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EXPLORING NETWORKS AND COMMUNITIES: A CASE STUDY OF THE SUPPORTERS AND CRITICS FACEBOOK PAGES OF THE PHILIPPINE PRESIDENT

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Abstract

This paper provides the current Philippine president's supporters and critics Facebook pages on social media networks' description and analyses of their SNSs dataset using NodeXL program. There are three main focuses of the study: (1) implications of the demographic differences of both page networks in terms of age, location and political affiliation, (2) comparative data analyses of the difference in the connected vertices/nodes (e.g., density, diameter, and connected components) of the two opposing networks, and finally, (3) identifying the network actors, the "who" play the roles of the main speakers, mediators and influencers in a social network structure. Results show that the networks' description for the supporters' page group has denser connected components compared to the critics' page. Actors on both networks like the main users, mediators and influencers are media bloggers, social media users and the overseas foreign workers (OFWs). The overall findings of this study showed that the two networks have strong signs of real-life communities in a social networking space.

Keywords

Social Network Actors, Social Network Influencers, Social Networking Analysis (SNA), Philippine Online Politics

1. Introduction

In this digital age, the rise of social network communities that occur in social media has turned the Web into public spaces where people around the globe connect, communicate, and collaborate with each other. The Internet has played a very important role in politics which resulted to the studies of ‘online politics’. Zhang, et al (2010) found out that interpersonal discussion on social networking sites encourage public participation and political activity. ‘Online politics’ have created online spaces for network actors to affiliate themselves as supporters or critics of political figures.

Actors in a social networking community have existing power in promoting their interests and values. Though the concept of “online politics” still remained elusive, related topics such as gatekeeping or information flows control of mediators (Barzilai-Nahon, 2008) are yet to be explored. Networks provide spaces for information dissemination, (Mislove et al, 2007), and members use social network communities for civic participation, political engagement, and socialization. Social networking has become the recent trend of organizations of human actions on which nodes in a network are densely connected groups that are interdependent. These social groups have shared values and performed other human relationships (Serrat, 2011). Girvan (2002) highlighted another important property of community structure in social networks, that is nodes in networks are tightly knitted groups and in between are only looser connected nodes.

This study explored the case scenario of the Philippine president, Rodrigo Duterte, who came into power and won the election due to social media. The primary objectives of this study are to analyze network communities and identify actors (nodes) actively participating in the Philippine “online politics” specifically during the president’s decision of declaring a martial law in the island of Mindanao.

2. Background of the Study

Nowadays, social network communities are not solely interpreted for socialization, rather, they are considered as emerging spaces for civic participation, political engagements,

relationship management and identity constructions. This current study seeks to understand how social networks has become the latest platform for civic and political engagements. Observing the 2008 presidential election in the US, Obama's team used social media to gather volunteers as the threshold of operation for Barack Obama's candidacy (Dickinson, 2008). The use of social networks led to "online politics" which indeed transformed the way political activities such as campaigning are run.

2.1 Philippine Online Politics and Social Networking Communities

Recently, the Philippines has become the social media capital of the world (Roumen, 2009). The country's political communication has gradually departed from traditional media's method of campaigning. Thus, the use of telecommunicative technologies such as cell phones have encouraged and fostered revolutionary changes as a reflection of contemporary justice and freedom in the Philippines (Rafael 2003). According to Pertierra (2012), the new media, motivates personal interaction and the freedom of expression and that the political structure has given a platform allowing views and interests of the citizens to shape policy. In short, the online politics has become a bottom up rather than the top down system.

In the Philippines, political campaigns has never been a 'love affair'. On social network communities in Facebook, political candidates could be observed increasing their influence that could even go beyond social networking. Typical 'mud-slinging' appeared on the politicians pages and 'black' propaganda materials were common even forcing the candidates to counter negative campaigns (Espina-Letargo, 2010).

The current president of the Philippines, Rodrigo Duterte, won the presidential election in 2016. This election had caught global attention for the controversial rose to power of the unconventional political figure who had captured the imagination of the majority of the people with his campaign on ending the criminality and waging a war on drugs. Aguirre (2017), a political science master's student in Ateneo Manila University, conducted a study that investigated on how social media won the Philippine president in 2016 election. The primary finding of his study pointed to the Duterte campaign team that heavily used the social media to mobilize supporters and their candidates. The study also claims that the Duterte campaign made use of social media (composed of loose networks of small and weak parties and volunteer groups) for organizing efforts, fake news, and online trolling. This kind of reinforcement is an effort to mobilize volunteers with the goal of influencing voters' perception through fake accounts, online

trolls and fake news (Aguirre, 2017). However, Duterte and his team have been successful on mobilizing social networks even after he won. A CNN Philippine article written by Bueno (2017), named Duterte as the social media president and has been enjoying the perks of strong supporters online.

The undeniable success of using the social networking sites via social media on political campaigns has prompted this study to identify who are the main users, mediators and influencers of online politics in the Philippines.

2.2 Social Network Analysis (SNA) and Actors on Social Networking Sites (SNSs)

Social networks develop in time, they show several types of arcs and nodes which can be affected by multiple actors (Domingos, 2005). Determining the roles in a social network structure is largely significant nowadays. Identifying the experts in a technical forum is also knowing the people who plays the role of main influencers.

Here on Face book page networks, the three main roles to be examined based on the results from the dataset are the users, mediators and influencers. This could be done through Social Networking Analysis (SNA) of which is accurately measuring network structural relationships and describing the reasons as to why structure arises and explaining the results (Knoke, & Yang, 2008). More so, big data analyses determine how the edges and nodes are interrelated, what influencers are present, which nodes are highly centrally located, and which nodes are highly influential. That is, measuring centrality and calculating relationships that occur within a network. Also, influential actors in the network are identified. Those who are influential in traditional media communication are social elites, primary definers and specialists in specific fields. In other words, they are the people who are leaders. However, this traditional media environment can be totally different with the new media- the social network environment. In here, any individual in the network can be influential actors not only of the organization. These influential actors in a social network, integrated by Boster, et al. (2014) have three attributes: the connectors, persuaders and mavens. The connectors are significant individuals in the network's discussion and persuasion. These people have higher level of connectivity and that are pillars of bridging connections in social networks. Connectors are actors who are highly motivated to meet new people and connect them in social or physical space, making them share new information with other members of their network (Boster, et al., 2014)

In SNA, the actors are determined through the centrality measures. It is the measure of betweenness centrality which nodes lie in the geodesic path between the pairs of nodes in the network. These actors could control or mediate the relations with nodes that are not directly connected. Second is the eigenvector centrality (also called eigencentality) which is the measure of influence of a node in a network (Hansen, et al., 2010). Identifying the actors in a network could help us understand other existing values that hold these online communities together.

3. Methodology

This study's main goal is to analyze the network's data on what is being micro-blogged about the declaration of Martial Law in Mindanao by the Philippine president, Rodrigo Duterte. It particularly focused on the dynamics of the network and the changing of positions for the actors. This study automatically executed a five-step data workflow using the NodeXL program; data collection from Facebook network data sources through storage, analysis, visualization, and finally publication. Using the NodeXL data importer, the data analysis process was initiated by first collecting a set of data on two pages: the supporters' and the critics' Facebook pages on May 25th, 2017, the day the Philippine president declared the martial law. To apply this data extraction, a set of big data extraction from the supporters' network, the *Mocha Uson Blog* with 5,036,592 members (<https://www.facebook.com/Mochablogger/>) followed by the second set of which is the critics' network of *Juan Nationalista* with 206, 226 members (<https://www.facebook.com/JuanNationalist/>). The Nodexl software program enables the extraction of individuals engaged in a microblogging conversation about the Martial Law in Mindanao, the southern part of the country through Facebook application programming interface (API). The extraction of entities includes accounts representing Facebook users who have talked about the national issue on the 25th of May. Drawing from the extracted data and graphic metrics calculation, data analysis was done to determine the main users, mediators, and influencers.

3.1 Measures

Users. The main profiles of the networks who had the highest numbers of original sources were determined as the top main users of original posts and comments by calculating the numbers of their posted microblogs on their network pages.

Mediators. The mediators Facebook accounts were calculated in NodeXL's graphic metrics in-degree- 'betweenness centrality' which provides a "bridge" between different parts of

the network. The mediators are the accounts that if removed would cause for a social network to fall apart.

Influencers. The influencers Facebook accounts were calculated in NodeXL's graphic metrics 'eigenvector centrality'- accounts to its own degree and the connected nodes. The accounts with the highest eigenvector number are the overall main influencers/speakers of a network.

4. Results and Analysis

4.1 Implications of Demographics and Political Affiliation

The recent data of the number of social network users in the Philippines shows that there are 47.8 million of millennial users as of 2017 (Statistica, 2015).

Table 1: Age, Location and Political Affiliation

Age	Supporters	Critics	No Political Affiliation
20s	1%	3%	3%
30s	30%	28%	7%
40s	10%	10%	4%
50s	1%	2%	1%

Source: Facebook Pages (Mocha Uson; Juan Nationalist), March 25th, 2017

Therefore, it is not a surprise that for both networks, members were composed of more than 50% on their early and late 30s (Table 1). They belong to the 'millennial' generation who were rather getting older and have been showing a growing interest on political and social issues.

More so, determining the location of the supporters and critics is vital to comprehend the trend of which regions the members hail from. President Rodrigo Duterte's supporters' network page were mainly from the northern part of the Philippines (Table 1); it is important to note that he is the first ever president of the Philippines that won from the southern part of the country in a roster of three from the central Philippines and twelve Luzon-bred presidents. The network for supporters' page showed solid supporters from the north, on the other hand, the critics network page members could not be accounted all since they undisclosed their locations (private settings on Facebook); for whatever reasons- is yet to be investigated. Somehow, it has been discussed in the literature review that personal attacks and mudslinging are common in the Philippine online politics; thus, these can be the underlying reasons of the undisclosed profile details.

Table 2: *Political Affiliation of the Users*

Supporters	46%
Critics	24%
No Affiliation	29%

Source: Facebook Pages (Mocha Uson; Juan Nationalist), March 25th, 2017

Table 2 shows the political affiliation of the two opposing networks. They were divided into three groups: 1) the supporter of the PDP-Laban Party (President Duterte’s party), 2) the supporter of the Liberal Party (the opposition party of the president), and 3) the non-political affiliated members. 46% of which composed of the supporters of the current president’s political party and only 24% for the opposition. Interestingly, 29% of the users did not have any political affiliation.

4.1 Networks’ Descriptions

Overall results for both networks showed that the supporter page has 5,763 nodes (i.e. unique accounts that liked, shared, reacted and commented on the posts as of May 25th), comparing, the critic page has 717 nodes only and the network is sparser with only 6027 edges (the follow-type relationships among the followers of the page) compared to the much denser network of supporters with 81883 edges (Table 3).

Table 3: *Networks’ Description*

Metrics	Supporter Fan Page	Critic Fan Page
Vertices (Nodes)	5763	717
Network Size (no. of Edges)	81883	6027
Connected Components	1	1
Ave. Geodesic Distance	3.137672	2.841251
Diameter	4	4
Ave. Betweenness Centrality	12320.405	1321.177
Ave. Eigenvector Centrality	0.000	0.001
Average Clustering Coefficient	0.242	0.267
Average PageRank	1.000	1.000

Source: Facebook Pages (Mocha Uson; Juan Nationalist), March 25th, 2017

Data Extracted and Calculated: NodeXL Program (May 5th, 2017)

Social Network Analysis (SNA) calculated the number of metrics for each node (account), in the case of Facebook pages, a node's in degree is the number of incoming edges such as the likes/followers. Within a network structure, the number of connected components refers to the distinct clusters on which both the supporters and critics' pages consisted of 1. The geodesic distance is measured by the length of the shortest path between two nodes. Table 3 shows that the supporters' page has longer average geodesic distance compared to the critics' page. The ratio of the number of network edges divided by the number of all possible edges is calculated as the graph density, and both networks have the same diameter of 4, which is the longest geodesic path within the network (i.e. the maximum distance between two nodes). Betweenness centrality was devised as measurement for centrality, it means that the central node has more control over the network, since more information could pass through that node. It can be depicted that the average betweenness centrality has a higher degree for supporter's community (Table 3). Comparing the two networks of the Philippine President's supporter and critic networks on Facebook, the supporters' network is significantly denser and h-10 times higher in/out degree. The density implies a connected community of people who know a lot of other people in the online community they belong to.

As can be observed, it is evident that there are nodes that are very central in the networks and that the *Mocha Uson* and *Juan Nationalist*, the Facebook profiles themselves were seen as the main central nodes. In this case, the page owners themselves were generally active in the over-all number of posts, likes and shared.

4.1.1 Supporter/Critic Networks: Main Users (In-degree)

The first main user of the supporters' network is *Mocha Uson*, the profile owner itself, an entertainer and a blogger (Table 4). She has over five million followers and that she uses her network page as her platform of supporting the current Philippine president. On March 25th, after an unexpected attack in Marawi City, Mindanao, the Philippine President Rodrigo Duterte declared martial law. The supporters' network via *Mocha Uson* Facebook page expressed their support upon the president's decision. Two of the top main users during the declaration of martial law were categorized as "netizens", they were members of online communities who have been using Facebook and were the most active members of the supporters' page. Also, it is observed that overseas Filipino workers or the OFWs were active on participating in an online

community that shared the same political leanings with other users. The five main users are all supporters of the current government's party which is the PDP-Laban Party.

Table 4: Supporters' Network: MAIN USERS

No.	Users' Profile Name	Users' Categorization	Political Affiliation	Location	FB Profile Followers	FB Profile Friends	In Degree
1	MOCHA USON BLOG	Entertainer/Blogger	PDP-Laban Party (President's Supporter)	Manila, Phils.	5,066,047	5,132,530	2275
2	Louie Silva	Netizen	PDP-Laban Party (President's Supporter)	Manila, Phils.			326
3	Oilegor Avicrep Taugilab	Overseas Filipino Worker (OFW)	PDP-Laban Party (President's Supporter)	Paris, France			267
4	Glorios Ecat Uriarte	Overseas Filipino Worker (OFW)	PDP-Laban Party (President's Supporter)	Quezon City, Phils.	1	1,5870	249
5	Azaph Ignacio	Netizen	PDP-Laban Party (President's Supporter)	Quezon City, Phils		118	234

Source: Facebook Page (Mocha Uson), March 25th, 2017

Data Extracted and Calculated: NodeXL Program (May 5th, 2017)

Table 5, on the other hand, shows the online activities for the critic network page on May 25th. *Jun Nationalist*, the page owner has emerged as the top main user with over 200,000 followers. Like *Mocha Uson* of the supporter's page, *Jun Nationalist* is also a blogger whose main task is to make the critic page as engaging as much as possible. Other main users of the

network who actively used the page on the day the president declared the martial law were the netizens and an OFW. More so, the table below shows that the main users' were supporters of the Liberal Party (opposition party of the current Philippine government). However, two profiles *Candazo* and *Villanueva* were not affiliated to any of the political parties.

Table 5: Critics' Network: MAIN USERS

No.	Users' Profile Name	Users' Categorization	Political Affiliation	Location	FB Profile Followers	FB Profile Friends	In Degree
1	Juan Nationalist	Media Blogger	Liberal Party (Supporter of the Opposition Party)		202,699	204,832	232
2	Sonny Candazo	Netizen	No Affiliation	Makati, Phils.			213
3	Karl Villanueva	Overseas Filipino Worker (OFW)	No Affiliation	Seoul, South Korea		232	91
4	Kiko Lim	Netizen	Liberal Party (Supporter of the Opposition Party)	Manila, Phils.	56	774	70
5	Mark Nathan Carlisle	Netizen	Liberal Party (Supporter of the Opposition Party)				69

Source: Facebook Page (Juan Nationalist), March 25th, 2017

Data Extracted and Calculated: NodeXL Program (May 5th, 2017)

4.1.2 Supporter/Critic Networks: Main Mediators (Betweenness Centrality)

The main mediators are also known as linkers or negotiators. They are members of the online networks with high betweenness centrality. *Mocha Usón* is again the top mediator of the supporters' page on May 25th. Followed by an OFW *Nasser Zambo* and netizens *Raegan, Ng, and Ignacio* (Table 6). They were the accounts with considerable influence within the supporters' network and have taken control over information flows among others. Also, these

main mediators could remove other actors who are likely to disrupt communications between other vertices.

Table 6: *Supporters' Network: MAIN MEDIATORS*

No.	Users' Profile Name	Users' Categorization	Political Affiliation	Location	FB Profile Followers	FB Profile Friends	Betweenness Centrality
1	MOCHA USON BLOG	Entertainer/ Blogger	PDP-Laban Party (President's Supporter)	Manila, Phils.	5,066,047	5,132,530	2307904.4999
2	Nasser Zambo	Overseas Filipino Worker (OFW)	PDP-Laban Party (President's Supporter)				1090932.899
3	Dlanow Raegan	Netizen	PDP-Laban Party (President's Supporter)				1057524.125
4	Richard L. Ng	Netizen	PDP-Laban Party (President's Supporter)	Quezon City, Phils		227	1002121.523
5	Azaph Ignacio	Netizan	PDP-Laban Party (President's Supporter)	Quezon City, Phils		118	947272.295

Source: Facebook Page (Mocha Uson), March 25th, 2017

Data Extracted and Calculated: NodeXL Program (May 5th, 2017)

For the critics' network, Table 7 shows that on the national issue of martial law, netizens *Candanzo, Lim and Misa* were the main mediators. *Juan Nationalist*, the blogger and the administrator of the network was in second place followed by an OFW *Villanueva*.

Table 7: Critics' Network: MAIN MEDIATORS

No.	Users' Profile Name	Users' Categorization	Political Affiliation	Location	FB Profile Followers	FB Profile Friends	Betweenness Centrality
1	Sonny Candazo	Netizen	No Affiliation	Makati, Phils.			200940.459
2	Juan Nationalist	Media Blogger	Liberal Party (Supporter of the Opposition Party)		202,699	204,832	160751.620
3	Karl Villanueva	Overseas Filipino Worker (OFW)	No Affiliation	Seoul, South Korea		232	66118.313
4	Kiko Lim	Netizen	Liberal Party (Supporter of the Opposition Party)	Manila, Phils.	56	774	60097.016
5	Richvinz Misa	Netizen	PDP-Laban Party (President's Supporter)				39669.026

Source: Facebook Page (Juan Nationalist), March 25th, 2017

Data Extracted and Calculated: NodeXL Program (May 5th, 2017)

4.1 Supporter/Critic Networks: Main Influencers (Eigenvector Centrality)

The main influencers are calculated by finding the eigenvector centrality on which the calculated measures point to the users who are considered to have nodes with more connections and they are more important actors/users in a network. As observed on Table 8, the supporters' network has the blogger and administrator of the page as the top influencers, the rest were OFWs and a netizen.

Table 8: *Supporters' Network: MAIN INFLUENCERS*

No.	Users' Profile Name	Users' Categorization	Political Affiliation	Location	FB Profile Followers	FB Profile Friends	Eigen-vector Centrality
1	MOCHA USON BLOG	Entertainer/ Blogger	PDP-Laban Party (President's Supporter)	Manila, Phils.	5,066,047	5,132,530	0.009
2	Azaph Ignacio	Netizen	PDP-Laban Party (President's Supporter)	Quezon City, Phils		118	0.006
3	Glorious Uriarte	Overseas Filipino Worker (OFW)	PDP-Laban Party (President's Supporter)	Quezon City, Phils	7	1,850	0.005
4	Oilegor Avicrep Taugilab	Overseas Filipino Worker (OFW)	PDP-Laban Party (President's Supporter)	Paris, France			0.005
5	Wilson Dela Cruz	Overseas Filipino Worker (OFW)	PDP-Laban Party (President's Supporter)	Bataan, Phils.	56		0.004

Source: Facebook Page (Mocha Uson), March 25th, 2017

Data Extracted and Calculated: NodeXL Program (May 5th, 2017)

For the critics' network, the administrator and a blogger also emerged as the top influencer, then followed by the netizens. Also, the result on Table 9 shows that the three main influencers were not affiliated to any political parties, however, they were active in connecting the nodes in the network on May 25th.

Table 9: Critics' Network: MAIN INFLUENCERS

No.	Users' Profile Name	Users' Categorization	Political Affiliation	Location	FB Profile Followers	FB Profile Friends	Eigen-vector Centrality
1	Juan Nationalist	Media Blogger	Liberal Party (Supporter of the Opposition Party)		202,699	204,832	0.016
2	Anfernee Raagas	Netizen	PDP-Laban Party (President's Supporter)			1.380	0.014
3	Jade Gorriceta	Netizen	No Affiliation	Bacolod, Phils.		82	0.014
4	Jun Caseres	Netizen	No Affiliation	Sorsogon, Phils.		22	0.011
5	King Max Alfarero	Netizen	No Affiliation			782	0.011

Source: Facebook Page (Juan Nationalist), March 25th, 2017

Data Extracted and Calculated: NodeXL Program (May 5th, 2017)

5. Findings

5.1 Networks as Online Communities

Facebook users that belong to social networks develop the use of a common language, as the same case in other social networks like Twitter (Gruzd, et al., 2011). More so, the homogeneity sense of time, called 'temporality' is another key element of any online communities occurring on social networks. On this study, on May 25th, 2017, both networks of supporters and critics had posted issues about the proclamation of Martial Law in the Philippines. The proclamation sparked a big discussion and a higher degree of interaction among members of the two opposing networks. Upon studying the timeline postings, supporters' network had reacted and commented and even shared the posts in support for President Duterte's proclamation of Martial Law, however, the critics' network had criticized the president for the

uncalled proclamation and posted how unnecessary it was to declare it. The martial law under Marcos regime for 14 years had also been greatly discussed on the posts. Observing the trend of timeline posts, the researcher found out that these networks post issues and news that had have to do with the current government. Obviously, both networks wanted their followers/likers to create sense of unity by sharing values and interest, and strong political leanings through activating controversial discussions about the issue.

Furthermore, betweenness centrality as the main measure that describes the high central nodes play important roles in the edification of the communities and dissemination of information sources. In this study on Facebook, the main influencers were the actors who have high centrality measures in the network.

5.2 Virtual Settlement and Sense of Community

The two network pages on Facebook (supporters and critics) under study here exhibited a variety of communicators with millions for the supporters and hundreds of thousands for the critics. It is valuable to note that in the case of Facebook networks, Filipinos living abroad called the Filipino overseas workers (OFWs) are active members of online politics. They are also accounted to have a huge number of Facebook users from the Philippines. Social network communities have not only provided spaces for socialization but also a virtual venue where the users could express themselves without fear for knowing that they belong to a network with members of the same political leanings on issues that matter the most for them. Another strong essential sense of virtual community is the ability of the network actors to influence one another. In this case, the Philippine president's supporters and critics may even deliberately share posts that they believe could be used by others (e.g. friends, acquaintances, and family members) who may and may not share the same sentiments about the current Philippine government under Duterte. Hashtags were also used on postings so others can retrieve information. In this sense, both networks integrate and fulfill the needs of the members to share the same sentiments and connect with others through information.

Table 10: Summary of the Networks' Roles

Networks	Main Users/Mediators/Influencers
Supporters' / Critics	Entertainer/Media Blogger Netizens OFWs

Table 10 is the overall summary of identifying roles the actors' play on each network. The entertainer and media bloggers were the Facebook profiles that were usually the main source of the posts on May 25th. They accounted for the most central nodes in the networks (e.g. *Mucho Uson Blog* and *Juan Nationalist*). These actors who have played as the main mediators and influencers were responsible for sparking the interest of the supporters and critics to participate on online politics. The common 'netizens' were the over-all active main users of the said network communities. Drawing from the results, the ordinary individuals called as 'netizens' are important actors that connect the central nodes (main influencers) to other vertices (users). Moreover, OFWs are emerged as active actors on social networks. Through their active participation on online politics they feel connected and a sense of belongingness. Furthermore, one of the basic facets of shared spaces is to influence shared emotions. McMillan & Chavis (1968), illustrated that there exist dynamics in which different elements work as one to create a sense of community. In this study, members of the networks share sentiments either they support or criticize the president, particularly on his policies i.e. war on drugs and the martial law in Mindanao.

6. Conclusion

The study of online politics in social network communities in the Philippine's focuses on the two main profiles with the most likes/follows of the supporters and critics Facebook pages of the Philippine president. Results of both networks' descriptions in terms of the centrality measures identified the actors "who" play as the main users, brokers/mediators, and influencers. There were no politicians engaged on these two networks. Thus, the activity of the online communities for both networks were mostly done by the bloggers, netizens (users in the country) and the overseas Filipino workers (OFWs). The key finding of the study implied that actors in a social network play a dynamic role, meaning actors can interchange the roles they play in a network functioning for more than two roles. In this study, the main users-bloggers, netizens and

OFWs- have also played as the main mediators and speakers of their networks. Furthermore, the new media platform of online politics occurring in social network communities have proved to be changing the environment of 'who' used to be the main influencers.

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