

UNIVERSITI TEKNOLOGI MARA

**DETERMINANT FACTORS OF
YOUNG VOTERS' EMOTIONAL
STATES TOWARDS VOTING
DECISION IN MALAYSIAN'S 14TH
GENERAL ELECTION: SURVEY
STUDIES IN LEMBAH PANTAI
CONSTITUENCY**

WAN AZIZI BIN WAN MOHAMED

PhD

December 2020

AUTHOR'S DECLARATION

I declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Postgraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.


Name of Student : Wan Azizi Wan Mohamed

Student I.D. No. : 2015991755

Programme : Doctor of Philosophy (Communication and Media Studies) – MC950

Faculty : Faculty of Communication and Media Studies

Dissertation Title : Determinant Factors of Young Voters' Emotional States Towards Voting Decision in Malaysian's 14th General Election: Survey Studies in Lembah Pantai Constituency

Signature of Student : 

Date : December 2020

ABSTRACT

This research aims to explore the new dimension of Malaysia's political system, considering the role of an individual's emotional states of judgement among young voters in the form of their awareness, political participation and behaviour in respect of voting decision during an election. The decisive role of the young voters and participation continues to mould the future direction of the country as their turnout during elections indicates a new political awakening among the youth. The role of young voters in political process is dynamic and crucial as media is now becoming more accessible to them to obtain information relating to election process. Media exposure has socially and politically impact participation when citizens are more aware and engaged in the political processes. Due to the increase in the literacy rate, the level of education and the advancement of communication technology in a developed country like Malaysia, a person's emotions have become a crucial factor in influencing the decision-making process in their everyday life. In general, this study of voter decision processes focuses on the way individuals evaluate their political alternatives, select a preferred alternative, and cast their vote. In this study, Marcus's Theory of Affective Intelligence (AIT) was used to evaluate how emotional characteristics or states such as enthusiasm, anger and anxiety influence a voter's decision. This study employed Newman's cognitive domains Model of Voters' Choice Behaviour such as Political Issues, Social Imagery, Candidate Personality, Situational Contingency and Epistemic Value to understand factors that influence voting behaviour that later contribute the factors of winning and losing of any political parties contesting in an election. Quantitative method was used in this study because it is easier to measure categories such as attitudes, opinions, behaviour, and defined variables. The research instrument used is the questionnaire. This study involved 400 survey respondents from Lembah Pantai Parliamentary constituency to answer all the questions provided in the questionnaire. The results of this study evaluated determinant factors of young voters' emotional state; their choice behaviour and subsequently influence voters' decision to vote. The study showed interpretation of correlations between cognitive domains and decision-making. The findings also found that emotional campaigning would not have been so effective without the rise of anger and nationalism. There is a need to appreciate emotions, longer-term changes within political parties, and demographic shifts.

ACKNOWLEDGEMENT

Alhamdulillah, all praises to Allah SWT for the strengths and His blessing in completing this thesis. Special appreciation goes to my supervisor, Professor Datuk Dr. Ismail Sualman, for his supervision and constant support. His invaluable time and assistance as well as his constructive comments and suggestions throughout my journey have contributed to the success of this research. Furthermore, my appreciation is extended to my co-supervisor, Associate Professor Dr. Massila Hamzah, for her support and knowledge on this thesis paper. Without their assistance and dedicated involvement in every step throughout the process, this thesis would have never been accomplished.

Getting through my dissertation required more than just academic support. I have a list of incredible individuals that I would like to thank for listening to and, at times, having to tolerate me throughout my Ph.D journey. I cannot begin to express my gratitude and appreciation for their support and guidance. Dr. Suhaimee Saahar @ Saabar has been unwavering in his personal and professional support during the time I spent throughout my academic years in Universiti Teknologi Mara. Thank you for being my pacemaker and friend, attending to all seminars and academic competitions in Malaysia and overseas. Alhamdulillah, we managed to secure two Gold Medals in Invention, Innovation and Design Exposition in 2017.

Most importantly, I consider myself extremely fortunate to have partake in this journey with the support of my beloved family. My children, Natasha, Nadirah, Nadiah, Azim, Azureen and Affan were undoubtedly my constant pillar of strengths and perseverance. Without their constant encouragement and patience, I would not have been able to pull through on this journey; both mentally and physically. To my mother, Datin Seri Hjh. Mariah Mahmud and my family—it would be an understatement to say that, as a family, we have experienced some ups and downs in the several years. Whenever I felt discouraged, they never fail to provide their unwavering love and support. For that, I am forever grateful. This dissertation stands as a testament to your unconditional love and encouragement. Alhamdulillah

TABLE OF CONTENTS

	Page
CONFIRMATION BY PANEL OF EXAMINERS	ii
AUTHOR'S DECLARATION	iii
ABSTRACT	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	ix
LIST OF SYMBOLS	xii
LIST OF ABBREVIATIONS	xiii
CHAPTER ONE INTRODUCTION	1
1.1 Research Background	1
1.1.1 Democracy and Election	3
1.1.2 Young Voters' Participation in an Election	7
1.1.3 The 14th General Election	11
1.1.4 The Role of Media during Election Process	13
1.2 Problem Statement	22
1.3 Research Questions	30
1.4 Research Objectives	30
1.5 Research Hypotheses	31
1.6 Significance Of Study	32
1.7 Structure Of The Thesis	33
CHAPTER TWO LITERATURE REVIEW	35
2.1 Introduction	35
2.2 Theoretical Definition	36
2.3 Affective Intelligence Theory (Ait)	36
2.3.1 Cognitive Appraisal Evaluation	37
2.3.2 Individual Awareness, Motivation and Participation	40
2.3.3 Political Enthusiasm	50
2.3.4 Political Anger	52
2.3.5 Political Anxiety	56
2.4 Voters' Choice Behaviour	59
2.4.1 Voters' Information Seeking and Emotional States	63
2.4.2 Political Issues	66
2.4.3 Social Imagery	73
2.4.4 Candidate Personality	79
2.4.5 Situational Contingency	86
2.4.6 Epistemic Value	89
2.5 The Role Of Media In Election	95
2.6 The Role Of Media As Mediating Factor	100
2.7 The Role Of Gender As A Moderating Factor	106
2.8 Political Communication	109