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A Research About the Youngs' Voting Behavior in Local Elections: The Case of 2009, Ankara Metropolitan Municipality Election

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Abstract

Elections are one of the most popular issues in the social agenda. Local elections in particular include elements that directly affect the lives of people rather than the country's agenda. The perceptions and concerns of the young people about the governance of the near-life environment where they can encounter to the political life through local elections is very important. In particular, the level of political participation of young people worldwide is around 30 out of 100. This makes it necessary to study on the reluctance of young people on political participation. In this study, voting behaviors of young people in local elections were evaluated on the basis of previously collected data. Our analysis is expected to further the research about the topic and create the possibility of comparison with the future studies.

Keywords: Young Voting Behaviors, Ankara Metropolitan Municipality Election, Local Elections

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İNCELEME / ARAŞTIRMA

Yerel Seçimlerde Gençlerin Oy Verme Davranışlarına Yönelik Bir Araştırma: 2009 Ankara Büyükşehir Belediye Seçimleri Örneği

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Öz

Seçimler, toplumsal gündemi en çok meşgul eden konulardan birisidir. Özellikle yerel seçimler ülke gündeminden ziyade halkın yaşamını direkt etkileyen unsurları içermektedir. Gençlerin, yerel seçimlerle siyasal hayata başladıkları yakın yaşam çevresinin yönetimine yönelik algıları ve ilgileri çok önemlidir. Özellikle dünya genelinde gençlerin siyasal katılımı düzeyi % 30 düzeyindedir. Bu durum, gençlerin siyasal katılım konusundaki isteksizlikleri üzerine çalışmalar yapılmasını gerektirmektedir. Bu çalışmada, yerel seçimlerde gençlerin oy verme davranışları hazır veriler üzerinden değerlendirilmiştir. Bu analizin, bu alanda yapılacak gelecek çalışmaları teşvik etmesi ve sonraki çalışmalarla karşılaştırma fırsatı oluşturması beklenir.

Anahtar Kelimeler: Gençlerin Oy Verme Davranışları, Ankara Büyükşehir Belediye Seçimleri, Yerel Seçimler.

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Introduction

Elections are one of the indispensable processes of democratic life. Young people both for the party organizations and the guarantee of future elections are essential part for the future of the elections. In this context, it is important for young people to be aware of their ideas about the election process and their efforts towards the elections. Exploring and testing factors that influence young people's voting behavior, especially in the elections, will be beneficial to understand the voters' profiles in the future elections.

Local elections are significant steps in measuring the perceptions of young voters towards elections. Choosing the local rulers in their own cities by young people is first significant step in learning political participation. In this process, young voters will be able to investigate features, party plans, projects and promises of candidates, and then make decisions about the candidates. Young people will have considerable experience in electing local leaders, and will more likely to be more active in other elections.

A local election was selected in the sample of Ankara in order to measure the voting behaviors of young people in the elections in this study. Damlapınar and Balcı (2014) have been benefited from the work they have done following the 2009 Ankara local elections, as this study also benefits from the same data since it is difficult to obtain data for local elections. This analysis compared the study of Çavuşoğlu and Pekkaya (2016) and Damlapınar and Balcı (2014) in explaining young voters' behavior.

Initially, the opinions about election theories were included and voting behaviors of young people were examined. A brief description of the young voter profiles and some of the applications in Turkey were included. In the second part of the study, research methodology, research questionnaires and hypotheses as well as research findings were examined. Finally, supported and unsupported hypotheses were briefly explained and suggestions for future studies were added.

Conceptual Framework: Voting Behavior

Voting is a political behaviour. Roberts (2004:324) summarizes this political process with a proverb "It is impossible to govern without the consent of the governed". Decision-making process represents the most important process affecting the behavior of voters. Decision making has come to be defined as the choice of individual of several alternatives (Çavuşoğlu and Pekkaya, 2016:19). Fülöp (2006) describes the decision making as a study of identifying and selecting alternatives on the values and choices of the decision maker. Also Fülöp (2006) suggests eight (8) steps decision making process: a) defining the problem b) determining requirements c) establishing goals d) identifying alternatives e) defining criteria f) selecting a decision making tool g) evaluating alternatives against criteria h) validating solutions against problem statement. Decision-making process may

also change according to adulthood. However, the onset of adulthood varies even in different parts of the same society. In addition, adulthood can have different meanings for every individual in a society (Atak and Others, 2016:205).

Values arise in the chain of a society's rules. This situation can often vary from person to person. People generally care about the common cultural values where they live and embedded in the society they use these values in their decision making process (Önder, 2006). This is a partial answer for the questions of "which criteria will affect to a person's decision making process about voting a political party?" or "why does a person choose 'Party A' instead of 'Party B' in voting process?" (Çavuşoğlu and Pekkaya, 2016:20). This indicates that specific conditions during election campaigns can, intentionally or unintentionally, affect how citizens perceive political subjects (Larsen and others, 2016:438).

Voter behavior according to political scientists, follows a highly variable process under the influence of internal and external Dynamics (Önder, 2011a), mostly according to the work of election area. Election maps are determined by political decisions of voters and socio-economic factors. But, in this level, it should be reminded that Turkey has different structure with its political and ideological histories, demographic structures, settlement units and areas, socio cultural structures which determine the fate of the elections (Damlapınar and Balcı, 2014:102-103). Some factors that affect voters behaviour significantly in Turkey as equipments political communication process can be ranked below (Damlapınar and Balcı, 2014:103):

- Voters can be identified with any political party and use positive preference in this direction,
- Voters can have a preference for one of the important issues in national politics that the voter is interested in such as policies,
- Voters can vote by taking into account the individual qualifications of candidates,
- Voters can vote by considering the dynamics of the social group to which voters belong.

Approaches to the Voter Choice

Damlapınar and Balcı (2014:103) emphasize Lipset's (1986) "the social variables affecting voting behavior" theory as a milestone in political science as it follows;

a) The individual related politics of the government are:

- The role of governments as an employer role,
- The individual faces the problems but governments need to find solutions,
- The economic limitations of governments,

- To have the religious, ethical etc. influences as the politics of the governments,
- Alternative political possibilities,
- General depression/stress that affects the public.

b) Information possibilities are:

- The results of government policy can be experienced,
- To have the experience of a vocational education suitable for having the ability of intuition,
- Communication and relationship processes,
- Sufficiency of free time.

c) Pressure groups that force voting are:

- Deprivation and alienation from privilege,
- The power of political organizations based on class principles,
- Common social relations,
- Group dynamics against voting.

d) Cross pressures are:

- Conflicting interests,
- Conflicting information,
- Conflicting group pressure.

These classifications enforce handling various approaches that sociological, psychological, identification with the party, rational choice, subject voting and ideological perspectives together (Damlapınar and Balcı, 2014:103; Önder, 2011b:155-156). Çavuşoğlu and Pekkaya (2016:21) add public choice perspective of economics developed the leadership of Antony Downs' "An Economic Theory of Democracy" to these classifications.

Sociological Approach

The sociological approach does not focus on individual election, but on groups and political parties in which it takes place. The main question here is "why do voters vote?". The sociological approach does not accept individual preferences as an important factor in voting decision. Sociological approach here focuses on focus groups of sociological factors such as religion, socio-economic structure, geographical structure, social groups that an electorate is a member (Damlapınar and Balcı, 2014:104-105). In sociological approach, social divisions play an important role in determining political preferences. Common historical experiences of social groups and societies as well as groups of close friends are influential here. The most important characteristics of groups are that they

have norms and these norms affect the behavior of groups. Group members know that punishment is normal when they do not comply with norms. Thus, individual's moving together with the group in the voting behavior is the assumption of a sociological approach (Çavuşoğlu and Pekkaya, 2016:21). Sociologists often find voting in a socially embedded properties of relationships among people (Granovetter, 1985: 490) or institutions (Zucker, 1986: 57). Their assumptions of human beings as socially rational behavior are directed by formal obligations and informal relations (Önder, 2011b:155). Significant criticism has arisen since 1990s, as it has not been the theoretical basis for voting in class-based voter behavior. There are studies in Turkey that reveal findings about sociological voting behavior in political communication studies that examining the effect of religious voting behavior sociologically (Damlapınar and Balcı, 2014:105-106).

Psychological Approach or Identification With The Party

Psychologists commonly frame their assessments in terms of attributes of individuals and focus upon a host of internal cognitions that personal attributes yield. It comes from their assumptions that human being behaves irrationally based upon past experiences, future forecasts, and based upon characteristics of individuals (Önder 2011b:156). The psychological approach is basically the commitment of the electorate to a party. Campbell and his colleagues at the Michigan school found that there is a strong relationship between voter preference and party identity. The psychological approach has brought the term party identity to literature. Psychological approach also focuses on subject orientation and candidate orientation variables. The attitude of the electorate is expressed some way in the context of the current problems in the subject orientation. The attitude of the voter towards the personal qualities of the candidate is examined with the candidate orientation (Çavuşoğlu and Pekkaya, 2016:22). In Turkey, voters' choice of political parties in the past years, the psychology of identification with the party. As a result, this identification with the party in Turkey is not considered as the most important voting factor (Damlapınar and Balcı, 2014:107-108).

Economic Approach

Economic framework tends to focus on immediate situational factors in the context of game settings and posits that "voting" is a function of relatively rational decision making processes (Harrison, 1998: 474), rather than social and personality characteristics. Their main assumptions that human is economically rational and self-interested behavior, constrained by contracts and controls (Önder, 2011b). In this approach voters while voting, look at the implementation of the ruling party, their economic success and at this time, they consider the change in the economic situation of the country. The voter takes his/her own interests into consideration and votes the party s/he believes will provide him/her with a better economic prosperity. Therefore, the basic hypothesis of the econo-

mic approach is to know the interests of the electorate, to evaluate a party / candidate and to vote for the candidate / party that will ultimately serve voters' interests (Çavuşoğlu and Pekkaya, 2016:22; Önder, 2011c).

Rational Choice Approach

The basic assumption in this approach is that voters should take care of their interests in their aims, wishes and desires, and then vote for the party or candidate. While in this approach voters are individuals who seek more information and use them in decision making; in the psychological approach, voting is a defensive attitude towards concrete data and information (Damlapınar and Balcı, 2014:109). The rational choice assumptions of economics and politics argue that in making decisions and taking actions, a person seeks to maximize personal utility (Frederickson and others, 2012:198). When the voter receives full and free information in this approach, his/her behaviors are shaped as follows.

- The electorate compares the performance of the current government in political power with the performance of the prospective government of opposition opponents. The electorate tends towards a superior party by evaluating the difference between the two parties.
- The electorate will use the vote to the preferred party in a two-party system. In multi-party systems voters use their vote to a party either examines the other voters and gives them to the party if they are sure they will win, or if they are not sure, they give the closest competitor.
- The voter has developed a long-lasting preference and if s/he does not have the chance to win the party s/he wants, he/she votes the same party as an investment for future elections.
- Voters who evaluate a ruling party and a opposing party in the same position may either abstain from parties that cannot win against each other if they do not make a decision or compare the activities of the ruling party with those of the previous party (Damlapınar and Balcı, 2014:109-110). For example, it is plausible to argue that Turkish voters have the tradition of evaluating the performances of political parties, such as any other Western type democracy (Toros, 2012:814). If the voter finds the ruling party successful, s/he uses the preference in this direction, and if he/she finds it unsuccessful, he/she turns to the opposition (Damlapınar and Balcı, 2014:109-110).

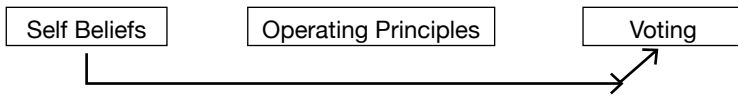
Topic Voting and Ideological Preference Approach

In the topic voting approach, voters are primarily concerned with evaluating candidates based on some of the issues that are on the agenda. Therefore, voters will vote for the overlapping party on their own terms (Çavuşoğlu and Pekkaya, 2016:22). The topic ap-

proach to voting is based on the rational choice model. Where it is argued that an election decision has been reached by evaluating certain issues on the agenda rationally by the voters in the electoral process. It must be a matter of importance for the electorate to focus his or her decision on voting. Information about this issue should be positive and negative. The issue of topic voting is often the economy. Especially in Turkey, voters are more sensitive to negative economic indicators than positive economic indicators. For this, type of voter behavior is punishing more than rewarding (Damlapınar and Balci, 2014:113-114).

One of the important factors affecting voter behavior is the ideological voting approach.

Figure 1: Ideological Voting Model



Source: Durdu, 2010:43, (Çavuşoğlu and Pekkaya, 2016:22).

As seen in the model above, ideologies are divided into activities, with self beliefs, which include assumptions about goals, values and the world. Individuals can use party preferences in parallel with their ideology. The ideological impact may vary depending on such factors as the profession, the level of education, and the social environment of the voters (Çavuşoğlu and Pekkaya, 2016:23).

Elections as a Political Process

The elections constitute a control mechanism for services to the public (James, 2011:414). One of the most important factors leading to the formation of political power in democratic societies is the act of joining political life. This simplest form of political participation can be expressed as voting in the elections (Negiz and Akyıldız, 2012:171). Especially in geographical regions of Turkey, this form has often been confronted (De Miguel, 2016:14). Effects such as income inequality, social identity and lower socioeconomic class etc. may manipulate the geographical regions' control mechanism for services in terms of the public management and its elections (Han, 2016:54).

Elections are also considered as a communication tool in political process. A healthy election provides a healthy communication. But absolute healthy choices are only available in authoritarian regimes. So elections solely may not provide democratic freedom (Damlapınar and Balci, 2014:113-114). Nyhuis (2016:39) describes this situation as high valence which candidates may achieve better electoral results when compared to a low-valence competitor on average. Against autocratic tendencies, Helgason (2016:22) indicates that democracies can be a healing factor to the systems when spend substantaviely more

on welfare policies depending on proportional ways and this can effect political parties, electoral systems and coordination of electoral institutions.

General elections form the basis of democracy represented in political systems. Therefore, it is the democratic source of legitimacy of political power and has been approved by the people through elections. It is possible to represent different social groups, even if limited through elections, and a social equilibrium is formed (Damlapınar and Balcı, 2014:90-91). General election can supply mostly the result of a tighter relationship between electoral competition and political selection (Gavoillea and Verscheldeb, 2016:10).

Local elections provide functional political participation due to their qualities such as choice, control and responsibility. Because the public has the possibility of direct representation in their decision-making with little spatial and social distance. There is a perception in the form of "our president" in local elections. Voters can unquestionably lead to the candidate that is viewed with their eyes. The diversity of alternatives in local elections is sub-level, and this poses the danger of local dictatorship. So urbanization, democratization and the protection of the public interest can be in dangerous. For example, in some cities, there is no party and there is no activity that would suggest their views. Therefore, cities should also be a symbol of political, economic and social diversity at the level of local politics (Damlapınar and Balcı, 2014:92-93).

The referendum, which means a subject that needs to be explained, is a political science literature; a law has been accepted or rejected. The referendum usually comes in the form of public approval of decisions of legislative bodies in extraordinary circumstances. In Turkey's political life, referendums are held in a general election mood (Damlapınar and Balcı, 2014:97).

Factors Affecting Young Voters Choices in Turkey

The concept of youth is multidimensional and the meaning of this concept is quite high volume in our daily life. As an age period, youth is a period in which fundamental changes in human life from biological and psychological aspects are experienced, especially emotional intensity is increasing, and the individual is heading towards a psychosocial phenomenon in terms of independence (Yaka, 2015:329). While the fertility rate of the majority of European countries is well below the required level of 2.1, the rising fertility rate in Turkey is triggering the increase of the population (Rakıcı and Yılmaz, 2016:66). There is a bidirectional relationship between population growth and economic growth and development. It is possible to explain the growth of the population by increasing the population and it is possible to explain the growth rates of the population by increasing the economic growth (Kaya and Yalçınkaya, 2014: 167).

Çavuşoğlu and Pekkaya (2016) after studying political behavior of young voters in local elections at Bulent Ecevit University found that the factors of the candidate's origin, such

as the ethnic origins of the candidates for the young voters, the candidacy of the candidates, and the fact that they are from the ruling party are not very effective in the local elections. They found that younger voters preferred more the reasons such as the candidate's projects, the feasibility of candidate promises and the level of education of the candidate.

The voting age has been an important factor in the development of modern parliamentary democracies. There has been little focus on explaining and understanding support for lowering the voting age, and especially on the ways that the electoral area affects such attitudes and behaviours (Larsen and others, 2016:437-438). Approximately ages between 18 and 35 are described as youth and as an important turning point and starting point in the individual's life (Sinanođlu, 2006:224). However, Dermody and Hanmer-Lloyd (2004:203) emphasize that abstention at elections is becoming more visible across all generations, and especially youth voting behaviours in the west supporting this process.

Research Methodology

In this survey, only the voting behavior of young voters was examined. There are plenty of studies on political factors that had an effect on voting behavior generally. The lack of studies based on the tendency of young people to vote and the lack of data on this subject were observed. Especially in terms of local election, it is important to investigate the behavior of young voters in the context of making more understandable the political life of the future. In this context, the work of Çavuşođlu and Pekkaya (2016) on Bulent Ecevit University regarding the political behavior of young voters in local elections may be an important reference source. It was realized that in their studies only the voting behavior of university youth has been measured and 400 students were surveyed in the study. But Damlapınar and Balcı (2014) surveyed 1,177 people in a survey conducted after the 2009 Ankara local elections, in this study voting behaviors toward local elections of a total of 692 young voters were measured.

Considering the findings of Çavuşođlu and Pekkaya (2016), in this study it will be endeavored to measure voting behavior of young electors with the help of data provided in the study of Damlapınar and Balcı (2014). Çavuşođlu and Pekkaya (2016) observed four (4) essential factors for voting behavior of the young voter's. These are the service experience of the candidate, the projects of the candidate, the feasibility of the candidate's promises, and the level of education of the candidate. Damlapınar and Balcı (2014) examined the variables that affect voting in 6 groups. These variables are the candidate itself, the party of the candidate, the media publications, the probability of winning the election of the candidate, the relation of the candidate to the electorate, the current state of the country and the conjuncture. Therefore, the hypotheses of this study were tested based on the data and the factors that influence voters' voting behavior in the above two studies.

Research Model and Sample Selection

In this study, independent variables that affect the voting behaviors of young voters in general are the service experience and projects of the candidate, the feasibility of the promise of the candidate and the party, the effect of mass media, the effect of family and close friends. Since the data of Damlapinar and Balci (2014) were used as the research model, the general screening model was used. Comparative relational screening was performed between the dependent and independent variables mentioned above. The universe of the research comprises citizens who live in the center of Ankara and who have the right to vote and who are between 18 and 37 years old. Sampling method is based on random sampling technique. The questionnaire of 693 young voters was taken as the basis from the 1177 questionnaires conducted with participants in the survey. A question book consisting of 4 main sections was prepared to obtain research data and used 5 likert scale. The Cronbach Alpha coefficient obtained to determine the reliability of the scale is .898.

Research Question and Hypotheses

This study seeks explanations for the research question of "What accounts for voting behavior of young voters in local elections?" After examining the previously mentioned studies, four research hypotheses have been identified, which are considered to be comparative relational screening between independent variable and dependent variables.

H1: The candidate's service experience and projects are more likely to affect young voters' voting behavior positively.

H2: Feasibility of the promises of the candidate and the party are more likely to affect young voters' voting behavior positively.

H3: Mass media is more likely to affect young voters' voting behavior positively.

H4: Family and close friends are more likely to affect young voters' voting behavior positively.

Research Findings

Four hypotheses were tested in this section by using a survey conducted by Damlapinar and Balci (2014) immediately after the local elections on 29 March 2009. Firstly the socio-demographic characteristics of the participants were examined. When the socio-demographic characteristics of the participants were examined, it was found that 64.3 percent of the male and 35.7 percent of the male. 58.9 percent of participants is consisted of 18-27 years old and 28-37 year old people. 59.9 percent of the participants is consisted of high school and university graduates. Only 13.3 percent of the participants are students. 43.8 percent of the participants of the participants have income between

5001-1000 TL. 38.8 percent of the participants have income between 1001-2000 TL. Standard deviation of income level is 1057.6 TL.

Among the variables affecting voting in the local elections on March 29, 2009, the relationship between the candidate's service experience and projects, expressed in H1. In this hypothesis, the age variable for the candidate himself / herself found 40.9 percent of participants in the age range of 18-27 years and found 42 percent of those in the 28-37 age range and also candidate's himself / herself experiences and projects are effective in voting preference.

In the case of the findings of the young voter expressed in H2, the promise of the candidate and the party, 33.3 percent of those between the ages of 18-27 and 36.7 percent of those between the ages of 28-37 find candidates and their promises effective. Young participants in the age range of 18-27 have the lowest values in influencing the promises of the candidate and the party expressed in H2. The party loyalty rate of young voters was also examined by the Tukey test ($F=2.68$; $sd.=4$; $P<.05$). This test revealed a positive difference between the parties at a level of 5 percent. But the source of the differences between the groups could not be determined.

9 factors are analyzed in H3, where the effect of mass media on young people's voting is examined. As seen in table 1, television has become an important part of the way in which political candidates throughout the world present their messages to voters in electoral campaigns (Damlapınar and Balcı, 2014:189). From these 9 factors, family and close friends will be treated separately as H4.

Table 1: Descriptive Statistics About the Significance of The Mass Media on Young Voters in Local Elections

	Lowest	Highest	Z	SD
Television	1	5	3.68	1.05
Newspapers	1	5	3.52	0.98
Rallies and meetings of candidates	1	5	3.36	1.11
Face-to-face interview with the candidate	1	5	3.35	1.29
Family and neighborhood	1	5	3.33	1.12
Public opinion survey results	1	5	3.26	1.07
Internet	1	5	3.17	1.11
Radio	1	5	3.18	1.06
Election posters, announcements and brochures	1	5	3.15	1.10

Source: Damlapınar and Balcı, 2014:188.

No relation was found in the ANOVA test between the age of the participants and the importance of television broadcasts during their election period ($F=2.17$; $sd.=4$; $P>.05$). The results of the Tukey test indicate that differentiation occurs among students ($X=3.41$), retirees ($X=3.88$) and workers ($X=3.86$). In other words, elderly people and workers use television broadcasts more in terms of political information than young people.

A meaningful relationship between the age of participants and the importance of reading newspapers during the election period could not be determined by the ANOVA test ($F=1.28$; $sd.=4$; $P>.05$). In other words, voters in different age categories have close to each other in terms of their giving importance level in reading newspapers for political information in local elections. Table 2 shows the level of importance attributed by the participants to reading the newspaper.

Table 2: The Significance of Reading the Newspaper in Voting Decision

	Number	Percent(%)
Does not matter	50	4.2
Insignificant	103	8.8
A bit important	367	31.2
Important	488	41.5
Very important	169	14.4
Total	1177	100

Source: Damlapinar and Balci, 2014:194.

There was no significant relationship between the age values of the participants and the radio listening ($F=1.14$; $sd.=4$; $P>.05$) during the election period. In this regard, voters have close to average arithmetic. Participants of the students ($X=2.93$) and workers ($X=2.93$) are less concerned with the radio in terms of political information in the local election period than the tradesmen ($X=3.31$).

Table 3 shows the level of importance that participants attribute to internet use for political information in local elections. No significant relationship was found between the age of the participants and the importance attributed to internet use during the election period as a result of the ANOVA test ($F=0.48$; $sd.=4$; $P>.05$). But here is an important situation in terms of young voters. There is a significant relationship between the level of education of the participants and the level of importance attributed to the use of the Internet for political

information in local elections ($F=3.86$; $sd.=5$; $P< .01$). When descriptive statistics and multiple comparison tables are examined, the source of the variation is due to the differences between the undergraduate /graduate educated and the others. In other words, individuals who have undergraduate / postgraduate training among participants in the survey; they consider and care more for the use of the Internet when voting in a local election according to individuals who primary and secondary educated (Damlapınar and Balcı, 2014:205).

Table 3: The Significance of Internet use For Political Information in Local Elections

	Number	Percent (%)
Does not matter	87	7.4
Insignificant	240	20.4
A bit important	379	32.2
Important	326	27.7
Very important	145	12.3
Total	1177	100

Source: Damlapınar and Balcı, 2014:205.

The ANOVA test did not reveal any significant relationship between the age of the participants and the importance given to public opinion results in the local election period ($F=1.24$; $sd.=4$; $P> .05$). Likewise, there was no statistically significant relationship between the age of the participants and the importance given to the posters, announcements and brochures used by the parties as promotional means during the local election period ($F=2.02$; $sd.=4$; $P> .05$).

There is a meaningful relationship between the age of the participants and the importance of attributing importance to the meetings and meetings of the candidates for political information ($F=2.79$; $sd.=4$; $P< .05$). When the Tukey test and the multiple comparison table were examined, it was found that the variation was between 38-47 ($X=3.47$) years of age with participants in the 18-27 ($X=3.20$) age range. Participants between the ages of 38-47 attach more value to the rallies and meetings of the candidates in terms of voting behavior in the local election period than young voters between the ages of 18-27. This situation, as shown in table 4, expresses part of the view that the H3 hypothesis is not confirmed.

Table 4: The Significance of The Rallies and Meetings of The Candidates For Political Information in Local Elections

	Number	Percent (%)
Does not matter	88	7.5
Insignificant	150	12.7
A bit important	363	30.8
Important	396	33.6
Very important	180	15.3
Total	1177	100

Source: Damlapınar and Balcı, 2014:228.

There was a significant relationship between the age of the participants and the level of attaching importance to face-to-face interview activities by political candidates ($F=2.37$; $sd.=4$; $P<.05$). When the Tukey test and the multiple comparison chart are examined, the source of the differences between the groups is uncertain.

Young participants in the 18-27 age group who are less interested in the face-to-face interviews conducted by political candidates in the local election campaign. This situation, expresses a part of the view that the H3 hypothesis is not supported.

The H4, hypothesis of the family and close friends surrounding the young voter's, has a positive influence on voting behavior, states that there is a meaningful relationship between the age of the participants and the level of consideration of the family and close friend environment for political information ($F=3.43$; $sd.=4$; $P<.01$).

Young voters between the ages of 18-27 ($X=3.15$) consider and take less importance to the views of family and close friends in shaping of voting behavior in the local election period than other voter groups. This result expresses that the H4 hypothesis is not supported. As shown in table 5 have not been given any great importance information by anyone about family and close friend environment factor.

Table 5: The Significance of Family and Close Friend Environment of The Participants For Political Information in Local Elections

	Number	Percent (%)
Does not matter	81	6.9
Insignificant	186	15.8
A bit important	355	30.2
Important	365	31.0
Very important	190	16.1
Total	1177	100

Source: Damlapınar and Balcı, 2014:223.

When the results of the correlation analysis are studied in order to define the level of the relationship between the factors that affect voting for a local candidate after the hypothesis tests, the strongest relationship are shown between the characteristics of the candidate and his/her party, and the media, communication factors ($R=.461$, $P<.01$). In other words, the voters who care about the candidate's character and the candidate's party in the evaluation of the candidate also consider the media and communication activities at the same time.

Table 6: Factor Eigenvalues, Explained Variance and Reliability

Factors	Eigenvalue	Explained Variance (%)	Reliability(α)
Candidate's character and party	7.52	16.03	.873
Political conjuncture and success	3.41	9.50	.811
Environmental trend	1.80	8.05	.721
Media and communication	1.50	7.11	.674
Total		40.71	.886

Source: Damlapınar and Balcı, 2014:256.

Voters who are influenced by environmental trends while voting for a local candidate are also affected by the political conjuncture and success of the candidate (Damlapınar and Balcı, 2014:256).

Table 7: Analysis of Inter-Factor Correlation Affecting Voting for a Local Candidate (Pearson's R)

Factors	Candidate's Character and Party	Political Conjuncture and Success	Environmental Trend	Media and Communication
Candidate's Character and Party	1			
Political Conjuncture and Success	213**	1		
Environmental Trend	343**	452**	1	
Media and Communication	461**	261**	375**	1
Arithmetic Mean	3.43	3.12	3.19	3.27
Standard Deviation	0.52	0.84	0.61	0.67

Note:** $p < .01$. Source: Damlapınar and Balcı, 2014:257.

As seen in Table 6 and Table 7, the most important factor that voters are affected when voting in the local election is the character of the candidate and the candidate's party. This factor, which consist of 16.03 percent of the total variance, its the eigenvalue is 7.52. Also reliability coefficient Cronbach's is $\alpha = .873$

Conclusion

Elections are one of the most important building blocks of democratic life. The views of the younger generation, which is the assurance of our future, today can clearly show the line of our future governments. This study, which aims to measure the behavior of young people in local elections, benefited from the work applied to 1117 people after the local elections on 29 March 2009. Using secondary data, four hypotheses were tested in the context of the research question.

The candidate's service experience and projects affect young voters' voting behavior positively, as expressed in H1, and this hypothesis was found to be effective and confirmed in terms of voting by young voters in terms of the candidate's self-expression. Young participants have the lowest values in influencing the promises of the candidate and the party as expressed in H2 and it has been observed that young voters do not seem to care much about candidate and party promises, and this hypothesis was not confirmed.

H3, which tests the effect of mass media on voting behavior of young voters, was evaluated under 8 factors. From these 8 factors, there was no significant relationship between the voting behavior of the young voters and the announcement brochures of newspapers, radio, internet, public opinion, and election banners. But the result is that the participants with undergraduate and postgraduate educated were interested in about the effect of the internet in terms of voting behaviour. Other factors, television, candidate meetings, face to face interview with the candidate, it was understood that the young voters was less concerned with them, and the hypothesis was not generally supported in this regard. H4, which is expressed as positive influence of voting behavior of the family and the young voter in close friends, was not confirmed. The elderly and retired voters attach more importance to the family and close friends in the local elections, and the young electorate has remained indifferent to this issue.

As can be seen from the hypothesis results, young voters are interested only in the features and projects of the candidates/parties, candidates'/party's projects in local elections. If the interest of young voters to politics and democratic governments is limited, as Dermody and Hanmer-Lloyd (2004) have revealed, it will be difficult to form a questionable future generation. Inquiries into the future vision of young voters in the work in terms of the 2014 local elections and the 2019 local elections that tend to vote for the younger voters, may lead young people to raise awareness about elections and their governance issues, in general.

It is very important see that the younger generations are willing to participate in both local elections and general elections. If the future research are directed at active involvement of young candidates in administration of governments, younger generation will have better chance to contribute to their self-awareness and breakthrough.

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