



---

## Youth Attendance Foundation Data Analysis and Election Tools: A Case Study of the 11th & 12th Presidential Elections

---

Mohsen Amiri<sup>1</sup>, Simin HajiPour Sardue<sup>2\*</sup>, Mojtaba Maghsoudi<sup>3</sup>, Reza Kaviyani<sup>4</sup>

<sup>1</sup>PhD candidate in Political Science, Faculty of Law and Political Science, South Tehran Branch, Islamic Azad University, Tehran, Iran

<sup>2\*</sup> President of Political Sociology Group of Political Science and International Relations Center of Imam Hadi Institute, Iran

<sup>3</sup>Department of Political Science, Central Tehran Branch, Islamic Azad University, Tehran, Iran

<sup>4</sup>Department of Political Science and International Relations, South Tehran Branch, Islamic Azad University, Tehran, Iran

---

Received: 8 Dec 2021 ; Accepted: 6 Feb 2022

---

### Abstract:

Electoral participation as one of the important forms of political participation has a special place in the topics of political sociology, in general and electoral sociology, in particular. Analysis of electoral behavior is one of the basic functions of electoral sociology that the researcher can provide various models in electoral behavior by studying different elections. Therefore, the present study was conducted in order to assess the factors affecting the attraction of young people to the election campaigns of the winning candidate in the 11th and 12th presidential elections to present an optimized model. This research is applied in terms of purpose and in order to achieve more accurate and valid results, a combination of documentary study, qualitative and quantitative approach was applied. Therefore, triangulation research design was used. The research method is the analytical-descriptive study of the first-hand documents, thematic analysis and surveys. Based on the analysis of the data collected using statistical techniques and three types of coding, we concluded that personal characteristics and managerial backgrounds, election promises, support of political parties, prominent figures and celebrities, advertising policies, media policies and presentation of a new discourse was the factors influencing the attraction of young people to the election campaigns of the winning candidate in the 11th and 12th presidential elections.

**Keywords:** Self Election Promises, Election Participation, Young People, Presidential Election Advertising

## Introduction

Today, seems that in the Iranian political community, we are facing a decrease in the desire of citizens to participate in political affairs. This has happened at a time when the political system in power in Iran has created a kind of government for the widespread presence of citizenship in the political process. But what emerges from the available documents and statistics on political participation; Iran is facing the problem of reduced political participation, which will ultimately largely deprive the entire Iranian society of the possibility of endogenous political and social development. as we know; Social agitation, followed by political isolation, is a mental reality in which the individual feels complete indifference and passivity with the common values of society. The most important outcome of these conditions that govern the political community of Iranian society; Blurring and lack of transparency in the information and statistical content that is transmitted from the ruling society to the citizens as political actors; Data that with its transfer will increase tensions in the political community.

The Iranian citizen is facing a transition process in contemporary history. The face of this transformation on the one hand in the transition from a traditional society to a modern society; From a populist society to a pluralistic society; From hardware threat to software threat; From introversion to extroversion; From politics to culture; From elitism to democracy; From the concentration of power to the distribution of power, and on the other hand, in the transformation from political competition to political hatred; From one foreign to another domestic; From active interruption to active transition; From a state of dialogue to a state of dialogue and hearing; From culture to game politics; From

valueism to powerism; From absorption and conservatism to repulsion and radicalization; From gaining trust to distrust; From the birth of cultural products to the destruction of the cultural machine has emerged. Iranian society in the face of these political changes, in different historical eras has shown different and even contradictory actions and reactions.

These reactions have sometimes taken the form of a revolutionary movement and sometimes in the form of political passivity. In fact, the Iranian man has sometimes had an idealistic reaction to a public mobilization in a political situation, and has sometimes been drawn into political isolation. Therefore, it can be concluded that the determining factor in the quality and quantity of Iranian society's political experience in political affairs has been the prevailing situation and social divisions; The gap between tradition and modernity; Between stranger and insider; Government and people; Rich and poor; Modern government and traditional government; Legal and customary culture; Traditional and youth reference groups. Obviously, citizen participation in politics, especially elections, is very important for political sovereignty. But assuming citizen participation, the question for political career candidates is how to win popular votes. Different academic disciplines have tried different approaches to answer this question.

Patterns for examining political participation Researchers in various fields since the second half of the twentieth century have sought to study the external causes and stimuli of political participation, especially electoral participation. Various theories have been proposed in this regard, most of which are rooted in Western societies. Initially, some believed that different social groups performed the same actions in different elec-

toral situations. For example, the people of a particular geographical area have for many years chosen a particular political faction and voted for a particular party. This led scientists to believe that geography could be considered as an independent variable in explaining voter behavior. Post-World War II studies have shown that voting behavior moves beyond the geographical area; In such a way that voting action can be considered as something with different individual, social and geographical variables (Ayoubi, 1998, p. 16). Different theoretical models of voting behavior can be found in three main approaches:

1-Sociological approach 2- Psycho-political approach 3- Rational-economic approach

### **Sociological approach**

This approach was proposed by Paul Lazarsfeld and Columbia University Study Group. He believed that by examining the social, political, economic and cultural situation of the voters, one can predict the political orientations and ultimately the outcome of their voting. In other words, there is a direct relationship between voting action and the economic, cultural and social status of individuals. Lazarsfeld concludes that "one thinks politically as one lives in it socially." "Social status is a determining element in the political orientation of individuals in a society." Social group voting makes it easier to examine individuals' voting behavior by offering sociological models. In this regard, instead of trying to understand all the issues related to the election campaign, the voters turn to a party that has a long history of supporting their class. A voter can belong to certain social groups; Trade unions, religious associations, trade unions, etc. As a result, a person from a working-class social group votes for a party that supports the goals of his or her social group; Because it is the Labor

Party that defends the interests of a worker as much as possible. This approach seems to have had a greater influence on electoral behavior in European societies. This can be called a valuable reason for this model. The social class has a clear effect on the votes of the citizens, so that the middle class supports the conservative parties and the working class supports the left parties. Another variable that affects the votes of citizens and even has a far greater impact than social class is the religious current. Region, race, ethnicity and differences between urban and rural areas are other factors that have a significant effect on electoral customs. In general, in this approach, less attention is paid to personal tendencies and inclinations, and most of the items are considered that go beyond personality boundaries.

Psycho-political approach in this view, voting following the views of individuals is an important political issue. This means that in this approach a choice is a political-psychological one before it is considered a social matter. Scientists have studied various elections in the United States and concluded that the choice is a psychological one. Having a connection with a political party and subsequently deciding to vote has a psychological aspect; Because in many cases it is a phenomenon that is associated with the emotions and feelings of the person and this is what is instilled in him by the family and the environment around the person. Thus, voting is an involuntary phenomenon and to a large extent it can be considered hereditary. This type of interpretation is an approach based on psychological stimuli and motivations that considers individual participation to be derived from tendencies such as idealism, effectiveness and sense of responsibility. The best model in this approach is the Robert Dahl model in the writing of the political man. His

model is based on a psychological-behavioral approach. He links the increase in the likelihood of individual participation to the rewards and benefits associated with participation. This approach is related to psychology at the micro level of sociology. The summary of his approach is as follows: The possibility of not receiving a reward or benefit from political and social participation pushes one away from participation; If there is no obvious difference between the choices, the possibility of participation is minimized; Feeling ineffective in participation and not noticeable change in case of participation, causes non-participation of people in the community; If the person feels that the desired results will be provided even if they do not participate, the possibility of participation will be minimized; If a person thinks that he does not have the necessary knowledge and awareness to make a decision, his priority will be non-participation; With the increase of issues and obstacles to entering politics, the probability of people's participation decreases (Dal, 1995, pp. 133-141).

**Rational-economic approach** One of the important approaches in explaining the action of choice is the wise decision approach which has been considered by some researchers (Seyed Emami, 2005, p. 58). In this view, people in the community try to understand the social conditions of their community in order to have a reason for their participation and choice. Individuals in a society measure the government and its performance in the electoral process, compare it with the plans and claims of the opposition parties, and in this way make choices among their options. Of course, the rational-economic approach to politics has been criticized by many thinkers, and many, like Lippmann, have rejected it. In the form of the rational approach, there is also the neoclassical approach to popular

choice, known as the theories of Anthony Downes. In this approach, it is assumed that the main driver of participation in elections by individuals in a society is economic interests. The people of a society expect to enjoy the benefits that the government gives them by their choice. As a result, what helps them is the benefits that the future government will give them.

### **Rational-economic approach**

One of the important approaches in explaining the action of choice is the wise decision approach which has been considered by some researchers (Seyed Emami, 2005, p. 58). In this view, people in the community try to understand the social conditions of their community in order to have a reason for their participation and choice. Individuals in a society measure the government and its performance in the electoral process, compare it with the plans and claims of the opposition parties, and in this way make choices among their options. Of course, the rational-economic approach to politics has been criticized by many thinkers, and many, like Lippmann, have rejected it. In the form of the rational approach, there is also the neoclassical approach to popular choice, known as the theories of Anthony Downes. In this approach, it is assumed that the main driver of participation in elections by individuals in a society is economic interests. The people of a society expect to enjoy the benefits that the government gives them by their choice. As a result, what helps them is the benefits that the future government will give them. Theories of political participation the meaning of participation and its other aspect is non-participation, the connection point of socio-economic, political, cultural and areas.

Theorists in the political, psychological, social, economic, and other fields have pro-

posed different theories with the aim of interpreting participation and non-participation. Considering that the meaning of non-political participation is not very old in sociological, psychological, social, economic and social studies compared to the concept of political participation and for various reasons not much attention has been paid to this concept in relation to the concept of participation; It has not expanded and deepened over time, and there is no way to study it other than using different theories and combining them to understand and understand our society. Political and sociological theorists have developed various theories to interpret and explain political participation and non-political participation, based on which the causes and contexts of youth political non-participation can be assessed. To examine theories of political participation, we will examine them in three areas: sociological, psychological-social, and socio-economic. From a sociological point of view, various social characteristics determine the levels of participation or non-participation of society in political arenas. In other words, citizens, under the influence of different social norms and situations, will show different tendencies towards political participation. As a result, it is their norms and social conditions that determine the extent of their involvement in politics. In this regard, sociologists have dealt with the dual category of participation / non-participation from different perspectives and have achieved different results from different perspectives considering the conditions of their society. Lerner, for example, sees non-participation as a product of the state of a traditional society in which social literacy has been far below the level of literacy in modern societies. It is also in these traditional societies that the level of social communication and mass media is unfavorable compared to modern societies. As a

result, political and social participation is as low as possible and will diminish over time.

### **Qualitative research**

This part of the research has been done with the approach of qualitative study of the factors influencing the attraction of young people to the election campaigns of the winning candidates of the 11th and 12th presidential elections by the method of content analysis. Based on purposive sampling method and theoretical saturation criterion, 29 officials of youth campaign headquarters in Tehran in 1992 and 1996 participated in this study. In-depth semi-structured interviews were used to collect data. The content of the interviews was coded in three stages and a thematic model was extracted from it, which indicated the existence of the main factors in the tendency of young people to campaign. These factors include: social capital, election promises, prestige, personal characteristics, managerial background, advertising policies, media policies, and the presentation of new discourse. Each of these themes included sub-themes, for a total of 82 items. According to the results of this study, the application of these themes in the participation of young people in election campaigns and on a case-by-case basis in attracting them to the election campaigns of the winning candidates of the 11th and 12th presidential elections has been effective. Qualitative research method Qualitative research is an interdisciplinary, interdisciplinary, and sometimes antidisciplinary approach that links humanism to the natural and human sciences (Denizban & Lynchin, 2010, p. 87).

In qualitative research, the researcher seeks to discover deep layers of meaning, as studied and analyzed by individuals. The method of data collection in the research is semi-structured interview, which is done us-

ing the interview guide. In this way, a list of written questions and topics that should be followed in a specific sequence, but during the interview, the researcher is also open to unforeseen questions. Community and sample the statistical population of this study was in the qualitative part of the officials and activists of the youth election campaigns in 1992 and 1996. The sampling method in this study is purposive sampling. In this method, the researcher begins by identifying people who have information related to the research topic and are called informants, and then a range of similar people are selected, in a way that all people enter the research along or in one or more dimensions. One reason for using this method is that the researcher does not consider only certain types of cases. The sampling process usually continues until the new interviews do not add more information to the previous findings and the researcher observes a repetition of the data pattern. In the present study, young people active in election campaigns entered the study as a sample and were interviewed. The sampling process continued until 29 cases, after which the researcher witnessed the theoretical saturation of the data. The input criterion for the study was the activity in the election campaigns of the presidential candidates in one of the years 1992 and 1996.

#### **Effective elements in voting action**

When the voter wants to choose from the available options, he / she has to consider the data related to 5 elements:

1- Social parties; 2- Ideology; 3- Policies; 4- Political parties; 5- Candidates (Seyed Emami, 2005, p. 266). The results of the selection of the candidate desired by the voters and its comparison with the rival parties are among the factors that one thinks about before the election. Campaigning shows the

homogeneity between personal, group, and partisan interests. Activists from its various parties highlight ideologies that primarily influence voters' priorities for freedom, equality, and social justice. Interactions between parties and voters take place because they have a clear understanding of the consequences of the party's policies and the status of its candidates. It is clear that voters are assessing their candidates to find out their personalities and political backgrounds. Despite all the criticisms of this theory, Inglehart believes that rational selection is one of the most logical approaches to the electoral scale by the citizens of a society and explaining the short-term political changes of cultural and institutional elements but these elements are not fixed in terms of cross-sectional-national and over time (Inglehart, 1994, p. 71).

**Psycho-personality element:** In interpreting the election process, psychological factors cannot be ignored. From this perspective, the emotional connections between voters and party leaders play an important role. In the United States, for example, voters are emotionally inclined to one of the Democratic and Republican parties, and this inclination is largely an emotional and political one. The same situation can be seen in Britain, which has links between the people and the Conservative and Labor parties. Notable in this article is the reaction of some American voters to the 2000 election, which can be described as individual characteristics. Half of all those who participated in the election said they had guns in their homes and voted for George W. Bush. This can be attributed to a common sense between the participants and the candidate. **Socio-class status:** This is another factor that affects the behavior of voters. For example, statistics show that the British vote from 1940 to 1970 was influenced

by the social and class status of its citizens; Because a high percentage of the middle class has voted for the Conservative Party, while the working class has voted for the Labor Party. Some researchers consider this point as one of the most important factors in people's decision-making choices. Another factor is economic issues, because in the political market, the voter, like the economic market, looks at his own interests and hopes for the future. As a result, he is trying to make the most of the election and is trying to gather information to evaluate the options and choose the one that is in line with his goals and interests.

#### **Gender:**

This factor is undeniable from the point of view of most theorists. But what is being debated among theorists is how important it is. The reactions and actions of both sexes are different under the same circumstances, and this is obvious. This happens for various reasons, and those are biological, psychological and cultural causes. Some theorists consider men to be prone to aggression for biological reasons. Some do not accept this reason for male aggression and look for the reasons for this aggression in different cultures and environments. In some cultures, women are more passive because of the culture that governs society. In some other societies, women's rights are at a much lower level than women's rights in other societies. As a result, these differences go back to cultural and geographical issues. But this does not preclude the conclusion that there is a biological difference between men and women and that it affects the way they think. Age: It is one of the factors that greatly influences the votes of the participants. For example, the elderly is more dependent on the current system and conditions than the young, who have a revo-

lutionary spirit and seek change and reform. Statistics in the UK show that for several years in a row, a high percentage of participants over the age of 50 voted for the right. In the 1992 election, for example, more than 49 percent of voters over the age of 65 voted for the Conservative Party.

#### **Religion:**

According to existing research, there is a direct link between religious tendencies and conservative tendencies. This is more evident in Britain. In the United States, among all the factors, the religion factor is the determining factor in the selection. In the 2000 US election, for example, those who went to church the most voted for the Republican Party. Of those who have never been to church, 61 percent voted for Al Gore and 32 percent for George W. Bush. Qualitative data analysis method Data analysis was performed using contextual analysis; That is, an analysis based on analytical induction in which the researcher achieves an analytical typology through the classification of data. In this research, three stages of open, axial and selective coding were performed. After conducting the interviews and producing textual data, the data were reviewed and classified by referring to the research questions. In the open coding stage, the texts were examined to find the hidden concepts in the information and an attempt was made to saturate the concepts using a fixed comparison approach, and this was continued until new information was found. Then all the information was coded and a brief description was written for each code. After that, a set of basic concepts was extracted. Common concepts were categorized into major categories based on comparisons of similarities and differences. This part of the coding process has been open. Related topics were then written. This line of connec-

tion must explain the major categories logically and analytically in sequence and in relation to the whole. This step is axial coding. Axial coding helps to logically organize and data analyzed and provides the basis for selective coding.

### Qualitative data analysis

method Data analysis was performed using contextual analysis; That is, an analysis based on analytical induction in which the researcher achieves an analytical typology through the classification of data. In this research, three stages of open, axial and selective coding were performed. After conducting the interviews and producing textual data, the data were reviewed and classified by referring to the research questions. In the open coding stage, the texts were examined to find the hidden concepts in the information and an attempt was made to saturate the concepts using a fixed comparison approach, and this was continued until new information was found. Then all the information was coded and a brief description was written for each code. After that, a set of basic concepts was extracted. Common concepts were categorized into major categories based on comparisons of similarities and differences. This part of the coding process has been open. Related topics were then written. This line of connec

tion must explain the major categories logically and analytically in sequence and in relation to the whole. This step is axial coding. Axial coding helps to logically organize and analyzed data and provides the basis for selective coding.

### Researcher Duties:

In this research, the researcher's duties are summarized as follows: Reviewing the conducted research, preparing the necessary equipment for conducting the research, designing interview and interview questions, designing a questionnaire, summarizing the interviews, coding the categories and propositions in the qualitative part, collecting and analyzing information in the quantitative part, summarizing the research results. Different methods of analysis are used to answer the developed problem or to decide whether to reject or confirm the hypotheses intended for research. Since in this research, the analysis of the obtained data alone is not enough to find the answers to the research questions, the interpretation of the data is also necessary.

### Quantitative findings

Check the age status of the respondents Table 1- Frequency distribution and relative frequency of respondents by age.

**Table 1:**

| Percent cumulative frequency | Percent Frequency | frequency | Age   |
|------------------------------|-------------------|-----------|-------|
| 46                           | 46                | 178       | 21-25 |
| 71                           | 25                | 97        | 26-30 |
| 89                           | 18                | 65        | 31-35 |
| 100                          | 11                | 44        | 36-41 |
|                              | 100               | 384       | total |

According to Table 1-5, the most people were in the age group of 21 to 25 years (46%)

and the least of them were in the age group of 36 to 41 years (11%). Other is given in Table.

**Assess the gender status of the respondents**

Table (below) Frequency distribution and relative frequency of respondents by gender

**Table 2:**

| Percent cumulative frequency | Percent Frequency | frequency | Gender |
|------------------------------|-------------------|-----------|--------|
| 54                           | 54                | 207       | male   |
| 100                          | 46                | 177       | female |
|                              | 100               | 384       | total  |

**Assess the educational status of the respondents**

The following Table Frequency distribution and relative frequency of respondents by education

**Table 3:**

| Percent cumulative frequency | Percent Frequency | frequency | educational                |
|------------------------------|-------------------|-----------|----------------------------|
| 17                           | 17                | 65        | Diploma and sub- diploma   |
| 69                           | 26                | 100       | Associate Degree           |
| 95                           | 52                | 200       | Bachelor                   |
| 100                          | 5                 | 19        | Master's degree and higher |
|                              | 100               | 384       | total                      |

According to above table, most of the statistical sample (equivalent to 52%) had a bachelor's degree and the least of them had a master's degree or higher (about 5%).

Table (below) Frequency distribution and relative frequency of respondents' opinions according to Rouhani's educational background

**Checking the validity of the questionnaire****In support of election campaigns Respondents' opinion****Table 4:**

| The cumulative percentage | Percent Frequency | frequency | Respondents, comment |
|---------------------------|-------------------|-----------|----------------------|
| 8.0                       | 8.0               | frequency | Too much             |
| 24.8                      | 16.8              |           | And much             |
| 59.4                      | 34.6              | frequency | medium               |
| 80.2                      | 20.8              | frequency | Low and very low     |
| 100.0                     | 19.8              |           |                      |
|                           | 100.0             | frequency | total                |

It can be inferred that Rouhani's educational background had a moderate impact on 173 people (equivalent to 34.6%) in

supporting campaigns and 203 people (equivalent to 40.6%) had a small and very low impact on supporting election cam

paings and also 126 people (equivalent to 24.8%) have had a high to very high impact in supporting election campaigns.

The table below shows the frequency distribution and relative frequency of respondents' opinions according to Rouhani's personality traits in support of election campaigns.

**Table 5:**

| The cumulative percentage | Percent Frequency | frequency | Respondents, comment |
|---------------------------|-------------------|-----------|----------------------|
| 3.8                       | 3.8               | 19        | Too much             |
| 12.8                      | 9.0               | 45        | And much             |
| 44.4                      | 31.6              | 158       | medium               |
| 74.4                      | 30.               | 150       | Low and very low     |
| 100.0                     | 25.6              | 128       |                      |
|                           | 100.0             | 500       | total                |

It can be inferred that Rouhani's personality traits had a moderate effect on supporting 158 people (equivalent to 31.6%) in supporting campaigns and 278 people (equivalent to

55.6%) had little or no effect on supporting campaigns and also 14 people (equivalent to 2.8%) have had a high to very high impact in supporting election campaigns.

**Table 6:**

| The cumulative percentage | Percent Frequency | frequency | Respondents, comment |
|---------------------------|-------------------|-----------|----------------------|
| 2.4                       | 2.4               | 12        | Too much             |
| 10.2                      | 7.8               | 39        | And much             |
| 42.0                      | 31.8              | 159       | medium               |
| 68.6                      | 26.6              | 133       | Low and very low     |
| 100.0                     | 31.4              | 157       |                      |
|                           | 100.0             | 500       | total                |

The following table summarizes the model of the relationship between social capital

variables, reform flow and youth attraction.

**Table 7:**

| Model | Constant coefficient | Explanation coefficient | Modified explanation coefficient | Standard error estimation |
|-------|----------------------|-------------------------|----------------------------------|---------------------------|
| 1     | 0.768                | 0.590                   | 0.587                            | 0.43417                   |

In the table above, the value of the correlation coefficient is equal to 0.768, it refers to a simple correlation between two variables and in other words, it shows the intensity of

the correlation between the two variables. As can be seen from this value (correlation between two variables), there is a very strong correlation between the two variables. Also,

the value of the explanation coefficient indicates that the variable of social capital in the

reform process explains 59% of the changes in the variable of youth attraction.

**Table 8:**

*The table below analysis the variance of the relationship between the variables of social capital, reform flow and youth attraction.*

| Model      | Sum of squares | Degrees of freedom | Average of squares | F       | The significance level |
|------------|----------------|--------------------|--------------------|---------|------------------------|
| Regression | 38.36          | 1                  | 38.36              | 201.784 | 000                    |
| Left over  | 26.390         | 383                | 0.188              |         |                        |
| total      | 64.426         | 384                |                    |         |                        |

The table above shows whether the regression model can significantly (and appropriately) predict the changes of the dependent variable. Now considering the sig

nificance level because the value of the significance level is less than 0.05, therefore, the regression model is significant.

**Table 9:**

*Correlation coefficients of social capital variables of reform flow and youth attraction*

| Model                        | Non-standard coefficients |                | Standard coefficients | t      | The significance level |
|------------------------------|---------------------------|----------------|-----------------------|--------|------------------------|
|                              | B                         | Standard Error |                       |        |                        |
| Fixed                        | 1.105                     | 0.166          | $\beta$               | 6.646  | 0.00                   |
| Social capital reform stream | 0.674                     | 0.047          | 0.768                 | 14.205 | 0.000                  |

The table above gives us information about the predictor variables. Now, considering the value of the significant level, which is less than 0.05, we see that the other fixed and variable values are both significant in the model. A beta value of 1.008 indicates the effect of the independent variable.

researcher expresses the results of the research according to the analysis of collected data and statistical tests and suggestions at the macro level as well as suggestions for research. The future offers. It should be considered that the analysis of research findings, correct conclusions and relevant and appropriate suggestions is a way to turn theories into action in the future.

### Conclusion:

In this research, following the principles and theoretical and research framework, the researcher has tried to investigate the reasons and grounds for attracting young people to the election campaigns of the winning candidates of the 11th and 12th presidential terms.

hypotheses are presented for this research. After reviewing the literature, presenting the research method and analysis performed in previous chapters, in this chapter the re-

### Demographic analysis:

54% of respondents were male and 46% were female. The age of the respondents was as follows: 46% were between 21 and 25 years old, 25% were between 26 and 30 years old, 18% were between 31 and 35 years old, and 11% were between 41-36 years old. As a result, it can be inferred that people between the ages of 21 and 25 are the most responsive. The level of education of the respond-

ents is as follows: 17% had a diploma or lower, 26% had a master's degree, 52% had a bachelor's degree, 5% had a master's degree or higher. Therefore, respondents with a bachelor's degree have the highest number of respondents.

### Hypothesis analysis

**Hypothesis 1:** "Virtual social networks have an impact on attracting young people to the winning candidate campaign." The value of the observed significant level number; It is less than 0.01 and in fact 0.000, which is less than the standard significance level of 0.05. Therefore, there is a significant relationship between these two variables at the level of 99% confidence. Thus, the research hypothesis is confirmed; In other words, virtual social networks have an effect on attracting young people to the election campaign of the winning candidate.

**Hypothesis 2:** "Celebrity mobilization has an impact on attracting young people to the winning candidate campaign." The value of the observed significant level number; It is less than 0.01 and in fact 0.000, which is less than the standard significance level of 0.05. Therefore, there is a significant relationship between these two variables at the level of 99% confidence. Thus, the research hypothesis is confirmed; In other words, the mobilization of celebrities has an effect on attracting young people to the election campaign of the winning candidate.

**Hypothesis 3:** "Television debates have an impact on attracting young people to the winning candidate campaign." The value of the observed significant level number; It is less than 0.01 and in fact 0.000, which is less than the standard significance level of 0.05. Therefore, there is a significant relationship between these two variables at the level of 99% confi-

dence. Thus, the research hypothesis is confirmed; That is, televised debates have an impact on attracting young people to the winning candidate's campaign.

**Hypothesis 4:** "Breaking the taboo on negotiating with the United States has an impact on attracting young people to the winning candidate's campaign." The value of the observed significant level number; It is less than 0.01 and in fact 0.000, which is less than the standard significance level of 0.05. Therefore, there is a significant relationship between these two variables at the level of 99% confidence. Thus, the research hypothesis is confirmed; In other words, breaking the taboo on negotiating with the United States has an effect on attracting young people to the winning candidate's election campaign.

**Hypothesis 5:** "Election promises have an effect on attracting young people to the winning candidate's campaign." The value of the observed significant level number; It is less than 0.01 and in fact 0.000, which is less than the standard significance level of 0.05. Therefore, there is a significant relationship between these two variables at the level of 99% confidence. Thus, the research hypothesis is confirmed; That is, election promises have an impact on attracting young people to the winning candidate's campaign.

**Hypothesis 6:** "Attention to ethnicities has an effect on attracting young people to the election campaign of the winning candidate." The value of the observed significant level number; It is less than 0.01 and in fact 0.000, which is less than the standard significance level of 0.05. Therefore, there is a significant relationship between these two variables at the level of 99% confidence. Thus, the research hypothesis is confirmed; In other words, paying attention to ethnicities has an effect on attracting young people to the election campaign of the winning candidate.

**Hypothesis 7:** "Symbolism and colour choice have an effect on attracting young people to the winning candidate campaign." The value of the observed significant level number; It is less than 0.01 and in fact 0.000, which is less than the standard significance level of 0.05. Therefore, there is a significant relationship between these two variables at the level of 99% confidence. Thus, the research hypothesis is confirmed; That is, symbolism and colour choice have an effect on attracting young people to the winning candidate's election campaign.

**Hypothesis 8:** "The social capital of the reform process has an effect on attracting young people to the election campaign of the winning candidate." The value of the observed significant level number; It is less than 0.01 and in fact 0.000, which is less than the standard significance level of 0.05. Therefore, there is a significant relationship between these two variables at the level of 99% confidence. Thus, the research hypothesis is confirmed; In other words, the social capital of the reform process has an effect on attracting young people to the election campaign of the winning candidate.

**Hypothesis 9:** "The discourse of moderation affects the recruitment of young people in the election campaign of the victorious candidate." The value of the observed significant level number; It is less than 0.01 and in fact 0.000, which is less than the standard significance level of 0.05. Therefore, there is a significant relationship between these two variables at the level of 99% confidence. Thus, the research hypothesis is confirmed; That is, the discourse of moderation has an impact on attracting young people to the winning candidate's campaign. **Offers**

- It is suggested that the present study be conducted for the previous election periods in order to provide a comprehensive result for

generalization to the next periods. - It is suggested that researches corresponding to this research be done and the results be compared with the present research.

- It is suggested that the obstacles and factors affecting the reduction of youth electoral participation be examined. - It is suggested that issues related to youth electoral participation be among the research priorities of organizations and universities.

## References

- Abrahamian, Yervand. (2018). Iran between the two Revolutions, translated by Ahmad Golmohammadi and Mohammad Ibrahim Fattahi, Tehran: Ney Publishing
- Amini, Ali Akbar and Khosravi, Mohammad Ali. (2010). "The Impact of Political Culture on the Political Participation of Women and Students", Quarterly Journal of Political Studies, 2<sup>nd</sup> Year, No. 7, Spring 2010
- Ashouri, Darius. (2018). Political Encyclopaedia, Tehran, Morvarid Publication
- Ayoubi, Hujjatullah. (1998). Political Participation, Collection of Articles, Tehran: Safir Publication
- Ayoubi, Hujjatullah. (2012). The emergence and dynamism of political parties in the West. Tehran: Soroush Publications
- Azad Armaki, Taghi (1996). "The Impact of Political Campaign on the Electoral Behavior of Tehran Citizens in the 5<sup>th</sup> Election of the Islamic Consultative Assembly", Nameh-e Oloome-Ejtemaei, No. 8, Winter
- Azghandi, Alireza. (2014). History of Political and Social Developments in Iran, Volume II, Tehran: Samt Publishing

- Bakhtiarnejad, Parvin. (2007). "A Nation with Complex Behaviors", Etemad Magazine
- Bashiriye, Hossein. (2008). Political Science Education, Tehran: Cheshmandaz-e-Moaser Institute
- Basiri, Mohammad Ali, Shadivand, Dariush. (2001). "Electoral Behavior in Tribal Areas", Strategy Quarterly, No. 20, Summer
- Bastani, Robabeh. (2005). July 23 Reactions to the 9<sup>th</sup> Presidential Election, Tehran: Ghalame-Moallem Publications
- Bayat, Asef. (2010). Life as politics: How ordinary people change the Middle East, Stanford studies in Middle East.
- Beer, Allen. (1991). Culture of Social Sciences, translated by Baqer Sarukhani, Tehran: Keyhan Publications
- Brooks, Jean. (2007). "The Great Exaggeration: why Parliament, TV is Alive and well", Politically Speaking, Campaigns and Elections, 28 (8).
- Darabi, Ali (2017). Electoral Behavior in Iran, Tehran: Soroush Publishing.
- Darzi, Ali. (2003). "Sociology of Elections (Analysis of the Electoral Behavior Pattern of the People of Markazi Province in the Eighth Presidential Election", M.Sc. Thesis, Tehran.
- Haghighi, Mohammad Sadegh (1991). Elections "Definitions and Terms", Tehran: Ministry of Interior.
- HajiPour Sarduie, Simin. (2017). "Study of the electoral behavior of Tehran citizens; Case Study of Tehran City Council ", Journal of Political Science, Year 12, Number 3.
- Jonathan M., Tisch. (2019). Voting with their Wallets: The Largely Untapped Potential of Youth as Political Donors.
- Khawaja Sarvi, Gholam Reza. (2003). Political Competition and Political Stability in the Islamic Republic of Iran, Tehran: Islamic Revolution Documentation Center.
- Lashkari, Maryam and Zahra Pishgahi. (2009). "Analysis of Iranian Electoral Behavior Case Study of Nowshahr and Chalous Constituencies in the 8<sup>th</sup> Election of the Islamic (Consultative Assembly)", Quarterly Journal of Human Geography, Volume 1, Issue 3
- Rahimi, Mustafa (2010). Constitution and Principles of Democracy, Niloufar Publishing.
- Rahmani, Taghi (2006). "Electoral Behavior and Strategic Results", Shargh Magazine.
- Rahmani, Taghi (2006). "Why We Are Surprised (Exploring the Electoral Behaviors of Society)", Shargh Magazine.
- Rezvani, Mohsen (2007). "Analysis of Electoral Behavior, Case Study of Presidential Elections", Maaref Quarterly, Volume 16, Number 123.
- Ritzer, George. (2015). Sociological Theory in Contemporary Times, translated by Mohsen Tholasi, First Edition, Tehran: Scientific Publications.
- Seth E. Blumenthal. (2015). Children of the "Silent Majority": Richard Nixon's Young Voters for the President.
- Yukl, G. (2000). Influence tactics and leader effectiveness, Greenwich: Information Age.