

YOUNG ADULT VOTERS AND THEIR PERCEPTIONS OF POLITICS

Executive Summary

The report as entitled “Young Adult voters and their perception of politics” endeavors to make an extensive study about the political scenario of Australia along with the notion of the young generation about politics. The learner here chooses all the methods of data collection and findings to carry out the research. Through this researcher, the learner aims to find out what is the perception and why is such perception. After finding out the problems and issues regarding this issue, the learner suggests some modification in the present scenario, which is related to politics and desires to change the perception of the young generation. While conducting the study the learner thoroughly goes through the previous research works related to the topic and finds that the youth is less interested about politics. The learner puts some recommendation and leaves further scope for the research.

Contents

Task 1	4
1. Introduction.....	4
2. Background.....	4
3. Research Purpose	5
4. Market Research Difficulties (questions and objectives)	6
5. Scope for the Research.....	6
6. Proposed Research Design.....	6
7. Conclusion	7
References.....	8

Task 1

1. Introduction

Young voters are the main people or the future of the country. It goes without saying that the upcoming generation holds the betterment of the country and takes the development of the nation to a different path. However, young generation has a different perception about politics. The scenario of political world has changed over the few decades and now the young voters try to implement innovative measures to bring the political world into a very different shape. A perception of any individual is created by certain incidents and co-incidents that occur in the nation (Ben-Ur and Newman, 2010). Politicians and their political strategies help an individual to have some kind of specific ideas about the political scenario of the country. This report aims to survey about the perception of young people about politics and how far it affects the society.

2. Background

It is quite evident that the young people have very less interest about politics. They even pursue poor and disrespectful opinions about the politicians and parliamentary behavior. From previous research work, researchers seen that politics is very uninteresting to most of the young people (Hillygus and Shields, 2009). Previous research showed that during 1990 young people were not at all interested in British political lives. Research proved that the notion that young people pursue is a low level of political interest and knowledge and behavior related to them. Some of the researchers like Ben-Ur and Newman (2010) found out that young voters, who belong to the age group of 18-24 are very less interested in politics and thus they do not participate to any political platforms. Young generation is the key to enhance the political parties.

The leader of future days and it is the unexploited opportunity to the political parties. Some of the researchers also said that this less interest for politics could give birth to various political marketers. Researches done by Hillygus and Shields (2009) focused that, in order to make the youth participate in the decision-making process of the public. The research urged for various and innovative process of taking a decision regarding the welfare of the public and the nation. While surveying, it was seen that in a youth participation is segregated in various places. In some places there was a huge participation in the process and in other places there was almost nil

participation of young people. This research was done among the students mostly as students are a very strong force in politics. Therefore, researchers conclude that a new notion or genre of politics is emerging. In this context, the new or young generation is denying the conventional path of politics and with new ideas the political scenario of the nation will come up.

Although, the theory of Lees-Marshment (2009) opposes by saying that young generation does not have enough maturity to understand the responsibility of politics and they will gain maturity and responsibility according to their age. Some of scholars like Ben-Ur and Newman, 2010 have also said that this divergent notion about politics may also occur due to the environment where they grow up. In this post-globalization era, politics is not only a process but also a changing medium and the most effective way to change people's life. According to George Gerbner's cultivation theory, said that the politics that takes place in a nation is hardly reached to the common mass. As all the information related to political decision are conveyed through mass media, and media is such a platform that displays created and packaged information to the mass. Therefore, it is evident that the notion the people pursue regarding politics is nothing but a mediated content, which is judged according to the perception of any individual (Jasperson, and Jung Yun, 2007).

Researchers say that this notion of being apolitical and having less interest about politics is seen among younger of the 21st century. The reason is hidden behind the rapid emergence of digitalization and the easiest way of attaining information regarding anything. Various platforms and entertainment genres have made them uninterested about the political history of any nation or thinking about the political development of the society (Hillygus and Shields, 2009).

3. Research Purpose

The research purpose is to find out and shed light on the perceptions of the young adults in context to voting, especially in the present scenario. Moreover, it can help the Australian Government understand the impact that the electoral board has on the young adults. In fact, with the help of the data collected the Government can take into consideration and redesign the procedures of voting in context to the young adults.

4. Market Research Difficulties (questions and objectives)

The research issue in this regard is to find out what perception the young people possess about the political scenario of the country. Some of the previous research found that youngsters are not much interested or keen to know the actual political condition of the nation. Although, the researchers have analyzed the reason but it is still a matter of study. It is an issue because young people are the future of the country and if they start losing interest then it is politics it is difficult for the nation to become a developed one. Therefore, to ensure a good future to the nation this research is carried out.

The learner aims to carry out this research with certain objectives

- ❖ To find out the perception of young generation
- ❖ To find out the reason for such perceptions
- ❖ To find out the necessary modification to change the perception

The research questions are as follows:

- ❖ What the young generation thinks about politics?
- ❖ Why they possess such notion about politics?
- ❖ What are necessary changes needed to modify the perception?

5. Scope for the Research

This topic will always be a sensitive issue and the perceptions do not remain the same. As the political scenario of Australia will change, the perceptions regarding that will also keep changing. Therefore, a further scope of research is evident. Another thing is that the current young generation will definitely differ from the next one. Therefore, here is a huge chance of carrying out a future research.

6. Proposed Research Design

In this study, the learner has undertaken all the necessary steps and methods of collecting data and analyzing it. The learner considers qualitative as well as quantitative research methods to conclude the present scenario related to the topic (Toloie-Eshlaghy *et al* 2011). To make a critical and logical investigation, the learner chooses positivism philosophy to review and

analyze the facts and truths available for the research. The learner analyzes the justification behind selecting the topic and selects deductive research to deduce a enlightening knowledge from existing theories. With the help of descriptive research design, the learner carries the report deals with various paradigms while researching the nitty-gritty to justify all the questions and objectives framed in the research. The learner selects quantitative method to collect a good amount of data in a cost and time effective method. Again, with the help of qualitative data, the learner is able to make a good interpretation (Saunders *et al* 2009).

7. Conclusion

The research aims to find out the perceptions of young generation about politics and the reason behind such politics. The sole intention of the learner is to find out the basics problems related to the issue by implementing all the methods that are necessary to conduct a research.

References

Books

Sachdeva, J. K. (2009). *Business research methodology*. Mumbai [India]: Himalaya Pub. House.

Saunders, M. N., Lewis, P. and Thornhill, A. (2009) *Research methods for business students*, Page 52, 5th ed. Harlow: Prentice Hall

Hillygus, D. S., and Shields, T. G. (2009). “*The persuadable voter: wedge issues in presidential campaigns*”. NJ: Princeton University Press.

Lees-Marshment, J. (2009). *Political marketing: principles and applications*. Oxon: Routledge.

Journals

Ben-Ur, J. (2007). “Communication strategy to target low-involved voters in a U.S. presidential election”. *Journal of Business and Society*, 20, 217-231.

Ben-Ur, J., and Newman, B. I. (2010). “A marketing poll: an innovative approach to prediction, explanation and strategy”. *European Journal of Marketing*, 44(3), 515-538.

Harrison, R. L. and Reilly, T. M. (2011) "Mixed methods designs in marketing research", *Qualitative Market Research: an International Journal*, 14(1), pp. 7 – 26

Jasperson, A. E., and Jung Yun, H. (2007). “Political advertising effects and America's racially diverse newest voting generation”. *American Behavioral Scientist*, 50(9), 1112-1123.

Winchester, T. M., Hall, J., and Binney, W. (2014). “Young adult voting decision-making: Studying the effect of usage from a consumer behavior perspective”. *Australasian Marketing Journal*, 22, 144-154.

Toloie-Eshlaghy, A., Chitsaz, S., Karimian, L. and Charkhchi, R. (2011) A Classification of Qualitative Research Methods, *Research Journal of International Studies*, 20(4), 106-152.