CONTENTS

CONTRIBUTORS' ix

PREFACE xiii

INTRODUCTION xv

1
THE YOUNG MALAYSIA VOTER
Syed Arabi Idid

PREVIOUS STUDIES 2
COMPARISONS OF STUDIES CONDUCTED 5
OUTCOMES OF THE STUDY 6
PROBLEMS FACED BY THE COUNTRY 7
CONCLUSION 21
REFERENCES 23

2
A SEMIOTIC ANALYSIS OF 'INDIVIDUALISM' AND 'COLLECTIVISM': THE GLOBAL 'BERSIH 3.0' WEBSITE
Aida Mokhtar

BACKGROUND 29
VOTING TRENDS IN GENERAL ELECTION 13 30
CULTURE, CULTURAL VALUES AND WEBSITES 31
CURRENT STUDY 34
KEY SIGNS AND INTERPRETATIONS 36
CULTURAL VALUES OF SIGNS AND SIGNIFICANCE 39
CONCLUSIONS 40
REFERENCES 41

3
NARCISSISM AND THE NEW CULTURE OF CITIZENSHIP: THE EXPERIENCES OF THREE MALAYSIA BLOGGERS
Shafizan Mohamed

NARCISSISTIC POLITICS 48
REFERENCES 61
THE YOUNG MALAYSIAN VOTER

Syed Arabi idid

People express interest in the young, either as consumers of products and services or as voters. Interest in the young is focused on due to their numerical presence, at least on paper. Their number makes marketers and political parties keen to know them better. Marketers and political parties have tried their best to win the young over through various means so that they would consume their products or services or cast their votes in favour of the political party concerned.

Marketers extensively study the young to know their income, their preference, or to have a socio-demographic or socio-psychological profile of them. It is the same with the political parties who need to know the socio-demographic profile of young voters. On 7 June 2012, Utusan Malaysia had an article that incorporated a photograph of a banner whose headline said, “Pengundi Muda Penentu PRU-13?” When translated to English, it says, “The Young will determine the outcome of the 13th General Election?” Scholars and political analysts are statistics on the effects of the young on the outcome of elections and by-elections.

This paper addresses the concerns of the young in the electoral process, by first acknowledging their numerical presence as voters during elections. The young voters have played their role during the previous elections and would continue to do so in the coming elections. But over the years the role that the young has been playing has changed. How do the young make their presence felt? Among others, they make their presence felt by articulating contemporary issues through new technology and new communication gadgets. The young voters have been able to communicate on issues that are attractive and meaningful to the general public. How do the young or adolescents gain their political or party identification? Party identification is the essence of understanding how citizens and the young interpret public affairs and take political decisions (Wolak, 2009). The young are able to articulate