A study of the background and theoretical foundations of effective factors in people's participation and behavioral patterns in election

El estudio del fondo y las características de los factores de eficacia en la participación de las personas y los comportamientos de conducta en la elección

Um estudo dos fundamentos e fundamentos teóricos de fatores efetivos na participação das pessoas e padrões comportamentais nas eleições

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Abstract

Political participation and the way in which people are taking part in political decisions and social administration are among the issues that have been discussed throughout the history of political ideas since time immemorial even before the Christ. One of the striking examples of political participation of people of a society is taking part in various elections of a country that is one of the issues of political geography and electoral geography. Electoral geography is a term that was first coined by French scholar Zigfrid in 1913. Political participation usually refers to the domain of access of the citizens to their normal democratic rights in political activity to which they are legally eligible. Participation in election includes voluntary activities that are done by ordinary people in order to influence the public policy. This influence might be direct or based on one's personal choice of the one who decides the general policies. Voting in elections is part of this influence. Holding free and just election and the existence of political competition are among the aspects of democracy and legitimacy of political systems. This category is of higher importance in the societies, which are in transition. Election and electoral competition are one of the significant indices of democratic system at the heart of which two elements of continuation and change evolve. Thus, in the current research we will discuss the effective factors in the participation of people in election,

Resumen

La participación política y la forma en que las personas participan en las decisiones políticas y la administración social se encuentran entre los temas que se han discutido a lo largo de la historia de las ideas políticas desde tiempos inmemoriales incluso antes de Cristo. Uno de los ejemplos más destacados de la participación política de las personas de una sociedad es participar en varias elecciones de un país que es una de las cuestiones de la geografía política y la geografía electoral. La geografía electoral es un término que fue acuñado por primera vez por el erudito francés Zigfrid en 1913. La participación política generalmente se refiere al dominio de acceso de los ciudadanos a sus derechos democráticos normales en la actividad política a la que son legalmente elegibles. La participación en las elecciones incluye actividades voluntarias realizadas por personas comunes para influir en la política pública. Esta influencia puede ser directa o basada en la elección personal de quien decide las políticas generales. La votación en las elecciones es parte de esta influencia. La celebración de elecciones libres y justas y la existencia de competencia política se encuentran entre los aspectos de la democracia y la legitimidad de los sistemas políticos. Esta categoría es de mayor importancia en las sociedades, que están en transición. La elección y la competencia electoral son uno de los índices significativos del sistema democrático en el

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aspects of political participation, behavioral patterns in election, effective factors in electoral behavior and elections in a number of developed countries and so on and so forth.

Key Words: Participation, Behavioral Pattern, Election, Political, Social and Cultural.

corazón del cual evolucionan dos elementos de continuación y cambio. Por lo tanto, en la investigación actual discutiremos los factores efectivos en la participación de las personas en las elecciones, los aspectos de participación política, los patrones de comportamiento en las elecciones, los factores efectivos en el comportamiento electoral y las elecciones en varios países desarrollados, y así sucesivamente.

Palabras clave: Participación, patrón de comportamiento, elecciones, política, social y cultural.

Resumo

A participação política e o modo como as pessoas participam das decisões políticas e da administração social estão entre os tópicos que foram discutidos ao longo da história das idéias políticas desde tempos imemoriais, antes mesmo de Cristo. Um dos exemplos mais proeminentes da participação política do povo de uma sociedade é participar de várias eleições em um país que é uma das questões de geografia política e geografia eleitoral. A geografia eleitoral é um termo que foi cunhado pelo estudioso francês Zigfrid em 1913. A participação política geralmente se refere ao acesso ao domínio dos cidadãos de seus direitos democráticos normais na atividade política a que estão legalmente habilitado. A participação em eleições inclui atividades voluntárias realizadas por pessoas comuns para influenciar políticas públicas. Essa influência pode ser direta ou baseada na escolha pessoal de quem decide as políticas gerais. Votar nas eleições faz parte dessa influência. A celebração de eleições livres e justas e a existência de competição política estão entre os aspectos da democracia e da legitimidade dos sistemas políticos. Esta categoria é de maior importância nas sociedades que estão em transição. A eleição e a competição eleitoral são um dos índices significativos do sistema democrático no coração do qual dois elementos de continuação e mudança evoluem. Portanto, na pesquisa atual, discutiremos os fatores efetivos na participação das pessoas nas eleições, aspectos da participação política, padrões de comportamento nas eleições, fatores efetivos no comportamento eleitoral e eleições em vários países desenvolvidos. , e assim por diante.

Palavras-chave: Participação, padrão de comportamento, eleições, política, social e cultural.

Introduction

The concept of political participation of people is a new phenomenon that one can declare it among the secondary consequences of national government. Today all political regimes insist on this concept in one way or another. For this reason, you cannot find any regime in the world that does not pay respect to the views of people particularly in the field of participation in election; then political participation is a global phenomenon. Of course, this is not to say that all individuals in a society are necessarily taking part in political activities or this political participation is of a normal form and scope in all societies rather it implies that this concept can be seen more or less in every society. On the other hand, the scale of participation in every country shows that reliability of the regime that governs the country and it suggests that the members of the society have concluded that the best way for influencing the governmental decisions is participation in political affairs. This implies the institutionalization of peaceful way of interaction of state-nation. Democracy, political participation and collective identity are among the key issues that are considered in sociology. One of the extensions of political participation is election that refers to a series of coherent and integrated actions and operations that take place in a determinate geographical domain within a limited time period and leads to the selection of an individual or a group of individuals or issues or manners by the majority of people and these actions and operations together are termed as election.

Research Background Studies

The studies of Neshat et al. (2010) showed that there is a direct and meaningful relationship between the scale of political participation of the teachers of Shar-e Rey and independent variables (including age, education, marriage status, gender, number of barriers of political participation, scale of confidence of influential-ness, scale of significance of political participation, scale of political knowledge and skill, scale of valuability of the consequences of political participation).

The results of the studies of Jafarinezhad shows that the scale of political participation of women under study in political activities is more than the average mean, and female teachers are of highest mean in such domains as parliament election, acquisition of political information and news, participation in rallies and so on and so forth. In particular fields of political participation (membership in political parties and parliament), however, they have been lesser than the average mean. In the present research, it was revealed that religion, consciousness and political skill are among the vital factors of political participation of women. In other words, the higher is the political skill of women the higher will be their political participation. University degree has been influential in the scale of political participation of the female teachers. To put it otherwise, the higher is the university degree the lesser is the political participation. The female teachers aged upper than 51 and the single individuals with an income less than 200 thousand Toman have higher political participation as compared to others. However, this difference is not significant. Moreover, there is a significant relationship between the political participation of female teachers and such variables as academic field of study, work experience, educational degree, and place of life.

In another research entitled *A Study of the Sociological Factors Influencing the Political Participation* it became revealed that there is a significant relationship between the "political participation of teachers" and individual consciousness and skill as regards participation as well as between the barriers and restrictions of participation and the scale of political participation (Shahram Nia & Mullaei, 2011).

In the studies that have been conducted by IPSA (The Iranian Students Polling Agency) under the title of "A Study of Electoral Approach and Behavior of Tehran People" back in 2003 on the threshold of the election of Seventh Parliament, the results showed that such factors as influencing the regime's policies and one's own destiny, religious duty, loyalty to Islamic regime and defense of Islamic Republic of Iran against the foreign threats are among the motivating factors involved in electoral participation (Bashiryah, 2007).

Imami (2007) in a study assayed the polling of the election of eighth parliament among the students of universities of Tehran. The author has reported that the most important reasons and incentive of the respondents for taking part in election is participation in the destiny of the country and the influence of my vote in vital decisions of the country (33.94 %), doing one's national duty (32.45 %) and doing one's religious duty (27.15 %).

Yusefi and Suleimani (2008) in a study under the title of "analysis of sense of political influence in teacher (a case study of the teachers of Neyshabur city" found out that political influence of teachers in the internal aspect is lesser than the average (48.9) while in external aspect is comparatively higher than the mean (56.6). Secondly, political assurance with 52.8 % of frequency is the most common form of political influence among teacher and after it stands the state of political indifference with 39.2 frequency. Thirdly, among predicting variables of political influence two variables of political confidence and electoral participation are of more decisive effect on the change of the states of political influence from political indifference to assurance. Insofar as 58 to 78 percent of change in states of influence have been estimated to be contingent upon the change in the level of political confidence and electoral participation. Knowing the strength and weakness of political confidence and electoral participation of teachers in 92.3 percent of cases their assurance and in 84.2 percent of cases, their political indifference could be rightly predicted.

Jafarinia in a study has assayed "the scale of interest in political participation in Khormuj County and social factors effective on it". His research results show that the scale of interest of men in political participation is higher as compared to women and with the increase of their education level their interest in political participation would also increase. Moreover, higher social classes as compared to lower social classes are more interested in political participation (Jafarinia, 2012).

Jafarinia in a study entitled "assaying the political culture and system of tribes and the scale of political participation in Delfan County" has analyzed the aspects of political culture as regards the scale of participation of citizens of Delfan. The results show that such elements as close family relations, violence and plunder have led to the formation of a special political culture that is a serious and important barrier in the path of political development.

In the studies of Mardukhi (1994) for evaluation of "scale and indices of political and social participation under the title of people participation in the process of development and a project for evaluation" quantifiable indices of political and social participation in election, voluntary actions, charity and membership in various societies and gatherings have been expressed.

Dianati Niat (2003) in a study has provided an "evaluation of effective social factors in the scale of political participation of students in Tabriz". Findings resulted from the bivariable analysis of this study show that the variables of membership in voluntary societies, political friends, political family, political consciousness, open political atmosphere, and group media have significant relationship with political participation.

Habibzadeh Marvdashti (2003) has studied "national and religious identity of the youth and its impact on the political and social participation". The results show that to enhance the scale of political and social participation of the youth their national and religious identity must be reinforced and also the youth who have enjoyed higher social and economic status are of lower political and social participation.

Hedayatizadeh (1999) in a study has studied "political participation in contemporary Iran". According to the findings of this research one can say that despite the structure of Islamic Republic of Iran the theoretical and practical foundations of civil and political participation have been provided by the society but the weakness of internal and systematic consistency of our society in political and cultural aspects of political participation and the conditions of the transition from a undemocratic monarchical system to political regime of Islamic Republic have led to the formation of political mass.

Abdullahi (2004) in a study entitled "women and civil institutions: problems, barriers and strategies of civil participation of women in Iran" has reached the conclusion that the lower state of civil participation in Iranian citizens particularly women is one of the key problems of current society of Iran that is in transition.

The studies that have been conducted by Davis and Hughes (1971) in USA on "the impact of individual and family backgrounds of students on their political vision" show that boys as compared to girls are more interested in political participation in election. Moreover, there is no significant relationship between the social level of students and their political activities. This is also the case with the boys of the middle class versus working class.

The studies of Lipley (2003) showed that having active friends in political affairs paves the path for increasing the possibility of participation of individuals themselves. He concluded that discussion with friends who are interested in political activity can contribute to individual learning.

The studies of Nowroozi and Bakhtiari (2009) showed that the scale of political participation among the lesser middle class in Khodabandeh County is lower than the mean. Moreover, there is a 99 percent relationship between the variables of gender, social class, residence place, populism, futurism, social and political alienation, trust, family structure, education, group media, fatalism and the dependent variable of social and political participation.

Studies by Hashemi et al. (2010) showed that with a 99 percent certainty one can say that each one of the variables of age, marriage, education, religious flexibility, religiosity degree, satisfaction with life, political freedom, political legitimacy, political trust, political friends, fatalism, sense of political efficacy, sense of political disability, political alienation, distribution of responsibility, political family, political consciousness, political avoidance, use of media, social confidence, satisfaction of government function, content of the slogans of candidates, having extra time in election day, stability in party approach, importance of election results, and importance of social supervision has a significant relationship with the level of political participation.

Michael Rush believes that there are numerous evidences that suggest that political participation in all levels varies according to economic and

social status, education, job, gender, religion, ethnicity, region and place of residence, personality, political environment or the field where the participation occurs (Rush, 2008).

D. L. Sheet not only insists on the variables of income, job, education and the totality of indices of economic and social status with urban life he also believes that organizational membership's impact on the scale of political participation shows that education is one of the most powerful variables that is effective in the scale of participation (ISPA News Agency, 2003).

Imam Jomehzadeh et al. (2012) in a study has assayed the relationship between social capital and political participation in the students of Isfahan University. The statistical population of this research consists of 188 students of Isfahan University. The results show that there is a significant correlation between the aspects of social capital and the scale of political participation of the students.

Theoretical Concepts of Research
Research Theoretical Model

Given the abovementioned studies the following theoretical model has been suggested. As the following figure shows, there is a relationship between the individual, economic, social and communicative independent variables and the variable of political participation of teachers. However, there is no relationship between other variables. The following theoretical model describes the relationships between these variables.
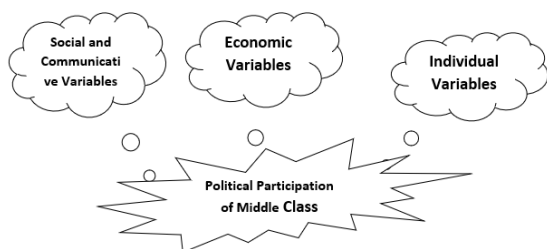

Figure 1. Concepts of Participation in Election and Aspects of Political Participation
Political Participation

Participation means conscious presence in political and social arena. The basic features of such a presence is good will along with thinking and intellection (Coen, 2007). Participation in election is one of the common types of political

participation that takes place within the framework of official laws and regulations of a country. Michael Rush considers the political participation as the involvement of an individual in various levels of activity in a political system that ranges from voting to having an official political office (Rush, 2008; Weiner & Huntington, 2000). Political participation consists any successful or unsuccessful, organized or unorganized, periodical or constant voluntary action that requires the application of some illegal methods and influences the general policies, administration of public affairs and selection of political leaders in all levels from local to national governments. According to Samuel Huntington, political participation represents the efforts of ordinary citizens for influencing the public policies. He considers the efforts of the ordinary people in every type of political system for influencing the leaders and changing their behavior as aspects of political participation (Debona, 1998). He introduces political participation as the basis of democracy. According to Huntington, democracy is nothing but a political framework within which the majority of people can take part in public affairs. Political participation refers to the involvement of an individual in various levels of activity in political system that ranges from the non-involvement to having a political office (Hafeznia & Kaviani Rad, 2004).

Theoretical definition: Lister Broth defines political participation as a series of activities and actions of citizens for influencing the government and support of political system. In this definition, the scope of people's action in the domain of participation includes the pressure levelling, competition and influence, on the one hand, and support, on the other (Hajiyusefi, 2005).

Operational Definition: political participation denotes every volitional and conscious action of individuals towards influencing the public policies of the society including activity in election, influence, organizational activity and membership in groups, parties, creation of individual relation with powerful authorities, participation in political events and rallies (Bahrani, 2010).

Social Class

Theoretical Definition: social class refers to part of society members who differ from the point of view of common values, honor, social activities,

amount of wealth and other personal properties from other parts of the society (Coen, 2007).

Operational Definition: job, education and income have been used as the indices of determination of social class of individuals (Bahrani, 2010).

Election: this notion features the official process through which persons are elected as the executives of the certain offices in the society through public voting. It is also an index of social power and on the other hand can serve as a good standard for evaluation of power distribution in the society. Election in every society has the following elements, i.e. administrators, elected candidates, voters, electoral regulations, social atmosphere during the election. Election is one of the levels of political participation that represents the expectations and approaches of majority of people in economic, social and political affairs (ISPA News Agency, 2003) and election in the context of current research features the presence of qualified citizens in the elections of president, parliament, leadership council experts, and town and country councils.

Political consciousness: political consciousness of an individual refers to one's personal views and evaluation of certain political issues or political figures and events; which in the province that is the scope of the current research these very indices are decisive.

In the Moein Dictionary, consciousness is defined as an equivalent of information and knowledge. Here we turn to a number of theories in sociology regarding the political consciousness. Then, political consciousness in this context refers to the knowledge of individuals and groups of public affairs and social policy. This notions of political knowledge, political information and political intelligence are conceptually overlapped. One might not be able to make an exact distinction between them but it seems that political knowledge and information refers to the content of one's memory and can be measured; in other words, one can say that the terms information, knowledge, consciousness and intelligence are used to refer to various levels of consciousness because the latter consists of the ability of sensory perception and memorization as well as the ability of critical reaction by means of thought and practice (Kazemi, 1995).

Electoral behavior: behaviors that one individual show in the course of election and as a result he is effective in the election.

Candidate: the individual who presents himself to people in the course of election (Baei Lashaki & Pishgahi Fard, 2009).

Culture: as Marcus Fischer suggests there are three major conceptions of cultural meaning. One depicts culture as intellectual, moral and aesthetic movement towards the perfection; the other suggests that culture consists of the products of the aforementioned movement (like literature, painting, sculpture, and film) while the third conception suggests that culture features the specific meaning that a group of people gives to their collective life. Julie Rives in the introduction of the work entitled *Culture and International Relations* distinguishes between two notions of culture; one of which represents the notion that has long been the prevalent notion of culture and used to refer to art, music and literature and as Mathew Arnold suggest this notion of culture consists of "pursuit of perfection" while the other notion is based on an anthropological understanding of culture and argues that "we humans are our culture". Robert Walker in an article entitled "concept of culture in the theory of international relation" offers a similar classification of culture and distinguishes between two ideas of culture one of which claims to be universal while the other is of special. Then, culture in the current research is defined as a notion that consists of as a series of knowledge, beliefs, values, norms, traditions and education that are either consciously or unconsciously acquired by man.

Development: development (that would be better be called "growth" as the latter is more consistent with Iranian regional and national culture, values and perspectives) is among the notions that have become more prevalent in the contemporary era specifically in the decades after the WWII. Development, as conceived by the scholars of economic and social sciences, refers to the continuous promotion of society as a whole as well as social order towards a better and more human life. In other words, development is a universal process that aims at increasing the human and social capabilities for answering the defined claims in human societies. Thus, lexically speaking, development refers to the gradual growth towards more development, power and expansion. Then, development features a continuous effort for decreasing or overcoming various problems and disorders of social and human life. Generally speaking, development is a process that is associated with

reorganization and reorientation of the whole social and economic system. Development should not only improve the scale of production and income rather it has to include basic changes in the institutional, social and administrative structures and public views and stances. Moreover, advisors of UNESCO believe that development is a purposeful process that begins by man and its goal is the betterment of life conditions of all those who live in the society. Therefore, development consists of conditions in which all members of society can overcome their needs, on the one hand, and enjoy numerous opportunities to get their capabilities flourished, on the other.

Political participation consists of one's involvement in various levels of activity in a political system that ranges from non-involvement to having an official political office. Participatory political culture means that individuals are of influence in the political system and they know the scope of their influence and based on their knowledge of this reciprocal influence on the political, administrative structure and the process of decision-making and administrative affair they show sensitivity and seek to influence policies and decisions of political system. Then, sense of responsibility towards the destiny and administration of the affairs of country is a religious duty and obligation for all people specifically for the youth and the adolescents in a dynamic and stable society although reason does also highlight this necessity. It seems that in Iran like other developing countries due to the lack of basic experiences of democracy and long history of dictatorship there are still numerous ways through which we can institutionalize political participation in Iranian society and raising the issue of political participation even for frequent times can contribute a great deal to this (Jafarinia, 2012). Human connections within social and political groups have provided the necessity of social participation of individuals and determine the responsibility, function and true or ideal position of the individual. Social human being needs to politically participate for having his favorite governance system and then without an active presence in political arena he never touches his intended position (Jafarinia, 2012).

Voting and participation in elections are the most explicit form of political participation for the majority of citizens in democratic societies. Voting is the most effective and practical means for citizens to exercise their thoughts in the administration of public and social affairs. Voting is in fact a type of social mechanism for collection and identification of social options and priorities. The most basic function of participation in voting is providing opportunity for substitution and transition of office and responsibilities in the society. According to the Encyclopedia of Social Sciences, political participation consists of a voluntary activity that is conducted by the members of a society in direct or indirect election of their leaders and in formation of public policies. According to Rush, political participation refers to all voluntary behaviors of the citizens of a society through which they directly or indirectly influence the public policies of the society (Qasemi & Maali, 2014). One of the extensions of political participation is election that features a series of coherent actions and continuous operations that takes place in a specific geographical domain as well as a determinate time line and leads to the election of an individual or a group of individuals with special approach by the majority of people. The implementation of this series of actions and operations constitutes election in its proper sense (Haqiqi, 1991).

Behavioral Patterns of Election

Given the fact that the voters' behavior is multidimensional and is influenced by various factors, different patterns have been proposed for analysis of the behavior of voters. These patterns can be summarized in three major currents:

1) Sociological pattern of analysis of behavior of voters
2) Psychological-political patterns of analysis of behaviors of voters
3) Ideal-rational patterns of analysis of behaviors of voters

Effective Factors of Electoral Behavior

In our study of the patterns of electoral behaviors we alluded to different views each one of which have referred to variables that can be highlighted in the analysis of the behavior of the voters. What can be found based on the totality of the ideas and views is that various factors are simultaneously influencing the behavior of voters and insistence on one or a number of factors cannot reveal the real cause of the election of individuals. One can enumerate some of the most important factors that are effective in this field as follows:

1-   Geographical area of residence
2-   Membership in social groups
3-   Family
4-   Membership in tribal groups
5-   Party affiliations
6-   Psychological and personal features of an individual
7-   Advertisement and role of mass media
(Baei Lashaki & Pishgahi Fard, 2009).

How maximal participation becomes realized?

-      Safe and legal elections
-      Promotion of public hope and satisfaction
-      Transparent relevant and on time information
-      Observation of moderation and avoiding extremism
-      Avoidance of creation of bipolar atmosphere
-      Advertisement of obligational vision in the field of social leadership
-      Avoidance of unnecessary heavy spending on advertisement

Status of Political Participation and Election in a Number of Developed Countries

1- Turkey: presidential election in Turkey is done through private votes of MPs in this country in four rounds. If none of the candidates succeeds to earn the 50+1 percent of the votes of the MPs in the fourth round the parliament automatically terminates and an early public voting takes place.
2- Pakistan: Pakistan's president is elected based on the votes of National Parliament (Senate) and State Parliaments in this country. Each one of the presidential candidates should earn the support of the majority of the four state, national and senate parliaments.
3- Russia: people elect their president in a direct form.
4- USA: in the Constitution of the USA the president is said to be elected in an indirect fashion by various states.
5- Germany: president is chosen by the Federal Assembly and should be at least 40. Presidential term is 5 years. The president cannot be a member of government or the legislative. In Germany the president has a relatively invisible and ineffective role. The president distributes medals and signs and issues messages for the people. But the political power is at the hands of German Chancellor that is at the top of government. the Chancellor is chosen upon the proposal of the president and by Federal Parliament based on the majority of votes. Whenever the parliament withdraws its vote of confidence from the Chancellor the latter has the right to ask the president to dissolve the parliament. The appointment and removal of minsters are both done by the Chancellor.
6- France: every French citizen has the right to be a candidate of presidency if he can have the support of hundred members of National Parliament, Senate, Social and Economic Council or significant City Councils and Municipality. The presidential term is 7 years and the election is done through the direct vote of the citizens and with the absolute majority in two days.
Every candidate should pay two thousand Francs. Every candidate who can earn 5 percent of the total votes can ask the government to pay the advertisement costs (Kazemi, 1995).

Conclusion

Since the emergence of the first soviet society in Sumer until the emergence of Greek city-states and later the realization of western democratic system, the issue of people's participation and the way that they take part in public affairs has been always considered by scholars and political leaders. To have an ideal life human beings are after the proper elections in order to promote the level of their life. The issue of participation and election for all humans since the ancient times up until now is continuously noted by all minorities and religions. Because every nation and society requires people's participation and promotion of transcendent goals for preservation of values and ideals whether in internal society or in international arena. This is why various forms of elections take place via public participation among all nations. World nations defend their identity and struggle to build a culturally informed society by means of democracy that is founded on elections and political participation. These individuals play a key role in all domains via voting for a qualified and competent candidate. Because through maximal presence at the pole the legitimacy of the regime is proven. Teachers constitute the major part of the middle class of society who play a key role in participatory policy. In fact, middle class of society consists of the majority of a society and can play a continuous role. Participation in election with such aspects as election, political consciousness, electoral behavior, Islamic Consultative Assembly, candidate and election of a candidate for a chair of parliament aim at realization of goals. Meanwhile the institution of education plays a

key role in training and guidance of public forces and orientation of educated citizens. Elections are associated with specific patterns and behaviors. One can refer to the sociological patterns of analysis of voters' behavior, psychological-political patters of analysis of voters' behavior, ideal-rational patterns of analysis of voters' behavior each one of which was briefly explained above.

Among the effective factors in electoral behavior one can refer to geographical environment, scale of participation and membership in social and ethnic groups, family foundation, individual psychological qualities, affiliation to parties and axial role of media. The electoral behavior of Iranians has been like the behavior of other nations. Iranian people held a referendum and voted for their destiny in order to preserve their ideals and respond to enemy. To create a proper space of political participation we have to set the scene from psychological and behavioral points of view in order to encourage the citizens to attend the polls in maximal form with utmost enthusiasm. Because the lack of proper electoral environment as well as insufficient encouragement will have dire consequences in terms of public opinion. Since the enemy of a nation seeks to discourage the citizens for participation in elections concrete steps should be taken as regards the necessary measures to thwart the plots. To maximize public participation the behavioral and psychological advertisement is required. Since the axial role of social classes varies in election, the middle class play more fundamental role due to its higher number. Educational system and teachers constitute a group of this middle class who besides their mission and role in training people can provide the ground for better political participation. Maximal participation gets realized when all social groups pursue a unique goal and collaborate in an ideal environment in order to fulfil their national aspirations. Electoral status is different in various countries and election is held via different methods. In Iran women take part in elections along with the men and play a key role in deciding their national destiny.

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