

Implications Of Social Media In The Indian Electoral Politics

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Abstract:

Today's age is the age of information technology. The gadgets and applications disseminating information are in the houses, living rooms offices and even pockets of people. Hence, this flowing dissemination of information through the social media has been constructing and molding the behavior of people including their political attitudes, orientations, behavior and above all, the political articulation. Although, the unauthentic, unverified and unasked delivery of political information can result into uncertain, immature and unproductive political socialization of the people. Therefore, the situation has produced new challenges for the voters, pressure groups, political parties, political leadership and the government to shun the negative implications of the social media and make it a positive means for the political socialization, articulation, aggregation, communication and decision making.

Keywords – Social Media, Elections, Facebook, Twitter, Instagram, Impacts.

INTRODUCTION

India, a largest democracy in the world, is secular and socialist country. Here, election of representatives of people involves management of the mega event in the world. During 2019 general elections, there were around 10.35 lakh polling stations across the country, as compared to nearly 9.28 lakh set up during 2014 polls. Media as the fourth pillar of Democracy. Social media make us aware of various social, Political and economic activities around us. Social media has now become a tool for political parties for election campaign and brainwash the public by showing fabricated predicated votes via exit poll. All the media resources viz..The websites, blogs, Facebook, Twitter, You tube etc. of the politicians or the political parties allow the declaration of a informal identity in form of daily works, rallies and contribution to the society. With the changing scenario of Indian politics, political parties and politicians have found a new ways of reaching out a younger and target population.

RESEARCH DESIGN

The present research being conducted followed Exploratory Research as the research process is flexibly and unstructured to find out the implication of social media on Electoral politics.

Sampling design

- **Population** is the finite number of element which the research is going to target in a particular area. The College students are taken as population.
- **Sample** unit is the single unit of the population. it comprises of College student
- **Sample size** the size of sample chosen for the research is 100 respondents.
- **Sampling** technique used for research is non –probability sampling technique.
- **Data collection** the source of data collection will be both primary as well as secondary. Primary data will be collected through questioner. Secondary data will be collected from published data and computerized database.

FINDING

The survey established finding based on the lead research problem. The implication of social media on electoral politics. A total of 100 student took part in the study. The findings were as follows:

Q.1 Are you a member of a social networking sites?

Member	yes	No
Response	98	2
Percent	98%	2%

Figure 1.1

The result from the figure 1.1 shows that majority of the respondents (98%) are member of the social networking sites. There is a 2% respondent who does not use social media. In present time, technology play important role in human life. It leads to easily communication among people. In addition to this social media create awareness among masses. So that is why mostly people use social media.

**Q.2 If yes, which of the following social networking sites you use?
(You choose more than one)**

Sites	Whatsapp	Facebook	you tube	twitter	Messenger	viber
Response	98	96	84	64	60	58
percent	98%	96%	84%	64%	60%	58%

Figure 1.2

The result from figure 1.2 shows that 98% of the respondents are using Whatsapp followed by Facebook 96%, you tube- 84%, twitter- 64%, Messenger- 60%, Viber -58%. It shows that Whatsapp is the most popular social networking media among all others. This is because for the reason that it is very easy for communication comparative to other social sites.

Q.3 Do you follow any particular Politician in Social media?

politician	Kajriwal (AAP)	Narendra Modi (BJP)	Rahul Gandhi, (Congress)
Response	70	60	52
percent	70%	60%	52%

Figure 1.3

The result from figure shows that 70% respondents followed Kajriwal (AAP), 60% respondents followed Narendra Modi (BJP), and 52% respondents followed Rahul Gandhi, (Congress). Aam Aadmi Party is most popular party on social media because in India mostly social media used by young people. Young people follow Aam Aadmi Party.

Q.4 Does the increasing Role of social media makes you more aware about the Politicians, Parties and Their agenda?

Awareness	yes	no
Response	94	6
Percent	94%	6%

Figure 1.4

The result from figure 1.4 shows that 94% respondent says that social media increase awareness among masses. People easily know about parties' agenda and policies. Social Media helps to political socialization & participation. On the other hand 6% respondent says that social media not increase awareness. Politician used social media for publicity and propaganda. So politician create misconception among masses.

Q.5 Do you think now election campaign shifted from road to computer, mobile and network sites?

Election campaign shifted	yes	No
Response	90	10
percent	90%	10%

Figure- 1.5

The result from above figure 1.5 is shows that 90% respondents say that election campaign shifted from road to computer, mobile and networking sites. In present time people are more aware about “Social Media”. On the other hand, 10% respondents disagree with this statement. They says that, people doesn't aware about social networking sites. In addition, they say that some of them don't have resources to reach on Social Media.

Q.6 Do you think social networking is important for active voice of India?

Active voice Of India	Yes	No
Response	40	60
percent	40%	60%

Figure 1.6

The result from above figure says that 40% respondents are agreed with the above statement saying social sites are most effective tool for the active voice of India. On the other hand, 60% respondents disagreed with this statement. According to the respondents, some people are not aware about the social sites. In addition to this, in India, many people living under the poverty line. They don't have resources for using social sites. Furthermore, people used social sites mostly for their entertainment.

Q.7According to you what is role played by social media in Indian politics?

Role played	positive	Negative	Bothpositive and negative	can't says
Response	50	20	20	10
percent	50%	20%	20%	10%

Figure -1.7

The result shows that figure 1.7, 50% respondents says that media playing a negative role in Indian Politics. There are various reasons. First of all, politicians used social media as a tool for their voting only. Secondly, they create misconception among masses by misusing social media. Thirdly, politician uses social media for publicity and propaganda. 20% people agree this

statement as shown above. According to them, social media creates awareness about different parties and their agenda among people. 20% respondents says that social media plays both role positive as well as negative role. 10% respondents says nothing about this statement.

Q.8 many people said that modi wave was a creation of social media?

modi wave	yes	No	Can't says
Response	84	6	10
percent	84%	6%	10%

Figure -1.8

The results in the above figure shows that 84% respondents says that Modi wave was a creation of social media, because BJP more active on social media. On the other hand, 6% disagree this statement. 10% can't says about this statement.

Q.9 what is your opinion with regard to the use of social media in the last loksabhaelection?

opinion	Good used	Misused	over used
response	40	50	10
percent	40%	50%	10%

Figure -1.9

The results from the above figure shows that 50% respondents says that social media was misused, while 40% respondents argument that social media was good used in the last Lok Sabha elections. 10% respondents views that social media was over used in Lok Sabha elections.

Q.10 Do you want to reform in social media?

Reform in	yes	no
Response	94	6
percent	94%	6%

Figure-1.10

The result from the above data shows that 94% respondents views that social media should be reform. Because many people misuses social media. They create conflict in society on the basis of religion, castes etc. In addition to this, number of fake posts and images on social site which can mentally torture and trashing personality. On the other hand, 6% are satisfied with social media. So that's why they don't want any reform in social media

POSITIVE IMPACT OF SOCIAL MEDIA ON INDIAN POLITICS

- **Highlighting the ideologies and agenda of political parties** - At present all political parties use the social media as a tool to spread out their agenda in public and their ideology. Political parties post their policies as well as future planes on their official pages on social media. People come to know about the ideas on which a particular party works. They are also come to know about the new policies that are introducing by the party. People who belong that particular ideology also join the party through social network. In addition approximately all political parties post their election manifesto on their pages. So people come to know about the future planes of the parties.
- **Political socialization** - The process through which individuals acquire political beliefs and values, and by which these are transmitted from generation to generation. According to almond political socialization is the process “induction into the political culture “, and leads to the development of a set of attitude among the member of system. Many people use social media In India. Many people Among them, connected with political parties through social media. They follow the posts upload by their leaders. People are well known about which is happening in parliament through social media. People come to know also about the political process. They getting started participate in political activities.
- **Interest articulation** - Once the process of political socialization and recruitment are complete structure representing interest articulation and interest aggregation begin to be organized at the stage of interest articulation they generally take the form of interest group. Interest group could be (1) institutional(political) (2)non associational(ethnic or religious) (3)anomic (spontaneous) (4)associational(unions or business groups).So social media also influence the process of interest articulation.
- **Interest aggregation** - Interest aggregations achieve by (1) formulation of general policy that combine interest or (2) recruitment of personal committed to a particular pattern of society. Political parties constitute the main instrument of interest aggregation. People make page on social media like as Facebook, twitter etc. they influence public policy. For example when people come to know that land acquisition bill is not in their favor they start to oppose the land acquisition bill.
- **Communication** - The social media have been recognized as a political significance since the mass literacy and popular new information technology in twenty first century. However it is widely accepted that through a combination of social and technological changes the social media have become increasingly more powerful political actors and in some respect more deeply enmeshed in the political process. Political communication is first agent of political socialization .in the era of information technology internet is much more important source of news and current affairs information and then political meetings; many people join social media and participate in it.

- **Influencing the policies and programs of government** - Social media effects every field of society including the various policies and programs of government. Now every political party and every political leader have their official pages on social networking sites from which all of them communicate with the common masses. With the help of social media the common people come to know about the upcoming policies and programs. Now through social media the common people are also giving their opinion and also raising their demands and needs. Recently Right to Fair Compensation and Transparency in Land Acquisition, Rehabilitation and Resettlement Act still not come in force due to the rejection by the common masses and by the role of social media in showing the response of the people of India against this act.
- **Role of social media in constructing voting behavior and public opinion** - The voting behavior is very much influenced by social media in the modern world. There are various means of communication available in most of the societies. So social media is also one of the most important mean of communication that very much regulate and construct the have started developing their social media presence. In 2012 the prime minister's office took to twitter and started twitting with Narendra Modi is the most followed politician on twitter.

NEGATIVE IMPACT OF SOCIAL MEDIA ON INDIAN POLITICS

Although social media has a lot of positive impacts on politics but simultaneously there are various negative impacts of social media on politics.

- **Publicity and propaganda**
In India, politician use social media for publicity and propaganda. They use social media as a tool for votes. For this purpose, politician post number of fake post on social media. In addition to this, number of slogan, political advertisement, comments, images, videos are used .furthermore forged promise with people.
- **Allegation without evidence** - Allegation without evidence is also a negative point of social media. Politicians are blaming each other without any solid reason. They are just trying to do that in order to increase their popularity among masses.
- **Role in destroying and tarnishing personality** - Some people use social media in negative sense. They create comic images like .Those image tarnishing personality of political leaders in addition to this some people use abuse language on social media various comments on Facebook, twitter etc.
- **Frequent tendencies conflicts on social media** - Socialmedia create conflict in society .At individual level ,social media is full of example where a relationship gone sour result in one of the partners uploading intimate picture ,videos or information ,in revenge against their former partners. Whatever the subsequent legal consequence, the damage to the victim's

reputation is instant and in some cases, result is fatal consequences. These leading toward frequent tendencies conflicts on social media

CONCLUSION AND RECOMMENDATION

Overall result of above study shows that social media play significant role in Indian electoral politics. Impact of social media is both positive as well as negative. The negative impact of social media is tormenting concern for India. That is why number of reforms should be in social media. Government should take appropriate steps regard to social media because social networking sites are used by politicians only for publicity and propaganda. It is the need of the hour to change the mind set of both politician as well as people and use social media for welfare of society.

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