

## Factors Determining the Behavior of Young Voters

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**Abstract:** The article analyzes the objective and subjective factors that determine the electoral behavior of young voters. In this case, the age, gender, social origin, status, education of the voter, internal and external political environment are considered as objective factors, and the individual psychological qualities of the young voter, his upbringing, culture, the influence of the media, especially the influence of political organizations are considered as subjective factors.

**Key words:** election, young voter, electoral behavior, political parties, socialization, political socialization, mass media.

### Introduction

Electoral behavior today is rightfully considered an indicator of democratic change in any country in the world. Despite the intensifying process of globalization, every democratic state has elected bodies and an electorate. The task of the elected bodies is to ensure maximum political and electoral activity of the population in order to obtain the majority of seats in parliament, other state authorities and local governments, which include the electoral system. Elections are the best way to renew power and legitimize the political system and its components. In the CIS countries, the majority of the electorate are young people. According to this indicator, Uzbekistan occupies one of the first places not only in the CIS, but also on the continent. Consequently, the electoral behavior of young people plays a decisive role in the political life of our country, in the direction of the changes and reforms carried out in it. In recent years, fundamental changes have taken place in the Republic of Uzbekistan both in political and other spheres of public life. In this regard, increasing the electoral culture of young people through an in-depth scientific and practical study of the electoral behavior of young people and the factors influencing it is aimed at solving large-scale problems of ensuring the development and well-being of our country.

### Methods

Within the framework of the sciences of political science and political sociology, three main classical approaches have developed that interpret the factors that determine electoral behavior in different ways.

The first approach, which is considered sociological, is based on the recognition of the dominant influence of social factors, such as: social position and social environment. This approach was formed in 1913-1940, and its main representatives were A. Siegfried, F. Gogel, M. Dogan, R. Herberle, A. Aron, K. Merriam, G. Gosnell, S. Rice, P. Lazarsfeld, B. Berelson, S. Lipset, S. Rokan. The founder of this

approach, P. Lazarsfeld, proved that the choice of voters is determined not by conscious political preferences, but by belonging to large social groups, the level of individual solidarity with the group. He came to the conclusion that no matter what social environment a person lives in, his political views will be the same, and social characteristics determine political views. P. Lazarsfeld, B. Berelson and H. Gaudet, published in 1948 in the work "People's Choice", argue that the influence of the media on the choice of voters is very small, that they vote mainly under the influence of the people around them. According to S. Lipset and S. Rokkan, there are four types of conflicts in the course of the electoral process that affect electoral politics. These are: center and periphery; state and church (religion), city and village; private entrepreneur and employee [1, 243]. Each of them determines the presence of support and voting for the respective parties: regional, ethnic, religious, agrarian, social democratic or communist.

The studies of A. Campbell, P. Converse, W. Miller, as well as T. Stokes, G. Marcuse, R. Rose, J. McCallister, R. Wolfinger, S. Rosenstone, who are representatives of the socio-psychological approach that was formed in 1960- 1990s, based on the assumption that the main influencing factor is party or ideological identification. Their work used a "funnel of causation," a model that took into account the cumulative influence of various factors on voting when party identification prevailed. E. Campbell, F. Converse, W. Miller, D. Stokes in their work "The American Voter" (1960) analyzed the influence of 4 factors on electoral behavior: demographic characteristics; processes of socialization of the personality; party affiliation and party affiliation; compatibility of the candidate's program and public opinion. The classification of factors was presented as follows: long-term factors (general perception of political parties); short-term factors (candidate program and image) [2].

The third approach is based on the theory of rational choice and puts forward rational motives for the voter's behavior. In fact, this theory, which was formed in the 1950s, puts forward the concept of economic voting of voters on the basis of a rational-instrumental approach. According to him, voters try to achieve the most beneficial results at the lowest cost, they vote for the political force that can give them more benefit than anyone else. E. Downs made a great contribution to the theoretical and methodological basis of the theory of rational choice with his book "The Economic Theory of Democracy" (1957): "every citizen votes for the party that, in his opinion, gives him more advantages than others" [3, 36] develops this theory. According to him, when making his choice, the voter takes into account the most general program parameters reflected in the ideologies of the parties. M. Fiorina revised the ideas of E. Downs on the role of ideology in the formation of electoral preferences. In his "retrospective voting theory", he argues that there is a direct relationship between the state of the country's economy and election results [4, 5]. Retrospective voting assumes that the voter makes his choice on the basis of a positive or negative assessment of the past performance of a political force.

The concept of economic voting proceeds from the fact that the electoral choice is based on an assessment of the success of voters in the economic sphere [5]. At the same time, voting can be egocentric (when the voter is mainly interested in his own pocket) or sociotropic (when a citizen is concerned about the state of affairs in the country as a whole).

## **Results and Discussion**

The process of forming a person's motives for making an electoral decision is associated with a combination of objective and subjective factors.

As objective factors, various characteristics of political socialization are usually considered: age, gender, social origin, status, education, internal and external political environment.

The subjective factors include the following: the individual psychological qualities of the voter, his upbringing, culture, the influence of the media, the peculiarities of the influence of political organizations.

The primary objective conditions of existence include the social origin of a person, which is divided into the following components: the place of the head of the family and his other adult members in the system of social production, their status; the place of the social group to which they belong in the social hierarchy; the standard of living of a certain family and its relationship with the standard of living of neighboring social groups. "In modern conditions, many families are socially heterogeneous. As a result, the social status of husband and wife, sisters and brothers, etc. will be different. In such cases, the influence of the social position of family members in social production on the upbringing of the new generation will be contradictory. The same happens if the other components are incompatible. The effect of worker status can be distorted by the unusually high or unreasonably low position of a certain group in the hierarchical structure. The material standard of human life, which does not meet the minimum requirements of physical existence, often causes self-doubt and the desire to adapt to the surrounding reality" [6, 243]. On the contrary, the advantageous position of one or another professional group can create the illusion of belonging to a privileged social class. Then consciousness also changes, which naturally leaves an imprint on the nature of the political socialization of the younger generation.

The social environment is closely related to the social background. At the initial stages of socialization, its influence is lower than that of the family. As the object of socialization grows, the strength of home ties and the authority of parents weaken, and the importance of reference groups for adolescents increases. Their role is played, first of all, by the community of peers located in the territorial proximity, the school community, as well as official public organizations.

Primary political socialization is the first stage in the process of forming the political consciousness of young people. Entering the system of social production, the social status of each individual comes to the fore. If the social status is adequate to the social origin and environment, then the first stage is the consolidation of the political consciousness formed in the process of socialization. Most often, however, the restructuring of political consciousness occurs as a result of a conflict between social origin and a new social position, which is often the result of migration from the countryside to the city or from an agrarian to an industrial region. Naturally, such a change in political consciousness is exacerbated by strong external pressure from the environment, seeking to adapt the newcomer.

Adaptation proceeds less painfully when primary socialization is interrupted at an early stage and, consequently, the political consciousness is not yet fully formed. If socialization is reinforced by personal experience, then the reorientation takes more time and is not fully realized.

In the factorial approach, gender and age characteristics are important. When studying the electoral behavior of young people, it is necessary to take into account some of its groups: rural, urban, unemployed, elite, marginalized, etc. Identification of age and gender groups allows us to determine the degree of influence of individual parties on such elements of the electorate as youth and women. They are an important source of replenishment of the ranks of voters who vote for the party. Firstly, because the total number of voters is filled with young people, and secondly, because the main part of the group of those who did not participate in the elections are women - abstentions. Therefore, the ratio of both elements in the party's electorate indicates its success or failure.

The structure of political orientations and behavior of different age groups has its own characteristics, which is due to the fact that young groups are more susceptible to the influence of new socio-economic and spiritual realities than older people. If for the first the present experience is superior to the past, then for the second the ratio is reversed. Therefore, the nature of changes in political preferences and electoral behavior of different age groups can be material for conclusions about the change in the position of the electorate, reflecting new realities. The degree of displacement of such structures, under certain circumstances, serves as an indicator of the depth of the political crisis of the social system, as it shows the degree of divergence of the values of different generations.

The formation of electoral behavior occurs not only objectively, but also under the constant

influence of strong subjective factors, primarily related to the processes taking place in the modern public political consciousness.

The most important feature of the mass political consciousness of voters in modern society is the presence of two opposite systems of values, which can be conditionally defined as authoritarian and democratic. Between these bipolar systems there are some intermediate "complexes", based on certain issues in one direction or another.

The peculiarity of the political culture of the population of a certain region is determined by the historical, socio-cultural, geopolitical characteristics of the region, the demographic structure of its population. Political culture is inextricably linked with other areas of spiritual culture. So, political culture is inextricably linked with ideology.

Of course, the "influence of ideology" is carried out not only through the channels of official organizations. It also exists in the process of primary socialization, leaves traces in the activities of informal groups, is an integral part of manipulative actions, etc. However, ideology occupies a special place in the life of organizations. Modern organizations of a political type, as a rule, arose on an ideological basis. First of all, this applies to political parties.

Artificially created and established images, language formulas, stereotypes, ready-made answers to the questions that life constantly poses to a person, have fully justified themselves among special means of influence. These tools are designed to form a single, deliberately simplified form of mass consciousness, reduced to fixed standards of reaction. The media play a big role in this. For example, it has been established that polls conducted among TV viewers are not a means of measuring the state of public opinion, but a means of its formation, influence and manipulation [7, 7]. Especially in this regard, it should not be forgotten that it is young people who are the most attractive group for the media.

Western theorists have developed a whole system of methods of spiritual influence on the masses through the media. He uses things like the proposal, propaganda campaigns, psychoprogramming.

Undoubtedly, in the process of creating the image of a political leader and "propaganda" of his programs, they resort to manipulation with the help of the media. There is no doubt that the personality of a political leader and his program have a significant impact on the behavior of voters, especially young people. From this point of view, G. Lebon's statement that "the first condition for being a candidate in the elections is attractiveness" seems appropriate. Even talent and genius are not serious prerequisites for success. The most important thing is charm, that is, the ability to reach out to voters without inciting anyone. "But charm," G. Lebon points out, "is not always the key to success. The elector also wants to flatter his vanity and satisfy his desires, influence him with the most ridiculous flattery and, without hesitation, force him to be given the most fantastic promises [8, 143].

Of course, the party, the population's action program is embodied in a specific leader. This once again shows the importance of the personal factor. Its influence is especially evident at the level of presidential elections, in the so-called "floating vote" phenomenon, when the personality of a candidate is so attractive to young voters that they vote for him regardless of party affiliation [9].

## Conclusion

The influence of objective and subjective factors on the electoral behavior of young people is different: age characteristics (mobility of political consciousness, propensity to manipulate due to lack of political experience), unstable financial situation (difficulties in finding employment, low income, etc.) and the objective economic development of the state, and also the level of trust in state institutions, confidence in the future, the level of interest in political events, etc. Since the main users of the Internet, including e-government portals, are young people, it is this age group that creates a powerful platform for political culture. The youth, as an integral part of the electorate, will certainly influence the change in the

balance of political forces in society. Therefore, the struggle for the political consciousness of young people is especially relevant in modern conditions. Of course, direct participation in voting, the determination of one's own political choice occurs after the youth reaches the age of 18. However, the stage of preparation for entry into political life begins earlier. At school, young people strengthen the foundations of the state and law, the national idea and worldview, the relationship between the individual and society, and other humanitarian and social sciences. It is these foundations that will become the foundation for the future political activity of citizens.

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