



IJMRRS

**International Journal for Multidisciplinary
Research, Review and Studies**

ISSN: 3049-124X (Online)

Volume 1 - Issue 3

2024

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**VOTING BEHAVIOR AND ITS INFLUENCE ON SOCIAL
ACTIVISM LEVELS AMONG VOTERS OF CHENNAI**

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A QUANTITATIVE RESEARCH STUDY

ACKNOWLEDGEMENT

I would like to express my heartfelt gratitude to everyone who supported me throughout the research. It is with great pleasure that I extend my deepest appreciation to our mentor, Ms. Ghayathri Swetha Kumari R.A., Head of the Department of Psychology at M.O.P. Vaishnav College for Women, Chennai. Her unwavering support and inspiration were instrumental in the successful completion of this project. I am also indebted to all the faculty members of the Psychology Department for their invaluable guidance throughout this journey. Lastly, I am grateful to all the participants who generously shared their information and experiences, contributing to the success of this project.

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VOTING BEHAVIOR AND ITS INFLUENCE ON SOCIAL ACTIVISM LEVELS AMONG VOTERS OF CHENNAI

Abstract:

This research explores the intricate relationship between social activism and voting behavior among voters in Chennai, India. Drawing on a diverse array of literature and employing statistical analyses such as regression and correlation, the study investigates how individuals' engagement in social advocacy influences their political attitudes and voting decisions. The findings indicate a complex interplay between social activism and voting behavior, challenging conventional notions about age, gender, and political participation. While age alone does not significantly predict levels of social engagement, other factors such as education, income, and personal values emerge as influential determinants. Gender differences in social activism levels among voters are not evident, suggesting the need for further investigation into underlying societal factors. The implications of this study extend to social science research, public policy, education, and community organizing, providing valuable insights for fostering civic engagement and promoting inclusive democratic processes in India.

INTRODUCTION

Activist orientation is defined as an individual's developed, relatively stable, yet changeable orientation to engage in various collective, social-political, problem-solving behaviors spanning a range from low risk, passive, and institutionalized acts to high-risk, active, and unconventional behaviors (Myers & Corning, 2002). Social movement scholars have long recognized that behavior traditionally thought of as "activism" is not completely distinct from more conventional political action. Early work on crowd and mob behavior depicted participants as criminals at worst and as temporarily insane at best (McPhail, 1991), but modern scholars have conceptualized protest behavior as merely an extension of institutional political behavior (Gamson, 1975; Tilly, 1978). As such, activist orientation ranges from the quite conventional (e.g., participating in the electoral process) to the highly unconventional, risky, or both (e.g., physical confrontations with police officers, damaging public property, risking serious injury).

Samuel S. Eldersveld in his 'theory and Method in voting Behaviour research' writes. "The term 'Voting Behavior' is not new. But it has been used of late to describe certain areas of study and types of political phenomena which previously had either not been conceived or were considered irrelevant." Voting behavior is not confined to the examination of voting statistics, records and computation of electoral shifts and swings. It also involves an analysis of individual psychological processes (perception, emotion and motivation) and their relation to political action as well as of institutional patterns, such as the communication process and their impact on elections. In the words of Plana and Riggs, "voting Behaviour, is a field of study concerned with the ways in which people tend to vote in public elections and reasons why they vote as they do."

On the basis of prior research, it appears that an individual's propensity to engage in activism is a developed, relatively stable, yet changeable, orientation toward political action-taking (McAdam, 1988, 1989). Past research on activism and activist attitudes over time suggests that an activist orientation is a developed stance that has complex roots in the socialization experiences of individuals (Klandermans, 1997; Snow & Oliver, 1995). Once developed activists' attitudes toward political action-taking tend to persist for long periods of time—even for decades, as demonstrated by a series of follow-up studies of activists from the 1960s (e.g., Demerath,

Marwell, & Aiken, 1971; Fendrich, 1978; Fendrich & Lovoy, 1988; McAdam, 1988, 1989, 1992; Whalen & Flacks, 1980). At the same time, these and other studies have suggested that orientation toward activism is affected by life experiences and ongoing socialization processes producing change in activist orientation over time. Some external influences on activist orientation increase the propensity to take action. For example, a number of studies have revealed intergenerational effects showing that children of politically active parents are more likely to be active themselves. These findings suggest relatively long-term socialization processes that provide information about how to act politically, produce political efficacy, and legitimize more extreme political tactics (Bengston, 1970; DeMartini, 1983).

More acute events may also influence activist orientation. For example, individuals may enter new social environments (e.g., universities) where they may encounter activists who recruit them and provide models of activist behavior (Snow et al., 1980). Indeed, experience with activism itself usually increases the chances that an individual will engage in protest in the future (Gamson, Fireman, & Rytina, 1982; Lofland, 1977; McAdam, 1986). As such, it is likely that action-taking itself increases activist orientation by facilitating know-how, solidarity, and efficacy (McAdam et al. 1988). At other times, action-taking can reduce individuals' commitments to activism (Klandermans, 1997). Prof. V.M. Sirsikar well observes, "An inquiry into the process of elections indicates factors other than rationality. It may be said that India has secured a stable government; but the means of mass manipulation, caste influences, minority fears and charismatic hold of the Prime Minister have played no part in this process".

REVIEW OF LITERATURE

1. The research *Role of Social Activism in Shaping Voting Attitudes* focuses on the complex relationship between social activism and voting preferences among people. It uses statistical tools such as regression analysis, correlation analysis, and structural equation modeling to analyze data collected from many observations. The study found that social advocacy has a considerable impact on voting behavior, indicating how individuals' involvement in activism changes their political views and voting decisions. This emphasizes the importance of social movements in determining democratic processes and political results in India. All things considered, it highlights the dynamic interaction of voting behavior, civic engagement, and social activism in the Indian context, demonstrating the diversity of political involvement in the nation (Gupta, R., & Sharma, M. 2020).

2. The study “*Understanding Indian Voters: Evidence from the States*” explores the views and voting practices. The study looks at social activism and advocacy emphasizing how these things affect how people vote in various states in India. It clarifies the complexities of voter preferences by taking political, social and economic settings into account. In addition to examining how identity ideology and social movements influence election results, the writer also additionally explores the various dynamics of voter engagement. Many aspects of voting behavior, research offers insightful information about the varied dynamics of Indian democracy (Shastri, S., Suri, K. C., & Yadav, Y. 2017).

3. In a study conducted by Falck, Oliver, Robert Gold, and Stephan Heblich in 2014 they found negative effects of Internet availability on voter turnout, which they relate to a crowding-out of TV consumption and increased entertainment consumption. They found no evidence that the Internet systematically benefits specific parties, suggesting ideological self-segregation in online information consumption. While more information is generally good for voters because it promotes the accountability of politicians, research on the political economy of mass media also suggests that editorial filtering and the selection of certain topics can lead to adverse effects. If the media are biased , more

information does not necessarily imply more transparency. As a result, people may concentrate on a limited number of topics and areas they want to hear and read about which may foster segregation and ideological polarization (Falck, Oliver, Robert Gold, and Stephan Heblich;2014).

4. The study conducted by R.B Mortan and Kai Ou found that both psychological and other-regarding preferences motivate bandwagon behavior, but that each depends crucially on the privacy of vote choices and the information that voters have about others' vote choices. They found support for purely psychological, non-other-regarding bandwagon behavior but primarily when subjects have information about the distribution of voter choices in previous elections, so are aware of which outcome has won in the past, but individual choices are private. Voters then do appear to have a psychological benefit from supporting the winner, even when such a choice is not other-regarding. Interestingly, when voting is public this type of bandwagon behavior disappears. However, when voting is public bandwagon behavior that could be other-regarding is much higher. Given that observability increases other-regarding behavior in other contexts, their results suggest that some of the observed bandwagon behavior in general may be explained by other-regarding preferences as well (R.B. Mortan; Ou; 2015).
5. Xavier Giné and Ghazala Mansuri assessed the impact of a voter awareness campaign on female turnout, candidate choice and party vote shares. Geographic clusters within villages were randomly assigned to treatment or control, and within treated clusters, some households were not targeted. Compared to women in control clusters, both targeted and untargeted women in treated clusters are 11 percentage points more likely to vote, and are also more likely to exercise independence in candidate choice, indicating large spillovers. Data from polling stations suggests that treating 10 women increased female turnout by about seven votes, resulting in a cost per vote of US\$3.1. Finally, a 10 percent increase in the share of treated women at the polling station led to a 7 percent decrease in the share of votes of the winning party(Gine, G. Mansuri;2018).

6. Ditonto, Hamilton & Redlawsk argue that instead of directly influencing vote choice, candidate gender guides the amounts and types of information that voters search for during a campaign, and that effects of gender on vote choice ultimately come from differences in information search influenced by candidate gender. Using two unique experimental datasets, they tested the effects of candidate gender on vote choice and information search. They found that subjects change their search based on a candidate's gender, seeking out more competence-related information about female candidates than they do for male candidates, as well as more information related to compassion issues. They also found that evaluations of candidates' traits and issue positions are important predictors of subjects' vote choice (Ditonto, T. M., Hamilton, A. J., & Redlawsk, D. P. (2014).

7. The findings suggest that New Media plays a powerful and influencing role in creating political awareness among university students. Political interests are defined by political discussions and also by exposition to new media. This study revealed that university students like to consume social networks. Mostly the internet is used by university students because of the entertainment factor and facebook is the most popular medium for it. Facebook consumer's rate is higher because of new media's higher consumption rate. And mostly university students like to consume facebook for political information. Students also affiliate themselves on the basis of political issues and leaders. Most students to some extent think of changing their affiliation with the party after being exposed to the new media. Most students agreed that the media plays a key role in changing voting behavior. Students of university also think that the media persuade people towards new political parties. On the Internet most of the target population prefer to use facebook for political discussion and some like to consume twitter and blogs but their ratio is not that much high. Researcher analyses and examines that students of university are politically aware and facebook is the most popular medium for political information among most of the target population of university. They rely and depend on political pages for the political information within the frame and public agenda set by the political pages. (Arshad A.,Ali H.S.,2014).

8. Two correlational studies of activists examined the association between belonging to community organizations or groups and sustained activism within a particular domain. In Study 1 ($N = 45$) larger activist networks, controlling for activist identification and greater political knowledge, were associated with stronger activism intentions. In Study 2 ($N = 155$), larger Time 1 peace activism social networks were associated with more Time 2 peace activism and, via Time 2 activism, with sustained activism at Time 3. In contrast, Time 1 nationalist and party political identities were inhibiting factors of peace activism at Time 2, and indirectly at Time 3. In addition, larger peace activism networks at Time 1 were associated with greater international human rights activism and Christian activism at Time 3, but not as consistently with other forms of cross-domain activism (Louis W.R., Amiot C.E., Emma F.T., Blackwood L., 2016).

9. In a study by Kumar A. Religion, caste, and voting behavior in India: An empirical analysis. *Journal of Asian Studies*, 48(3), 335-358. The study examines how caste, religion, and voting behavior are intertwined in India. During elections, individuals' religious and caste affiliations can influence their voting attitudes and choices. An empirical analysis sheds light on the significant impact of these social factors on political decisions, highlighting the complex interaction between identity, ideology, and electoral outcomes. In this research, we provide insight into the role religion and caste play in shaping voting behavior in Indian politics. Social advocacy and activism play an essential role in understanding voter attitudes and decisions, as demonstrated in this study (Kumar. A., 2019).

10. The research examines the complex relationship between gender dynamics and voting behavior in Indian politics of Agarwal, S. (2022). Gender dynamics and voting patterns in Indian politics. Agarwal investigates how gender-related elements like social advocacy and activism affect Indian voters' voting attitudes and behaviors using a mix of qualitative and quantitative methodologies. To determine how several factors affect voting behavior, the study examines factors like socioeconomic level, educational background, and cultural norms. To make inferences regarding the connection between gender dynamics and voting patterns, Agarwal's research uses statistical analysis,

including surveys and regression models. The results emphasize how important gender viewpoints are for comprehending political inclinations and decision-making procedures (Agarwal, S. 2022).

11. Understanding Voting Behaviour in India: A Comparative Study of West Bengal and Tamil Nadu, investigates voting behavior in two Indian states: West Bengal and Tamil Nadu. The focus of the research is to look at how socioeconomic variables, such as money, education, and the gap between urban and rural areas, affect voting behavior in these areas. This research's statistical observations include regression analysis to uncover correlations between these variables and voting behavior, allowing researchers to better understand how social and economic factors influence political decisions in various Indian states. The research examined voting trends based on caste, religion, and political beliefs, offering light on the role of social advocacy groups in influencing electoral outcomes(Singh R. 2015).
12. In the study Voting Behaviour in India: Reddy and Devi analyze Indian voters' voting attitudes, social activism, and voting behavior in their article. The study uses a variety of statistical approaches, such as descriptive statistics, regression analysis, and content analysis, to synthesize and analyze data from a variety of sources, including surveys, electoral studies, and academic literature. With a large number of observations and data points, this review sheds light on the intricate interplay between social conditions, political ideas, and voting trends in India. It analyzes how social advocacy and activism impact voter choices, emphasizing the dynamic nature of Indian democracy and the changing role of social movements in shaping political results(Reddy, S., and Devi, T. U. 2017).
13. In a study by Erica and Aradhana, using ethnographic research with Indian NGOs, social movements, and a political party, they found that as civil society groups interact with state bodies, they redefine institutional boundaries and claim moral authority over public stewardship. Mixing technocratic languages of law and policy with moral

pronouncements, these factors assert themselves as virtuous agents, marking their political legitimacy as keepers of the public interest. (Erica, B., Aradhana, S.,2016).

14. The results of the study by Roger Marti in 2014 on youth political movement and activism show young people's higher predisposition towards extra-representational participation compared with adults and their lower propensity to participate through representational forms. Young people's average score on the representative participation scale (0–6) is 1.00 and 1.54 for those older than 29 years. On the other hand, on the extra-representational participation scale (0–8) young people's average score is 2.20 while the average score for adults is 1.58. An analysis of variance *F*-test shows that these differences are significant. It also must be said that these forms of participation are not mutually exclusive. In fact, there is a significant positive correlation between representational and extra-representational activism (Pearson correlation: 0.397 for young people and 0.447 for adults). An interest directly oriented to political issues and causes, particularly those relevant in young people's everyday lives is identified(Marti, R.S.,2014).

NEED FOR STUDY

The performance of the economy and perceptions about its trajectory can shape voters' perceptions, attitudes, and preferences. In circumstances of economic and social flourishing, incumbents or candidates from the governing party often benefit from the perception of effective economic management and may receive support from voters who attribute the positive economic conditions to their policies (Alesina and Rosenthal 1995). Conversely, negative economic conditions, such as high unemployment, stagnant wages, inflation, or economic crises, can lead to voter dissatisfaction and a desire for change. Voters may hold incumbents or the party in power accountable for economic downturns, and their voting decisions may reflect their discontent or desire for alternative policies. When a nation gets hit by a community crisis, the voters who get affected demand the government to take effective measures to solve the issue. The methods can vary depending upon the political system such as the presidential or the parliamentary system. The guilt experienced by them as a voter who chose an ineffective government can determine their next step towards the crisis as a responsible citizen and can predict their electoral choice in the next election. The level of guilt experienced by the voting population can determine the extent of community engagement in the society as the responsible citizens of the nation.

Disadvantaged groups in society confront numerous barriers which perpetuate entrenched power structures and result in penurious physical and psychological effects. It is important to remember that research in social justice and advocacy can reinforce these inequitable social structures as much as it can change them (Miller, 2015).

RESEARCH METHODOLOGY

VARIABLES OF THE STUDY:

Dependent Variable :

Social Activism :

Fietzer defines social activism as action which encourages a change in the way that an individual, community, or institution makes a decision about the treatment of a disadvantaged group in society. For this study, the participants will be surveyed regarding their individual orientation towards social advocacy and social activism

Independent Variable :

Voting Behaviour: The study of voting behaviour invariably focuses on the determinants of why people tend to vote in public elections as they do and how they arrive at the decisions they make (Marshall, 2014).

Research Question:

Does Voting behavior influence social activism among voters in Chennai?

Aim:

To measure and study the levels of social activism in voters of Chennai and their voting behavior.

Objectives:

- To determine the levels of social activism of young voters and experienced voters.
- To determine if there's a gender difference in social activism.
- To study the association between voting behavior and social advocacy levels in voters.
- To study the extent of influence social advocacy engagement has on voting behavior.

Hypothesis:

H1 - There is a positive correlation between the voting behavior of the voters and their social activism level.

H2 - There is a significant gender difference in the social activism of voters.

H3 - The social activism level of young voters is higher than that of experienced voters.

Operational definition:

Voting Behavior : The Study of Voting Behaviour involves an analysis of individual psychological make-up and their relation to political action as well as institutional patterns, such as the communication process and their impact on elections(Wasby. S.,2011).

Social activism: It is the action which encourages a change in the way that an individual, community, or institution makes a decision about the treatment of a disadvantaged group in society. For this study, the participants will be surveyed regarding their individual orientation towards social advocacy and social activism

The Activism Orientation Scale (AOS; Corning & Myers, 2002) is a 35-item scale that measures an individual's propensity to engage in social action from a general (rather than issue-specific) perspective across a wide range of behaviors. Stemming from political psychology, the AOS consists of two subscales rated on a Likert scale from 0 (extremely unlikely) to 3 (extremely likely). The Conventional Activism scale contains 28 items (sample item: How likely is it that you will display a poster or bumper sticker with a political message?) and the High-Risk Activism scale contains seven items (sample item: How likely is it that you will engage in an illegal act as part of a political protest?).

Either the total scale or individual subscale scores can be used.

Sample:

Characteristics of the sample : Voters from the age of 22, who have at least voted once.

Sample Size : 110

Source of Sample : Voting residents of Chennai.

Inclusion Criteria : Voters of all ages with prior voting experience.

Exclusion Criteria : Non - resident voters of Chennai.

Measuring Tool

Social Activism Scale

The Activism Orientation Scale (AOS; Corning & Myers, 2002) is a 35-item scale that measures an individual's propensity to engage in social action from a general (rather than issue-specific) perspective across a wide range of behaviors. Stemming from political psychology, the AOS consists of two subscales rated on a Likert scale from 0 (extremely unlikely) to 3 (extremely likely). The Conventional Activism scale contains 28 items (sample item: How likely is it that you will display a poster or bumper sticker with a political message?) and the High-Risk Activism scale contains seven items (sample item: How likely is it that you will engage in an illegal act as part of a political protest?). Either the total scale or individual subscale scores can be used. Reliability of the AOS and its subscales is robust in terms of internal consistency. Across studies coefficient alpha for the total AOS and its subscales consistently fell in the excellent range (Ponterotto & Ruckdeschel, 2007), with scores ranging from a low of .87 to a high of .97 for the total scale.

Sampling method :

The sampling method chosen for this study is Convenience sampling. In this study only adults who have voted before will be studied.

Administration procedure:

Correlational surveys will be conducted through a questionnaire containing questions to measure the social activism level and voting behavior. The questionnaire will be given to the participants who meet the sample criteria after establishing rapport.

Data Analysis:

Correlation Analysis: To conduct correlation analysis to explore the relationships between variables. In this study it'll be used to examine the correlation between voting behavior and Social activism level.

ANOVA: To analyze the difference between the means of more than two groups. In this study, it'll be used to study the significant differences in age groups, gender and their social activism level.

INTERPRETATION AND CONCLUSION

TABLE 1: DESCRIPTIVE STATISTICS OF DEMOGRAPHIC VARIABLES

VARIABLES	SUB-GROUPS	TOTAL	PERCENTAGE %
SEX	FEMALE	56	50.91%
	MALE	54	49.09%
AGE	22-32	50	45.45%
	33-43	21	19.09%
	44-54	23	20.91%
	55-65	16	14.55%
	66-76	5	4.55%
EDUCATION LEVEL	UNDERGRADUATE	49	44.55%
	POSTGRADUATE	43	39.09%
	12 TH PASS	5	4.55%
	10 TH PASS	4	3.64%
	DOCTORATE	7	6.36%
	UNEDUCATED	2	1.82%
VOTING EXPERIENCE	FIRST TIME VOTERS	22	20.00%
	VOTED LESS THAN 10 TIMES	73	66.36%
	VOTED MORE THAN 10 TIMES	15	13.64%

For a sample of 110 participants, in the given data, the ‘Sex of individual’ variable has two

categories: male and female. The category with the highest sum is “female” as it has a count of 56. The percentage variable ranges from 49.09% to 50.91%. The category with the highest the percentage is “female” with a percentage of 50.91%.

For a sample of 110 participants, in the given data, the category with the highest sum of individuals under ‘Age of individual’ falls within the age group 22-32, with a total count of 50 individuals, representing the highest percentage distribution, 44.55% of the total population.

For a sample of 110 participants, in the given data, the category with the highest sum of individuals falls in the ‘Family structure’ of a ‘Living in nuclear family’, with a total count of 55 individuals, representing the highest percentage distribution, 56.1% of the total population.

For a sample of 110 participants, in the given data, the category with the highest sum of individuals under ‘Level of educational qualification’, ‘UG’, with a total count of 49 individuals, representing the highest percentage distribution, 44.5% of the total population.

TABLE 2 : HYPOTHESIS TESTING

TABLE 2.1 ANOVA BETWEEN AGE AND SOCIAL ACTIVISM SCORE

ANOVA					
agegroup					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	75.858	49	1.548	1.046	.432
Within Groups	88.833	60	1.481		
Total	164.691	109			

Table 2.1 Shows the Analysis of Variance(ANOVA) between the variables Age and Social Activism levels.

Since the p-value (0.432) is greater than the typical significance level of 0.05, we fail to reject the null hypothesis. This suggests that there is not enough evidence to conclude that there are significant differences in age between the groups. While the p-value is somewhat close to the typical significance level, it doesn't reach it, indicating a lack of statistical significance.

TABLE 2.2 CORRELATIONAL ANALYSIS BETWEEN NUMBER OF VOTES AND SOCIAL ACTIVISM SCORES.

		No_of_votes	Social_activism_score
No_of_votes	Pearson Correlation	1	.066
	Sig. (2-tailed)		.493
	N	110	110
Social_activism_score	Pearson Correlation	.066	1
	Sig. (2-tailed)	.493	
	N	110	110

Table 2.2 shows the Correlational Analysis between the Variables Number of Votes and Social Activism Score.

A correlation coefficient of 0.066 indicates a very weak positive linear relationship between the number of votes and social activism score. The p-value of 0.493 suggests that this correlation is not statistically significant at the conventional significance level of 0.05. This means that there is insufficient evidence to conclude that the observed correlation is different from zero.

TABLE 2.3 ANOVA GENDER AND SOCIAL ACTIVISM LEVEL

ANOVA					
gendercode					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	12.991	49	.265	1.097	.364
Within Groups	14.500	60	.242		
Total	27.491	109			

Table 2.3 Shows the Analysis of Variance between Gender and Social Activism level.

Based on the ANOVA analysis, there is no significant difference between the group means Gender and Social Activism score, as indicated by the non-significant p-value (0.364).

TABLE 2.4 CORRELATIONAL ANALYSIS BETWEEN VOTER'S GUILT AND SOCIAL ACTIVISM LEVEL

		Social_activism_score	Voters Guilt
Social_activism_score	Pearson Correlation	1	.173
	Sig. (2-tailed)		.071
	N	110	110
Voters Guilt	Pearson Correlation	.173	1
	Sig. (2-tailed)	.071	
	N	110	110

Table 2.4 Shows the correlation between Social Activism and Voters guilt.

There is a weak positive correlation between “Social activism score” and “Voters Guilt,” but this correlation is not statistically significant at the conventional significance level of 0.05.

TABLE 2.5 SOCIAL ACTIVISM AND SOCIAL CONFORMITY LEVEL

		Social Conformity	Social_act ivism_scor e
Social Conformity	Pearson Correlation	1	.087
	Sig. (2-tailed)		.369
	N	110	110
Social_activism_sc ore	Pearson Correlation	.087	1
	Sig. (2-tailed)	.369	
	N	110	110

Table 2.5 shows the Correlational Analysis between variables Social Conformity and Social Activism level.

There is a very weak positive correlation between “Social activism score” and “Social Conformity,” but this correlation is not statistically significant at the conventional significance level of 0.05.

CONCLUSION:

- The absence of a positive relationship between age and social activism suggests that age may not be a significant factor in determining levels of social engagement among voters. This challenges the commonly held belief that older individuals are more likely to be socially active.
- It could indicate that factors other than age, such as education, income, or personal values, play a more influential role in shaping individuals' propensity for social activism.
- The rejection of the hypothesis that young voters have higher social activism levels challenges the assumption that youth are inherently more socially active than older individuals. It suggests that while young people may be perceived as more politically and socially engaged, this may not always translate into higher levels of tangible activism compared to older, more experienced voters.
- Understanding the factors that contribute to variations in social activism across age groups could inform efforts to promote civic engagement and participation among all demographics. No gender difference implies that there may indeed be variations in social activism levels between genders among voters. Further exploration is needed to understand the nature and extent of these differences. This could involve examining factors such as societal norms, access to resources, and gender roles that may influence individuals' participation in social causes.

IMPLICATIONS OF THE STUDY:

- **Social Science Research:** Researchers can delve deeper into the non-age-related factors that influence social activism, such as education, income, and personal values. This could lead to more nuanced understandings of civic engagement dynamics.
- **Public Policy:** Policymakers could use insights gained from this research to design more effective strategies for promoting civic engagement across all age groups. This might involve targeted outreach efforts that consider factors beyond age, such as socioeconomic status and educational background.
- **Education:** Educational institutions could incorporate lessons on civic responsibility and activism into their curricula to foster a culture of engagement among students of all ages.

This could help instill values that transcend generational boundaries.

- **Community Organizing:** Grassroots organizations and activists could use this information to tailor their outreach efforts to better engage individuals from diverse demographic backgrounds. Understanding that age alone is not a determining factor allows for more inclusive and effective outreach strategies.
- **Gender Studies:** Further exploration into gender differences in social activism levels among voters could shed light on the underlying societal factors shaping participation. This could inform advocacy efforts aimed at promoting gender equity and inclusion in civic engagement initiatives.

LIMITATIONS:

- **Correlational Nature of the Study:** As a quantitative study, the design may establish correlations between variables, but causation cannot be inferred. Other unexamined variables may contribute to the observed relationships (Bobko, P, 2001).
- **Social Desirability Bias:** Participants may provide responses they perceive as socially desirable, especially when discussing sensitive topics such as attraction to criminals. This bias could affect the accuracy of self-reported data (Johnson, E, 2020).
- **Selective Attention and Recall:** Participants may selectively attend to or recall media content that aligns with their existing attitudes, potentially biasing the study's results.

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Rothenhäusler a, a, b, c, Abstract This paper analyzes how moral costs affect individual support of morally difficult group decisions. We study a threshold public good game with moral costs. Motivated by recent empirical findings, Bandura, A., Crettez, B., Diamond, P., Harsanyi, J. C., Latané, B., O'Fallon, M., Thaler, R., Admati, A., Aristotle, Darley, J., Dufwenberg, M., & Falk,

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ANNEXURES

QUESTIONNAIRE

INITIALS (Eg : Write it as T.M for Thanuja Mahalakshmi) SEX:

☐Male ☐Female

AGE:

EDUCATION QUALIFICATION:

☐10th ☐12th ☐Undergraduate ☐Postgraduate ☐Doctorate

☐Uneducated

HOW MANY TIMES HAVE YOU VOTED IN ELECTIONS BEFORE?

(Including Parliamentary and State elections)

PART A

This section consists of multiple choice questions, kindly choose the option which applies to you.

Please be as spontaneous as possible.

1. Are you usually aware of the election campaigns of all the candidates of your constituency?

☐Never ☐Rarely ☐Sometimes ☐Often ☐Always

2. Do you research about your constituency and its candidates before voting?

☐Never ☐Rarely ☐Sometimes ☐Often ☐Always

3. What is your main source of research for the above mentioned question?

☐Newspapers and Channels ☐Social Media ☐Official websites of the Govt/political parties ☐Personal & Social Circle

4. Do you vote out of Social pressure and conformity?

☐Yes ☐No

5. Do you usually look forward to elections?

☐Yes ☐No

6. Do you keep up with the information about the elected candidates of your constituency?

■ Yes ■ No

7. Have you ever felt any emotions of guilt and disappointment after skipping an election without voting?

■ Yes ■ No

8. Does your family, friends or media influence your voting preferences?

■ Yes ■ No

9. Have you ever voted for a particular candidate for their caste, community or religious stance?

■ Yes ■ No

10. Do you know the names and symbols of all the candidates in your constituency?

■ Yes ■ No

PART B

ACTIVISM ORIENTATION SCALE

This section consists of questions with four options, kindly tick the option which applies to you.

Please be as spontaneous as possible.

Q.N o	QUESTION	Extremely Unlikely	Unlikely	Likely	Extremely Likely
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1.	Display a poster or bumper sticker with a political message?				
2.	Invite a friend to attend a meeting of a political organization				

	or event?				
3.	Purchase a poster, t-shirt, etc. that endorses a political point of view?				
4.	Serve as an officer in a political organization?				
5.	Engage in a political activity in which you knew you would be arrested				
6.	Attend an informational meeting of a political group?				
7.	Organize a political event (e.g., talk, support group, march)?				

8.	Give a lecture or talk about a social or political issue?				
9.	Go out of your way to collect information on a social or political issue?				
10.	Campaign				

	door-to-door for a political candidate?				
11.	Present facts to contest another person's social or political statement?				
12.	Donate money to a political candidate?				
13.	Vote in a non-presidential federal, state, or local election?				
14.	Engage in a physical confrontation at a political rally?				

15.	Send a letter or e-mail expressing a political opinion to the editor of a periodical or television show?				
16.	Engage in a political activity in which you feared that some of your possessions would be damaged?				
17.	Engage in an illegal act as part of a political protest?				
18.	Confront jokes,				

	statements, or innuendoes that opposed a particular group's cause?				
19.	Boycott a product for political reasons?				
20.	Distribute information representing a particular social or political group's cause?				

21.	Engage in a political activity in which you suspect there would be a confrontation with the police or possible arrest?				
22.	Send a letter or e-mail about a political issue to a public official?				
23.	Attend a talk on a particular group's social or political concerns?				
24.	Attend a political organization's regular planning meeting?				
25.	Sign a petition for a political cause?				

26.	Encourage a friend to join a political organization?				
27.	Try to change a friend's or acquaintance's mind about a social or political issue?				

28.	Block access to a building or public area with your body?				
29.	Donate money to a political organization?				
30.	Try to change a relative's mind about a social or political issue?				
31.	Wear a t-shirt or button with a political message?				
32.	Keep track of the views of members of a political party regarding an issue important to you?				
33.	Participate in discussion groups designed to discuss issues or solutions of a particular social or				

	political group?				
34.	Campaign by phone for a political candidate?				

35.	Engage in a political activity in which you feared for your personal safety?				
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INDEX CARD

Study	Authors	Publication Date	Objectives	Sampling Techniques	Findings	Limitations
Factors influencing voting decision	Kulachai, W., Lerdtomorn sakul, U., & Homyamyen, P.	August 22, 2023	Investigate factors influencing voting decisions through a comprehensive literature review	Literature review	Identification of factors influencing voting decisions	Challenges in generalizing findings from individual case studies; potential bias in clinical observation
How younger voters will impact elections	Elaine Kamarck, J. M., Kamarck, E., Galston, W. A.,...	May 3, 2023	Examine the potential impact of younger voters on American politics	Clinical case studies, patient interview, theoretical literature	Prediction of potential changes in American politics due to younger voter engagement	Sampling biases; methodological constraints in data collection; inability to account for all factors influencing voter turnout
Ballots to bullets	Albin-Lackey, C.	March 28, 2023	Analyze the relationship between organized political violence and governance crisis in Kenya	Qualitative research methods including interviews, case studies, and document analysis	Prevalence and consequences of organized political violence in Kenya; implications for governance and human rights	Challenges in accessing reliable data on political violence and governance dynamics; complexity of analyzing multifaceted causes/effects
Guilt: The concept and facets seen in clinical...	Foundation, D.	June 11, 2017	Explore the concept of guilt and its various facets as observed in clinical practice	Clinical case studies, patient interviews, theoretical literature	Manifestations, causes, and therapeutic approaches related to guilt in psychiatric contexts	Challenges in generalizing findings from individual case studies; potential bias in clinical observations
Moral orientation guilt scale (mogs):	Riyam.D	January 12, 2022	Develop and validate a new measurement tool for	Surveys, psychometric analysis, validation	Psychometric properties of the MOGS; utility in	Sample biases; methodological constraints in scale

Developm..			assessing guilt as a multidimensional construct	studies with diverse populations	assessing guilt across various contexts	development; need for further validation in different cultural/clinical settings
Researchers say 2022 election had second highest...	Melillo, G.	November 11, 2022	Analyze and report on the voter turnout of young voters in the 2022 election and compare it to historical trends	Survey data, voter registration records, demographic analysis	Level of engagement of young voters in the 2022 election compared to previous elections; potential factors driving turnout	Sampling biases; methodological constraints in data collection; inability to account for all factors influencing voter turnout
Guilt in voting and public good games	Rothenhäusler a, a, b, c, Bandura, A., Crettez, B.,...	August 12, 2017	Analyze the impact of moral costs on individual support for morally challenging group decisions using a threshold public good game model	Experimental methods, laboratory experiments or simulations	How moral costs affect individuals' willingness to support collective actions and contribute to public goods	Artificiality of experimental settings; participants' behavior in real-world situations; generalizability of findings beyond context
E-lelections: Voting behavior and the internet	Falck, O., Gold, R., & Heblich, S.	May 19, 2012	Examine the relationship between voting behavior and the internet	Econometric analysis, survey data, internet usage statistics	Effects of internet access on political engagement, voting turnout, campaign mobilization, and political knowledge acquisition	Challenges in establishing causality between internet access and voting behavior; digital divides influencing research findings
Youth political involvement update	Soler-i-Martí, R.	2015	Measure the role of cause-oriented political interest in	Surveys, interviews, and focus groups	Importance of cause-oriented political interest in	Challenges in measuring the causal relationship between

			motivating young people's activism		motivating youth activism; identification of specific political issues or social causes motivating activism	cause-oriented political interest and youth activism; potential for social desirability bias
The "activist identity" and activism across do...	Louis, W. R., Amiot, C. E., Thomas, E. F., & Blackw...	2016	Analyze the concept of "activist identity" and its role in motivating activism across different domains	Qualitative research methods, interviews, and focus groups	Importance of activist identity in motivating individuals to engage in activism across different domains; factors contributing to the development of activist identity	Challenges in generalizing findings from qualitative research; potential for social desirability bias in self-reported data
Gender Stereotypes , Information Search, and Vo...	Ditonto, T. M., Hamilton, A. J., & Redlawsk, D. P.	2014	Investigate the impact of gender stereotypes on information search behavior and voting behavior in political campaigns	Survey data, experimental methods, and content analysis	Influence of gender stereotypes on information search strategies and voting decisions; differences in information processing between male and female voters	Challenges in measuring the causal impact of gender stereotypes on voting behavior; potential for social desirability bias in self-reported survey data
What motivates bandwagon voting behavior: Altru...	Morton, Rebecca B. & Ou, Kai	2015	Explore the motivations behind bandwagon voting behavior in elections	Convenience Sampling	Factors influencing individuals' decisions to engage in bandwagon voting behavior;	Methodological restrictions.

					psychological mechanisms underlying such behavior	
Together We Will: Experimental Evidence on Fem...	Giné, Xavier, and Ghazala Mansuri	2018	Provide experimental evidence on female voting behavior in Pakistan	Randomized controlled trials, surveys, and field experiments	Effectiveness of various interventions in increasing female voter participation; barriers to women's participation in the electoral process	Challenges in generalizing findings from experimental studies; need for further research to understand long-term effects of interventions
