Perceived Qualities of Political Leaders: Insights of Senior High School Students

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Abstract— Students represent the next generation, and their insights are valuable. Considering student perspectives on the qualities of a political leader is not just about understanding their perceptions but also predicting the type of leadership that will connect with society's growing ideals and ambitions. The present study is about senior high school students' perceived qualities of political leaders. This study is expected to have wider implications for education and leadership development, leading efforts to build knowledgeable and thoughtful future leaders. The school has a great role in developing the political awareness and participation of the students. Instilling a sense of civic duty among students through teaching and learning engagement is an avenue to assist students in understanding their part in the political process. Teaching the basics of politics such as the ideal qualities of political leaders and the prevailing political issues help these students to become active and engaged in their political endeavors.

Keywords— Perceived Qualities, Political Leaders, Senior High School Students, Sources of Information

I. INTRODUCTION

Students are the most significant components in both the educational system and society, their viewpoints, ideas, and attitudes provide critical insights into the effectiveness of political programs and processes, thus it is important to hear and take into consideration their viewpoints, worries, and goals. Young people can be represented and included in a variety of societal sectors when they participate in decision-making processes that have an impact on their lives. In accordance with the United Nations Convention on the Rights of the Child, empowering youth to participate in decision-making empowers them to assume accountability for their own lives and communities. It fosters change by transferring confidence, leadership skills, and the belief that positive change is possible. Active participation helps young people develop critical thinking, problem-solving, and civic engagement skills—all vital for their future development as individuals and as professionals.

Under the Executive Order. 438 entitled Approving and Adopting the Medium-Term Youth Development Plan (MTYDP) 2005-2010 WHEREAS, Art. II, Sec. 13 of the Philippine Constitution provides that: "The state shall promote and protect the physical, moral, spiritual, intellectual, and social well-being of the youth in recognition of their vital role in nation-building." this Executive Order recognizes and respects the important and necessary role that young people play in the process of nation-building. This means that although young people are considered as essential to the growth and progress of the nation, they must first select political leaders who are qualified for the position by evaluating their perceived qualities before actively participating in politics.

According to the Journal of Leadership Education (2020), perceived qualities of a leader are the attributes, qualities, and actions that people associate with strong and effective leaders. It implies that young people need to make informed decisions when voting. Candidates who share their interests and points of view can be chosen by people since they are aware of the qualities of political leaders. This ensures that the people in charge represent their views. Political leaders' qualities have a direct influence on how well they can lead. Leaders with the right qualities are more likely to make sound decisions, implement effective policies, and serve the best interests of their constituents. identifying the qualities of political leaders is essential for the functioning of a healthy democracy and effective governance. Meaning, if young people value the importance of determining the qualities of a political leader youth involvement will follow, wherein it promotes communication and understanding between generations.

Almonraki (2012) provided evidence for this claim by pointing out that a leader's pursuit of policies is greatly influenced by their possession of positive attributes including knowledge, moral principles, and integrity. It is the responsibility of political leaders to create policies that address the urgent needs and challenges facing the country. They have to make informed decisions about

issues like fiscal policy, taxes, and regulations that have an impact on the economy. Their choices could help or hinder economic development.

In determining the qualities of political leaders, when making informed decisions, reliable sources of information serve as essential for providing precise data. In addition, Sources of Information from Merriam-Webster Dictionary refers to something that provides information wherein, authentic and current data is more likely to be provided by reliable sources, which lowers the risk of mistakes or bad decisions. In-depth knowledge and expertise are more likely to come from specialized sources. Enhancing the quality of information is suggested by using experts and reliable sources. The foundation of knowledge and decision-making in society is information sources. They provide the groundwork for understanding our environment, forming informed judgments, and guaranteeing the accuracy and dependability of the data we rely on. Therefore, in order to obtain reliable and trustworthy information, it is crucial to carefully evaluate and prioritize sources.

Furthermore, Sun (2021) thought it might be difficult to determine a source's reliability and credibility, particularly when it comes to internet content. In other words, determining trustworthiness helps guarantee that the data collected is reliable and correct. Incorrect assumptions, decisions, and actions can result from incomplete or inaccurate data. Disinformation may spread when false information is disseminated, whether on design or by accident. In topics of great importance, this can lead to doubt, anxiety, and even harm.

Furthermore, Burkholder (2022) stated that bias or subjectivity in sources might have an impact on the information's objectivity and accuracy. Selected information that validates the bias of the source may be provided, while information that contradicts it may be left out or ignored. This may lead to a partial and biased understanding of the subject, which could harm truthfulness.

Adams and Osman (2023) also stated that sources may purposefully or accidentally provide inaccurate or misleading information. In other words, some sources intentionally disseminate false or misleading information in order to accomplish specific goals. These goals could be inciting confusion, attacking opponents, or swaying public opinion. Social media and online

forums have developed into productive environments for the deliberate spread of false information. Furthermore, even well-meaning sources are prone to errors or misinterpretations that result in the accidental spread of misleading information. This may happen as a result of things like inadequate fact-checking, depending on unreliable sources, or misinterpreting difficult subjects.

In evaluating the qualities of political leaders, young people may also run into certain problems. Pew Research Center (2012) stated that the primary problem young people face during elections is that some voters discourage or prohibit eligible voters from exercising their right to vote. This means that attempts to hinder or discourage eligible voters from exercising their right to vote may seriously damage the democratic process and the principles of a just and representative government. By limiting voters' voices and options, voter suppression tactics have the potential to weaken democracy. A government of, and for, the people is fundamentally violated by this.

On the other hand, Influence of the media has a significant impact on how the public views political leaders. In supported by Aaldering et al (2018) the public's perception of leaders may be greatly influenced by how they are depicted in news reports, interviews, and debates. People's perceptions of a leader's credibility and dependability can also be impacted by media bias and how problems are framed.

The Researcher was encouraged to study about Perceived Qualities of Political Leaders: Insights of Senior High School Students simply because to explore the main concept and related issues of the study, also to present exact data and give importance about perceived qualities on choosing and electing political leaders, through this, senior high school students might give insights into the elements that shape their thoughts and attitudes about leadership. Furthermore, the findings of this study may have larger implications for education and leadership development, leading efforts to build knowledgeable and thoughtful future leaders.

II. METHODOLOGY

The researcher used the descriptive method for this study, which is concerned with the collection, organization, and display of data. The descriptive method was used since it focuses primarily on the examination of responses provided by respondents via

questionnaires. Travers (2012) asserted that the descriptive approach is used to investigate the causes of specific events and characterize the nature of the situation as it is at the study. In addition, the descriptive research approach aims to address the issues of what, where, when, and how.

The respondents of the study were from Humanities and Social Science Strand of Grade 12 students from Senior High School Students of Sorsogon National High School, because most of the subjects of Humanities and Social Science Strand are relevant to the current study. The respondents were 98 students, 49 students per section enrolled at this School Year 2023-2024.

In this research purposive sampling technique was used to take samples. The samples on this study were Grade 12 students from Humanities and Social Science strand for the school year 2023-2024. This number was selected from purposive sampling technique. As defined, purposive sampling technique, is a non-probability sampling method that is characterized by a deliberate effort to gather representative samples by including groups or typical areas in a sample.

The primary sources were the responses of the Senior High School students of Sorsogon National High School regarding the perceived qualities of political leaders. The data were analyzed by the researcher and her thesis adviser together with the guide of the statistician in order to have an accurate data.

Instrument has important functions in this research and one of the significant steps in conducting this research. Therefore, the researcher choose an instrument in the process of collecting data. The researcher prepared questionnaire as the data gathering tools. The responses of students served as the source of the data for the relevant information. The questions were formulated based on the related literature and studies gathered from the various sources such as books, thesis and etc. in line with the statement of the problem of the study. Research instrument is tool of collecting data that should be valid and reliable.

The following are the different parts of the questionnaire, Part 1 consisted of the profile or basic information of the respondents, it is important on the part of the researcher to validate if the respondents are bonafide students of Sorsogon National High School, Senior High School Department, Part II is about the

Senior High School students perceived qualities of political leaders, Part III is about the sources of information of the Senior High School students regarding for the perceived qualities of political leaders, Part IV is about the attitudes of Senior High School students regarding on the perceived qualities of political leaders, and Part V is about different issues of Senior High School students in electing political leaders.

The researcher prepared a letter to ask permission from the Schools Division Superintendent of Sorsogon City signed by the Dean of the Graduate School, after the approval of the Schools Division Superintendent of DepEd Sorsogon City, the researcher also prepared a letter to seek approval from the principal of Sorsogon National High School and to get the respondents of the study. The researcher also asked permission from the Subject Group Head of Humanities and Social Science Strand.

The researcher prepared enough copies for the respondents, In the administration of the questionnaire the researcher explained the instructions to the respondents and he personally distributed and retrieved the questionnaire from the respondents. There were 49 students from HUMSS-1 and 49 students from HUMSS-2, with a total of 98 respondents. Moreover, the respondents were oriented about the purpose and the confidentiality of their answers. Thus, assurance of the data collected were valid and reliable.

Appropriate statistical measures were employed to tabulate, analyze, and interpret the obtained data from the study. These were done in order to provide solutions to the questions raised in this study. Moreover, the responses of students from the questionnaire as primary sources of data were used to supplement the interpretation of data.

The researcher used the statistical tools to a set of data which facilitated appropriate analysis and interpretations.

Frequency-Percentage distribution and weighted average mean were used by the researcher to analyze and interpret the data in determining the weighted arithmetic mean.

The researcher used frequency-percentage distribution for problem number 1, which determines the perceived qualities of political leaders; for problem number 2,

sources of information of senior high school students for the perceived qualities and for problem number 4, issues in electing political leaders.

The formula is

$$P = \frac{f}{n} \times 100$$

Where:

P = is the Percentage

f = is the frequency

n = is the total number of the respondents

For problem number 3, weighted arithmetic mean was used in order to analyze the answer given by the respondents about the attitude of senior high school students on the perceived qualities.

Below is the formula for the weighted arithmetic mean. In terms of determining the attitudes of senior high school students on the perceived qualities of political leaders, the weighted mean formula was employed. The following descriptive scale aided the researcher to quantify the variables and indicators.

Weighted Mean	Descriptions
4.60-5.00	Extremely evident
3.60-4.59	Vey evident
2.60-3.59	Moderately evident
1.60-2.59	Slightly evident
1.00-1.59	Not evident

$$WAM = \frac{\sum fw}{n}$$

Where: $\sum$

WAM – is weigh ted arithmetic mean

$\sum fw$ –is the sum of the product of the frequency and weight

III. RESULTS AND DISCUSSION

1. Senior High School Students' Perceived Qualities of Political Leaders

The role of the school in developing the political awareness and literacy of the students has been part of its curriculum. Being politically aware and literate can help students become more engaged citizens. Involving them in the political process makes them advocate for change. One way of involving them is by assessing their perceptions as to what qualities the political leaders in the Philippines must possess.

Table 1: Essential Qualities of Political Leaders

Qualities	Frequency	Percentage	Rank
Educated	83	85	1
Good communicator	77	79	2
Having leadership experience	74	76	3
Intelligent	66	67	4
Critical Thinker	59	60	5
Competent	49	50	6
Compassionate	48	49	7.5
Honest	48	49	7.5
Confident	43	44	9
Has a strong work Ethic	36	37	10
Resilient	34	35	11

Republic Act No. 6713 SEC. 4 about Norms of Conduct of Public Officials and Employees, it state that every public official and employee shall observe standards of personal conduct in the discharge and execution of official duties like justness and sincerity; professionalism and etc. it means that certain qualities of political leaders are necessary for effective political leadership. Qualities serve as a reminder of their significance in the formation of their components.

The table 1.0 shows essential qualities of political leaders, based on the gathered data being educated is the most perceived qualities of senior high school students on political leaders with a frequency of 83 or 85% out of 98 respondents, serve as rank 1 it indicates that Filipinos really value education, in support on this statement according to Bartolome (2017), education is frequently seen as a means of securing a better future for one's family in the Filipino society, which places a high value on family. Parents frequently give up important things in order to provide their children with a quality

education. Wisdom and knowledge are highly valued in Filipino society. The wisdom and experience of elders are valued, and formal education is included in this regard for knowledge.

According to Adriano (2023), education is viewed as a means of preserving and advancing Filipino identity and culture. If a political leader is educated, he will undoubtedly know enough about the nation's history, language, and values. This is a crucial component of the educational system. According to his study, a person is considered educated if they have completed college or have an education degree. The debate about a certain political leader's academic status in the Senate becomes a talk of a town wherein some questions of certain political leaders for their lack of academic status, but there are other candidates who didn't have a degree in education but won in national election maybe because they developed or acquired other qualities.

Good communicator or having effective communicating skills is second most perceive qualities of senior high school regarding choosing political leaders with a with a frequency of 77 or 79% out of 98 respondents. According to Lumbera (2006), Filipinos are known for being kind and hospitable, and good communication is an essential component of hospitality since it enables people to make visitors feel at home and at ease. Additionally, being able to speak warmly and clearly is highly appreciated in Filipino culture. Thus, the ability to communicate effectively is a critical competency for

political leaders since it allows them to establish a rapport with their voters. With excellent communication, they may convey their objectives, defend the merits of their concepts, and influence public opinion.

Table 1.0 shows that hard skills like being educated, good communicator, having leadership experience, intelligent and critical thinker are considered on the top perceived qualities of senior high school students on choosing and electing political leaders, while competent, compassionate, honest, confident, has a strong work ethic and being resilient are on the last perceived qualities of senior high school students on choosing and electing political leaders. It is because Hard skills are teachable and measurable abilities or knowledge that are typically gained through education, training, or experience, while soft skills also known as interpersonal skills or people skills, refer to the personal attributes, traits, and abilities that enable individuals to interact effectively and harmoniously with others. Heckman, J. J., Stixrud, J., & Urzua, S. (2006).

2. Sources of information of the Senior High School Students for the Perceived Qualities of Political Leaders

Verifying the perceived qualities of the political leaders has to be made by these senior high school students. Such is possible by referring to varied sources of information.

Table 2: Sources of Information for The Perceived Qualities of Political Leaders

Sources of Information	Frequency	Percentage	Rank
Facebook	86	88	1
"By word of mouth"	81	83	2
Television and radio	77	79	3
Youtube	76	78	4
Tiktok	75	77	5
Personal Interviews	73	75	6
Twitter	70	71	7
Instagram	61	62	8
Newspaper	37	38	9
Magazines	10	10	10
Journals	4	4	11
Books	3	3	12

Making educated judgments are essential in both personal and professional situations. Access to credible sources of information enables senior high school students to collect data, analyze it, and make educated

decisions. Table 2.0 shows sources of information of the senior high school students regarding on the qualities of political leaders. The table shows that Facebook is the most source of information of senior high school

students regarding on the qualities of political leaders with a frequency of 86 or 88% out of 98 respondents. It means that one of the most widely used social networking sites in the Philippines was Facebook.

With the latest data published by Social Media in Philippines – Statistics and Platform Trends (2023) in January 2023, we can see that at the growth rate of 0.94%, there is now around 90.2 million Facebook users in Philippines. And as of December 2022, about 30.5 percent of Facebook users in the Philippines were between the 18 and 24.

Based from "Social Networking Usage in Asia-Pacific - Statistics & Facts" (Statista, 2021) it states that keeping in touch with family and friends, sharing information, joining organizations and communities, and even conducting business through Facebook Pages and Marketplace all played a big role in Filipinos' everyday lives, it means that the use of Facebook is part of the life of Filipinos, especially young people. In addition, according to Kemp, S. (2021), with high levels of involvement on Facebook sites, the Philippines is home to some of the world's most active social media users. The rich culture of social networking and communication among Filipinos is reflected in their online behavior.

Vosoughi, S. Aral, S., Roy, D., and (2018) claimed that Facebook has been a well-liked platform for political initiatives and user debates. Facebook has come under fire for its role in the spread of misleading information and fake news during elections. It suggests that misleading material has the potential to quickly spread over the platform and sway public opinion.

"By word of mouth" or being told by another person is a second source of information of senior high school students regarding on the qualities of political leaders with a frequency of 81 or 83% out of 98 respondents. According to Medrano (2010), Social networking, tight-knit communities, and interpersonal contact are deeply ingrained in Filipino culture. This implies that when choosing who to vote for, Filipinos frequently rely on the advice of friends, family, and local authorities. These reliable sources provide their thoughts and choices based on how they evaluate a candidate's qualifications, temperament, and platform.

Unfortunately, according to Trusov, M., Bucklin, R. E., & Pauwels, K. (2009) Via word-of-mouth, negative

campaigns, rumors, and gossip can also spread. Because false or misleading information about candidates can have negative effects, it is crucial for voters to critically assess and fact-check the material they are given. If negative remarks or critiques are not successfully controlled or mitigated, they have the potential to spread. In other words, fact-checking is a crucial process that upholds the integrity of information, promotes thoughtful decision-making, and holds people accountable for their words and deeds.

Television and radio is a third sources of information on the qualities of political leaders of senior high school students with a frequency of 77 or 79% out of 98 respondents. According to Landale (2008), family bonding is a crucial aspect of Filipino cultures, as radio and television provide the whole family with entertainment and information. It suggests that for Filipino families, spending time together watching TV shows or listening to radio programs might be a bonding experience. In the Philippines, radio and television have historically been accessible to individuals from all socioeconomic backgrounds, according to Landale. Television and radio are easily accessible and reasonably priced, making them a main source of news and entertainment even in remote locations with limited internet connectivity. Because of this, they serve as useful instruments for political candidates to reach a large audience with their messages during an election.

According to Manalastas (2006), television and radio have actually been an essential part of Filipino society for many years. As a result, many homes have a TV or radio, and people are used to listening to their favorite shows, which often include news and political coverage. These platforms are an obvious choice for election-related content because of their familiarity.

YouTube is fourth sources of information on the qualities of political leaders of senior high school students with a frequency of 76 or 78% out of 98 respondents, followed by Tiktok as fifth sources of information on the qualities of political leaders of senior high school students with a frequency of 75 or 77% out of 98 respondents. Next is, Twitter as top six sources of information on the qualities of political leaders of senior high school students with a frequency of 70 or 71% out of 98 respondents. And followed by Instagram as seventh sources of information on the qualities of political leaders of senior high school students with a frequency of 61 or 62% out of 98 respondents. It

indicates that most senior high school uses social media as sources of information regarding on the perceived qualities of political leaders.

Newspaper is seventh most sources of information on the qualities of political leaders of senior high school students with a frequency of 37 or 38% out of 98 respondents. It indicates that out of 98 respondents only 37 senior high school students are using newspaper as their sources of information regarding on the qualities of political leaders. Based on the Pew Research Center's "Digital News Fact Sheet" (2020). News content is freely accessible on a large number of social media networks and online news portals. This increases the appeal of getting news without having to purchase a hard copy or subscribe to a newspaper. It implies that providing visitors with free access to news and content encourages interaction and helps them stay on the website longer. More user-generated content, such as comments and shares, could come from this increased involvement, which could encourage even more interaction.

Magazine is eight most sources of information on the qualities of political leaders of senior high school students with a frequency of 10 or 10% out of 98 respondents. It means that only 10 students out of 98 respondents use magazines as sources of information on the qualities of political leaders.

A UNESCO study from 2020 highlighted the financial struggles that Filipino households face, which may limit their ability to purchase printed products like magazines. This indicates that one of the main reasons why Filipino students utilize magazines so little is financial constraints. A large number of children and their families might not have the money to regularly purchase magazines. Furthermore, the Pew Research Center (2019) brought attention to the growing dependence of young adults worldwide on social media platforms for the consumption of news and information. Due to the fact that social media offers more up-to-date and diverse content than printed magazines, Filipino students may opt to use alternative knowledge sources instead of printed magazines.

Journal is ninth most sources of information on the qualities of political leaders of senior high school students with a frequency of 4 or 4% out of 98 respondents. According to Smith (2018), lack of access to academic journals and research databases may provide serious difficulties for Filipino students. It implies that some students may not have enough money to provide access to a wide range of scholarly publications and that scholarly journal subscriptions can be expensive.

Lastly, Books are the least sources of information on the qualities of political leaders of senior high school students with a frequency of 3 or 3% out of 98 respondents. It means that only 3 students use books as sources of information regarding qualities of political leaders.

3. Issues of Senior High School students in electing political leaders

Students with political literacy and awareness can develop into more engaged citizens by actively participating in the political process. This involvement includes staying informed about various issues and making informed choices when electing political leaders.

Table 3: Issues of Senior High School Students in Electing Political Leaders

Issues	Frequency	Percentage	RANK
Peer Influence	86	88	1
Evidenced of fanaticism to certain political group/party	80	82	2
The culture of vote buying	78	80	3
Media bias impact	76	78	4
Political affiliating of parents	73	74	5.5
Religious influence	72	74	5.5
Limited access of information about political leaders	51	52	7
Lack of Transparency of political leaders	38	39	8
Language Barriers	28	29	9
Negative campaign tactics of political leaders	26	27	10

According to Philippine Star in 2015 facing issues can be a source of personal or professional growth. Overcoming these challenges involves acquiring new skills, knowledge, or insights. It means that issues often serve as the starting point for recognizing challenges. When we become aware of problems or potential obstacles, we can begin to address them.

Table 3.0 shows the issues of senior high school students on the qualities of political leaders. According to the table the most issues of senior high school students regarding qualities of political leaders is Peer Influence with a frequency of 86 or 88% out of 98 respondents. It means that peer influence is most issues and concern of senior high school students.

According to Cherry (2022), peer pressure can lead to groupthink, in which individuals follow the group to avoid conflict or rejection. Adolescents and young people in the Philippines are typically more susceptible to peer pressure, much like in many other places. It suggests that at this phase of life, people are creating their identities and seeking acceptance from their peers. They could imitate the attitudes and actions of their friends to determine where they fit into their social circles.

"Evidenced of fanaticism to certain political group/party" is the second issue faced by senior high school in choosing and electing political leaders with a frequency of 80 or 82% out of 98 respondents which means senior high school students are loyal to their specific group or party. According to data from 2019 Commission on Elections (COMELEC) surveys, Filipinos are well-known for their support of various political parties during elections and their active involvement in politics. This enthusiasm is a reflection of the vibrant democracy in the Philippines, where elections play a crucial role in setting the direction and policies of the government. The Philippines has a diverse political environment, with numerous political parties and independent candidates contending for different political places.

The culture of vote buying is a third issue of senior high school on the qualities of political leaders with a frequency of 78 or 80% out of 98 respondents. Magno, F. T. (2007) claims that vote buying is a significant problem in Philippine politics and has long been an issue with the electoral system in the nation. It describes the practice of politicians or those who support them giving voters gifts, cash, or other incentives in return for their votes. Furthermore, according to Kusaka (2008), vote buying weakens the democratic process and the integrity of elections by weakening the idea of free and fair elections. In traditional Filipino politics, patronage and personal ties are often the foundation. In order to win over voters, politicians can feel obliged to provide financial support, creating a culture of dependency.

Media bias impact has the frequency of 76 or 78% out of 98 respondents. It indicates that senior high school students considered media bias impact as challenges they faced during election. Next is political affiliating of parents as issue of senior high school students regarding electing political leaders with a frequency of 73 or 74% out of 98 respondents. It indicates that political affiliating of parents are issue of senior high school students.

Maligalig (2010) asserted that children raised in politically engaged households are likely to adopt such opinions without questioning others. This suggests that Filipino families regularly impart to their kids the beliefs and values that they find significant. Children are more prone to accept without questioning their parents' strong political beliefs and political involvement as their own.

Religious influence has the frequency of 72 or 74% out of 98 respondents. It indicates that senior high school students think religion has an impact on how they choose political leaders. Verkuyten (2020) asserted that intolerance arises when individuals or groups are unwilling to tolerate or respect the opinions or beliefs of others. The act of making an unfavorable judgment about someone only on the basis of their beliefs—often without a thorough comprehension of those concepts is known as prejudice.

Limited access of information about political leaders has the frequency of 51 or 52% out of 98 respondents. When voting or participating in political discussions, citizens rely on information about political leaders to make wise choices. Insufficient access to reliable data may lead individuals to make ignorant choices and choose leaders who do not align with their principles or interests. In support by Przeworski, A. (2009) asserted that individuals require precise and reliable information in order to make voting decisions. This entails being informed on the opinions, qualifications, and prior public service experience of a candidate.

Lack of Transparency of political leaders has the frequency of 38 or 39% out of 98 respondents. Followed by language barriers as issue of senior high school students regarding choosing and electing political leaders has the frequency of 38 or 39% out of 98 respondents. Based from Wright (2005) language barriers can lead to misunderstandings and misinterpretations between people. It means that language barrier is an issue that senior high school encountered regarding choosing and electing political leaders.

Negative campaign tactics of political leaders has a frequency of 26 or 27% out of 98 respondents. On this study Negative campaign tactics are strategies employed by political leaders and campaigns to undermine their opponents or opponents' positions. Adapted from Gentzkow, M. & Allcott, H. (2017) A contemporary negative campaign strategy is the dissemination of misleading information or fake news to undermine opponents. It also implies that politicians fabricate information in order to mislead other opponents, according to Fisher, M. (2016) During speeches or debates, politicians have been known to make personal insults and attacks.

Proposed Learning Activities and Curriculum Materials to Guide the Senior High School students in Choosing and Electing Political Leaders

RATIONALE

The 1987 Philippine Constitution states that any citizen of the country who is not otherwise prohibited by law, is at least eighteen years old, has lived in the country for at least a year, and has spent at least six months of the time leading up to the election in the location where they plan to cast their ballot may exercise their right to vote. The exercise of the right to vote shall not be restricted by any property, literacy, or other substantive qualification. The Constitution also gives every person the chance to exercise their right to vote.

This means that everyone needs to be properly informed about the right to vote because it gives us the ability to affect outcomes, awareness makes us better decision-makers by boosting our self-confidence, which enables us to communicate clearly and intentionally, and it liberates us from preconceived notions and biases. The suggested action plan is provided, and it helps stakeholders and senior high school students in making informed decisions about selecting and electing political leaders.

Objectives:
- To discuss the importance of determining qualities of political leaders
- To strengthen the support of stakeholders to senior high school students on electing political leaders
- To analyze the issues of senior high school students in electing political leaders
- To conduct meaningful activities that would enhance the learning of senior high school in electing political leaders
- To realize the value of validating information in choosing and electing political leaders

IV. CONCLUSION AND RECOMMENDATIONS

This study concluded that the Senior High School Students ' perceived qualities of political leaders are varied which primarily include education, good communication, and track records of experience. Also, Senior high school students primarily source out regarding the perceive qualities of political leaders through the Facebook Website, by word of mouth, television, and radio channels. A strong favorable affirmation is accorded by the senior high school students to the political leaders who are well-educated, credible, and experienced while moderate confirmation is given to the economic status, political dynasties, and the popularity of the political leaders. Peer influence, political party fanaticism, and the culture of vote buying are the topmost issues of senior high school students in electing political leaders.

Orientation on effective leadership and governance, including a deeper understanding of the qualities exhibited by political leaders be conducted to SHS students also media literacy workshops on detecting fake news and misinformation be provided to the senior high school students then, a symposium about factors that influence the attitudes of senior high school students on the perceived qualities of political leaders be conducted for them to become politically aware and responsible citizens. Senior high school students be given a classroom orientation on the different issues that voters face while electing political leaders for them to develop a deeper understanding of the political situation. And, curriculum integration of political literacy in social studies and other relevant subjects.

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