

Presenter's Abstract

**THE AFFECT OF USING MAINSTREAM MEDIA BY RULING PARTY TOWARD
THE YOUNG VOTER BEHAVIOR**

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In present day, the Prime Minister Datuk Seri Najib Tun Razak said that the mainstream media is still relevant today in giving information because the alternative media, via blog sites, report many things that can be disputed because nobody knows the person behind the news. The purpose of this research are to examine the reason of ruling party using mainstream media as a medium of interaction with citizen and also to investigate of use by ruling party in mainstream media to engage with the youth. The study covers the student at UiTM Merbok Kedah from the faculty of administrative science. This research will give valuable information toward the researcher them self to understand the big picture toward the reason of ruling party using the mainstream media as a medium of interaction with the citizen and engage with the youth. The data collection is from the primary data and also secondary data which refer to the information gathered from sources that already exist. The researchers choose to use a specific type of sampling technique which is proportionate stratified random sampling to get the respondent.

Keyword: Mainstream Media, ruling party and young voters

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CHAPTER 1

INTRODUCTION

1.0 Research background

Television, radio and newspaper were a part of mainstream media which primarily focuses on stories of the government where the people getting the current news and national issues. As cited by Gunter (2006) people place a great deal of trust on television as an informational channel and have been rated as the most intent news medium. This situation would give the opportunities to the ruling government to dominate the information of the mainstream media. According to Hasmah (2006), over 80 percent of the people depend on television as their sources of news and it was strength by the proportion of Malaysian household having television sets has risen to almost 90 percent of all household. As stated by Gunter (2006), people place a great deal of trust in television as an informational medium and also have been rated as the most objectives news medium.

Nowadays, some news can be manipulated by a certain people that have an interest towards the news. According to Mustafa (2005) countries where democracy is fragile, the relationship between the state and mainstream media has become so strong over the years that threaten media freedom and credibility. In Malaysia, mainstream media coverage of government policies which usually uncritical, while political opponents face limited reporting, particularly overcall for political reform (Wetto, 2002). This situation was support by Mustafa (2005), as he cited that many government leaders in the developing world justify their control over the media

Muhammad Usairi bin Mohamed Zainudin
Mohd Fickry bin Bakhry

in terms of jealousy guarding and guiding its members toward the supposedly noble path of national development and to ensure that the medium do not fall into the wrong hands.

For the example, according to Graham (2005), Radio Television Malaysia (RTM) is the official channel of the government of the day which conveys official information to the people. During general election, the government aspects Malaysia's mainstream media not only to publish but also to display to the whole country about the BN government, achievement, particularly in the area of socioeconomic development and also it become the instrumental in helping to promote the state hegemonic influence over the society and will become a tool for containing dissent from the opposition (Mustafa, 2006).

1.1 Statement of problem

During Mahathir era, the media was labeled as a docile media organization, notable television and newspaper own by politician and businessman (Hasmah, 2006). This benefit can be a tool for the ruling power to framing their positive stories to attract the voters that make them still became a government (Sandra and Josh, 2009). In 2008, mainstream and alternative media have created a semantic space focused on the skilful use of technology that provide the information and message to the citizen (Sandra and Josh, 2009) that make the political landscape changes where at the first time the ruling party did not get the two third majority. This situation showed that the mainstream media are no longer the sources of news where the people can get. This showed that the mainstream media's role, however, had become more challenging with the emergence of alternative media through the internet. In present day, the Prime Minister Datuk Seri Najib Tun Razak said that the mainstream media is still relevant today in giving information because the alternative media, via blog sites, report many things that can be disputed because

nobody knows the person behind the news. So, there are questions arisen on how the mainstream media can still become the main medium for the government to influence the citizen or voter behavior in the present day? Is there any significance attraction of mainstream media toward the youths?

1.2 Research Questions

1.2.1 Why mainstream media is chosen as a medium of interaction by the ruling party in present day political scenario?

1.2.3 How the extensive use of mainstream media will engage youth to the ruling party in the present day?

1.3 Research Objectives

1.3.1 To examine the reason of ruling party using mainstream media as a medium of interaction with citizen.

1.3.2 To investigate the usage of mainstream media by ruling party to engage with the youth.

1.4 Scope of the Study

This study covers the students at IPTA in Sungai Petani, Kedah. The IPTA that had been chosen is UiTM Merbok, Kedah. Scope of the study will be divided into three parts which are territory, level and time.

1.4.1 Territory

This research is conducted at UiTM Merbok. The respondents are taken from students' of faculty of science administration and policy study.

1.4.2 Level

This research is limited to degree students from semester 3 until semester 6

1.4.3 Time

The personally administered questionnaire was distributed to the degree students from faculty of Administrative Science and Policy Studies and given one week for them to answer the questionnaires. The data collection was fully conducted from 3rd June until 7th June 2012.

1.5 Significance of Study

This study will give valuable information toward the researcher themselves to identify the relevant of using the mainstream media in the present day with the increasing of the using of the new media in getting the information. Besides that, this research also related toward the scope of study in area of Bachelor of Administrative Science (BAS) in term of politics environment. Other than that, this research also wants to understand the big picture toward the reason of ruling party using the mainstream media as a medium of interaction with the citizen and engage with the youth.

CHAPTER 2

LITERATURE REVIEW & CONCEPTUAL FRAMEWORK

2.1 The rationale behind the use of mainstream media by ruling party.

Mustafa (2005) explain that the state control over the mainstream media has clearly been justified in the name of national development as well as national security (p.26).

Smeltzer and Lepawsky (2010) stated that the mainstream media are expected to circulate positive stories to the benefit of the political elite (as cited in Kenyan and Marjoribanks, 2007).

“During general election, the government expects Malaysia’s mainstream media not only to publicize but also to flaunt to the whole country the BN government’s achievement, particularly in the area of socioeconomic development”, (Mustafa, 2005, p.28)

According to Mustafa (2005), “in the case of Malaysia, the mainstream media apparent in situation such as general election when the political hegemony of the ruling party requires urgent protection and promotion” (p.25)

During the transition of power from Mahathir Mohamed toward the new leadership in the BN under Abdullah Ahmad Badawi, it has been clearly showed that the mainstream media were expected to help “welcome” this changing of guards (Mustafa, 2005, p.26)

According to Smeltzer and Lepawsky (2010), “Malaysia’s mainstream media are expected to embrace a pro-government position, encourage national unity and integration, and focus on the country’s economic prosperity and growth.

According to hasmah (2007), “apart from issue of media ownership, funding and regulation, the state always plays an important role as a sources of information and primary definer of news, with enormous influence on the agenda and framing of public issues” (p.71).

It has been showed that the positions of newspaper and television have generally been reversed in respect of being the main source of local news (Gunter, 2006, p.385)

Gunter (2006) explain that most of the people place a great deal of trust in television as an information medium and also it has been rated as the most objectives news medium (p.386)

Lee (1997) and Rubin (1983) stated that, when facing with conflicting reports in different news media, far more people usually say they would believe the television version over newspaper (as cited in Gunter, 2006, p.386)

According stated by Kim (1998), “the media was expected to project a positive image of the country and thus lure in investors to stimulate the economy” (p. 62).

Zaharom stated that, “Television in Malaysia can more appropriately be seen as a government service, being as it is the mouthpiece of the government of the day” (as cited in Kim, 1998).

According to Mohd Safar and Tiung (2009), “a politician needs the media for publicity and to inform the people of their activities, especially during an election campaign. Media is a platform to gain exposure and popularity” (p.408)

2.2 The suitable approach use of ruling party in mainstream media.

The advertisement of good image in mainstream media can be a suitable approach use of ruling party to attract the citizen. According to Mustafa (2005), “there was a one page advertisement that showed Abdullah praying to God and seeking guidance, spiritual strength and patient which can build trust and confidence not only among fellow Muslims but also among non-Muslims in the country (p.40).

The other suitable approach use of ruling party in mainstream media by using the campaign music. According to Larson (2009), “campaign songs from the 1940s to the late 1960s put the agendas to music by featuring political content that reflected the candidates’ positions and both national and international issues”. For example the song 1 Malaysia showed the political content of Prime Minister Dato Seri Najib Tun Razak to attract the Chinese, Indians and Malay.

The campaign and advertisement was use by the ruling party to gain support, as stated by Kim (1998), “Gomez asserts that the management buyout was politically motivated by Anwar to gain control of the media and thereby use them to shore up support for the impending UMNO vice-presidential election.¹³ Indeed, the local press had given wide and positive coverage to the then deputy premier up until the time he was dismissed from office in September 1998” (p.68).

To make sure the people can accept something which had been made by the ruling party the press will display the news repeatedly. “The dismissal of the former Deputy Prime Minister was also given due coverage in the mainstream dailies. Not surprisingly, the press repeatedly highlighted that it was the Prime Minister’s prerogative to fire Anwar, that Mahathir must have a

Muhammad Usairi bin Mohamed Zainudin
Mohd Fickry bin Bakhry

good enough reason to do so, and that the ruling coalition was supportive of the decision (Kim, 1998, p70).

“But it is worth noting that Anwar, who used to get extensive positive coverage in the dailies prior to his dismissal, is now portrayed by the local media as a rabble-rouser, sexual pervert and trouble-maker. The local press not only consistently presents the official perspective of the dismissal, it repeatedly mentions the sordid details of Anwar’s alleged sexual misconduct” (Kim, 1998, p.70)

As stated by Iyengar and Kinder (1987), McCombs and Shaw (1972) the past research and evidence state that the media is a powerful tool in influencing public opinions and shaping their political perceptions which are firstly, by stating the issue covered, media prescribes the public’s agenda and secondly as stated by Krosnick and Kinder (1990) by putting an issue higher than others (throughput priming), the media influences the voters and then they will make an evaluation on the political actors and change the criteria used by the public to judge them (as cited by Mohd Safar and Tiung 2009).

2.3 Acceptance level among youth on the usage of mainstream media by the ruling party

According to Kitley (2001), “the mass media are powerful and have direct persuasive effect on the audience (p.508). New Straits Times (1999), “if the young take a critical position over governmental policies, for instance, then this must never be necessarily seen as a bad thing (as cited in Abdul Razak, 2003).

Muhammad Usairi bin Mohamed Zainudin
Mohd Fickry bin Bakhry

“Young people provide a complex view of their daily lives and experiences of media that challenge and complicate much public discourse on urban youth of color that tends to rely on common stereotypes and simplistic black-white binaries about what is considered “good” and “bad,” “right” and “wrong” (Rachel, 2010, p.76)

According to Kim (1998), “media Guide ’98 reports that more than 7.8 million Malaysian adults read the daily newspapers, of which there are about 38” (p.67).

“The survey found that almost one-half of Malaysian youth, 49% of them, had the habit of reading newspapers more than four days in a week. A plurality however read only one newspaper, as 37% did not mention a second newspaper. News consumption from television also centered around four days or more in a week (53%). As for channels frequented for news, TV3 remains the most popular news channel (57%), followed by local news on Astro (9%). The series of focus groups conducted to complement the survey findings found that the Malay Astro Awani and Mandarin AEC Evening Edition were the two most popular news channels on Astro amongst the participants. Comparing survey results from those held in 2007, we found that internet access increased from 57% to 70% in late 2008. Internet users were usually younger band of youth and highly educated (72% among those who were at least a diploma holder)”, (National Youth Survey, 2008)

“Most Malaysian youths keep up to date with the news, but almost half say they mistrust the sources they get it from, according to the Merdeka Center’s 2008 National Youth Survey. According Ibrahim Suffian “There is skepticism over the news they are getting in the mainstream media as well as the internet,” program director Ibrahim Suffian told a press conference today”, (National Youth Survey, 2008)

Muhammad Usairi bin Mohamed Zainudin
Mohd Fickry bin Bakhry

“Almost half of the Malaysians aged 20 to 35 who were surveyed by the centre said they read newspapers more than four times a week, and more than half said they watch television for news more than four times a week. But 49% said they distrust or strongly distrust the mainstream media’s reports on political and current issues while 46% said they trust the mainstream media. The remaining 5% said they didn’t know or were undecided” (National Youth Survey, 2008)

“But even though significant numbers of youth mistrust the mainstream press, they were not abandoning it for alternative, online-only news portals. When asked what websites they go to for news, 39% of respondents named mainstream Malay-language sites like Bernama and Berita Harian first. Only 9% named alternative news sites like Malaysiakini or Malaysian Insider first, and 5% named blogs and entertainment sites first” (National Youth Survey, 2008)

“Men in their twenties with high incomes were the most likely to access alternative websites for news” (Jacqueline, 2009). “The survey found that Malaysian youth often said they didn’t trust the mainstream media because they think it tends to exaggerate news or show bias towards certain political parties. But many hold onto the perception that news appearing in print was more trustworthy. “When news is publicized, it must have a certain level of truth,” one respondent was quoted as saying” (Jacqueline, 2009).

2.4 Conceptual framework

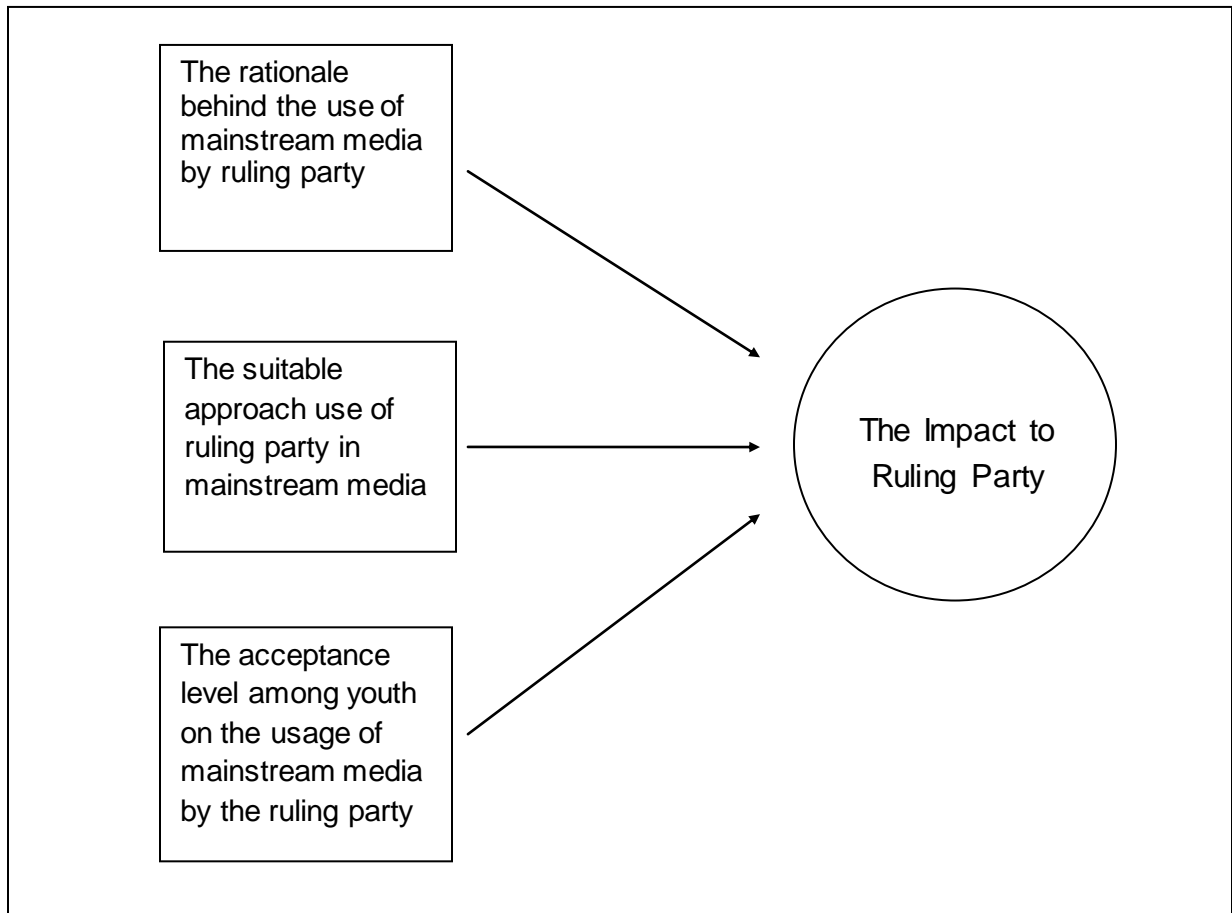


Figure 2.3: Conceptual Framework of the Study

The above conceptual framework will be used as a guideline for our research study. This conceptual framework consists of dependent variable and independent variables

2.4 Hypothesis

HA1: The more frequent the visit of the youth to mainstream media, the more politically engaged with the ruling party.

HA2: The more extensive the use of mainstream media by the ruling party, the greater support shown by the citizen.

HA3: The features of mainstream media causes it to be chosen as a political media by the youth.

CHAPTER 3

RESEARCH METHOD

3.1 Research design

An exploratory study is undertaken when not much is known about the situation at hand, or no information is available on how similar problems or research issues have been solved in the past (Sekaran, 2003). In such cases, extensive preliminary work needs to be done to gain familiarity with the phenomena in the situation, and understand what is occurring, before we develop a model and set up a rigorous for comprehensive investigation.

In essence, exploratory studies are undertaken to better comprehend the nature of the problems since very few studies might have been conducted in that area. Extensive interviews with many people might have to be undertaken to get a handle on the situation and understand the phenomenon. More rigorous research could then proceed. Some qualitative studies (as opposed to quantitative data gathered through questionnaires and others) where data are collected through observation or interviews, are exploratory in nature. When the data reveal some pattern regarding the phenomenon of interest, theories are developed and hypotheses formulated for subsequent testing. Exploratory studies are also necessary when some facts are known, but more information is needed for developing a viable theoretical framework (Sekaran, 2003).

3.2 Unit of analysis

This study will address the issue of the affect of using mainstream media by ruling party toward the young voters. The research will be conducted at University Technology Mara, Merbok, Kedah. The respondents are the students from faculty of Administration Science and Policy Studies. Therefore the unit of analysis will be the students from UiTM.

3.3 Sample size

A sample is a subset of the population. It comprises some members selected from it. In other word, some, but not all, element of the population would form the sample (Sekaran, 2003). For this study the respondent are students semester three until semester sixth from faculty of Administration Science and Policy Studies, UiTM, Merbok, Kedah. The population from semester three until semester sixth of this faculty are 221 students. According to the table that had been provided by the Krejcie and Morgan (1970), if the population is 220 the sample size is 140. So, the sample size for the purpose of this study is about 140 students. The table 3.3 shows the sample size for a given population size.

N	S
220	140
230	144

Table 3.3

3.4 Sampling technique

There are two major types of sampling technique which are probability and non-probability sampling. In probability sampling, the elements in population have some known, none-zero chance or probability of being selected as sample subjects for this study which is the affect of using mainstream media by ruling party toward young voters. In non- probability, the elements do not have known or predetermined chance of being selected as subjects (Sekaran, 2003). In this study, we choose to use a specific type of sampling technique which is proportionate stratified random sampling to get the respondent.

The population of students from faculty of Administration Science and Policy Studies will be dividing into strata or part which is from semester three until semester sixth. A sample of students from each part can be drawn using Proportionate Stratified Sampling. With proportionate stratification, the sample size of each stratum is proportionate to the population size of the stratum. This means that each stratum has the same sampling fraction. The advantages of using Proportionate Stratified Sampling are its can provides equal or better precision than a simple random sample of the same size, the gains in precision are greatest when values within strata are homogeneous and the gains in precision accrue to all survey measures.

With proportionate stratification, the sample size of each stratum is proportionate to the population size of the stratum. Strata sample sizes are determined by the following equation

$$n_h = (N_h / N) * n$$

Where n_h is the sample size for stratum h , N_h is the population size for stratum h , N is total population size, and n is total sample size. For example the researchers take the population of students from semester three which are 74 students.

$$n_h = (74/221) \times 140 = 46.87 \text{ (47 students)}$$

Below is the table 3.4 that showed the Proportionate Stratified Random Sampling of students Administration Science and Policy Studies

Part	Number of Population	Proportionate Sampling (sample size: 140)
3	74	47
4	38	24
5	58	37
6	51	32
Total	221	140

Table 3.4

3.5 Measurement/ Instrumentation

Measurement of variable is important for the research design to fulfill the research objective. For this study, the researchers are seeking to identify the affect of using mainstream

media by ruling party toward young voters. In order to get the information regarding the study, the researchers will be distributed a set of questionnaire toward the students semester three until semester sixth from faculty of Administration Science and Policy Studies, University Technology Mara Merbok, Kedah. The table 3.5 shows the measurement/ instrumentation.

No	Concepts	Objectives	Measurement	Scale	Statistical Use
1.	The rationale behind the use of mainstream media by ruling party	To examine the reason of ruling party using mainstream media as a medium of interaction with citizen. To investigate the usage of mainstream media by ruling party to engage with the youth.	What are the effect of using mainstream media by ruling party	Likert Scale	Pearson Correlation
2.	The suitable approach use of ruling party in mainstream media			Likert Scale	Pearson Correlation
3.	The acceptance level among youth on the usage of mainstream media by the ruling party			Likert Scale	Pearson Correlation
4.	The impact to			Likert Scale	Pearson Correlation

	Ruling Party				
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Table 3.5

3.6 Data collection

Data can be collected in a variety of ways. Most of the data can be obtained either through primary data or secondary data.

3.6.1 Primary Data

Primary data refers to the information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study (Sekaran, 2003). For examples individuals, focus group, panels of respondents specifically set up by the researchers and from whom opinions may be sought on specific issues from time to time, or some unobtrusive sources such as a trash can. Meanwhile the Internet sources also serve as a primary data source when questionnaires are administered over it.

3.6.2 Secondary Data

Secondary data refers to the information gathered from sources that already exist (Sekaran, 2003). For example company records or archives, government publications, industry analysis offered by the media, websites, the Internet and so on. In some cases, the environment or particular settings and events may themselves be sources of data, such as studying the layout of a plant.

3.7 Data analysis

In this study, the researchers using Statistical software tool (SSPS 17.0) for analyze the data. In order to analyze the data, the method of descriptive analysis, test of normality, Pearson correlation and multiple regression assumption will be used. By having this analytical method, the researchers will discuss about the relationship between the mainstream media and the young voters as the subject of this study.

3.7.1 Descriptive analysis

Descriptive analysis is used to explore the data collected and to summarize and describe those data (Sheridan and Clara, 2010). It refers to the use of the descriptive statistics such as maximum, minimum, means, standard deviations, and variance that were obtained for the study. Descriptive analysis may be particularly useful if one just wants to make some general observations about the data collected, for example the number of male and females, the age range and average (mean) age or the average length of residence in a community. For this study, the researchers used the descriptive analysis to get information about your topic.

3.7.2 Test normality

Normality tests are for testing whether the input data is normally distributed (Origin, 1991). It is required by some complicated statistical tests such as Student's t-test, one-way and two-way ANOVA, because they make assumptions that data comes from a normally distributed population, and if such assumptions are not valid, the results of the tests will be unreliable.

The approaches can be divided into two main themes - relying on statistical tests or visual inspection. Statistical tests have the advantage of making an objective judgment of normality but are disadvantaged by sometimes not being sensitive enough at low sample sizes or overly sensitive to large sample sizes. As such, some statisticians prefer to use their experience to make a subjective judgment about the data from plots/graphs. Graphical interpretation has the advantage of allowing good judgment to assess normality in situations when numerical tests might be over or under sensitive but graphical methods do lack objectivity. If you do not have a great deal of experience interpreting normality graphically then it is probably best to rely on the numerical methods.

3.7.3 Cronbach's Alpha

According to Joseph and Rosemary (2003), cronbach's alpha is a test reliability technique that requires only a single test administration to provide a unique estimate of the reliability for a given test. Cronbach's alpha is the average value of the reliability coefficients one would obtain for all possible combinations of items when split into two half-tests.

Cronbach's alpha reliability coefficient normally ranges between 0 and 1. However, there is actually no lower limit to the coefficient. The closer Cronbach's alpha coefficient is to 1.0 the greater the internal consistency of the items in the scale. Based upon the formula $\alpha = \frac{rk}{[1 + (k - 1)r]}$ where k is the number of items considered and r is the mean of the inter-item correlations the size of alpha is determined by both the number of items in the scale and the mean inter-item correlations. As stated by George and Mallery (2003) provide the following rules of thumb: " $\alpha > .9$ - Excellent, $\alpha > .8$ - Good, $\alpha > .7$ - Acceptable, $\alpha > .6$ - Questionable, $\alpha > .5$ - Poor and $\alpha < .5$ - Unacceptable" (p. 231) (as cited in Joseph and Rosemary, 2003)

3.7.4 Pearson Correlation

Pearson correlation describes the relationship two continuous variables. Pearson correlation will be used to describe the relationship between variables toward the dependent variable (Sheridan and Clara, 2010). For this study, the researchers attempts to draw a line of best fit through the data of two variables, and the Pearson correlation coefficient, r , indicates how far away all these data points are to this line of best fit (how well the data points fit this new model/line of best fit) (Adam and Mark, 2010).

3.7.5 Multiple regressions

Multiple regressions are an extension of bivariate correlation. The result of regression is an equation that represents the best prediction of a dependent variable from several independent variables. Regression analysis is used when independent variables are correlated with one another and with the dependent variable (Sheridan and Clara, 2010). Independent variables can be either continuous or categorical. For this study the researchers used standard or simultaneous model to examine which components has the relationship the most.

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Muhammad Usairi bin Mohamed Zainudin
Mohd Fickry bin Bakhry

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Muhammad Usairi bin Mohamed Zainudin
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Muhammad Usairi bin Mohamed Zainudin
Mohd Fickry bin Bakhry

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