

# Short informational memo report

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).

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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

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encouraging the youth to run for leadership position in the country.

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