YouTube

Social Media

CONSPIRACY AND CONTENT

from the 2022 presidential elections to the 2025 midterm elections in the Philippines

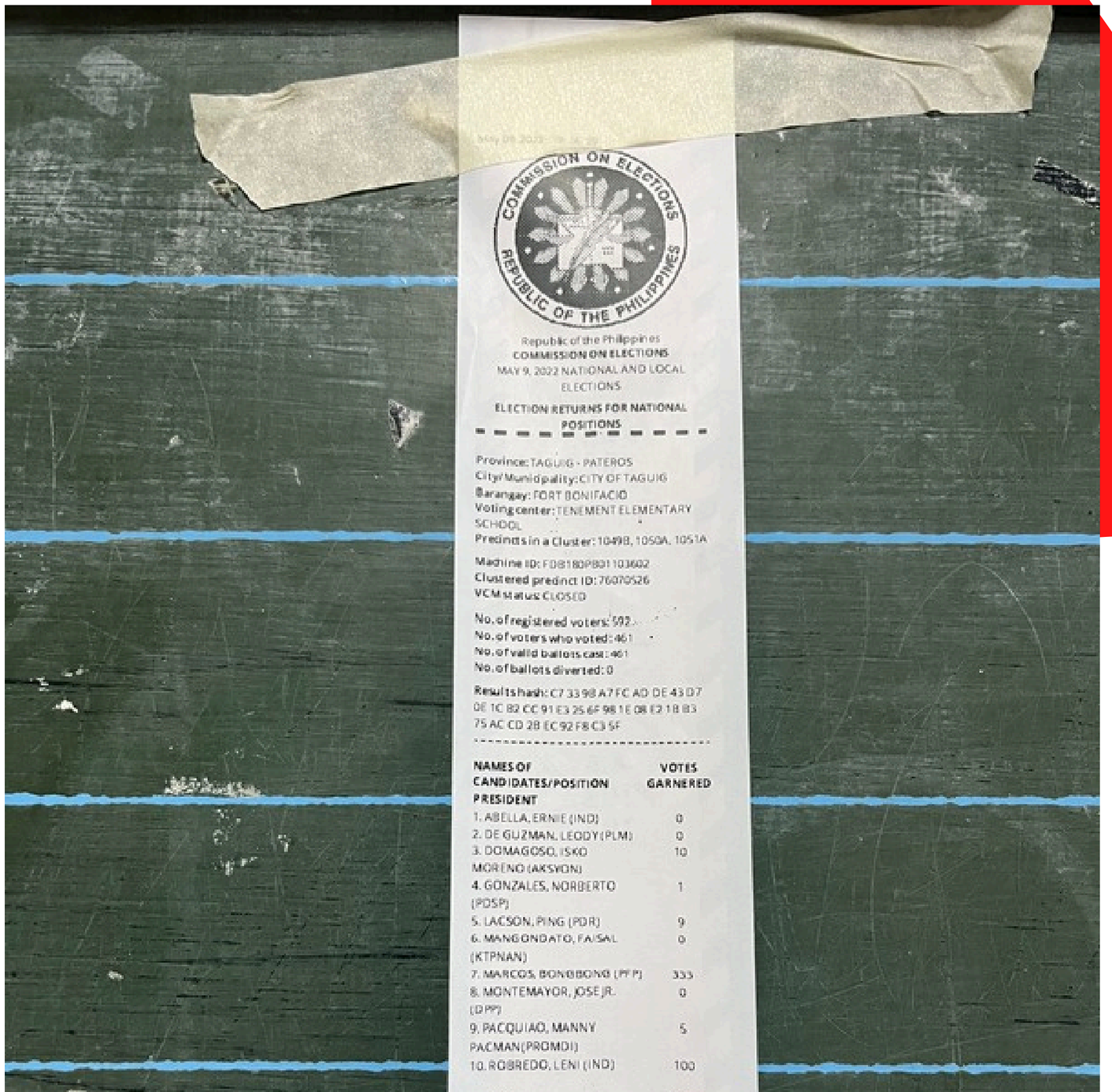
22 NOVEMBER 2024

Philippines

Conspiracy

BACKGROUND

Ferdinand "Bongbong" Marcos, Jr. becomes president of the Philippines in 2022 by winning 60% of total votes.



Republic of the Philippines
COMMISSION ON ELECTIONS
MAY 9, 2022 NATIONAL AND LOCAL ELECTIONS

ELECTION RETURNS FOR NATIONAL POSITIONS

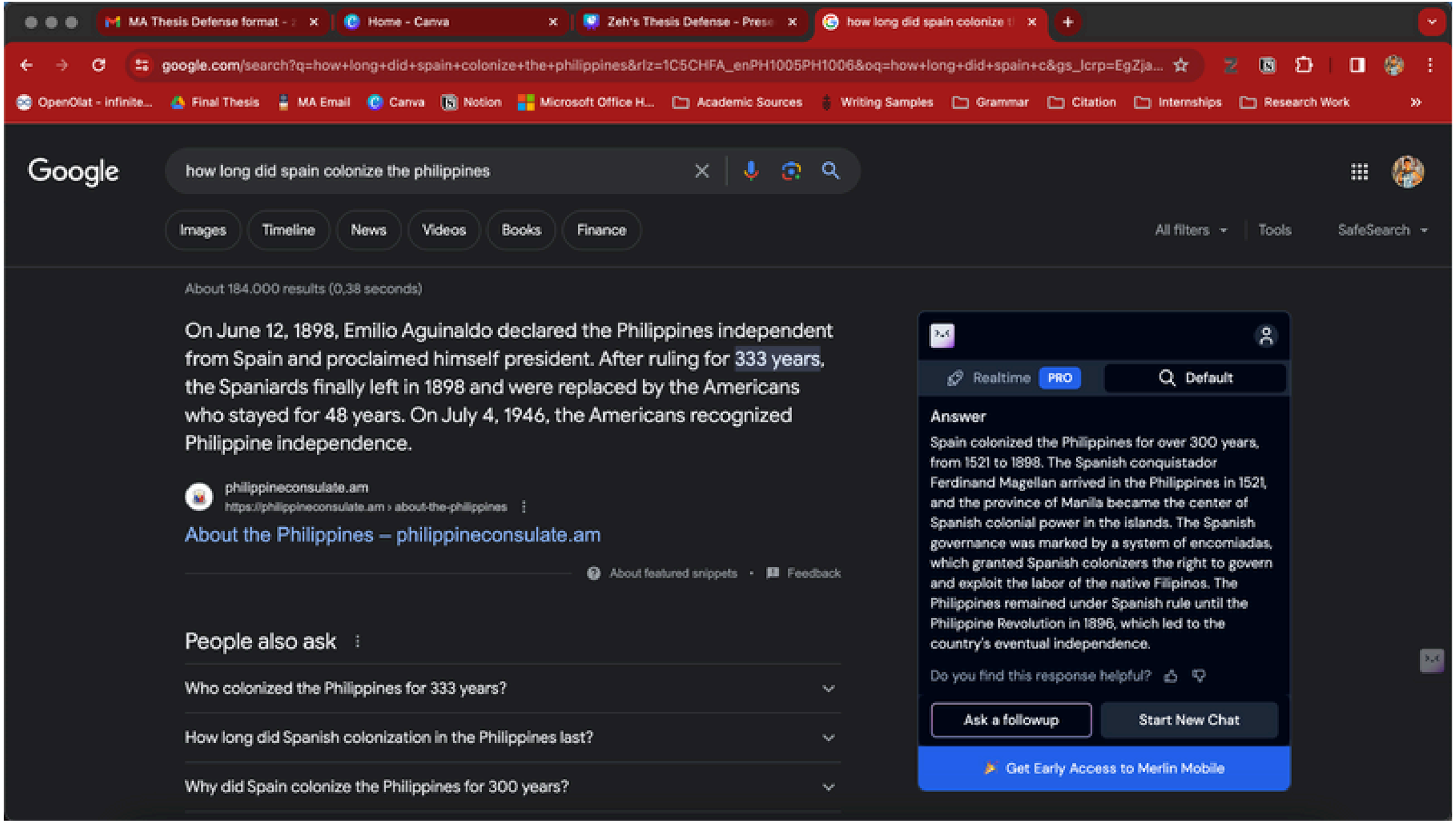
Province: TAGUIG - PATEROS
City/Municipality: CITY OF TAGUIG
Barangay: FORT BONIFACIO
Voting center: TENEMENT ELEMENTARY SCHOOL
Precincts in a Cluster: 1049B, 1050A, 1051A

Machine ID: FD8180PB31103402
Clustered precinct ID: 76070526
VCM status: CLOSED

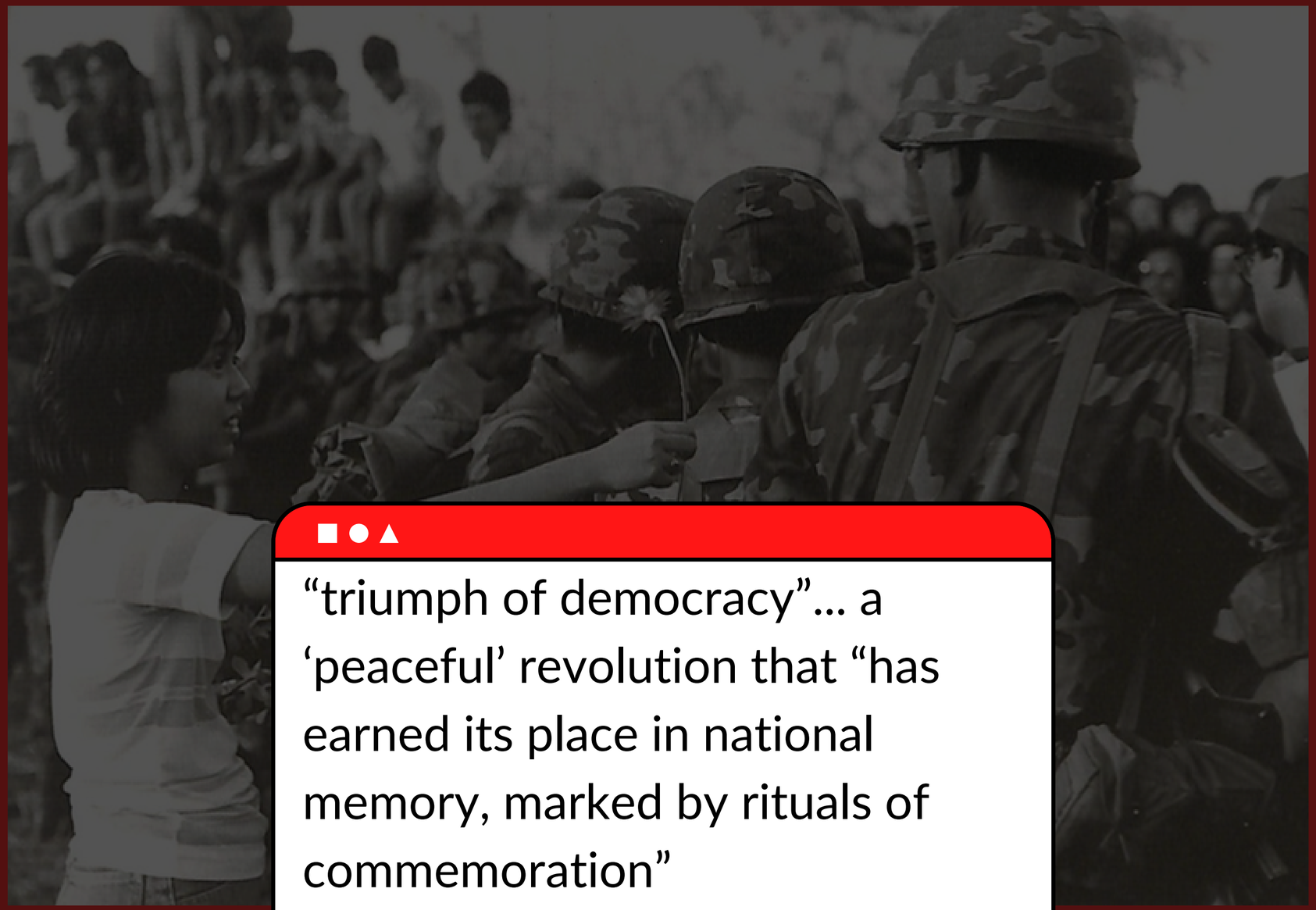
No. of registered voters: 592
No. of voters who voted: 461
No. of valid ballots cast: 461
No. of ballots diverted: 0

Results hash: C7 33 98 A7 FC AD DE 43 D7 0E 1C 82 CC 91 E3 25 6F 98 1E 08 E2 1B B3 75 AC CD 2B EC 92 F8 C3 5F

NAMES OF CANDIDATES/POSITION	VOTES GARNERED
PRESIDENT	
1. ABELLA, ERNIE (IND)	0
2. DE GUZMAN, LEODY (PLM)	0
3. DOMAGOSO, ISKO MORENO (AKSYON)	10
4. GONZALES, NORBERTO (PDSP)	1
5. LACSON, PING (PDR)	9
6. MANGONDATO, FAISAL (KTPNAN)	0
7. MARCOS, BONGBONG (PFP)	333
8. MONTEMAYOR, JOSE JR. (DPP)	0
9. PACQUIAO, MANNY PACMAN (PROMDI)	5
10. ROBREDO, LENI (IND)	100


MA Thesis Defense format -
Home - Canva
Zeh's Thesis Defense - Pres
how long did spain colonize t
google.com/search?q=how+long+did+spain+colonize+the+philippines&rlz=1C5CHFA_enPH1005PH1006&oq=how+long+did+spain+c&gs_lcrp=EgZja...
OpenOlat - Infinite...
Final Thesis
MA Email
Canva
Notion
Microsoft Office H...
Academic Sources
Writing Samples
Grammar
Citation
Internships
Research Work
Google
how long did spain colonize the philippines
Images
Timeline
News
Videos
Books
Finance
All filters
Tools
SafeSearch
About 184.000 results (0,38 seconds)
On June 12, 1898, Emilio Aguinaldo declared the Philippines independent from Spain and proclaimed himself president. After ruling for 333 years, the Spaniards finally left in 1898 and were replaced by the Americans who stayed for 48 years. On July 4, 1946, the Americans recognized Philippine independence.
philippineconsulate.am
https://philippineconsulate.am › about-the-philippines
About the Philippines – philippineconsulate.am
About featured snippets
Feedback
People also ask
Who colonized the Philippines for 333 years?
How long did Spanish colonization in the Philippines last?
Why did Spain colonize the Philippines for 300 years?
Realtime
PRO
Default
Answer
Spain colonized the Philippines for over 300 years, from 1521 to 1898. The Spanish conquistador Ferdinand Magellan arrived in the Philippines in 1521, and the province of Manila became the center of Spanish colonial power in the islands. The Spanish governance was marked by a system of encomiadas, which granted Spanish colonizers the right to govern and exploit the labor of the native Filipinos. The Philippines remained under Spanish rule until the Philippine Revolution in 1896, which led to the country's eventual independence.
Do you find this response helpful?
Ask a followup
Start New Chat
Get Early Access to Merlin Mobile

(Hallare 2022)



“triumph of democracy”... a ‘peaceful’ revolution that “has earned its place in national memory, marked by rituals of commemoration”

(Arguelles 2017, 266)

(Hallare 2022)

WHAT DO WE *KNOW*

Curaming and Claudio 2010

“two sides of the same historical coin”

Iglesias 2022

Duterte “generated political capital for national elections, transferable to the next generation”

MOBILIZED AND POLARIZED

On the one hand, social media *mobilized* voters and new interest groups and actors to demonstrate support for preferred candidates and inform electoral choice. On the other hand, the **disinformation narratives** that surfaced during the 2022 electoral campaign *polarized* the electorate into two hostile camps that revolved around the presidential candidacy of Marcos Jr., son and namesake of the country's late dictator.

Arugay and Baquisal 2022

CONSPIRACY THEORIES

TALLANO GOLD MYTH: Marcos served as lawyer to the Tallanos, a wealthy pre-colonial Filipino royal family, and they paid him in mounds of gold massive enough to lift the whole country out of poverty.

Arguelles in Gavilan 2022; Macaraeg 2022

YOUTUBE

YouTube as a **host of epistemic communities** (Soriano and Gaw 2021; 2022)

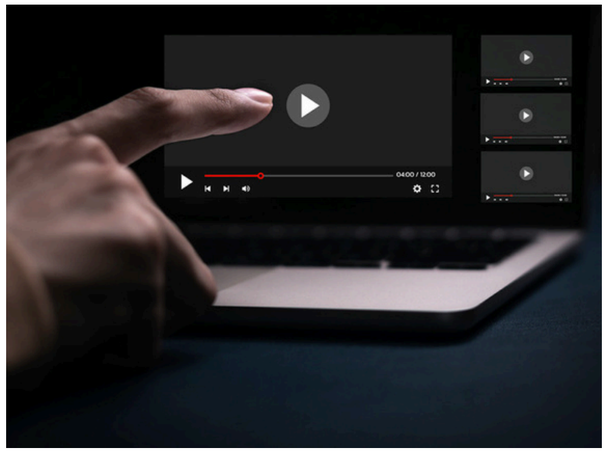
“main hub for the promotion of different conspiracy theories” (Garcés-Conejos Blitvich and Lorenzo-Dus 2022, 78)

RESEARCH INQUIRY

COMMUNICATIVE PHENOMENON

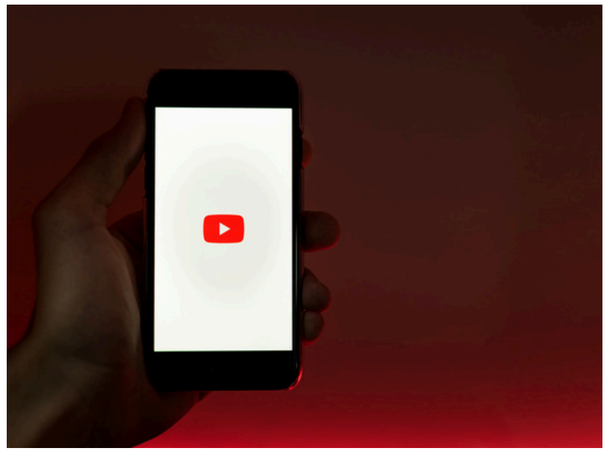
Content Creator

speaker



Video Viewer

listener



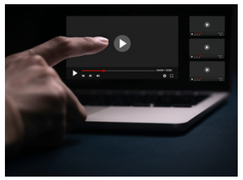
YouTube

medium

RESEARCH INQUIRY

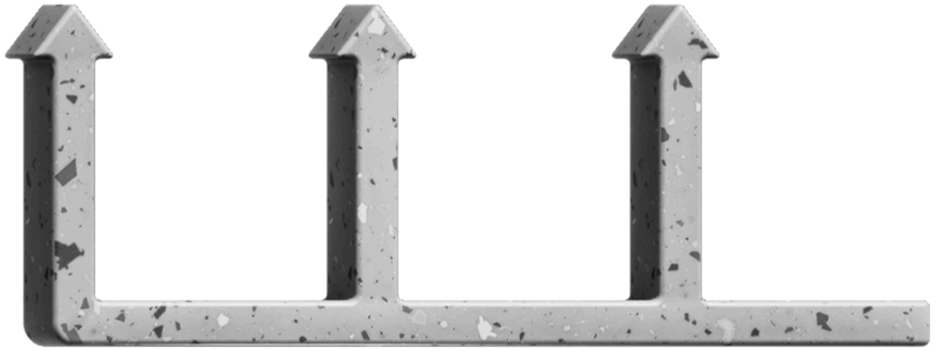
COMMUNICATIVE PHENOMENON

Content Creator
speaker



Video Viewer
listener

YouTube
medium



DISCURSIVE PHENOMENON

TALLANO GOLD CONSPIRACY
content

CONSPIRACY AND CONTENT

from the 2022 presidential elections to the 2025 midterm elections in the Philippines

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RQ1. How do YouTube content creators (re)construct Philippine sociopolitical context within their videos?

.SQ1 What in-groups and out-groups are constructed?

.SQ2 How do the content creators construct an in-group and an out-group?

RQ2. What are the characteristics of YouTube as a genre of conspiracy discourse?

.SQ1 What are the main characteristics of conspiracy videos?

.SQ2 How does the speaker, as a conspiracy theory entrepreneur, create a relationship with their audience?

CONSPIRACY AND CONTENT

LITERATURE REVIEW

YouTube

MEDIATIZED POPULISM

POPULISM

Philippines

Social Media

YOUTUBE'S POPULIST POLITAINMENT

POLITICS OF CONSPIRACY THEORY

Conspiracy

CONSPIRACY AND CONTENT

LITERATURE REVIEW

on group constructions:

- populism and conspiracy theorizing using morality as basis

on mediatization:

- alignment between populism and media in profit-oriented strategies
- new media as space for democratic deliberations, identity negotiations, and knowledge production => mythopoesis through conspiracy theories

on Philippine politics:

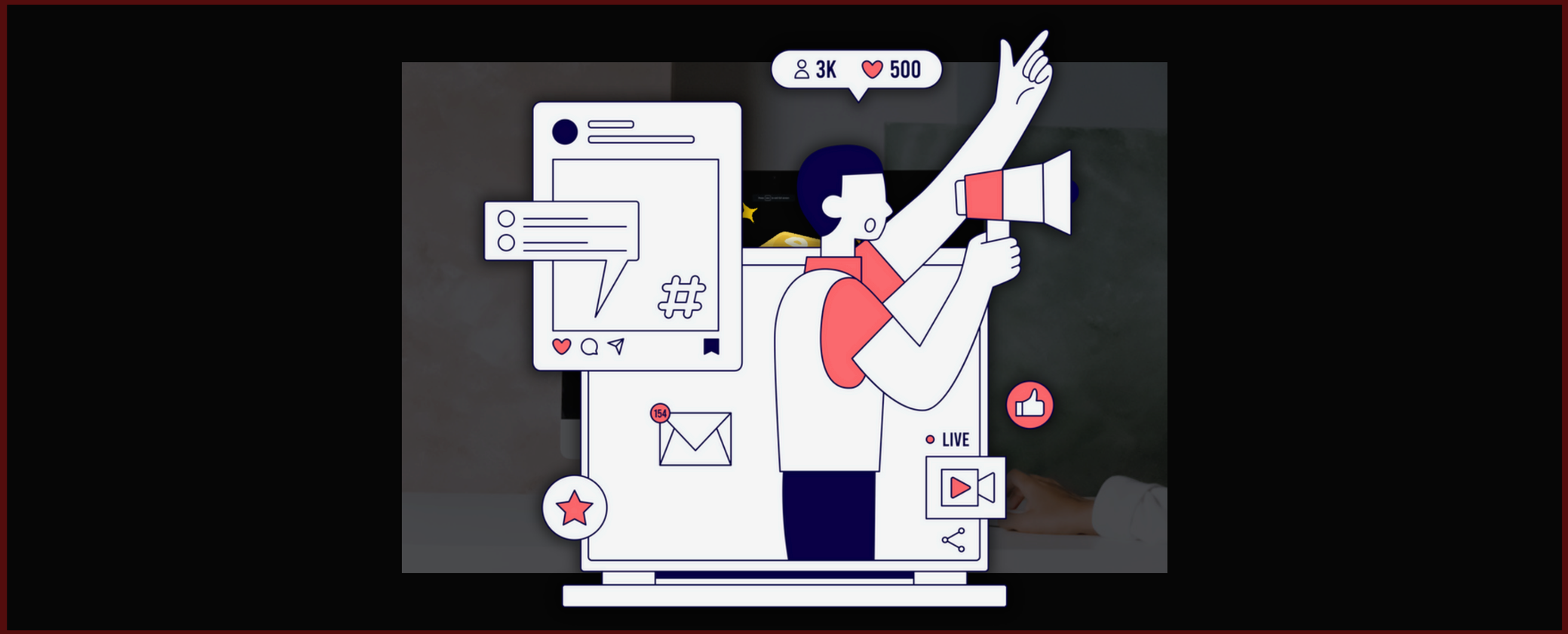
- populist regime => Duterte's competitive authoritarianism
- competing attitudes towards EDSA/Martial Law

CONSPIRACY AND CONTENT

LITERATURE REVIEW

CONSPIRACY AND CONTENT

LITERATURE REVIEW



Giry and Tika’s (2020) conspiracy theory as a **theory of power**

Forestal’s (2017) **theory of democratic space**

Soriano and Gaw’s (2021) **networked political brokerage**

Ong and Cabañes’ (2018) **architects of networked disinformation**

METHODOLOGY

Methodological Approach

CRITICAL DISCOURSE STUDIES

Sociocognitive CDS

Teun Van Dijk

Social Media CDS

Majid KhosraviNik

CRITICAL DISCOU

Sociocognitive CDS

Teun Van Dijk

...while SCDS delivers a framework for the **analysis of shared social knowledge, attitudes, and ideologies**...

METHODOLOGY

search Methods

THODS

NARRA
ANALYSIS

ANALYSIS

TATIVE
OBSERVATION

Van Dijk's (2015b, 474) **ideological square** asks how the 'us' as the speaker

1) emphasizes 'our' good things,
2) emphasizes 'their' bad things,
3) mitigates 'our' bad things, and
4) mitigates 'their' good things.

METHODOLOGY

Methodological Approach

...SM-CDS ensures that the research is “**paying attention to specific aspects of the medium** and situation” (KhosraviNik and Unger 2015, 214) for the analysis of content creation as a form of digital communication.

COURSE STUDIES

Social Media CDS

Majid KhosraviNik

keyword search: ‘tallano gold’

⬇

60 videos from endless scrolling to <1000 views

⬇

filter 1: published after May 9, 2022 ❌

⬇

filter 2: off-topic / institutional / reposts / debunks ❌

⬇

filter 3: multi-video from same creator + individual entry >751,008 views (average of 60 videos) ✅

Video Number	Creator	Search Ranking	Title	Publish Date	Duration	Views	Likes	Comments
1	Creative Filmscape	34	Tallano Gold Philippines had help Vatican Before World War 2	21 Aug 2021	0:12:54	5,743	148	41
2		36	Philippines the untold story of the Kingdom of the Maharlikans	9 Apr 2020	0:07:41	132,366	2,600	610
3	JFORD TV	51	MARCOS GOLD- TRUE STORY|Pilipinas ang pinaka mayaman na bansa sa Buong mundo	21 May 2020	0:08:50	1,844,066	37,000	Turned off.
4	Kaalam PH	5	Grabe! Napakabuti Talaga ni Marcos Naglaan ng Wealth for Humanity | Wealth for Humanity	14 Mar 2022	0:08:01	630,315	20,000	Turned off.
5		12	DAHILAN BAKIT KINATAKOTAN NG IBANG BANSA ANG PLANO NI MARCOS | MARCOS WEALTH	24 Oct 2021	0:13:04	5,798,179	149,000	Turned off.
6		15	Dahilan Kung bakit Umutang si Marcos sa World Bank at International Monetary Fund | Marcos Debt	18 Oct 2021	0:13:30	1,693,907	61,000	Turned off.
7	Pinoy Mystery Channel	24	Ito Ba Patunay Na Tallano Family May Ari ng Pilipinas? PART#3	11 Nov 2021	0:13:11	331,363	14,000	1,226
8		31	Dito Ba Nanggaling Ang Ginto ng Marcos Family? PART#1	4 Nov 2021	0:12:37	402,346	20,000	2,828
9	PweDelie TV	54	MARCOS GOLD AND THE RICHEST COUNTRIES IN THE WORLD	18 Dec 2019	0:16:28	559,045	15,000	2,673
10		57	MARCOS GOLD The Untold Story Of Jose Rizal Alias Fr. Jose Antonio Diaz	16 January 2020	0:21:53	603,477	15,000	1,828

Table 1 Final list of subject videos and content creators

METHODOLOGY

Research Methods

DATA COLLECTION & ANALYTICAL METHODS

QUALITATIVE OBSERVATION

NARRATIVE ANALYSIS

THEMATIC ANALYSIS

CODE	SUBCODES				
KNOWLEDGE CLAIMS	*Questioning the 'official'*	*Expressions of certainty*	*Directly referencing gold origin*	*External reference & evidence*	
PARTICIPANT DESCRIPTORS	*Directly describing Marcos Sr.*	*Directly describing institutions*	*Directly describing gold*		
PARTICIPANT ROLE AND INTENTIONS	*Implying conspiracy to steal*	*Implying conspiracy to conceal*	*Marcos' Action towards the Philippines*	*Marcos's Action towards the rest of the world*	*Reason for keeping within the Marcos family*
SELF-REFERENCE	*Exclusivity of this knowledge*	*What we find/found together*	*How I/We will be impacted*		
'OTHER' REFERENCE	*Who conspired to conceal*	*Who is impacted and how*	*Who is watching the video*		

Table 2 Narrative and Thematic Coding Hierarchy

In-Video Data	Out-Video Data	
Transcript and Production	***Video-specific***	***Content Creator Profile***
Narrative and Rhetorical Themes (See Table 2 Narrative and Thematic Coding Hierarchy)	Thumbnail	Channel Link
	Title	Channel Description
	Video Duration	Channel Profile Picture
	Video Description	Subscriber Count
Timestamps and Plot Points	Video Disclaimer	Join Date
Opening and Closing Spiels	Hashtags	Total Channel Views
Background Images	View Count	Hashtags and Taglines
Background Music	Like Count	Video Library
Audiovisual Themes/Effects	Comment Count	Interaction with Comments

Table 3 Summary of public data collected in- and out-video

>130 minutes-worth videos

+

>60 hours transcription

+

>180 hours narrative and audiovisual annotation

+

>100 hours thematic coding and re-coding

+

>80 hours consultation, analysis, and verifications

TRANSCRIPT
CODING
SUMMARY

MULTIMODAL
ANNOTATION

ANALYSIS

FINDINGS & ANALYSIS

1) THE MAKINGS OF A CONSPIRATORIAL NARRATIVE

SECRET ITSELF

SECRET SOCIETY

SOCIALIZATION OF SECRET WITHIN SECRET SOCIETY

SECRET ACTIVITIES OF SECRET SOCIETY

(Georg Simmel in Giry and Tika 2020, 114)

FINDINGS & ANALYSIS

1) THE MAKINGS OF A CONSPIRATORIAL NARRATIVE

(Georg Simmel in Giry and Tika 2020, 114)

FINDINGS & ANALYSIS

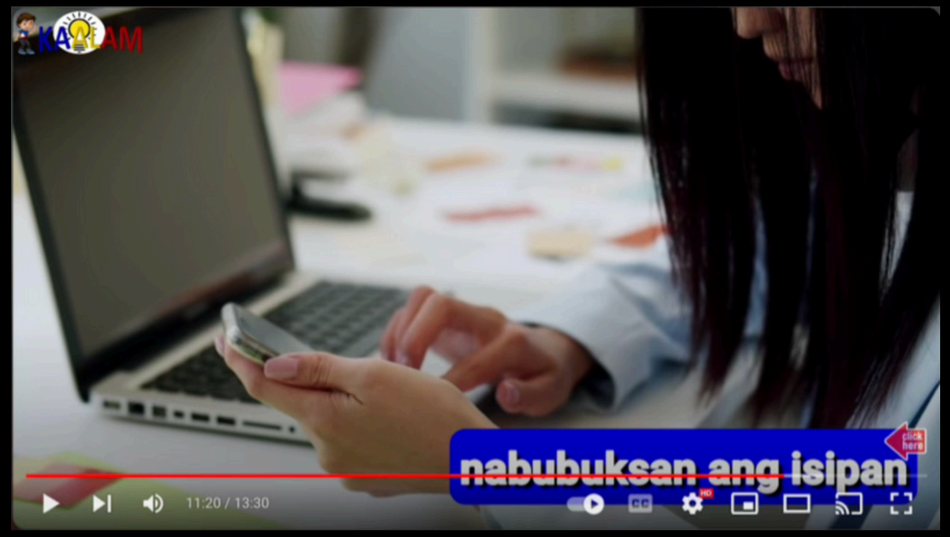
2) CONSPIRATORIAL US/THEM CONSTRUCTIONS

US THE PRO-MARCOS VS THEM THE ANTI-MARCOS

US THE POOR VS THEM THE ELITE

US THE FILIPINOS VS THEM THE FOREIGNERS

US THE TRUTHER VS THEM THE MAINSTREAM MEDIA FOLLOWER



& ANALYSIS

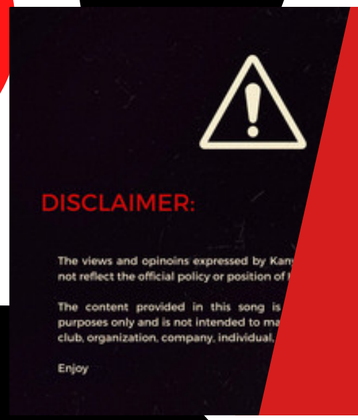
S/THEM CONSTRUCTIONS

US THE POOR
VS
THEM THE ELITE

US THE TRUTHER
VS THEM THE
MAINSTREAM
MEDIA
FOLLOWER

FINDINGS & ANALYSIS

3) YOUTUBE-ENABLED CONSPIRACY THEORIZING



ABOUT PAGE & VIDEO DESCRIPTION

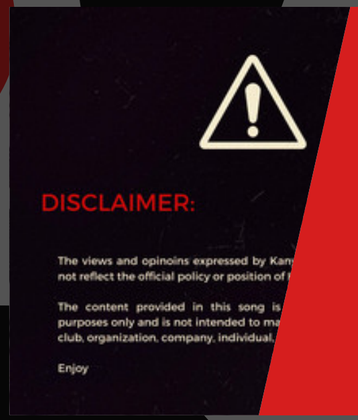
BACKGROUND IMAGES & NARRATION

BACKGROUND MUSIC & AUDIO ELEMENTS

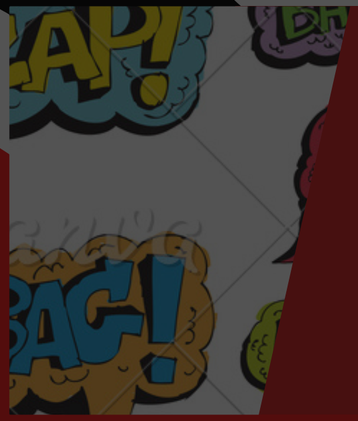
TERMS OF ENDEARMENT & SYMBOLISMS

FINDINGS &

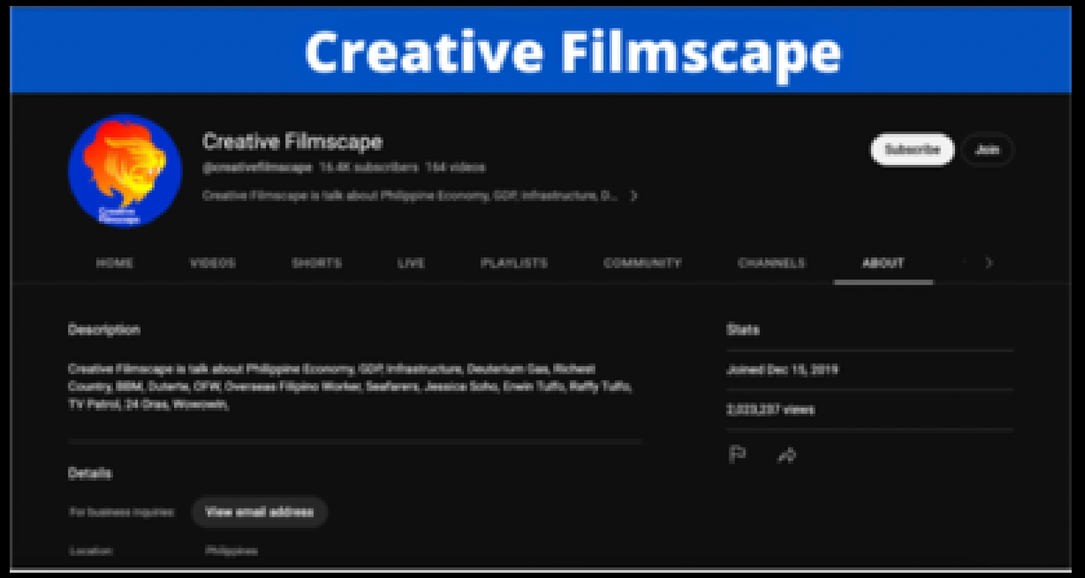
3) YOUTUBE-ENABLED CON

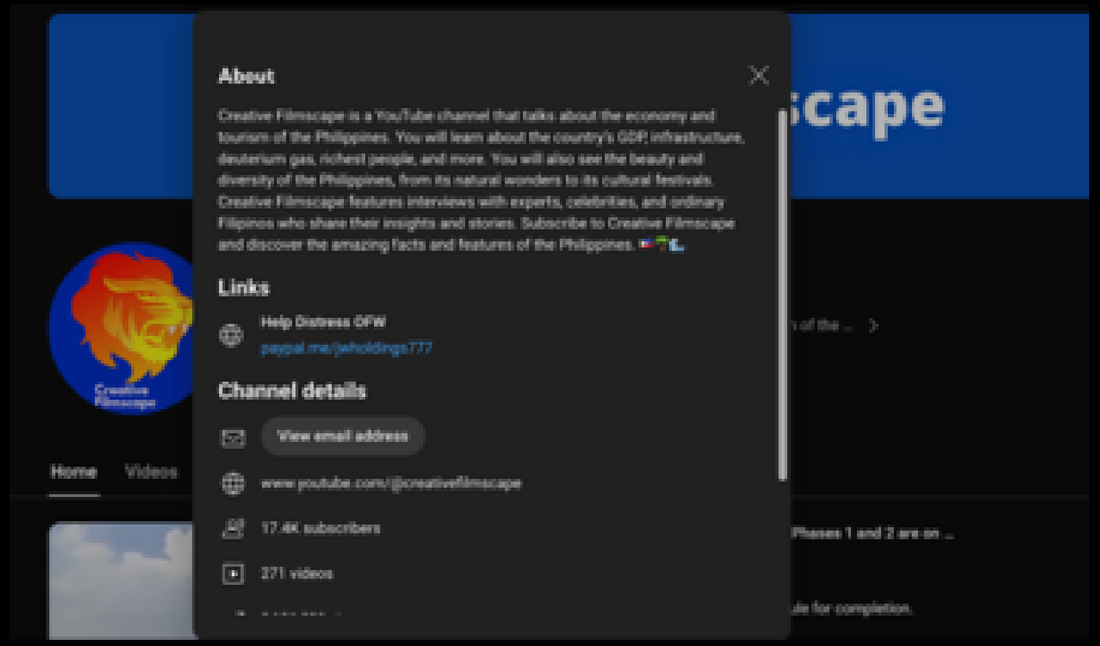


ABOUT PAGE & VIDEO DESCRIPTION



BACKGROUND MUSIC & AUDIO ELEMENTS





FINDINGS &

3) YOUTUBE-ENABLED CON

ABOUT PAGE & VIDEO DESCRIPTION

BACKGROUND MUSIC & AUDIO ELEMENTS

#kaalamPH -

Music: Upbeat Inspiring Corporate by Wavecont
https://protunes.net
Video Link: • Wavecont - Upbeat Inspiring Corporate...

Transcript

Follow along using the transcript.

Show transcript

Kaalam PH
1.11M subscribers

Videos | About

Wavecont - Upbeat Inspiring Corporate [Copyright Free Background Music]

Corporate Music Only
30.1K subscribers
Subscribe
379 | Share

90,092 views Mar 26, 2020 #Corporate
Successful royalty free corporate track with elegant piano, strings, mute guitars and bass created for inspirational projects.
It's great for YouTube videos, motivational projects, travel vlogs, business videos, advertising, commercials, presentations, tutorials, summer videos, slideshows, science and technology projects, startup videos, and promotional marketing project show.

Free Download: https://hypeddit.com/5wywds

You are free to use this song in any of your videos on YouTube, but you MUST credit the artist in your video description by copying the following:

Music: Upbeat Inspiring Corporate by Wavecont
https://protunes.net
Video Link: https://bit.ly/3uonwPH

& ANALYSIS

CONSPIRACY THEORIZING

BACKGROUND IMAGES & NARRATION

TERMS OF ENDEARMENT & SYMBOLISMS

& ANALYSIS

CONSPIRACY THEORIZING

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& ANALYSIS

CONSPIRACY THEORIZING

BACKGROUND IMAGES & NARRATION

TERMS OF ENDEARMENT & SYMBOLISMS

Pinoy Mystery Channel

@PinoyMysteryChannel 1.35M subscribers 406 videos

Gusto mo bang lumawak ang iyong pag iisip at lumalim ang iyong pang un...

facebook.com/profile.php?id=100083338412491

HOME VIDEOS SHORTS LIVE PLAYLISTS COMMUNITY

Description

Gusto mo bang lumawak ang iyong pag iisip at lumalim ang iyong pang unawa? Manood sa PMC at ipaliliwanag natin ang mga mahahalagang kaganapan mula sa iba't ibang bahagi ng daigdig. Bibigyan natin ng liwanag ang mga palaisipan at sasagutin ang mga katanungang mahirap unawain.
Ang tanong na "TOTOO BA?" ay gamit bilang isang 'Rhetorical Question', tanong na hindi kailangan ng sagot. Ang 'Rhetorical Question' ay gamit upang hikayatin magisip ang isa.
Dito ilalabas natin ang mga patunay at ebidensiya ng walang bias.
Tandaan, Katotohanan ang susi sa tunay na kalayaan.

Subscribe po kayo at paki pindot narin yung notification bell para updated kayo.

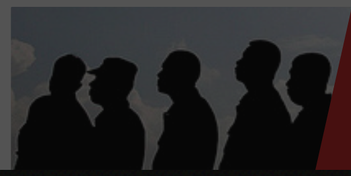
@PinoyMysteryChannel 1 year ago

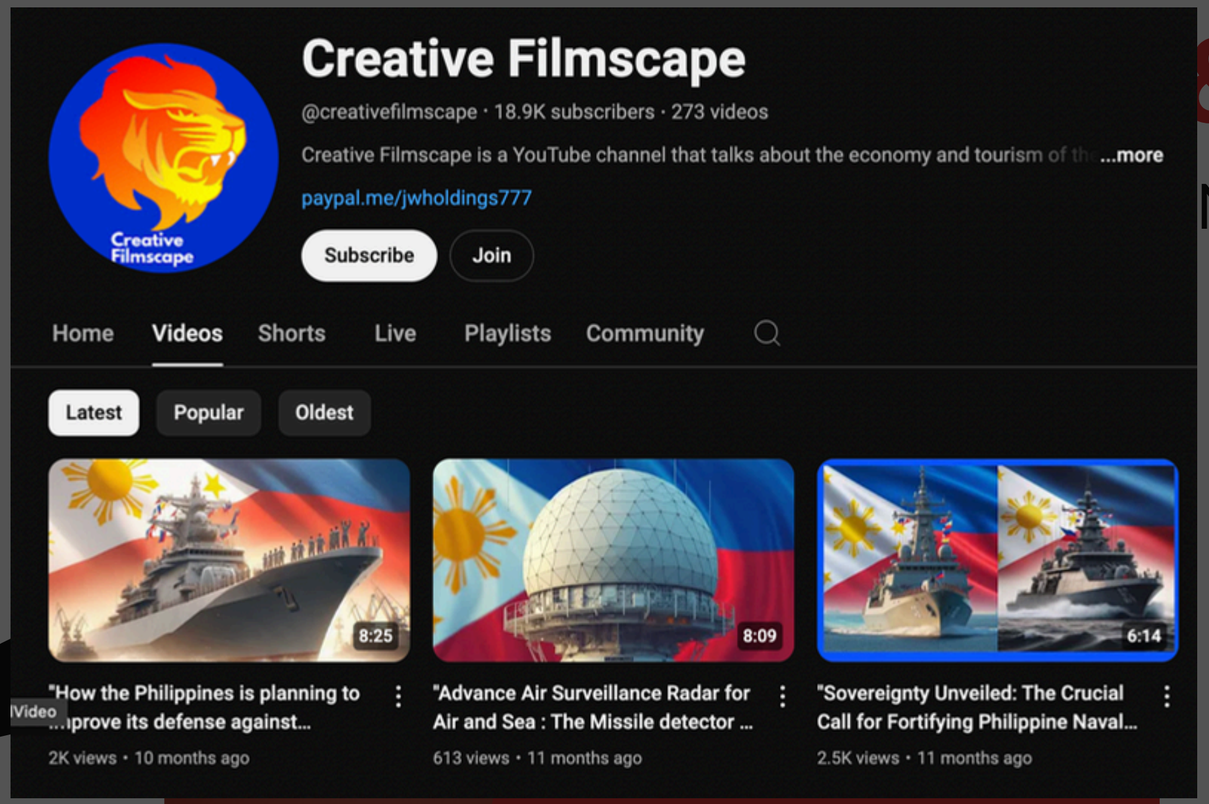
@zjvlogets4060 Salamat po sa kumento nyo. Bakit PMC ang sisisihin kung hindi totoo yung ginto? Hindi naman ako ang gumawa ng kuwento. Pinaliwanang lang sa video yung kuwento.

1 Reply

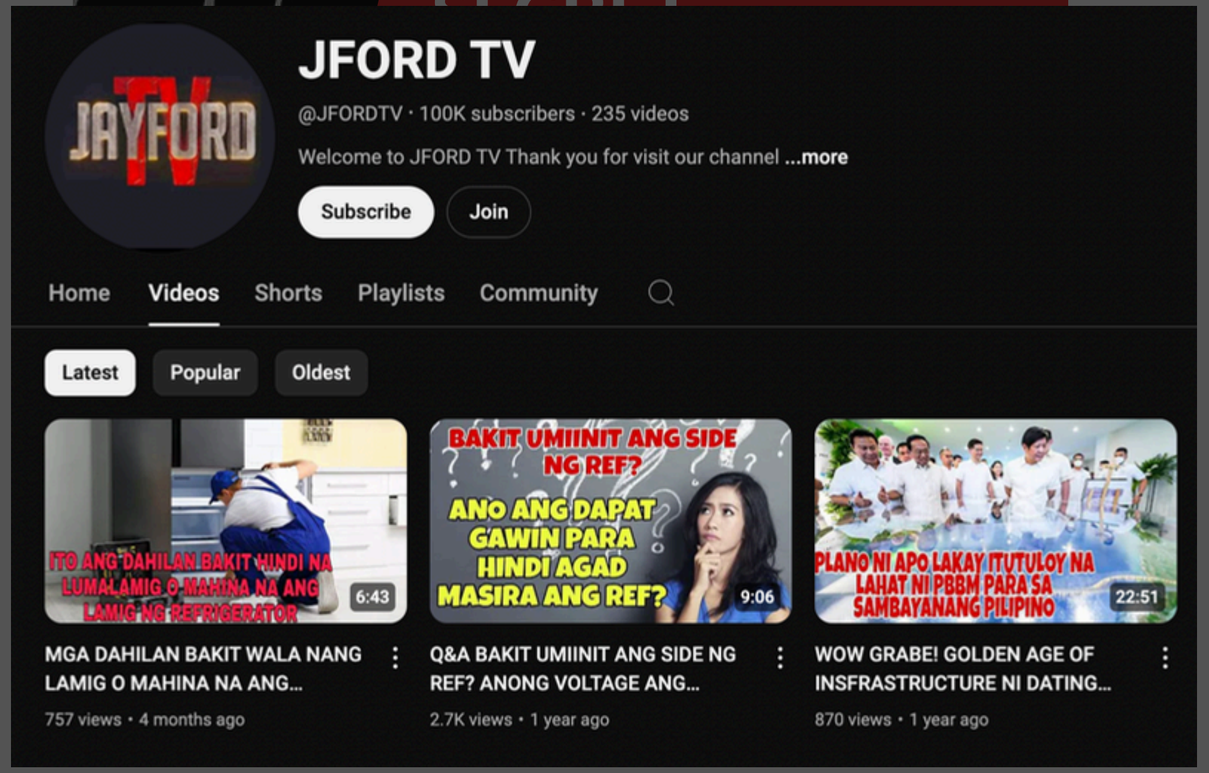
& ANALYSIS

NSPIRATORIAL NARRATIVE





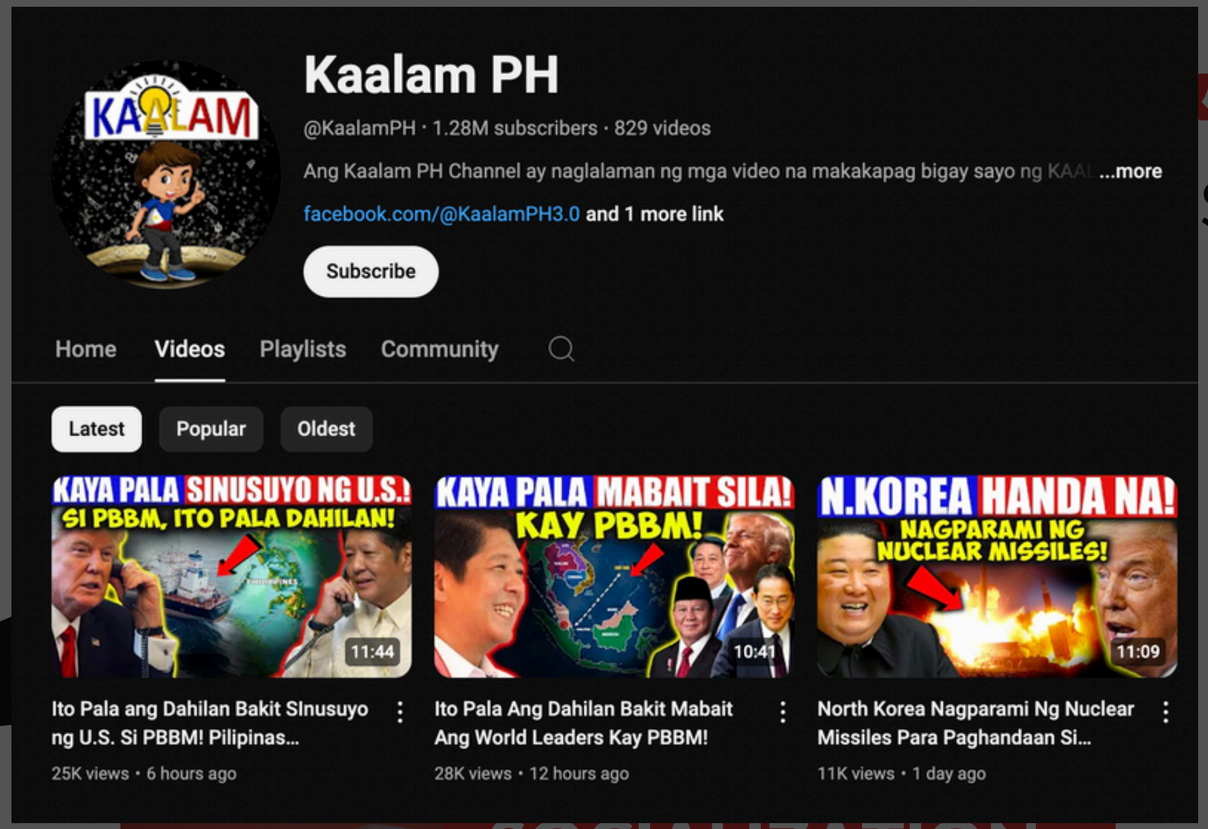
SOCIALIZATION OF SECRET WITHIN SECRET SOCIETY



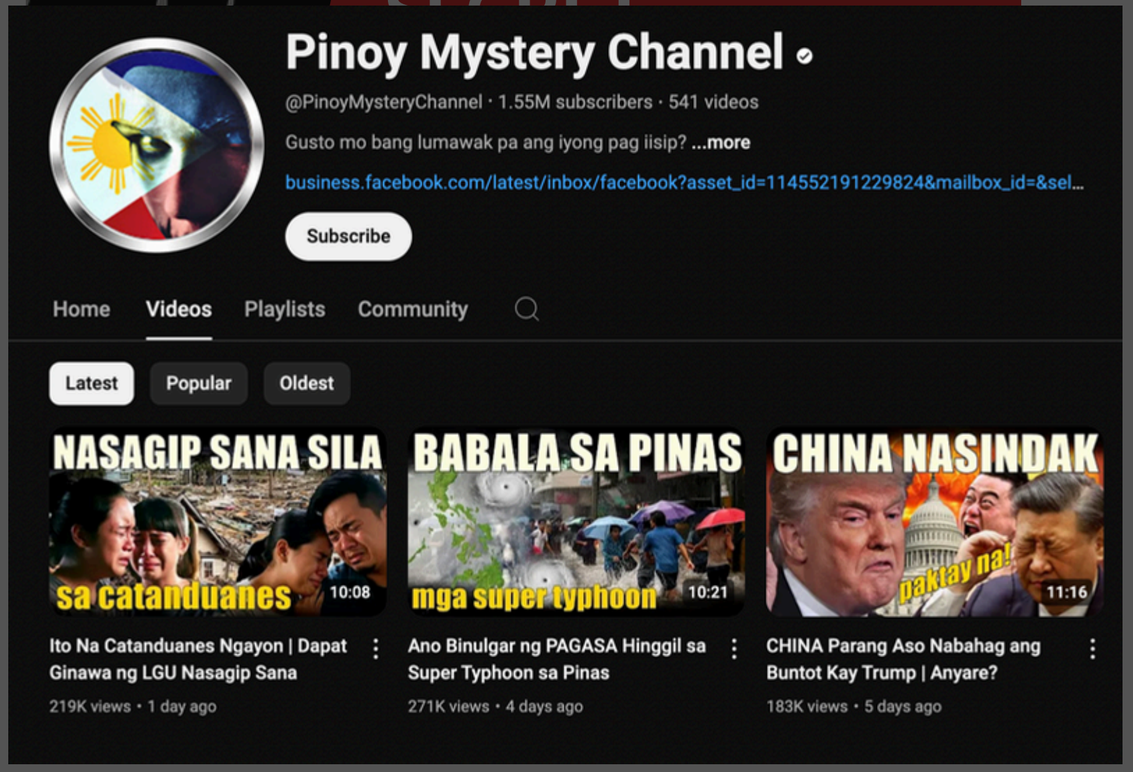
(Georg Simmel in Giry and Tika 2020, 114)

& ANALYSIS

SPIRATORIAL NARRATIVE



SOCIALIZATION OF SECRET WITHIN SECRET SOCIETY



(Georg Simmel in Giry and Tika 2020, 114)

DISCUSSION & SIGNIFICANCE

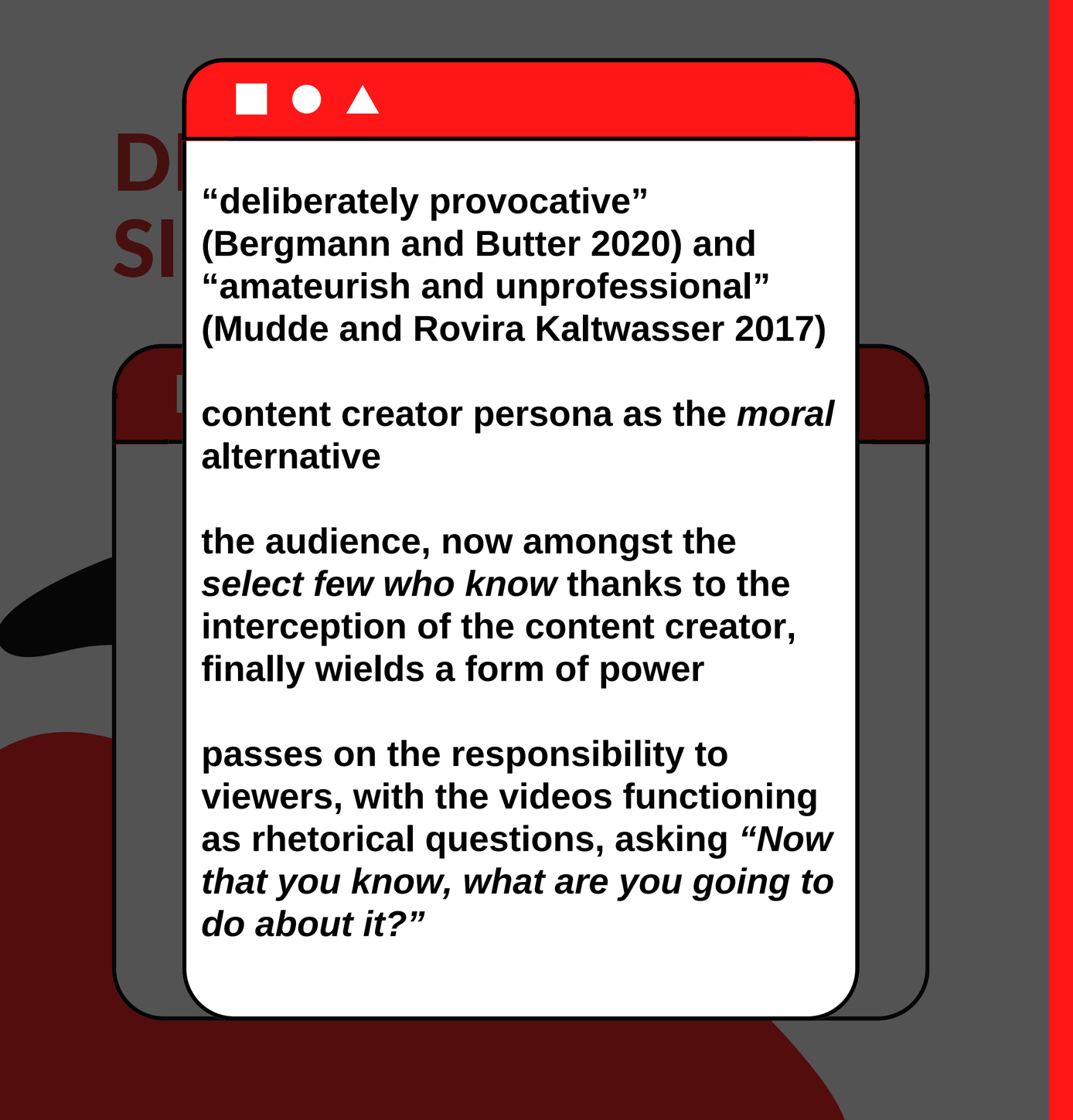
RQ2. WHAT ARE THE CHARACTERISTICS OF YOUTUBE AS A GENRE OF CONSPIRACY DISCOURSE?

1. MEDIATIZED POPULISM & CALCULATED UNPROFESSIONALISM

2. ARGUMENTATIVE & REFUTATIONAL FRAMING

3. SECRECY AS A CURRENCY OF POWER

4. DEFLECTION OF ACCOUNTABILITY AS KNOWLEDGE PRODUCERS



“deliberately provocative” (Bergmann and Butter 2020) and “amateurish and unprofessional” (Mudde and Rovira Kaltwasser 2017)

content creator persona as the *moral* alternative

the audience, now amongst the *select few who know* thanks to the interception of the content creator, finally wields a form of power

passes on the responsibility to viewers, with the videos functioning as rhetorical questions, asking *“Now that you know, what are you going to do about it?”*

1. MEDIATIZED POPULISM & CALCULATED UNPROFESSIONALISM

2. ARGUMENTATIVE & REFUTATIONAL FRAMING

3. SECRECY AS A CURRENCY OF POWER

4. DEFLECTION OF ACCOUNTABILITY AS KNOWLEDGE PRODUCERS

DISCUSSION & SIGNIFICANCE

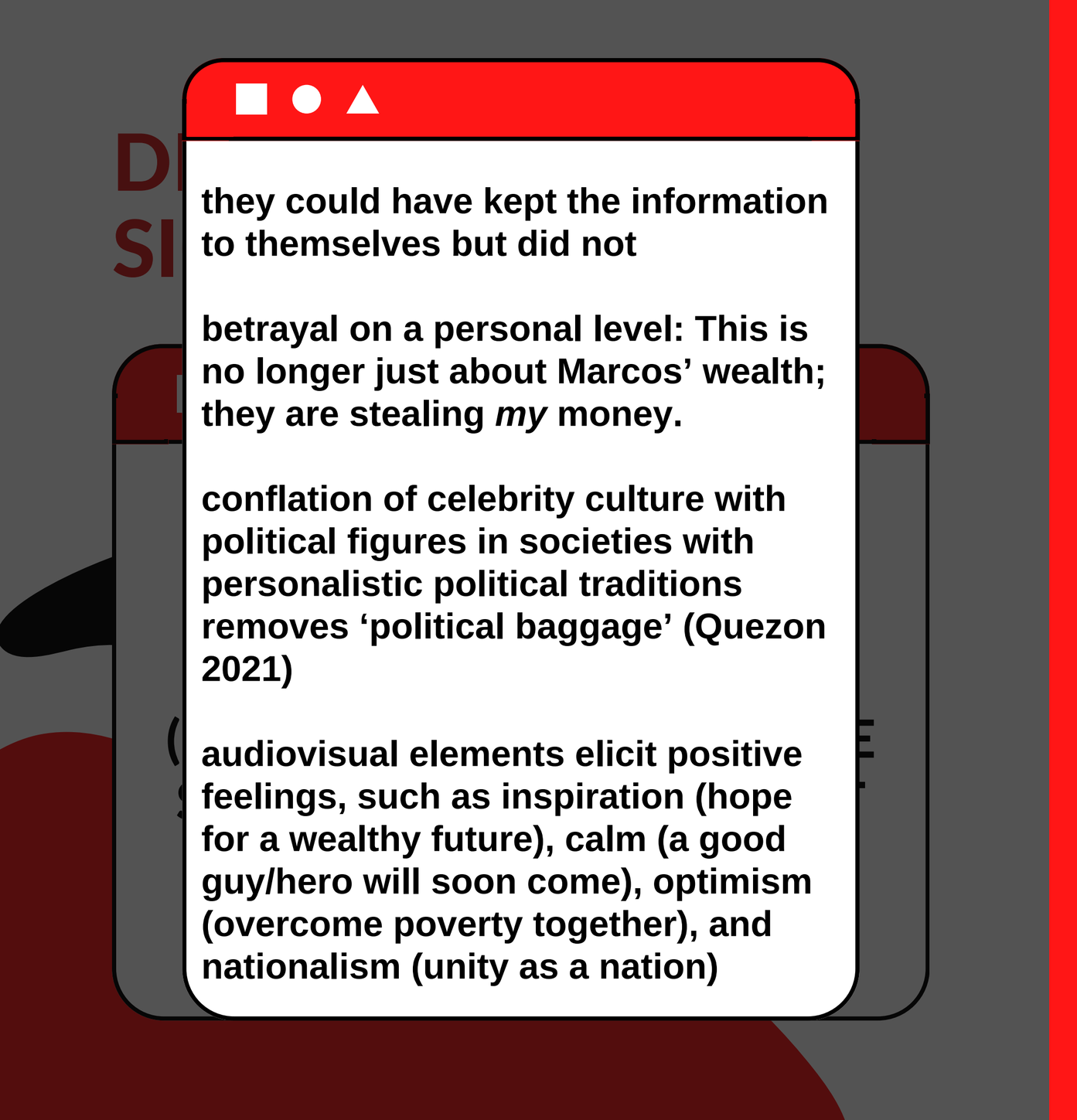
RQ1. HOW DO YOUTUBE CONTENT CREATORS (RE)CONSTRUCT PHILIPPINE SOCIOPOLITICAL CONTEXT WITHIN THEIR VIDEOS?

1. MYTHOPOETIC LEGITIMATION AS KNOWLEDGE PRODUCERS

2. CONTEXT COLLAPSE OF GLOBAL AND LOCAL ISSUES

3. POPULIST-STYLE HISTORICAL DISTORTION

4. PROBLEM-ORIENTED RECONTEXTUALIZATION OF FILIPINO SOCIOPOLITICAL CONTEXT



they could have kept the information to themselves but did not

betrayal on a personal level: This is no longer just about Marcos' wealth; they are stealing *my* money.

conflation of celebrity culture with political figures in societies with personalistic political traditions removes 'political baggage' (Quezon 2021)

audiovisual elements elicit positive feelings, such as inspiration (hope for a wealthy future), calm (a good guy/hero will soon come), optimism (overcome poverty together), and nationalism (unity as a nation)

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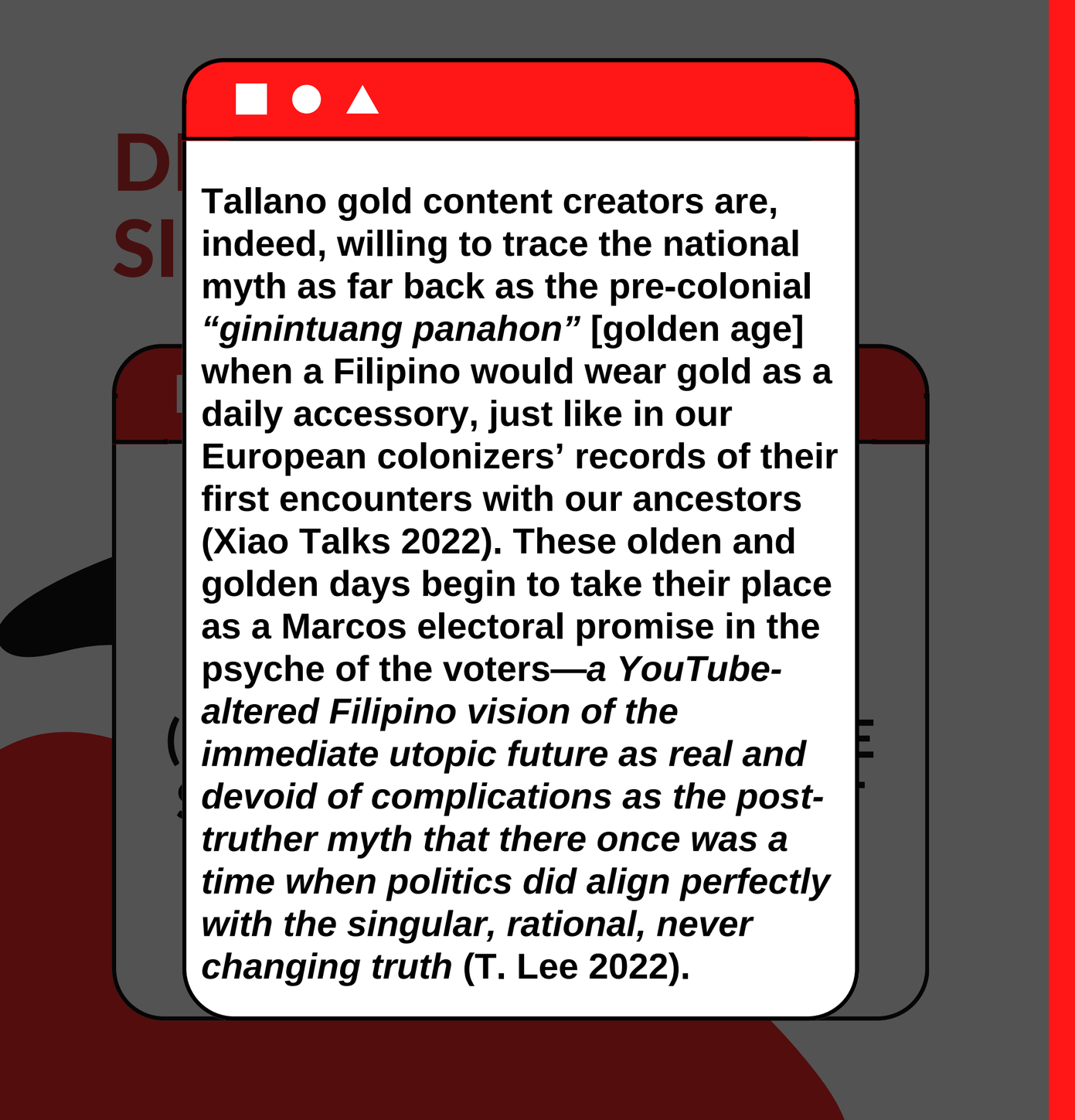

Tallano gold content creators are, indeed, willing to trace the national myth as far back as the pre-colonial *“ginintuang panahon”* [golden age] when a Filipino would wear gold as a daily accessory, just like in our European colonizers’ records of their first encounters with our ancestors (Xiao Talks 2022). These olden and golden days begin to take their place as a Marcos electoral promise in the psyche of the voters—*a YouTube-altered Filipino vision of the immediate utopic future as real and devoid of complications as the post-truther myth that there once was a time when politics did align perfectly with the singular, rational, never changing truth* (T. Lee 2022).

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a social networking platform can become a “technology of memory” which “capacitates sources considered ‘unqualified’ in traditional media.”

the internet ‘compels’ the public to “acknowledge the role of ordinary people in history making” (Haskins in Serquiña 2019, 82)

The history we normally think we are studying is actually not even history to begin with. It’s what we call social memory. Social memory is history as retold, reinvented, tweaked to varying degrees of truth[fulness] or falsity according to whatever agenda [is being performed]. (Tirol 2021)

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In the manipulation of affect (C. Lee 2022) inherent in the Tallano gold myth as a conspiracy theory, content and persona and platform together powerfully reorient the historical question *‘Did Marcos steal from us?’* to *‘Why do we not know if Marcos did or did not steal from us?’*.

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All these explanations have the ring of truth, but they also have something else in common: They paint an unflattering picture of us and our fellow citizens. It's as if we are all passive receptacles of Marcos propaganda or social media manipulation. We've either been conned or seduced by the Marcoses. Or we're pawns of a history not of our own making… Guilty of the narrative that exonerates the Marcoses by saying all of us are at fault, we were all complicit. Or blame-less because history is to blame (Rosenbaum, 1995). The fault IS in our stars.

Coronel (2022, 63)

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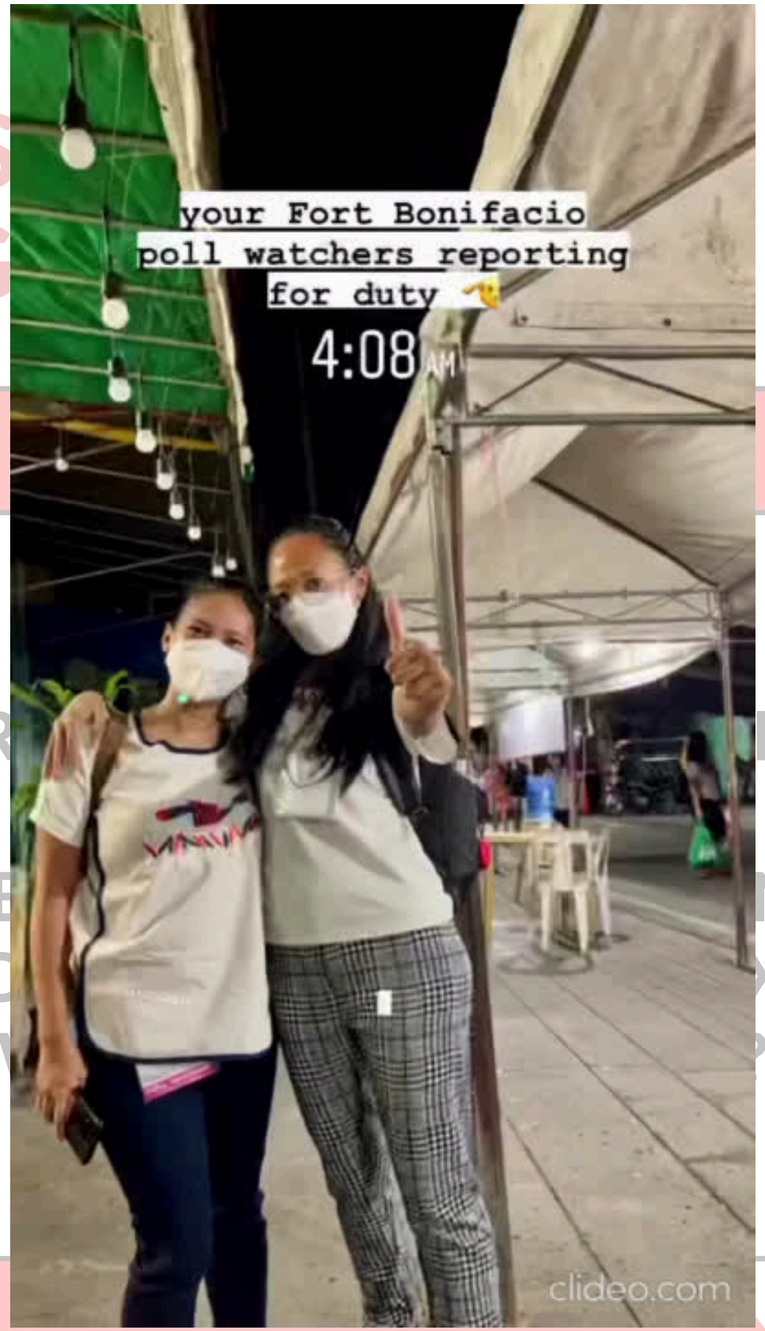

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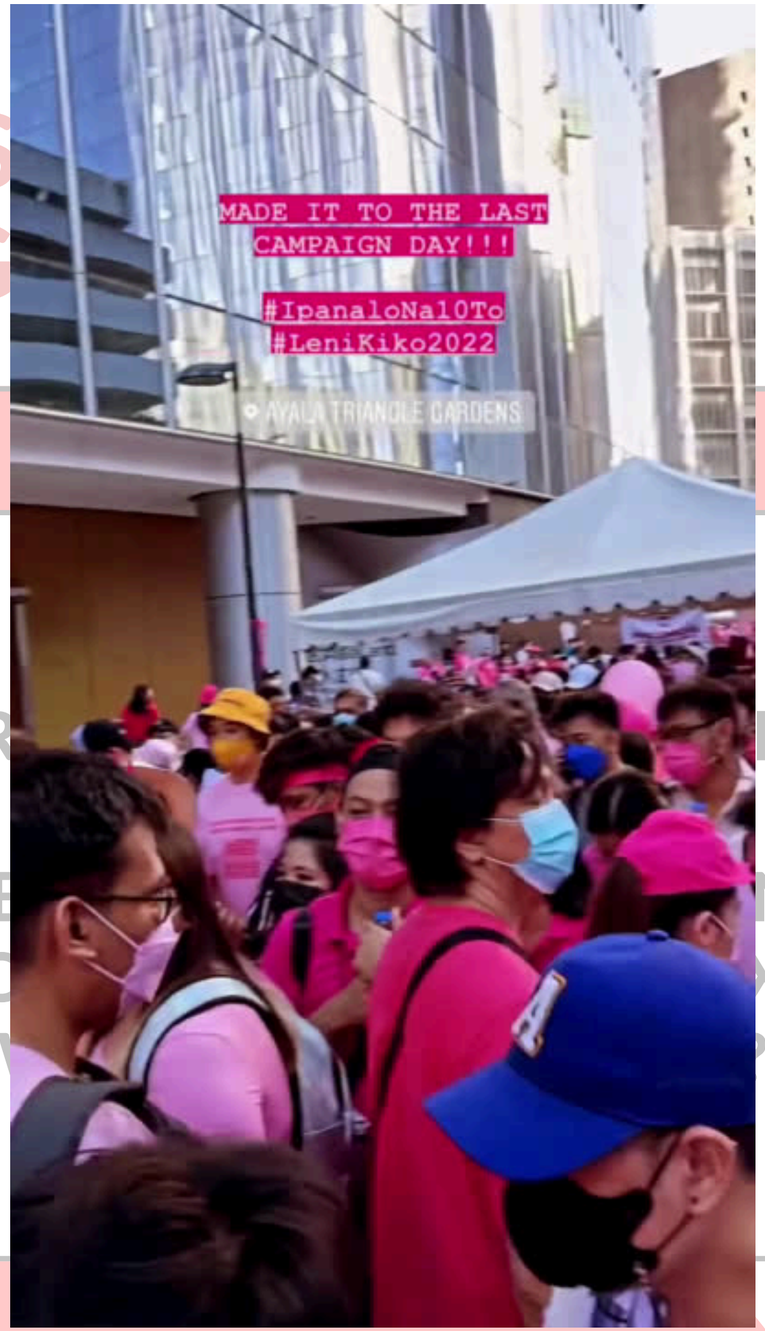

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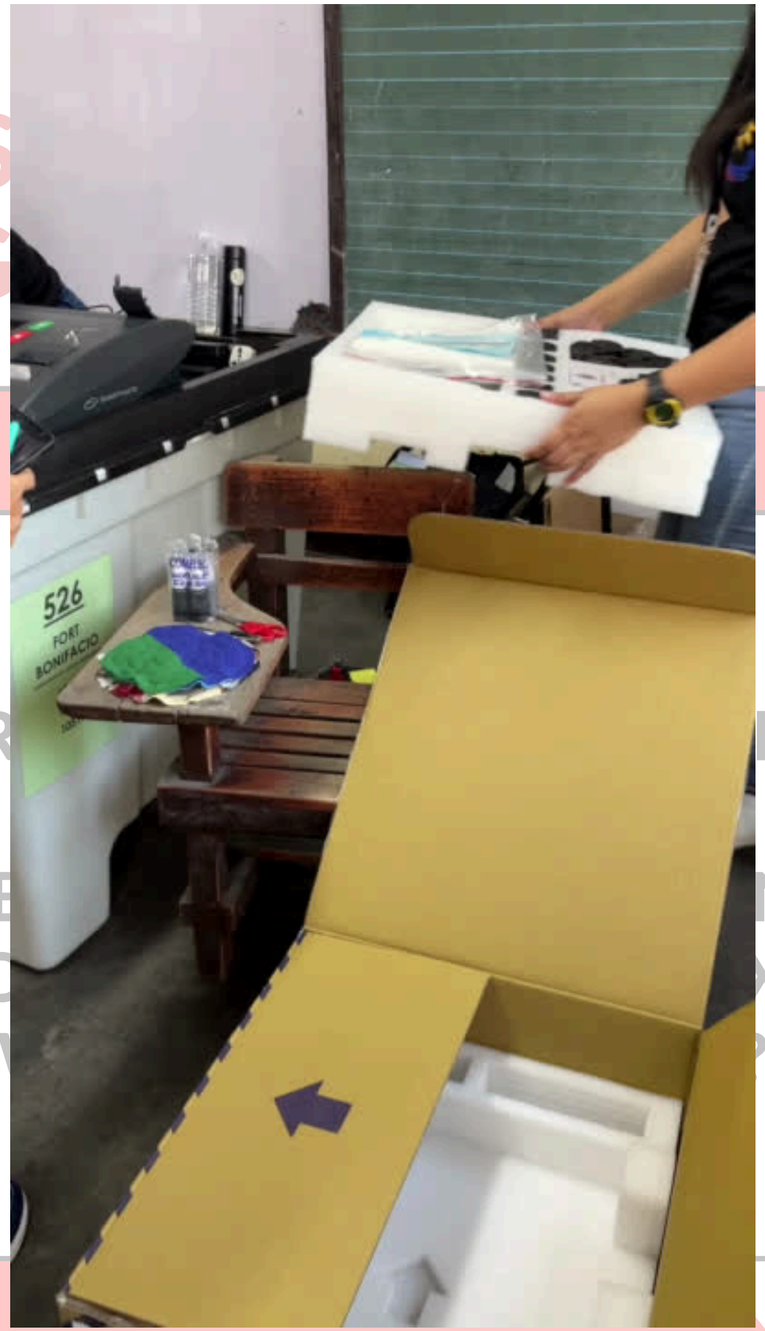

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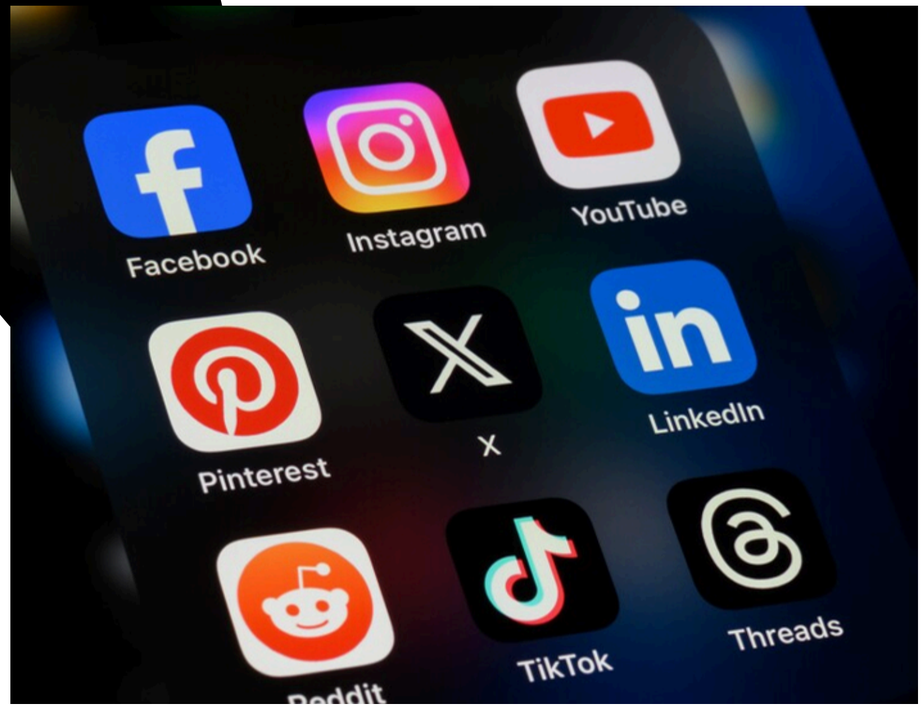
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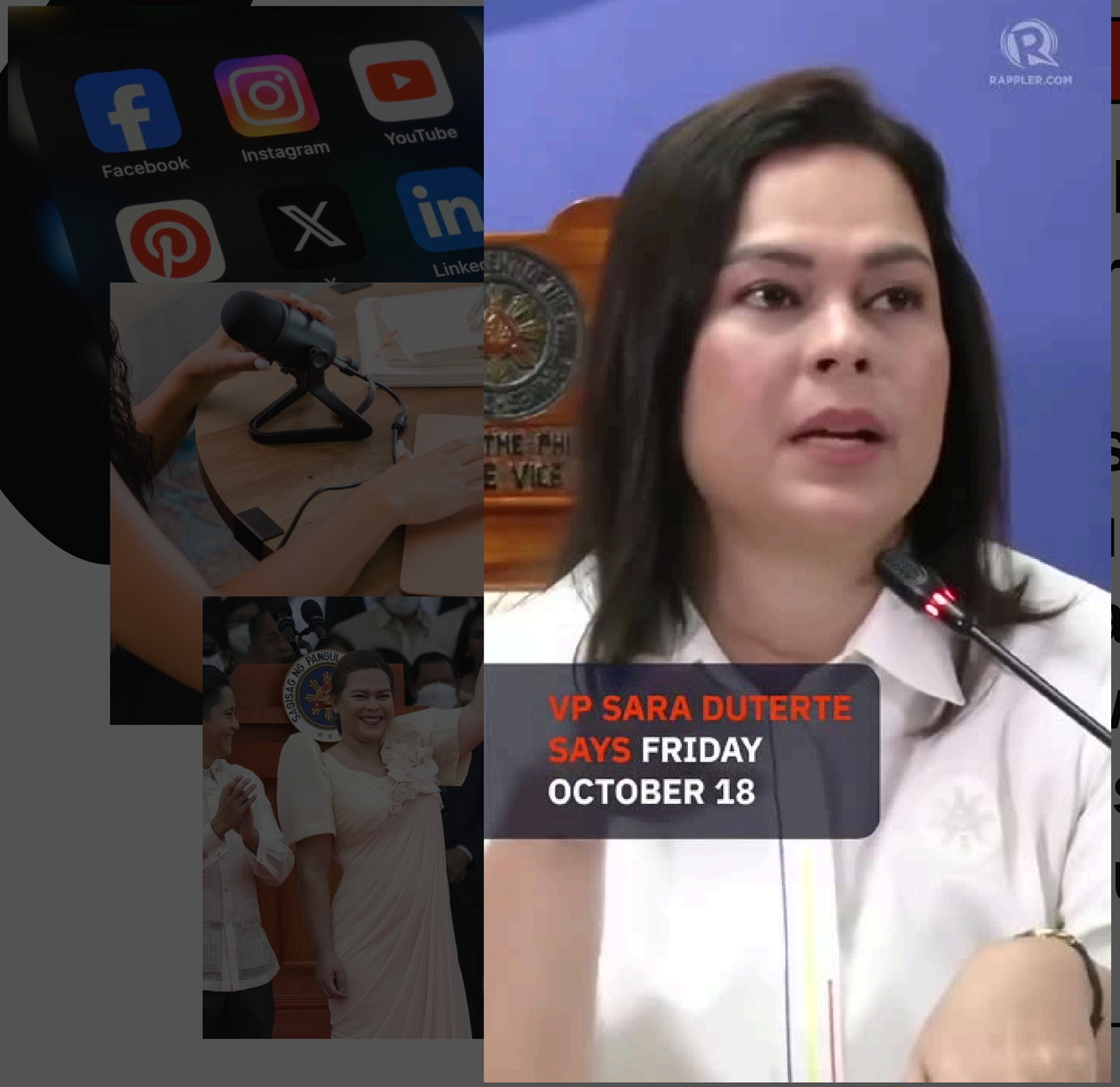
The fault IS NOT in our stars.

There is no need to construct an imaginary history to know that there are conspirators among us.



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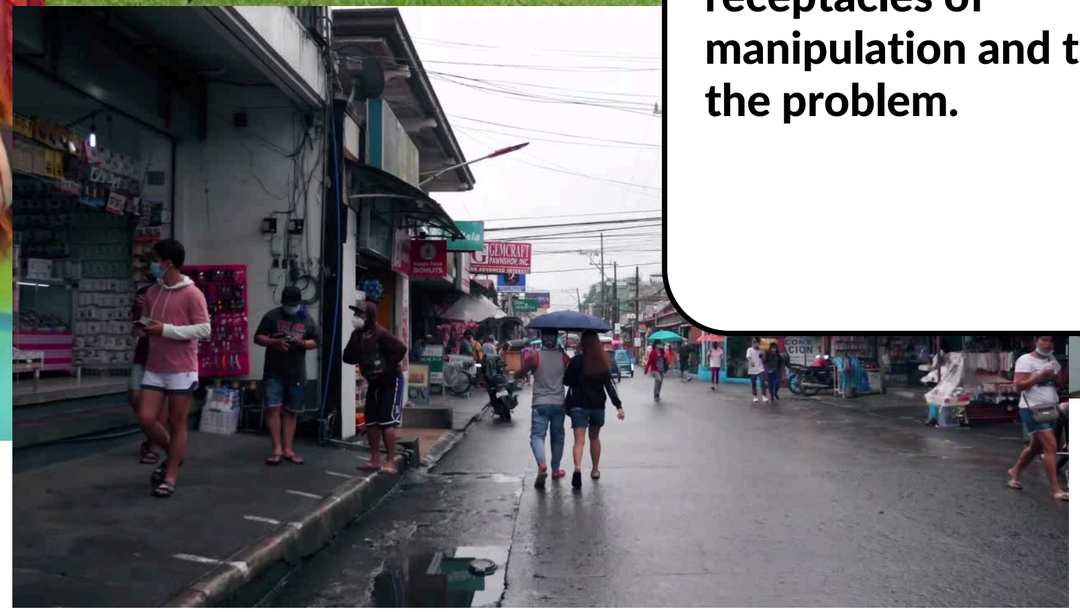
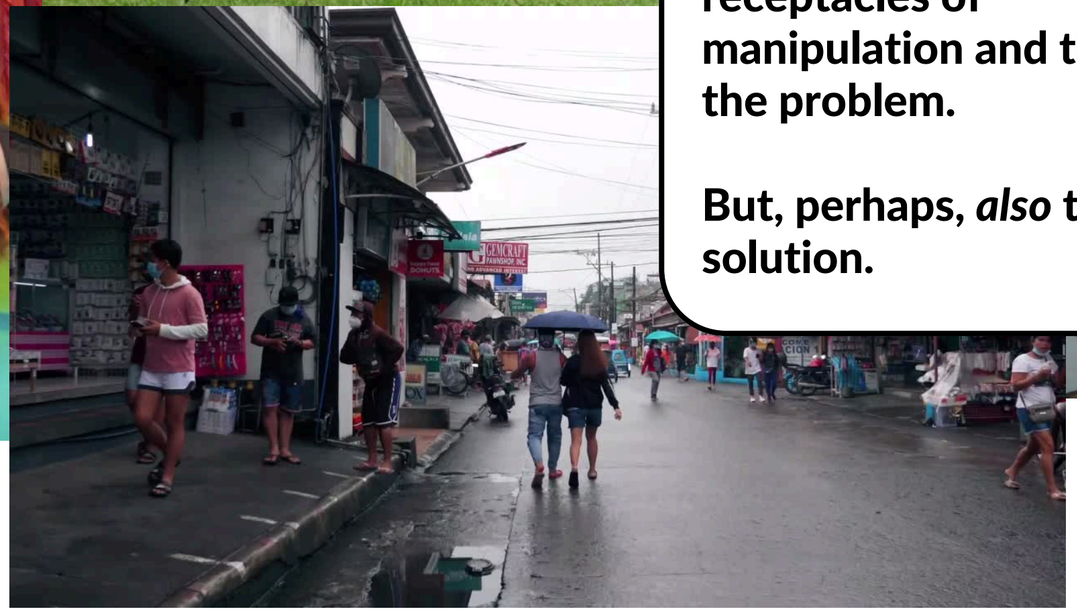


We are not mere receptacles of manipulation and there lies the problem.



We are not mere receptacles of manipulation and there lies the problem.

But, perhaps, *also* the solution.

YouTube

Social Media

CONSPIRACY AND CONTENT

from the 2022 presidential elections to the 2025 midterm elections in the Philippines

22 NOVEMBER 2024

Philippines

Conspiracy