

The Influence of Bloggers in Shaping Perceptions of Citizens on Philippine Government Affairs

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Abstract

As the Philippine Government recognizes the “influence of new media”, bloggers who has at least more than five thousand (5,000) followers in their Blogs, web pages, and in every social media accounts such as Facebook, Twitter, and Instagram has been given eligibility for press passes to cover news of government affairs, especially in the office of the president.

In this new media landscape where every person with a smartphone has the potential to promote, influence, and sway people’s perceptions on current events and government affairs, there is a fine line between promotion of the government’s milestones, and proliferation of “fake news” and propaganda. The academic concepts of sales and marketing are evident in the current state of social media. This exposes a dichotomy- first, is that the marketing educators over the years has been effective in the academic concepts of “advertising and promotion” and is now being practiced in actual government affairs, that may eventually lead to votes for the forthcoming elections, where potential candidates use bloggers as their “sales agents”, and secondly, how can marketing professors now help to control, regulate, and educate students on the responsibility of truthfulness in product advertising, just promotions, and integrity as to the practice of promoting affairs of the government.

The proliferation of fake news, and the rawness of description and explicatory writing of the bloggers may set a false standard of true advertising, sales and marketing promotions, and influence of public perceptions should be analyzed and extensively discussed in the parlance of the academic community of the marketing educators.