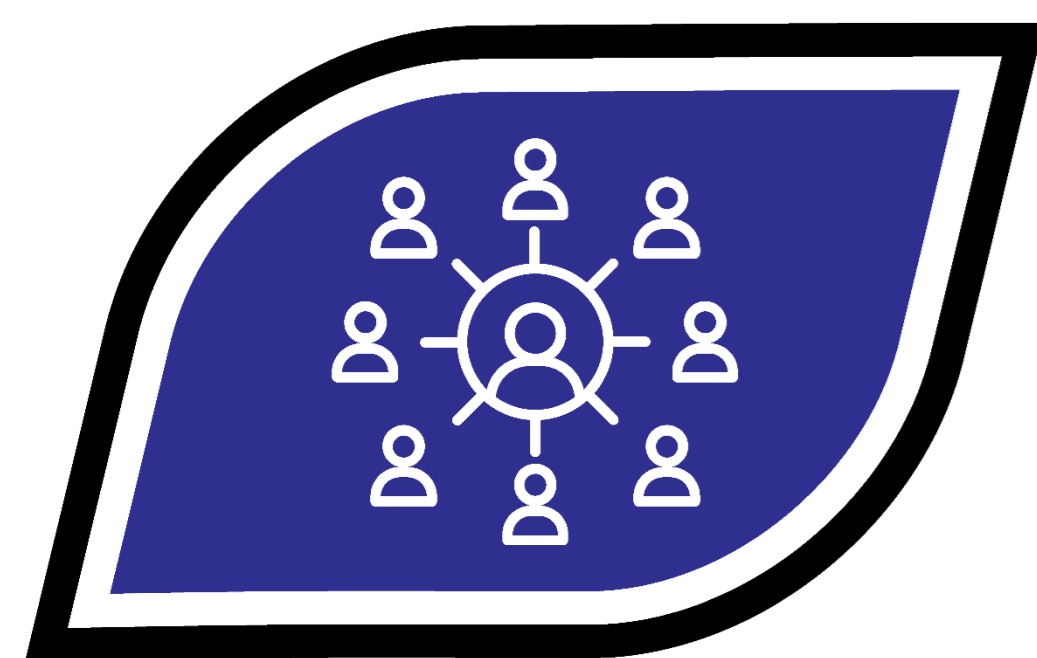


A Study of How Looks Can Be Deceiving



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Introduction

An interesting and important area of sociology is the study of how people make political decisions. In a democratic countries like Tanzania, the decision making process, acquire its ultimate legitimacy from election in which majority of the adult population above 18 years are entitled to vote. As we are approaching a Tanzanian general election of 2020, for a candidate running for office, understanding what motivates people to vote can be a major factor in determining how to present themselves and their issues to voters. This study/project is aimed to find out or investigate on which has the stronger influence on voters. Is the group (political parties) presenting the issue or the issue itself? By using various research tools we will find out how most Tanzanians elect their leaders. Are they judging political policies and ideas based on the merits and logic of the views expressed in the statement being made or the group that making the statement or policy?

Method

To get all the necessary information about this study/project, we prepared and compiled a questionnaire containing at least twelve (12) important questions on Google survey form and distributed a link containing question to WhatsApp and telegram groups and also to personal WhatsApp, emails and telegrams accounts. We applied questionnaire in Google form survey in order to reach more people using computers and smartphones, especially considering this period schools were closed for the COVID 19 outbreak in the World. So we felt this way would be easier to reach more people and get quick responses from all over Tanzania

Another tool we used to obtain data was interviews. We thought that, this technique could give us information

with details, as the respondents were free to the interview through conversation. Interviews were conducted at various locations for example in homes, on various streets of Songea and Arusha, in the markets and at various political part offices,

This method we also used to reach people who are offline, illiterate, with multiple work responsibilities. The aim was to make sure we get information from all groups of people.

Results

In the online and offline questionnaires we managed to find 221 respondents of which 54% were men, 43.6% were women and only 2.4% did not indicate their gender. Of these, 45% were between 18-25 years, 27.5% were between 26-35 years, and 24.8% were between 36-45 years and 2.7% above 46 years. There fore if you look, we found large group of middle-aged people in our data as shown in the pie chart.

But also basing on our research, there were higher percentage i.e. more than 80% had university education and 13.6% had secondary education and the remaining percentage had different levels of education. We also noted that most of them are in some economic activity for example some were employed by the government, some in private sectors, some are self employed and less than 10% are without formal employment as shown by the chart.

What excited us most was that 75.5% of the respondents had ever participated in the general election and only 23.6% had never participated in the elections, And as many as 46.5% participated more than twice so it was sufficient to obtain the necessary research information.

When we wanted to know what criteria they used to elect/find the leader they wanted. We found that there were many factors to consider during the election, and most of them they consider the issue presented during campaign without considering their political party, but some especially who affiliated with a certain political part they only consider candidate from their political party without considering the issue presented during campaign.

After analysis of the results we realized that many voters do not know how to choose the best leaders. Many of them are fooled by small gifts during the campaign and perhaps others believed the party would bring prosperity. The following is the advice and recommendation of some of the respondents in the next general election. Voters should not only look at one criterion in choosing leaders but also look at the many qualities to find the best leader they need.

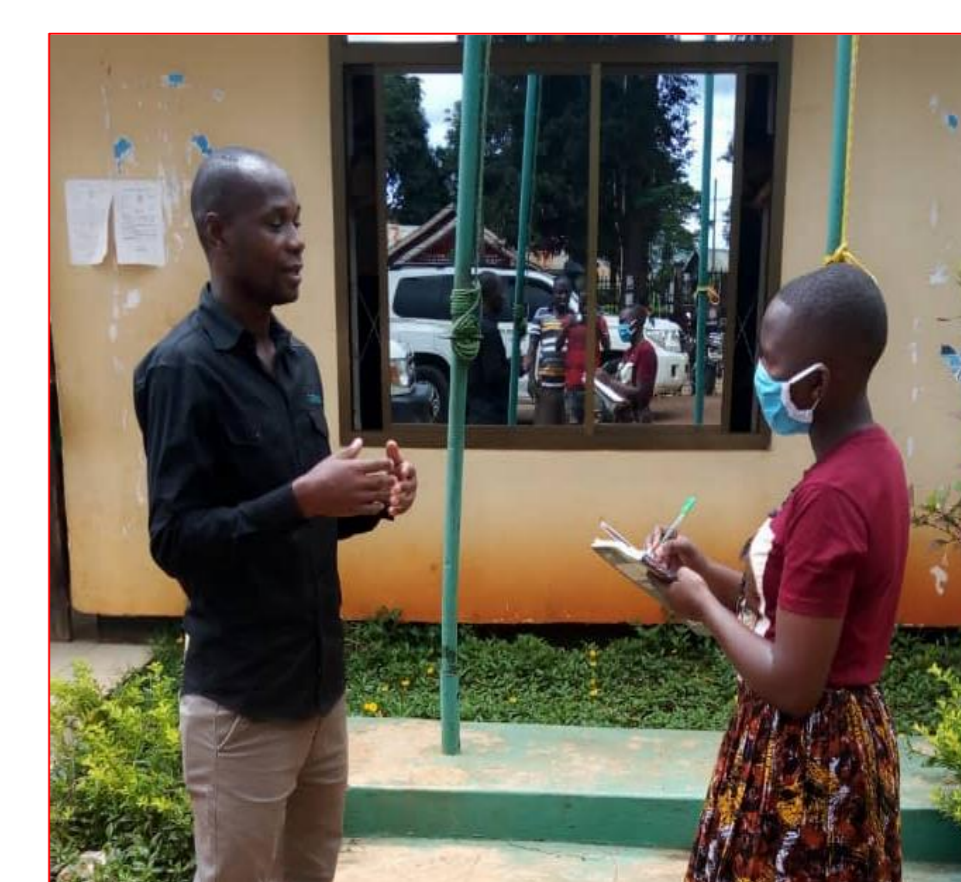
- Voters must consider the ideas and constructive promises
- The voter should choose a person who ready to change the society to be developed one
- A voter should listen carefully the issues presented in campaign and asked questions so as to determine leader intentions on solving their citizen's problem. And also a voter should vote the right candidate without base on their status or area of origin or political parties the candidates belongs,

References

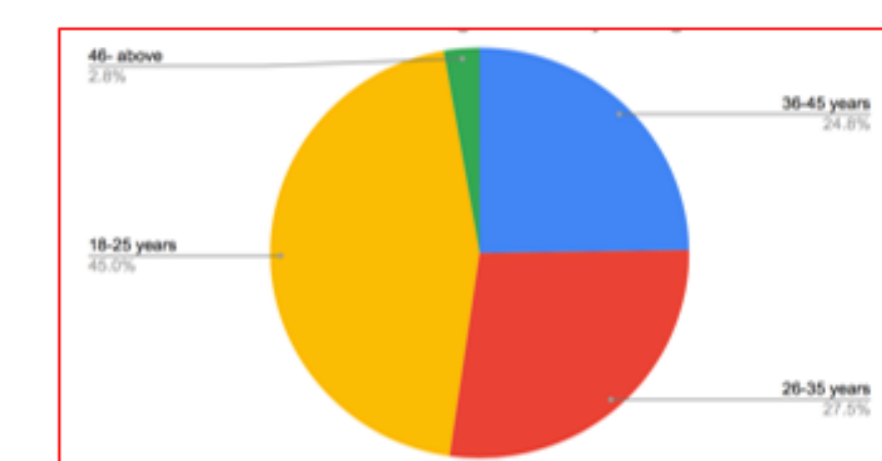
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A PIE CHART SHOWING % OF THE AGE PARTICIPATED IN QUESTIONNAIRES



A SIMPLE PIE CHART TO SHOW WHAT FACTORS ARE CONSIDERED WHEN RESPONDENTS ELECT THEIR LEADERS

