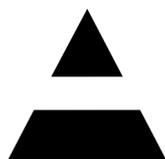


# D I N G G I N : HALALAN 2022

PART II

How Netizens Responded to the  
First Series of Presidential Interviews





# 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 second part of a special series focused on the upcoming 2022 Philippine National and Local Elections. This iteration dives into the impressions made by the five-leading presidential candidates after they engaged in two high-profile media interviews prior to the start of the official campaign season.

---

## Methodology

ALPAS monitored public mentions of five presidential candidates who were invited to the presidential interviews of Jessica Soho and Boy Abunda, namely: Manny Pacquiao, Isko Moreno, Ping Lacson, Bongbong Marcos, and Leni Robredo.

From 21-30 January 2022, all public posts mentioning the candidates on Facebook pages, Twitter, YouTube, and News Sites within the Philippines were monitored. Sentiments were culled from 6,000 randomly selected comments from Facebook page posts, with an even distribution across the five 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. The First Series of Televised Presidential Interviews .....	1
II. Volume of Mentions Across Online Platforms .....	5
A. Twitter	
B. Facebook	
C. Online News	
D. YouTube	
III. Candidate Messaging and Online Sentiments .....	12
IV. Final Takeaways .....	23

# PREFACE

The Philippines saw a spectacle of substitution in the weeks following the official filing of candidacies for the 2022 elections. Senator Bato dela Rosa withdrew his presidential candidacy on November 13, alongside his then-running mate Senator Bong Go. Go then launched his own short-lived presidential campaign before withdrawing completely a month later.

Most notably, Davao City Mayor Sara Duterte has now substituted the Vice Presidential candidacy for Lakas-CMD's Lyle Uy. As she had been the front-runner for all Presidential surveys prior to the filing of candidacies, her final decision to instead run in tandem with Presidential candidate Bongbong Marcos dramatically shifted the numbers of the December Pulse Asia Survey.

While 10 presidential candidates have been officially declared, only 5 of these names are able to pull more than 1% of votes in the polls. These are Senator Ping Lacson (4%), Senator Manny Pacquiao (8%), Manila Mayor Isko Moreno (8%), Vice President Leni Robredo (16%), and former Senator Bongbong Marcos (60%). In this latest survey, 3% of voters remain undecided.

## Candidate Standing in Pulse Asia Surveys

Without Sara Duterte as an option, Ferdinand “Bongbong” Marcos Jr. now takes majority of the votes in nationwide polls.

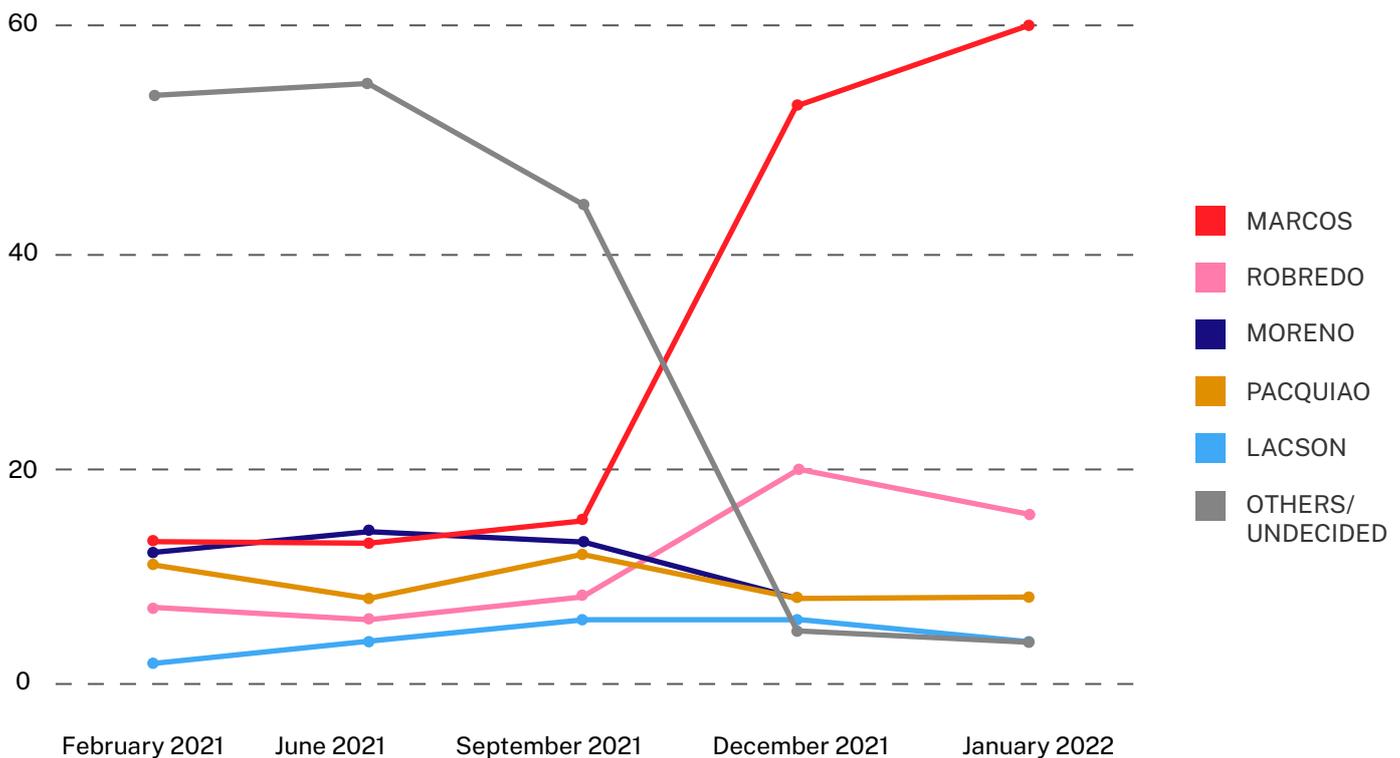


Figure 1.1 Comparison of Pulse Asia Election Surveys (February 2021, June 2021, September 2021, December 2021, January 2022)

Robredo's official filing of her candidacy resulted in a 12% increase in polling numbers in December. Meanwhile, both Pacquiao and Moreno — who had previously been polling around the same numbers as Marcos, saw big losses. Marcos continued to increase his pull in the latest survey, which was conducted from January 19-24 of this year.

Whether these candidates are able to sustain or improve their numbers is yet to be determined as the official campaign season ramps up before the May elections.

# **The First Series of Presidential Interviews**

One of the first major opportunities for media engagement came in the form of two broadcasted presidential interviews on the week of January 22-29. These interviews with award-winning broadcast journalist Jessica Soho and veteran TV host Boy Abunda went in-depth at each of the five candidates' personal history and campaign platforms.

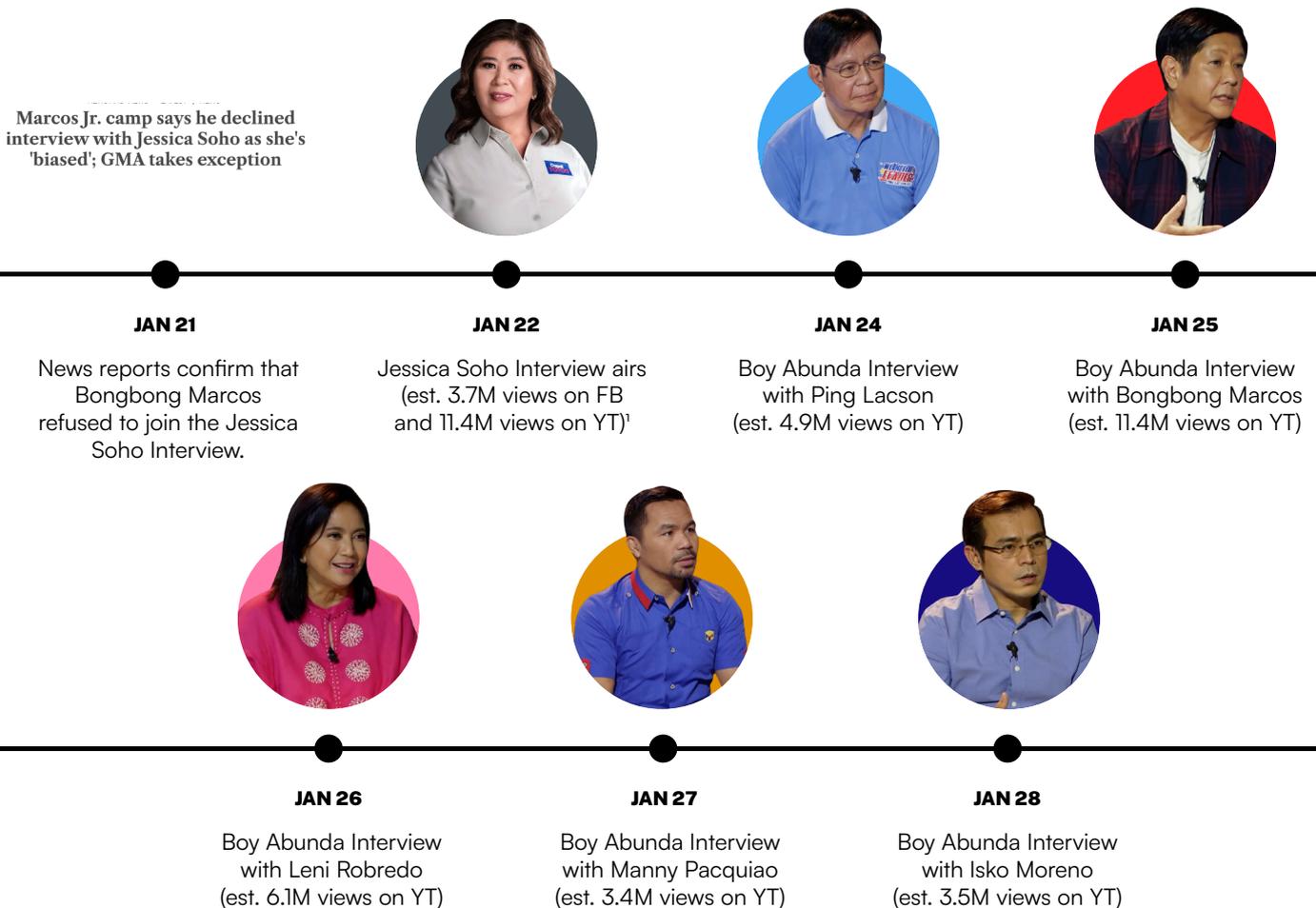
This iteration of the **Dinggin: Halalan 2022** report will analyze how each candidate was received in their respective interviews, and compare this reception with their first impressions upon their initial filing of candidacy last October 2021.

## Timeline of Interviews

The day before Jessica Soho's presidential interviews aired, it was confirmed to the media that Bongbong Marcos opted not to participate, claiming that Soho was biased against his family.

Jessica Soho had a two-and-a-half hour pre-taped program featuring individual interviews with Ping Lacson, Leni Robredo, Manny Pacquiao, and Isko Moreno on various campaign issues and personal controversies. The broadcast aired on GMA News TV, as well as on her official Facebook and YouTube channels on January 22, 2022.

Meanwhile, Boy Abunda's interviews were an hour-long per candidate, with each interview airing on a separate day from January 24-28 on YouTube and ABS-CBN's Kapamilya Channel. These videos were not directly uploaded to Facebook until a week later. Direct engagement on the Boy Abunda interviews is therefore significantly higher on YouTube compared to Facebook.



<sup>1</sup> Views as of February 7, 2022.

# Direct Engagement on Interview Videos

On YouTube, the individual Boy Abunda interview with Marcos gained more views than Jessica Soho’s presidential interview with the four other candidates. However, combining total views between YouTube and Facebook shows that about the same number of Filipinos watched either video, with 3.7M of the views on the Jessica Soho interview coming from Facebook alone. Still, **Marcos’ solo-interview has far more views across both platforms than any other candidate.**

It should be noted that Jessica Soho’s program was also aired on broadcast television, which 91% of Filipinos use to get political information<sup>2</sup>, whereas Boy Abunda’s interviews were contained to YouTube, Facebook, and a paid subscription service.

## On YouTube, there were more views on Marcos’ solo interview with Boy Abunda than on Jessica Soho’s interview with the other four candidates

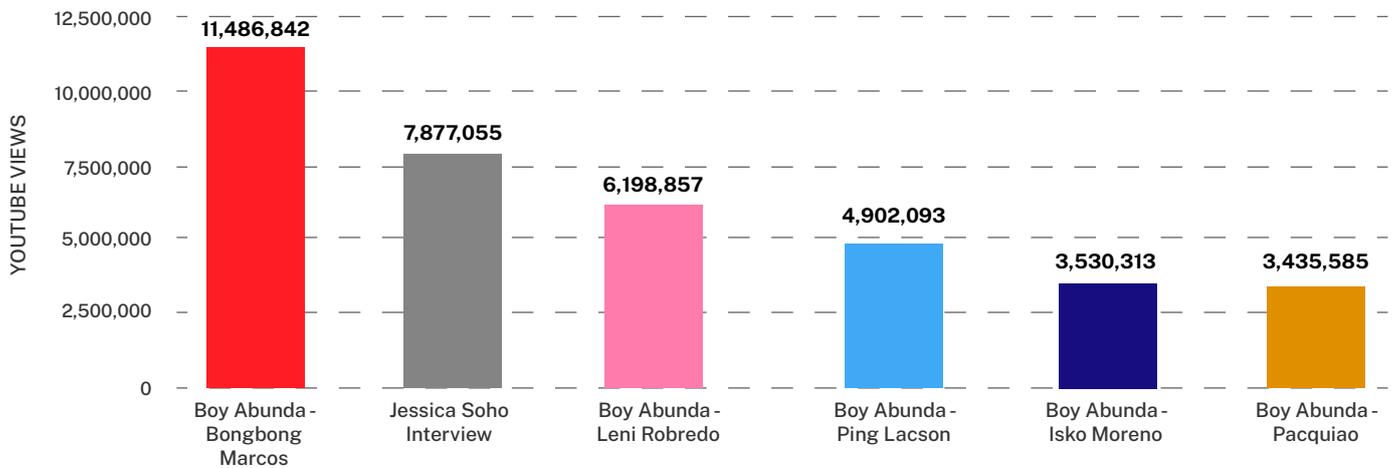


Figure 1.2 Comparison of YouTube views per presidential interview (as of February 7, 2022)

## On Facebook, Jessica Soho’s interview had another 3.7M views. Meanwhile, Boy Abunda’s interviews only had about 100,000 collective views

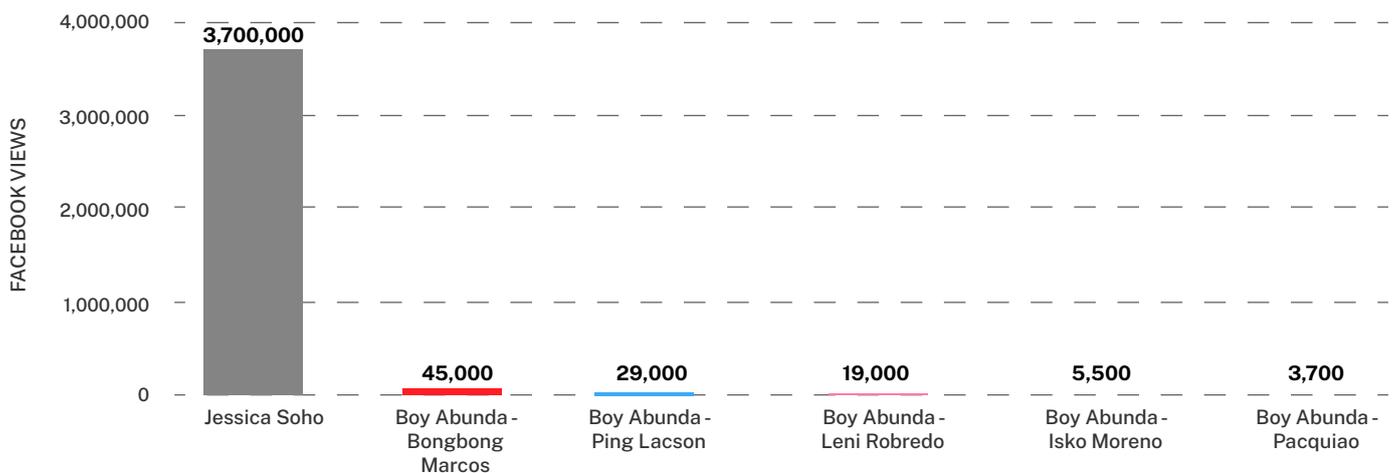


Figure 1.3 Comparison of Facebook views per presidential interview (as of February 7, 2022)

<sup>2</sup> Nationwide Survey on News Sources and Use of the Internet, Social Media, and Instant Messaging Applications — Pulse Asia Research Inc.

Combined views on the platforms show that there were more about as many views on the Jessica Soho interview and the Boy Abunda interview with Marcos.

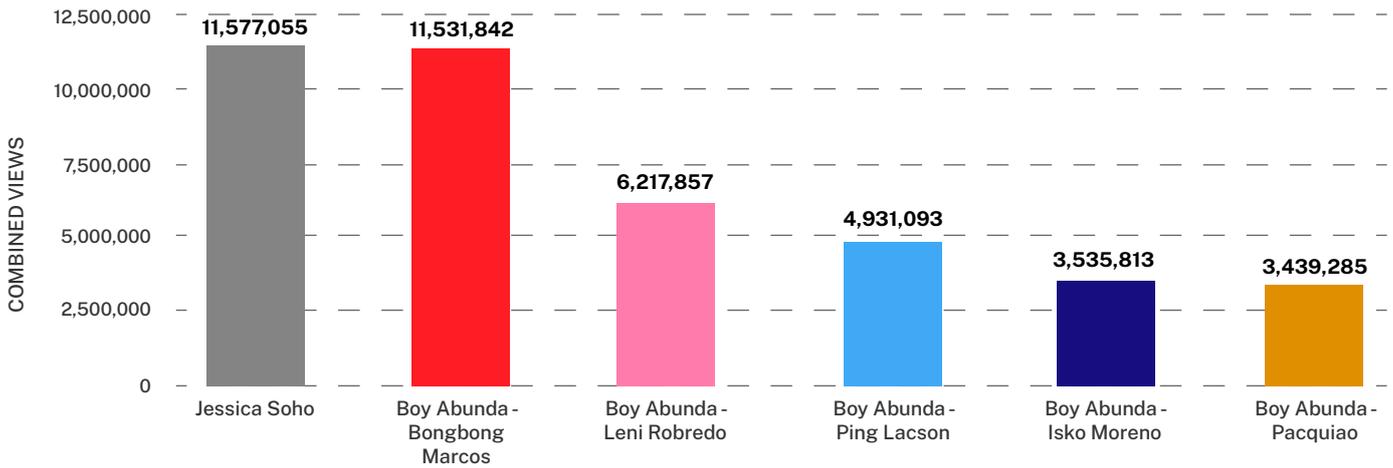


Figure 1.4 Comparison of combined Facebook and YouTube views per presidential interview (as of February 7, 2022)

Based on these views, it seems that Filipinos choose to stay in their candidate echo chambers even when provided with equal opportunity to view the platforms of other candidates. Those who have already decided their votes seem to only watch content about their selected candidate, as seen with the proportion of views across Boy Abunda’s one-on-one interviews. Lacson seems to have benefited from having his interview air first, as he had more views than both Moreno and Pacquiao who poll higher in the surveys.

Further, engagement was much higher on the individual interview videos than on the single Jessica Soho interview featuring four of the candidates. Reacting on Facebook has become a way to show either support or disdain for a specific candidate, and comment sections are saturated with confident testimonials of support instead of actual discussion points on the content of the video.

## Engagement is highest on Marcos’ individual interview with Boy Abunda.

Viewers were more engaged on interviews of individual candidates compared to the multi-candidate interview with Jessica Soho

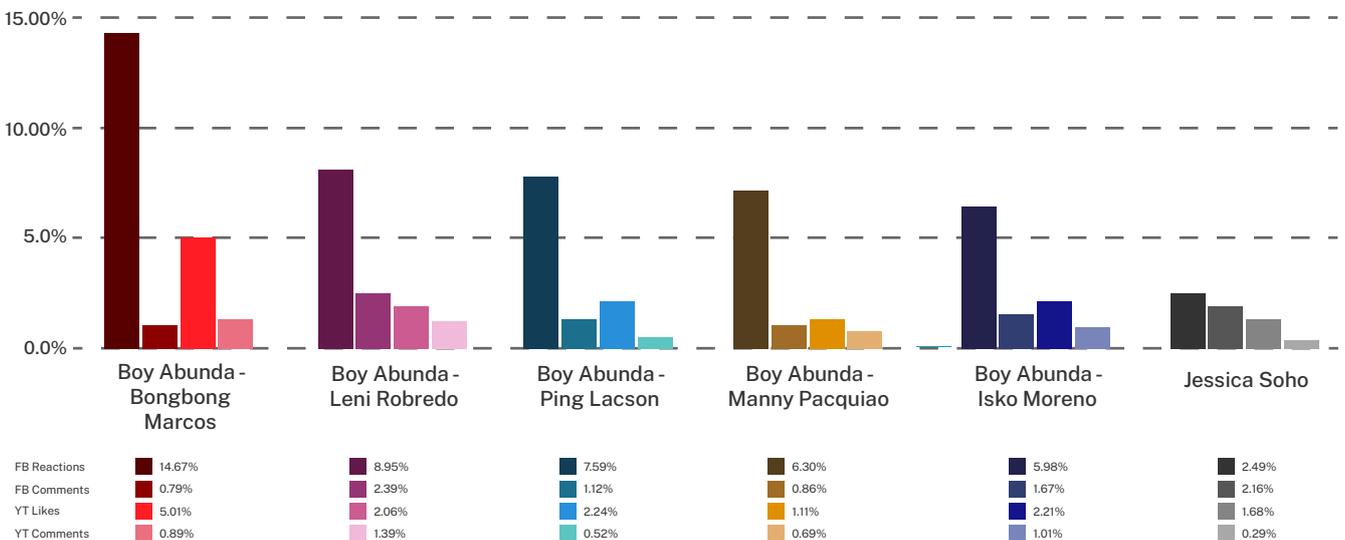


Figure 1.5 Engagement rates on Facebook and YouTube per presidential interview (as of February 7, 2022)

# Volume of Mentions

From 21-30 January 2022, all public posts mentioning the candidates on Facebook pages, Twitter, YouTube, and news sites within the Philippines were monitored.

In general, online users were very engaged in discussions over the five candidates during the week of the interviews, doubling the amount of online mentions during the initial week of candidacy filing last October. Robredo and Marcos continue to have the largest share of voice across all platforms, with Robredo holding a higher volume of mentions specifically due to Twitter, where only 8% of social media users in the Philippines have an account. Without Twitter, Marcos has a slight lead in total mentions, and all other candidates have a much higher share of voice.

## While Robredo and Marcos still have the highest share of voice across all platforms, they have far less of a duopoly on online mentions without Twitter.

**Total Mentions across all platforms**

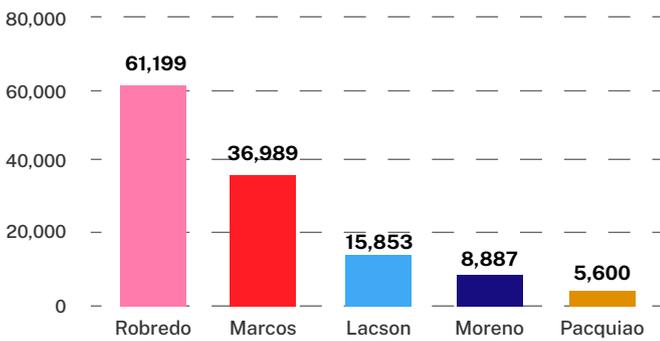


Figure 2.1 Total Volume of Mentions per candidate across Facebook pages, Twitter, YouTube, and News Sites from Jan. 21-30, 2022.

**Total Mentions without Twitter**

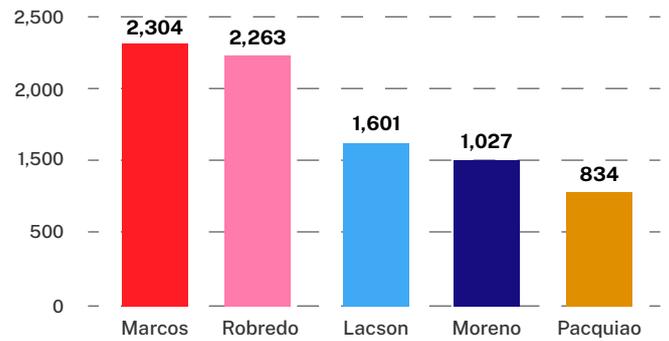


Figure 2.2 Total Volume of Mentions per candidate across Facebook pages, YouTube, and News Sites from Jan. 21-30, 2022.

## Lacson is the only candidate to significantly increase his share of voice from last October, now surpassing both Moreno and Pacquiao in daily average online mentions.

While Robredo still has the most mentions across all platforms, all other candidates were able to raise their online share of voice from October

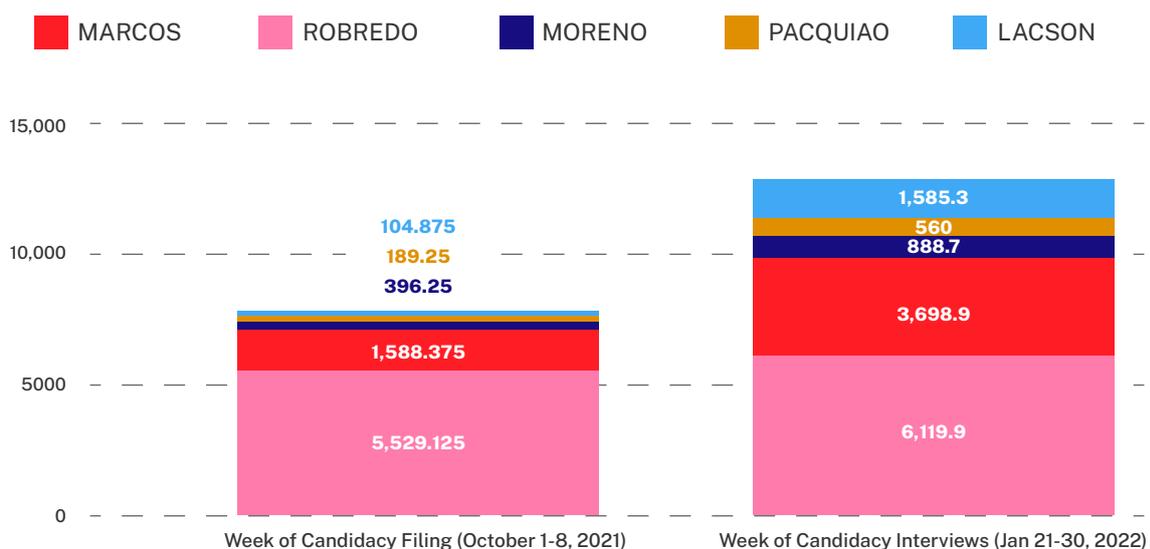


Figure 2.3 Comparison of Average Daily Online Mentions per candidate across Facebook pages, Twitter, Youtube, and News Sites (October 1-8, 2021 vs Jan. 21-30, 2022).

A total of 128,528 mentions were monitored across all platforms, but 93% of these were from Twitter. This continues the trend we noticed last October, when the platform exploded with support for Robredo as she announced her intention to run for president.

## Twitter continues to take up the bulk of online mentions among all platforms.

93% of online mentions during week of interviews came from Twitter alone.

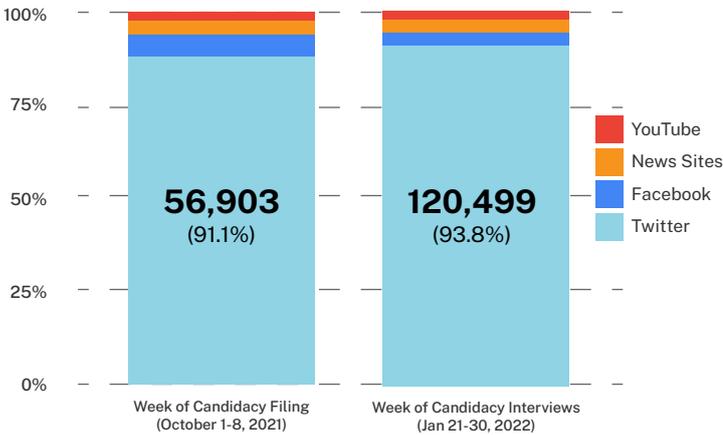


Figure 2.4 Distribution of total mentions by platform (October 1-8, 2021 vs Jan. 21-30, 2022).

On Twitter, Robredo and Marcos continue to dominate mentions among candidates.

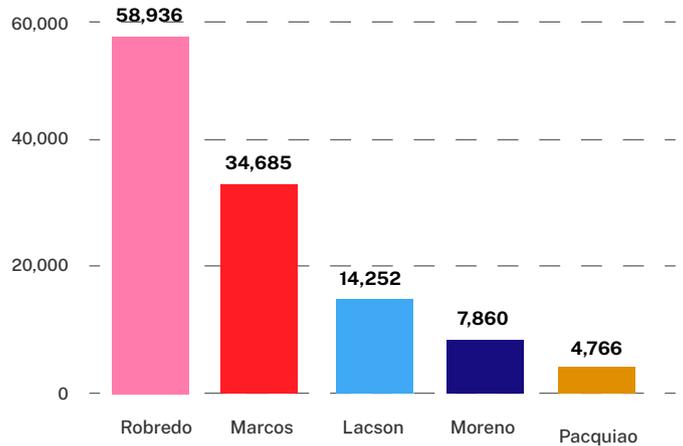


Figure 2.5 Distribution of Twitter mentions by candidate (Jan. 21-30, 2022).

All other candidates had a higher presence on the platform compared to last October, with Robredo actually not increasing much in average daily mentions. Still, Robredo takes up 50% of relevant mentions on Twitter.

Robredo's share of voice went from 75% to 50% despite having the most mentions due to other candidates increasing in Twitter mentions.

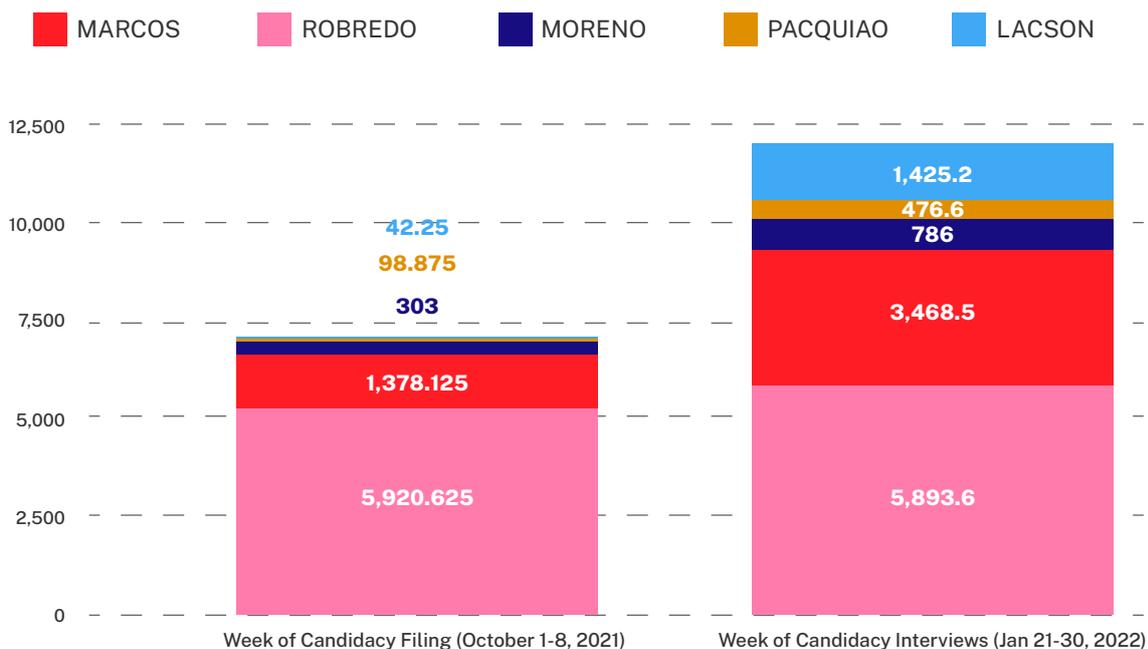


Figure 2.6 Comparison of Average Daily Online Mentions per candidate across Twitter (October 1-8, 2021 vs Jan. 21-30, 2022).

Robredo also leads in mentions on YouTube, with an 80% increase in mentions from the week of candidacy filing. This is a significant change to last October where Marcos had by far the highest mentions on the platform where 57% of social media users in the Philippines have an account<sup>3</sup>.

**Robredo and Marcos are also the highest in YouTube mentions.**

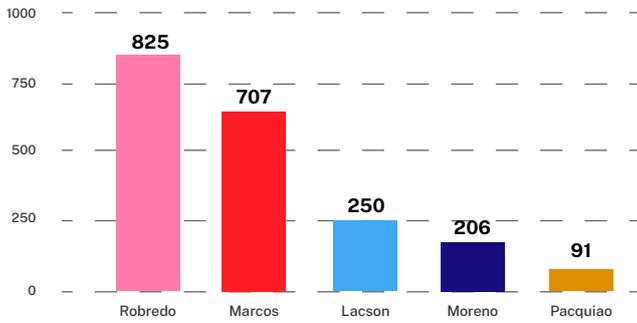


Figure 2.7 Distribution of YouTube mentions by candidate (Jan. 21-30, 2022).

**Robredo’s YouTube mentions increased, giving her about an equally dominant share of voice with Marcos.**

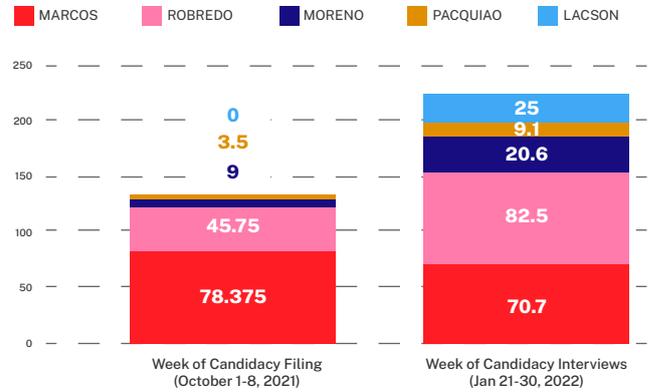


Figure 2.8 Comparison of Average Daily Online Mentions per candidate across YouTube (October 1-8, 2021 vs Jan. 21-30, 2022).

Robredo and Marcos’ popularity online is only challenged by Lacson, who received the third highest volume of mentions by Facebook pages. His more than double increase in mentions, however, was partially fueled by Lacson’s statements responding to both Marcos and Robredo.

Neither Moreno nor Pacquiao made direct comments against Marcos and Robredo this week, and both have almost half their mentions. Facebook remains to be the most popular social media platform in the country, with 99% of Filipino social media users having an account on the platform<sup>4</sup>.

**On Facebook, Lacson is able to challenge Robredo and Marcos’ lead in mentions.**

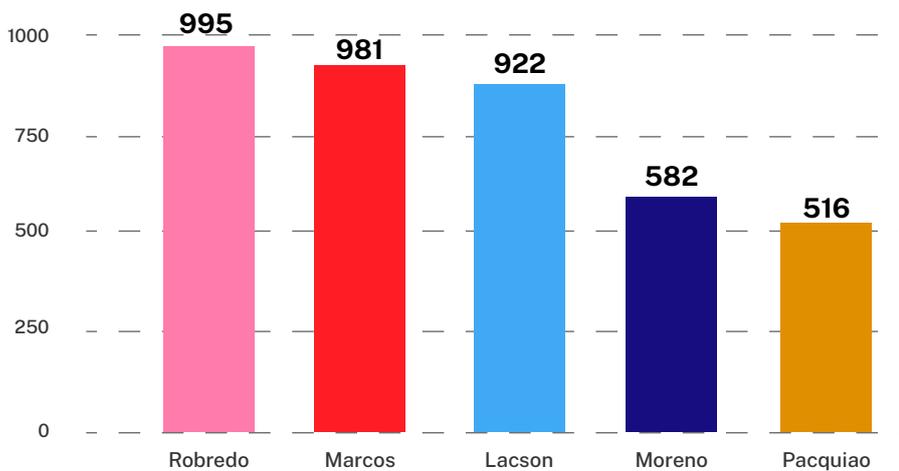


Figure 2.9 Distribution of Facebook Page mentions by candidate (Jan. 21-30, 2022).

<sup>3</sup> Nationwide Survey on News Sources and Use of the Internet, Social Media, and Instant Messaging Applications — Pulse Asia Research Inc.

<sup>4</sup> Nationwide Survey on News Sources and Use of the Internet, Social Media, and Instant Messaging Applications — Pulse Asia Research Inc.

**Only Lacson significantly grow in Facebook mentions compared to the week of candidacy filing**

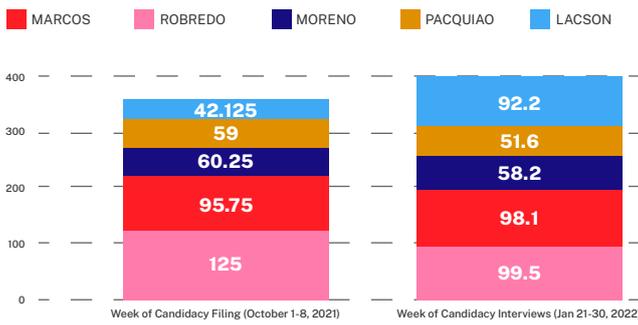


Figure 2.10 Comparison of Average Daily Online Mentions per candidate across Facebook Pages (October 1-8, 2021 vs Jan. 21-30, 2022)

**On the day of the Jessica Soho interview, Lacson had the most mentions by Facebook pages while Marcos had the least.**

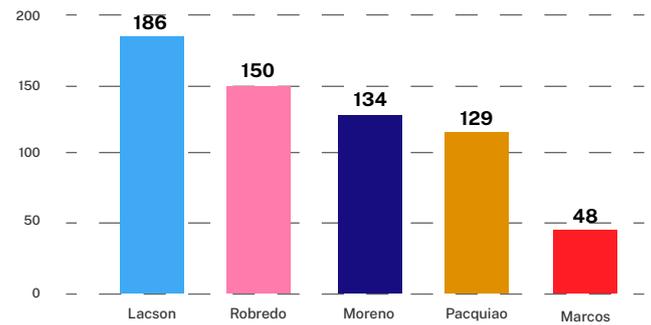


Figure 2.11 Distribution of Facebook Page mentions by candidate (Jan. 22, 2022).

Most Facebook mentions came from mainstream news outlets, As Facebook pages made several posts quoting the candidates from their respective interviews, Marcos had the least amount of posts on the day the Jessica Soho interview aired.

However, Marcos’ increase in mentions came from other events throughout the week, such as his comments against Jessica Soho’s objectivity and the Commission of Election (COMELEC)’s public comments about his then-ongoing disqualification case. Inquirer and News5’s Facebook pages, who had almost 300 posts on the candidates during the week of interviews, had most of their stories focused on Marcos.

Other outlets also continue to focus on either Marcos or Robredo over other candidates. Exceptions to this are GMA Public Affairs (a second GMA page) which focused its coverage on the Jessica Soho interview, and Abante News Online which heavily skewed towards posting about Ping Lacson.

**Distribution of FB Page Mentions (top 10 FB page posters)**

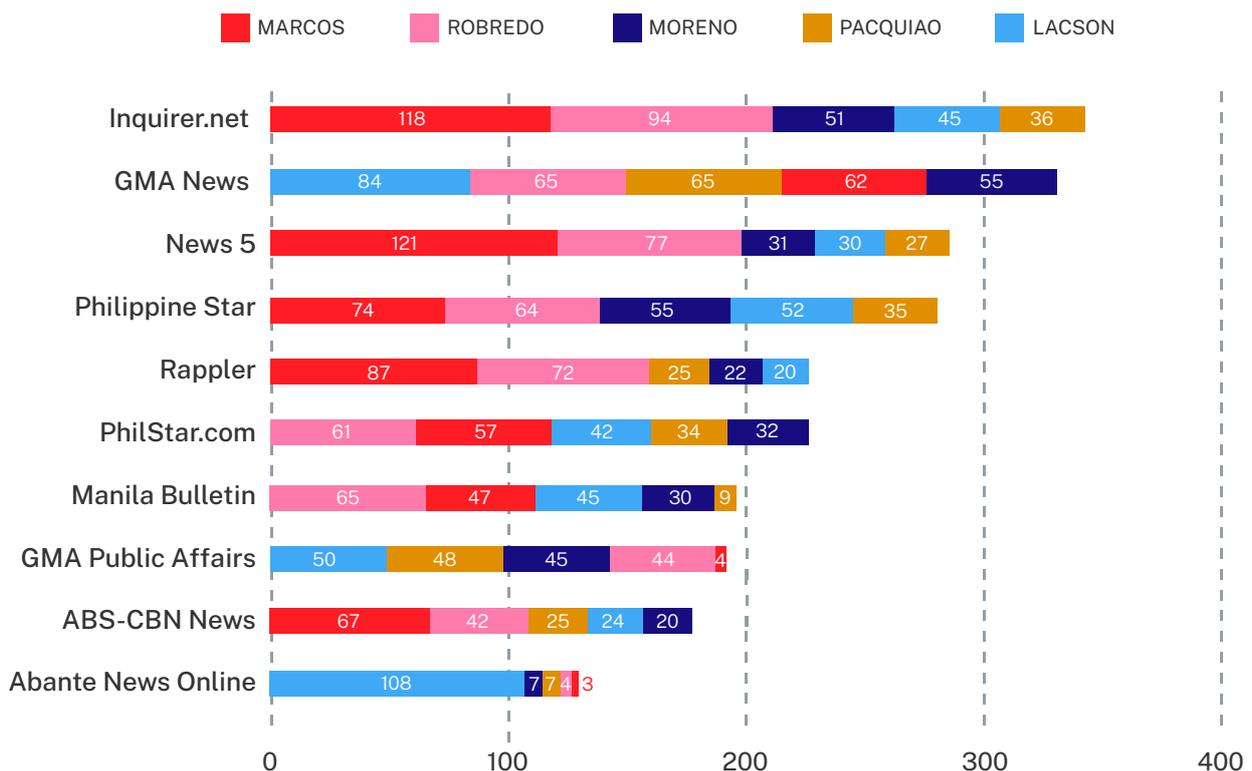


Figure 2.12 Distribution of candidate mentions by Facebook page among the 10 most frequent publishers. (Jan. 21-30, 2022)

On websites, news outlets also published more stories about Marcos than the other candidates. These can also be attributed to news of his refusal to join the Jessica Soho interview and the COMELEC statements surrounding his then-active disqualification case.

As with Facebook, Lacson was mentioned on a high amount of news headlines after he defended Jessica Soho's integrity as a journalist. Meanwhile, Robredo's peak in mentions was the day after her Boy Abunda interview, and neither Moreno nor Pacquiao saw any strong peaks in mentions.

## Both Marcos and Lacson increased in mentions on news sites, while Robredo saw a 35% decrease compared to when she first announced her candidacy.

Marcos had the highest news mentions of the week, mainly due to his controversial statements against Jessica Soho's reputation

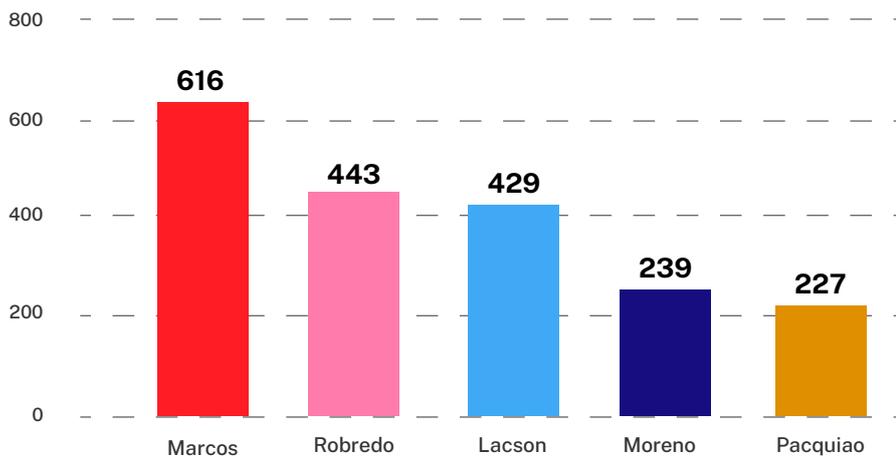


Figure 2.13 Distribution of News Site mentions by candidate (Jan. 21-30, 2022).

Marcos peaked thrice this week: after his camp claimed Jessica Soho to be biased, after his Boy Abunda interview, and after COMELEC officials made public their opinions on his disqualification cases.

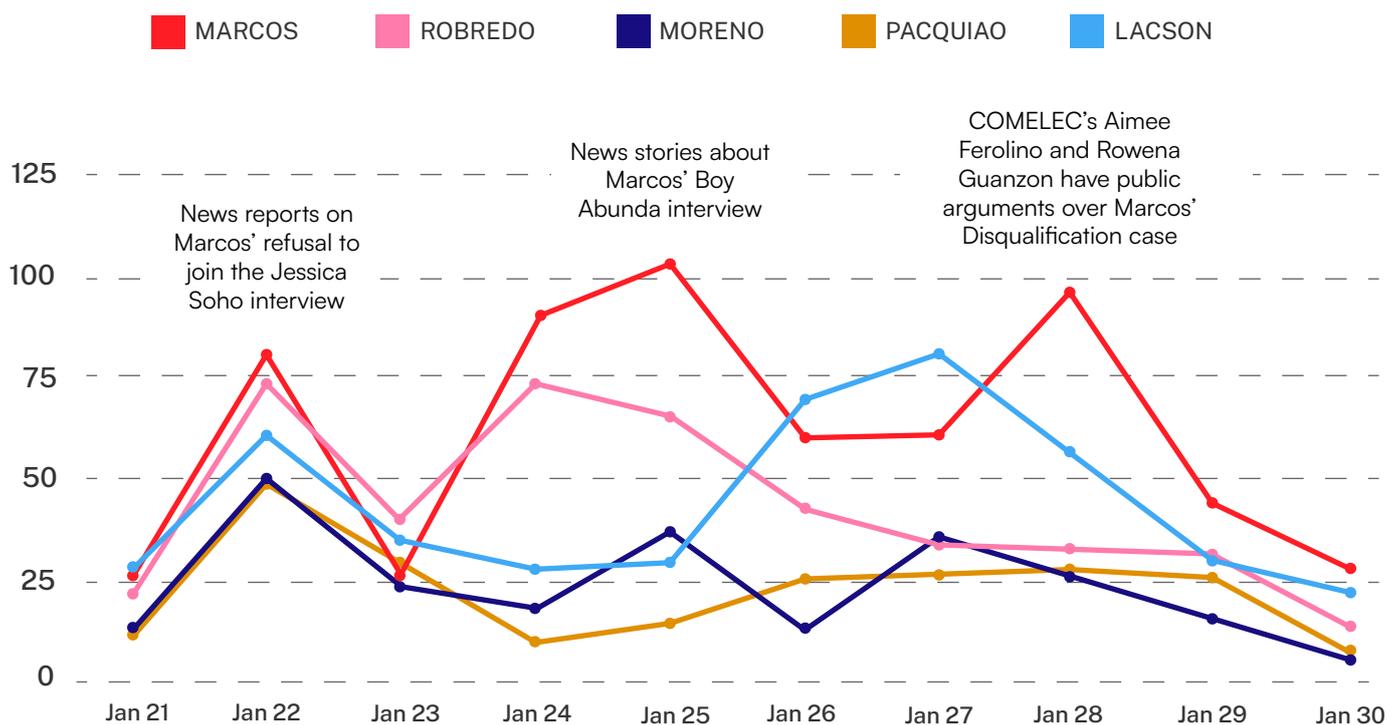


Figure 2.14 Timeline of News site mentions by candidate (Jan. 21-30, 2022).

Marcos and Lacson’s mentions in news sites were double the amount they had during the week of candidacy filing, while Robredo’s mentions decreased by 35%.

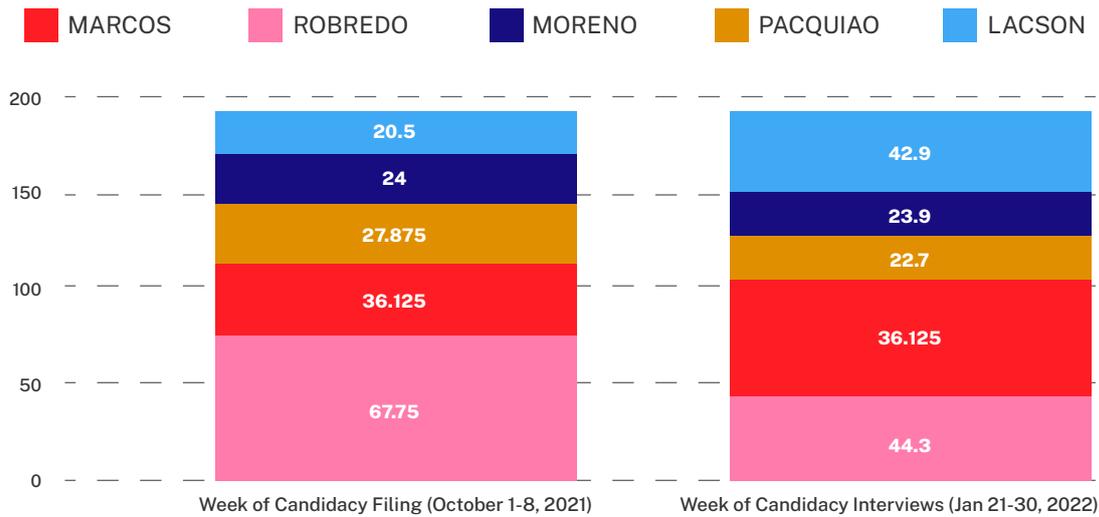


Figure 2.15 Comparison of Average Daily Online Mentions per candidate across News sites (October 1-8, 2021 vs Jan. 21-30, 2022).

GMA, who had the most news article mentioning the candidates this week was fairly equal in their distribution of mentions. Abante’s stories for the week were heavily skewed towards Lacson, while all other top news sites were slightly skewed towards headlines with Marcos.

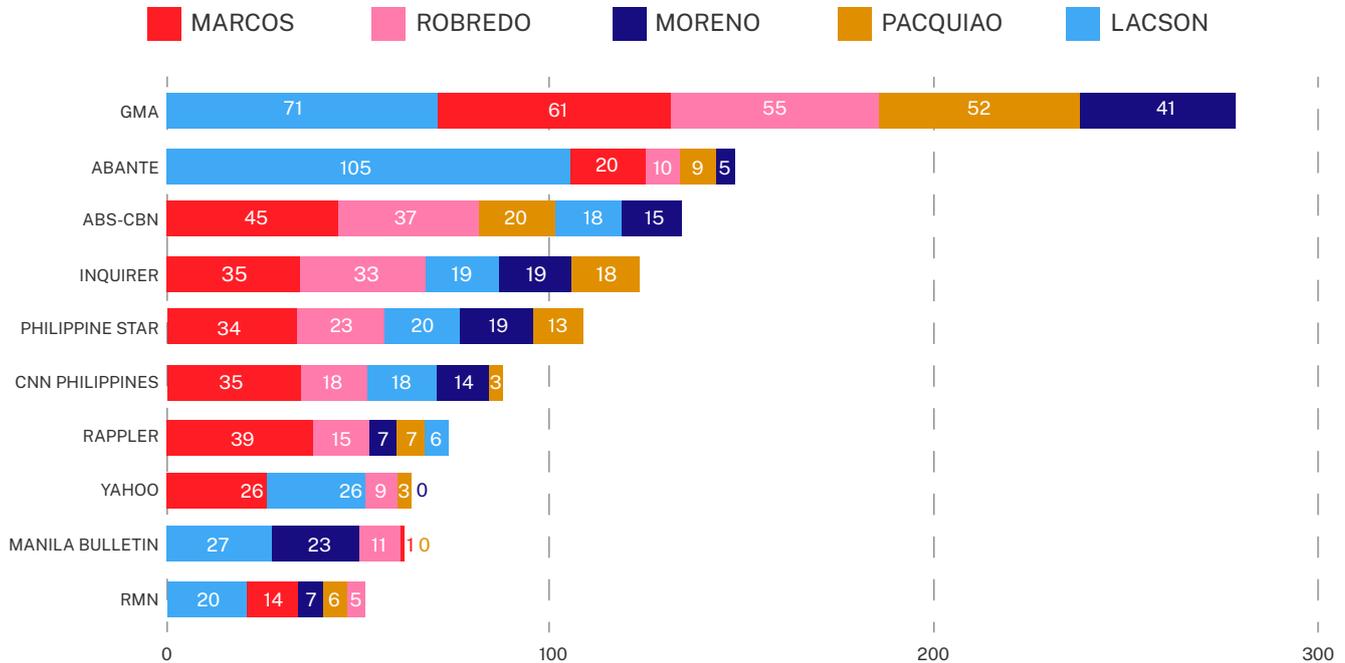


Figure 2.16 Distribution of candidate mentions by News Sites among the 10 most frequent publishers. (Jan. 21-30, 2022)

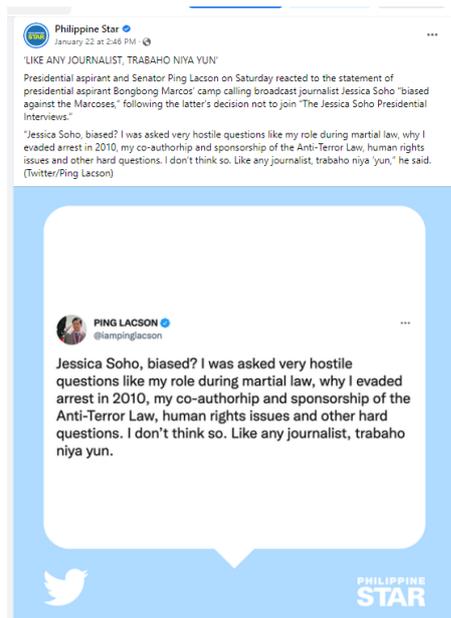
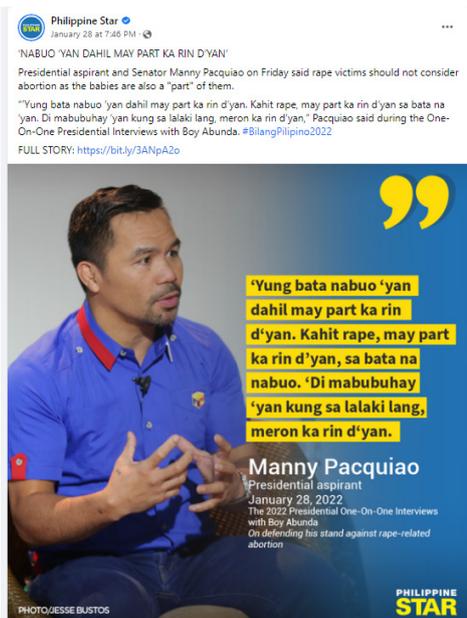
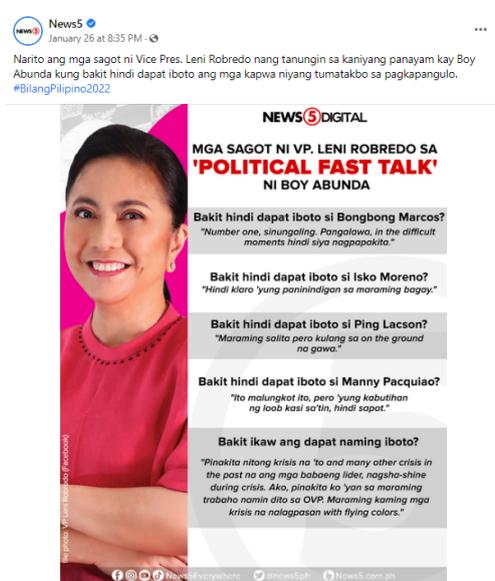
# **Campaign Messaging and Public Sentiments**

# TOP POSTS FOR THE WEEK

The most-engaged posts were from Facebook pages covering the candidates' interviews.

Towards the end of each of Boy Abunda's interviews, he asked the candidates to explain why Filipinos should not vote for each of their competitors. Art cards summarizing Robredo and Moreno's answers gained high traction, as audiences had strong reactions to such a contentious question. Similarly, Pacquiao's response to a question on rape-related abortion is what earned him the most traction as his statements were found to be highly controversial.

Marcos and Lacson, however, did not get as much traction from their interviews. Instead, the news of Marcos declining to participate in the interview was his most-engaged post, while a post about Lacson's tweet defending Jessica Soho's integrity likewise had high traction.



# SENTIMENT COMPARISON

Based on their most engaged Facebook posts, Robredo and Marcos continue to be the most divisive candidates. Both have the highest engagement rates, but with plenty of negative reactions and comments on each post.

The “haha” reaction on Facebook has consistently been used in posts about the candidates to signify a user dismissing the subject of the post. Compared to the “angry” reaction, “haha” implies that the user isn’t taking the candidate seriously.

For example, under the post showing Robredo’s answers to Boy Abunda’s ‘fast talk’, comments imply that her answers are only for the amusement of the public as she has no actual chance of winning. Many of these comments also imply that nothing she says will change their mind, as they have already decided to vote for Marcos.

Meanwhile, many comments under the post about Marcos declining to join Jessica Soho’s interview are from users laughing at him for alleged cowardice. **Most Marcos and Robredo supporters refuse to entertain the thoughts and actions of either candidate seriously.**

Comparitively, Pacquiao’s top post gained both “haha” and “angry” reactions, as many took his statements against abortion seriously, and actually discussed the issue in the comments, calling him “narrow-minded”. Lacson also stands out for having the least amount of “haha” reactions. Despite his statement being a slight against Marcos’ comments about Jessica Soho’s integrity as a journalist, the post did not seem to attract the usual vitriol from Marcos-supporters.

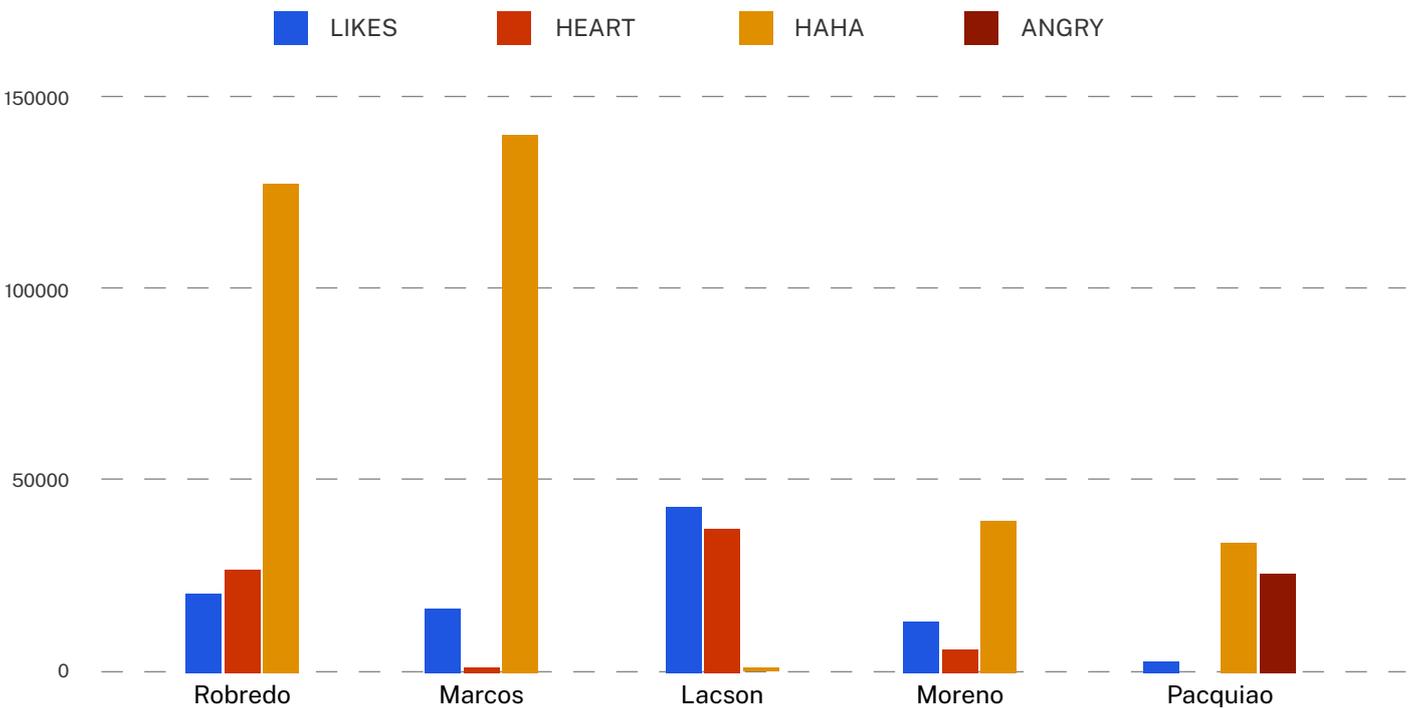


Figure 3.1 Comparison of reactions to top Facebook posts per candidate (Jan. 21-30, 2022)

Overall online impressions also show that Lacson had the biggest improvement from October, with a 32% drop in negative sentiments.

**A random selection of 1,200 Facebook comments per candidate were analyzed and sentiment-tagged to compare online impressions.**

**While each candidate now has a good share of vocal supporters online, Lacson stands out for losing a significant percentage of negative sentiments that he had when he first filed his candidacy.**

In October, Marcos and Robredo clearly had the highest positive sentiments on Facebook.

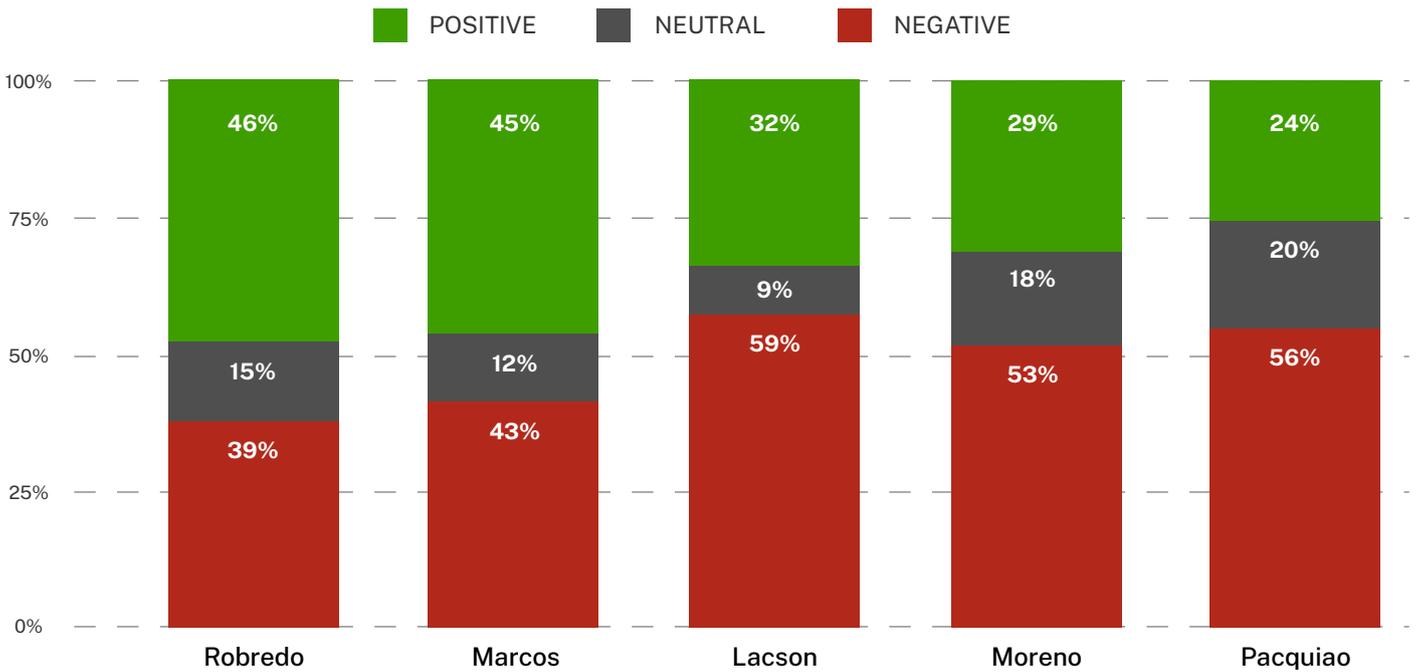


Figure 3.2 Comparison of sentiment graphs per candidate (Oct. 1-8, 2021)

In January, sentiments were mostly unchanged among the candidates, except for Lacson who had a significant shift away from the negative comments.

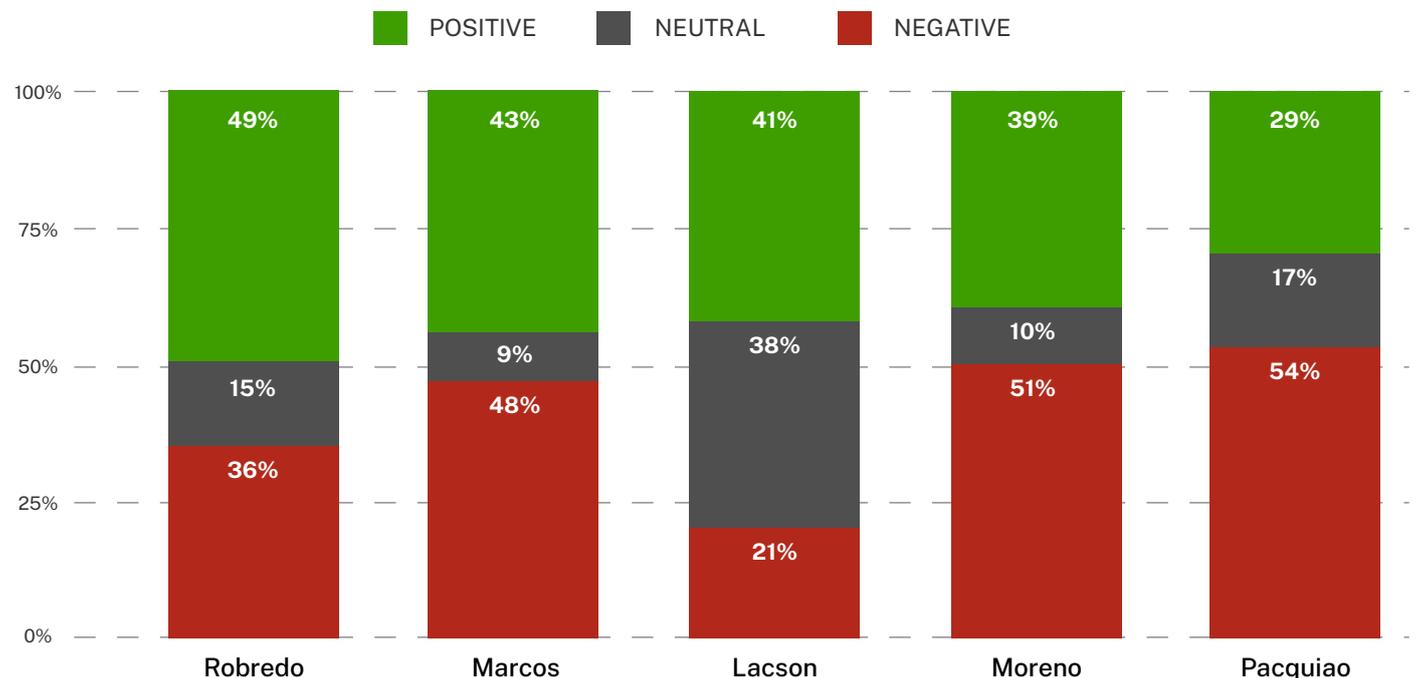


Figure 3.3 Comparison of sentiment graphs per candidate (Jan. 21-30, 2022)

Generally, all positive sentiments were from supporters sharing why they believe their candidate had the best responses to the interview questions. However, Marcos' supporters were headstrong about their belief that Marcos is the best candidate regardless of the platforms discussed. Due to his high performance in the polls, many also believe that debates over presidential platforms are useless.

Most negative sentiments were also clearly from supporters of other candidates. For example, Lacson, who had only 21% of his comments tagged negative, earned these from Robredo supporters reiterating the notion that he has not accomplished as much in his long political career after he rebutted Robredo's answer to why voters should not elect him as president.

Many also shared the sentiment that the best candidates for presidency should not have responded to Boy Abunda's fast talk questions, as it results in negative campaigning. For this reason, Robredo's answers continued a narrative that her platform exists solely to counter Marcos/Duterte's leadership.

## PLATFORMS AND STANCES ON NATIONAL ISSUES

In observing the interviews, all five candidates seem clearly aware of current issues plaguing the country. While none of the campaign platforms are as drastic as President Duterte's promise to end drugs in six months, each candidate does seem to echo certain themes in their responses.

- **Pacquiao** tends to reiterate his poor upbringing and **understanding of common Filipino problems**, while having broader ideas on how to solve certain issues.
- **Moreno** tends to reiterate his **achievements as Manila City Mayor**, emphasizing its scalability to the country.
- **Lacson** tends to reiterate the **importance of strong leadership and the problem of corruption** as a core part of many issues.
- **Robredo** tends to reiterate her **achievements in the Office of the Vice President**, while giving a lot of executional details in her plans.
- **Marcos** tends to reiterate the need for a **vision of peace and unity**, sharing less details but with concrete ideas for each solution.

None of the platforms are particularly unique, and many candidates share the same ideas for addressing some of our biggest concerns. This may be why negative campaigning among the public seems to focus on the candidate's personalities and track records rather than current and future plans for the country.

ISSUES	MARCOS	ROBREDO	LACSON	MORENO	PACQUIAO
<b>ON THE COVID-19 RESPONSE</b>	<b>Vaccinate</b> without forcing mandates; <b>No more lockdowns</b> to protect livelihoods	Have a <b>higher sense of urgency</b> ; We are capable of filling in the gaps for the government's slow implementation of programs	Be proactive and <b>put the right persons in the right positions</b>	Approach it scientifically. We are capable of <b>strengthening vaccination efforts</b>	<b>Vaccinate</b> without mandates; <b>No more lockdowns</b> to protect livelihoods; <b>More government revenue collection</b> for less borrowing of money
<b>ON POVERTY &amp; ECONOMY</b>	<b>Provide support for Small and Medium Enterprises</b> through lower taxes; <b>Create more jobs</b> by investing in agriculture and tourism	<b>Support livelihoods and small businesses</b> by giving conditional stimuli, low-interest loans, access to the market, and unemployment insurance	<b>The problem is corruption....</b> Instead of giving dole-outs, we should <b>harness Filipinos' skills so they can be productive citizens</b>	Stimulate the economy and create opportunities by <b>continuing the Build Build Build program</b>	Strengthen the economy by <b>inviting foreign investments</b> and <b>providing funds for Small and Medium Enterprises</b>
<b>ON THE WAR ON DRUGS</b>	"The problem continues to exist,... and it's enforcement only takes you so far. There has to be <b>prevention and cure</b> ; treat addicts as patients, people in need of a cure."	"Maximize the Inter-Agency Committee on Anti-Illegal Drugs... Our law enforcement agencies should focus their energies on <b>supply constriction</b> . The drug problem is huge, and I believe that we have to pursue it with much vigor."	"The government is focused on law enforcement. They forget the <b>prevention and rehabilitation</b> aspects... There should be demand-reduction and supply-reduction on drugs."	<b>"Drugs destroy families,</b> communities, and of course these can destroy a country"	"Grabe talaga ang problema sa droga ng bansa natin. <b>Itutulong natin 'yang war on drugs... in the right way.</b> Ibig sabihin, lahat ay may karapatan na idepensa ang kanilang sarili"
<b>ON THE WEST PHILIPPINE SEA</b>	<b>"We must not allow diplomacy to fail.</b> ... China doesn't want to go to war, the Philippines doesn't want to go to war. We must continue to engage with China."	"I am all for nurturing our very important relationship with China, but that relationship should be based on mutual respect and adherence to international law.  That decision of the arbitral court — we should <b>leverage so the coalition of nations is with us in protecting the West Philippine Sea.</b> "	"We have to <b>strengthen our alliances with the equally militarily strong countries....</b> The decision of the arbitral court, although not enforceable, is permanent. But that ruling cannot be solved by war. It can be resolved through international pressure."	"I do believe in a civilized world in a civilized time.... We will be fearless in dealing with the West Philippine Sea.... <b>We must coexist in economic relations.</b> But we will always be loyal to the Philippines."	"Hindi dapat tayo magpapa-bully. Kahit na maliit tayo, ipaglaban natin yung sa atin. ... <b>Ipaglaban ang atin at pag-usapan natin in the right way.</b> "

Source: Paraphrased responses to various issues on Boy Abunda's Interview (Jan. 24-28, 2022)

# BONGBONG MARCOS

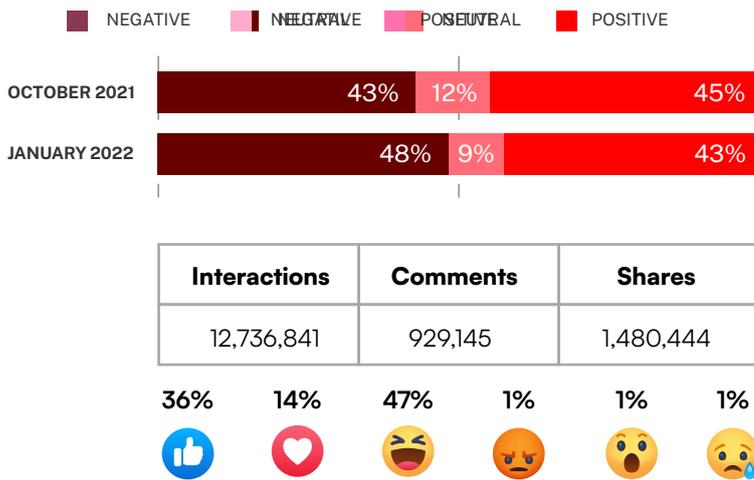
It appears that his non-attendance in the Jessica Soho interviews and the massive news coverage that followed did not have any effect on the sentiments of online users about Marcos Jr. He continues to have some of the highest post engagement and share of voice online, and was the most-talked-about candidate during this week.

## The “unity” messaging does well for Marcos’ loyal supporters.

Comments show that many agree with Marcos’ stance against “negative campaigning”, and so many of his supporters will defend him against reports or statements that are against him or his family name. News stories on the disqualification cases filed against Marcos are merely seen as “the opposition’s attacks”, and many believe that engaging with other candidates or journalists that ask about past issues is a waste of time.

It appears that many supporters of the current administration believe that Marcos will be able to continue the positive traits they admire from President Duterte, even without an official endorsement. This is boosted by Marcos having the support of the president’s daughter Sara Duterte, as they dub themselves the “UniTeam”.

### Facebook Engagement and Sentiments



### Drivers of Positive Sentiments:

Comments supporting his message of unity and his stance against negative campaigning; comments impressed with his statements noting “corruption” as a “human condition”, and comments defending his prerogative to choose which media interviews to attend.

### Drivers of Negative Sentiments:

Comments believing that his message of unity does not present concrete plans for the country; comments accusing him of being a coward for not joining the Jessica Soho interview.

### Top Facebook Page Publisher



### Top Website Publisher



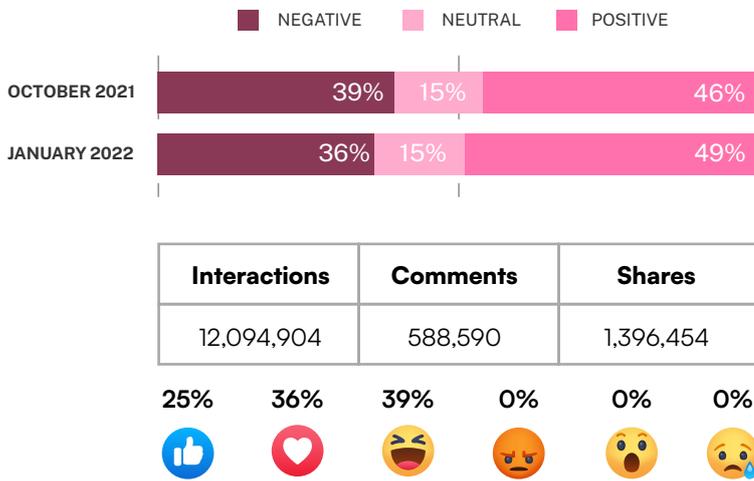
# LENI ROBREDO

Robredo maintained her high share of voice across online platforms, and even has almost double the number of mentions on YouTube as she did back when she first announced her candidacy.

Since Robredo was one of the only interviewees to give direct answers to Boy Abunda’s questions on why the other candidates should not be elected, supporters of the other candidates shared their grievances online. **While her own supporters defended her honesty and praised her for having concrete plans for her presidency, many felt that the country’s leaders should not be attacking other candidates.**

This aligns with the sentiments of Marcos supporters, who believe that Robredo represents the opposition and is a driving force of disunity in the country. This proves to be a weakness, as 60% of Filipinos continue to be satisfied with the current administration. While she often brings attention to her achievements as Vice President and as an active lawyer, those who oppose her see her time in the vice presidency as six years of merely insulting the administration.

## Facebook Engagement and Sentiments



## Drivers of Positive Sentiments:

Comments praising her responses for being concrete and precise; Comments supporting her candidacy due to her political experience as Vice President.

## Drivers of Negative Sentiments:

Comments defending Marcos from her statements; Comments saying that they do not feel inspired by her work as Vice President.

## Top Facebook Page Publisher



## Top Website Publisher



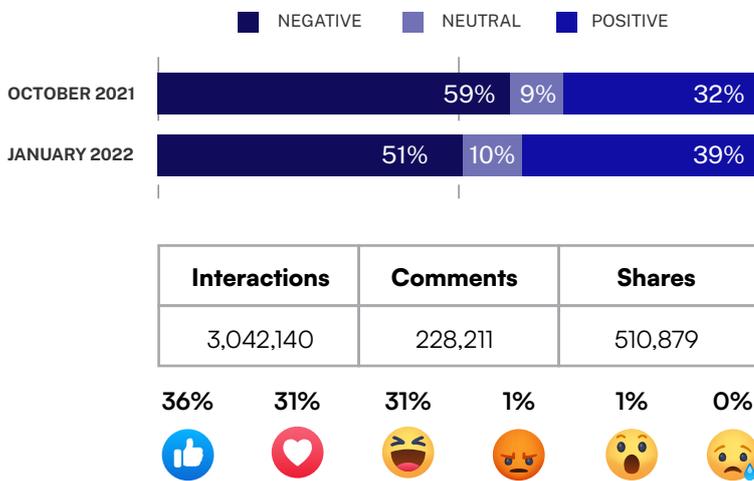
# ISKO MORENO

Moreno did not have a significant change in volume of online mentions apart from Twitter, where he received more mentions during the week of interviews compared to the week of candidacy filing.

Moreno has been consistent in his messages against voting for either Marcos or Robredo, saying that their political factions have already been in power for decades to few good results. **He continued this messaging in his interviews, with his supporters being more vocal than they were in October — giving him a 6% increase in positive online sentiments.**

These supporters praised Moreno’s style of answering questions, noting that his responses were confident, clear, and concise. However, others felt that his body language came off as arrogant or insincere. Negative comments were also towards some of his campaign platforms, as many did not agree with his stance on abortion, or his choice to keep his excess 2016 campaign funds as his personal income.

## Facebook Engagement and Sentiments



## Drivers of Positive Sentiments:

Comments praising him for confident, clear, and concise responses to the questions; Comments appreciating his life experiences growing up poor.

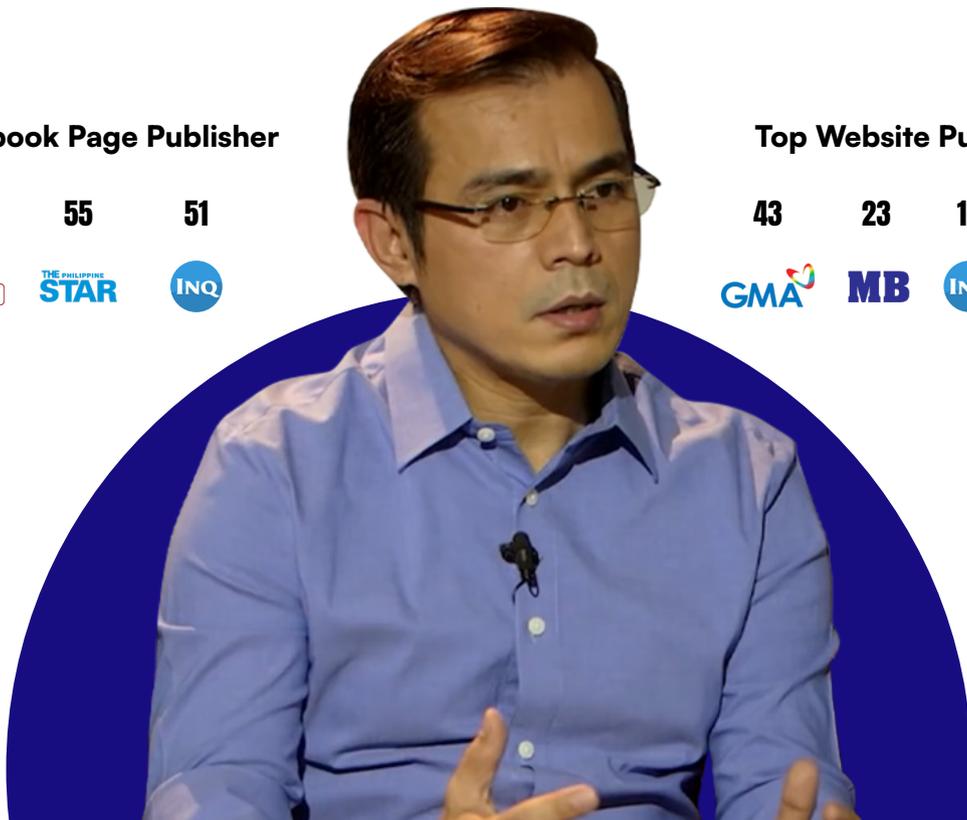
## Drivers of Negative Sentiments:

Comments who disagree with his campaign plans and stances; Comments claiming his attitude in the interviews comes off as “arrogant”; Comments that oppose his choice to keep his excess 2016 campaign funds as personal income.

## Top Facebook Page Publisher



## Top Website Publisher

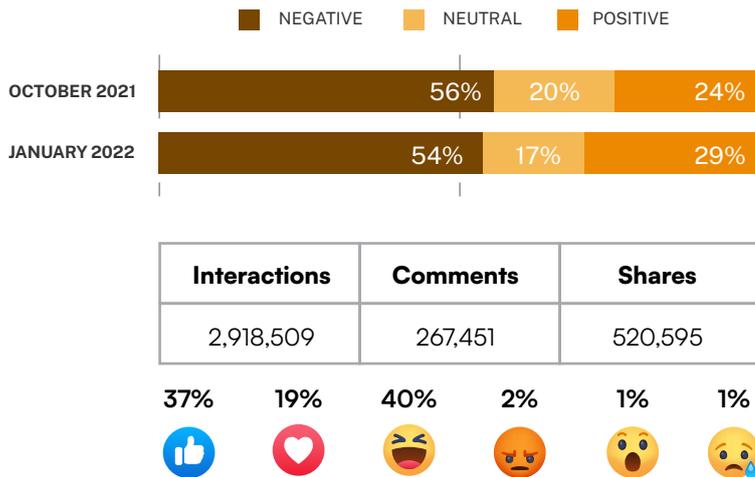


# MANNY PACQUIAO

With the lowest share of voice, it appears that users have not grown to take Pacquiao’s presidential campaign seriously. His share of voice online is the lowest among the candidates, and very little comments are made about general platforms.

**While many believe he is sincere and his intentions are good, they also continue to believe that he is not qualified to run the country.** Pacquiao also continues to stay close to his religious values, alienating and angering Filipinos who are looking for more progressive politics.

## Facebook Engagement and Sentiments



## Drivers of Positive Sentiments:

Comments that support his candidacy and feel inspired by his story.

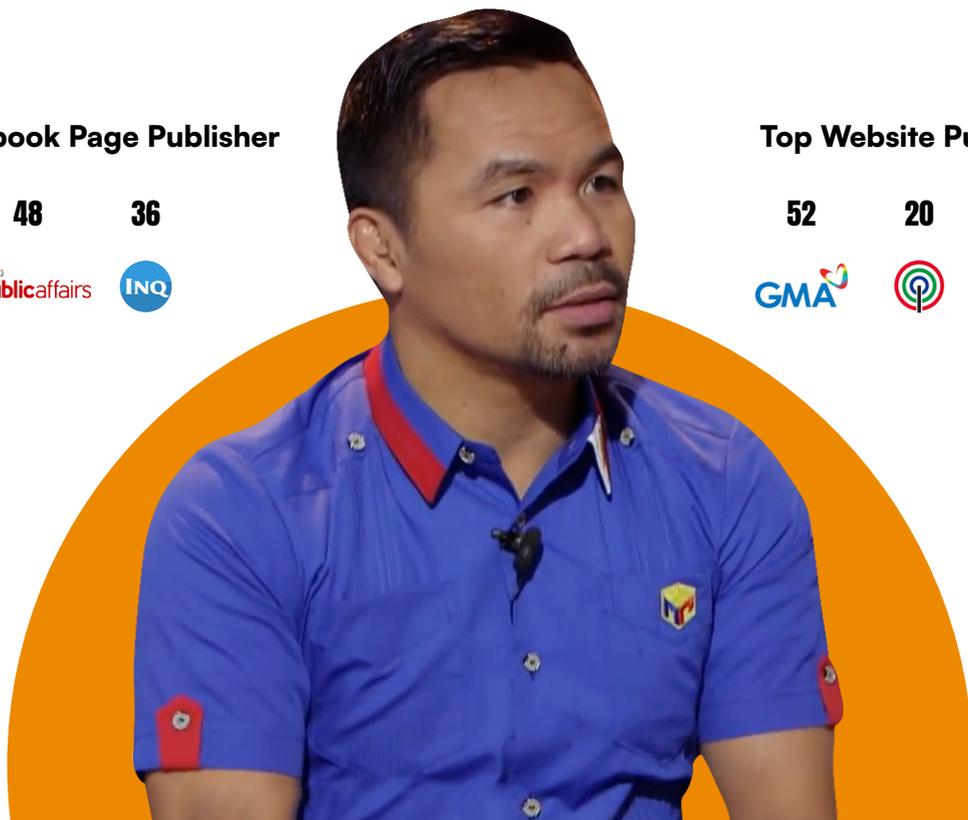
## Drivers of Negative Sentiments:

Comments who disagree with his stance against abortion; Comments that question his qualifications and experience as a government official.

## Top Facebook Page Publisher



## Top Website Publisher

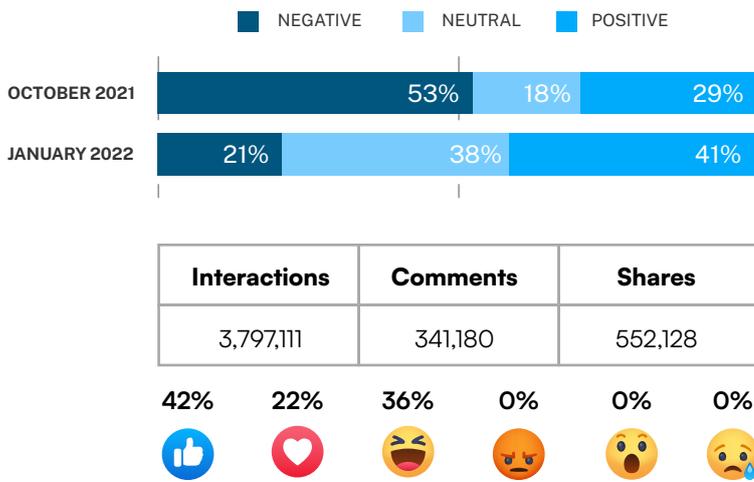


# PING LACSON

Lacson has seen the biggest improvement in volume of mentions and positive conversation online and jumps to third place. It is notable that his former negative sentiments have been muted in favor of more neutral and positive ones.

Many were impressed with his clear and direct responses to the interview questions, which were usually anchored on his long experience in government. Many online users liked his short and witty one-liner responses to questions, while others appreciated that he did not attack anyone during the Boy Abunda interview. However, online supporters of Marcos and Robredo attacked Lacson after the latter defended Jessica Soho's integrity and when he responded to the comment of Robredo for his lack of work on ground.

## Facebook Engagement and Sentiments



## Drivers of Positive Sentiments:

Comments praising him for clear and concise answers; Comments praising him for his long tenure in government; comments praising his honesty and for being data driven.

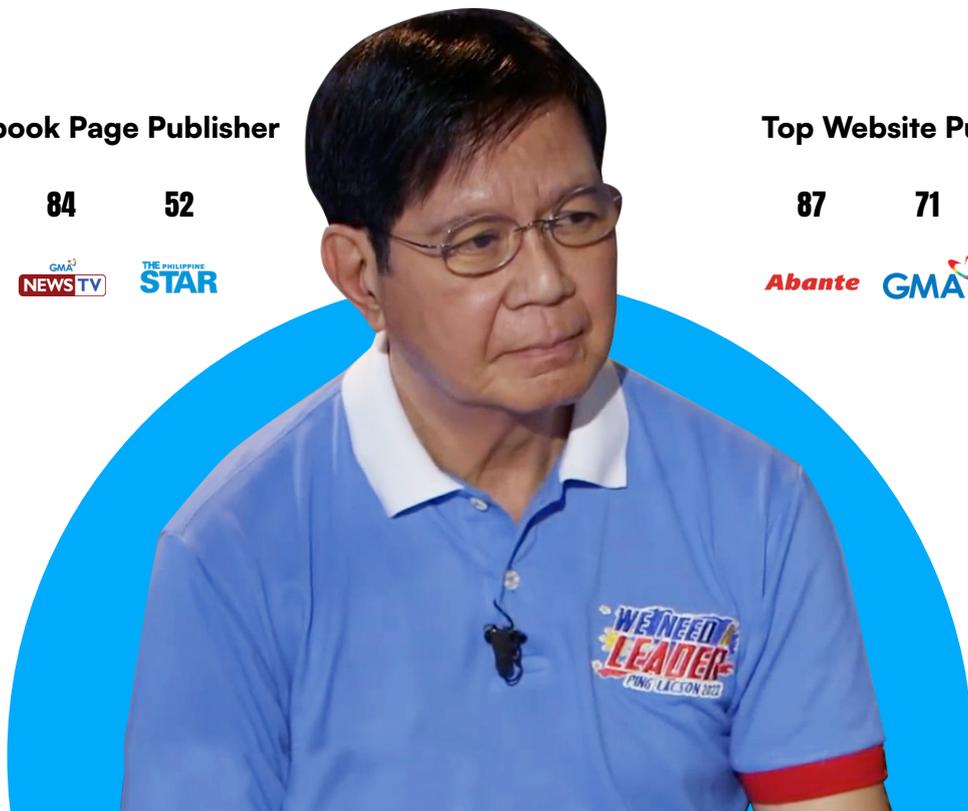
## Drivers of Negative Sentiments:

Comments defending Marcos' choice to skip the Jessica Soho interview; Comments defending Robredo's statements against him

## Top Facebook Page Publisher



## Top Website Publisher



# Key Takeaways

# KEY TAKEAWAYS

## 1. **Lacson gains the most from the interviews; Pacquiao now has the lowest share of voice among candidates.**

Since their original announcement intending to run for presidency, Ping Lacson has earned the most traction, with 14x as many mentions during the week of interviews compared to October. Manny Pacquiao seems to have lost the most traction, now having the lowest mentions among the five candidates on all online platforms.

Lacson also has the least negative sentiments towards his interviews, with many praising his ability to answer all questions with a clear plan and little controversy. Meanwhile, Pacquiao was unable to leave a positive impression and in fact angered many voters for his stance against rape-related abortions.

## 2. **Even with non-attendance, Marcos is still a top choice for voters.**

Online sentiments show that because of the strong perception that the opposition's candidate is running for no other reason than to antagonize Bongbong Marcos, the presidential debates would just be a platform for mud-slinging and not productive discussion.

It is being argued that agendas have already been made clear to the public, and that there is no need to hear what each candidate plans to do in their presidency. Even as Lacson's platforms gain the most positive attention, he has not shown an ability to sway votes in his direction. This may also be due to Filipinos staying in their silos and refusing to give equal attention to each candidate's media engagement — as evidenced by the inequality in viewership of the candidate interviews.

## 3. **The Marcos-Robredo narrative continues.**

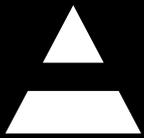
With Marcos and Robredo continuing to take up the majority of headlines and online posts, many Filipinos are treating the 2022 elections as a two-way race. Any controversy attributed to either candidate immediately strengthens the conviction of the other's camp, and neither camp's supporters are open to discussion over their differences.

There also doesn't seem to be room for soft, undecided voters even this early in the race, as both Marcos and Robredo supporters show unshakable faith in their choices. All other candidates are easily dismissed by these voters, even if they admit that these candidates have good qualities.

## 4. **All candidates share the same campaign platforms to improve the country.**

None of the candidates' platforms are particularly unique, as all agree on the need to address corruption, the importance of saving jobs in the pandemic, and even the illegality of extrajudicial killings. Unlike Duterte's radical promise to end drugs in 2016, voters do not have a single campaign platform to cling to, and instead rely solely on personalities to distinguish their chosen candidates.

Track records also seem negligible, as sentiments lean towards each candidate's personal vision for the future more than their accomplishments. Despite not having a specific roadmap, Marcos' recurring theme of unity leaves a stronger impression on Filipinos than the other candidates' concrete examples of how their past work has helped Filipinos.



ALPAS  
**DINGGIN**

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

This ***Dinggin: Halalan 2022*** report is the second 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

**Patrick Duran**  
Head of Research & Analytics  
+63 945 133 6670  
pots@alpasconsultancy.ph