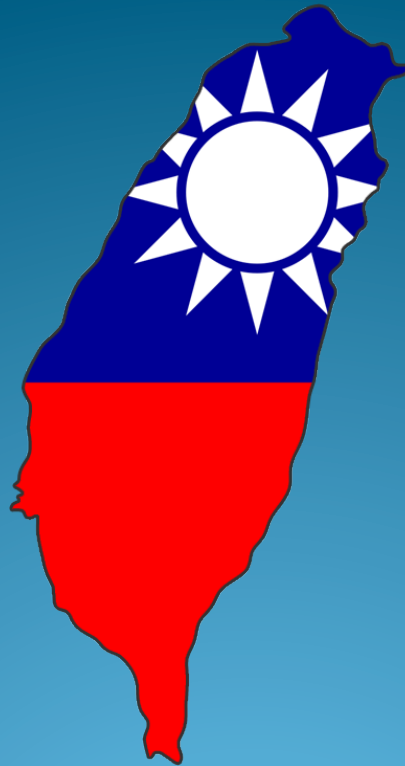


# Taiwanese Youth participation in Politics and Democracy



# Introduction

- What is the role of Taiwanese Youth in the 2012 election?
- What kind of strategies are done by political parties to attract Youth group?
- What is the motivation, if any, of the youth to participate in political process?
- Link between participation and voting

# Methodology

- Observation at political rallies, campaign headquarters and polling stations
- Interviews/discussions with youth representatives/volunteers at campaign headquarters
- Secondary sources- TVBS etc



# (1) Political views of TW Youth and their position in the 2012 election



# First Voters (首投族)

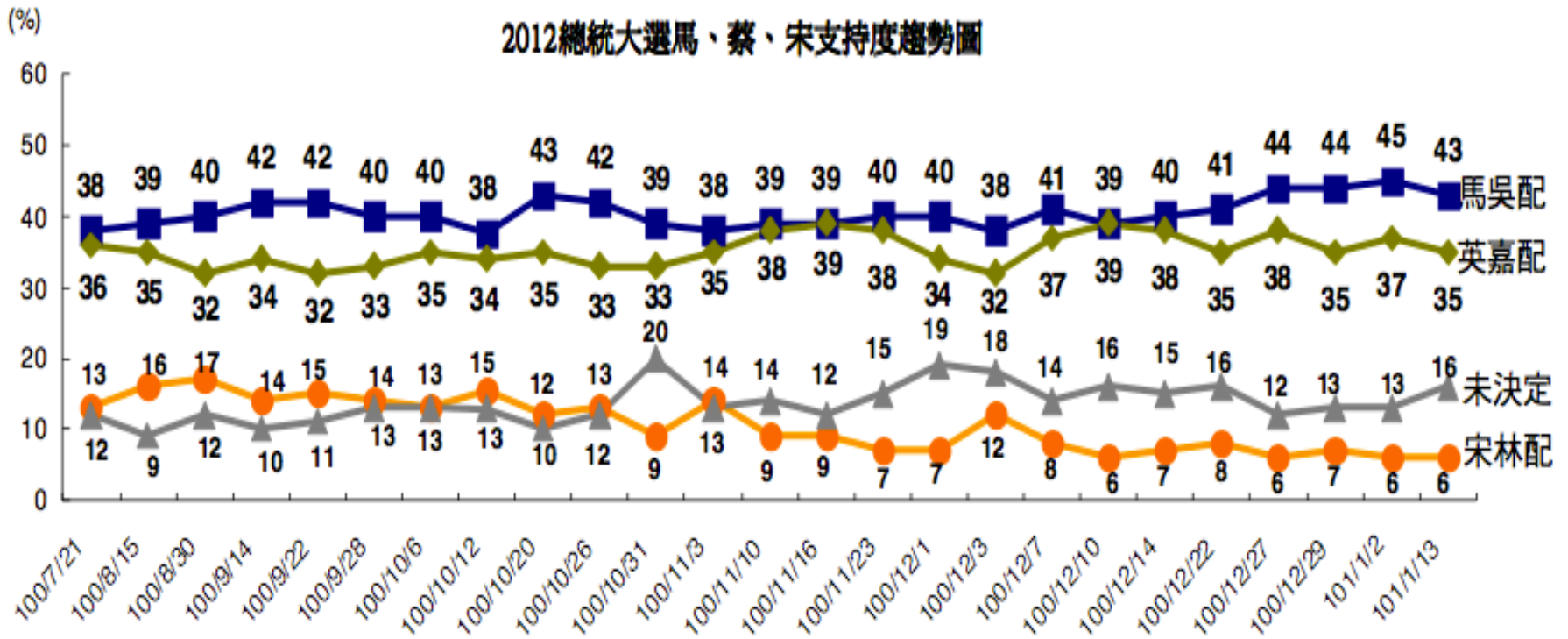
- Age 20 or above are eligible to vote in TW.
- Age 20-24: first time to vote for political elections; persons who had not yet reached 20 in the last election (2008).
- According to the numbers published by the ministry of interior there is about 1.6mil.
- The actual turnout was around 7.5%, thus **1.2mil** represent the number of vote by them. Thus, its proportion in total voters: **8.8%**.

# First Voters (首投族)

- Voters aged between 20-29 is 3.46mil. Thus, The First voters consist of 34% of the Youth group.

# Youth Group in the 2012 election

- The group aged between 20 to 29 is about 3.46mil, and consists about 20% of the total electorate.
- Difficult to predict their attitude for the candidates (Not defined by political color; pan-blue or pan-green), while the attitude of the elder groups are fixed usually.



SOURCE: TVBS民意調查中心-2012 總統大選 1/3 - 1/13 封關期間民調

# Youth Group in the 2012 election

- Excluding those in the military services, almost a half of the First voters (consists 34 % of the group aged between 20-29) are college and university students, and a half of them are already working.
- Economic issues is important for them rather than Political identity issue. Mainly education and employment

# Youth Group in the 2012 election

- The total unemployment rate was about 4.4%, while that of the First voters were around 12.8%, last year (2011)
- Ma's government has successfully reduced the total rate of unemployment proportionately by about 15% compared to the 2010. However, they only reduced that of First voter's group by 0.5%.

# Supporting Rate by Age Group (1/13)

表 2-2、2012 總統大選候選人支持度與年齡交叉表

	全體	年齡				
	(100%)	20-29 歲 (18%)	30-39 歲 (20%)	40-49 歲 (21%)	50-59 歲 (19%)	60 歲以上 (21%)
馬吳配	43	40	40	48	48	41
英嘉配	35	41	42	35	31	26
宋林配	6	7	8	6	7	4
未決定	16	12	11	10	14	29


Base：20 歲以上會去投票的台灣地區民眾

SOURCE: TVBS民意調查中心-2012 總統大選 1/3 - 1/13 封關期間民調

# Youth Motivation

- Taiwanese Youth are much more interested in economic issue rather than political issue.
- Political views of the Youth are not fixed according to ideological issue.
- They are influential for the outcome of election, in terms of their proportion in the total electorate.
- DPP supporter are mostly young people





## (2) Advertisement and other strategies to arise Youth interest in Politics

-According to statistics of Taiwan's Council for Economic Planning and Development, Taiwan's population will stop growing and start falling in 2022.

-Taiwanese youth aren't exactly chomping at the bit to get involved in political activities .

-According to statistics of Taiwan's Council for Economic Planning and Development, Taiwan's population will stop growing and start falling in 2022.

-Taiwanese youth aren't exactly chomping at the bit to get involved in political activities .

So, what's the best way to get them interested in political matters?



## **Freddy Lin**

-front man of Taiwan most well known metal band, Chthonic

-GUTS United, an organization that strives to get Taiwanese youth to care about Taiwan's political future



-the way to make politics accessible to youth is to make it fun, rather than boring and preachy

- something that young people can relate to and enjoy, while imparting a basic message that they can latch onto.

“Globally, the young people don’t care too much about political things,” Lim laments. “They care more about their own lives, so they don’t pay much attention to serious political issues.





## Advertisement and measure taken by Political Parties to engage Youth in Politics

- DPP established a youth group, Freddy Action in 2008
- Freddy Action designed eye catching promotional products, including stickers, flags and mobile phone straps.
- “ Turn the tide”
- Gave youth the freedom to carry on their own activities
- DPP invites Freddy Action representative in meetings to listen to youth demands





-KMT set up three youth groups dedicated to encourage youth participation in the campaign for the presidential election, including the Youth League, the Youth Army and the Youth Unit.

-One of the youth groups, the GMD Youth League was set up in 2004.







- The Youth Army was another election apparatus for the campaign. It had an all-girl team with about 2,300 to 2,500 female students
- They were organized into a sub-unit, named “Babes for Ma”.
- “Ten Rifles” was a design team in Mr Ma’s election campaign.











# Even observers?



中評社  
cn-rn.com









### 馬英九總統

Politician



#### Wall



#### 馬英九總統

政府推動二八事件平反工作共分三個階段，第一步是進行二八事件的調查與出版報告以及建碑工作，同時政府認錯、道歉；第二步是推動「二八事件處理及賠償條例」立法工作，這是在法務部長任內推動的工作，民國84年立法完成後，成立二八基金會，開始辦理賠償工作，至民國99年已完全結束。同時，將2月28日訂定為紀念日，放假一天，並辦理恢復受難者名譽的工作；第三階段是成立國家級二八紀念館，在去年今天落成後，為台灣社會提供紀念亡者、撫慰家屬、以及人權教育的功能。

我從第一個階段就參與工作，一直到現在，前後長達20年。就是因為與受難者與家屬接觸多，瞭解他們失去至愛親人那種數十年刻骨銘心的痛苦與悲憤，絕對不是政府認錯、道歉、賠償可以化解。這些工作都是必要的，但還需要繼續發掘真相、選



### 台灣加油讚

January 13

<小編提醒>這一票，為我們自己。  
元月十四日挺身而出，讓我們為自己，投下我們珍貴的一票。

Like · Comment · Share

8,822 people like this.

303 shares

View previous comments 50 of 412

方威中 核能發電約佔台灣電力25%左右這缺口要從哪補呢?  
January 13 at 10:03pm · Like · 2

方威中 始說水力,抱歉~水力電廠從水文調查到完工發電至少8-10年,火力電廠從興建到完工大概3-4年左右,其他替代能源呢?風力?太陽能?目前技術還不成熟,要是其他發電量夠,那個國家會用核能發電,因為目前核能是穩定的發電方式,所以各廠都用,逐步推動非核家才靠可行的  
January 13 at 10:06pm · Like · 1

方威中 再說台灣目前的消費者從接受高電價嗎?其實調高電價才會對大企業有抑制作用,也才能夠節能減碳,目前台灣的電力大宗都是工業用,電民生用電是少數,唯有調高電價,大企業才可能節約用電  
January 13 at 10:09pm · Like · 1

Write a comment...



### 蔡英文 Tsai Ing-wen

Politician



#### Wall

蔡英文 Tsai Ing-wen · Everyone (Top Posts)

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Write something...



#### 蔡英文 Tsai Ing-wen

台灣的民主進程中有許多事件發生，這是歷史要我們記住，這些事件代表台灣社會要共同記住的重要價值。在未來的日子裡不要犯錯，並提醒台灣民主的發展和人權的維護必須注意的事情，讓台灣走向一個公平、免於恐懼和被尊重的民主社會。

歷史的借鏡，前人的努力，我們必須牢記在心，也希望他們的精神以及歷史的教訓能夠深刻在心中，這裡期許年輕世代莫忘前人犧牲奉獻，且知道自己的責任和對台灣未來的使命感。

See Translation

莫忘前人犧牲奉獻 期許台灣年輕世代的責任和未來使命感  
www.iing.tw

Like · Comment · Share · Monday at 11:08am

## 這一票，為我們自己

選完，會有天，我們的孩子問我們：  
「〇二二年元月十四日這一天，我們是怎麼站出來守護我們所相信的價值？」  
因為，如果我們相信  
我們應該盡最大的努力讓自己的生活與社會變得更好，  
相信我們對社會不應再一再地在無辜的傷上；  
如果我們拒絕無辜和拒絕我們的良知；  
如果我們在乎我們的未來，  
孩子的未來，  
台灣的未來，  
我們就必須自己站出來，  
為我們自己，  
去投給我們心目中的大是大非與珍貴的價值。  
元月十四日挺身而出，  
讓我們為自己，  
投下我們珍貴的票

請投 ② 號 馬英九、吳敦義  
請投 ⑤ 號 中國國民黨

選前之夜 最後一刻

高雄 18:00 夢時代廣場  
台中 18:30 洲際棒球停車場  
台北 19:00 遠東大樓大廳

19:00 CH57 東森財經台  
22:00 三地連線 現場直播

台灣加油

# 我相信馬英九

## 投票日倒數 6 天

台灣加油讚 January 8

<青年朋友讚出來>倒數六天，我相信馬英九

Like · Comment · Share

11,205 people like this.

486 shares

View previous comments 50 of 428

馬嘉輝 總統加油 呼籲一定要將票投給國民黨 不論總統立委選都有政黨 因為總統連任我們經濟才會繼續好 立委過半才能掌握立法院院長 加油 衝一波  
January 9 at 12:45am · Like · 7

羅耀輝 記得宋先生幾年前~那時選總統時...本來馬總統也要出來競選...但這個選票就做了...現在馬總統連任卻要參一腳...難道就不能讓馬再競選四年嗎?一定要將票投給國民黨嗎?他還是綠黨的spy...否則怎會不知黨分化真危險~真的能夠知道再競選...  
連我這會長級職員也無法挺住了~~~~馬總統當選~加油~加油~加油~必定當選~  
January 9 at 12:59am · Like · 11

Ken Tam 支持有信念的真男人！馬英九 唯有他才敢帶領台灣邁向國際，大家加油，千萬要堅持到14號，不能讓那麼賢能的人孤獨  
January 9 at 1:00am · Like · 5

Write a comment...

# 我要投馬英九

## 投票日倒數 1 天

台灣加油讚 January 13

《0114青年讚出來》倒數一天，我要投馬英九

Like · Comment · Share

14,107 people like this.

1,335 shares

View previous comments 50 of 687

劉大維 我全家都投國民黨  
January 13 at 9:33pm · Like · 7

羅志輝 支持馬總統...加油  
January 13 at 9:57pm · Like · 2

蔡嘉彬 要小心綠營晚上10點以後出動步.....  
January 13 at 9:58pm · Like · 2

蔡嘉彬 大家要團結集中票源,加油!!!  
January 13 at 9:59pm · Like · 1

Connie Lin 馬總統一定贏，再度連任。Ya Ya Ya  
January 13 at 10:08pm · Like · 1

新龍 天底下根本沒有公平正義因為公平正義就像92共識一樣各自表述.....請問台灣人還要每個

# 我要投馬英九

## 投票日倒數 1 天

台灣加油讚 January 13

《0114青年讚出來》倒數一天，我要投馬英九

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為台灣讚出來! **HAPPY NEW YEAR 2012 TAIWAN** 台灣加油



台灣加油讚 taiwanbravotv's Channel

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Abed, I see a silver light,  
I wonder if it's frost aground.  
Looking up, I find the moon bright;  
Bowing, in homesickness I'm drowned.

(床前明月光 疑是地上霜 舉頭望明月 低頭思故鄉)

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台灣加油讚

December 29, 2011

清冷的天氣，看到 高屏讚舞團，就讓人暖了起來！讚舞團，有你們真好！

Like · Comment · Share

59 people like this.



王小華 辛苦你們了---謝謝你們

December 29, 2011 at 11:53am · Like · 7



林燕芬 年輕人!有你們台灣會更好!加油!

December 29, 2011 at 4:11pm · Like · 7



Ling-Ling Liu 年輕真好 英九有望

December 31, 2011 at 10:49pm · Like · 1



Write a comment...



台灣加油讚

October 6, 2011

辛苦是值得的，台灣加油讚!!!

Like · Comment · Share

49 people like this.

4 shares



Jjlin Lin 中善好正!!!!!!

October 11, 2011 at 7:29pm · Like · 2



Grace Chen 台灣加油!大家都加油!

October 17, 2011 at 1:47am · Like



林元秋 台灣加油!

October 17, 2011 at 5:22am · Like



林元隆 台灣加油 讚

October 24, 2011 at 12:17pm · Like



Joko Lana Tanks ats slametan ny, eh maksud nya ucapan slametan ny, apa pun artinya itu smua berkat bantuan dan dukungan anda dan kalian smua cepet pulang mas bro kita makan nasi UDUK YuK

December 16, 2011 at 12:49pm · Like



Write a comment...









# Voluntary Participation

Part III :

## Youth and Voluntary Participation in political activities

# Is it really Voluntary?

- Corruption: - Generally no incidences of corruption reported to suggest youth induced
- No compulsory voting requirement in law
- Youth and leadership – as part of transition

# Areas of volunteering

- Campaign headquarters i.e. DPP and KMT campaign head offices had youthful leadership. Generally more youth witnessed in DPP camp pointing toward pro '*nationalism*' sentiments
- Organizing rallies and public mobilisation
- Distribution of campaign materials

# Importance of youth volunteering

- Discernible 'life' to the whole Taiwanese elections. The youth more active and loud thus creating 'electioneering mood'. Good for high turnout.
- Engaged for political transition thus stable Taiwan
- High chances of constructive policy debate in the long term i.e. cross-strait relations/ one-china policy

# Conclusion

- Youth in Taiwan important stakeholders in Taiwanese democracy

THANK YOU