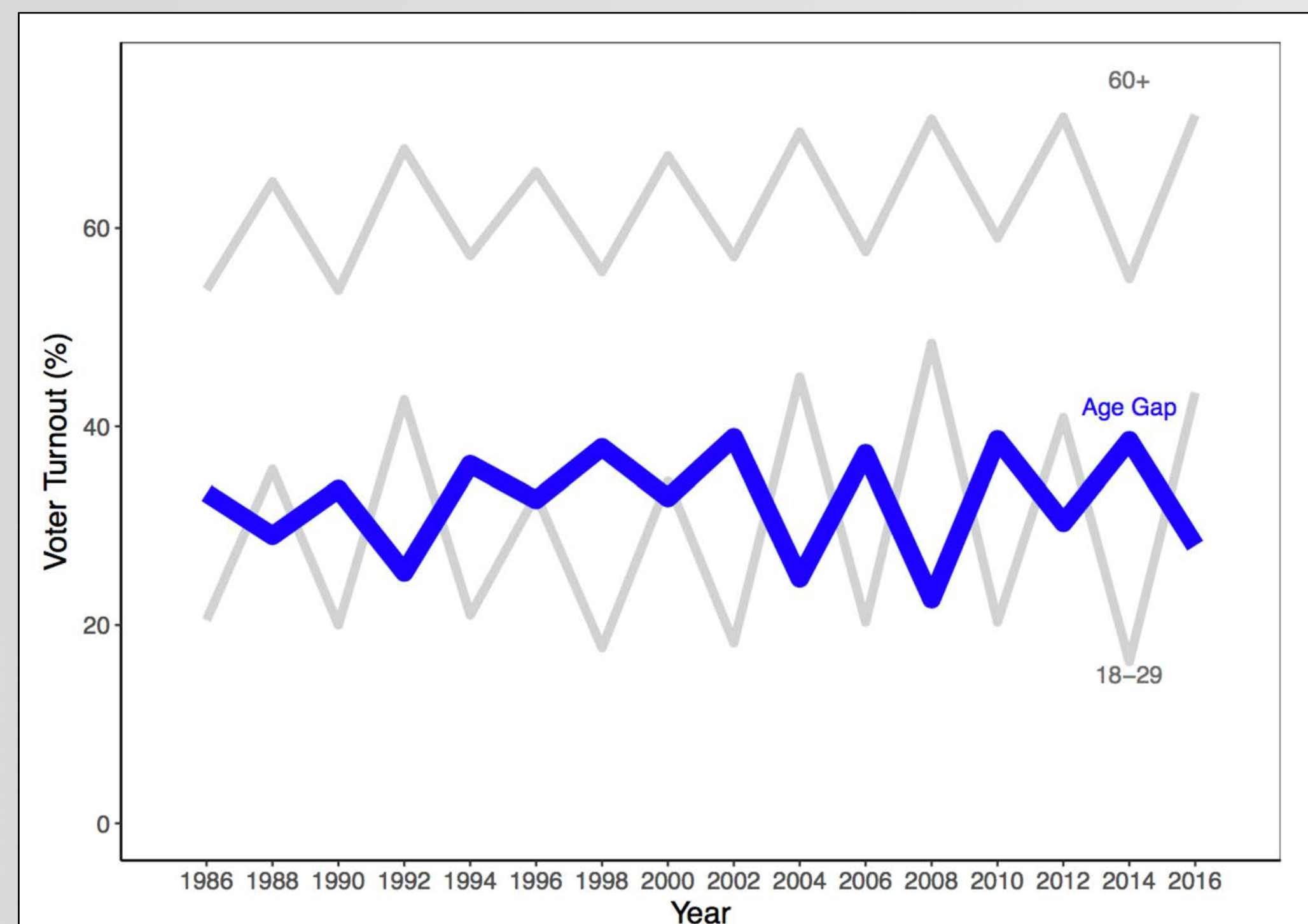


Making Young Voters: Converting Civic Attitudes into Civic Action

Background

- Youth Voter turnout is dismal
- 20-30 percentage points lower than older citizens



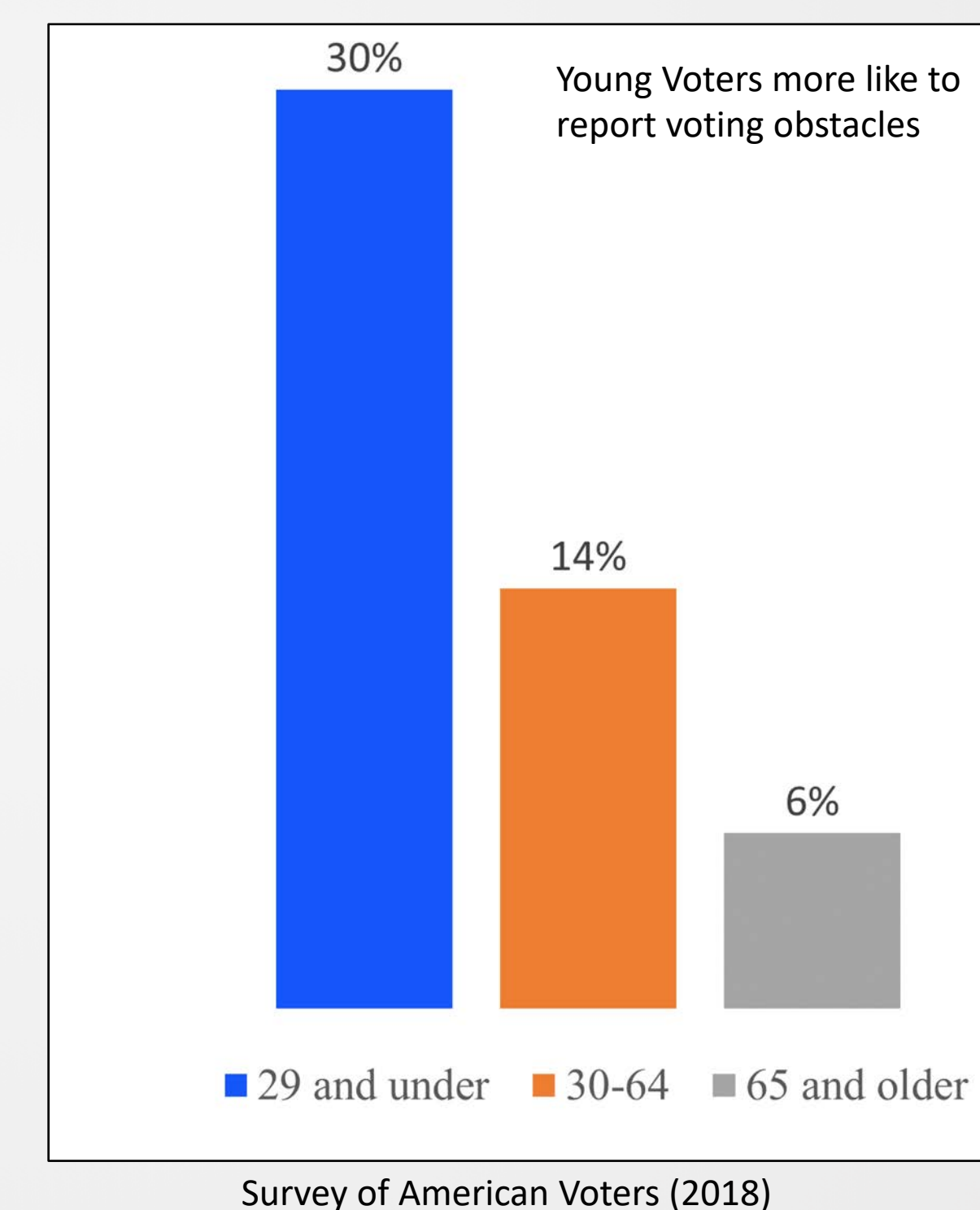
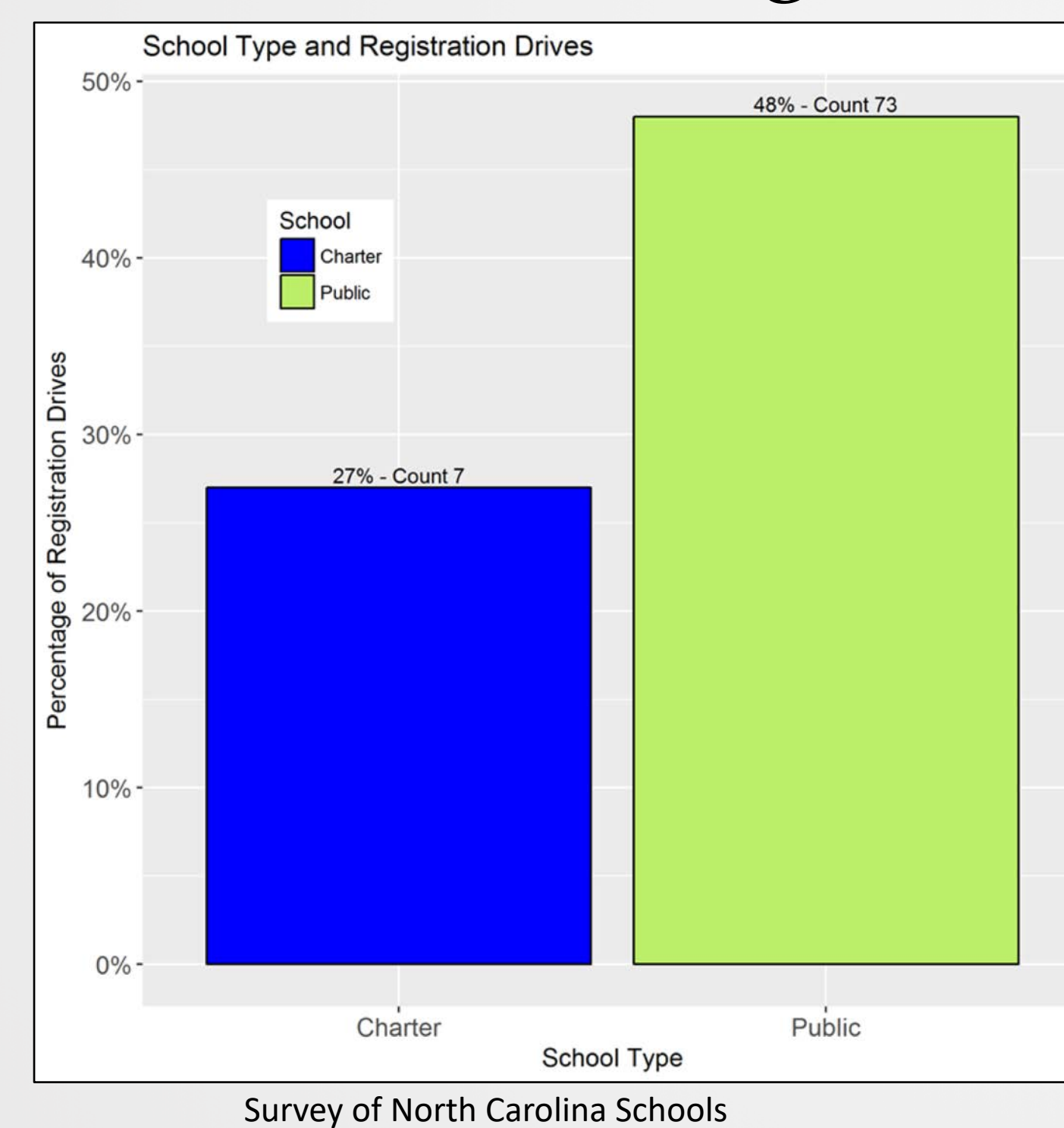
- Turnout gap between older and younger voters is larger in U.S. than other democracies

Data & Methods

- Conducted NC and national Surveys
- Interviewed H.S. Civics Teachers
- Interviewed voting age young people
- Analyzed data from 9 youth surveys, 1957 to 2016, to document relationship between noncognitive skills and civic participation
- Evaluated the impact of multiple policy reforms / election laws on youth turnout across states and time

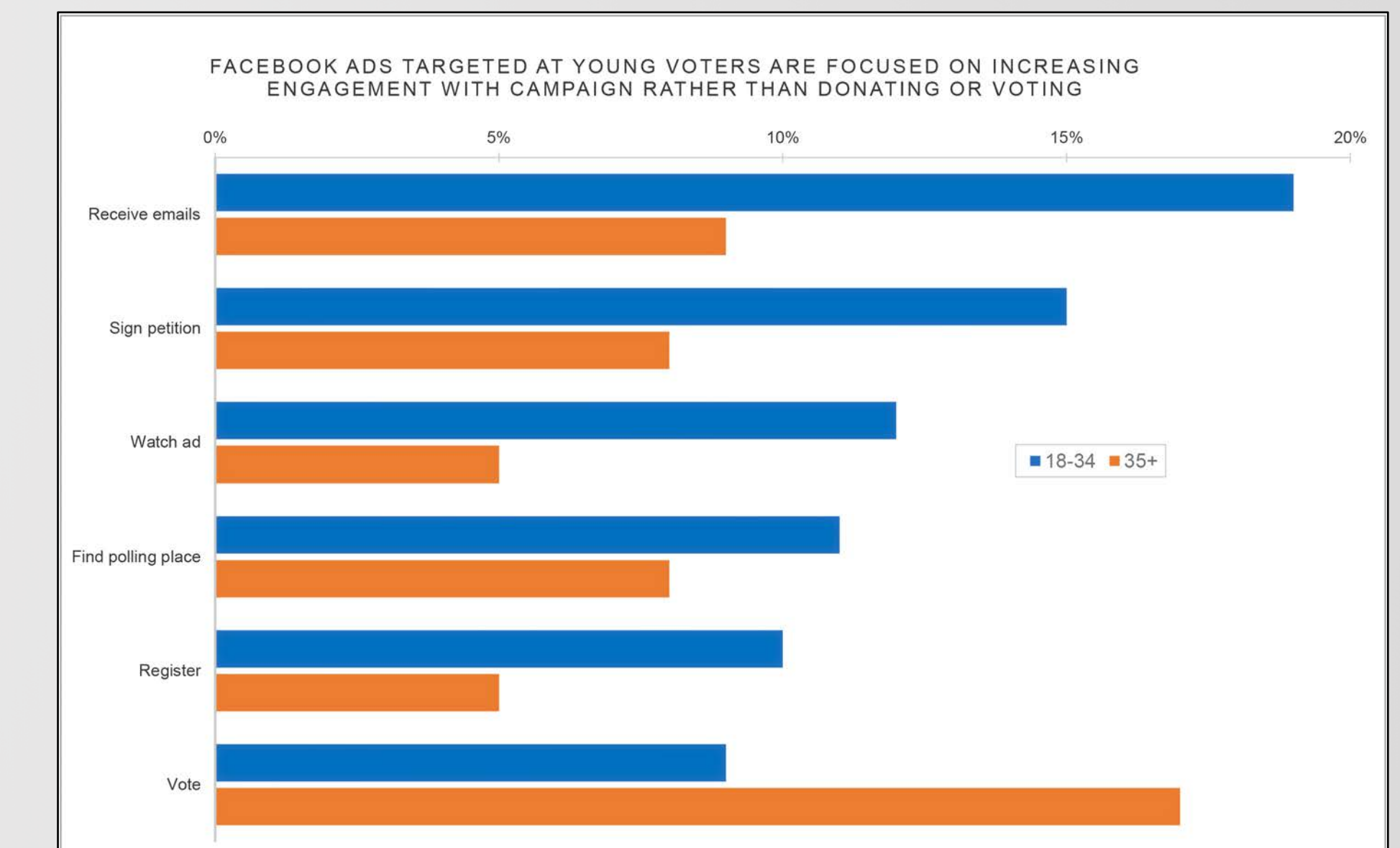
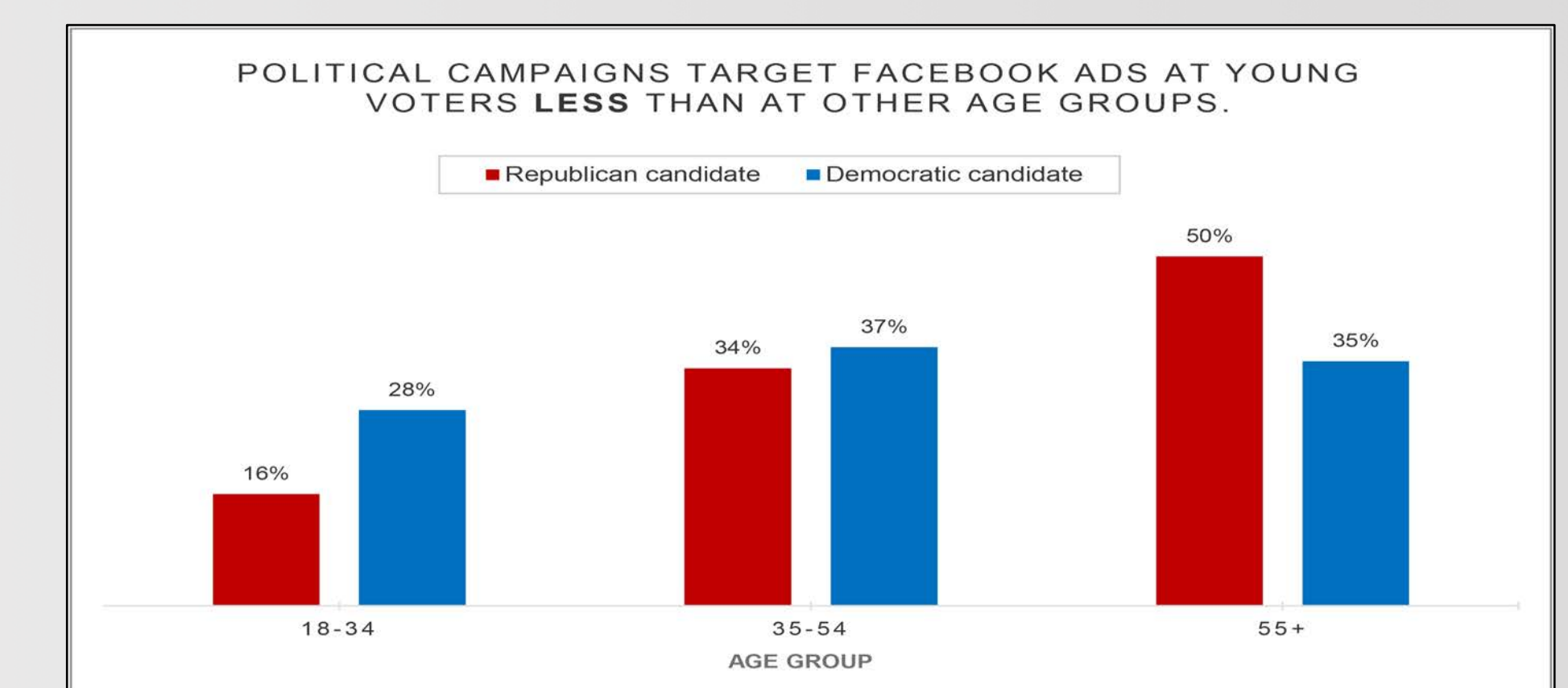
Key Findings

- Young people are not apathetic—surveys show high levels of political interest *and* intention to vote
- But they fail to follow through on civic intentions due to personal and institutional barriers
- Possible policy solutions evaluated:
 - electoral reforms to make registration and voting easier
 - rethinking civic education



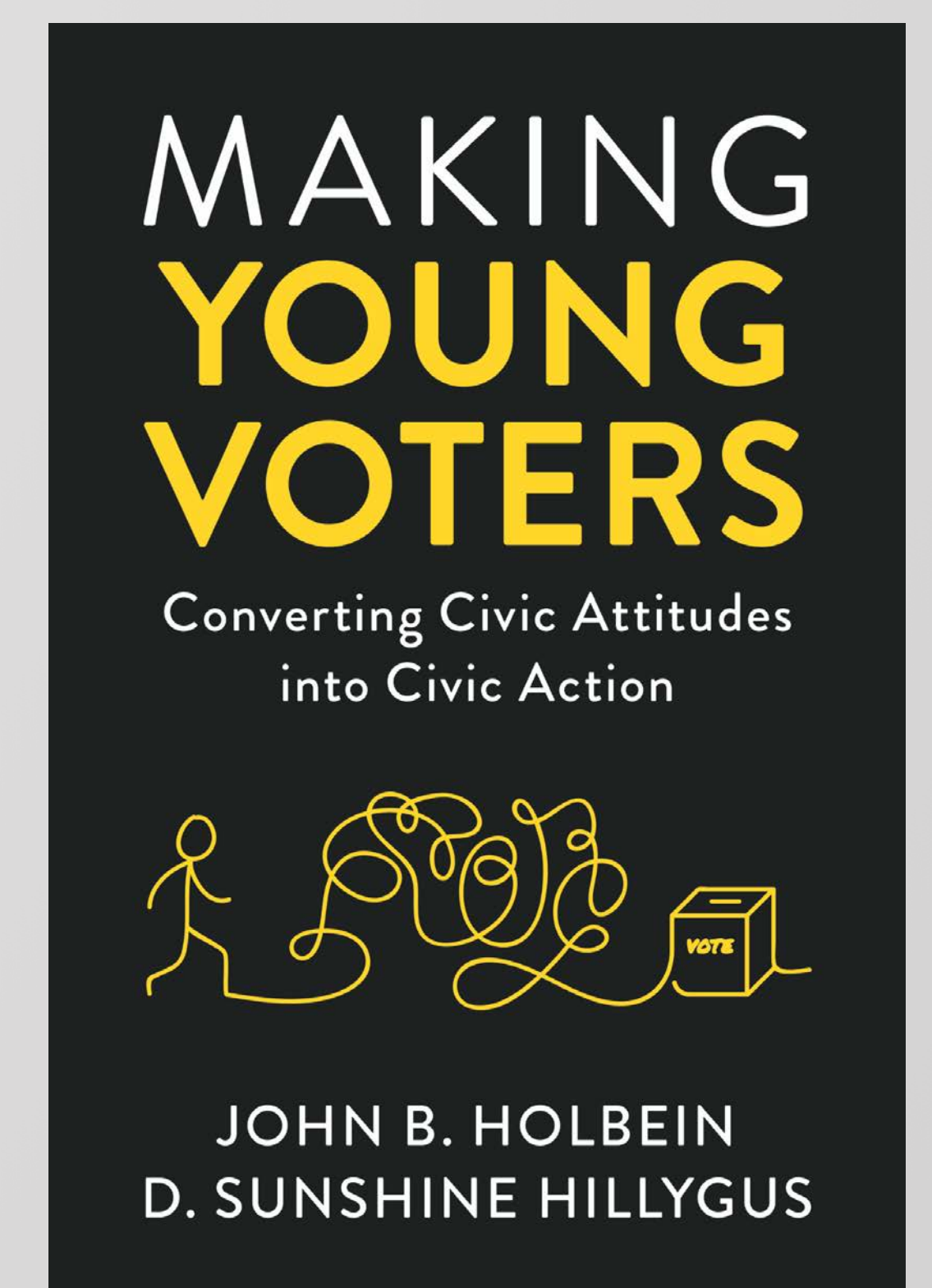
Ongoing Research

- Coding & analyzing content of Facebook ads from 2018 US Senate races
- Preliminary findings reveal:
 - Campaigns (especially GOP) target young voters less than older age groups
 - Ads targeting young voters emphasize engagement more than mobilization



Project Success

- Cambridge University Press Book (Feb. 2020)
- Recipient of two NSF grants
- Featured at CNSF exhibition on Capitol Hill



Student Quotes

"I think it can be a little bit confusing especially depending on your living situation, what state you're from."

"Requesting an absentee ballot, since I'm not in my home state, was a little bit confusing... Personally, I was a little bit confused. I had to ask my dad."

"Our university mail system is notoriously slow, and sometimes I worry that my ballot won't get to my mailbox in time."

"Classes would be very difficult to miss just to go to the polls... voting day is actually on a day that I have my busiest schedule."