

First Time Voters Representation of Leadership as Exemplified by 2016 Presidentiables

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Abstract : Leadership is a process of relationship involving interaction with other people. Leaders emphasise authority, which executes and implements regulations, maintains the rules and leads to a better future. The First Time voters are very significant because there are the stakeholders of the type of leader to be deployed. They also have the capacity of engaging the government and can be the agents of change. The objective of the study is to identify the strengths and weaknesses of leader. Moreover, the study identifies the qualities of a leader. Finally, the study determines first-time voter's representation of a leader. Focus Group Discussion was carried out into two groups of first time voter's ages 18 to 21 years old. Verbatim transcripts of the discussion were analyzed using Thematic Analysis. Overall results showed super ordinate themes for weaknesses of leader: Lack of transparency in the government, poor communication strategy, and valuing experience over potential and other contributory factor; for strength of a leader: analytical skill, emotional intelligence in political work, analytical ability and economic status on political participation; finally, in the representation of a leader: positive representation of a leader and negative representation of a leader.

Keywords : first time voters, focus group discussion, leadership, qualitative research design

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