



## HALALAN 2022 ON FACEBOOK: A CONTENT ANALYSIS ON SELECTED POSTS DURING THE FILING OF CANDIDACY

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### ABSTRACT

Facebook is primarily used for communicating and building relationships. Further, it is being used as a source of mainstream news coverage, especially for the upcoming Philippine 2022 Election. During the filing of a certificate of candidacy period, there were several posts published from various Facebook accounts. With this, the researcher aimed to characterize the various public information posts about Elections 2022 on Facebook. This study employed qualitative content analysis on the posts published from October 1 to 8, 2021. There were 101 posts retrieved using the terms #Halalan2022, #Election2022, #pHVote2022 and Pilipinas2022. Thematic analysis was used to analyze the retrieved posts. A total of 6 themes emerged from the analysis of the retrieved posts. These themes are (i) National Position Aspirants for 2022 Election, (ii) Local Position Aspirants for 2022, (iii) Personalities turned into Politicians, (iv) Statistics and Profiles of 2022 Presidential Candidates, (v) Social and Emotional Disconnections, and (vi) Issues and Promises of 2022 Presidential Candidates. The content analysis of various Facebook posts during the filing of candidacy provides information to the public about the political background of every candidate and their stand towards the different social issues and concerns. Thus, it will assist every Filipino in determining the next set of leaders that can make the Philippines a better and prosperous nation in the future.

*Key Words: Content Analysis, Election 2022, Facebook Posts, Philippines*