

## Examining rumour mongering and counter-rumour conversation among Filipino youth in messenger

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**Abstract** - Messenger systems are one of the quickest ways to spread information, but they have also been used to disseminate false information. If unchecked, rumour - mongering can have bad consequences. Counter-rumours, or assertions that refute them, are a powerful way to put an end to rumours. The rapid spread of rumours on websites like Messenger, in the opinion of Kucharski et al (2020), may cause people to feel anxious and apprehensive. With regards to the continued significance of messenger platforms in the lives of Filipino youth, there is an increasing need for research into how they emotionally process rumours and counter-rumours as well as how they come up with effective coping mechanisms. This study employed a qualitative approach through Interpretative Phenomenological Analysis and Braun and Clarke's thematic analysis. The 28 participants who were interviewed by the researchers were all Filipino youth who came from region VIII. The feelings and rumour-busting tactics employed by Filipino youth in Messenger were the findings that researchers gathered. Specifically, they experienced the unhappiness of the rumours, as well as how upsetting and discouraging they were, as well as their pain, guilt, and confusion. Be unbothered, keep quiet, ignore the rumours, avoid conflict, educate the populace, and make it clear that you are aware of the veracity of the rumours were the tactics they employed.

**Keywords:** rumours mongering, messenger, counter rumours, filipino youth

## I. INTRODUCTION

The rise of social media platforms has transformed the way people communicate and share information. As a result, it has become increasingly important to examine how people engage with rumours and counter-rumour conversations online, particularly among Filipino youth who are active. How do Filipino youths deal with the rumours emotionally and their strategies to cope with these rumours and counter-rumours? The ways they help themselves with the emotions that come from the rumours on messenger. How do they cope with them? According to Parimi & Rout (2021; Musolff, 2021; Rudnicki et al, 2023), the massive usage of social media platforms leads to the quicker and wider spread of not only true information, but also rumours that could lead to mental stress and lower societal efficiency. Therefore, it is crucial to understand the emotional impact of rumours on Filipino youth who are actively engaged in social media. Given the prevalence of rumours and counter-rumours in social media platforms, it is important to understand how Filipino youth cope with emotional distress attributed to rumours. The impact of rumours on Filipino youth who are active on social media can be significant, resulting in emotional distress that affects their mental health and overall well-being. Further research should be conducted to understand the strategies that Filipino youth use to cope with emotional distress by rumours on social media. As social media platforms continue to play a major role in the lives of Filipino youth, there is a growing need for research into how they deal with rumours and counter-rumours emotionally, and how they develop effective coping strategies.

Additionally, we believe that the study findings will help promote important values such as critical thinking, accuracy in information dissemination, and responsible communication among young people in the Philippines. By providing a deeper understanding of how youth engage in rumour spread and counter-rumour conversation, this study ultimately seeks to identify strategies that can empower Filipino youth to become responsible and informed citizens who contribute to the growth and development of their communities. According to Citroen (n.d.) everybody should be cautious on anything you post, comment and share online because it will also reflect on your personality. Seeks to empower Filipino youth to become responsible and informed citizens who contribute positively to their communities by identifying effective communication strategies. In conclusion, the study will contribute to the existing literature on rumour mongering and counter-rumour conversation in a digital communication context among Filipino youth.

In this study, we aim to examine the phenomenon of rumour mongering and counter-rumour conversation among Filipino youth using Messenger as a communication platform. Our goal is to gain a comprehensive understanding of how rumours are spread and countered in this context, with the ultimate aim of identifying effective strategies for combating false information and spreading accurate news among the youth in the Philippines. There are only few study that were conducted like our research. One study was Soare (2020; Dancygier, 2021) as per their study, the idea of the online disinhibition effect is the primary theoretical basis for analyzing how at ease internet gossipers are now with their conduct. It was also stated that someone's amount of online comfortability, which would be tied directly to the prevalence of rumours, is associated with someone's levels of comfortability with utilizing a certain Facebook function. Researchers also provided a list of tables, figures, and charts, which contributed to the study's overall organization. The paper was well written all around and provided concrete reasons and proofs. Through this research, we hope to contribute to the development of effective communication strategies that can be used by youth leaders, educators, and policymakers in combatting the detrimental effects of rumour mongering on Filipino society, including mistrust, division, and confusion.

The research aims to provide valuable insights into the prevalence and impact of rumour mongering among Filipino youth, as well as exploring ways to combat false information and promote responsible communication practices. Overall, this study highlights the importance of addressing rumour mongering and promoting responsible communication practices among Filipino youth. It will also provide valuable insights and recommendations for youth leaders, educators, and policymakers regarding effective communication strategies that can empower Filipino youth to make informed decisions based on accurate information and contribute positively to their communities. Such research will enable them to develop targeted interventions and programs that address the root causes of rumour mongering among Filipino youth, promote media literacy, critical thinking, and encourage the responsible use of social media platforms. (a) How do Filipino youth feel to rumours received in Messenger (b) What strategies do they use to counter these rumours?

## II. METHOD

### 2.1 Research Design

The study presents qualitative research with the use of Interpretative Phenomenological Analysis. IPA is a qualitative research approach committed to the examination of how people make sense of their major life experiences (Smith et al, 2009, p. 10). This method will also help the researchers to determine the "phenomenological in that it is concerned with exploring experience in its own terms" (Smith et al, 2009, p. 10) in region 8. The study focused on the experiences and emotions the respondents felt about the rumour and counter-rumour through messenger among Filipino youth.

This type of method would help the researchers in determining the experience, emotions and the ways the participants use to cope with the rumours. It will give more understanding about the effects of rumours through messenger to the Filipino youths.

### 2.2 Setting and Participants

There were 28 participants that the researchers have interviewed, 15 males and 13 females, all were coming from region VIII. The researchers used the purposive convenience sampling in determining the participants knowledge and experiences of rumours. Also, by helping the researchers in recruiting the number participants, and the willingness, availability and easy to contact or visit of the participants. Our participants were all Filipino youths that are residing in Leyte or Samar and studying either in senior high school or college level. They were chosen to participate in our study due to their experiences of rumours and counter-rumours on messenger and all were willing to let them be interviewed. 22 participants were interviewed conducted face to face and were asked for consent before giving the interview, while the 6 participants were interviewed through online and were sent the consent letter and asked for their e-signature. 6 participants interviews were conducted online because they had a busy schedule and could not meet face to face. The choosing of the setting was based on the accessibly and availability of the researcher's and respondent's location and time.

The consideration of the research was based on these criteria: (1) The interviewer must be from region 8; and (2) He or she must be 18-25 years' old that has not been married; and (3) Has experience or has known someone who has experience rumours on messenger.

### **2.3 Data Collection and Analysis**

Prior to data collection, consent form with ethical agreements were prepared for the participants and obtained, covering significant details such as the nature and purpose of the study, as well as the anonymity of the participants' identities. They were then asked if they would be willing to participate in the study. The form made it clear that their participation was completely voluntary and that any information they provided would be treated with full confidentiality. The researchers gathered and decided on where to begin the interview after preparing the consent form, and as we are very likely in school, the researchers opted to interview several students at EVSU - Main Campus.

Semi-structured interviews in face-to-face mode with audio recording and some via voice message in messenger was used to collect data from Filipino youth who have knowledge of rumours and counter rumours spread through messenger or who have actually experienced having rumours propagated about them through messenger. The researchers created interview questions that are relevant to the research problems. Each research question comprises two interview questions, and the interviewer is permitted to expand on the primary interview with follow-up questions. With the nature of the study, the researchers conducted the individual interviews at various settings. Each interview lasted 2 to 3 minutes and consisted of speaking in whatever language that the person being interviewed felt comfortable using. The intended number of participants is 28 ages from 18 to 25 who are Filipino youth. All interviews were transcribed, coded, categorized, and were assigned to themes using Saldaña's (2016) manual coding. The first cycle coding method that we used were Vivo Coding and on the second cycle coding were the Eclectic Coding and Axial Coding.

Also, in terms of data analysis, Braun and Clarke's (2022) thematic analysis were used. Qualitative techniques are significantly diverse, complicated, and delicate (Holloway & Todres, 2003), and thematic analysis should be viewed as a core tool for qualitative analysis. Thematic analysis is the first qualitative approach of analysis that researchers should acquire since it teaches essential abilities that will be beneficial for performing many other types of qualitative analysis. Thematic analysis is a useful approach both to reflect real and to unpick or unwrap the surface of "reality". This analytical method is appropriate for the goal of the current study since it is used to find, examine, and report themes in data.

### **2.4 Ethical Considerations**

The researchers prioritized cultural diversity and sensitivity by addressing several ethical issues. These included obtaining informed consent from each participant, providing information on the study's objectives, procedures, and potential risks or benefits. Participants were made aware of their right to withdraw at any time. Confidentiality and anonymity were strictly upheld, ensuring the privacy of participants by excluding their names and identifying details from publications or presentations. The researchers also demonstrated respect for participants by treating them equally, regardless of gender, ethnicity, religion, or sexual orientation. Safety measures were implemented, eliminating risks and ensuring suitable topics and non-coercive questions. Participants received a debriefing before the study, informing them of its objectives and the general impact of their participation. By addressing these ethical considerations, the researchers ensured an honest and respectful study.

## **III. RESULTS AND DISCUSSION**

This section presents the findings of the study around the research questions: the participants' feelings to rumours received in Messenger, and the strategies they used to counter rumours. In order to preserve anonymity, the interview gathers in this section are identified by participant codes, PC1 (participant 1), PC2 (participant 2), and consequently.

### **3.1 Feelings of the Filipino Youth towards Rumours received in Messenger**

The researchers found three main themes that were formed of the feelings that participants felt receiving rumours from messenger. These themes are (1) The unhappiness of the rumours, (2) Upsetting and discouraging, and (3) Pain, Guilt, and Confusion of rumours.

#### **(1) The Unhappiness of the Rumours**

Some Filipino youth who participated in the interview indicated that rumours had made their lives unhappy. It has demonstrated how rumours may turn a happy person's life into a miserable one. To give you an idea that rumours made them unhappy and why it made them unhappy, here are three examples.

"I feel sad for them, not for me. I feel they don't have a life to live, that's why they choose to ruin someone's life. I think the best way to respond these kinds of rumours is to stay silent especially when it's all false accusations. I don't really like proving myself to anyone since I don't really care about them and they're irrelevant. I don't really care what they believe and what they don't." (PC 1)

"I kind of feel sad and confused. I tried to figure out the main source of who or what truly propagated the rumour, since, if we are genuine people who are not naive, we would find a means to notify them that it is not true." (PC 5)

"I felt sad when I heard there was rumour about me. Because the rumour about me was not true." (PC 9)

These three instances explored the negative effects of rumours and the reasons why people felt that way. They discussed how false reports about them made them upset and how certain people were able to spread false information about them. The three statements emphasized the detrimental impacts of rumours and clarified the causes of the unhappiness that rumours had given the participants. Rumours can have a significant emotional and psychological impact on people, such as the unhappiness to their life. By their very nature, rumours frequently include false or exaggerated information that can be harmful to the topic. Someone's reputation and personal life may be unfairly ruined when incorrect information about them is shared, which can cause unhappiness.

#### **(2) Upsetting and Discouraging**

When the participants were interviewed, several of them recognized that rumours may be upsetting and discouraging. Here are the words of two of our participants to help you understand why unfavourable and discouraging rumours might circulate.

"It made me upset because the rumours about me wasn't true. And what made me upset more is the fact that the person who spread the rumours about me doesn't really know me well and has no idea on what's going on with my life. I did not do anything about it because I only believe people who matter to me and the people who know me well will not believe such made up stories. And I care about my peace so much." (PC 2)

"Honestly, I feel upset whenever I heard some rumours about me because I don't want to involve my family's name to any problem or to any issues." (PC 21)

According to Edwards, Gossiping is a way for people to rationalize the individual's surprising actions and discourage other people from creating a similar upset. These two statements demonstrate how upsetting and discouraging rumours may be to our study participants. Because the rumours were unfounded and the individual spreading them didn't actually know the subject, it may be upsetting. It is discouraging since we are unable to refute the rumours. We can see how that may be upsetting and discouraging to some people. Yes, false rumours may be very upsetting and disheartening, especially if one has no chance to disprove them or defend oneself. People may feel dissatisfied and helpless in these circumstances as a result of the inaccurate information being shared about them. Because it could seem as though the false narrative is being taken as true, the inability to respond or dispel the rumours can be especially upsetting. Gossiping is a way for people to rationalize the individual's surprising actions and discourage other people from creating a similar upset.

### **(3) Pain, Guilt, and Confusion of Rumours**

Rumours can be terrible, but they can also cause feelings of guilt and confusion. To understand why rumours may be harmful and generate guilt and confusion among people, consider the following two examples.

"In the Filipino society, hearing rumours about ourselves is usual because word of mouth is regarded as a reliable source of information, however if I learned that there were jokes about me, I could feel hurt if they were lies because I know the truth, but if they were genuine, I would just choose to remain silent.

The strongest defence against the war of rumours is silence. I would prefer not say anything than expend the energy to defend myself. Sometimes the best strategy for winning an argument is to not use words, and we must decide which battles to engage in." (PC 3)

"Of course, I'm hurt and confused as to why there are rumours about me when I swear not to have done anything of the such to them. After that, I ignored it." (PC 7)

Rumours have caused the participants pain, guilt, and confusion. They were hurt by the stories because they believed what the people had stated to be true, and this made them wonder why they had spread them in the first place. The participants felt confused since they believed they had broken the law while they hadn't done anything wrong, others had, and as a result, rumours were spread about them. This guilt was carried into their lives as well. Rumours can be painful and significantly affect someone's relationships and emotional health. They probably felt the negative impacts more strongly because they thought the stories were true.

According to Anonymous (2021), negative rumours undermine confidence. Those who participate in the practice may be concerned that other people are talking behind their backs about them. And it's anticipated that the target will learn about it and likely never be able to trust them again. When people feel accountable for acts or outcomes, even when they haven't done anything wrong, guilt frequently develops. As they shared the information with others and thought it was factual, the participants in this situation may have felt bad for unintentionally aiding in the rumours' propagation. It's crucial to keep in mind that, in these instances, guilt is frequently unjustified because it belongs to the people who started and propagated the rumours, not the participants who were merely the victims. Bringing this shame into their daily lives might have a number of negative effects, such as a heightened level of mental anguish, strained relationships, and a decreased sense of self-worth. The participants must realize they are not at fault and learn coping mechanisms for these unpleasant feelings.

### **3.2 Strategies that the Filipino Youth use to Counter Rumours**

The researchers in this study identified seven themes that are dominant in the strategies of the Filipino youth to counter rumours: (1) Be unbothered, (2) Remain silent (3) Ignore the rumours (4) Use confrontation, (5) Educate the people who are spreading rumours, and (6) Indicating to know the truth of the rumours.

#### **(1) Be Unbothered**

In order to eliminate the rumours disseminated through messenger, gathered strategies showed that being unbothered is frequently utilized, as we cannot control people in general. Two situations showed what the participants had encountered regarding the rumours. In the following excerpts, it may be inferred.

"I think the effective way of dealing rumours is to stay unbothered, especially if it's a false accusation. What's the use of proving yourself to everyone that the rumours are not true if they already heard the false accusations? Stay unbothered, you're living for yourself, not for them." (PC 1)

"I believe that the effective way of dealing rumours is by not doing anything about it and only act if it's already affecting us. We cannot control people. We cannot tell them that they should stop doing it. We should continue staying unbothered and just do the things that makes us happy." (PC 2)

These two individuals responded about their perspectives on dispelling the rumours. They stated that the best approach to cope with rumours is to remain unbothered, especially if they are baseless claims, and simply continue on with our everyday lives. They were more focused on taking care of themselves and living peaceful lives. Creating a good mentality involves learning how to be unbothered. According to Stanford University research, adopting a positive mindset can improve our ability to handle pressure and lower our overall stress levels. Being unbothered when a rumour is spread about us is crucial for our physical, mental, and emotional well-being.

#### **(2) Remain Silent**

The participants acknowledge and mention that an adequate strategy is to remain silent when someone is circulating rumours about them. The participants said that it is necessary to remind ourselves that their unfavourable perception of us does not impact our self-esteem and value as a person. Some people would only want to provoke someone else's emotions and that would satisfy them. The responses that followed showed that staying silent about individuals who are spreading rumours might help stop the rumours.

"If you ask me, the only way to stop rumours from spreading is by remaining silent and refraining from stoking the fire. Everyone has an opinion about things and life, but you must remain mute since people keep bringing up the topic of you justifying yourself to them." (PC3)

Participant 3 highlights that everyone of us has our own viewpoint and that we are unable to impact someone else's thoughts, which is why we prefer to remain silent during times of rumours. Silence allows us to avoid speaking things in an outburst of rage that we may later regret. Silent is not unpleasant, rather, it is a sensible language that some prefer to the foolish tittle-tattle. Participants recognize the power of their words and use them wisely rather than speaking without thinking, which results in wounded emotions and the spread of untruths. For some people, particularly participant 3, silence is preferable to unneeded drama. There are many small disagreements that arise and not all fights can assist both sides improve. Participants advise taking a few deep breaths and considering the potential outcomes that may occur if we feel the impulse to say anything harmful. In conclusion, it's frequently preferable to maintain silence rather than blurt out something that can worsen the situation or lead to misconceptions.

### **(3) Ignore the Rumours**

There are many various approaches to developing strategies for dealing with rumours, but several participants indicated that ignoring those who spread rumours will bring us peace and that not paying attention to them may cause them to cease. According to certain research, ignoring has an effect because it diverts attention away from the behaviours we wish to reduce.

"The best way of dealing with rumours is by ignoring them. People have the tendency to only believe what they want to believe. The less you let people affect you, the better you are." (PC 4)

"They will eventually get tired of it, so I'll let it go. If I ever make the decision to speak with them, perhaps the rumours will spread more and something bad might happen to me." (PC 6)

Participants 4 and 6 emphasizes that one of the easiest ways to deal with rumours is to just ignore them since individuals like them have a propensity to simply embrace things that suit their own preferences, even if they are not completely true. They highlight how crucial it is for us to avoid becoming affected by these kinds of occurrences and to keep as far away from them as possible until they eventually get tired of spreading rumours. When refer to ignoring others, it means that we should just ignore them if they act in a way that we find to be foolish or impolite. Keep away from the conduct. Simply go about the day as normal, as if that individual has not done anything foolish.

### **(4) Confrontation**

Participants claimed that confronting rumour-spouting individuals directly was essential in putting a stop to the spread of rumours. Rumours can be lessened in power by having open discussions, asking where rumours come from, and presenting evidence to disprove false information.

"I will ask them if they can stop doing it and what they are saying isn't true about me. I hope they will change and stop telling rumours about me." (PC 9)

"My own experience suggests confrontation. You need to confront them and make it clear that you are not that sort of person, I think it is effective, they will stop generating rumours about you." (PC 8)

These two examples are some of the responses that the researchers received from the participants and it shows or discussed how participants emphasized the value of having an honest discussion and genuinely trying to find out where rumours come from. Participants were more successful at challenging and dispelling rumours by addressing the people who were rumour-mongering directly.

Confrontations has been shown to empower people within their social networks. By actively refuting false information, participants displayed leadership and critical thinking, setting a good example for others to follow. This peer-to-peer influence promoted scepticism and critical thinking culture, which helped to lessen the impact of rumours. The results are consistent with earlier studies (Smith et al, 2022), which indicates that direct conflict can successfully counter false information. This study emphasizes explicitly its applicability in the context of Filipino youth using Messenger. It highlights how crucial it is to have respectful, fact-based conversations in order to dispel rumours and motivates others to actively participate in spreading the truth.

### **(5) Educating the People**

Education has become a crucial tool in the fight against rumours. Participants stressed the significance of disseminating accurate information from reliable sources in order to educate others. People were able to encourage a culture of fact-checking and critical analysis among their peers by giving accurate information and spreading awareness about the negative effects of rumour spreading.

"To mitigate or to stop the spreading of rumours, I must educate them that spreading rumours is also an act of a criminal act. It's just like spreading fake news which has a relevant law against them. I don't know which specific public act." (PC 16)

It can be deduced from PC16's response that creating and spreading rumours against someone is a very serious crime in the Philippines. This finding corroborates one relevant law in the Philippines which is the Cybercrime Prevention Act of 2012 (Republic Act No. 10175), which aims to address various types of cybercrimes, such as the spread of rumours and false information on digital platforms. Individuals involved in spreading rumours may be subject to a number of provisions under this law. For

instance, Section 4(c)(4) of the act criminalizes the act of libel, which includes the dissemination of malicious rumours or false information that can harm a person's reputation.

By educating people, everyone will be discouraged from engaging in such behaviour by being made aware that spreading rumours can result in legal repercussions. It fosters accountable communication and a sense of responsibility. People are more likely to think twice before spreading rumours or false information when they are aware of the possible legal repercussions.

#### **(6) Indicating to Know the Truth of the Rumours**

People contribute to a more responsible and knowledgeable information ecosystem by highlighting the value of knowing the veracity of rumours. By encouraging accuracy, critical thinking, fact-checking, and the correction of false claims, this strategy aids in preventing the rapid spread of rumours and misinformation.

"Effective way of dealing with rumours is telling the truth. You yourself should tell the people what's the truth behind that rumour so that all the chaos that's happening will be stopped." (PC19)

PC19's answers emphasize the significance of speaking the truth and seeking clarification when addressing rumours. People prioritize transparency and honesty by pushing for telling the truth. People can directly stop the spread of false information when they themselves provide accurate information and reveal the truth behind a rumour. Transparency and honesty are effective deterrents to rumours. Individuals can directly combat the spread of false information, establish trust, correct misinformation, promote critical thinking, and serve as positive role models for others by prioritizing these values and actively providing accurate information.

"For me, the best thing to deal those rumours is to know first what is the truth, then if we have reaction keep it ours because spreading it will not help the situation nor fix the problem. But if the rumours are about us then fix it in a way that it will not cause a bigger problem." (PC 21)

The importance of accepting personal responsibility in handling rumours is emphasized by the participants especially in the response of PC21. People are urged to check the facts first and keep their reactions to themselves rather than reacting or sharing without first checking them. This strategy discourages unintentional rumour propagation and encourages responsible behaviour in the face of false information. People actively help to stop the spread of rumours by accepting personal responsibility. Individuals contribute to the development of a more dependable and trustworthy information ecosystem, where accurate information triumphs over false information and rumours, through verification, critical evaluation, responsible sharing, and education.

"I will ask first to those people, just like example that friend of mine. I will ask if the rumour is true or not so the story is not going to be any longer." (PC17)

The participants are aware of the importance of getting answers from the people who are connected to the rumour. People can get accurate information and stop the rumour from spreading further by directly addressing the rumour's source and confirming its veracity. There are several advantages to asking the people who are involved in the rumour for clarification in order to stop it from spreading. Individuals are able to gather first-hand information, correct misunderstandings, and distinguish the truth from rumours or false information by having direct conversations with one another. Seeking clarification encourages open communication, enables discussion and the sharing of accurate information, and fosters the development of a more well-informed and truthful narrative. As a result, relationships built on trust and honesty are strengthened because it shows a willingness to engage with and understand others. In the end, seeking clarification is crucial for reducing rumour spread, advancing accurate information, and fostering a positive and trustworthy environment for information exchange.

#### **4. Conclusion**

Although the findings were derived from insights offered by a select group of Filipino Youth participants, it is feasible that participants agree that there is a significant impact or influence of rumours propagated and counter-rumours through messenger, and that influence differed in different sorts of emotions. The overwhelming usage of rumours and counter-rumours via messenger can still be seen among the Filipino youth. The findings suggest that a rumoured individual might experience a range of emotions in response to the situation, and that rumour mongering has an impact on someone else's life, whether beneficial or unacceptable. It all relies on how the rumours propagate and how individuals handle the situation. The usage of Messenger has undoubtedly reached the Filipino Youth in terms of rumours and ways for countering rumours. Significant emotions of the Filipino youth, such as rumour unhappiness, upsetting, discouraging, pain, guilt, and confusion, are critical in determining what strategies to employ when dealing with rumours.

Furthermore, it is considered in this study that rumour mongering and counter-rumours are a somewhat ongoing occurrence in the Philippines, particularly in creating an impression or influencing Filipino youth via messenger. By comprehending the emotional responses, researching various social media platforms, and considering the larger community affected, we can develop thorough tactics to counteract rumours, promote correct information, and foster a pleasant online environment for Filipino youth. People may learn to be more critical of the information they consume, especially on social media platforms, with the aid of this understanding. Overall, this study emphasizes the need for effective strategies to combat rumours and counter-rumours on social media platforms like Messenger. It is essential to prioritize preventive measures like educating Filipino youth about the spread of rumours and counter-rumours online, as well as emphasizing the importance of critical thinking and fact-checking before sharing any information online.

Future study may look at a large number of participants within the digital realm of Messenger timeline and how they make such a major influence, especially on the emotional aspects of a person being rumoured. Further research should investigate how rumour mongering and counter rumours vary in different social media platforms other than Messenger as well as the community

of Filipino youth that is affected. The results of this study show the necessity of more research and interventions to address the detrimental impact of rumours and counter-rumours on Filipino youth.

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