

## Article

# Students' Views on How Election Campaign Strategies Shaped Newly Registered Voters' Political Views: A Qualitative Study

Aprilyn Senobin\*, Serjan Declarador, Angelle Daenesse Animas and John Erwin Pedroso

West Visayas State University, Iloilo City, Philippines; [serjan.declarador@wvsu.edu.ph](mailto:serjan.declarador@wvsu.edu.ph) (S.D); [angelledaenesse.animas@wvsu.edu.ph](mailto:angelledaenesse.animas@wvsu.edu.ph) (A.D. A); [johnerwin.pedroso@wvsu.edu.ph](mailto:johnerwin.pedroso@wvsu.edu.ph) (J.E.P)

\* Correspondence: [aprilyn.senobin@wvsu.edu.ph](mailto:aprilyn.senobin@wvsu.edu.ph) (A.S)

**Abstract:** Succeeding in any political endeavor requires thoughtful execution. As digital media rose in influence while traditional outreach remained relevant, various campaign strategies were employed to target specific goals. This study aimed to describe students' views on how election campaign strategies shaped newly registered voters' political views. The study adopted a qualitative-descriptive approach, gathering data through a pre-validated, semi-structured written interview guide. Nine (9) newly registered voters from the College of Education were selected through purposive sampling. Clarke and Braun's thematic analysis was used to identify recurring patterns in the data. Seven (7) key themes emerged from the analysis namely: (1) Advertising through social media, (2) Interacting with trending posts and memes, (3) Participating in online discussions, (4) Doing door-to-door campaigning, (5) Using posters, banners and flyers, (6) Organizing rallies, and (7) Displaying campaign slogans, then classified into fifteen (15) categories. Results identified that while digital platforms expanded voters' exposure to campaign information, conventional methods continued to build trust through personal interaction. The interplay of digital and conventional approaches in election campaigning proves essential in shaping varied political perspectives among young voters.

**Keywords:** election campaign strategies; newly registered voters; political views; Philippines; digital media

**Citation:** Aprilyn Senobin, Serjan Declarador, Angelle Daenesse Animas and John Erwin Pedroso. 2025. Students' Views on How Election Campaign Strategies Shaped Newly Registered Voters' Political Views: A Qualitative Study. *Digital Social Sciences* 2(1), 28-38.

<https://doi.org/10.69971/dss.2.1.2025.31>



**Copyright:** © 2025 by the authors.

Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license

<https://creativecommons.org/licenses/by/4.0/>.

## 1. Introduction

Election Campaigning has been growing relevant in the lives of every Filipino as it influences their political behavior and perspective toward political candidates. Through campaigning, political parties present their ideas and positions on relevant societal issues that would encourage voters to take their side (Open Election Data Initiative 2021). Platforms such as digital media and traditional outreach are a few of the techniques and strategies that candidates use to deliver their messages and advocacies. In recent years, digital campaigning has become a key element in election strategies, reshaping the realm of electioneering globally (Sermani et al. 2025). With the development of internet technologies, the concept of social media allowed politicians to easily reach large audiences within seconds with just a post on a platform (Yuksel and Bayrak 2024). Specific platforms such as Facebook, Twitter, and Instagram, frequently used by the masses, facilitate interaction between voters and politicians, allowing them to coordinate, seek feedback, mobilize, and assess public opinion (Jungherr 2023; Yuksel and Bayrak 2024). The perceived usefulness of these media significantly influences the behavior in seeking political information, increasing political talks among young adults, and urging them to become more aware about candidates' political status. In contrast, conventional or what we call "traditional" campaigns continue to coexist with their digital counterparts. Campaigns including door-to-door campaigning, the placement of posters and banners, and the giving of pins offer a personal touch, showcasing candidates' dialogue skills, persuasive abilities, and knack for engaging potential voters (Adi et al. 2023). Election campaign posters are essential visual communication means designed to entice electorates to vote for candidates (Cristobal 2022). Moreover, a study conducted in Laguna with the cooperation of campaign volunteers showed that door-to-door visits to introduce a party were effective in increasing vote share (Cruz et al. 2024). The variation from digital and conventional media during political campaigns became a constant useful strategy that affected the political behavior of Filipinos, particularly towards youth voters who are highly engaged. Since younger generations represent a crucial segment in elections, understanding their responsiveness to different campaign strategies may provide insights into whether conventional campaign strategies still hold influence over students or whether digital campaigns have become the dominant force in shaping their political views.

While the influence of social media and conventional campaigning on voters' election awareness and behavior has been extensively studied, researchers identified two major gaps in prior research and literature. First, based on prior research, there is a population gap with the chosen informants, creating different generalizations. Little research was done to examine the influence of conventional and digital campaign strategies on students of different programs with the use of qualitative methods. Previous research has focused primarily on the population of first-time voters among political science students only (Ascura et al. 2023; Flores et al. 2022). Very little research was done on students from diverse academic backgrounds, who may have varying levels of political interests and engagement. Second, there is a methodological gap in the prior research stating a lack of the use of qualitative research methods and designs. Prior research proposes a new analytical framework and calls for further research to explore causal links and include qualitative data to deepen the understanding of political knowledge (Gherghina and Marian 2023). Most studies exploring voters' behavior relied heavily on quantitative methods, which, while valuable, may not fully capture social phenomena trends and provide a complete analysis of voters' behavior. By addressing both the population and methodological gaps, this paper will provide new insights into the key function of conventional and online campaign efforts on students' political views, attitudes, and behaviors.

This study seeks to assess students' views on how election campaign strategies shaped newly registered voters' political views. To fill the existing gaps mentioned in the previous conducted studies, a qualitative-descriptive research design will be used to describe how digital and traditional campaign tactics have influenced the political thinking of newly registered voters. This research is anchored on a theory that acts as a guide or framework to gain more knowledge of the study's concept. The Social Cognitive Theory (SCT) by Albert Bandura in 1986 supports this study to find out the influence of students' observation and learning of digital and conventional campaign strategies used by politicians in a social context on their political views. The undertaking of this research will provide valuable insight into how various political strategies directly or indirectly influence the students' views of the political sphere. It will also enable policymakers, educators, and political strategists to develop more effective ways to engage young individuals in the electoral process, ultimately fostering a more aware and politically active generation of the future.

## 2. Methods

### 2.1 Research Design

This research investigated students' views of election campaign strategies that shaped the political views of the newly registered voters. This study employed a qualitative-descriptive research design for a comprehensive account and in-depth description of political views formation among newly registered voters due to the various campaign strategies (Prime 2024). This study allowed the researchers to give extensive narration of patterns and voters' reflections on the role of each digital and conventional campaign strategy (Creswell and Poth 2018). The richness of descriptive data collected through this design provided a more explicit grasp of the research problem than the numeric approach of quantitative methods (Creswell and Poth 2018). A descriptive research design was utilized to gather information about the different views of the newly registered voters from the College of Education, which were influenced by traditional campaign strategies (i.e., posters, banners, and door-to-door campaigning) and digital campaign strategies (i.e., Twitter, Facebook, and TikTok). Grounded in Social Cognitive Theory that emphasizes learning from the environment, the study hence explored the influence of different conventional and digital campaign strategies on students' political views through exposure (Schunk 2023).

### 2.2 Instrument

To gather data needed for the study, the researchers used an interview guide which is divided into three (3) sections. The first (1) part was designated for the informants' personal information and demographic profile. The second (2) part contained open-ended questions, focused solely on identifying the perceived influence of digital campaign strategies. Lastly, the third (3) part was the continuation of the interview questions focused on distinguishing the influence of conventional campaign strategies. It was regarded as the most practical for the study as it allowed researchers to collect open-ended data, explore participants' thoughts, feelings, and beliefs about a particular topic, and delve deeply into personal issues (DeJonckheere and Vaughn 2019). Correspondingly, the interview guide was validated by one (1) doctorate degree holder with expertise in qualitative research and pilot-tested on one (1) undergraduate student of the College of Education who met nearly all the inclusion criteria. Likewise, the researchers utilized purposeful sampling to identify the informants; it was the best sampling technique as this allows for the selection of individuals who have first-hand experience with the phenomenon being studied (Creswell and Poth 2018; Patton 2015).

### 2.3 Informants

Nine (9) students from a College of Education at a public university in the Philippines were the study's chosen informants. The inclusion criteria are as follows:

- (1) He/She must be a newly registered voter of Iloilo in the most recent election
- (2) He/She is a student of West Visayas State University - College of Education
- (3) He/She must be the youngest newly registered voter of their school organization

### 2.4 Data Collection Procedure

Data collection began after receiving approval from the Dean of the College of Education, ensuring ethical compliance. Informants were informed about the study's purpose before voluntarily providing informed consent. Written interviews were conducted to gather qualitative data on voter education and political engagement. Gibbs' Reflective Cycle Model (1988) guided the process, encouraging informants to reflect on their experiences through six stages: description, feelings, evaluation, analysis, conclusion, and action plan. This structured approach ensured thoughtful and detailed responses. All data were carefully documented and kept confidential to protect informants' privacy. Ethical considerations were strictly followed to maintain research integrity. Findings will be analyzed to contribute to discussions on voter education and political engagement.

### 2.5 Data Analysis

The data were analyzed using Braun and Clarke's Thematic Analysis (2006), which provides a structured approach to identifying key themes within qualitative data. The researcher engaged in a systematic process of familiarization with the data, generating initial codes, searching for patterns, reviewing themes, defining them, and producing a final report. Open coding was applied to categorize significant phrases and patterns, allowing for the recognition of common themes across informants' responses. A descriptive summary presented the findings, incorporating direct excerpts to highlight key insights while focusing on the informants' experiences rather than interpreting deeper meanings. To strengthen research credibility, peer reviewing, member checking, and triangulation of information through literature and observation was considered to support the reliability and validity of the discussion. The analysis was conducted with high ethical standards to reduce bias and guarantee interpretative accuracy. The outcomes are presented in a clear story, connecting discoveries to the literature and elaborating on the implications for voter education, political engagement, and further research.

**Table 1.** Profile of Informants

Pseudonym	Gender	Age	College Organization
Rose	Female	19	Kapisanang Diwa at Panitik
Avi	Female	18	Science Teaching Majors' Association
Shane	Female	18	Association of Early Childhood Education Students
Maria	Female	18	English Majors' Organization
Nena	Female	19	Majors of Values Education
Ravi	Female	18	Special Education Students' Association
Pedro	Male	18	Social Science Students' Society
Felly	Female	18	Circle of Mathematicians
Anna	Female	19	Association of General Education Students

### 3. Findings

To understand how election campaign strategies shaped newly registered voters' political views, this study generated 7 themes. These were:

- (1) Advertising through social media
- (2) Interacting with trending posts and memes
- (3) Participating in online discussions
- (4) Doing door-to-door campaigning
- (5) Using posters, banners and flyers
- (6) Organizing rallies
- (7) Displaying campaign slogans

From these themes emerged fifteen (15) sub-themes which include:

- (1) Encouraging political participation through exposure to issues online
- (2) Navigating the political sphere through digital literacy
- (3) Promoting comprehensive evaluation of election candidates
- (4) Incorporating politics to lived experiences
- (5) Influencing voters to make careful decisions
- (6) Instigating voters' critical thinking through engagement in different viewpoints
- (7) Increasing voters' knowledge of electoral candidates' background
- (8) Promoting online dialogue
- (9) Assessing candidates through direct engagement
- (10) Clarifying information
- (11) Raising awareness by providing quick reference
- (12) Strengthening support
- (13) Encouraging critical evaluation through candidate personality exposure
- (14) Conveying values clearly
- (15) Crafting a candidate's image for lasting impressions

#### 3.1 Advertising through Social Media

Social media advertising allows election campaigns to tailor messages to specific demographic groups based on detailed user data. This micro-targeting enhances persuasion efforts and mobilization by delivering highly relevant messages to segmented audiences (Kreiss 2016). Divided into three categories, namely:

- (1) Encouraging political participation through exposure to issues online
- (2) Navigating the political sphere through digital literacy
- (3) Promoting comprehensive evaluation of election candidates

##### 3.1.1 Encouraging Political Participation through Exposure to Issues Online

Exposure to issue-based media and online campaigns increases political engagement, especially among the younger generation. Newly registered voters are exposed to different content which has led to boosting their civic engagement and developing a sense of agency in social issues.

ROSE: *"After getting exposed to content online, I somehow get to understand and be involved in certain issues".*

AVI: *"Sometimes, I come across endorsements that is why I am getting curious about a certain issue and search for more videos or posts to learn more."*

### 3.1.2 Navigating the Political Sphere through Digital Literacy

In the political sphere, this specific literacy is indeed crucial for navigating a complex digital environment loaded with political messages, misinformation, and propaganda. They thoroughly explore the details and check whether it is factual or misleading. This gives them evaluative skills to reason out and confront biases.

AVI: *"False information or misleading details can also make it hard to know what is true, so I try to check the facts before deciding."*

ANNA: *"I always make sure to verify the information to distinguish between true and false news."*

### 3.1.3 Promoting Comprehensive Evaluation of Election Candidates

Holistic evaluation of political candidates denotes the comprehensive assessment of the qualifications, track records, policy positions, character, and leadership styles, rather than relying solely on popularity and media image. Having a well-rounded evaluation of political candidates enables newly registered voters to understand both the strengths and weaknesses of candidates, allowing them to enhance a more critical and balanced assessment.

PEDRO: *"These strategies helped me see beyond popularity and consider mere capable and deserving candidates."*

FELLY: *"Social media has shaped my perception of candidates by showing both their positive and negative sides."*

## 3.2 Interacting with Trending Posts and Memes

The branded memes online have emerged as influential tools in political communication and campaigning. These digital formats are highly engaging, shareable, and often resonate with audience emotions, making them particularly effective in shaping public discourse, especially among younger voters. This theme is divided into two categories:

- (1) Incorporating politics to lived experiences
- (2) Influencing voters to make careful decisions

### 3.2.1 Incorporating Politics to Lived Experiences

These satirical and engaging forms of entertainment not only give amusement to newly registered voters but also present trending topics and social concerns comprehensively. Different social media platforms such as Facebook, X, and TikTok enable memes to generate "affective storytelling", where users connect personal emotions and lived experiences to larger political narratives.

AVI: *"They made complex issues more relatable and helped me think critically about candidates and issues."*

ROSE: *"What draws my attention to them are their relatability, timeliness, issues involved, and simply their advocacies."*

### 3.2.2 Influencing Voters to Make Careful Decisions

Political memes can boost political efficacy, particularly among youth. When memes encourage discussion or challenge misinformation, they can stimulate critical thinking and prompt users, especially newly registered voters, to research further, leading to more informed choices. With its humorous and recognizable traits, it encourages newly registered voters to construct rational choices and exercise their power through carefully considered decisions.

MARIA: *"Through contents that often appear on my newsfeed like memes or jokes, which usually catch my attention, I could fully evaluate who to vote for and which candidates to support."*

## 3.3 Participating in Online Discussions

Political debates and interviews are chief components of political discourse, providing candidates with the opportunity to present their advocacies, respond to critiques, challenge other aspirants, and most importantly, connect with the public. This theme is divided into three categories:

- (1) Instigating voters' critical thinking through engagement in different viewpoints
- (2) Increasing voters' knowledge of electoral candidates' background
- (3) Promoting online dialogue

### 3.3.1 Instigating Voters' Critical Thinking through Engagement in Different Viewpoints

Political debates and interviews provide opportunities for citizens and voters to encounter arguments and reinforce their existing beliefs, which triggers deeper and more effortful information processing (Erisen et al. 2017). Encounters with online discussions foster deliberative democracy, where contrasting viewpoints and sides are not only acknowledged but also scrutinized in public forums which inspire newly registered voters to critically engage with political issues and reconsider their choices.

AVI: *"It offers different perspectives and challenges my views because this allows me to be exposed to their ideas and style of communicating."*

### 3.3.2 Increasing Voters' Knowledge of Electoral Candidates' Background

Forums increased not only political interest but also perceived candidate competency. Conducted debates and interviews are more than just a mere performance; they directly communicate a candidate's priorities, past achievements, policy intentions, and

offer the public their leadership potential and values, helping newly registered voters build a strong foundation of knowledge in terms of the candidate's background.

*NENA: "Listening to the candidates defend and reason out why they want a certain position makes me more knowledgeable about their capabilities and commitment to serving the country."*

*PEDRO: "This platform allows them to share their plans, achievements, and connect with people's needs."*

### 3.3.3 Promoting Online Dialogue

Citizens and voters' exposure to candidates' arguments increases their ability to express opinions and views on information about candidates to make voting decisions (Palacios and Arnold 2021). Discussions and public conversations that centered on pressing social and political issues reveal a range of outlooks, stimulate interest in key topics, and foster dialogue that can shape newly registered voters' outcomes and civic behavior.

*FELLY: "Their strong opinions and commentaries on controversial topics and how they express their passionate views about it triggered a wider conversation."*

### 3.4 Doing Door-to-door Campaigning

In every election, door-to-door campaigning is a personal way of providing information and encouraging citizens to vote in a certain way. It is one of the effective measures to go beyond the community and increase voting turnout. This theme is further simplified into one category:

- (1) Assessing candidates through direct engagement

#### 3.4.1 Assessing Candidates through Direct Engagement

Through face-to-face engagement, candidates demonstrate electoral engagement and present their motives in running for a position, thus, it "bridge the gap" among voters (Cantoni and Pons 2020). This further allows voters to have a direct look among plans, personalities and commitment of candidates in serving people, assessing them beyond words.

*ROSE: "I was able to get a "closer look" on not just their plans and advocacies but also their whole personality."*

*ANNA: "These interactions influenced my perception of candidates by showing their commitment to engaging with us (voters) directly, making them seem more approachable and responsive to concerns."*

### 3.5 Using Posters, Banners and Flyers

Utilizing printed materials such as posters, banners, and flyers plays an important part in projecting the presence of candidates in public places. They are effective in targeting regionally concentrated groups and those who are not online (Fox, 2022). This theme is further classified into two sub-themes such as:

- (1) Clarifying information
- (2) Raising awareness by providing quick references

#### 3.5.1 Clarifying Information

Newly registered voters take posters, banners, and flyers as strategies that clarify information, making campaign messages easier to understand, to form initial impressions and decisions. Having a clear and creative way of messaging in campaign materials improves voters' memory and understanding of candidates' platforms, which is beneficial for both parties.

*FELLY: "These materials made the candidate's campaign more visible and easier to understand. Seeing them helped me learn about their goals, values, and personality."*

#### 3.5.2 Raising Awareness by Providing Quick References

Exposure to posters, banners, and flyers provides newly registered voters with primary awareness about the identity of running candidates and their basic platforms. These campaign materials serve as quick references to identify key messages and reasons to support them.

*NENA: "These materials make you more knowledgeable about the candidate and also show the reason why you should vote for them."*

*AVI: "These materials help me see who's running."*

### 3.6 Organizing Rallies

For many newly registered voters, attending or witnessing rallies organized by political parties builds a sense of energy and belonging, strengthening their emotional connection with candidates. Rallies act as collective moments where candidates aim to reinforce trust, credibility, and engagement. This theme is categorized into two:

- (1) Strengthening support
- (2) Encouraging critical evaluation through candidate personality exposure

#### 3.6.1 Strengthening support

Participating in rallies energizes newly registered voters, solidifying their belief in candidates' platforms and advocacies through demonstrating such collective support. Rallies foster a sense of belonging that strengthens their emotional connection to candidates and their platforms, enhancing their credibility by perceived public support (Teehanke 2022).

*MARIA: "During the rally, the candidates shared their goals and reasons for running, which I believed were the most impactful in shaping my opinion."*

*PEDRO: "The event made me believe in the candidate and their platform to some extent."*

### 3.6.2 Encouraging critical evaluation through candidate personality exposure

Political rallies enable voters to assess candidates' personality, giving newly registered voters insight into their character influencing their connection and trust. Voters can observe candidates' nonverbal behavior, such as facial expressions, tone of voice, and body language, which significantly influence their perceptions of authenticity and competence (Luebke and Engelmann 2022; Carpinella et al. 2016).

*AVI: "The event made me question the sincerity of the candidate's campaign. This made me more skeptical about their true intentions and whether their platform is built on real change."*

*MARIA: "It helped me understand the candidate's personality and how they interact with people."*

### 3.7 Displaying Campaign Slogan

Displaying campaign slogans in public spaces offers clear and concise messages that help newly registered voters grasp candidates' core values and promises. Slogans serve not only as memorable hooks but also as reflections of the candidates' identities and platforms. As noted by Mangad, Gaston, and Ulla (2024), campaign slogans continue to play a key role in shaping how voters, especially young and first-time voters, recognize and relate to political figures. This theme is categorized into two:

- (1) Conveying values clearly
- (2) Crafting a candidate's image for lasting impressions

#### 3.7.1 Conveying Values Clearly

Displaying campaign slogans through short and memorable phrases to effectively convey candidates' core values and commitments, helping newly-registered voters quickly understand what each candidate represents (Mangad et al. 2024). These slogans often employ simple, vernacular language and emotional appeals designed to evoke feelings of authenticity and build meaningful connections with voters (Mangad et al. 2024).

*AVI: "The aspects of the campaign that led me to support them were their consistent message of empowering the marginalized. Their slogan made them committed to serving everyone, not just the powerful."*

*PEDRO: "Campaign ads or slogans are persuasive when they are clear, honest, and reflect the candidate's true values and commitments."*

#### 3.7.2 Crafting a Candidate's Image for Lasting Impressions

A campaign slogan leaves a lasting impression among newly registered voters that relate to principles linked to the candidate. These slogans are not only designed to leave lasting impressions but also evoke emotional responses that strengthen the candidate's authenticity and relatability. In addition, campaign slogans serve as reflections of the candidate's identity and background, symbolically expressing their public image and primary policy priorities in a way that resonates with voters' own experiences and beliefs (Mangad et al. 2024).

*AVI: "Slogan often promised honesty and better living for everyone. It connects with people who wanted a transparent leader who cared about all Filipinos, especially the poor."*

*FELLY: "A slogan made me think more seriously about the candidate's promises and goals. It's connected with what people wanted-real change."*

## 4. Discussion

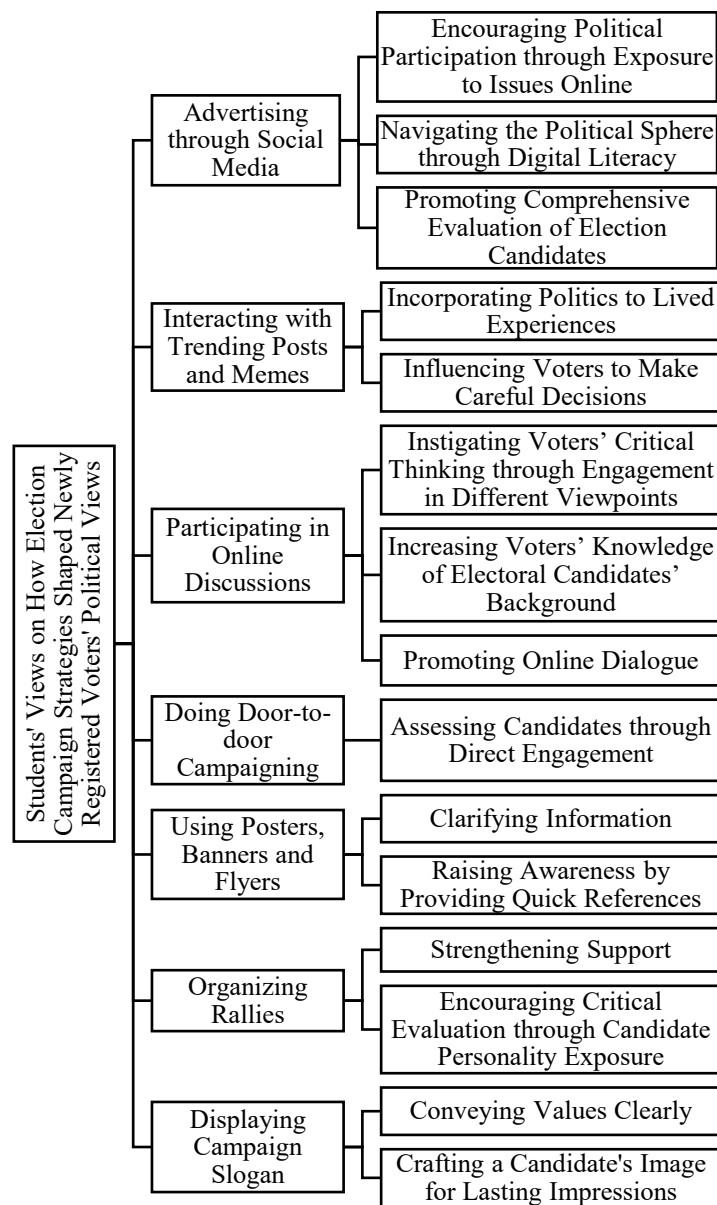
Modeled after the Social Cognitive Theory by Albert Bandura (1989), this study aimed to identify how election campaign strategies shaped newly registered voters' political views. Seven (7) significant themes were generated. These were:

- (1) Advertising through social media
- (2) Interacting with trending posts and memes
- (3) Participating in online discussions
- (4) Doing door-to-door campaigning
- (5) Using posters, banners and flyers
- (6) Organizing rallies
- (7) Displaying campaign slogans

From these themes emerged fifteen (15) categories.

Advertising through social media is one of the key elements for targeting, which allows advertisers to mount customized political messages to particularly responsive audiences. This form of strategy can send ads that appeal to the interests of distinct voter groups and content that resonates with unique political perspectives (Bar et al. 2024). In this study, newly registered voters' interactions with these online-related election campaigns led them to become committed to the democratic process, helped them navigate online political content responsibly, and honed their critical thinking competence. Encouraging political participation through exposure to issues online is a central concern in the field of political communication and civic education literature that arouses participation in socially related concerns. Relates to Banducci and Stevens (2015), political campaigns increase the urge for youth engagement, specifically when they emphasize salient election campaign issues. They discovered that young and fresh voters achieved such a level of political consciousness and active discussion due to exposure to appropriate campaign messages during the electoral period. Moreover, Boulianne (2015) found a positive correlation between political engagement and social media use, particularly when users are subject to issue-specific content. Political advertisements that directly address pressing societal challenges such as climate change, healthcare, or education can stimulate cognitive engagement and increase political attention. Young voters' exposure to sponsored political content on social platforms raises issue salience and motivates them to reflect on their political attitudes and behaviors (Theocharis and Van Deth 2018). More so, Vraga, Thorson, and Kligler-Vilenchik (2015) demonstrated that

social media advertisements that revolve around core matters can also improve civic aptitude. When users come across content that highlights



**Figure 1.** Thematic Map of Informants' Views on Election Campaign Strategies

public concerns, they are more likely to seek additional references and discuss these issues with peers. Thus, newly registered voters viewed social media advertising as a means of elevating their consciousness and familiarity with underlying political matters. On the contrary, Ali et al. (2019) revealed that Facebook's advertising algorithms can unintentionally result in demographic irregularities. This may be a factor in political fragmentation and the formation of filter bubbles, where users are mainly introduced to content that aligns with their existing perceptions, thus limiting their exposure to diverse political issues due to algorithm-driven echo chambers. In this study, advertising also promotes digital literacy in navigating political sphere as it nourishes the skills to spot misinformation and verify facts. Some newly registered voters stumbled upon misleading information online, as a result, they gained the potential to carefully examine details to see if something is factual or merely ambiguous. This helps them think critically and challenge biased views. Political participation among individuals requires a high level of digital literacy that equips them to access, evaluate, and use online information consciously. Digital literacy includes the ability to ethically and responsibly utilize communication technologies to locate, assess, produce, and share information. It involves a combination of cognitive processes and technical proficiency. (Reddy et al. 2020). This is considered important to explore the complex digital environment full of diverse political messages and propaganda. Digital and media literacy provide youth voters with different sources and tools that will help them verify information when joining online dialogue. Thus, it is important to improve this literacy skill to decrease their vulnerability against misleading information online that may manipulate their views towards electoral candidates. Kahne and Bowyer (2017) identified that individuals are considered experts at examining political posts online when they are increasingly digital literate. Additionally, Guess and Munger (2023) stated that individuals who are strongly digital literate possess great ability to navigate wide and complex

information, which reduces their risks of being deceived by misinformation. This study highlights that strong digital literacy frameworks are essential to develop more informed political participation. Promoting comprehensive evaluation of election candidates is also as important since voters often rely on mental shortcuts to perceive candidates by their affiliation to political parties or endorsements. Newly registered voters' access to political information and their understanding are crucial in molding their judgment on candidates. Voters with higher political knowledge are more capable to conduct thorough evaluation of candidates from different angles, rather than focusing solely on their visible attributes. As one of the findings found out, newly registered voters' ability to comprehensively evaluate candidates allows them to understand both positive and negative qualities of candidates, thus, they have a more critical and balanced assessment.

Moreover, trending posts and memes were also strategies that were recognized not only as a source of entertainment, but also as political commentaries. Memes act as political propaganda that appeals to humor and emotions of voters, swaying them to participate in political discourse on social media. Memes encourage newly registered voters to express political opinions in diversified culture that co-creates different campaign narratives, indirectly helping electoral candidates reach a large population, particularly youth, in informal and relatable ways. This user-generated content can augment campaign messages and otherwise undermine opponents (Highfield 2016). In political campaigns, memes can simplify complicated issues, create emotional connections, and serve as vehicles for political persuasion. Their humorous and ironic nature has enabled them to foster identity politics and create shareable narratives (Wells et al. 2016). Because of their cultural ideas, symbols, and practices, they made complex issues more relatable, thus helping newly registered voters to incorporate politics with their lived experiences. Wiggins and Bowers (2015) state that meme virality depends on simplicity and ease of replication. In political campaigns, these skills let candidates, or their supporters translate key messages into formats comprehensively, particularly to young people. This study also emphasizes trending posts and memes influence voters to make careful decisions. Political participation through social media, including the sharing and discussion of viral content, helps increase political awareness and motivates voters. This form of participation can support the dissemination of knowledge through collaborative learning and stimulate informed decision-making among networks of voters (Wells et al. 2016). Thus, this allows voters to express their values and align with political causes in a way that feels authentic (Penney 2017). As a result, voters form logical, confident, and well-reasoned choices in their minds, enabling them to exercise their power through rational decision-making.

This study highlighted the key importance of participating in online discussions that serve multiple functions: informing voters, reinforcing existing preferences, and occasionally shifting voter support. According to Vaccari and Valeriani (2015), digital political communication—including live-streamed debates and social media interviews—broadens participation, especially among young voters who consume politics through digital platforms. These platforms have an interactive nature which can be utilized as a mechanism for building political engagement. Newly registered voters in this study pointed out that online discussions instigate their critical thinking through their engagement in different viewpoints. Likewise, it offers them different perspectives and challenging insights. The development of critical thinking is fundamentally tied to one's ability to coordinate conflicting evidence and arguments. Political debates and interviews serve as public exercises to boost voters' political awareness, increasing issue knowledge, candidate recognition, and confidence in vote preferences, especially among young and less-informed voters (Palacios and Arnold 2021). In addition, Guidetti, Harell, and Min (2024) found that exposure to diverse perspectives expands political knowledge, encourages complex reasoning processes, and strengthens political efficacy by challenging ideological homogeneity. As students heard directly conflicting claims, they learned to evaluate evidence, reason logically, and defend policy positions. Furthermore, it also revolved around on increasing voters' knowledge of electoral candidates' background. Newly registered voters of this study precisely built knowledge about the capabilities and commitment of a certain candidate. Debates that feature clear contrasts in experience, preparedness, and problem-solving capacity notably improve both knowledge and confidence in evaluating qualifications that may reflect the potential experiences of first-time voters (Palacios and Arnold, 2021). Political debates serve as informative deliberations that allow candidates to showcase their qualities and respond to challenges from opponents. Bidwell, Casey and Glennerster (2015), found that voters who viewed candidate debates demonstrated heightened knowledge of candidates' policy positions and backgrounds, and were more likely to align their vote with candidate qualifications and promises. Hence, viewers and voters gained a substantial understanding of candidates' issue positions and perceived qualifications. One of the findings of this study mentioned that promoting online dialogue sparks meaningful discussion that highlights issues. Online dialogues which include debates and interviews serve as opportunities for thoughtful public engagement, allowing citizens to explore candidates' platforms. These moments frequently spark political discussions in both personal and communal settings, encouraging people to talk about political issues with others and thereby deepening their civic understanding and involvement.

On the other hand, conventional election campaigns, which include door-to-door campaigning, rallies and placement of printed materials in public places were also used to effectively influence voters' decision-making. These strategies allow them to establish both direct and indirect interactions with electoral candidates that can influence their views and provide positive electoral outcomes (Adi et al. 2023; Fisher et al. 2016; Subekti et al. 2022). In this study, it is revealed that through door-to-door campaigning, voters can assess candidates through direct engagements that this strategy provides. Throughout election campaigning, engagement is considered as the most efficient act to establish connections and persuade voters as it bridges the gap among them. This implies that involving the physical presence of a candidate in campaigning is more persuasive than how crafted messages work (Cantoni and Pons 2020). This strategy also enables voters to have a direct look at candidates' commitment by critically assessing their actions and behaviors beyond words, which is impossible compared to interactions using online platforms. The study by Baum and Owens (2022) identified a 3 percent increase in vote share and 6 points increase in vote margin of a candidate after door-to-door campaigning. This highly supports the idea that direct interactions with candidates allow voters to witness the true qualities of candidates and make a sound judgement. These findings prove that newly registered voters' views door-to-door campaigning as impactful in shaping their political views. However, despite of the provided results, it has limitations that may fail to encourage voters to follow a certain viewpoint. One reason is that candidates may not have the qualities to make campaigning impactful. Results from the study of Cantoni and Pons (2020) show that door-to-door campaigning made by candidates' weeks before the election did not have any



significant effect on electoral participation. This proves that candidates' characteristics and their way of interacting with citizens can significantly affect the impact of the campaign, despite their effort to show up face-to-face.

Indirect conventional election campaign strategies, particularly using posters, banners, and flyers, also serve an important part as a usual method of campaigning among electoral candidates. Despite the presence of online and mass media advertising, they remain an effective way to reach regionally concentrated groups and stand for candidates in places where they are unable to physically present themselves among the electorate (Fox, 2022; Omole 2024). In this study, it was identified that these printed materials help in clarifying information and simplifying complex political messages for voters to be provided with information and update their views about candidates. Posters communicate significant messages about politicians, and their concision in visuals and texts allows voters to understand the messages they want to convey (Omole 2024). This study also revealed that utilizing posters, banners, and flyers helped raise awareness among newly registered voters by providing quick references. Voters tend to be interested in gathering information in memorable messages, and easy to read quickly, especially when written in the form of banners or posters. Moreover, the touch of creative and systematic design of these messages enables them to grasp ideas and awareness towards candidates (Maskuri and Paramitha 2022). The intricacy of these materials also adds to the impression voters have of candidates. Candidates explore their usefulness as something that can project their ambition. Posters, banners, and flyers are displayed in public places where the voters can easily access to present the political agendas and qualities of a particular candidate or a party (Gburova et al. 2023; Omole 2024). Newly registered voters' frequent exposure to these strategies helps them develop a high sense of familiarity with candidates' names and faces, supporting the idea that the more voters are exposed to these campaign materials, the more they become familiar with candidates, which increases their tendency to vote for that candidate (Cadiz et al. 2024). Nevertheless, conventional campaigns have their limitations. With the influence of social media and technology, political parties must continuously adapt to meet the demands of society in the political process (Adi et al. 2023). Moreover, the practice of utilizing posters, creative banners, and flyers during campaigns indeed impacts voters' perceptions but not in a general manner. Voters may prefer physical campaigning over solely posters. Parties or candidates that are distant and exclusive from people will gradually be abandoned by the voters. General election campaigns shift in focus and strategy, where campaigns do not only rely on either conventional or digital methods but also on identifying candidates' potential through personal engagements (Adi et al. 2023).

Moreover, this study identified that organizing rallies and displaying campaign slogans remain impactful elements of conventional campaign strategies. Rallies energize and strengthen support among newly registered voters while offering opportunities to observe candidates' sincerity through their behavior and message delivery. These face-to-face encounters promote both emotional connection and critical evaluation. In addition, campaign slogans, through short and memorable phrases, help communicate a candidate's values, identity, and priorities. When slogans align with candidates' actions, they enhance recognition and trust. This reflects how linguistic simplicity and emotional appeal in political messaging help shape voter familiarity and connection with political figures (Mangada et al. 2024).

Although this study provides insight into students' views on how election campaign strategies influence the political views of newly registered voters, several limitations should be considered and may serve as starting points for future research. First, the participants in this study were exclusively from the College of Education, making the findings inapplicable to students of other academic disciplines, who may have different political experiences or exposure to campaign strategies. Future studies should consider a more diverse set of participants across various colleges to gain broader perspectives. Second, the sample size was limited to nine (9) newly registered voters. While their insights offered valuable qualitative data, the small sample size limits the generalizability of the findings. A larger and more diverse sample would allow for more comprehensive and potentially generalizable conclusions. Third, the focus on newly registered voters excludes the viewpoints of older or more politically experienced voters. Future research could compare perceptions across different age groups or levels of voting experience. Fourth, the scope of the study was limited to digital and conventional campaign strategies. While this offers a specific lens, political behavior is influenced by a variety of other factors. Subsequent studies may benefit from examining additional variables such as party affiliation, political ideology, media literacy, or voter education programs, all of which may also play critical roles in shaping political opinions. Fifth, the data collection method relied on a written interview questionnaire. While this provided structured and accessible responses, it may have constrained the depth typically seen in face-to-face or oral interviews. Future research might incorporate semi-structured or in-depth interviews to yield richer data. Sixth, the cultural and political context of the study was limited to the Philippines, in which the findings may not be directly applicable to voters in other countries or electoral systems. Comparative studies across different national or regional contexts would provide a more global understanding of campaign influence. Despite these limitations, the study contributes meaningful insights into the interplay between election campaign strategies and voters' views, serving as a foundation for further research exploring political dynamics, particularly among emerging voter demographics.

## 5. Conclusions

Campaigning is an essential element in every political endeavor, serving as the gateway to a candidate's success. Several campaign strategies were used to disseminate political platforms and influence the political views of voters, particularly the newly registered ones, towards their voting decisions. Digital and conventional campaigning serve huge roles to present candidates' platforms and plans while enhancing voters' awareness and skills to assess them. Digital platforms allow personalized interaction to a wide audience, while traditional methods offer credibility and resonate with voters' emotion by offering physical interactions. These serve as approaches that make campaigning adaptable to diverse ways and preferences on how voters from different backgrounds take information in expanding their perspective to make informed decisions. Newly registered voters must also be knowledgeable of these strategies and how it shapes their views to take part in political issues and exercise their voting rights. Indeed, election campaign strategies shape how newly registered voters shape their political views and make careful voting decisions, highlighting the importance of using both conventional and digital approaches to provide more inclusive and effective campaign strategies, especially in engaging youth.

## References

- Adi, Agus Satmoko, None Sarmini, and Mi'rojul Huda. 2023. The Transformation of Political Campaigns From Conventional to Digital Political Campaigns (a Study in Mojokerto District). In *Advances in Social Science, Education and Humanities Research/Advances in Social Science, Education and Humanities Research*: 1797-1802. [https://doi.org/10.2991/978-2-38476-152-4\\_181](https://doi.org/10.2991/978-2-38476-152-4_181).
- Ali, Muhammad, Piotr Sapiezynski, Aleksandra Korolova, Alan Mislove, and Aaron Rieke. 2019. Ad Delivery Algorithms: The Hidden Arbiters of Political Messaging. ACM Digital Library. 13-21. [https://www.researchgate.net/publication/337856002\\_Ad\\_Delivery\\_Algorithms\\_The\\_Hidden\\_Arbiters\\_of\\_Political\\_Messaging](https://www.researchgate.net/publication/337856002_Ad_Delivery_Algorithms_The_Hidden_Arbiters_of_Political_Messaging).
- Ascura, Yhris A., Megan Hilary G. Aurelio, Faye Marie B. Consulta, Rosel A. Giganto, Nicole C. Layson, Sharie Lou V. Malijan, and Sean Kirby G. Malones. 2023. Political Ads on Social Media: Extent of Influence on the Choice of Presidential Candidates of First-Time Voters among College Students of Private Higher Education Institution in Iloilo City. [https://www.researchgate.net/publication/374547561\\_political\\_ads\\_on\\_social\\_media\\_extent\\_of\\_influence\\_on\\_the\\_choice\\_of\\_presidential\\_candidates\\_of\\_first-time\\_voters\\_among\\_college\\_students\\_o](https://www.researchgate.net/publication/374547561_political_ads_on_social_media_extent_of_influence_on_the_choice_of_presidential_candidates_of_first-time_voters_among_college_students_o)
- Banducci, Susan A., and Daniel Stevens. 2015. Campaign Events, Issue Salience, and Youth Engagement in Democratic Electoral Periods. *Frontiers in Political Science*.
- Bär, Dominik, Francesco Pierri, Gianmarco De Francisci Morales, and Stefan Feuerriegel. 2024 Systematic Discrepancies in the Delivery of Political Ads on Facebook and Instagram. *PNAS Nexus* 3: 1-11. <https://doi.org/10.1093/pnasnexus/pgae247>.
- Baum, Charles L., and Mark F. Owens. Does Personal Door-to-door Campaigning Influence Voters? Evidence From a Field Experiment. *Journal of Behavioral and Experimental Economics* 105: 1-7. <https://doi.org/10.1016/j.socec.2023.102043>.
- Bidwell, Kelly, Katherine Casey and Rachel Glennerster. 2019. Debates: Voting and Expenditure Responses to Political Communication. *Journal of Political Economy* 128: 2880-2924. <https://doi.org/10.1086/706862>.
- Boulianne, Shelley. 2015. Social Media Use and Participation: A Meta-analysis of Current Research. *Information Communication & Society* 18: 524-38. <https://doi.org/10.1080/1369118x.2015.1008542>.
- Cadiz, Dominique. 2024. Vote or ADstain: The Effect of Repetitive Exposure and Type of Advertisement on the Inclination to Vote for a Presidential Candidate. *Dunong: UP Diliman Journal of Student Research* 1: 27-49. <https://journals.upd.edu.ph/index.php/Dunong/article/download/8814/7772/>.
- Cantoni, Enrico, and Vincent Pons. 2020. Do Interactions With Candidates Increase Voter Support and Participation? Experimental Evidence From Italy. *Economics and Politics* 33: 379-402. <https://doi.org/10.1111/ecpo.12167>.
- Carpinella, Colleen M., and Kerri L. Johnson. 2012. Appearance-Based Politics: Sex-Typed Facial Cues Communicate Political Party Affiliation. *Journal of Experimental Social Psychology* 49: 156-160. <https://doi.org/10.1016/j.jesp.2012.08.009>.
- Creswell, John W., and Cheryl N. Poth. 2018. Qualitative Inquiry and Research Design: Choosing among Five Approaches. 4th ed. Thousand Oaks. CA: SAGE Publications: 1-414. <https://doi.org/10.4135/9781506330204>.
- Cristobal, Jay-Ar. 2022. Graphic and Textual Elements in Selected Political Campaign Posters: A Stylistic Analysis. *American Journal of Arts and Human Science* 1: 46-51. <https://doi.org/10.54536/ajahs.v1i2.336>.
- Cruz, Cesi, Philip Keefer, Julien Labonne, and Francesco Trebbi. 2024. Making Policies Matter: Voter Responses to Campaign Promises. *The Economic Journal* 134: 1875-1913. <https://doi.org/10.1093/ej/ueae008>.
- DeJonckheere, Melissa, and Lisa M Vaughn. 2019. Semistructured Interviewing in Primary Care Research: A Balance of Relationship and Rigor. *Family Medicine and Community Health* 7: e000057. <https://doi.org/10.1136/fmch-2018-000057>
- Erisen, Cengiz, David P. Redlawsk, and Elif Erisen. 2017. Complex Thinking as a Result of Incongruent Information Exposure. *American Politics Research* 46: 217-45. <https://doi.org/10.1177/1532673x17725864>.
- Fisher, Justin, David Cutts, and Bernd Rottweiler. 2016. The Evolution of District-Level Campaigning in Britain: The Resilience of Traditional Campaigning? University of Kent: 1-31. <https://blogs.kent.ac.uk/epop/files/2016/07/Fisher-Cutts-Fieldhouse-and-Rottweiler.pdf>.
- Flores, Kenedy, Catherine Dumaguin, Gaudwin Gaeon Dumo, Aian Zedrick Fontanilla, and Karol Ann Nisperos. 2022. Social Media as a Transformative Agent of Political Behavior Among Political Science Students in a Component City. *American Journal of Multidisciplinary Research and Innovation* 1: 78-85. <https://doi.org/10.54536/ajmri.v1i2.297>.
- Fox, Colm A. 2022. Visualizing Politics in Indonesia: The Design and Distribution of Election Posters. Fox | *International Journal of Communication* 16: 1-23. <https://ijoc.org/index.php/ijoc/article/view/18797>.
- Gburova, Jaroslava, Beata Gavurova, Radovan Bacik, and Maria Tomasova. 2023. Analysis of the Impact of Advertising on the Change of Voter Behavior of Consumers (Voters) in the Slovak Republic. *Marketing and Management of Innovations* 14: 134-41. <https://doi.org/10.21272/mmi.2023.3-12>.
- Gherghina, Sergiu, & Marian, Claudiu. 2023. Win big, buy more: political parties, competition and electoral clientelism. *East European Politics*, 40: 86-103. <https://doi.org/10.1080/21599165.2023.2191951>
- Green, Donald P., and Alan S. Gerber. 2016. Get Out the Vote: How to Increase Voter Turnout. *Choice Reviews Online* 53: 53-3278. <https://doi.org/10.5860/choice.194933>.
- Guess, Andrew M. and Kevin Munger. 2022. Digital Literacy and Online Political Behavior. *Political Science Research and Methods* 11: 110-28. <https://doi.org/10.1017/psrm.2022.17>.
- Highfield, Tim. 2016. Social Media and Everyday Politics. *European Journal of Communication* 31: 724. <https://doi.org/10.1177/0267323116677472j>.
- Jungherr, Andreas. 2023. Digital Campaigning: How Digital Media Change the Work of Parties and Campaign Organizations and Impact Elections. *Edward Elgar Publishing eBooks*: 446-62. <https://doi.org/10.4337/9781789906769.00035>.
- Kahne, Joseph, and Benjamin Bowyer. 2016. Educating for Democracy in a Partisan Age. *American Educational Research Journal* 54: 3-34. <https://doi.org/10.3102/0002831216679817>.
- Luebke, Simon M., and Ines Engelmann. 2022. Do We Know Politicians' True Selves From the Media? Exploring the Relationship Between Political Media Exposure and Perceived Political Authenticity. *Social Media + Society* 8: 1-11. <https://doi.org/10.1177/20563051221077030>.
- Mangad, Jinky V., Rexon H. Gaston, and Mark B. Ulla. 2024. Examining the Rhetorical Landscape of Political Campaign Slogans in the Philippines: A Rhetorical-semantic Analysis. *Cogent Arts and Humanities* 11: 1-13. <https://doi.org/10.1080/23311983.2024.2417510>.
- Maskuri, M. Ibnu Naufal, and Angella Dias Paramitha. 2024. Campaign Message Design as Public Communication." *Journal of Communication Religious and Social Sciences (JoCRSS)* 2: 88-102. <https://doi.org/10.60046/jocrss.v2i2.147>.

- Omole, Davidson Monday. 2024. A Multimodal Study of Campaign Posters of the Labour Party's Presidential Candidate in 2023 General Elections in Nigeria. *Journals of Languages, Linguistics and Literary Studies* 4: 161-169. <https://doi.org/10.57040/yg9tkf21>.
- Open Election Data Initiative. 2021. Global Network of Domestic Election Monitors. <https://openelectiondata.net/en/guide/key-categories/election-campaigns/>.
- Palacios, Irene, and Christine Arnold. 2021. Do Spitzenkandidaten Debates Matter? Effects on Voters' Cognitions and Evaluations of Candidates and Issues. *Politics* 41: 486-503. <https://doi.org/10.1177/02633957211015231>.
- Patton, Carl V., David S. Sawicki, and Jennifer J. Clark. Basic Methods of Policy Analysis and Planning. 3rd ed. Pearson Education. eBooks. Routledge eBooks. <https://lmscontent.embanet.com>
- Penney, Joel. 2017. The Citizen Marketer: Promoting Political Opinion in the Social Media Age. Oxford University Press. [https://digitalcommons.montclair.edu/all\\_books/7/](https://digitalcommons.montclair.edu/all_books/7/).
- Prime, Robertson. 2024. Mastering Qualitative Descriptive Research Design | Examples. *Best Dissertation Writers* (blog):1-6. <https://bestdissertationwriter.com/qualitative-descriptive-research/>.
- Reddy, Pritika, Bibhya Sharma, and Kaylash Chaudhary. 2020. Digital Literacy. *International Journal of Technoethics* 11: 65-94. <https://doi.org/10.4018/ijt.20200701.oal>.
- Schunk, Dale H., and Maria K. DiBenedetto. 2023. Learning, Cognition, and Human Development. In *International Encyclopedia of Education* edited by Barry J. Fraser, 2nd ed. Amsterdam: Elsevier <https://www.sciencedirect.com/topics/social-sciences/social-cognitive-theory>.
- Sernani, Paolo, Angela Cossiri, Giovanni Di Cosimo, and Emanuele Frontoni. 2025. Analyzing Digital Political Campaigning Through Machine Learning: An Exploratory Study for the Italian Campaign for European Union Parliament Election in 2024. *Computers* 14: 1-15. <https://doi.org/10.3390/computers14040126>.
- Subekti, Dimas, Achmad Nurmandi, and Dyah Mutiarin. 2022. Mapping Publication Trend of Political Parties Campaign in Social Media: A Bibliometric Analysis. *Journal of Political Marketing*:1-18. <https://doi.org/10.1080/15377857.2022.2104424>.
- Teehankee, Julio C. 2022. Populists in Power and the Institutionalization of Electoral Mobilization in the Philippines. *Asian Politics & Policy* 14: 5-24. <https://doi.org/10.1111/aspp.12591>.
- Theocharis, Yannis, and Jan W. Van Deth. 2017. Political Participation in a Changing world. eBooks. Routledge eBooks. <https://doi.org/10.4324/9780203728673>.
- Vaccari, Cristian, and Augusto Valeriani. 2013. Follow the Leader! Direct and Indirect Flows of Political Communication During the 2013 Italian General Election Campaign. *New Media & Society* 17: 1025-42. <https://doi.org/10.1177/1461444813511038>.
- Vraga, Emily K., Kjerstin Thorson, and Neta Kligler-Vilenchik. 2015. How Individual Sensitivities to Disagreement Shape Youth Political Expression on Facebook. *Computers in Human Behavior* 45: 281-289. <https://www.sciencedirect.com/science/article/abs/pii/S0747563214007419?via%3Dihub>
- Wells, Chris, Kjerstin Thorson, and Lewis Friedland. 2016. How We Stop Trusting the News: How 'Informed' Citizens Use Social Media for Political Engagement. *Communication, Culture & Critique* 9: 278-298.
- Wiggins, Bradley E, and G Bret Bowers. 2014. Memes as Genre: A Structural Analysis of the Memescape. *New Media & Society* 17: 1886-1906. <https://doi.org/10.1177/1461444814535194>.
- Yüksel, Rozerin, and Tamer Bayrak. 2015. Political Elections in the Digital Age: Interactive Communication in Election Campaigns. *İstanbul Aydın Üniversitesi İletişim Çalışmaları Dergisi* 10: 242-63. [https://doi.org/10.17932/iau.ied.2015.006/ied\\_v010i2006](https://doi.org/10.17932/iau.ied.2015.006/ied_v010i2006).