Role of youth in the Election of National Assembly 2013 (Case study of NA-48 & NA-49)

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Abstract: *This study is aimed to examine the role of youth in National Assembly Elections-2013 in Islamabad. After May,11, 2013 General Elections a Elections commission of Pakistan reported that due to involvement of youth the huge turnout in the elections first time in the Pakistanâ's history. This study also examines this claim and analyzes different factors due to which young people are more involved in political process. It addresses different mobilization trends of political parties create interest among youth; their attitude towards the political institutions; their perception about the effectiveness of political parties and politicians; and their need to have a platform for their political ideology. This study also examines whether Socio-political culture of politics in Pakistan is responsible in shaping young peoples' values and views on politics. Furthermore, it also focused the uses of media and Specially social media among the youth for campaigns by different political parties. It is also highlighted in the research that youth is seems frustrate before elections-2013. This descriptive study is qualitative in nature. This study collected a sample of 50 youth from educational institutions as well as from kachi abadis of Islamabad. The findings reveal that young people were frustrate due to traditional politics in Pakistan, lack of political education and political socialization. This study finds out that young people are aware of political scenario and they do take interest in political talk shows in the media but this awareness and interest does not always translate into formal or conventional engagement with political party structures through membership etc. The conclusion that new mobilization trends specially social media attract the young people towards National Assembly Elections and increasing the political interest which also leads towards higher voter turnout in the General elections-2013.*

Keywords: Youth; mobilization trends; political participation; voter turnout and Social media.

1. INTRODUCTION

Pakistan is ranked world's sixth most populous country. Its population growth rate is 2 percent with an estimated population of over 18.6 million (Pakistan Economic Survey, 2013-14).
Youth is a developmental stage where new sets of skills, roles and responsibilities are required and fully performed in order to climb the ladder of social status from childhood to adulthood (Lynne, 1993). She further emphasized that "youth is guided by sets of institutionalized transitions, whose successful completion assure independence and acknowledgment as a full member of the society".
Political conditions in the country have not been stable ever since 1947. Being a democratic country, it has been ruled by the dictators for over 30 years. After the tragic death of former Prime Minister and Pakistan Peoples' Party (PPP) Chairperson Benazir Bhutto in 2007, the country has witnessed first ever completion of term of a democratic government i.e. from 2008 to 2013. The transition of democracy has also taken place after 2013 elections despite a long and painful process; it has also ensured that there is a caretaker government at the federal and provincial levels. The date for General Elections was also announced by the Election Commission of Pakistan (ECP), thus it clearly shows that the process towards the next elections has been smooth so far.
The ratio of youth is an important demographic feature of Pakistan's population (Iqbal, 2012). Perception of the youth therefore plays an important role in depicting the future of Pakistan. The main theme of the research is the voices of young Pakistanis who enlighten in their own views that how they view politics? How their perspectives have changed towards political participation and in the electoral process? The research found that a majority of the young people interviewed for this research argues that they feel empowered after casting their votes and being politically active. This reflects findings of a number of surveys conducted in the last few years (British Council, 2009; Jinnah Institute, 2013; Yusuf, 2011). Young people argue that now they are literate enough to understand their rights and responsibilities and that participating in the general elections is necessary to cater their future needs. Although they also do not know about the democracy and elections and the role of the government institutions work and that engagement with the system can help them to access the resources of the state to resolve their basic problems on the community level such as education and health. The main reason for non-participation in the past elections of Pakistan was lack of trust, rigging, negative impact of political parties and their role after the elections. The youth disappointment with the political hierarchies and feelings of helplessness form the system. They have felt that they could not break Pakistan's deep-rooted political mould and therefore, their responsibilities were focused on the family and at the community level rather than at the national level.

1.1. Significance of the study

Participation of youth and the general public is a widespread phenomenon throughout the world and is particularly questioned in Pakistan due to corruption and lack of

capabilities of the electoral bodies. Youth comprises 31.97 percent of the total population with equal gender proportion (Labor Force Survey, 2012-13). The ratio of youth is an important demographic feature of Pakistan's population (Iqbal, 2012). Various studies (Inglehart, 1997; Norris, 1999; Print, 2007) on the behavior of youth verified their role in nation building and suggested their role in economic, ideological, political and social advancement of the country.

In Pakistan youth played a significant role in Elections-2013 first time in the history. Parry et al. (1992) defined political participation firstly as contribution in the public policy formulation and implementation; secondly, as actions that seek to form opinions of decision-makers on matters yet to be decided and thirdly as actions in disapproval against the impact of some of these decisions.

The youth bulge and the constitutional amendment lowering the voting age to 18 resulted in increased youth participation in the May 2013 general election which shows a major shift in the political thinking of youth. However, the period immediately after the election saw a significant downward interest towards the political system (Rumi & Nauman, 2013). Opinion polls (Gallup Pakistan, 2013) confirmed that most young people believe that existing political institutions are incapable which results in indifference or inconsistent political involvement by youth.

1.2. Problem Statement:

The purpose of this exploratory study was to understand the role of youth and mobilization trends of political Parties for involving youth in the political and voting process towards National Assembly Elections-2013 of Islamabad. At this stage the research, The Role of youth towards National Assembly Elections be defined as the experiences of youth before and during elections-2013. Furthermore it also to explores the relationship between mobilization trends, voting behavior and their impact on General Elections-2013

1.3. Aim of the study

The aim of the study is to examine the role of youth towards National Assembly Elections-2013 in Pakistan. This research will further enlighten various factors, due to which youth are more involved in voting process first time in the history of Pakistan 11, May, 2013. Since it is a qualitative study, therefore the data was collected by interviewing youth of NA-48 and NA-49 Islamabad to have enriched knowledge of their role in elections in accordance with their demographic behavior.

1.4. Research objectives

This study has the following objectives:

1. To explore the Mobilization trends of youth towards National Assembly Elections 2013.

2. To explore the role of youth in National Assembly Elections-2013 through voting behavior.

1.5. Research question(s)

1. What were the mobilization trends of youth towards National Assembly Elections 2013?

2. What was the voting behavior of youth in the National Assembly Elections 2013?

1.6. Delimitations of the Study

The role of youth in the Elections of National Assembly 2013 will be measured in NA-48 and NA 49, Islamabad. The political scene in Islamabad was very active and volatile due to new political parties. Furthermore, youth are attracted more towards the catchy slogans than policies and programs capable of achieving the desired or pronounced goals. Given the charged political atmosphere and sections of youth may be in an excitable state and the researcher may not get a balanced perspective and some findings may be of transient nature.

2. LITERATURE REVIEW:

2.1 Review of Literature:

The important human resource of Pakistan's population is youth which is also available in abundance, hence, the term "youth bulge". Youth (15-29 years of age) comprises of 31.9 percent of total population whereas 63 percent population is under the age of 30 years (Economic Survey of Pakistan, 2013-14). Various studies on the behavior of youth verify their role in nation building and suggest their role in economic ideological, political and social advancement of the country (Inglehart, 1997; Norris, 2002; Print 2007). The experiences of other countries suggest that youth play a significant role if their abilities are developed and if their potentials are realized. Alternatively, they can damage the social order and engage in destructive activities if they are deprived of opportunities. Aurangzeb (2008) suggests that in order to make them productive and beneficial member of society it is imperative to create better prospects for them.

The decline in political participation of youth has been a concern and a topic for various studies (Henn et al. 2011, Mannarini et al. 2008, Lall 2014). Researchers have claimed that the majority of young people are increasingly avoiding traditional politics; however, they are turning towards event-driven protests. Sociological surveys of youth behaviors and values have highlighted that youth have rejected traditional channels of politics and they have also lost faith in the power of their vote as a tool for bringing about a long term political change (Inglehart 1997; Beck, 2000).

Print (2007) also observed that youth world over is disconnected from formal politics, especially their role in elections, voting, membership of political parties, communicating with politicians are declining with time.

Democracy requires political participation, the higher the political participation the more mature the democracy. The quality of democracy is directly related to young people's decision to participate or abstain from the political process.

The Socialization of boys and girls towards political Participation is very important aspect of any country for their future generation towards elections. At an age where there is most likely no strong gender differences with regard to the availability of resources, girls and boys intend to participate equally. In adulthood, however, these differences do become apparent, and this strengthens the case for the resources explanation of the gender gap. (Hooghe, 2004).

The field of political socialization is often stereotyped. However, the continuing and vibrant stream of work in political socialization holds potential for addressing many critical issues across American, comparative, and international politics. It is clear that generational replacement is one of the main driving forces for social and political change in liberal democracies. While there is considerable consensus about the observation that the political attitudes and behaviors of young people differ significantly from those of earlier cohorts, there is disagreement about how this observation should be interpreted. (Adetunji , 2012).

Youth is a developmental stage where new sets of skills, roles and responsibilities are required and fully performed in order to climb the ladder of social status from childhood to adulthood (Lynne, 1993). She further emphasized that "youth is guided by sets of institutionalized transitions, whose successful completion assure independence and acknowledgment as a full member of the society".

2.2. Factors affecting political participation and voting behavior:

2.2.1. Social structure

Socio-demographic features for instance age, gender and economic status have been considered as classifying factors in political participation (Mannarini et al., 2008).

Most empirical research of political participation depend upon the "standard socio-economic status model" developed by Verba & Nie in 1972 (Leighley, 1995). According to this model the probability of political participation is high among individuals with high level of education rather in low level of education. Moreover, income as a determinant of political participation is backed up by strong evidence. However, this impact pales in comparison to the effect that education has on political participation.

2.2.2. Age

According to the life-cycle theory, age is an important factor that explains the likelihood of the involvement of people in politics (Kimberlee, 2002). Young people are more involved in completing education, finding employment, starting the family and housing than getting involved in politics. Mannarini et al. (2008) argued that as youth surmount the initial challenges of life their interest in political participation rises. However, Blais et al. (2004) found a weakness in the life-cycle theory and claimed in their study that because of cultural change in politics young citizens are less likely to take part in politics and they have no moral commitment to vote. They studied seven elections spanning four generations in Canada. Their argument was supported by Henn and Foard (2011) who studied youth in the United Kingdom. They observed that young voters have become explicitly marginalized as links between political agents and citizens have weakened.

2.2.3. Gender

Gender gap is another factor influencing political participation of youth. In Western democracies women take less part in the political process than men (Inglehart & Norris, 2003). On the other hand, their contribution to social and unconventional causes is greater than men. They get involved in religious organizations and no profit organizations and work for the disadvantaged groups. According to Lorenz (2003), women address practical and daily issues and select informal modes of participation more than men. However, the comparative turnout rate of men and women has changed considerably over the past several decades. Women turnout in equal numbers as men does, to vote in presidential elections (Leighley, 1995).

2.2.4. Economic Status

Socio-economic status plays a role in social and political participation of citizens (Brady et al., 1995). It is directly related to political participation. The more educated and resourceful people are, the more actively involved they are, because they are more aware of their rights and the impact of their actions on government's policies and actions. However, the rate of motivation differs, depending upon the socio-economic condition of the individuals. The high income group participates differently in politics than the low income group. The former group is supposed to participate more actively in the political process in order to influence political decision-making (Mushtaq et al., 2009).

2.2.5. Education

Government uses education to propagate its ideology to the masses and to develop national identity, generally education and particularly the school curriculum play a significant role in forming the ideology of state and the concept of citizenship in the minds of the masses. The reason for teaching social studies in schools is to prepare students for citizenship in the democratic societies since democracy requires active political participation and political literacy is a must. This is necessary for the participation in a democracy further concept promotes the rights, responsibilities, political participation as well as social contract with institutional structures that are accepted by the society. However, in Pakistan civic education is not taught separately since it is merged with social studies and Pakistan studies. Lall further observed that not only the lack of education but the type of schools young people attended has an influence over the concept of citizenship and the state (Lall, 2014).

Mannarini et al. (2008) commented that education influences only on the way people vote but not on other political participatory alternatives. Center for Civic Education in 2007 conducted a survey of youth in Pakistan in which 82 percent confessed that they are not actively involved in politics (Sarfaraz, 2012).

2.3. Belief in Political and Electoral Process

Electoral process is the constitutional agreement and a core part of the practice of democracy. It converts the vote into political decision-making. Voting is an important indicator of political engagement. Although the significance of voting is debated in democracies, there is more or less an agreement

about its importance as exercising one's right to franchise is thought to be an important manifestation of one's political existence.

This political ineffectiveness of youth shapes their approaches and attitudes towards democratic process. They do not have trust in government, system and the electoral process (Iqbal, 2012). Hence, their ability to influence and transform political arena gets restricted by not taking part in formal mode of political participation such as voting (Print, 2007). In addition to that, the alternative political activities are frequently sporadic and event driven rather than sustainable in political terms.

There is a debate between reliability of institutions and political participation. Some scholars believe that trust between people and institutions determine the level of citizenship. The more trust people have on the institution the more active the citizenship will be (Alford, 2001; Uslaner & Brown 2005). On the other hand, some authors claims that mistrust encourages people to take active action against the system (Norris 1999, Dalton 2002). The outcome of trust would be conventional forms of participation such as voting while mistrust would result in unconventional forms such as demonstrating and protest (Robertson, 2009).

Young citizens are generally supportive of elections but they are doubtful that elections will bring any change in the system. It is partly because of their perceptions of the trustworthiness of the politicians. Henn and Foard (2013) in their study disclosed that young people believe that the politicians are unable to govern effectively and incapable of representing citizens.

2.3.1 Political Education and Participation

Kimberlee (2010) in his study "Why Don't British Young People Vote?" observed that the increasing level of lack of political participation among youth is because of the failure of political parties to attract young population. He also mentioned that the boring nature of political parties' agendas for youth has made them irrelevant to young people; and as a result the youth decides to avoid political participation in large numbers.

Undoubtedly, for young people to be encouraged in the democratic process, political parties will have to take serious measures. In addition, political parties and politicians should address the concerns of youth by embracing youth-centered approach and by championing the issues and concerns of young people and particularly by delivering on their promises (Henn & Foard, 2011). They concluded that political parties are responsible for not realizing youth's potential and not involving them in politics.

Political participation is an important factor in the democratic process; and the nature and amount of peoples' political involvement can impact significantly on democratic quality. However, democracies all around the world are facing a decline in the political participation of citizens. According to Dalton (2004), democracies are facing a challenge today. The enemies from within or outside the nation do not bring this challenge. Rather, this comes from democracy's own citizens, who have become skeptical of politicians, distrustful about institutions and disappointed about the functioning of the democratic system (Print, 2007). Political participation entails the freedom of speech, assembly and association; the prospect to register as a candidate, to campaign, to be elected and hold office; and the ability to participate in the conduct of public affairs. Political participation may be conventional and unconventional. Conventional participation is formal routine political behavior including voting, joining political parties, assisting candidates with campaigns, volunteering, memberships of groups and associations etc. (Print 2007). On the other hand, unconventional participation is informal behavior mostly associated with challenging the government. People engaging in unconventional ways tend to have distrustfulness towards political system and also have a strong sense of political efficacy (Norris, 2002).

Participation in a democracy has three sets of engagement indicators namely;

1. **Civic indicators**: such as membership of groups and/or associations; fund raising for charities; volunteering; community participation.

2. **Electoral indicators**: such as voting, assisting candidates with campaigns; contribution to political parties etc

3. **Political engagement indicators**: such as letter to editors, contacting officials; signed petitions; boycotting etc. (CIRCLE, 2002 cited by Print, 2007)

These are the significant variables for measuring democratic quality (Robertson, 2009). In order to strengthen democracy in the future, we have to understand how and why young population participate or withdraw from the political process. Various studies proved that the political interest of young generation significantly differs from older generation; and the failure of the government to recognize their interest leads to the feelings of exclusion and isolation (Kimberlee, 2002; Henn, 2002; Henn et al 2005). This may possibly represent a breakdown in the association between policy makers and the citizens and also put a question mark on the sensitivity of policy towards citizens needs.

2.4. Critical Analysis of the Literature

The literature on youth and political participation is vast and encompasses many aspects. However, no two situations are wholly alike and while there can be similarities between situations, the underlying causes and reasons almost always vary. The quantitative and qualitative divide is profound on the issue of political participation. However, both quantitative and qualitative studies follow the same theoretical models. Leighley in 1995 described the major theoretical models for participation, namely standard mobilization model; and rational choice model.

2.4.1. The mobilization model

The mobilization model emphasizes that mobilization is a significant determinant of participation. It also explains the low turn-out of the voters during elections. The Blackwell Dictionary of Political Science defines mobilization as an

activity to energize people to express themselves politically as well as to take responsibility for political action. Goldstein and Ridout (2002) argue that a decrease in mobilization activity is the main explanation behind low turnout rate over time. Mobilization model studies voter turnout along with electoral and non-electoral forms of participation. Electoral activities of mobilization include party contacting, informal political discussions during campaigns and electoral competitiveness. Politicians mobilize participation in no-electoral activities around issues. Television coverage of political events indirectly provides mobilization (Rosenstone & Hansen, 1993).

Peoples' environment and their personal resources are also included in the mobilization model in two respects, but they take different conceptual position altogether. Socio-economic status shapes peoples' civic orientations as well as the intensity and quality of their political mobilization (Leighley, 1995). People with high socio-economic status not only have more resources but they also have opportunities to use those resources to take part in political activity. Hence, mobilization is a substitute to civic orientations as a method that mediates the relationship between socio-economic status and political participation.

2.4.2. The rational choice model

Rational choice model assumes that the political participation is rational. It explains that citizens' participate in politics to follow certain objectives and their decision depends upon the evaluation of costs and benefits. Rational choice model includes individual and collective incentives as well as social psychological variables to clarify the motivations for participation.

The qualitative studies (Beck & Jennings, 1982; Leighley, 1995; Norris, 2002; Fournier & Reuchamps, 2008; Collin, 2008; Siddiqa, 2010; Iqbal, 2012; Kimberlee, 2010; Lall, 2014) on the subject present a different view point in popular discourse on the indifference of youth towards politics. They present their case by giving examples that youth apathy is presented by the media and the politicians for the declining participation rate. Alternatively, the qualitative research (which examines how young people feel about politics) shows that young people are interested in politics but they are not keen towards formal politics.

However, this approach recognizes that non-participative young people are turned off from politics because of alienation rather than apathy; and hence concludes that these young people are involved in alternative forms of participation which they find more relevant to their lives (Quintelier, 2007).

Hence, one needs to be cautious while evaluating participatory and non participatory behavior of youth in order to get a true picture of influences and motivation behind their absence and engagement.

2.5. Literature Gaps

Recently a number of quantitative and qualitative researches have questioned the predominant political apathy thesis.

These studies argue that young people do take interest in political action but feel alienated from formal political institutions (Norris, 2013; O'Toole et al., 2003; Quintelier, 2007).

O'Toole commented that most quantitative studies on political participation follow a narrow definition of politics and consequently a lack of participation is regarded as political apathy. She argued further that young peoples' views may not be tackled by conventional research designs and in order to gauge the issue, a broader understanding of politics is needed.

The study of political engagement of youth towards politics in Pakistan is largely quantitative. Various studies (Aurangzeb, 2008; Siddiqa, 2010; Mushtaq et al., 2011; Iqbal, 2012; Rumi & Nauman, 2013; Lall, 2014) on the topic lack statistical validation. In the last general elections of May 2013, Pakistan witnessed an increased political participation of young people. However, the current situation darkens the future participation of youth in the elections (Rumi & Nauman, 2013). Recent opinion polls show that a large number of young people hold political institutions responsible for country's mismanagement and they are generally apathetic towards political participation. However, this is not the historical norm in Pakistan. Gallup polls of 2009 indicate that 77 percent of Pakistanis take interest in politics. This study aims to examine the role of youth in National assembly elections-2013 through their voting behavior and trends of mobilization by political parties.

2.6 Conceptual Framework

This research is primary in nature. It is descriptive and Qualitative in its context. Contextual relevance, usefulness and fitness for purpose are very important for a qualitative study. A qualitative study allows individuals to be studied in their natural setting, data can be collected from the respondents and participants are able to give feedback. Semi-structured qualitative interviews were selected thus providing scope to explore the views of youth through focused group discussions. This type of interview is aimed at building understanding rather than collecting data to be quantified. This type of interview can be helpful in refining data collection as well as clarifying findings from other data collection methods. Textual analysis is used to analyze the data because this technique is based on the assumption that there can be infinite number of possible interpretations of any text. Data analysis constitutes of three major steps: reducing the data into themes; displaying the data based on different themes; and drawing conclusion. Data was primarily analyzed after every interview. Then the data was classified into themes and conclusions were drawn.

2.6. Conceptual Framework

According to the conceptual framework of the study

Independent Variables   Dependent Variable
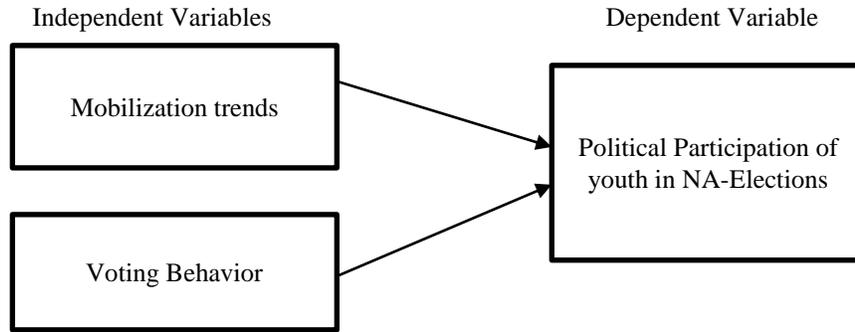
2.7. Concepts and Definitions

2.7.1. Youth

According to United Nations Educational Scientific and Cultural Organization, youth is defined as "a transitory period from the dependence of childhood to the independence of adulthood along with the awareness of interdependence as members of a community".

The definition of youth is same in every country but every country use different age group to define their youth population. In Pakistan the population between the ages of 15 to 29 years is considered youth (National Youth Policy Pakistan, 2008). Commonwealth also follows this age group while defining youth.

This study considered 18-29 years as youth, since they are involved in the voting in the general elections.

2.7.2. Voter behavior

Voting Behavior is the level of voters' participation in a democratic society. In other words voting behavior here refers to "which party you intend to either vote for or have voted for" and frequency of support or lack of Support (Bourne, 2014)

2.7.3. Elections

Elections are the democratic process where citizens aged 18 and over elect political candidate to represent them and their interests locally, nationally or internationally.

2.7.4. Gender

Gender is the Socialization of Male and female.

2.7.5. Political Participation:

Perry et al. (1992) defined political participation firstly as contribution in the public policy formulation and implementation; secondly, as actions that seek to form opinions of decision-makers on matters yet to be decided and thirdly as actions in disapproval against the impact of some of these decisions. Parry et al. highlighted certain forms of participation in politics such as membership in a political party, voting, contacting parliamentarians or local councilors, joining an interest group, participating in demonstrations and signing petitions (O'Toole et al., 2010).

3. METHODOLOGY AND METHODS

Figure: 3.1 Research Strategies:
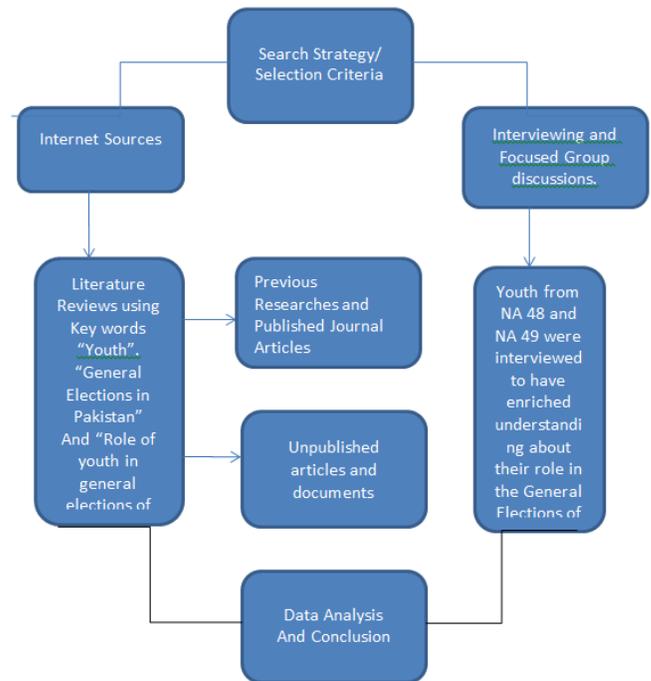
Area of the Study:

The area of my research was two constituencies namely NA-48 and NA-49, Islamabad.

3.1. Population frame:

Since Islamabad is divided into two constituencies namely NA-48 and NA-49, this study aimed to include the youth population of the two constituencies. According to the Election Commission of Pakistan the registered voters in these constituencies are 607723. The population selected for this study consist both females and male young people of 18-29 years of age.

3.2. Sample selection:

The population of youth was targeted to measure the role of youth in the Election of National assembly 2013. A sample of young citizens under the age group 18-29 was taken into consideration. Out of 607723 registered voters of the two constituencies of Islamabad, 193864 are the youth voters (31.9 percent). Hence the sample size was 50 youth.

3.3. Sampling Technique:

In the present study the Sampling Technique will be convenience and snow ball Sampling

3.4. Unit of analysis:
Youth of NA-48 and NA-49 were the unit of analysis.

3.5. Type of the study:
This study is primary in nature. It is descriptive and Qualitative in its context. An inductive approach is used to understand the role of youth in Elections of National Assembly-2013.

3.6. Time horizon
The time period for the analysis started in March and ended in May 2015.

3.7. Researcher's strength:
Being a student of Social Sciences has exposed the researcher to different aspects of development, strong political awareness and analytical thinking.

3.8. Research Paradigm
For this research the researcher used Interpretive Paradigm. How the researcher conduct social research is impacted by how he see the social world. The researcher word view and the perspective that is core to much of the literature on role of youth in General Elections are both very much consistent with the humanistic paradigm.

The researcher agrees with humanists who argue that individuals are capable of understanding their own behavior and that the meaning of behavior is essentially personal and subjective (Carl Rogers, Abraham Maslow, Rollo May). This emphasis on subjective meaning is compatible with the use of methods of research that are more qualitative in nature and that allow respondents to explain their realities in their own way. It is true that the role of youth in General Elections do not fit in a single paradigm, yet humanistic theory which is often considered the theory of individual growth and development is the major paradigm which can cover the role of youth in General Elections. Humanistic theory is based on the assumption that learning of a person occurs based on his personal experiences. The basic aim of the learning is not only to teach the individual, but also to generate lessons from that individual based on his experiences

CHAPTER NO. 4

4. RESULTS AND DISCUSSIONS
Some interviews were audio recorded while some interviews were noted down on papers due to convenience of interviewers. Notes were taken during the interview where they were necessary and discourse analysis and narrative analysis were also carried out during the interviews and the focus group discussions. Moreover, cross questioning after the interview was done in order to yield an unbiased data from researchers own knowledge. Interviews were transcribed for extracting verbatim and for content and thematic analysis. Later, themes were developed to address the research questions under study for effective analysis of the data. Following themes emerged from the data analysis.

4.1 Themes:
The data was collected from research participants of age group of 18-29 through in-depth interviews and focused group discussions. The themes which emerged after data analysis were different from each other which are as under:

4.2.1. Mobilization trends for campaign in the Elections:
There were many mobilizations trends including electronic media, print media, social media and door to campaign, corner meeting and rallies etc, were used by political parties for mobilizing the voters in General Elections 2013 for National Assembly. Almost 100 percent respondents said that they were involved in this process.

One of the respondents Mr. "A" said

"Media ko Istamal karna both Achi bat he, Iss se candidate aur voter k beech main jo communication he wok am hojati he aurAam logo ko apne candidate k bare main pata chalta he, print media aur social media ka both zyada istamal hota he, ek had ko achi bat he lekin uss ka dosra pehlo ye he k jo chote Candidate hain, wo apne campaign k leye itna pesa kaha se lain Jitna k purane ya senior candidate akhrajat bardash karte hain"

4.2.2. Role of Social Media (Facebook, Twiiter, Blogs)
Further responedents discussed in the focus group doscsiion that

"Social *media main* facebook, twitter, aur blog *boht istamal kya gaya, 2013 elections main, jitney bhe parties hain aur candiade the ne apne facebook Page, twitter and blog banae hoe the youth ko attract karne k leye aur us ki waja se youth aur jo elite class he Islamabad ka vo vote k leye pehi bar nikla he Pakistan k tareekh mian aur pore Pakistan main khas kar k main cities main*"

Political parties made effective use of social media facebook, twitter, and blogs) for their campaigns in General Elections 2013. In Islamabad most of the educated youth were found active on the social media supporting their respective political party in the polls. They were found actively engaged in debates on manifestos of political parties, leadership, the candidates of their constituencies and their commentary and analysis on political situations. The respondents were of the view that PTI's social media strategy for General Elections 2013 was very comprehensive as well as effective. Posts shared by PTI on its official facebook page was liked and shared many times by its followers as compared to other political parties. Similarly, tweets posted by PTI were also re-tweeted by many tweeter users. Unlike other major political parties, PTI's Chairman Imran Khan was also found tweeting on daily basis during pre-election campaigns. Besides people, particularly youth pinched their expectations from Imran Khan for his popular slogan of "Naya Pakistan". Whether it was to gather people for rallies, publicize their work, showcase their efforts and bring about revolution the social media has helped invariably. The benefit of Social media PTI becomes 3rd largest party of Pakistan.

"We saw the first time in the Pakistan history that youth fully involved in the elections of 2013 through different mobilizations trends, Social media involve very Much in the Election of 2013(Asalm.)

Rallies and public gatherings were arranged by different parties to attract the vote (Abdullah)
"PTI is used mobile phone and SMS for mobilization which also attract youth in everywhere in Pakistan". (Saira)
"The trend was to involve themselves in the all kind of activities. Social Media, Blogs, campaigns and rallies.(Juniad)
"Door to door campaign, Rallies, gathering of Public, Electronic Media, Social Media, , I have also observed these trends in 2013 elections" (Abdullah)

However, social media is best tool for urban masses which constitutes very thin population of Pakistan. Therefore, it is not wise to complete reliable on social media, there are many youth who just used social media for like and comments. One of the reasons of destruction amongst the workers of parties is because their projection was made on basis of social media, which did not turn out as a result in the real time scenario. But there are many parties who have campaigns through traditional way.

The social media will also create awareness and it is very independent place where everyone can use or give their idea in front of electronic media because in electronic media there are only celebrities and candidates, but youth can use their idea openly in social media (Facebook, Twitter, and blogs)

"although the role of social media is limited in general elections in Pakistan but it plays very positive role, In Pakistan there about to 20 % population are using social media. Through Social Media Promote their Candidate and urban youth Engaged and increasing Political Process. Social media was highlighted the issues pre-election and post Elections, Where as Electronic Media not highlighted due to some Threats and influence of political parties. It Create the Social and political Awareness" (Saima)

Through all these it is clear that the youth involved through media and social media will also influence the youth towards electoral process and change their voting behavior:

4.2.3. Political participation of youth:
Pakistan is a democratic country but the socialization of people and the situation of politics always disengage and influence the youth due to lack of political education and negative perspective of politics in Pakistan. The 'Naya Pakistan' slogan of PTI Chairman Imran Khan created interest and excitement among youth.

Every political party addressing and engaging youth through showing their youth participation in the name of Bilawal Bhutto (PPPP) and Maryam Nawaz (PML(N)) and Imran Khan as a Cricketer According to the focus group discussions,
Majority participants says that,

"Humne Imran khan KO vote dya tha kyn k baki sub KO humne azmaya tha, aur Imran khan ne pehle be world cup jitwaya tha aur Pakistan ka naam roshan kya tha"(FGD-1)
Some says that "humne pehle bar vote dya the imran khan k waja se aur naya Pakistan ka khawab pora karega"

"Youth takes part in elections in diverse capacities which may not directly influence the elections but create a sense of political consciousness in the society. Local level campaigns are initiated with the use of social media websites. Youth led organizations conduct seminars raising awareness about voting rights and procedures. Rallies with the support from local leaders are also attended by youth". (Taskeen Manszoor)
"The PTI is new party so the frustrate youth want to gave them chance because all other parties were already have given chances, and it was also true the slogan of PTI is "NAYA Pakistan" will also attract the youth in Islamabad as well as main cities of Pakistan. And frustrate youth have new hope towards PTI. The participant share s that PTI is depends on the personality not on the basis of Ideology like PPPP."

4.2.4. Voter Turnout
The voter turnout was high in the previous elections because youth have participated and due to new face politics and mobilization techniques if political parties. Respondent said that.

"The Lack of youth representation in Pakistan. There were no new face have seen by youth after the independent. When a new representative of youth will come, so the turn will be increased. In 2013 election was a best example in Islamabad." (Asghar)
Another said that Pakistan is bound with traditional politics
"The Pakistan politic is Dynastic politic" (Aijaz)
These respondent discussed in the focus group discussion that,
"*Vote is the right and power of individual and through vote an individual elect or nominate their candidates. Vote is powerful weapon of Individual and through this process an individual can demand their basic rights. Vote is the basic political and Constitutional right of any individual"*
The respondent (k) said that,
"Only can help those people who are not educated to help them how to vote"
The respondent share their views,
"Politics Decide your future and you decide you politics", (Abdullah)
Due to lack of Political Education and political Culture vote have sold in previous history of Pakistan and also in election 2013. (Youth can play vital role to mobilize other people of Pakistan through behavioral Change towards Elections and voter education and develop positive political culture in Pakistan. (Sidra)

"Political consciousness among the masses which led to an increase in voters. Also, with the advancement in technology and especially social media, political parties can be held accountable for the claims they make"(Taskeen)
The Voting Behavior and of public is the richest part of politics and democracy. It is also true in some contest that political behavior is essentially regulated by group and their

specific norms. Variables such as gender, or education and class, should go a long way in explaining voting behavior. It is also assume that in Pakistan and all over the worlds according to the contact of this article that voting is neither an unconditional response to the activation of social norms nor a semi conscious reaction to political stimuli but rather an instance of goal oriented behavior employing the optimal means to achieve a given end. It also impact on individual especially in youth and women. It is also very important for the political parties to change the behavior of voters through their positive activism in public especially in youth of their areas (M. Bartels, 2008). It is also the influence of Social media awareness and faces of new people in the election which have positive effect on elections turnout in 2013.

4.3.   Discussion

The aim of the study was to examine the relationship between mobilization trends and interests of youth towards politics. It also aimed to investigate mobilization trends of youth in politics. Additionally, it aimed to highlight different themes which are affecting the participation of youth in various aspects of the political process in Pakistan.

This study presents the most comprehensive analysis of the relationship between mobilization trends and political participation of young people and their behavior towards politicians, political institutions and politics in Pakistan. Previous studies examine political apathy in relation to voting behavior (Henn et al., 2006; Collin 2010) or socioeconomic status factor (Kimberlee, 2010). Most of the studies analyze the issue quantitative (Beck and Jennings, 1982; Leighley, 1995; Norris 1999; Print, 2007; Collin 2008; Kimberlee, 2010; O'Toole 2010) while others (Henn et al., 2002; 2007; Henn and Foard, 2011; 2013; Pasek et al., 2010) deal the issue with a mixed approach using a combination of qualitative and quantitative techniques. We found that social media have very positive role in last elections but still many youth is associated with a number of issues in which socio-economic factors and lack of political training is highly significant. Various studies (Siddiqa, 2010; Rumi and Nauman, 2013; Lall 2014) supports our finding that lack of political training amplify political apathy. The ban on student unions in academic institutions and the lack of local government system as platforms and nurseries for the political training and grooming of youth in grassroots political organization may be the culprit for the lack of political training of Pakistani youth. The analysis of socio-economic factors (education and income) indicate that the less educated and lower income groups are more apathetic to politics as they are less politically engaged. Our findings show that educated and high income groups are more aware of their social, civic and political rights as they are more involved in signing petitions for social cause, collecting signatures for social/political cause, boycotting products for ethical/political reasons and participated in political strikes. It seems that this trend is universal since the research in new and developed democracies also shows the same results [Henn et al. (2006); Collin (2008), Pasek et al. (2010); Robertson (2009)].

Our findings of belief deficit in institutions and trust deficit in politicians are also supported by the literature. There is a vast literature in developed democracies about the decline in the voting pattern and young peoples' perception of the effectiveness of the politicians [Henn and Foard (2011), (2013)]. We found out although young people are supportive of elections and about 82 percent believed that casting vote is a national duty, they are doubtful that elections will bring any meaningful social impact and change. In addition to that, they are very distrustful to the political institutions (84 percent) and believed that government does not feel responsible for the betterment of the lives of the citizens. They are disillusioned about the possibility of a common citizen's entry into legislative/decision making bodies.

This study also endorsed the research of Iqbal (2012) and Lall (2014) that Pakistani youth does not trust their politicians. The results of this study reveal that 84 percent young people do not trust politicians. The results also reveal that 83.7 percent believe that there is a big difference in what politicians promise and what they deliver after coming to power. The findings are also supported by the study of Henn et al., (2006), Henn and Foard (2011). The results also find that voting in the election (62.3 cast vote in the last general elections) does not mean that youth have trust in politicians or faith that election in itself guarantees that the lot of common citizens will improve.

Our results suggest that youth display a lot of interest in politics and this is evinced through their following of political talk shows and political debates among the youth (80.7 percent talk about politics among friends) but this interest is not translated into formal or conventional engagement with political party structures through membership (only 12.3 percent were members of youth wings of political parties). This finding is verified by Print (2007); Collin (2008); Mushta et al., (2010).

The effect of gender on political apathy was evident from the analysis. Female shows a low level of political interest, hence, a greater political apathy. Out of 151 female respondents only 59 show interest in politics. Norris (1999 and 2002); Lopez et al. (2005); Inglehart (2010); and Iqbal (2012) support our finding. The gender role in politics is a huge subject in political science and there is substantial evidence that men take more interest in politics and government policies, actions and decisions than females. However, our data indicates that a large number of educated females have taken part in political strikes, signed petitions and collected signatures for social and political causes. Despite these political engagements, females are reluctant to join political parties (or their youth wings), and neither want to have student unions on the campuses. Our analysis suggest a positive and significant (t-value 5.172 and p-value .000) relationship between political apathy and gender.

5.   CONCLUSION

This study presented evidence that despite a huge turnout in Islamabad in the last general elections, a vast majority of youth is apathetic to politics. According to Election Commission of Pakistan, the voter turnout was 62 percent in Islamabad in the last general elections of 2013 which was 12 percent higher than 2008 elections. This voter turnout was one of the highest in the country. An important factor of this huge turnout was because of the lowering of voting age. According to National Database and Registration Authority (NADRA), 40.1 million citizens were among the 18 to 35 years age bracket, which comprised of almost half of the total number of registered voters in Pakistan.

In this study, we have presented statistical evidence that despite the huge turnout in the elections of 2013, young people are politically apathetic and do not have faith in the political institutions and politicians. We also found out that young people lack political training in the absence of student unions on the campuses or the lack of local government system which prepares citizens for larger political roles and grooms youth in grassroots political organizations. Today's young generation is deficient of guidance and leadership on political front. They do not trust politicians and political parties as they do not see possibility of a common citizen's entry into party hierarchy or legislative/decision making bodies. Certainly, our study has disclosed a significant distrust to formal politics and politicians who promise one thing and do not deliver after coming to power. In this respect, our data confirms the findings of Siddiqa, (2010); Iqbal, (2012); and Lall, (2014). As a result of these factors, young people experience of their first voting in 2013 has left them frustrated and alienated.

Our data suggests that young people are aware of political scenario and they do take interest in political talk shows in the media but this awareness and interest does not always translate into formal or conventional engagement with political party structures through membership etc.

The conclusion that we deduce from these findings is that young people feel disillusioned by their recent encounters of formal politics and remain disengaged from the political process, political institutions and from the politicians. We can also infer that income in general and educational background in particular has some impact on young people engagement with political process. Furthermore, the effect of gender on political apathy is evident from the data. Our data indicates that a large number of educated females have taken part in political strikes, signed petitions and collected signatures for social as well as for political causes, but they are reluctant to join any political party or their youth wings.

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