

Blasphemy Or Art Expression: The Role Of Religion In Public Discourse And The Bandwagon Effect On Cognitive Bias In Social Networks

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| Abstract | Article Info |
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| <p>Religion has been a debatable topic for decades because people have varying faith, beliefs, and values. Moreover, it is also a hot topic in social media, especially the ones who are expressing hate speech to those individuals whose said to commit blasphemous acts. One such example of that case is a drag performer in the Philippines who imitated the image of Jesus Christ in Christian faith in their drag performance. This study aims to investigate the comments in a related post in X that contains hate speech related to religion. The comment analysis categorizes into hate speech, criticism, opinion, positive comments, troll behavior, and mentions. This study revealed that 56.1% of the comments taken from the same post in X are hate comments that target the drag queen. Furthermore, this research also clarifies the impact of the bandwagon effect in online discourse.</p> | <p>Keywords: Hate Speech, X, Divine Command Theory, Bandwagon Effect, Cognitive Bias</p> |

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INTRODUCTION

Divine Command Theory is the belief that morality depends on God in some way and that following God's instructions fulfils one's moral duty. According to the Divine Command Theory, the ethically correct course of conduct is the one that God demands or commands, and morality is ultimately founded on God's character or instructions (Austin M. W., 2021).

Religion plays a significant role in online public discussion, particularly on social media platforms. A 2009 study by Miller found that religious debate topics are frequently discussed in internet forums and that religious views are frequently expressed about social and political issues. Even though social media has great value to religious people's lives, it also has drawbacks to other users. One example of it is hate speech which pertains to any medium of expression that demonstrates animosity, prejudice, or bigotry toward people or groups because of traits like sexual orientation, race, or ethnicity (Matamoros-Fernández, A., & Farkas, J. (2021).

According to Melfrida, R., & Pasaribu, A. N. (2023), research on hate speech with a religious background (religious hate speech) is also found on various platforms of social media. In addition, they also examine that there are 3 categories of hate speech which are early warning, dehumanization and demonization, violence, and incitement.

The early warning category is the most basic or initial form of hate speech that can develop into a harsher or more violent form. The next category of hate speech is dehumanization and demonization, referring to individuals as animals, demons, or spirits, or making statements that lessen the dignity or status of humanity. Violence and incitement in his category include hate speech in the form of statements about violent acts or incitements to perpetrate violent acts from one group to another here are two sorts of hate speech in this category. Hate speech in the form of caustic and provocative remarks or calls to commit physical violence falls into the first category. However, hate speech that encourages heinous acts of violence falls under the second category.

In the Philippines context, the issue of religious blasphemy has attracted national attention. A certain drag performer in the country became hot topic online due to their dressing up as black Nazarene and dancing while playing an "Ama Namin remix" song, generating controversy among Filipino netizens. Numerous comments have also been made on this topic on social media platforms like Facebook and X.

As a result, this study aims to investigate hate speech on X concerning religious blasphemy in the Philippines. By analysing the online discourse to uncover the dominant perspectives, opinions, and potential impact of various communities.

LITERATURE REVIEW

Blasphemy defined

As defined in Merriam-Webster Dictionary (2023), blasphemy is an act of insult, showing contempt, or lack or reverence to God. It is also defined to as claiming superiority over a deity or God. This means that if a person directly or indirectly insults, expresses superiority, or lack of respect to God, that person is a blasphemer. Here are some verses from different religious scriptures that define blasphemy:

Christianity – Bible

"But whoever blasphemes against the Holy Spirit will never be forgiven; they are guilty of an eternal sin." (Mark 3:29).

Islam – Qur'an

"And if you ask them, they will surely say, 'We were only conversing and playing.' Say, 'Is it Allah and His verses and His Messenger that you were mocking?' Make no excuse; you have disbelieved after your belief. If We pardon one faction of you - We will punish another faction because they were criminals." (Surah 9:65- 66)
 "And do not insult those they invoke other than Allah, lest they insult Allah in enmity without knowledge. Thus We have made pleasing to every community their deeds. Then to their Lord is their return, and He will inform them about what they used to do." (Surah 6:108)

Buddhism – Pali Canon (Tripitaka)

"He who does harm with weapons to those who are harmless and should not be harmed will soon come to any of these ten evil consequences:" (Dhammapada 137)

“He will be subject to severe pain, or impoverishment, or injury to the body (i.e., loss of limbs), or serious illness (e.g., leprosy), or lunacy, or misfortunes following the wrath of the king, or wrongful and serious accusations, or loss of relatives, or destruction of wealth, or the burning down of his houses by fire or by lightning. After the dissolution of his body, the fool will be reborn in the plane of continuous suffering (niraya).” (Dhammapada 138, 139 & 140)

Judaism – Tanakh*

“Whoever blasphemes the name of the Lord shall surely be put to death. All the congregation shall stone him. The sojourner as well as the native, when he blasphemes the Name, shall be put to death.” (Vayikra1 24:16)

“You shall not take the name of the Lord your God in vain, for the Lord will not hold him guiltless who takes his name in vain.” (Shemot2 20:7)

“But the person who does anything with a high hand, whether he is native or a sojourner, reviles the Lord, and that person shall be cut off from among his people. Because he has despised the word of the Lord and has broken his commandment, that person shall be utterly cut off; his iniquity shall be on him.” (Bemidbar3 15:30-31)

Sikhism - Sri Guru Granth Sahib Ji:

“Those who have no love for the True Guru within their hearts come with falsehood and leave with falsehood.” (page 305-14)

Taoism – Tao Che Ching:

“The Tao that can be told is not the eternal Tao. The name that can be named is not the eternal name.” (Chapter 1)

Confucianism – Analects:

“He then added, ‘But what is the necessity for a complete man of the present day to have all these things? The man, who in the view of gain, thinks of righteousness; who in the view of danger is prepared to give up his life; and who does not forget an old agreement however far back it extends: such a man may be reckoned a COMPLETE man.’” (Book 15, Chapter 20)

The Church of Jesus Christ of Latter-day Saints/Mormon church – Book of Mormon

“Yea, wo be unto him that hearkeneth unto the precepts of men, and denieth the power of God, and the gift of the Holy Ghost! Yea, wo be unto him that saith: We have received, and we need no more!” (2 Nephi 28:26-27)

These verses differ in the context of whose figure or God was blasphemed since the world has different religions. Some religions define blasphemy as mocking or disrespecting God. Other religions added that a blasphemous act to God is a follower of evil. While some verses refer to blasphemy as destroying the creations being equivalent to blaspheming God. Despite these differences, all religions agree that blasphemy is a disrespectful act to God and whoever blasphemes God shall face the consequences.

Analysis on Hate Speech as form of Blasphemy in Religious Background

As per Arofah (2018), the rise of hate speech is becoming a significant concern in today's world, mainly due to the support of convergence media, like online sites that have transformed into hate sites. The problem is that it becomes difficult to distinguish between statements and blasphemy when discussing religion and hate speech on the internet. George (2014) states that despite the absence of a standard definition for hate speech, it is typically used to describe expressions aimed at oppressing individuals by criticizing their racial, ethnic, or other identities. Although the immediate target may be a single person or small group, hate speech can cause harm to entire communities by promoting discrimination and racism.

Blasphemy is defined as a disrespectful act towards God, and different religions have definitions of what is blasphemy. In Sherwood's book (2021), blasphemy is defined as speaking profanely or sacrilegiously about God or sacred things. Thus, hate speech can be viewed as a type of disrespect toward God, particularly if it targets specific religious communities or individuals. Hate speech can also be considered blasphemy if it promotes views that are contrary to the teachings of a religion or provokes violence against a religious community.

Bandwagon effect as Cognitive bias in Social Media Network

*The Tanakh is also an equivalent of the Old Testament of the Christian Bible

¹Leviticus

²Exodus

³Numbers

⁴Isaiah

Based on bandwagon effect, people will modify their political preferences at the individual level to support the more popular option in a survey because they believe the majority to be representative of society. In contrast, social desirability describes how survey participants modify their answers when they feel or believe that their actions are socially unacceptable. The public insists on accepting socially acceptable ideals even though it does not reflect their own opinion and beliefs. While social desirability depends on injunctive norms that emphasize the nature and implications of the norm, the bandwagon effect acts on descriptive norms that concentrate on the norm's numerical element. Understanding these traits is a huge advantage to fully comprehending how social norms influence respondents' conduct in public opinion research (Yoshitaka & Go, 2020).

The bandwagon effect on participation in and use of a social networking site

W. Wayne Fu, Jaelen Teo, and Seraphina Seng (2012) show evidence in their research that the bandwagon effect was observed and analyzed across different internet platforms, and which shown to have statistically and significantly influence to users. In addition, (Kwek et al. 2019) support that both bandwagon effect and the online comments have a positive relationship with perceived credibility on their research.

DATA AND METHODOLOGY

This study adopts the qualitative case study to explore the perception and behaviour of individual comments in social media platform about the issue of drag queen's performance. The X has been chosen as the primary platform for its investigation and observation because it is where the posts of the drag performer accused of blasphemy still exist. Additionally, this platform hosts a wide range of interactions, showcasing diverse perspectives., ranging from supportive to critical comments, that can be discovered.

The sampling strategy employed involved gathering 146 comments related to the specific post. Subsequently, we compared and selected comments exhibiting hate speech, focusing on those that shared similarities and merging them into 5 relevant categories. The first one is "hate comments" that represent any expression that discriminates or promotes violence against individual or group based on gender, race, or religion. The second is "criticism" refer to the comments that express their constructive criticism and giving suggestion and feedback. The third is "opinion" refers to the comments that express their opinions that reflect to an individual perspective and cover a broad range of topics. Fourth is "positive" refers to the people that encourage and giving positive comments about the current event. Fifth is "troll" refers to comments who engage in disruptive, provocative, or offensive behaviour. Lastly, "mention" refers to a comment that tagging somebody on that specific post or comments.

The data extraction process spanned two days for a single post's comments. Each comment was meticulously collected one by one, documented in an Excel sheet, and cross-referenced with the comment's link to identify redundancies or potential data duplication, furthermore, to ensure a more meticulous data extraction process, we conducted a thorough examination for specific words, such as profanity, discriminatory remarks regarding sexual orientation, and expressions related to devilry or blasphemy. The gathered data underwent a thorough examination for reliability. Initially, we included links, comments, and the names of individuals and double-checked the data to identify and eliminate redundancies. In compliance with the Republic Act No. 10173, also known as the Data Privacy Act, which aims to protect private, personal, and sensitive information, only the comments themselves will be revealed. Names and links are treated as confidential information under the provisions of the act. It is important to note that the data gathered is based on comments from a single post, potentially leading to slight inaccuracies due to this limited scope.

RESULTS AND DISCUSSION

A total of 146 comments were found on the post in X. The researchers gathered comments from the posted video. The comments were categorized, and it found that most of the comments on that post were about hate speech toward the drag queen on their viral performance with a percentage of 54.1% followed by Public Opinion at 28.8% after that the Troll with 12.3%, positive comments with 3.4% and lastly Mentions with 1.4%. This data collected shows that 54.1% of the respondents tend to use hate speech instead of using personal opinions or criticism.

Figure 1. Category of comments gathered on X.

Category of comments

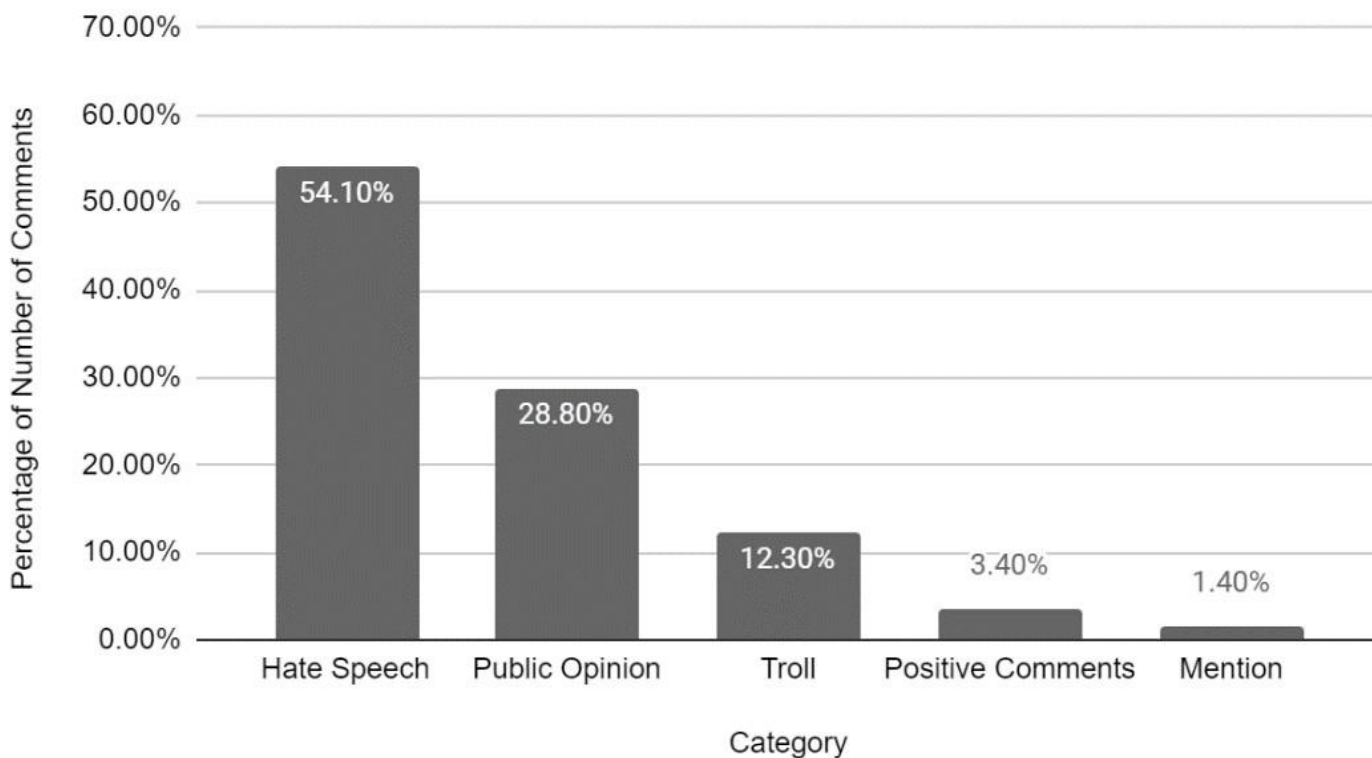
**Hate Speech**

Table 1. Excerpt from the comments in the post in X containing hate speech

| Comments | Interpretation |
|--|---|
| <p>In Filipino: "Ulol..drag is art ka pang nalalaman. Nakaisa ka na, binatikos ka, umulit ka pa ng mas malala. Sana binalanse mo yung punto at katayuan ng mga sumang ayok sayo at mga bumabatikos. Ako bilang katoliko, galit na galit ako sa ginawa mo. Pwe." (Patricia, 2023)</p> <p><i>In English: You fool, all you know is that drag is art. You've already received criticism, yet you repeated something worse. I hope you considered the perspectives of those who disagree with you and those criticizing you. As a Catholic, I'm really mad about what you did. Ugh.</i></p> | <p>The comment contains elements of hate speech as it expresses anger and criticism towards an individual based on their affiliation with drag and their actions, particularly from the perspective of a Catholic. The use of derogatory language and the expression of anger towards the individual's actions align with the characteristics of hate speech.</p> |
| <p>In Filipino: "Ghurl umpog kaya kita sa semento, di mo pa rin gets? Sinira mo na pagiging isa ng sangkabaklaan para sa equality and yet di mo pa rin gets? Tangna lupet mo. . PUSH MO PA YANG DRAG IS ART MO! Marami pang susunod na persona non grata, KULANG PA YAN!" (CASTIEL, 2023).</p> <p><i>In English: Girl, should I smash you against the cement? Still not getting it? You've already ruined the unity in the LGBTQ+ community for equality, and yet you still don't get it? Damn, you're something else. ...Keep pushing your 'Drag is Art' agenda! More personas non grata is coming your way, that's not enough.</i></p> | <p>The comment contains elements of hate speech as it expresses violent threats and anger towards an individual based on their affiliation with the LGBTQ+ community and their actions. The use of derogatory language and the expression of anger towards the individual's actions align with the characteristics of hate speech. The comment also suggests that the individual is not welcome in the community and may face further consequences.</p> |

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| In Filipino: “Ang mali mo, tinarrantado mo ang relihiyong Katoliko. Sagrado yan hindi art. Gaga!!!” (Veinz, 2023). | The statement implies a strong sense of offense and criticism. The speaker seems to hold the view that the Catholic religion ought to be treated with respect and not portrayed in a manner that could be considered disrespectful. The use of the word "fool" intensifies the disapproval. This comment reflects the sensitivity and deeply held beliefs associated with religious imagery and highlights the importance of respecting religious sentiments. |
| In English: Your mistake is you disrespected the Catholic religion. That's something sacred, not art. Fool! | |
| In Tagalog: “antay kmi vids mo na sinasaks@k ka hihiwalay ang k@luluw@ mo paimpyerno. happy na ang lahat soon” (Ericson, 2023). In English: We're waiting for your videos where you get stabbed, separating your soul to hell. Everyone will be happy soon. | The comment contains a threatening message expressing a desire for harm and suffering. It lacks empathy and promotes violence which creates an unsafe online environment. The language used is against the respectful and ethical communication norms. |
| In Tagalog: “What you did wasn't art; it's trash. Pasalamat ka nasa Pinas ka, wala ka sa Muslim na bansa kundi binitay ka na sana ngayon.” (Gij, 2023). In English: What you did wasn't art; it's trash. Be thankful you're in the Philippines; if you were in a Muslim country, you might have been executed by now. | This comment contains offensive language that insults the performer's performance. It also includes threat saying that they should be glad that they're not in the Muslim country where they might face danger. This language is inappropriate for it promotes violence that leads to unfriendly online environment. |

The comments include elements of language threats of violence and expressions of anger, towards the persons actions indicating characteristics commonly associated with hate speech. The comments also imply that the person is unwelcome in the community and might face repercussions. One comment demonstrates the sensitivity and strong beliefs related to imagery emphasizing the need to respect sentiments. The language used in these comments violates norms of ethical communication while also promoting violence thereby creating a toxic online environment.

Public Opinion

Table 1. Excerpt from the same post in X containing public opinion

| Comments | Interpretation |
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| In English: “Religion is deeply meaningful to many people and holds significant beliefs and traditions. Using it for entertainment or drag art can be seen as disrespectful and offensive to those who hold it dear. It's important to be mindful of others' beliefs and show respect. £ ” (JUNIO ③, 2023). | The comment has been conceptualized to Public Opinion because it carries a negative tone by suggesting that using religion for entertainment or drag art can be seen as disrespectful and offensive. |
| In Filipino: “what you did was Blasphemy. That's exactly your mistake. Yes, Drag is an art but it shouldn't be offensive sa paniniwala iba; especially if you use images or things they consider as holy or sacred. If you use those sacred images, dapat maingat tayo sa actions with those” (makue, 2023). <i>In English: What you did was blasphemy. That's exactly your mistake. Yes, drag is an art, but it shouldn't be offensive in others' beliefs, especially if you use images or things they consider as holy or sacred. If you use those sacred images, we should be wary of our actions with those.</i> | This critical and condemning comment labels the behaviors mentioned as blasphemous and calls them an error. Although drag is acknowledged as an art form, it is emphasized that it shouldn't be insulting, especially when it involves objects or images that are holy or sacred in some belief systems. |
| In Filipino (colloquial): “Himbis na magpakumbaba dami pa hanash ni bakla nakakaloka. Tandaan mo sabi ng panginoon magpakumbaba at ikay kanyang itataas pero sa attitude mong yan lalo kapa tuloy dinadown. Matuto ka magpakumbaba gurl!” (HunterPrince_08, 2023). | This critical and negative remark expresses displeasure with the person's apparent lack of humility in their behavior. The phrase "nakakaloka" conveys a feeling of annoyance or aggravation. The Public Opinion is directed at the individual who |

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| In English: Instead of being humble, you're just talking too much, girl. So shocking! Remember that the Lord said to be humble, and He will raise you up. However, you are being put down even more because of your attitude. Learn to be humble, girl. | looks to be acting contrary to the religious teaching of humility, citing this guidance as support. |
| In Filipino: "Unahin niyo 'yung puksain 'yung mga mamamatay-ao at mga magnanakaw sa sa gobyerno. Kung talagang deeply faithful kayo, nasa Sampung Utos 'yang dalawang'yan. | It expresses disapproval of the idea that some acts are hypocritically criticized while other problems are seen as more urgent. |
| 'Yung ginawa ni Luka, wala. Mga hipokrito. Also, pati 'yung mga paring nang-aabuso ng mga sakristan gahd" (Carl Banawa Rice Terraces, 2023). In English: You should eradicate first the murderers and the corrupt government officials. If you are deeply faithful, those two are in the Ten Commandments. What the drag queen did is just nothing. Hypocrites! Also, there are priests that abuse sacristans. My God! | |
| "It could be seen as disrespectful or offensive to individuals who hold religious beliefs. This kind of behavior may be considered highly inappropriate and offensive to religious sentiments, potentially causing significant outrage or backlash from the community. As a result, individuals or authorities may consider the person responsible for such actions as unwelcome and declare them persona non grata. However, specific reactions and consequences can vary depending on cultural, religious, and social contexts. Portraying religious figures in a mocking or irreverent manner can be considered blasphemous by some, leading to strong reactions from religious communities. What you did may be perceived as a deliberate attempt to ridicule or demean religious beliefs, causing significant offense and hurt to those who hold those beliefs dear. Declaration as persona non grata may occur when the actions not only upset individuals or a specific community, but also when they cause significant disruption, harm, or unrest within a particular social or cultural context. This declaration is a way for a group or organization to express their disapproval and signify that the individual's behavior is unacceptable and unwelcome within their community or establishment. It is important to remember that concepts of respect, tolerance, and cultural sensitivity vary across societies and individuals. While freedom of expression is a fundamental right, it is crucial to exercise it responsibly and consider the potential impact on others. Engaging in thoughtful and respectful conversation can help build bridges and foster understanding, rather than creating division or causing harm." (m/, 2023). | This statement offers a comprehensive examination of the possible repercussions and ramifications of actions that can be interpreted as disrespectful or hurtful, especially when they involve making fun of or mocking religious beliefs. It describes how religious communities might respond, from indignation to persona non grata declarations. |

Those comments regarding public opinion express many opinions on the use of religion in entertainment and drag art. Its scope varies, including respecting the beliefs of others, criticizing drag art actions, and being offensive in the use of religious symbols in various ways. Other comments contained disapproval, while others called for understanding and forgiveness. There are others who criticize other people's turning too much to different methods of artistic expression. Summing up, the comments are about different views of the connection between art, religion, and respecting the beliefs of others.

Trolls

Table 2. Excerpt from comments in the post containing trolls

| Comments | Interpretation |
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| <p>In Filipino: "I love the art of Drag, pero Pura Luka Vega, itago mo nalang yang Art expression mo.</p> <p>Dun ka sa malayo sabi ng ni Dura!" (JC, 2023).</p> <p><i>In English: I love the art of drag, but hey, just keep that art expression of yours hidden. Stay far away, just like Dora says.</i></p> | <p>The general tone of the comment seems negative implying that the commentator does not endorse Pura Luka Vega's unique drag art expression. The last sentence has a reference to a cartoon series "Dora the Explorer" where Dora keeps Swiper the fox away.</p> |
| <p>In Filipino: "iyakkkkk. Simpleng sorry hindi mo magawa lol" (Eric, 2023).</p> <p>In English: Cry. You can't even say a simple sorry lol.</p> | <p>The remark seems to mock the person's alleged reluctance to accept responsibility.</p> |
| <p>In Filipino: "Freedom of expression din nila na ipersona non grata ka 🙄" (migs, 2023).</p> <p><i>In English: Their decision to issue persona non grata against you is their freedom of expression, too.</i></p> | <p>This comment adopts a lighthearted tone by implying that others possess the right to free speech and can designate an individual as persona non grata.</p> |
| <p>In Filipino: "I challenged you, edrag mo nga si Allah? G?" (Schmid, 2023).</p> <p><i>In English: I challenge you. Imitate Allah in your drag performance. Game?</i></p> | <p>It is just a provocation to try a similar performance imitating Allah in Islam.</p> |
| <p>In Filipino: "If you have to ask, you'll never know what you did wrong. Poor Pura. You are running out of cities. And yes. Dasurb." (ALEXANDRE STARR, 2023).</p> <p><i>In English: If you must ask, you will never know what you did wrong. Poor drag queen. You are running out of cities. And yes, you deserve that!</i></p> | <p>If the drag queen keeps on asking questions, they will not know what the drag queen did wrong, the netizen said. The drag performer is nearly nowhere to go because of the persona non grata order.</p> |

The troll comments contained insulting and degrading remarks towards the drag queen. Derogatory and sarcastic tones are shown here such as disrespect and insults. Other comments seem to be provocative instead of having a proper conversation, while others make light of the issue or sarcastically suggest appropriate action against the drag performer. Also, there are comments that challenges the drag performer to imitate another image of another religion, which is even more insulting. All in all, there is a lack of proper discussion and respect for the art and identity of the drag performer among these comments.

Positive Comments

Table 3. Excerpt from the same post containing positive comments towards the drag queen

| Comments | Interpretation |
|---|--|
| "i love you lukaaa. always here for you!" (yan, 2023). | The message is supportive and encouraging to Luka, with a tone that is kind and full of positive emotions. |
| In Filipino: "Dedma sa kanila, tuloy mo lang ang drag art form mo Luka! 🙌 🙌 " (rabo, 2023). | This statement is classified as positive since it gives Luka motivation to keep doing drag art in spite of |
| In English: Ignore them, just continue with your drag art form, Luka!" | Public Opinion and unfavourable responses. "Dedma sa kanila" implies a mindset that allows the person to continue expressing themselves in their own way while disregarding or being unaffected by others who might disagree. |
| "Please continue doing this artform. I am one of your many growing supporters in the community. Detractors can make up biased definitions of art and drag, making false accusations, but we know what real art is and your type of drag is one of the best forms of art." (Valenzuela, 2023). | This comment falls into the category of positive comments. It shows support for the person to carry on with their drag art form and recognizes them as one of the community's many expanding supporters. In response to critics, the comment argues that their notions of drag, and art are skewed and that they are making unfounded allegations. |

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| <p>In Filipino: "I don't see anything wrong of what you have done...sa mga religious hypocrites para sa knila "kabastusan" ang ginawa mo but for me you don't need to explain anything...i don't even judge you kung anuman ginawa mo...these religious hypocrites don't really understand." (uLtra LuMinaria, 2023)</p> <p>In English: "I don't see anything wrong with what you have done. Based on those religious hypocrites, what you did is considered 'disrespectful.' But for me, you don't need to explain anything. I don't even judge you for whatever you've done. These religious hypocrites don't really understand."</p> | <p>It conveys an assurance and nonjudgmental mindset.</p> |
| <p>"you did nothing wrong !!" <3 (godslayer 3000 PhD, 2023).</p> | <p>It expresses that the person didn't commit anything wrong and conveys positive sentiments as indicated by having heart emoji</p> |

The overall comments presented contain comforting and uplifting remarks that are meant to support and increase the drag queen's self-assurance despite many criticisms and negative comments bombarding them because of their viral performance, which many people find offensive. They express their unwavering support for the artist that it doesn't deserve to have that attention since there's nothing wrong with the artist's performance.

User Account Mentions

Table 4. Comments containing account mentions

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|---|---|
| "@ExplainThisGod" (Si-Moun YbaRra, 2023). | The netizen mentioned the account named @ExplainThisGod |
| "@RoastHimJim" (5555, 2023). | The netizen mentioned the account named @RoastHimJim |

These two comments are mentioning the names of other X accounts. Their purpose is to call the attention of the mentioned users, thus, asking for their opinions and comments regarding the post.

CONCLUSION

This study concludes that there is a bandwagon effect on the analysis of the comments that are presented in the results. Out of the hate comments, which covers most of the comments in the said post, there is already a bandwagon effect since the contents of the comments are based on the Catholic Christian values and beliefs that are already present in the Filipino culture, aside from the comments that only stresses hate to the drag performance and to the drag queen. In addition to this the study of Kwek (2019) supports that both the bandwagon effect and the online comments have a positive relationship with the perceived credibility of their research. The research of W. Wayne Fu, Jaelen Teo, and Seraphina Seng (2012) also supports this argument, showing evidence that the bandwagon effect was observed and analyzed across different internet platforms, and which shown to have a statistical and significant influence on users. In addition, Beutel I., Kirschler O., and Kokott S. (2022) stated in their research that "The so-called "bandwagon effect" is one of the most researched cognitive biases and explains the influence of popularity on our thinking". This indicates that people on social media most likely to take up a particular behavior, just because people are doing it and instead of going through process of evaluating themselves, many people rely judgement on the people around them thought of as credible and reliable. Furthermore, public opinion comments share most contents on the topic that tackles about what the drag queen already did is against the Catholic Christian values and beliefs, with the exception that there is little to no hateful or insulting tone to the drag queen. Certain number of comments are trolls, which mostly talks about comic sarcasms and few-worded insults. There are also positive comments that supports the drag queen on keep doing their passion. These comments are still the product of the decision of the people whether to keep their values, faith, and belief or not, regardless of what religion or culture they have. Humans have the right to decide for themselves to choose their way of expressing of faith because humans interact with each other nowadays regardless of the religion they are belonging to. These comments are the reflection of the people's decision since they chose to go with the flow of the bandwagon.

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