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STUDIES**



**FACTORS INFLUENCING THE PREFERENCE OF YOUNG
ADULTS VOTING DECISION IN SEBERANG PERAI
TENGAH, PULAU PINANG AND KINTA, PERAK**

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CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Young adults are among the important people in Malaysian election. People have different views on the government who are ruling the country today. There is always a rebellion by the citizen towards the government. Citizens always want the young adult to participate in general election of Malaysia. However, the young adults are not interested in knowing the current political events because of the unfavourable situation. Young adults are often treated as assets and successor that will have an important role in shaping the values and lifestyle of the society in the future. The development of young adults is important and should be focused to ensure that the country can develop according to plan. United Nations considered the young adults as important agents to play a key role for changes, economic development and undertaking of technological innovation (Junaidi Awang Besar, et.al, 2012).

Young adults can be categorized as citizens who are in age between 18- 25 years old (Massachusetts Institutes of Technology, n.d). For two decades United Kingdom political scene has shown a lower support from the young adult compare to other range of age. However, the young adult voters in previous year recorded the highest rate of voting after such a long time which is 64 per cent compared to 36 per cent in few years back. In Malaysia official voting age started from 21 and above. According to Dr. Rosmadi Fauzi (2013), UM researcher said that there are 3

CHAPTER 2

LITERATURE REVIEW & CONCEPTUAL FRAMEWORK

2.1 Introduction

This chapter provides a literature review on the factors influencing the preference of young adults voting decision. The presentation with this chapter begins with candidates who specify the Sociological Model and Michigan Model followed by the preference of young adults to vote based on the parties explaining the Zaller's RAS Model and influence towards young adults not to vote in the election using the Newman and Sheth's Model of Primary Voter Behavior (1985). Furthermore, the conceptual framework will be discussed in details in relation to the conceptual definitions. Lastly, in order to support research questions and research objectives of this study hypothesis are provided as support.

2.2 Voting Preference

Election Commission says it is worrying that so many of the young adults do not fully understand the meaning of democracy. An entire of 3.8 million Malaysians who are eligible to vote have not yet register as voters as of May this year, as stated by Election Commission (EC) chairman Datuk Seri Mohd Hashim Abdullah (2016). He also mentioned that the number included different races, with most of them being individuals who are the age around the 21 years old. The commission was collaborating with the private sector to arrange various programmes to urge the young adults to register. According the latest statistics, about 45 per cent of Malaysians are young people, with