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The 2015 Singapore Swing: Depoliticised Polity and the *Kiasi/Kiasu* Voter

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Abstract

The results of the 2015 Singaporean general election (PAP) revealed the key to the PAP's victory was the personalisation of the Singapore 50 (SG50) festivities. Subsidised media and additional activities were the result of this strategy. Under the leadership of Lee Hsien Loong and pro-

tion Party as some of the campaign, independence government mainstream offers an success cultural traits social contract economic growth kiasu

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tipped the balance in favour of the PAP when voters decided that the outlook for the

Southeast Asian region was negative and Singapore needed the PAP to steer the country during this period of uncertainty.

Key Words: [depoliticisation](#) [cultural traits](#) [voting pattern](#) [social contract](#) [Singapore elections](#)

Notes

1. His supporters tried to nominate him for the Noble Peace Prize: 'Nobel gesture: Singapore's longest-held political prisoner Chia Thye Poh nominated for Peace Prize', South China Morning Post, 3 October 2015.
2. 'PM Lee demands blogger remove post or face legal action', Today, 20 May 2014. What was interesting about this case was Roy was able to raise more than S\$100,000 from ordinary Singaporeans over the internet for his legal defence fund. In December 2015, the courts awarded \$150,000 in damages to Lee. See 'Roy Ngerng to pay S\$150,000 in damages to PM Lee', Today, 17 December 2015.
3. 'S'pore minister: Luckily, we're not M'sians', Malaysiakini, 4 September 2015.
4. Chee defends SDP's 'sound policy proposals', Today, 2 September 2015.
5. 'External threats aplenty, but a united nation will overcome them: PM Lee' (p. 3), Today, 9 September 2015.

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