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YOUNG ADULTS' PERCEPTION FOR POLITICS

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### **Executive summary**

The paper has highlighted the perceptions of the young adults about politics. There is no doubt about the fact that important roles are to be played by the young adults in changes in the governments and the politics who decide the fates of many in the nations. It has been seen that in the recent years there has been a great decline in the number of young adult voter turnout in the elections. The turnout of the young adult voters is linked with long-term factors, one of which includes the expectations of these voters from the politicians (Bardes, Shelley and Schmidt, 2002). Thereby, there is a need to study the main perceptions of these young adults with the help of marketing research.

### **Introduction**

One of the main aims of this paper is to highlight the perceptions of the young adults in relation to politics and political parties, which has a great effect on the overall level of participation of the young adults in the elections (Dudley and Gitelson, 2003). The overall perceptions of the young adults are based on certain factors that will be mentioned in this paper. This research brief is based on certain important research objectives that would be solved with the help of the research methods that will be highlighted in the coming sections. The elected parties and representatives represent and reflect the the ideologies and expectations of the voters (Loader, 2007). The young adults in contrast to the medium aged voters have fresh ideas that have more energy full of innovation, which is much needed on the global scale. Various countries in the world have the highest proportion of young adults, one of which is India. The young adults in these countries need to be reached in order to make changes for the better in the current political situation (Lorenzini, 2013). The expectations and the views of these young adults is the main source of making changes in the overall political structure of the countries, which is much needed in many countries (Lupia and Philpot, 2005).

## **Background**

In Australia, it is seen that more than one fifth of the young adults in Australia are not registered to vote. Moreover, the reports have shown that in the elections of the year 2013, more than 25% of the registered young voters failed to turn-up in the elections (Tedesco, 2007). In according to the Australian Electoral commission, only 1.9 million Australians aged between 18 and 24 years of age are enrolled to vote, which is still missing the remaining 400,000. Between the year 2007 and 2010, there was a 15% reduction in the young adults' support of the Labor Party (O'Toole, Marsh and Jones, 2003).

One of the main reasons involved in lesser interest in the elections include increased dissatisfaction of the young adults with the overall agendas that are presented by the local political parties. Secondly, the young adults believe that voting is a waste of time as the political parties are pre-selected and the elections are mere formalities. Thirdly, one of the main reasons based on which even lesser interest is shown by the potential voters is that these voters believe that even if they vote, the agendas of the political parties will not change and they would keep on being corrupt (Tedesco, 2011).

## **Purpose of the research**

The young adults are among the largest population of any given country (O'Toole, Marsh and Jones, 2003). This is why these days, during election campaigns the young adults are targeted in the speeches of the political leaders. The reports and the previous records have also shown that the rates of turnouts have remained higher in the case when more interest has been shown by the young adults. The political parties are aware of the fact that the interest of the young adults in the elections and the politics can bring greater changes. This realization also reflects the reasons why young adults are mostly being hired by the political parties these days. Being active and more energetic, these young adults are known to spread the message of their corresponding political party door to door, which also brings great changes in the

overall turnout in the elections. One of the main aims of this research is to focus on the perceptions that the young adults have about the political parties. Once the political parties properly understand these perceptions, the local political parties can successfully target these young adults (McFarland and Thomas, 2006).

### **Research questions**

There are various important aspects that will be taken into account in this study. Some of the main questions that will be considered in this study are as follows;

1. What are the perceptions and ideas of the young adult Australians about the Australian political systems and the political parties.
2. What is the overall effect of these perceptions on the level of participation and interest shown by these young adult Australians in elections and voting?
3. Do these perceptions have an effect on the overall rates of registered young adult Australian voters?

### **Research objectives**

The main aim of the study is to find out and focus on the perceptions of the young Australians about politics and political parties and to see how these perceptions affect overall levels of interest of these young Australians in politics and election based turnout. Some of the main objectives that are to be followed in this study are as follows;

1. To focus on the perceptions of the young adults in Australia in relation to the local political parties and politics of Australia.
2. To find out the main reasons and factors of these perceptions in young adults.

3. What strategies can be adopted to make changes in the perceptions of young adults to make sure that their interest in the Australian election system can be increased?

### **Scope for the Research**

The main foundation of the study is based on the perceptions of the young adults and their perceptions regarding politics and political systems in Australia. The current study would only focus on the generation of the time. When future researches are conducted on the same topics, there is a chance that there would be a change in the perceptions. This leads to the fact that there can be more future researches on the same topic. With the change in time, there would be greater changes in the political parties, their agendas and the way they handle their responsibilities. Even in the current situation, greater changes have been seen in the working style of the political parties. The near future is expected to have much better political parties and much better strategies for goal achievement. Thus, it can be added here that the results of the study would not remain value in the future studies as it is expected that the overall perceptions of the young adult Australians would change. There would be a need of even more studies that can conclude better facts and results.

### **Proposed research design**

The research design in this case would be both qualitative and quantitative. One of the main tools that are often used for qualitative research includes interviews. However, there are certain related disadvantages and drawbacks of the method of interviewing. The responses that are often gathered from the interviews are biased, which have been seen to have a negative impact on the final findings and conclusions of the studies. In the case of qualitative research, a short online survey would be conducted. In order to make sure that no personal biases are reflected in the final findings and conclusions, the main method that has thus been

chosen for this study includes online survey. For having greater responses, the survey would be posted on the well-known social networking websites that include Facebook. The time that would be given between the positing of the survey and getting results analyzed is 1 month. For the quantitative part of the survey, the response that has been gathered would be analyzed with the help of graphs. One of the main reasons based on which graphical analysis has been chosen is that it makes the analysis much easier. The easier the interpretation and analysis of the results, better are the conclusions. Responded online surveys would be analyzed after a period of one week. Complete and detailed analysis of the surveys would be done in order to conclude the results.

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