



**ANALYZING SOCIO-POLITICS OF MILLENNIALS**

An Undergraduate Thesis Presented to the Faculty of the  
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Bachelor of Secondary Education  
Major in Social Studies

**Carla Mae C. Bermillo**  
**Dhanna L. Dumlao**  
**Emmarlyn Ann B. Gonzaga**  
**Kaye Micaella C. Guingcangco**  
**Eliza Marie L. Mercurio**

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### ABSTRACT

*Title : Analyzing Socio Politics of Millennials*

*Researcher : Bermillo, Carla Mae C.  
Dumlao, Dhanna L.  
Gonzaga, Emmarlyn Ann B.  
Guingcangco, Kaye Micaella C.  
Mercurio, Eliza Marie M.*

*Degree : Bachelor of Secondary Education major in Social Studies*

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*Adviser : Mr. Melvin N. Ambida*

The purpose of this study was to analyze the Socio Politics of Millennials in the current system of our country. This paper also sought out the confusion on what really Millennial is and who are under this generation. The respondents of this study were Millennial residing in Mandaluyong City ages 18-37 years old both male and female.

To verify and supplement the survey questionnaires answered by the respondents, the researchers also conducted face to face interview with the focal persons such as political analyst, political activist, former politician, incumbent local government officer and a former student leader. The researchers also used content analysis which made the research a quantitative and qualitative at the same time.



The theme that emerged in the survey questions includes: (1) Actual engagement in election (2) Active involvement on social media (3) Participation in other political activities (4) Participation in civic activities. After getting the survey result answered by the Millennials, comparing it to the insight of focal persons in the interview and aligning it to the articles, books and news that the researcher gathered, the findings from this study described how Millennials create ways on how and how often they participated in the socio politics of the Philippines. This study also showed the general thinking of the millennial generation when it comes to Social and Political aspects of their lives.

Based on the findings of this study recommend to the concern authorities like local government units and Commission on Election to empower other generations for comprehensive turnouts of the votes. Also the researchers recommend the Non- government organizations to create projects that will likely need the involvement of Millennials in order for them to help and use their ability in developing the society. Lastly, the researchers recommend the concern authorities like the Local Government Units and Commission on Election to invigorate awareness among people most specially Millennials with regards the importance of joining rallies, joining public debates, distributing of pamphlet in support of a politician, joining political meetings and being a polling agent for any political candidate.





## CHAPTER I

### THE PROBLEM AND ITS BACKGROUND

#### Introduction

The 2016 presidential election saw the dawning of young blooded politicians and politically-oriented youth. Filipino Millennials or relatively young people whose age range from 19 to 37 years old exert huge influence on the outcome of the election. They are not only engaged in voting but also involving themselves by running for public office in local level such as barangays, municipalities and cities and in some extent, national. By just looking at the demographics, the Millennials as well as the youth sector have large voting portion and most of the candidates have youth volunteers, wherein they form youth action group to win the Millennials market (The LaSallian, 2016).

Millennials refer to people born from the early to late 80s. However, there are some claims that the generation includes those who were born in 1980's to 1997.

According to Pana News (2017), Millennials are a most puzzling phenomenon in the generations of humans that have ever come to be. Born at the dawn of a new age, between 1980 to 2000, they are the first digital natives. They are socially connected via multiple devices, and are in some instances bordering on the obsessed with social media, as with selfies. The article states that Millennials were born in the midst of early 80's to 2000 and it



is believe that they are the digital natives or people who were born during the time when digital technology boomed. Thus, Millennials lived with technology even in their young age and using computer, internet, and gadgets is just common in their nature.

According to Social Space website (2017), Millennials are broadly defined as those born between 1980 and 2000— are a dynamic driving force behind any country's economic progress, but particularly so in the Philippines. The article affirms that Millennials were born between 1980 and 2000 and thus, these people contributes a lot with the country's economy because of their skills, flexibility, and their familiarity with regards to technology which is an important tool in this competitive generation.

According to Rappler's website (2016), a rushed look at the Commission on Elections figures will show that 54,363,844 were registered voters in May 2016, of whom 24,730,013 aged 18-34 years old show that almost 50% of voters included Millennials.

Millennials are getting older and their interests in politics and social issues are on the rise. As the election heats up and voters get more involved, Millennials are right alongside older generation in the desire to stay informed. They are more diverse than any generation before them (Rappler, 2016).

In the Philippines, Millennials make up one-third of the total population and it has been said that they crave for growth and experiences more than



stability. They have huge influence to the country's politics which made them empowered (Rappler, 2016).

The more they involve themselves in the political process, the more they become politically socialized and the medium they tend to use are both mass media and social media. Possessing numbers, Millennials are likely to impose their will in a different way. They would not march on the street, shout slogans, and caused heavy traffic jams - they would likely sit and use another avenue, which is social media. Armed with personal computers, laptops and other gadgets like smart phones, ipads, and tablets they are likely to express their will using social networking sites like Facebook, Twitter, Instagram and others which may impact and influence almost everyone and change how they look at Philippine politics (Lustre Jr., 2016).

Expressing and raising their concerns develop the sense of democratization to the extent that they show their dissatisfaction on the candidates, on the campaign methods, and the way the government handles the election.

Then there is a generation cohorts between Boomers and Millennials referred to as Generation X who were born between 1965 and 1979. They were shaped by global political events that occurred during this generation's youth such as Martial Law (Waterworth, 2014).

Baby Boomers are defined as being from the huge population increase that followed WWII and the Great Depression. They were born between 1946