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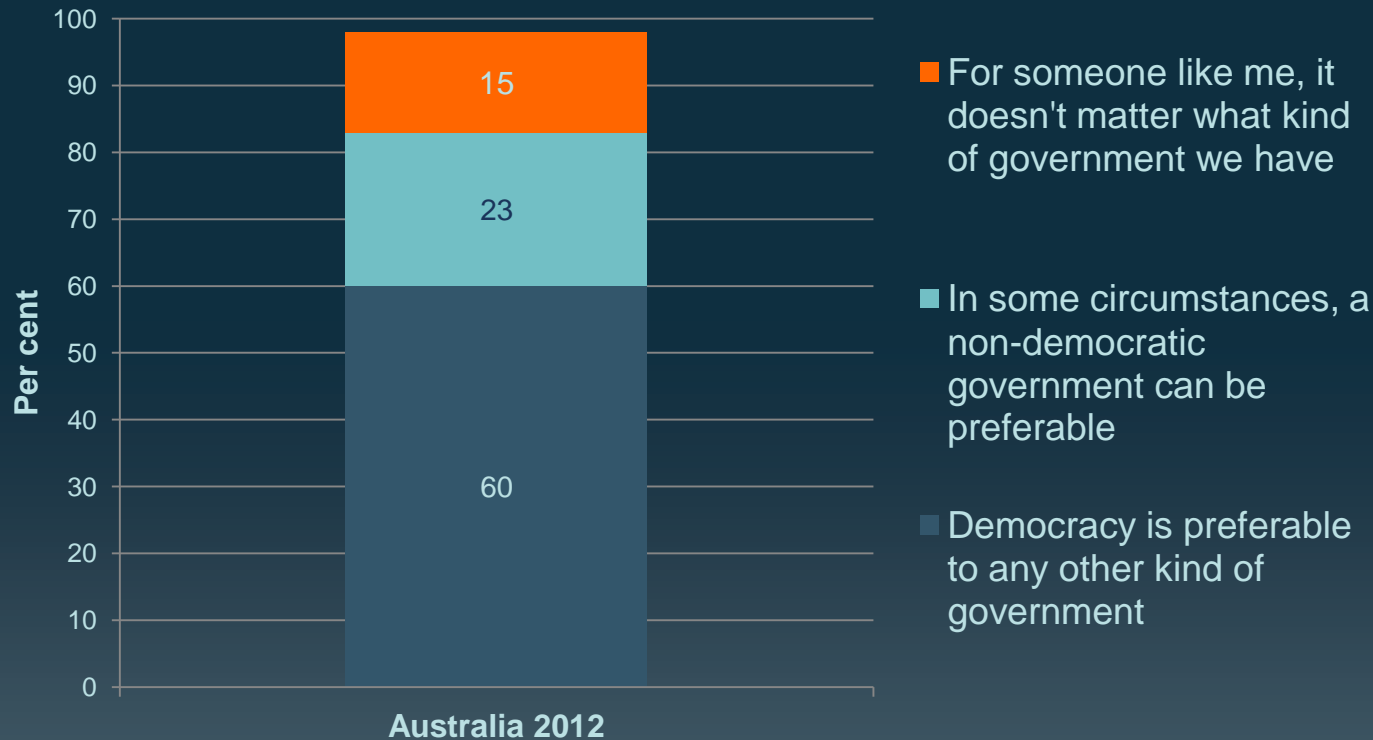
FOR INTERNATIONAL POLICY

Democracy, millennials and political discourse

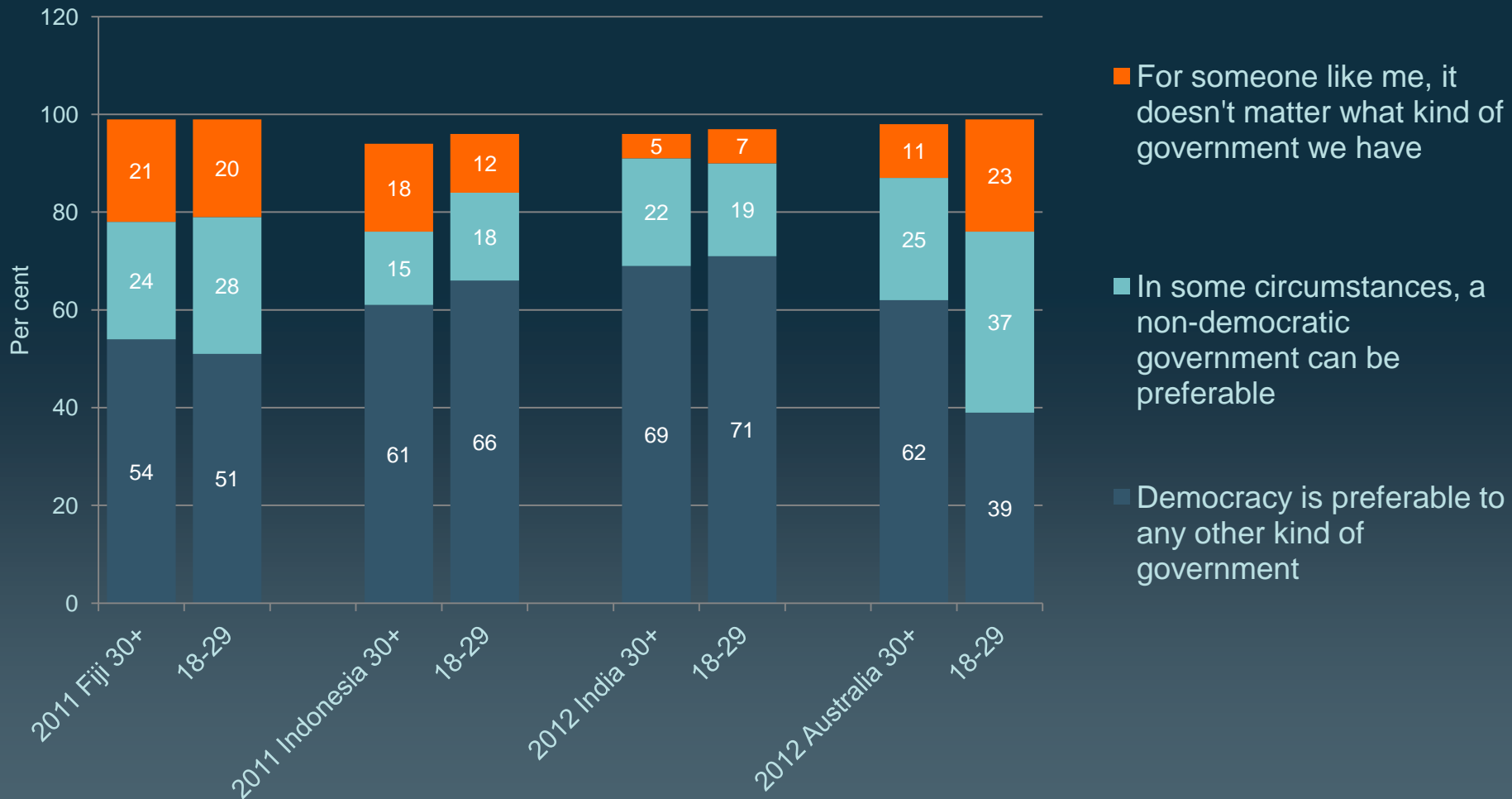
ALEX OLIVER
RESEARCH FELLOW

June 2013

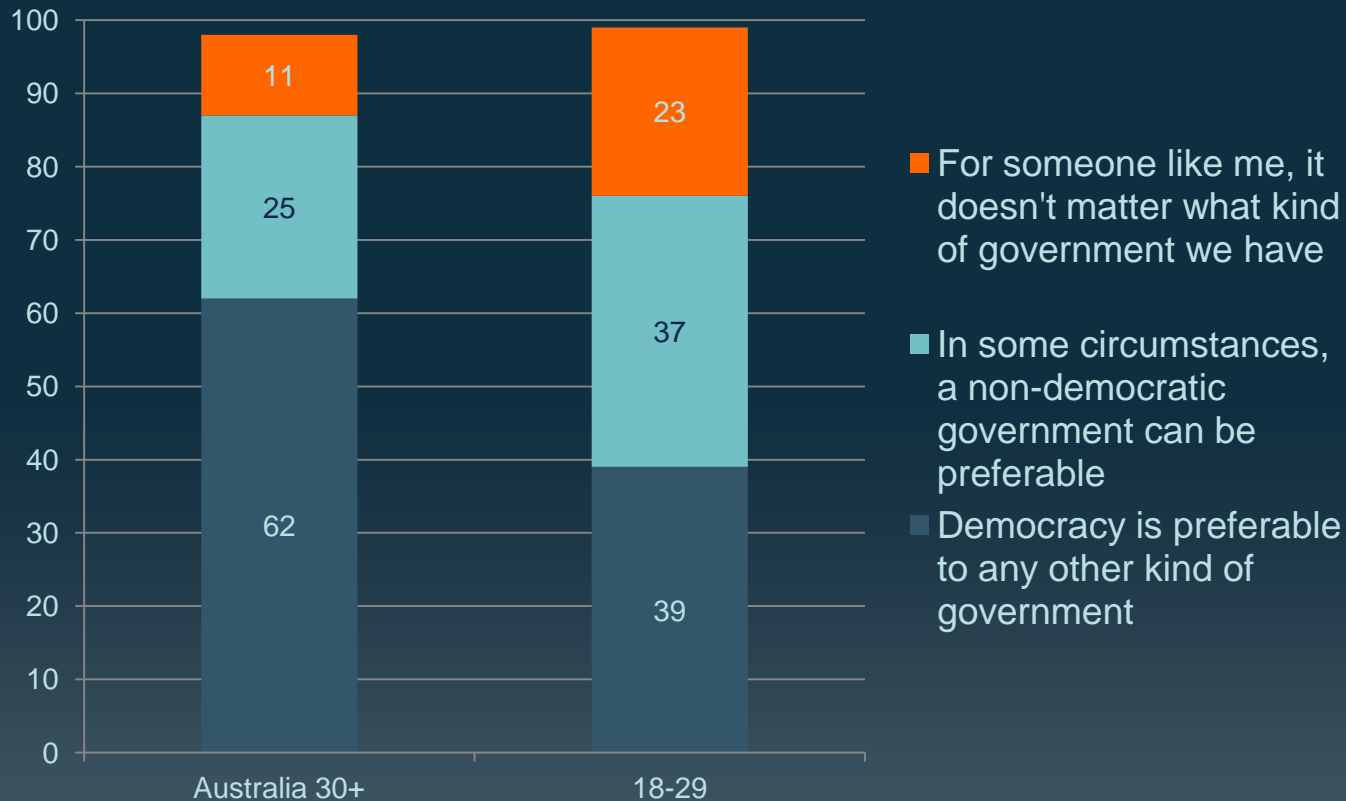
Lowy Institute Poll 2012 – views on democracy - all Australians



Lowy Institute Polls in other countries – views on democracy



2012: 18-29s vs the rest

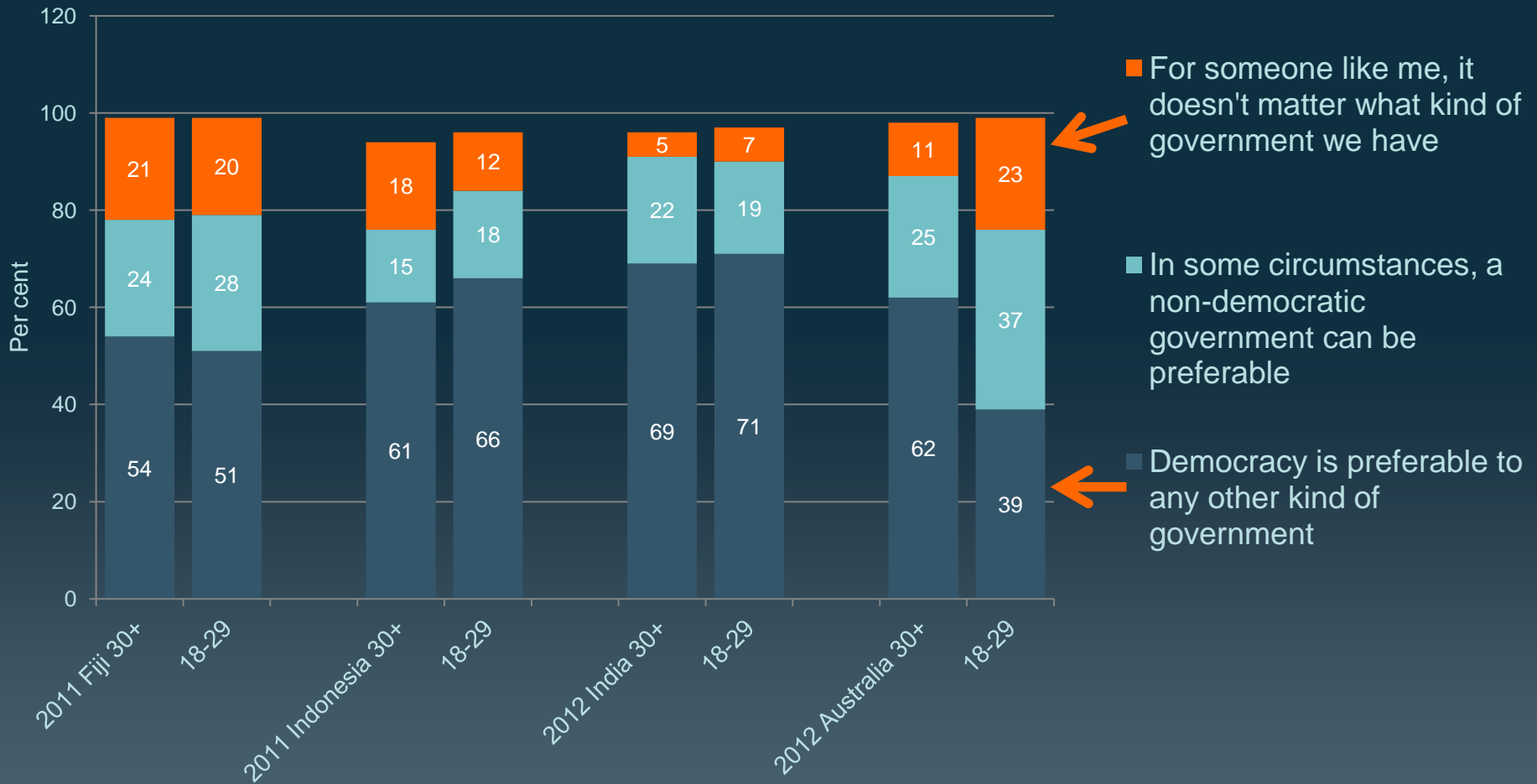


Millennials (Gen Y)

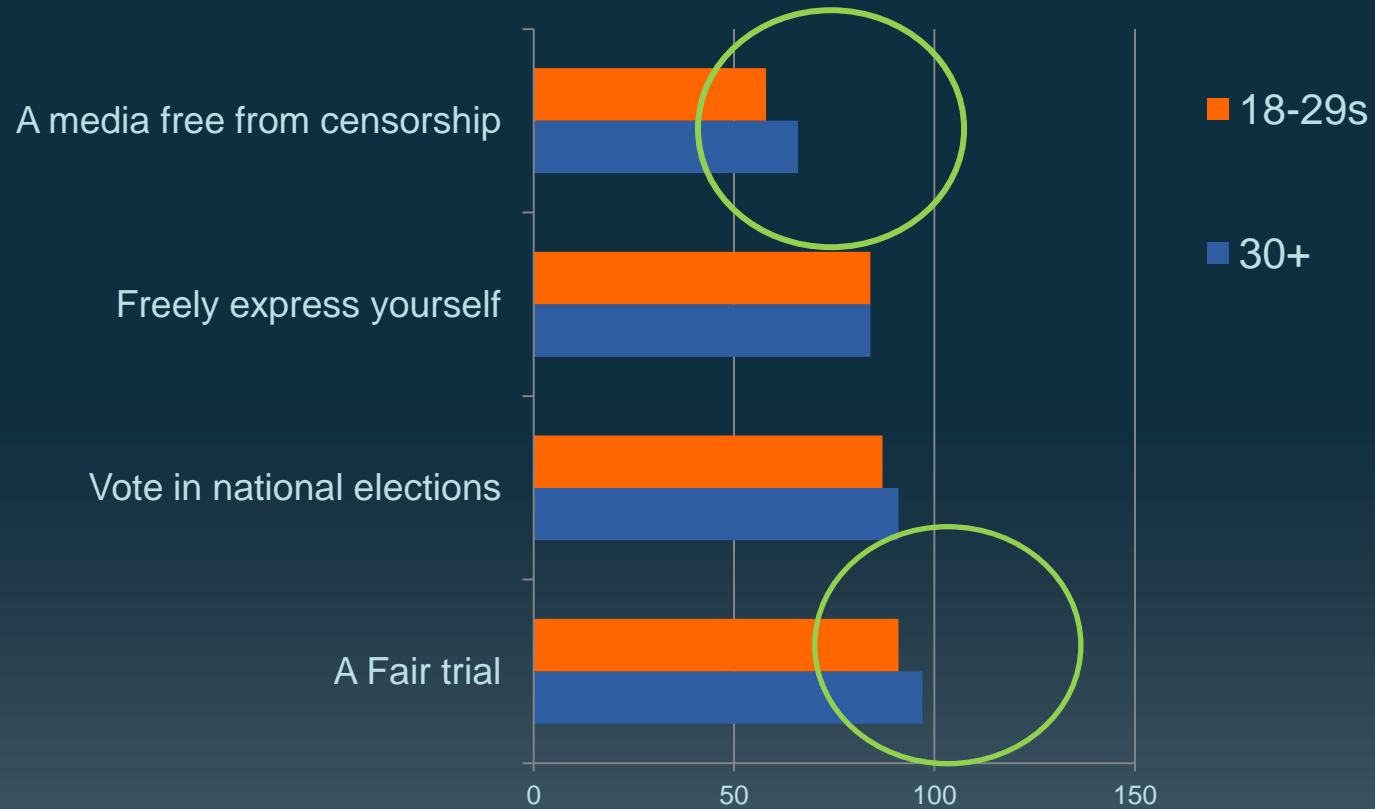
PEW definitions:

Gen Y	-	1977-1990
Gen X	-	1965-1976
Baby boomers	-	1946-1964
Silent generation	-	1937-1945

2011-2012 Polls: 18-29s vs the rest



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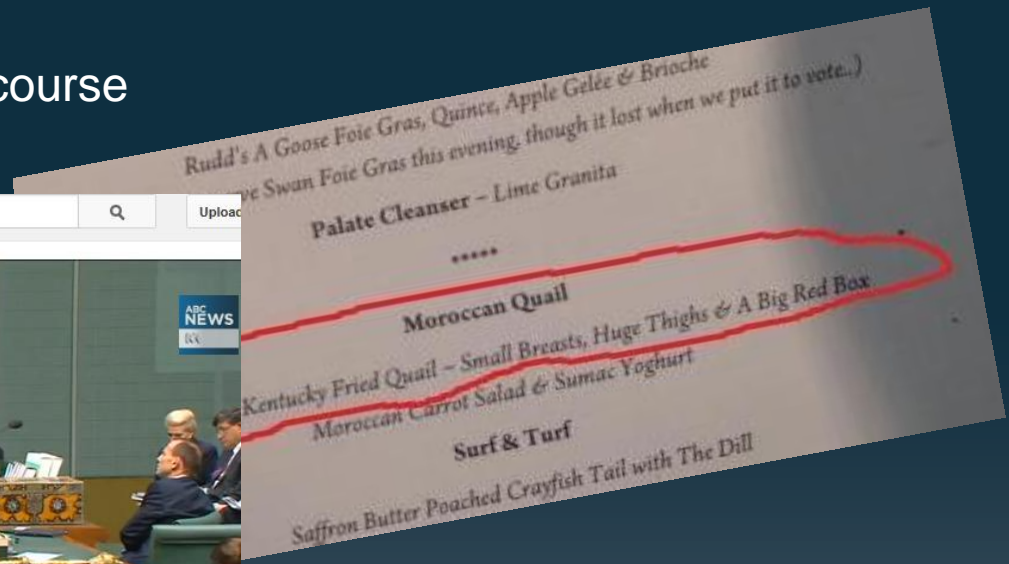
Lowy Institute Poll 2012: 'strongly agree' important right in Australia

Reasons?

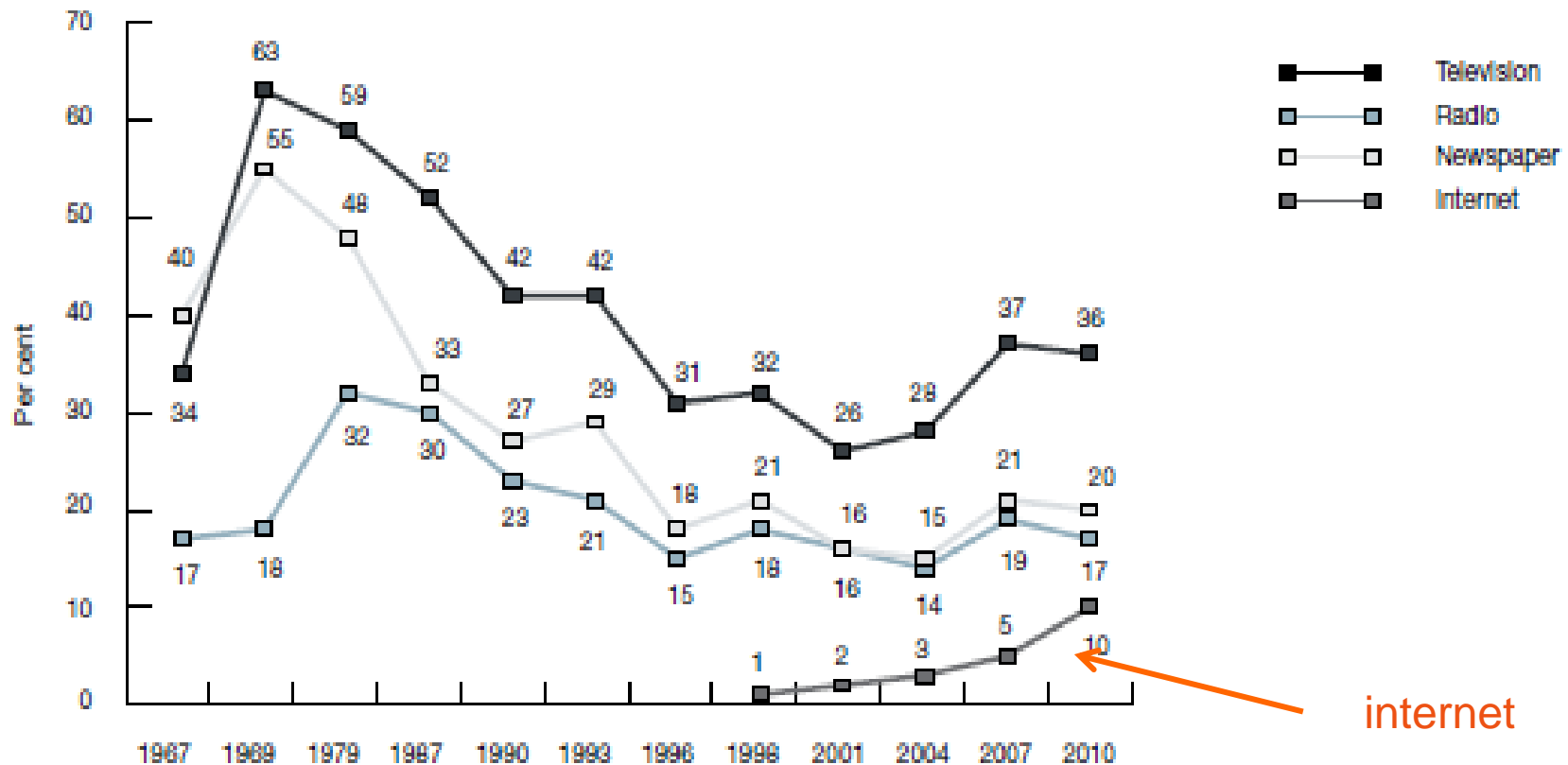
- Civics education

Reasons?

- Civics education
- Disillusionment with political discourse



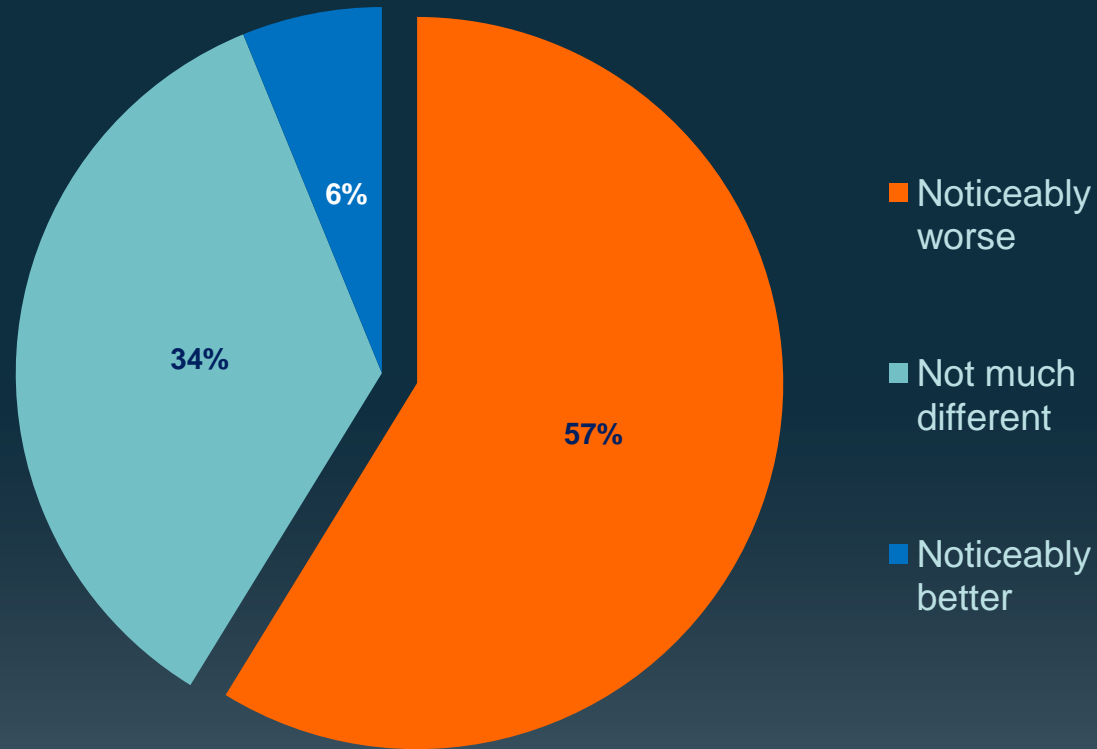
**Followed the election
in the mass media**

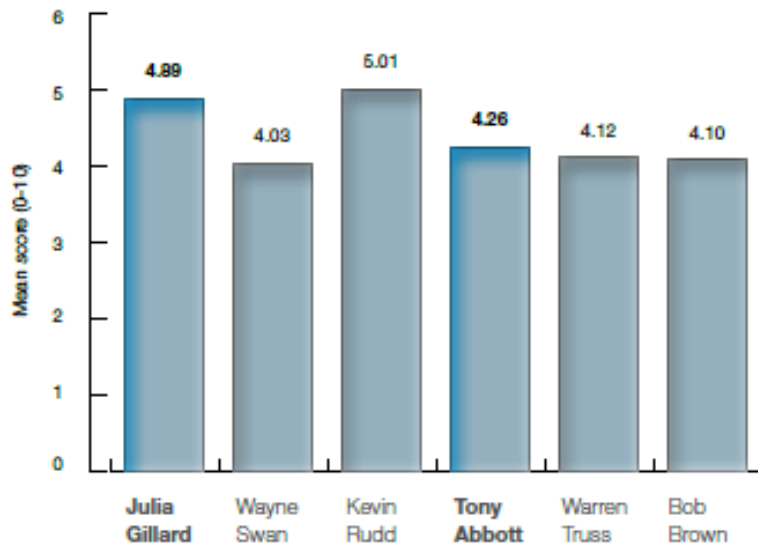


Note 1996-2004: Estimates for internet is 'many times.' 2010: Response categories for all media are 'a good deal'.

Tone of the political debate - 2013

Thinking now about the tone of political debate in Australia at the present time: would you say it is noticeably better now than it has usually been in the past; not much different now from how it has usually been in the past, or it is noticeably worse now than it has usually been in the past?





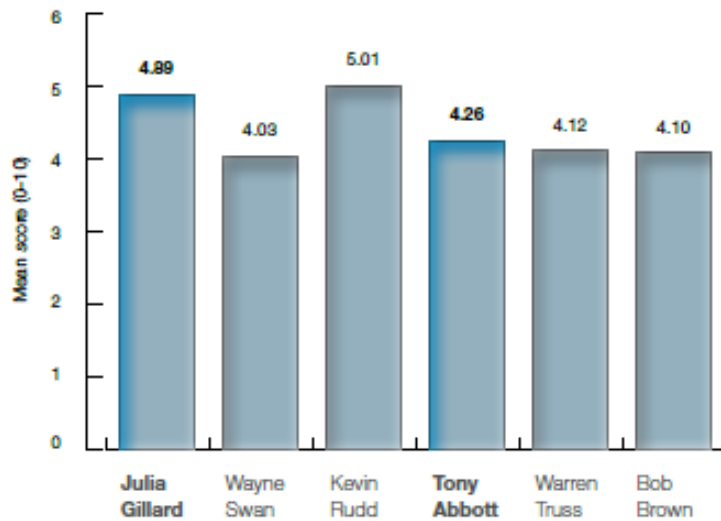
2010

How politicians were rated (main party leaders are highlighted)

Question: “We would like to know your feelings about the party leaders you hear about in the news today. We would like you to show your feelings by rating them 0 to 10. You may use any number from 0 to 10. 10 is the highest rating for people you feel very favourable about, and 0 is the lowest rating for people you feel very strongly against.”

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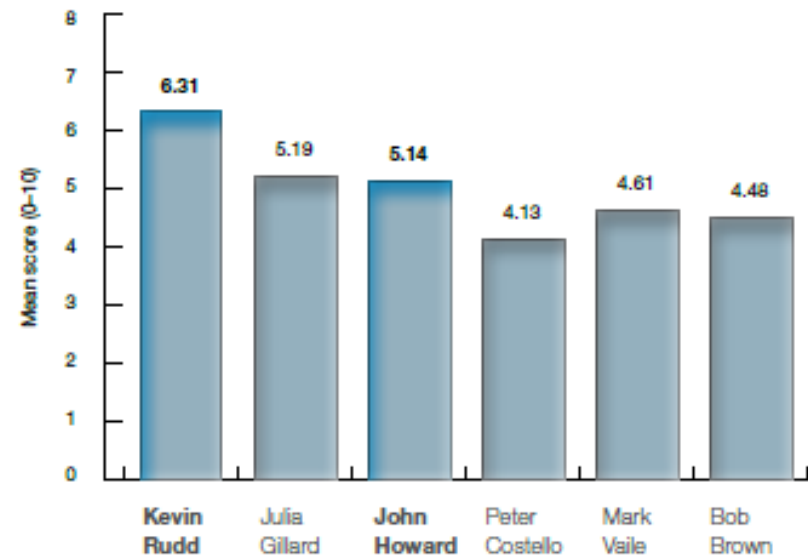


2010

How politicians were rated (main party leaders are highlighted)

2007

How politicians were rated (main party leaders are highlighted)



Reasons?

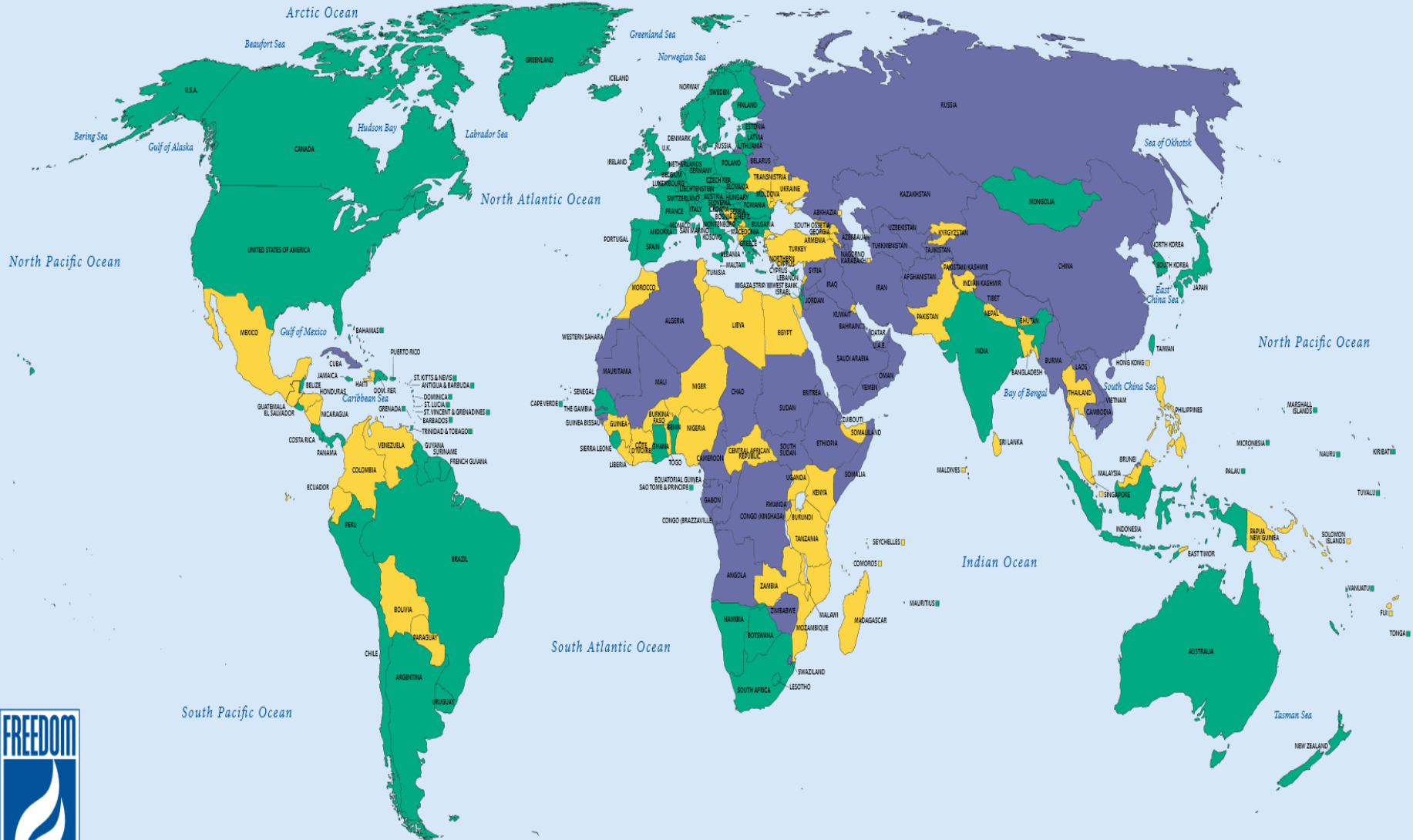
- Civics education
- Disillusionment with political discourse
- “democracy the victim of its own success” ?

Global Trends in Freedom

Year Under Review	Free Countries		Partly Free Countries		Not Free Countries	
	Number	Percentage	Number	Percentage	Number	Percentage
2012	90	46	58	30	47	24
2002	89	46	55	29	48	25
1992	75	40	73	39	38	21
1982	54	33	47	28	64	39
1972	44	29	38	25	69	46

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Reasons?

- Civics education
- Disillusionment with political discourse
- “democracy the victim of its own success” ?
- Capitalism and consumerism

Reasons?

- Civics education
- Disillusionment with political discourse
- “Democracy the victim of its own success” ?
- Capitalism and consumerism
- Gen-Y / millennials: other preoccupations

Y-Gen, “millennials”, “Why worry” generation

A generation of “entitled whiners who have been spoiled by parents who overstoked their self-esteem, teachers who granted undeserved A’s and sports coaches who bestowed trophies on any player who showed up ... with a seemingly inexhaustible well of positive self –regard”

“we live in a world where losing your phone is more dramatic than losing your virginity VOTE”

(with apologies to Jeffrey Starr, 2012, 1,120 million facebook ‘likes’)



Jeffrey Star · 1,120,600 like this
January 21, 2012 at 6:10pm · 🌐

We live in a world where losing your phone is more dramatic than losing your #virginity

Like · Comment

👍 Jewelz White, Shelby Priestler, Nico Boo and 17,702 others like this.

💬 View previous comments 42 of

Wade Margera lol
January 22, 2012 at 9:38am · 👍 1

Jeffrey Zapater Starting with you.
January 22, 2012 at 9:40am · 👍 1

Sandra K Payton too funny, but sadly true
January 22, 2012 at 10:22am · 👍 2

Lacey Tea Paschall The best part about this post, a girl I know who is 15 and just had a baby posted Dear phone, I drop you, I say I hate you, I throw you, I lose you, I forget about you, BUT trust me I couldnt live one day without you...(;
January 22, 2012 at 10:43am · 👍 3

Andreea Duerel hell yeah :))))))
January 22, 2012 at 10:46am · 👍 1

Gngsta Lynn I am only a virgin when I am Grinding or Scruffing on my phone. They all seem to know better after meeting me. As I say, I am still a virgin! I haven't slept with YOU yet.
January 22, 2012 at 11:33am · 👍 1

Kiva Zombeh it's sad really...
January 22, 2012 at 12:47pm

Dino Basaldua SadLY that is SO fucking true!
January 22, 2012 at 1:20pm · 👍 4

Jiszelle Ben'et I know. You can replace a phone but not your hymen.

Reasons?

- Civics education
- Disillusionment with political discourse
- “democracy the victim of its own success” ?
- Capitalism and consumerism
- Gen-Y / millennials: other preoccupations
- “China is a society and a state that functions without democracy, so is it bad?”

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Year 10 students	% saying 'very important'
Taking part in activities to protect the environment	31%
Taking part in activities promoting human rights	25%
Learning about political issues in the newspaper, radio, TV [etc...]	18%
Supporting a political party	10%
Discussing politics	6%

Source: Australian Curriculum Assessment and Reporting Authority, 2010,

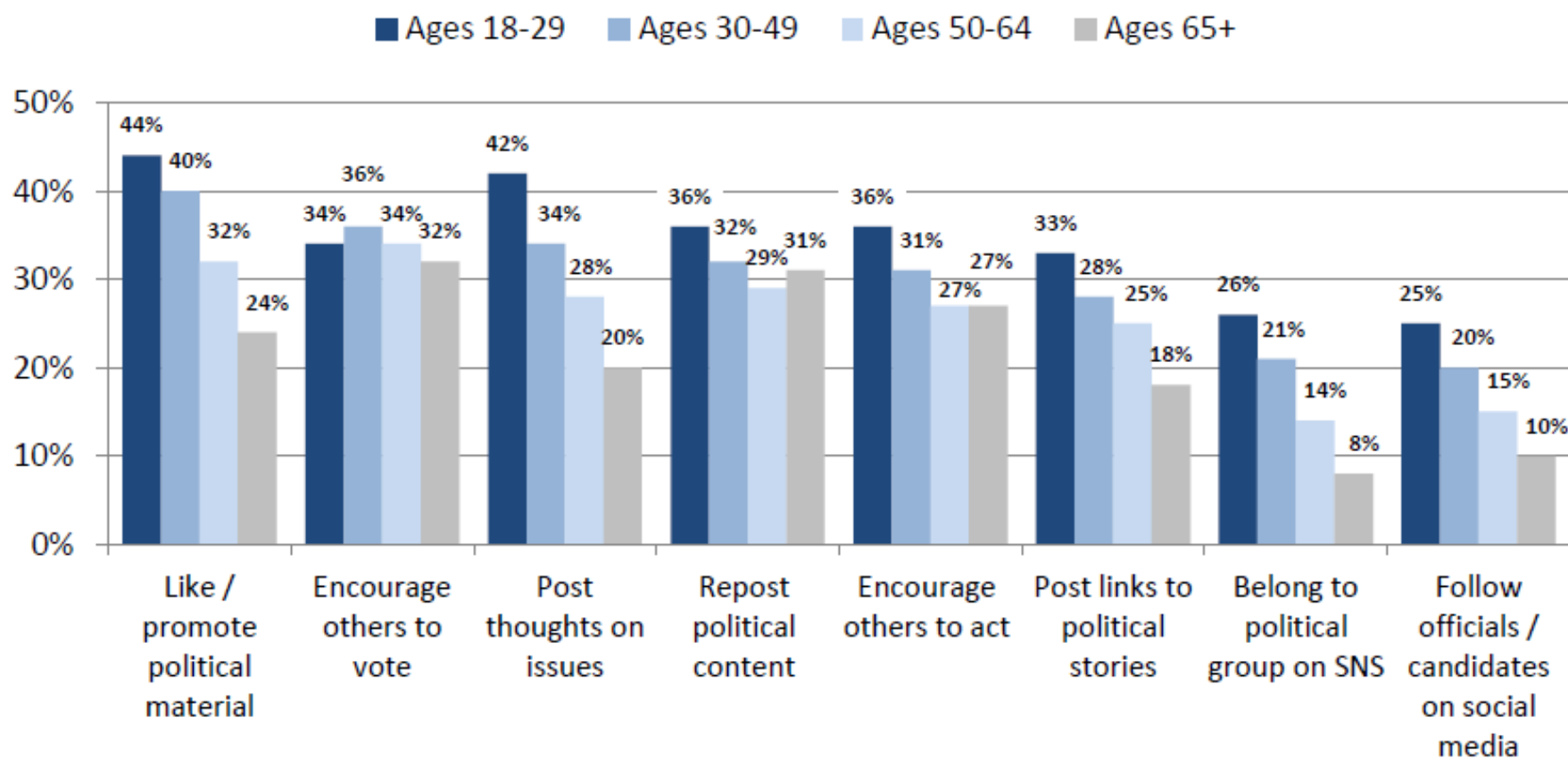
Social media and political engagement

	Total users
Facebook	11.5 m
YouTube	11 m
Blogspot	3.7 m
Twitter	2.2 m
Tumblr	2.9 m
Instagram	1.1-1.5 m

Sources: Margin Media, Australian internet and social media statistics, May 2013; and AEC's report on Social Media, Youth Participation and Australian Elections

Younger social media users are more likely to use the tools for civic activities

% of users of social networking sites or Twitter who use social media these ways



Source: Pew Research Center's Internet & American Life Project Civic Engagement Survey, conducted July 16-August 7, 2012 on landline and cell phones and in English and Spanish. N for social media users ages 18-29=323. N for social media users ages 30-49=388. N for social media users ages 50-64=323. N for social media users ages 65+=167.

*“No one pretends that democracy is perfect or all-wise. Indeed, it has been said that **democracy is the worst form of Government except all those other forms that have been tried from time to time**; but there is the broad feeling in our country that the people should rule, continuously rule, and that public opinion, expressed by all constitutional means, should shape, guide, and control the actions of Ministers who are their servants and not their masters.”*

Winston Churchill, 11 November 1947

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