

Social Media impact on Upcoming Elections in India 2019

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INTRODUCTION

What is social media and its impact on the Indian governance ?

Social media is a digital platform of computer mediated technologies for ex-changing information and sharing ideas. Digital technology is making average citizens become more involved in political discussions. Social media is an addictive fashion / trend that maximises the profit that can be extracted from people's attention and helps generate data. Politics (doing a series of actions to reach a goal) has become a major focus in the growing field of social media studies. People who work to find information across the globe analyse political on-line communication. This analysis aims to identify how political parties manage to get ready for action on social media by means of communicating through social networks - places/locations, shared online articles and videos on Youtube.

In addition to the effect that social media has of expanding the reach of their message to more people who vote, especially younger people, social media activities can be either used to describe a possible future event such as the result of elections. However, many companies have tried to use the data which is available from various platforms of social media such as Facebook, Twitter, Google Plus and others to predict election results. Not all successfully predict. It is assumed that the people

who visit and write, read, watch news, share opinions and ideas, debate, view videos and share their thoughts related to their political leaders during the election periods are active voters, which is not always the case. While through careful content monitoring, trend and network analysis these various social media interactions will provide almost the same results as traditional election polling.

Politicians use the social media platforms to communicate with their masses, raise awareness on policies and to call them to vote or protest. It is a platform that can make a person or a story popular in a day. Things go viral and reach all corners of the world. We often see stories posted on social media which call for political action. These political issues are brought in front of audiences by any group who want to highlight an issue that is important to them. Usually during the time of elections the political parties become really active and try to bring out the flaws of other party to light. Some just focus on their own positive points. Social media is the quickest and most user friendly platform to reach out to the audience for any political party at the speed of light.

In the upcoming election, internet has a special role to play for the winning party. Internet usage has increased manifold since the last elections due to the advent of Jio, which has caused a ripple effect in the reduction of mobile data prices all over the country. Thus, social media usage has a larger impact during this election season than it did ever before. As a result, there are many strategies which can and are being used by parties to grab the attention of public. They use riveting images, detailed videos, insightful articles with lots of statistical and historical data or even run entire social media campaigns for their candidates.

Today we see that every political person has a Facebook page or Twitter handle on which they regularly stay in touch with the public and especially their supporters. They do this in order to become famous and stay fresh in the minds among public. It also helps them to make people remember them by increasing their recall value.

METHODOLOGY

The approach for this research work is a planned, structured research in a part of particular zone of study . The tools which were used to coordinate this research were different writings , including but not limited to articles (easy to get to, use, or understand) on the web or in pdf form, blogs, social media posts and statistical data . I even viewed some debates on social media impact on elections since 2014 till date.

REVIEW OF LITERATURE

The article talks about the rapid growth of social media usages by political parties for the elections .

1) daily Exc Elsiar - According to a study by the Internet and Mobile Association of India and Iris Knowledge Foundation, at national level outcome of at least 150 out of 543 Parliamentary constituencies would be determined by social media users.

2) Statista portal- This shows the statistics figure of the activate social media users since 2008 to 2018

3) Todd Stoffer- this blog has talked about the social media strategies and planning to win the elections. Social media has become a platform of voiced opinions and charges and albeit politicians for his or her campaigns still use posters, cut-outs, fliers and graffiti for his or her rally, however turning into digital and taking note over digital platform has modified the image or urban India and politics

4) Researchgate -Observing the famous 2014 general elections of India, social media was the battle ground of various political campaign and tremendous flow of varied political opinions. Narendra Modi's following was quickly gained and he was considered as famous and influential as Obama's elector campaign.

5) Anchorhope- What is simple is that within the fashionable age, social media shops are inevitably vital. As leaders like Trump systematically intercommunicate social media to attach with Americans and win elections, different leaders can begin to imitate so as to remain on the curve. At constant time, social media can give false comfort to politicians. whether or not you're feeling politician's use of social media is promising or dangerous, it's vital to stay in mind simply however recent this trend it's, and simply however unusually straightforward it's to be misled on-line.

6) Tribuneonline- The political scene has changed a considerable amount over the most recent few decades. The web has assumed a huge

job in this change. Web based life including Twitter, Facebook and YouTube, specifically, have assumed critical jobs in political battles and have without a doubt changed the manner in which individuals consider issues.

A standout amongst the most essential improvements in race crusades come 2019 will be the appearance of internet based life. It will basically change the manners by which competitors and gatherings direct their battles. Online life will on a very basic level change the manner by which residents are presented to political data.

7) Independent - Social media has become an integral part of our lives. Facebook and Twitter tend to provide news faster than most news channels today.

The political scene has changed a considerable amount over the most recent few decades. The web has assumed a huge job in this change. Web based life including Twitter, Facebook and YouTube, specifically, have assumed critical jobs in political battles and have without a doubt changed the manner in which individuals consider issues.

8) Statista portal- it again shows the number of social network users in India from 2015 to 2023 (in millions)

9) Australia India institute - This article is part of the Indian Election Series – a partnership between the Australia I n d i a I n s t i t u t e a n d t h e M e l b o u r n e S c h o o l o f G o v e r n m e n t ' s E l e c t i o n W a t c h project.

In the 2014 general elections, India's ruling Bharatiya Janata Party (BJP) made extensive use of social media platforms to engage with educated, middle-class youth voters. This strategy was complemented by BJP leader Narendra Modi 'appearing' at thousands of rallies as a 3D

holographic projection. Despite shunning India's vast mainstream media, Modi still managed to dominate the news cycle.

10) Economics-times- Parties bet big on social media, data analytics for 2019 poll campaign.

Decision 2019 will be a serious, high-stakes tussle for power like all others however with one contrast – in a first, it is probably going to be as fervently challenged in the virtual world as in the genuine one with gatherings effectively occupied with getting their internet based life warriors fight prepared.

RESEARCH/ IMPACT

The purpose of this study is to understand to what extent social media is used for political activities, including influence of political effectiveness, political knowledge, and political participation among people.

The results show that the use of social media for political activities influences peoples' political effectiveness, political knowledge, and political participation. The more often politicians interact on social media, the larger is their impact. The study also shows that social media users may discover political activities on social media, such as rallies, talks and even election dates . By this way, they strengthen their political knowledge, increase their political effective-ness, and improve their political participation. More than that, the social media usage for political activities was influenced by frequency of general social media use.

The study also shows that, for those who discussed the election on Twitter, the role of the web this way is significantly stronger than that of TV or radio. Twitter attracts a very specific subset of people who differ from the population largely in terms of information and knowledge about people, income, age, etc.

Engaging with politics through the web leads to greater face-to-face and one-on-one involvement with the spread of digitally viewed /purchased information through between-people interaction, and these effects seem to happen without any concern about the person's social status, income, age, etc. The study shows that the possibility is that as more begin to use social media to discuss politics; we will begin to see even more offline discussion of politics.

The results suggest that what happens online does not stay online, but rather moves offline and affects people in actual face-to-face conversations. To the extent that this is true, the political demands that speak well through social media will become harder to ignore for anyone who is interested or involved in the political process, including those who are likely to study it.

SOCIAL MEDIA STRATEGY TO WIN ELECTIONS

Twitter is wonderful and popular for political organisations to broadcast information on a worldwide stream; be it debates or discussions. India is the third largest user of twitter with about 53.1 million active users (as per (official count of everyone who lives in a country, city, etc in 2015). The number of masses using for this platform

is not only high but also rapidly increasing and is turning out to be the greatest way of influencing the elections.

Lately many politicians have changed and adapted to fit the normal online behaviour and culture of social media, such as ArvindKejriwal, Suresh Prabhu, SmritiIrani and our Prime Minister Narendra Modi.

SOCIAL MEDIA- A ROAD TO REACH OUT TO THE YOUTH

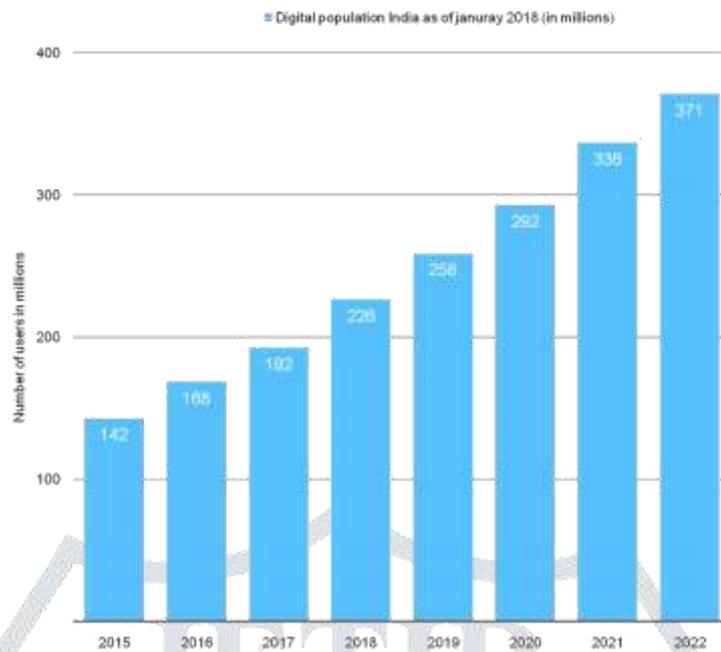
It's no hidden truth that youth of this generation is highly invested in politics and the round of ideas around it. Social media has become a platform of voiced opinions and charges and even though politicians still use posters, cut-outs, fliers and graffiti for their rally, digital announcements and being open-eyed over digital platforms has changed the picture or city based India and politics. As per different surveys and reports, after 2014 elections, 2-5% of budget is set for every election on social media (which is roughly around 400-500 crores for major leading national parties).

From the very beginning, Bharatiya Janta Party (BJP) has strong social media presence, PM Narendra Modi (who was the prime minister candidate that time) accomplished and gained with effort the highest amount of social media follow-ing in comparison to another parties. Even parties like AAP actively started a social media campaign and has started to gain a following over it.

2019 GENERAL ELECTION

The ordinary ways of sending messages recorded calls and public gatherings will probably not be seen as much. The election will have politicians taking advantage of social media and connecting with citizens (who can vote) in an unusual way like never before for heavy sensationalised, idea-based change and to sample opinions of people (who vote).

So, it will be right on the mark to say that the role of social media in politics in countries like Nigeria has been unavoidable over the years, but in 2015 social media reached a major feat based on the number of online interactions, online communications, numbers of user-created content (graphs or charts that give information, videos, gifs, articles etc) shared. In fact, how social media (Twitter, Facebook, Instagram) was used so effectively by Nigerian users during the elections is what motivated/brought about this article in the first place to understand the hit/effect of social media on the Nigerian politics.



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These statistics show the number of social network users in India from 2015 to 2022. In 2019, it is guessed (number) that there will be around 258.27 million social network users in India, up from close to 168 million in 2016. The most popular social networks in India were YouTube and Facebook, followed by messaging app WhatsApp. Facebook is expected to reach close to 319 million users in India by 2021.

CONCLUSION

The politicians of India have adopted social media because they know where and how to find the youth of the country in majority. One has seen a major difference in the power of youth, as in the recent times, Gujarat elections 2017, where the voting combinations of different kinds

of people were torn between city-based and away from cities categories of voting. Needless to say, one can majorly see the effect of social media on Indian politics.

The revolution in social media is quickly changing the world and that includes elections too. Social networks can be a doable way to help increase an election (series of actions to reach a goal) for an electoral candidate, especially an independent candidate with no political party backing on a low budget. So, proper use of social media in an election can be a more effective tool for believable election rather than an ordinary election. In short, even politicians now know the power of social media and they know how to use it too generally by hiring social media savvy people to do their job! They know that it is a mass medium communication system and it is helpful for them to win the elections and not only social media plays an important role, other apps, mainly WhatsApp, also play a very important role in bulk message marketing.

Keywords: Social media, effects of social media, social media and politics, C-Governance

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