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Editorial: Perception, Habit, and Connection in Behavioral and Social Analytics

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Abstract

This editorial introduces Volume 1, Issue 3 of the International Journal of Behavioral and Social Analytics (IJBeSA), comprising fifteen empirical and conceptual contributions from researchers and students across Philippine higher education institutions. The articles collected here examine behavior and social interaction at several levels: the sensory and environmental cues that shape trust and performance, the psychological correlates of interpersonal trust and disengagement, the influence of digital and social media on attitudes and conduct, small-scale behavioral interventions applied to habit and skill formation, public attitudes toward social institutions, and strategies for managing stress and building resilience. Read together, the issue reflects the breadth that behavioral and social analytics now covers as a field, extending from single-subject animal learning studies to survey-based investigations of political attitudes. This editorial situates each contribution within one of six thematic clusters and identifies points of methodological and topical convergence across studies that might otherwise be read in isolation.

Keywords: *behavioral analytics; social trust; digital media behavior; behavioral interventions; interpersonal relationships; psychological wellbeing*

Introduction

Volume 1, Issue 3 of IJBeSA brings together fifteen articles produced largely within undergraduate and graduate research programs in the Philippines, several under the mentorship of a small number of faculty co-authors whose names recur across this issue. The range of topics, from the scent of a room to the tempo of a practice session to entrenched skepticism toward government programs, illustrates a working premise of the journal: that behavior, whether individual or collective, yields to systematic description when examined at the right grain of analysis. The sections below group the issue's contributions by shared concern rather than by order of appearance.

Perception, Environment, and Performance

Three studies in this issue examine how features of the immediate physical or auditory environment condition perception, judgment, and performance. Bala and San Juan (2026) investigate whether ambient scent shapes the extent to which people extend social trust to others, situating olfaction alongside vision and hearing as an underexamined channel of social judgment. Ban and San Juan (2026) turn to a more ordinary environmental variable, examining whether the color of the paper on which an examination is printed measurably affects test performance among college students, using a pretest–posttest design. Dela Cruz and San Juan (2026) close this cluster with a comparison of 432 Hz and 440 Hz tuning standards in music and their association with perceived emotional safety among hospitality management students, a question that connects psychoacoustics with claims about musical tuning that circulate well beyond the laboratory.

Trust, Attachment, and Relational Wellbeing

A second cluster addresses how people form, sustain, and lose relational trust, and how societies come to tolerate or reject its violation. Vicente-Estoya (2026) maps attachment style, hope, and resilience among survivors of intimate partner violence, with an explicit aim of informing recovery-oriented intervention design. Quinto, Atento, et al. (2026) widen the lens from individual survivors to the population level, examining how female education and economic

empowerment relate to women's acceptance of wife-beating norms across countries and asking whether structural gains in these domains coincide with weaker endorsement of such norms. Atento and Atento (2026) extend the study of trust into the domain of social media influencers, examining how parasocial trust relates to purchase intention among young adult users. Atento, Nona, et al. (2026) examine a related but distinct phenomenon — the experience of being “ghosted” in romantic and social contexts — and its association with ambiguity, disengagement, and self-worth among young adults. Read together, these four studies suggest that relational trust, and tolerance for its violation, operate along a continuum spanning cross-national normative attitudes, survivors of serious relational harm, everyday consumers of influencer content, and young adults navigating ambiguous romantic disengagement.

Digital Media, Technology, and Youth Behavior

Two contributions examine how digital environments shape behavior and cognition among young people. Basilla and San Juan (2026) assess the relationship between short-form digital content consumption and social awareness among nursing students, a population for whom interpersonal attentiveness carries direct professional relevance. Atento, Quinto, et al. (2026) propose a conceptual model linking online gaming, moral disengagement, and emotional dysregulation to adolescent aggression that surfaces in school settings — offering a framework rather than a tested causal account, and inviting empirical follow-up.

Everyday Habits and Behavioral Interventions

Four studies test small, deliberately scoped interventions aimed at habit or skill change. Cervantes and San Juan (2026) examine whether daily expense tracking reduces impulse purchasing tendencies among college students. Cesar and San Juan (2026) evaluate self-affirmation notes as a low-cost intervention for academic resilience among nursing students. Culajara and San Juan (2026) report a single-subject design pairing matcha intake with a practice-reduction reinforcement contingency in beginner ukulele skill acquisition. Foncardas and San Juan (2026) extend single-subject methodology to a non-human population, comparing massed and distributed training schedules in a canine match-to-sample task. These four studies share a methodological commitment to measuring behavior change directly at the level of the individual, whether human or animal, rather than relying solely on group-level comparison.

Social Attitudes Toward Institutions

Dela Cruz and Atento (2026) examine Filipino attitudes toward government dole-out programs, disentangling the relative contributions of individual disposition and generalized distrust to public skepticism toward social assistance. The article's framing as a “chicken, egg, or both” question signals a deliberate effort to avoid overstating the direction of the association between disposition and distrust, a caution consistent with the correlational nature of attitude research on institutional trust.

Coping and Stress Management

The issue closes with Magnaye (2026), which examines social support and stress management strategies among business students, a population whose stressors often differ in kind from those studied in nursing or hospitality management cohorts elsewhere in this issue.

Closing Remarks

The fifteen articles in this issue do not share a single method or population, and the editorial board has not sought to impose one. What unites them is a shared willingness to operationalize behavior — attitudes toward government programs, purchase intentions, practice minutes, expense logs, test scores — into measurable form, and to subject that measurement to the ordinary discipline of pretest–posttest, single-subject, correlational, or conceptual research design. The editorial board thanks the authors, reviewers, and mentors whose sustained engagement made this issue possible, and welcomes future submissions that continue to test the boundaries of what behavioral and social analytics, as a field, can meaningfully explain.

— *The Editorial Board, International Journal of Behavioral and Social Analytics*

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