

# [Short informational memo report](https://assignbuster.com/short-informational-memo-report/)

[](https://assignbuster.com/)[Sociology](https://assignbuster.com/essay-subjects/sociology/)

Short informational memo report Marc Mayrand, the chief electoral officer Elections officers Re: Improvements in Nova Scotia elections Background   
The following document gives detailed information about improvements in Canadian federal elections. The document is based on a research project that was carried out in Nova Scotia to establish youth turn out during 2008 elections. This document is intended for Marc Mayrand the chief electoral officer.   
Problem statement   
From the field survey, it was established that only 37 percent of the registered youth voters turned out during the voting day (Elections Canada Web). This report consider the youth as people aged 25 years and below. This was a low turnout compared to the population of youth in Canada. According to 2008 census, Canada population median was estimated to be 39. 4 years. This implies that Canada has an aging population. The low turnout among the youths indicates that they are underrepresented in the country’s decision-making process (Rae 34).   
Poor attitude towards election and politics might be the main reason behind the low turnout (Radcliff 98). Most Canadian youth consider politics, leadership, and the country’s decision-making process to be the duty of senior citizens. Canadian youths also feel underrepresented in the country’s political arena (NYT Web). This is because most political leaders in the country are senior citizens.   
The low voter turnout among the youth is a clear indication that the country has governance problems. The youth are critical in the country’s decision-making process. The Canadian election has a task to sensitize the youths on the importance of taking part in the voting process (Howe 78).   
The electoral commission can use civic education as their key strategy towards eliminating the problem. Civic education will involve informing the youth about the importance of taking part in national election (Engelmann 34). Civic education can be done through the mass media. The election commission should also take advantage of the social media to create awareness among the youths on the importance of voting. The last Nigerian elections clearly demonstrate how social media such as face book can become effective tool for civic education among the youths (Shirazi 20). The electoral commission should also introduce policies that will promote youth candidates running for leadership positions in the country.   
Creating awareness among the youth on the importance of voting will make them to have positive attitude towards the country’s decision-making process (Shirky 47). Conducting civic education through the social media will bridge the gap between the youths and politics. Policies promoting youth candidates among the youth will eliminate the association of seniors with leadership and politics. This move will also make the youth to consider themselves capable of taking up leadership positions in the country.   
Although the proposed strategies are realistic, they are not easily to achievable (Radcliff 76). The proposed measures will also produce tangible results in the long term and, therefore they might not attract full support from the government. The electoral commission may also be reluctant to fund the proposed civic education projects.   
If the proposed initiative materializes, the youths will finds it to be beneficial. Their participation in voting is essential for their development and the overall development of the country. This initiative will create awareness among the youths on the importance of voting. The initiative is also aimed at encouraging the youth to run for leadership position in the country.   
Work cited   
Shirazi, Francis. “ The Contribution of ICT to Freedom and Democracy”. The Electronic Journal on Information Systems in Developing Countries 35. 1 (2008): 1–24. Print.   
Shirky, Ferrell. “ The political power of social media: Technology, the public sphere, and political change”. Foreign affairs 2. 3 (2010): 45-89. Print.   
Rae, Douglas. The Political Consequences of Electoral Laws. New Haven and London: Yale University Press, 1967. Print.   
The New York Times. “ Young Americans are Learning Left, New Poll.” Finds. June 27, 2007. Radcliff, Benjamin. Turnout and the Democratic Vote”. American Politics Research 22. 1 (1994): 34-67. Print.   
Elections Canada. Registered Party Financial Transaction Returns. Elections. Web 3, March 2, 2012. Engelmann, Frederick and Schwartz, Mildred. “ Political Parties and the Canadian Social Structure”. Scarborough: Prentice-Hall of Canada Ltd, 1967. Print.   
Howe, Paul. “ Political Knowledge and Participation in the Netherlands: Comparisons with the Canadian Case”. International Political Science Review 26. 2. (2006): 34-76. Print.