



University Of
Kelaniya

Factors Influencing Political Opinions and Voting Behavior Among University Students

Group 07

Exploring Individual, Socio-Cultural, and Media Influences



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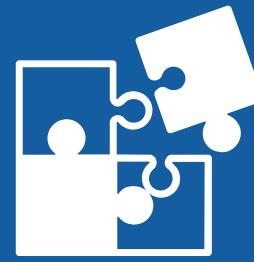
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Methodology

An Overview of the Methodological Approach



Target Population

The survey targeted university students from diverse regions and disciplines within Western province, ensuring a representative sample. Participating universities included: University of Colombo (Urban), University of Moratuwa (Engineering-focused), and Open University of Sri Lanka (Non-traditional learners). This broad range of institutions captures the diverse academic backgrounds and geographical locations of the student population.



Sampling Method

A stratified random sampling method was employed to ensure fair representation across various demographics. The sample size consisted of 315 students, with stratification ensuring proportional representation based on gender, ethnicity, academic discipline, and university region. This method enhances the reliability of the survey results by accurately reflecting the diversity of the target population.



Data Collection Process

Data was collected over a two-month period through an online survey administered via Google Forms. The survey was distributed through university student forums and emails to reach a wider audience. Anonymity was prioritized to encourage honest responses, with participants briefed on the study's purpose and assured that their responses would be kept confidential. This approach helped in gathering valuable and trustworthy data.

Methodology

An Overview of the Methodological Approach



Pilot Survey

A pilot survey was conducted with 30 students at the University of Kelaniya. This was to test the survey's clarity and effectiveness. The pilot results helped refine questions and ensure that they were easy to understand. Based on feedback, several modifications were made, particularly around question wording and response options.

KEY FINDINGS

Demographics

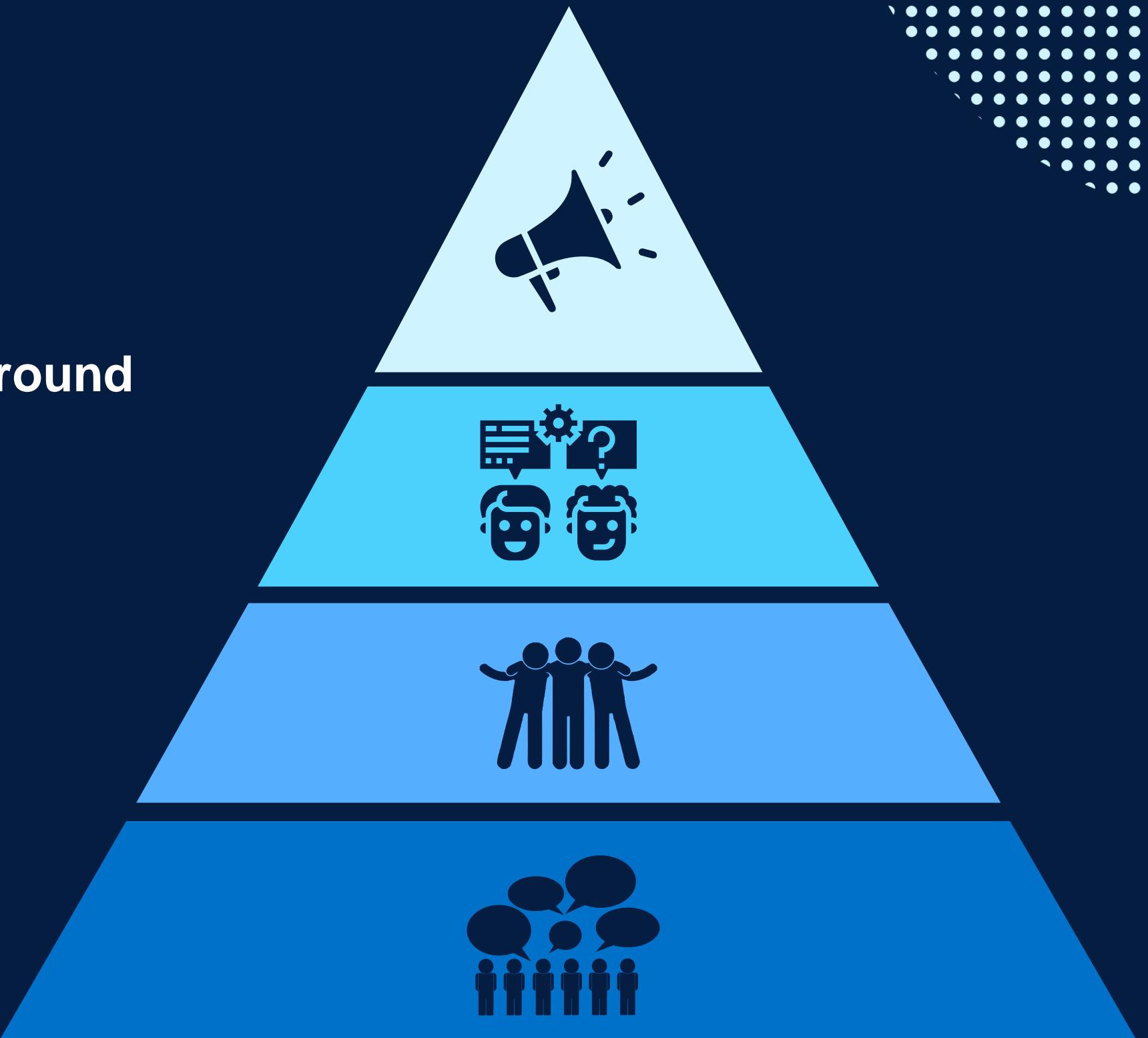
- **Gender distribution**
- **Ethnicity, religion, academic background**

Key Influences

- **Family and peers**
- **Media consumption**
- **Economic considerations**

Statistics

Highlight significant percentages and trends.





INSIGHTS AND IMPLICATIONS

Behavioral Patterns

- Engagement with cultural / community issues.
- Participation in political events

Decision-Making

- Qualities valued in candidates.
- Trust in sources of information.



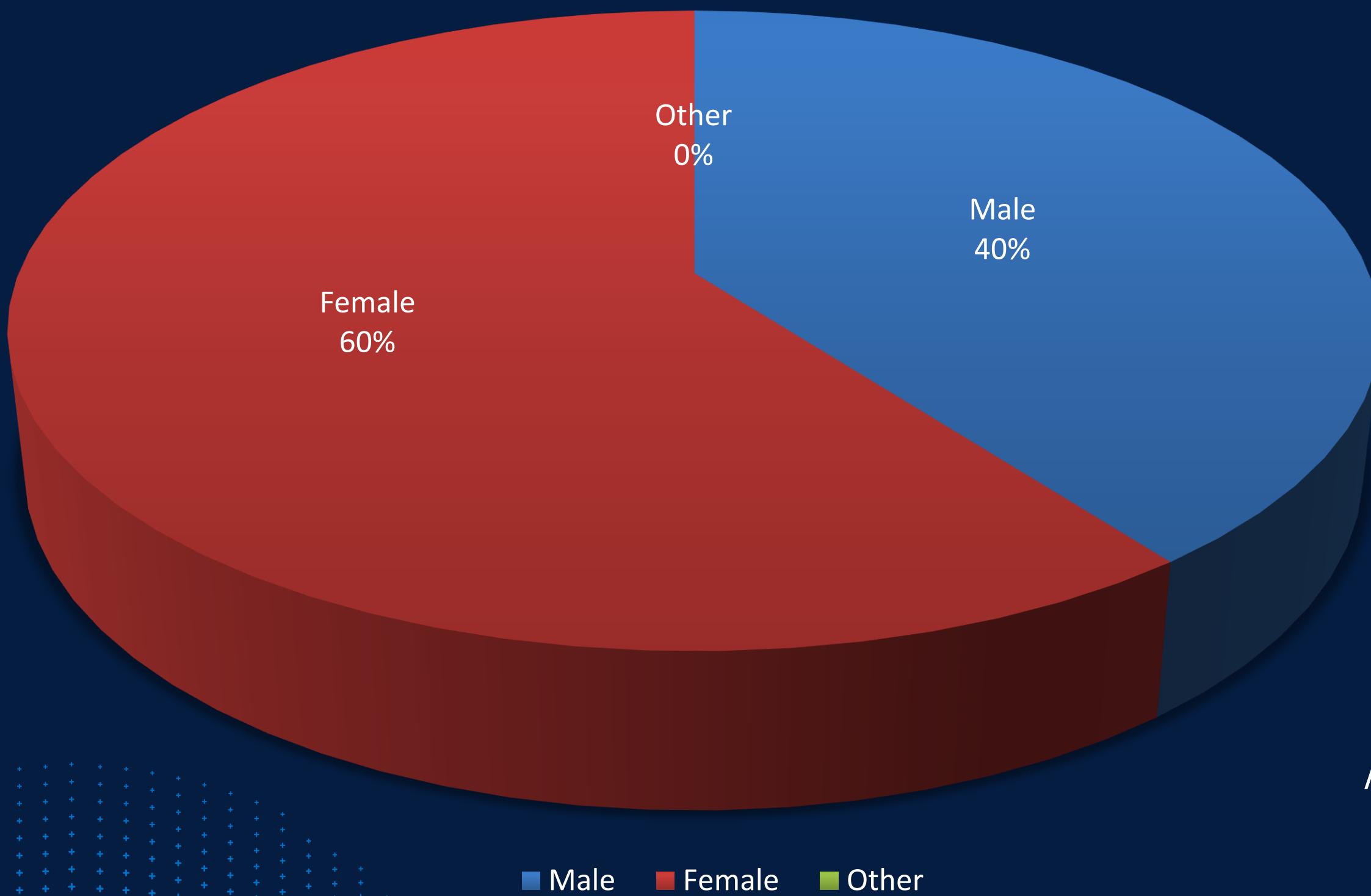
Analysis and Discussion

Correlations between demographic factors and voting behavior.

Importance of economic conditions and cultural representation.

Role of media and peer influence.

Gender of respondents



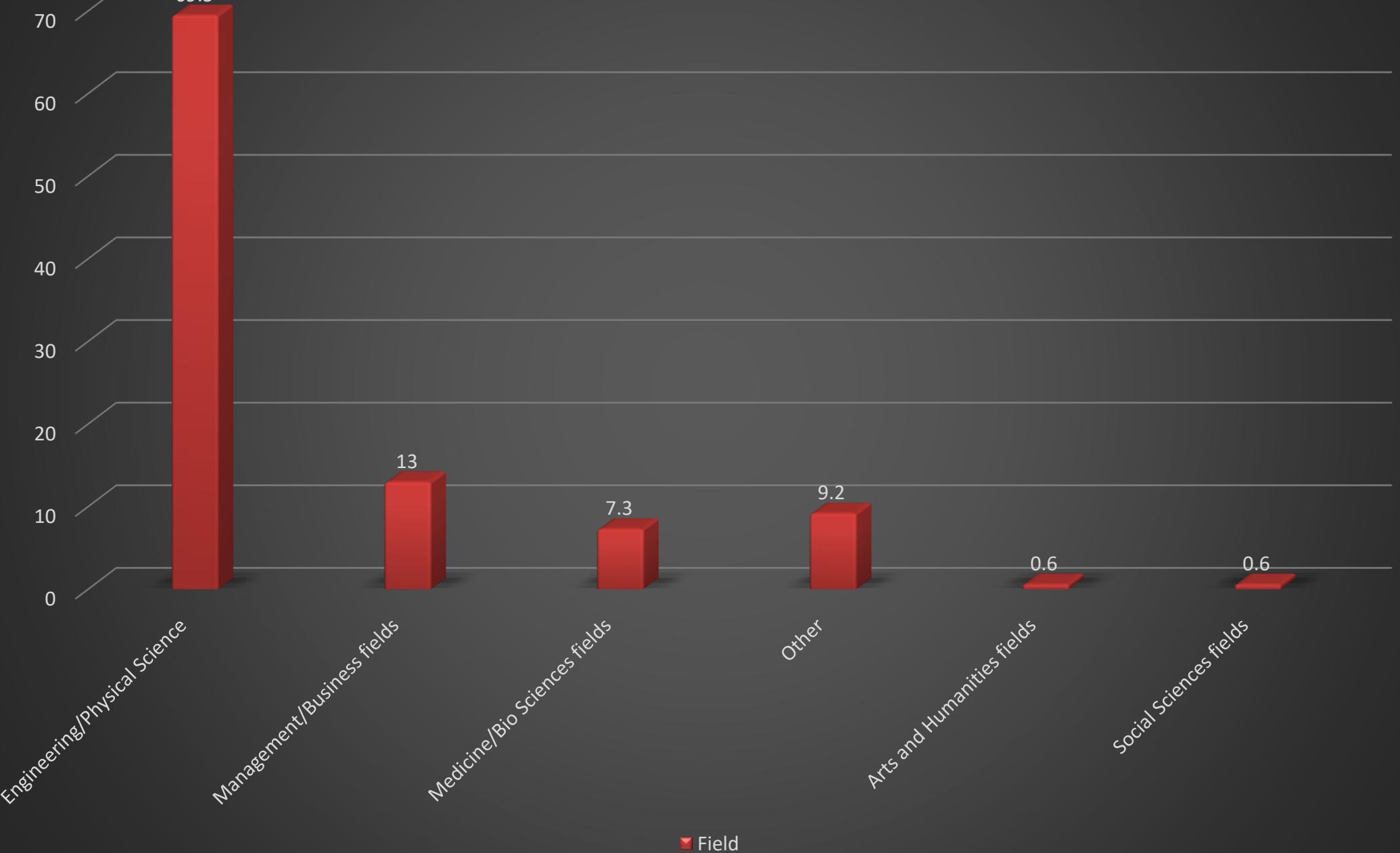
Among 315 respondents 60.3% are female and 39.7% are males , and no respondents identified as 'Other'.

Number of female respondents : 190

Number of male respondents : 125

The sample has a majority of female individuals.

Current academic major of respondents



69.5% are enrolled in Engineering/Physical Science fields (219 individuals).

13.0% are in Management/Business fields (41 individuals).

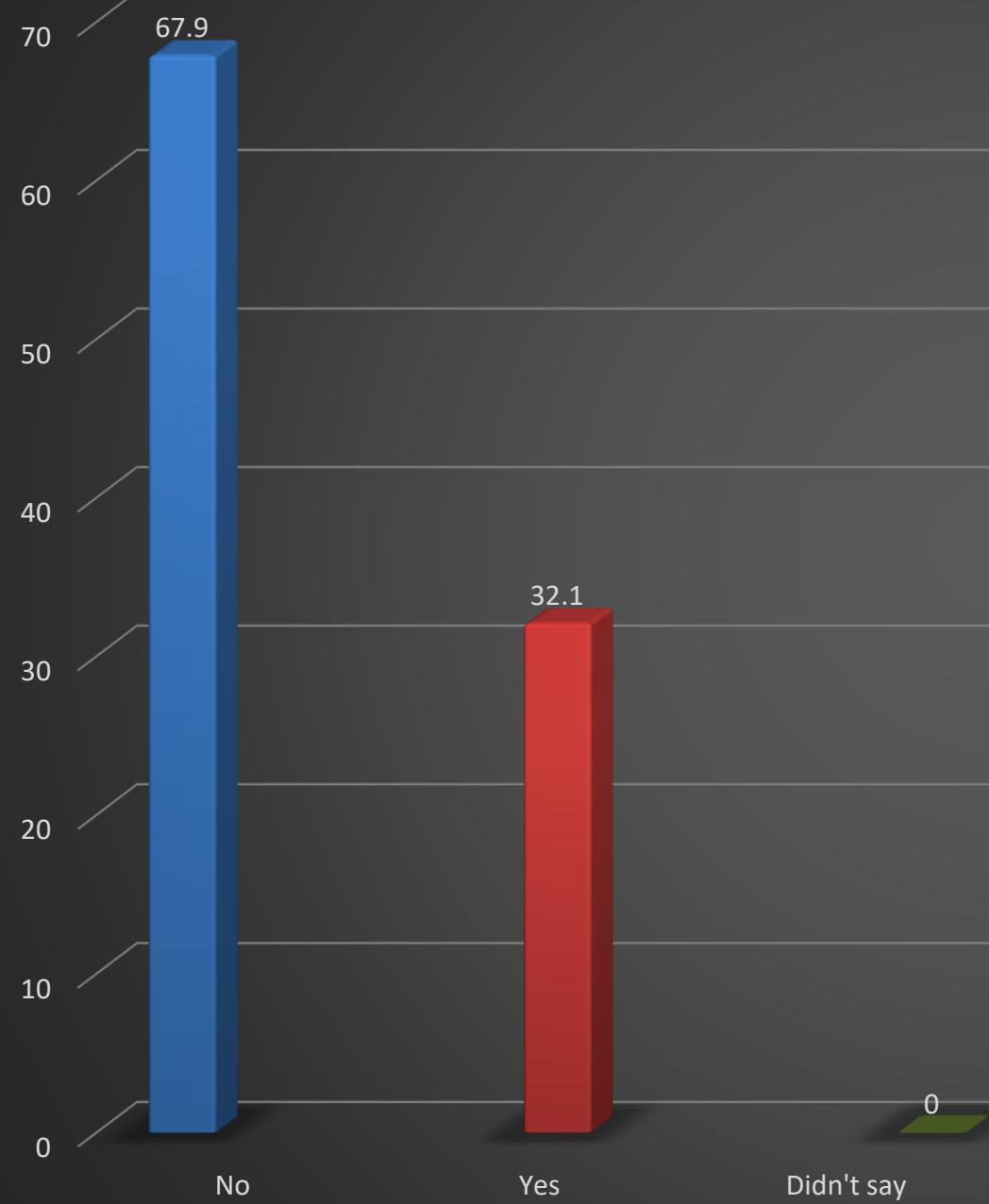
7.3% are in Medicine/Bio Sciences fields (23 individuals).

9.2% fall into the "Other" category (29 individuals).

0.6% are enrolled in Arts and Humanities fields (1 individual).

0.6% are in Social Sciences fields (2 individuals)

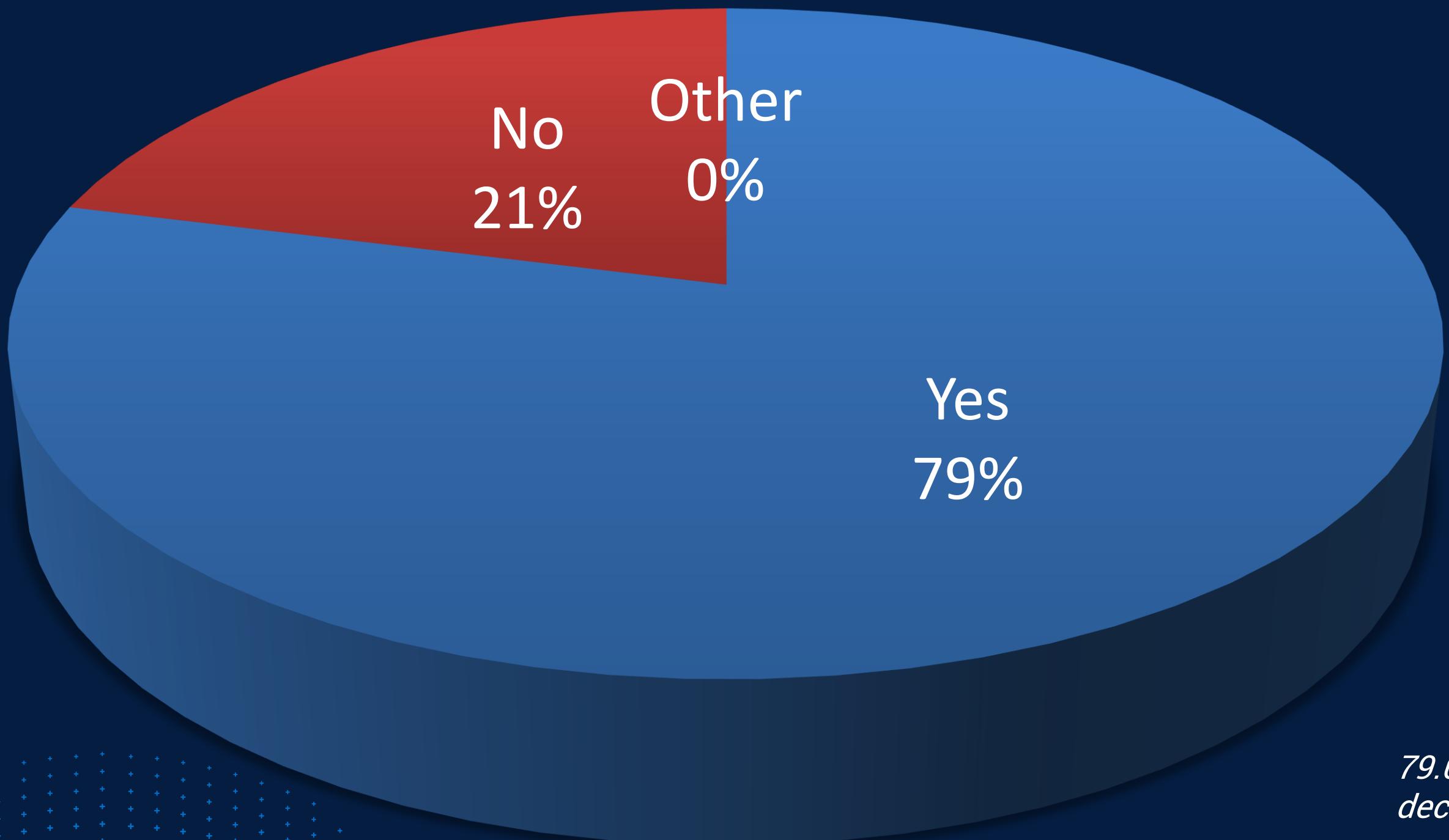
Attendance at Community-Cultural Political Events



➤ 67.9% (214 individuals) have never attended a political event or rally organized by a group representing their community or cultural background.

➤ 32.1% (101 individuals) have attended such an event or rally.

Pre-Decision Discussions on Political Choices



79.0% (249 individuals) discussed their political decisions with family or friends beforehand.

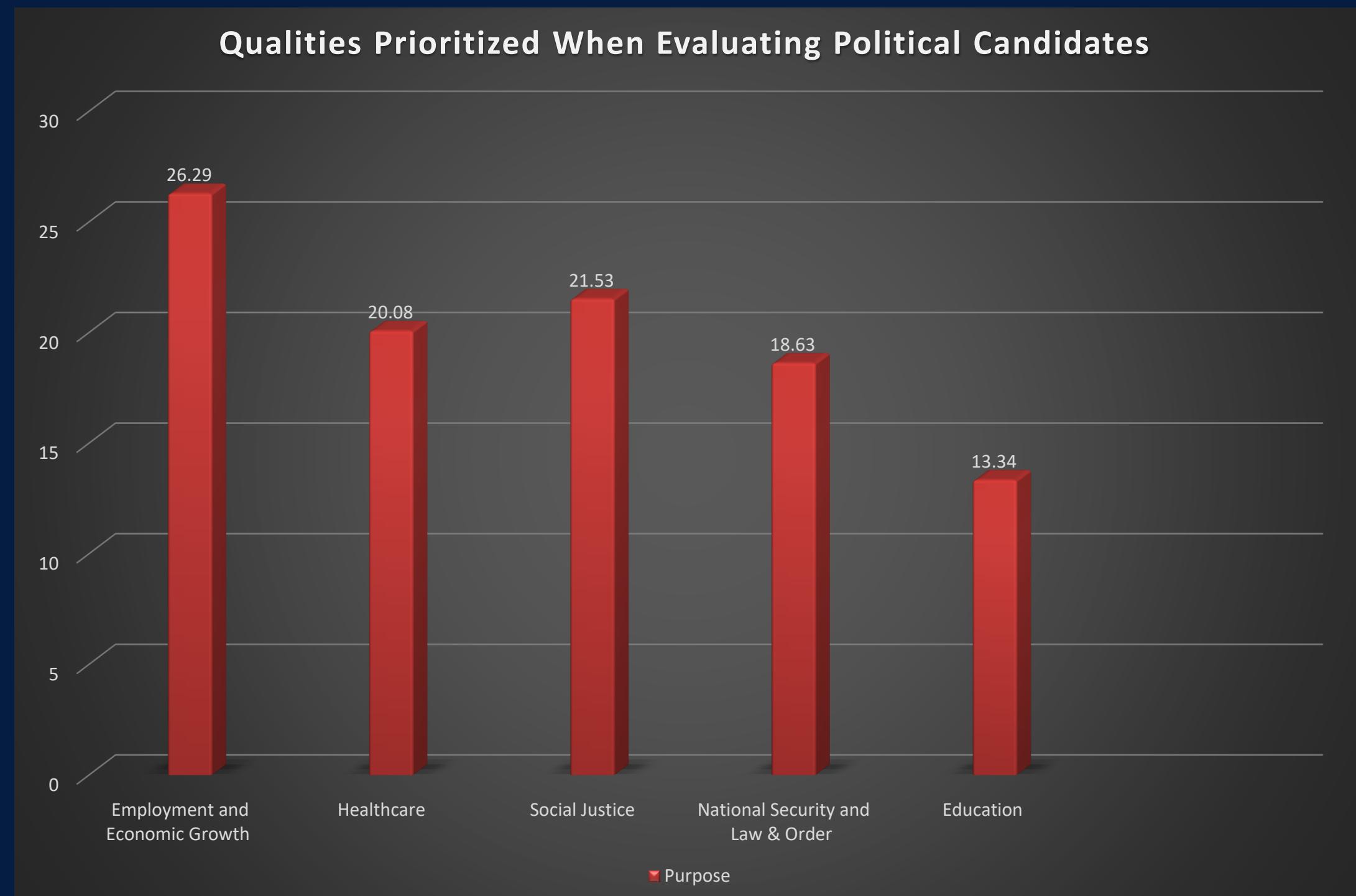
21.0% (66 individuals) did not engage in such discussions.

*Employment and Economic Growth: 199 respondents
(26.29%)*

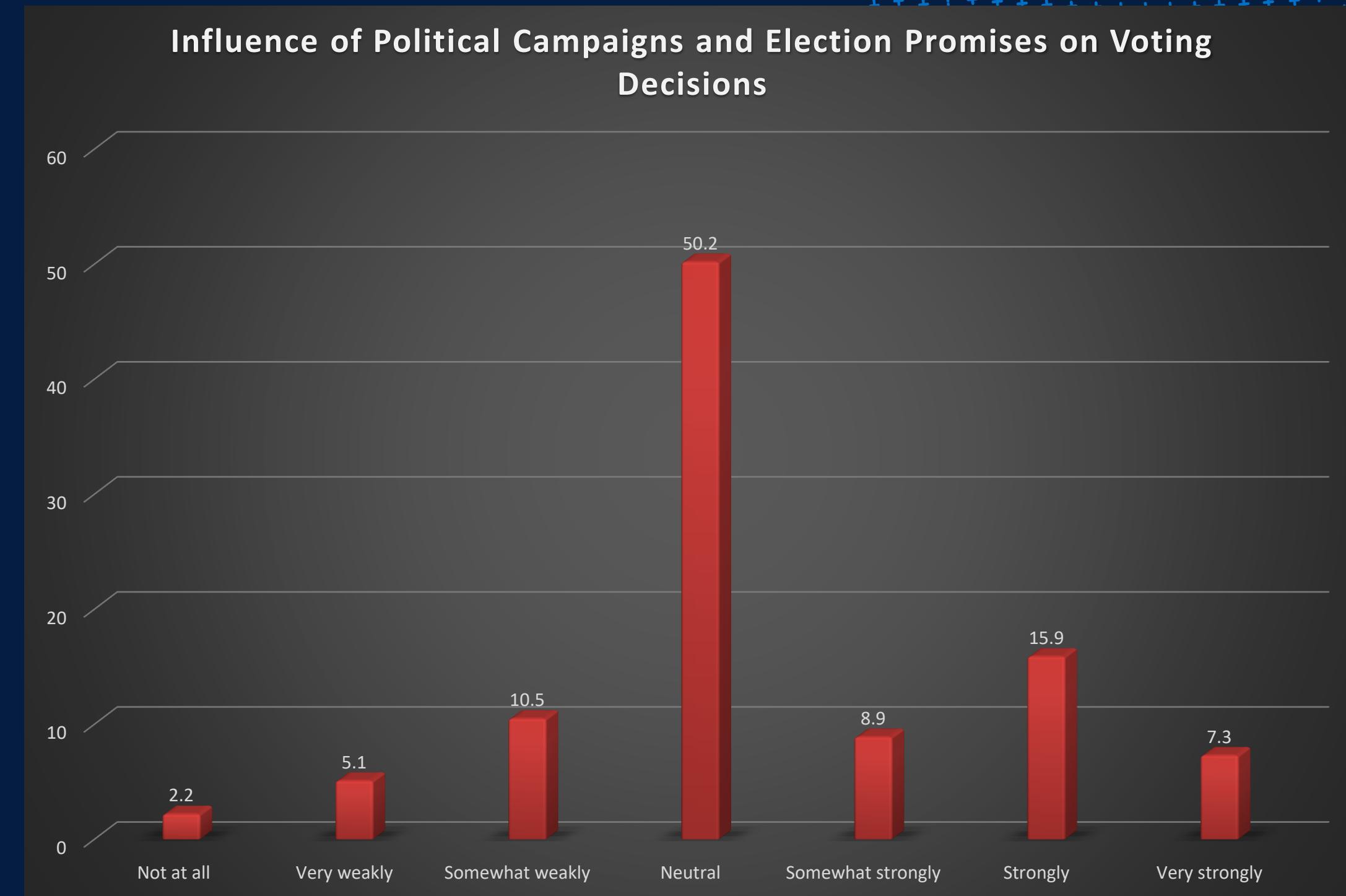
*Healthcare: 152 respondents (20.08%) > Social
Justice: 163 respondents (21.53%)*

*National Security and Law & Order: 141 respondents
(18.63%)*

Education: 101 respondents (13.34%)



- *Neutral*: 50.2% (158 individuals) are neutral about the influence of political campaigns and election promises on their voting decisions.
- *Strongly Influenced*: 15.9% (50 individuals) are strongly influenced.
- *Somewhat Weakly Influenced*: 10.5% (33 individuals) feel somewhat weakly influenced.
- *Somewhat Strongly Influenced*: 8.9% (28 individuals) consider themselves somewhat strongly influenced.
- *Very Strongly Influenced*: 7.3% (23 individuals) experience a very strong influence.
- *Not Influenced at All*: 2.2% (7 individuals) report no influence at all.
- *Very Weakly Influenced*: 5.1% (16 individuals) feel very weakly influenced.
- A significant portion (50.2%) remains neutral, reflecting a balanced or undecided stance regarding the impact of political campaigns and promises.
- About 32.1% (combining strongly, very strongly, and somewhat strongly) indicate a noticeable influence, suggesting that campaigns and promises play a role in shaping their voting decisions.
- A smaller proportion, 17.8% (combining not at all, somewhat weakly, and very weakly), shows little to no influence, emphasizing skepticism or indifference towards such efforts.





Conclusion

Main Insights

- Political behavior is influenced by demographics, economic priorities, and cultural representation.
- Family and peer discussions are critical for shaping political opinions

Implications

- Findings can guide policymakers and educators to foster meaningful political engagement among youth.

Future Directions

- Broaden the study to include larger and more diverse samples..

References

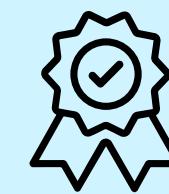
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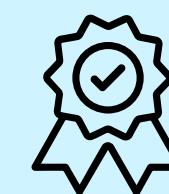
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Acknowledgments



**Lecturer
A.M.C.H.
Attanayake.**



**demonstrator
Miss.
Maleesha.**

- Participants for their contributions.
- - Group members for their collaboration



Individual Contribution

PS / 2021 / 007

- Making the questioner
- Data Collection
- Communication and Collaboration
- Presentation

PS / 2021 / 005

- Communication and Collaboration
- Interpretation
- Making the questioner

PS / 2021 / 033

- Data Collection
- Making the questioner
- Creating descriptive statistics

PS / 2021 / 091

- Data Entry and Data Analysis
- Data Collection
- Interpretation

PS / 2021 / 117

- Communication and Collaboration
- Data Entry and Data Analysis
- Interpretation

PS / 2021 / 128

- Data Collection
- Making the questioner
- Conclusion of the Report

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- Making the questioner
- Finding Solutions for challenges
- Data Collection

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- Data Collection
- Creating Methodology
- Making the questioner

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- Making the questioner
- Designing presentation
- Creating Methodology

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- Introduction of the Report
- Identifying Challenges
- Data Collection

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- Interpretation and Reporting
- Data Collection
- Creating descriptive statistics



Thank's For Watching

Group 07.

