



Digital Narratives and Cultural Exchanges in Sino-Philippine Friendship: A Corpus and Communication Analysis Based on Chinese Social Media

Guo Aowei^{1*}

^{1*} Chongqing College of International Business and Economics, Chongqing, 401520, China.

Email: cyril0925@163.com

Abstract: This study delves into the digital narratives and cultural exchanges that frame Sino-Philippine friendship, primarily through data analyzed from the Chinese social media platforms Xiaohongshu and Weibo. In the current globalized context, the relationship between China and the Philippines transcends traditional diplomacy, prominently featuring in public opinion and media impacts. This research identifies and analyzes the primary digital narratives surrounding Sino-Philippine friendship on these platforms and assesses how these narratives influence cultural perceptions and emotional attitudes among the populace of both nations. Through a comprehensive methodological approach combining corpus construction with communication analysis, the study reveals the narratives predominantly focus on economic cooperation, cultural exchange, and shared challenges such as pandemic responses. It highlights a prevalent positive sentiment in the digital discourse, which not only fosters cultural understanding but also enhances bilateral relations. The findings underscore the significant role of digital media in shaping international relationships in the digital era, providing insights into the maintenance of international friendships through new forms of media interaction.

Keywords: Sino-Philippine Relations, Digital Narratives, Cultural Exchange, Social Media Analysis, Public Perception

Introduction

Research Background:

In the context of rapidly evolving globalization, the maintenance of international relations no longer relies solely on traditional diplomatic activities but is increasingly influenced by public opinion and media impact. China and the Philippines, as important neighboring countries in Asia, have a complex and profound interaction throughout history and in the modern era^[1]. In recent years, with the rapid development of digital media, the representation and discussion of Sino-Philippine friendship have gradually shifted from traditional media to digital platforms^[2], especially evident on social media such as Xiaohongshu (The Red) and Weibo. These platforms not only rapidly disseminate information but also create unique ways of communication and narration, significantly affecting the emotions and cognition of the people in both countries.

The characteristics and impacts of these digital narratives on cultural exchange and public perception between China and the Philippines represent a new field worthy of in-depth study. By exploring these narratives, we can better understand how international friendships are constructed and maintained in the digital age, as well as reveal the role and influence of digital media in current international relations.

Research Objectives and Questions:

This study aims to explore and analyze how Sino-Philippine friendship is narrated and displayed on digital media, particularly on Xiaohongshu and Weibo^[3]. The main objectives of the research include: (1) identifying and analyzing the main digital narratives about Sino-Philippine friendship on Xiaohongshu and Weibo; (2) assessing how these narratives affect the emotional attitudes and cultural cognition of the people in both countries; (3) discussing the role and potential impact of digital media in Sino-Philippine cultural exchanges.

To achieve these objectives, the research will address the following questions:

- What are the main narrative themes about Sino-Philippine friendship on digital media?
- How do these narratives influence users' perceptions and reactions?
- How do digital narratives facilitate or hinder the understanding and exchange between Sino-Philippine cultures?

Through systematic analysis, this study seeks to decode the complex dynamics of digital narratives and their impact on shaping public opinion and fostering intercultural understanding in the context of Sino-Philippine relations^[4]. By doing so, it aims to contribute to the broader discourse on the power of digital media in transforming international relationships.

Literature Review

National Narratives and Identity:

The theory of national narratives explores the ways in which narratives construct national identity and collective memory. Media and literary works have historically played a central role in shaping the concept of the nation by emphasizing shared history, culture, and values to foster national cohesion. The notion of "invented traditions" further highlights how



national narratives often involve a selective reconstruction of history to create a unified national identity^[5]. These narratives serve not only to consolidate internal unity but also to differentiate one nation from others, thereby playing a crucial role in the formation of a distinct national identity. The strategic use of symbols, myths, and historical events within these narratives helps to instill a sense of belonging and continuity among the population, making the national identity both enduring and adaptable to changing socio-political contexts.

In the digital age, these narrative mechanisms have evolved, becoming more diverse and immediate due to the widespread use of the internet and social media. This digital transformation has amplified the reach and impact of national narratives, allowing them to be disseminated more rapidly and widely than ever before. As a result, traditional narratives are often reinforced through digital platforms, while new forms of collective identity that transcend national boundaries also emerge. Social media, in particular, has facilitated the creation of transnational communities that share common interests or values, challenging the dominance of traditional national narratives. Moreover, the interactive nature of digital media enables individuals to participate in the construction and negotiation of these narratives, making national identity a more dynamic and contested concept in the digital era.

Digital Media as a Platform for Cultural Exchange:

Digital media has emerged as a vital platform for cultural exchange, breaking down the geographical and temporal barriers that once constrained traditional media. This unprecedented connectivity allows people from diverse cultural backgrounds to interact and share information instantaneously, fostering a global dialogue that was previously unimaginable. The theory of the network society posits that digital networks are now central to the structure of modern societies, significantly influencing the pathways and speed of cultural transmission. As digital media enables the convergence of various cultural expressions, it not only accelerates the spread of cultural products but also encourages the hybridization of cultures, where elements from different traditions blend to create new, shared cultural forms. This process is particularly evident in global phenomena such as viral trends, memes, and collaborative digital art projects, which transcend national and cultural boundaries, contributing to a more interconnected global culture.

Social media platforms have become powerful tools for users to construct and express social and cultural identities on a global scale. These platforms facilitate the rapid dissemination and reinterpretation of cultural products and values across different cultural contexts, allowing individuals and communities to engage with and influence one another in real-time^[6]. Through these interactions, users not only consume cultural content but also actively participate in its creation and modification, leading to the continuous evolution of cultural identities. Moreover, digital media provides marginalized or minority groups with a voice and a platform to share their cultural narratives, challenging dominant cultural paradigms and promoting greater diversity in the global cultural landscape. In this way, digital media acts as both a conduit for and a catalyst of cultural exchange, playing a critical role in the construction of modern identities and contributing to the dynamic and fluid nature of contemporary culture.

Sino-Philippine Relations and the Role of Digital Media:

The historical and contemporary relationship between China and the Philippines has evolved from ancient trade interactions to modern diplomatic and economic cooperation, reflecting a deep-rooted connection that has adapted to changing global contexts. Despite ongoing challenges such as maritime disputes, which have occasionally strained relations, the two nations continue to engage in active economic and cultural exchanges. These exchanges are driven by high levels of economic interdependence, as both countries recognize the mutual benefits of cooperation in areas such as trade, investment, and infrastructure development^[7]. Moreover, cultural exchanges, particularly in sectors like tourism, education, and the arts, have played a crucial role in fostering mutual understanding and friendship between the two peoples. These interactions have not only enhanced bilateral ties but have also contributed to the broader regional stability by promoting dialogue and collaboration over confrontation.

In the context of these evolving bilateral relations, digital media platforms like Xiaohongshu and Weibo have taken on an increasingly prominent role in shaping the narrative of Sino-Philippine relations. These platforms do more than just facilitate the exchange of cultural narratives; they serve as powerful tools for public diplomacy, allowing both nations to craft and disseminate digital narratives that can significantly influence public perceptions and bilateral relations^[8]. Through these platforms, users from both countries can share stories, experiences, and cultural products that reflect the complexities of their relationship, helping to build a more nuanced understanding among the general public. Furthermore, digital media enables real-time interaction and feedback, which can help policymakers and cultural ambassadors gauge public sentiment and adjust their strategies accordingly^[9]. This integration of digital narratives into the broader context of Sino-Philippine relations underscores the critical role that digital media plays in shaping the public's emotional and cognitive engagement with international ties, highlighting its potential to either strengthen or undermine bilateral relations depending on the narratives that are promoted.

Research Methods:

Research Design:

This study employs a mixed-methods approach, combining quantitative and qualitative analyses to comprehensively interpret the narratives of Sino-Philippine friendship on digital media. Initially, Python-based web scraping techniques are used to systematically collect posts related to Sino-Philippine friendship from Xiaohongshu and Weibo. Subsequently, natural language processing (NLP) techniques are employed for data cleaning, tokenization, and sentiment analysis,

followed by statistical analysis and visualization to present the results. This design aims to delve deeply into the cultural narratives on social media and their impact on bilateral relations through the integration of science and technology.

Corpus Construction:

The construction of the corpus involves the following five steps (see Table 1):

- 1) **Data Collection:** Python scripts are used to automate the scraping of public posts from Xiaohongshu and Weibo based on predefined keywords such as "Sino-Philippine friendship" and "Sino-Philippine cooperation." The script selectively retrieves posts based on publication date, content, and engagement metrics such as likes and comments. The valid data collected includes 19,017 tokens from Weibo and 53,133 tokens from Xiaohongshu, totaling 72,150 tokens.
- 2) **Data Cleaning:** Collected data is stored in CSV format. Data cleaning is performed using the Pandas library in Python, which includes removing irrelevant information, duplicate data, and non-Chinese content to ensure data accuracy and usability.
- 3) **Tokenization:** The cleaned text data undergoes tokenization using the Jieba tokenization tool, considering the specificity of the Chinese linguistic context to ensure accurate segmentation of words.
- 4) **Sentiment Tagging:** Based on the sentiment lexicon published by Dalian University of Technology, texts are tagged for sentiment polarity and intensity. Each word is labeled as neutral, positive, or negative, and assigned an intensity level from 1 to 9 to quantify the strength of the sentiment expressed.
- 5) **Statistical Analysis:** Python libraries such as NLTK and Matplotlib are used for frequency statistics of parts of speech and data visualization. Analysis focuses on word frequency, sentiment orientation, and co-occurrence of terms.

Step	Procedure	Purpose
Data Collection	Use Python scripts to scrape public posts from Xiaohongshu and Weibo based on specific keywords such as "Sino-Philippine friendship" and "Sino-Philippine cooperation."	To gather relevant data for analysis, ensuring that the content is focused on the study's objectives and is comprehensive in scope.
Data Cleaning	Store the collected data in CSV format and perform data cleaning using the Pandas library. This involves removing irrelevant, duplicate, and non-Chinese content.	To ensure the accuracy and usability of the data by eliminating noise and irrelevant information, preparing it for further processing.
Tokenization	Apply the Jieba tokenization tool to segment the cleaned text data accurately, considering the specificities of the Chinese language.	To break down the text into meaningful units (tokens) that can be analyzed, ensuring that linguistic nuances are captured correctly.
Sentiment Tagging	Utilize a sentiment lexicon to tag text based on polarity (neutral, positive, negative) and intensity (1-9).	To quantify the sentiment expressed in the text, enabling the analysis of emotional tones and public attitudes in the dataset.
Statistical Analysis	Employ Python libraries like NLTK and Matplotlib to perform frequency statistics of parts of speech and data visualization.	To analyze the distribution of words, sentiments, and their relationships within the data, providing insights into the main themes and emotional dynamics.

Table 1: Steps in Corpus Construction

Analysis Methods:

The study employed the following analytical methods:

- **Content Analysis:** Utilizes statistical tools to explore the frequency of use of key terms and the modes of expression of different sentiment orientations, revealing the primary narrative frameworks and emotional tones within the context of Sino-Philippine friendship.
- **Sentiment Analysis:** Applies NLP technology to analyze the sentiment tendencies of posts, using quantified data on sentiment intensity and polarity to assess the public's emotional responses and attitudinal changes towards Sino-Philippine friendship.
- **Network Analysis:** Investigates the relationships of co-occurrence among terms to construct word network graphs, analyzing how different terms jointly express specific narrative content or emotions, thereby understanding the complex dynamics of cultural exchange.

- Visualization: Uses charts and network diagrams to display analytical results, making the findings more intuitive and easier to understand, which helps in identifying patterns and trends.
- These methods combined comprehensively revealed the multidimensional narrative structure of Sino-Philippine friendship in digital media, providing deep insights into the cultural exchanges between the two countries.

Research Results:

Narrative Content Analysis:

This study systematically analyzed posts related to Sino-Philippine friendship on Xiaohongshu and Weibo, uncovering that digital narratives mainly revolve around core themes such as economic cooperation, cultural exchange, tourism, and political relations. In terms of economic cooperation, narratives often highlight collaborative achievements in trade, investment, and infrastructure projects, such as those under the Belt and Road Initiative. Cultural exchange narratives prominently feature in discussions about art festivals, film exhibitions, and educational exchanges, which are repeatedly mentioned as deepening mutual understanding and respect among the people^[10]. In terms of tourism, posts frequently showcase the beautiful tourist spots of both China and the Philippines and the positive experiences of tourists, reflecting optimistic expectations for future cooperation in tourism.

From a sentiment analysis perspective (figure 1. & 2.), expressions of positive sentiments dominate, with words like "friendship," "cooperation," and "mutual benefit" frequently appearing, indicating the public's positive views and expectations for the bilateral relations.

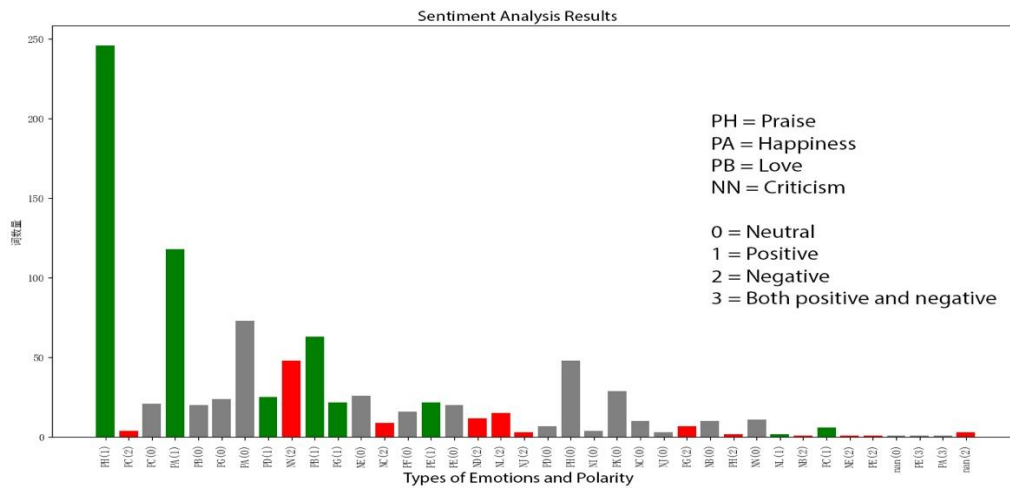


Figure 1: Sentiment Results from Weibo

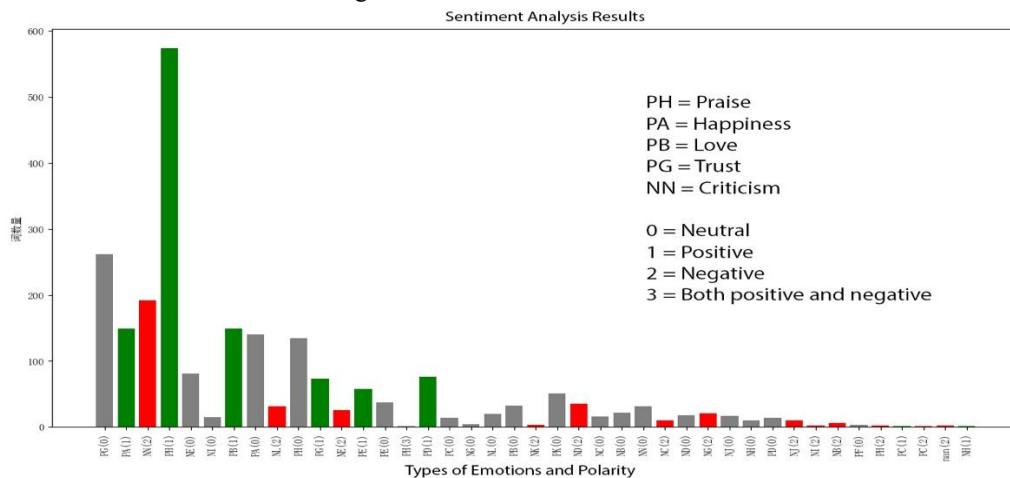


Figure 2: Sentiment Results from Xiaohongshu

User Interaction and Response:

The engagement of users with digital narratives on platforms like Xiaohongshu and Weibo reveals a dynamic process of interaction that significantly shapes the discourse surrounding Sino-Philippine relations. These interactions are not merely passive receptions of content but active engagements that contribute to the construction and dissemination of narratives. Users participate by liking, sharing, and commenting on posts, which amplifies the reach of these narratives and embeds them more deeply into the digital ecosystem.

Posts that portray positive aspects of Sino-Philippine relations, such as successful economic partnerships, joint cultural festivals, and collaborative disaster relief efforts, tend to garner the most engagement. The high levels of interaction associated with these posts suggest that users are more likely to engage with content that resonates with their perceptions of mutual benefit and shared values. For instance, posts about joint pandemic responses frequently feature comments expressing gratitude and solidarity, reflecting a collective emotional response that strengthens the perception of a shared human experience between the two nations. Furthermore, the vocabulary used in user interactions often mirrors the tone of the original posts. When discussing cultural exchanges, users frequently employ terms like "celebration," "heritage," and "unity," indicating a positive reception and an appreciation of the cultural ties between China and the Philippines. This choice of words suggests that users are not only consuming the content but are also actively participating in the narrative construction, reinforcing the positive themes and contributing to a collective cultural understanding.

Another significant aspect of user interaction is the role of user-generated content. Many users take the initiative to create and share their narratives, whether through posts, videos, or even artistic expressions, that reflect their personal experiences or perspectives on Sino-Philippine relations. This content often gains traction when it aligns with broader narratives of cooperation and friendship, further amplifying these themes across the digital landscape. The active creation and sharing of content by users indicate a participatory culture where the audience is deeply involved in shaping the narrative, rather than being passive recipients.

Moreover, the analysis shows that user interactions are not limited to expressions of support but also include critical discussions, debates, and even disagreements. This diversity of responses highlights the complexity of public opinion and the role of digital platforms as spaces for public discourse. While positive interactions are predominant, the presence of critical voices reflects the broader societal debates about the challenges in Sino-Philippine relations, such as territorial disputes. These interactions, whether supportive or critical, contribute to a more nuanced understanding of public sentiment, offering a valuable resource for policymakers and cultural practitioners aiming to navigate the complexities of bilateral relations. The interaction and response of users to digital narratives about Sino-Philippine relations illustrate the powerful role of social media in shaping and reflecting public opinion. Through likes, shares, comments, and the creation of user-generated content, the public actively engages in the construction of these narratives, influencing both the perception of bilateral relations and the broader cultural exchange between the two nations. This participatory engagement not only enhances mutual understanding but also provides a dynamic platform for ongoing dialogue and the negotiation of international relations in the digital age.

Representation of National Identity:

The representation of national identity in digital narratives is a complex and multi-faceted process, particularly within the context of Sino-Philippine relations. On platforms like Xiaohongshu and Weibo, national identity is often conveyed through narratives that emphasize shared cultural and historical ties, regional cooperation, and mutual respect. These narratives contribute to the construction of a collective national identity that transcends individual differences and unites people under a common regional identity, particularly in the context of Asia.

For instance, many posts on these platforms reference the historical trade relations between China and the Philippines, highlighting centuries-old connections through the maritime Silk Road. Such references serve not only to remind users of the longstanding friendship between the two nations but also to reinforce a shared cultural heritage that is integral to their national identities. By emphasizing these historical ties, digital narratives foster a sense of pride and continuity, linking present-day interactions to a storied past. An example of this can be seen in posts about joint disaster relief efforts between China and the Philippines. These narratives often underscore the idea of a "shared destiny," portraying both nations as partners in facing common challenges. Such representations contribute to a national identity that is rooted in mutual support and cooperation, reinforcing the idea that both countries are part of a broader Asian community with shared responsibilities and goals.

The digital narratives on Xiaohongshu and Weibo contribute significantly to the representation of national identity in the Sino-Philippine context. These narratives not only reflect historical and cultural ties but also actively shape a dynamic and inclusive national identity that resonates with the people of both nations. Through these digital interactions, a more nuanced and interconnected sense of national identity is constructed, one that is well-suited to the realities of an increasingly globalized world.

These findings indicate that the narratives of Sino-Philippine friendship on digital media are not merely channels for information dissemination but are also significant conduits for cultural significance, emotional connection, and national identity. Through these narratives, the public interactions and emotional connections between the two countries are strengthened, providing a solid socio-cultural foundation for further deepening Sino-Philippine relations.

Discussion and Conclusion:

Significance of Findings:

The findings of this study underscore the central role of digital media platforms like Xiaohongshu and Weibo in constructing narratives of Sino-Philippine friendship. Through narrative analysis on these platforms, we gain profound insights into how the populations of both countries utilize daily information sharing and interactions to shape and perceive bilateral relations. The widespread presence of positive sentiments highlights the public's extensive support and optimistic expectations for the friendly relations between the two countries. This not only facilitates enhanced mutual understanding and trust among the citizens of both nations but also lays a foundation of public opinion that supports official diplomatic

engagements between governments. Additionally, these findings reveal that cultural exchange and economic cooperation are particularly popular topics within public discourse, offering strategic guidance for shaping future cooperation policies between the two countries. These narratives enrich the dialogue between China and the Philippines, fostering a collaborative environment that can lead to sustained mutual benefits.

Linking Theory to Practice:

The theoretical framework of this research is grounded in national narrative theory and network society theory, which posit that media is a crucial tool for constructing social realities and collective identities. The results of this study confirm the applicability of these theories within the context of modern digital media. Through the analysis of Sino-Philippine friendship narratives, it becomes evident that digital media serves not only as a conduit for information dissemination but also as a pivotal arena for cultural exchange and the construction of national identities. This extends beyond mere communication, facilitating deeper cultural immersion and identity shaping among audiences. Furthermore, the application of social media research in communication studies has received additional empirical support, particularly in understanding cross-cultural exchanges and international relations. This reinforces the notion that digital platforms can significantly influence global perceptions and interactions, acting as powerful mediators in international diplomacy and cultural understanding. These platforms, therefore, are not just tools for communication but are also instrumental in shaping the narrative landscapes that define our contemporary world, highlighting the need for policies that foster positive digital environments for international engagement.

Policy Recommendations:

In light of the findings from this research, several policy recommendations are proposed to further amplify the positive impact of digital narratives on Sino-Philippine relations. Firstly, the importance of cultural and educational exchange programs should be emphasized. Governmental and private sectors are encouraged to increase their investments and collaborative efforts in organizing cultural festivals, film exhibitions, and academic exchanges. These initiatives serve as essential platforms for cultural immersion and understanding, fostering deeper interpersonal connections across national boundaries.

There is a need to support cross-cultural projects on digital platforms. Facilitating such projects through platforms like Xiaohongshu and Weibo can include initiatives like online language courses, cultural introduction videos, and virtual cultural tours. These activities play a significant role in enhancing mutual understanding among the public, bridging cultural gaps, and fostering a shared sense of community and appreciation between the two nations.

Moreover, it is recommended to strengthen the dissemination of positive information. Leveraging the wide reach of social media, efforts should be intensified to promote and highlight positive developments and collaborative achievements between China and the Philippines. By focusing on positive messaging, social media can counteract negative stereotypes and misinformation, thereby improving the overall narrative surrounding bilateral relations.

These recommendations underscore the vital role that digital media plays in shaping public perceptions and fostering international cooperation. By implementing these strategies, both China and the Philippines can further cultivate a narrative of friendship and collaboration, which will contribute to sustained mutual benefits and a stronger, more resilient relationship between the two nations.

Limitations and Future Research Directions:

Despite providing important insights into the digital narratives of Sino-Philippine friendship, this study has some limitations. Firstly, due to technological and resource constraints, the corpus is primarily limited to Chinese content from two platforms, which may not cover a broader spectrum of public opinions. Secondly, the sentiment analysis relies on a predefined dictionary, which may limit the recognition and parsing of complex emotions.

Future research could expand in the following directions:

- 1) **Broaden Data Sources:** Include data from more languages and platforms to obtain a more comprehensive international perspective and cross-cultural data analysis.
- 2) **Deepen Methodology:** Employ more advanced natural language processing technologies, such as machine learning and deep learning, to enhance the accuracy and detail of sentiment analysis.
- 3) **Cross-Cultural Comparative Studies:** Explore how users from different cultural backgrounds understand and interact with narratives of Sino-Philippine friendship, assessing the impact of cultural differences on narrative reception.
- 4) **Long-Term Impact Studies:** Investigate how digital media narratives influence public opinions and the long-term development of bilateral relations.
- 5) Through these efforts, future research can more deeply understand and utilize the role of digital media in fostering international friendly relations, contributing more academic and practical value to promoting global peace and cooperation.

Conclusion:

This study provides a comprehensive analysis of the digital narratives concerning Sino-Philippine friendship on platforms like Xiaohongshu and Weibo, illustrating how social media plays a crucial role in shaping interpersonal relations between the peoples of the two nations. These narratives predominantly showcase a positive outlook, emphasizing themes such as economic cooperation, cultural exchange, and tourism. Such content not only fosters mutual understanding and trust

among citizens but also aids in the collective formation of cultural identities, strengthening communal bonds across borders^[11]. Moreover, the dynamic interaction and active participation of users significantly amplify the reach and impact of these positive narratives, thereby garnering extensive public support for fostering cordial relations between China and the Philippines. The enthusiastic engagement observed underscores the transformative power of social media as a medium for international dialogue and cultural diplomacy.

Social media has emerged as a formidable force in shaping contemporary international relations, notably in crafting national images and nurturing amicable relations among different peoples. The digital narratives of Sino-Philippine friendship highlighted in this study showcase the enormous potential of social media in facilitating cross-cultural exchanges. These platforms enable individuals from diverse cultural backgrounds to engage more directly and profoundly, offering a more nuanced and enriched interaction. As digital technologies evolve, the influence of these platforms is expected to grow, potentially becoming pivotal in the construction of international friendly relations. Continuous research and a deeper understanding of these dynamics are essential. By harnessing these tools effectively, there is a significant opportunity to promote global peace and foster cooperative international relationships, contributing to a more interconnected and harmonious global community.

This capacity of social media to bridge cultural and geographical divides makes it an invaluable tool in the modern diplomatic arsenal. The immediacy and reach of platforms like Xiaohongshu and Weibo not only facilitate the spread of information but also allow for the rapid formation of solidarity and understanding across borders. This can be particularly effective in times of international crises, where swift communication and the dispelling of misinformation are crucial. Moreover, the interactive nature of social media may serve to democratize international relations. By giving a voice to the masses, these platforms ensure that foreign policy is no longer the sole purview of diplomats and politicians. Instead, the general populace can also partake in the dialogue, potentially leading to more grassroots-level and representative forms of diplomacy. Additionally, as social media continues to evolve, its role in fostering international cooperation and understanding could be further enhanced by incorporating advanced technologies like artificial intelligence and machine learning. These technologies could refine the content delivery mechanisms to suit individual cultural preferences and sensitivities, thus improving the effectiveness of diplomatic messages and campaigns.

In conclusion, the transformative potential of social media in international relations is immense. With strategic application, it offers a path to not just peaceful coexistence but active cooperation between nations. The case of Sino-Philippine relations exemplifies how digital platforms can be leveraged to cultivate a deeper, more resilient bond between countries. Therefore, continued investment in understanding and optimizing these digital interactions stands as a promising avenue for advancing global peace and unity.

REFERENCES

- [1]. Gil de Zúñiga, H., Weeks, B., & Ardèvol-Abreu, A. (2017). *Effects of the news-finds-me perception in communication: Social media use implications for news seeking and learning about politics*. *Journal of computer-mediated communication*, 22(3), 105-123.
- [2]. Peralta, R. L. (2019). *How vlogging promotes a destination image: A narrative analysis of popular travel vlogs about the Philippines*. *Place Branding and Public Diplomacy*, 15, 244-256.
- [3]. Coats, S. (2019). *Language choice and gender in a Nordic social media corpus*. *Nordic Journal of Linguistics*, 42(1), 31-55.
- [4]. Quilala, D. (2018). *Narratives and counter-narratives: Responding to political violence in the Philippines*. *Southeast Asian Affairs*, 285-296.
- [5]. Cubitt, E. T. (2002). *National Identity, Popular Culture and Everyday Life*.
- [6]. Webb, A., & Curato, N. (2019). *Populism in the Philippines*. *Populism around the world: A comparative perspective*, 49-65.
- [7]. Carr, C. T., & Hayes, R. A. (2015). *Social media: Defining, developing, and divining*. *Atlantic journal of communication*, 23(1), 46-65.
- [8]. Liu, W., Sidhu, A., Beacom, A. M., & Valente, T. W. (2017). *Social network theory*. *The international encyclopedia of media effects*, 1, 1-12.
- [9]. Abinales, P. N., & Amoroso, D. J. (2017). *State and Society in the Philippines*. Rowman & Littlefield.
- [10]. Schwartz, R., & Halegoua, G. R. (2015). *The spatial self: Location-based identity performance on social media*. *New media & society*, 17(10), 1643-1660.
- [11]. Aichner, T., Grünfelder, M., Maurer, O., & Jegeni, D. (2021). *Twenty-five years of social media: a review of social media applications and definitions from 1994 to 2019*. *Cyberpsychology, behavior, and social networking*, 24(4), 215-222.