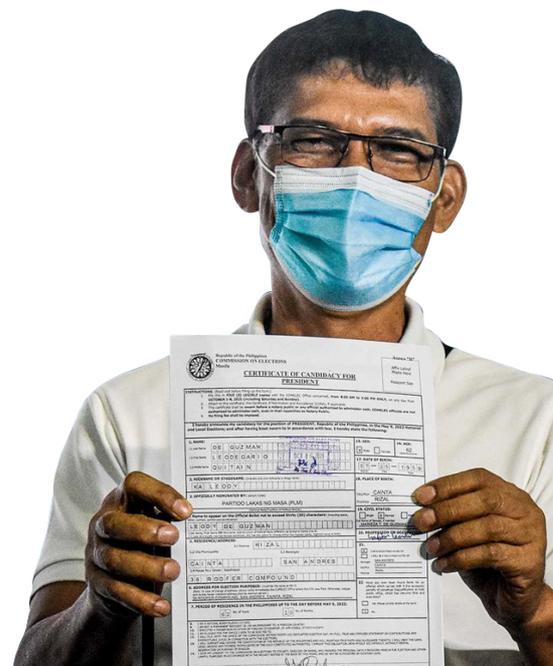
### Top Facebook Page Publisher



De Guzman had the least number of mentions and engagement among the seven candidates, showing his lack of resources in comparison to the other established political figures running for President.

Negative sentiments came from comments accusing de Guzman of being a communist, with links to the NPA. Many also called him a nuisance candidate.

Meanwhile, many showed support for a candidate representing the labor sector, and some others noted that they had voted for him in the 2019 senatorial race because of his background and advocacies.



# LENI ROBREDO

*“Buong-buo ang loob ko ngayon: Kailangan nating palayain ang sarili mula sa kasalukuyang sitwasyon. **Lalaban ako; lalaban tayo.** Buong bansa tayong tumungo sa isang kinabukasang mas patas at mas makatao.”*

With Vice President Leni Robredo placing sixth in the Pulse Asia surveys, many speculated whether she would be willing to campaign for a presidential bid come 2022. After increasing pressure from both supporters and the 1Sambayan coalition, Robredo officially declared her intention to run for the 2022 national elections and filed her COC on October 7.

She chose to run independently and stop using the LP-branded yellow, in favor of the color pink, while retaining her allies with the Liberal Party which she chairs.

## PLATFORM BREAKDOWN

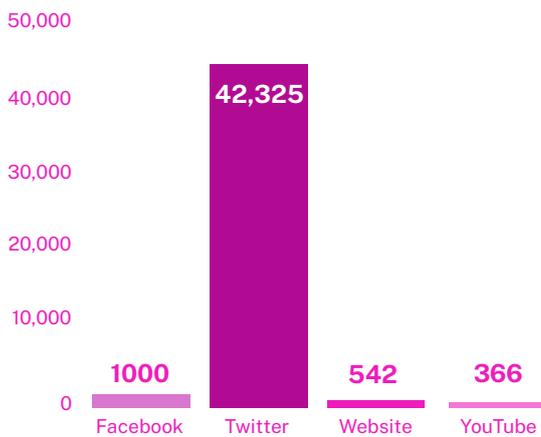


Figure 3.13 Distribution of mentions for Robredo by online platform

## FACEBOOK ENGAGEMENT

Interactions	Comments	Shares
15,985,848	2,697,793	729,932

Table 3.6 Level of engagement for Facebook page posts on Robredo



## SENTIMENT GRAPH

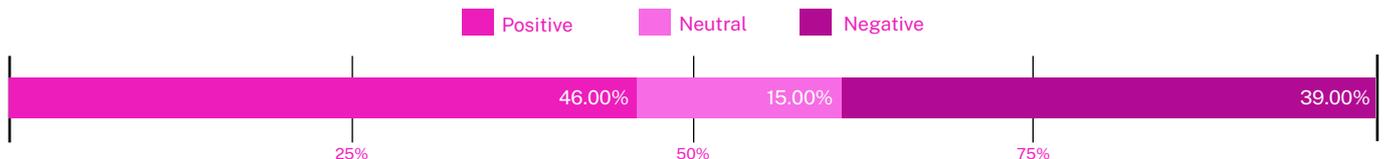


Figure 3.14 Sentiments on Robredo from Facebook comments



### Top Website Publisher



### Top Facebook Page Publisher



The volume of mentions for Robredo on the week of COC filing was the highest among all candidates, and comment sentiments were more positive. However, 47% of the interactions on page posts about Robredo were “haha” reacts, while 51% were either “love” or “like” reacts.

Positive sentiments came from vocal supporters who had already been hoping she would run before her official announcement, and many who were moved by her speech to build a strong opposition against authoritarian rulers.

Negative mentions came from hardcore Marcos/Duterte supporters who are unimpressed with her achievements or simply believe that Marcos is the best option and that he should have won the 2016 elections.

# BATO DELA ROSA

**“Walang ibang pwedeng makapagpatuloy sa legacy ng Duterte Administration kundi ako. ‘Yung laban sa droga, ‘yung sa krimen, sa kurapsyon, sa terorismo, sa anti-insurgency.”**

Senator and close Duterte ally Bato dela Rosa filed his COC 30 minutes before the October 8 deadline, admitting that he was ready to step down should Sara Duterte change her mind about the presidency. His running mate Bong Go was initially nominated by their party PDP-Laban as President, but refused, leaving the party without a standard bearer until dela Rosa stepped up.

President Duterte was also nominated by the party to be their vice presidential candidate, but instead announced his retirement from politics. This was allegedly due to a survey where 6 in 10 Filipinos said that his campaign would be against the spirit of the constitution. Duterte has since passively endorsed dela Rosa’s candidacy.

## PLATFORM BREAKDOWN

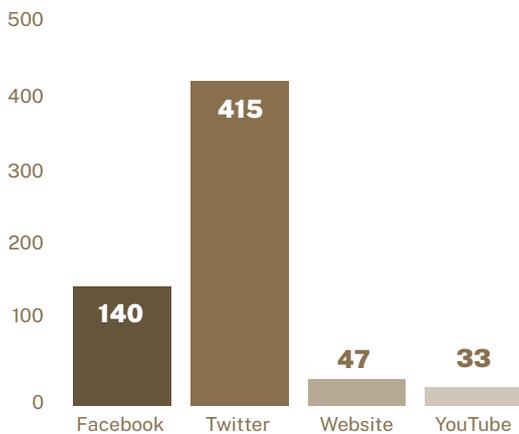
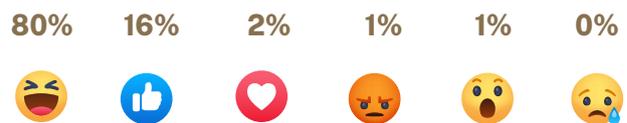


Figure 3.15 Distribution of mentions for dela Rosa by online platform

## FACEBOOK ENGAGEMENT

Interactions	Comments	Shares
1,783,338	223,048	256,415

Table 3.7 Level of engagement for Facebook page posts on dela Rosa



## SENTIMENT GRAPH

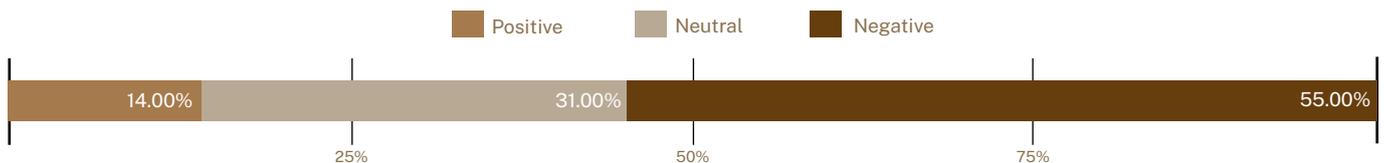


Figure 3.16 Sentiments on dela Rosa from Facebook comments

### Top Website Publisher



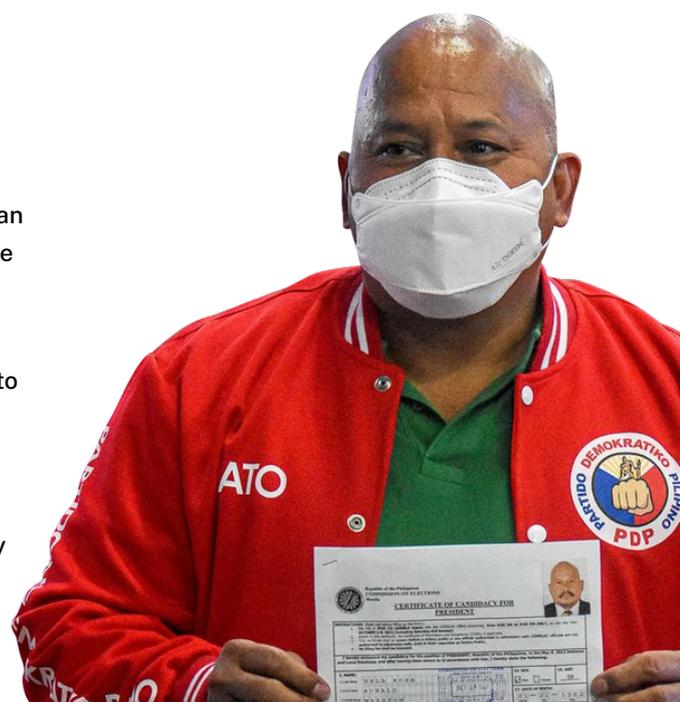
### Top Facebook Page Publisher



With a last minute announcement, dela Rosa had the lowest volume of online mentions for the week of filing. Still, he had more engagement than Lacson and Pacquiao as many of his followers are vocal supporters of the administration.

Most of these followers, however, expressed that they are supporting a Marcos or Sara Duterte presidency. 80% of interactions reacted “haha” to posts about his candidacy.

Positive sentiments come from Duterte supporters looking forward to seeing a continuation of the admin’s war on drugs and anti-corruption policies. There were not many criticisms against Bato himself, but plenty of comments believe his filing was only to give an opportunity for Sara Duterte to take his place by November 15.



# KEY TAKEAWAYS



Twitter was the most engaged online platform, but it remains to be a silo focused on only a handful of candidates.

Majority of Facebook users still tune in to announcements from official news sites, indicating the **influence and reach of mainstream media** even in social spaces. Further, while news online may be oversaturated compared to the limits of print or broadcast media, a lack of an online presence still indicates a lack of reach and general awareness.

Both online news sites and social media pages **covered the filing of Bongbong Marcos and Leni Robredo the most.**

While the candidates themselves have refrained from directly commenting on one another, **supporters on Facebook constantly discuss their political views in direct opposition.**

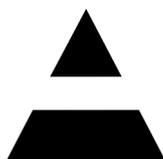
Candidates like Lacson and Moreno try to position themselves as the middle ground and better option **against the political elite.** Moreno, Pacquiao, and de Guzman also position themselves in opposition to the rich political elite.

Public sentiments seem to be shaped less by the actual stories posted by news outlets and more **by the smaller, private groups formed on social media, or what we call the “echo chamber.”** This can be seen in the similar messaging written by commenters for or against certain candidates, with some hashtags being formed even without candidates promoting them.

**Marcos supporters are the most vocal on Facebook,** with their sentiments penetrating the comment sections of all other candidates as well.

## WHAT'S NEXT

Impressions are bound to change as the senatorial line ups, platforms, and new alliances are rolled out in the coming weeks. By November 15, voters will have a clearer picture of who their options will be, and each candidate will have had more opportunities to make appearances on various media platforms. We will continue to monitor the pronouncements from each of the candidates, as we look into which plans will resonate the most with the public in our succeeding reports.



## ABOUT ALPAS

**ALPAS** is a proudly-Filipino company that champions love for country. It is a strategic communications and government relations consultancy that passionately discovers and executes creative and compelling solutions for its clients.

The **Dinggin: Halalan 2022** is the first of a series of reports on social media narratives and trends, which will hopefully provide context and insights for voters on the upcoming 2022 Elections.

### CONTACT US:

**Marzie Marzan**  
Co-founder & CEO  
+63 917 835 7305

[marzie@alpasconsultancy.ph](mailto:marzie@alpasconsultancy.ph)

**Patrick Duran**  
Head of Research & Analytics  
+63 945 133 6670

[pots@alpasconsultancy.ph](mailto:pots@alpasconsultancy.ph)