SOCIAL MEDIA IMPACT ON POLITICS

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Abstract

The rise of the internet in the early 1990s, has led to the increase in the world's networked population. The networked population has greater access to information, more opportunities to engage in public speech and a better ability to undertake united action. Social media has become a fact of life for civil society world over, involving many actors -- regular citizens, activists, non-governmental organizations, telecommunications firms, software providers, and also governments at large. Social media revolution in the Indian political scene is real, tangible and accelerating. Keeping an eye on upcoming Lok Sabha elections, the objective of this article is to study the impact of social media viz. Facebook, Twitter, Google+ and YouTube on Indian politics. No doubt social media is now being seriously considered by the Indian political parties as a means to reach out to the electorate.

Keywords: *Internet, Movement, Network, Politics, Social media.*

I. INTRODUCTION

The real world is reflected by social media and is all about conversations. By engaging users to engage in, comment on and generate content as a way of communicating with social graphs, other users and the public, social media enables the interactive network. Social media has emerged as a big instrument where people can communicate about the problems of daily life and even of national significance. Facebook, Twitter and YouTube are not only developments in the internet environment in the 21st century, but are rapidly emerging as influencers and producers of opinion[1].

"Kaplan and Haenlein (2010) characterize social media as "a community of Internet-based applications that build on Web2.0's ideological and technical foundations and allow user-generated content to be developed and shared." A social networking site is a social networking platform. Social networking sites allow users to exchange ideas, photos, posts, activities, events, and interests with others in their network. These social network platforms are web-based and offer tools for users to connect over the Internet. Social networking is therefore a two-way avenue that not only gives you data, but communicates with you when providing you with that information and also allows contact with other visitors. This engagement may be in the form of asking for your comments or encouraging you to vote on a post, or suggesting movies to you based on other people's ratings of similar interests. Social media also allows data

and views to migrate through networks, such as ripples in a pond, amplifying ideas and encouraging each person to engage through media production and dissemination as an opinion leader, not just through passive consumption.

Classification of Social Media Websites

It is possible to group social media websites as social networking sites, websites for social bookmarking, websites for social news, social photo and video sharing, and wikis. By adding contacts, commenting on accounts, joining groups and holding conversations, social networking sites like Facebook, Hi5 and Last.FM communicate. Websites for Social Bookmarking viz., Del.icio.us, Blinklist, Connect easily by tagging websites and browsing through other people bookmarked websites. Digg, Propeller, Reddit Social News websites connect by voting and commenting on posts. YouTube, Flickr, etc. engage with social photo and video sharing sites by sharing images or videos and commenting on user submissions. Wikis. Wikis. By inserting articles and modifying existing articles, (Wikipedia, Wikia) connect[2].

Social Media and their Effects

Many facets of our lives have been affected by social media, be it education, culture, administration, marketing, industry or politics. Via news, engagement, learning and marketing, social media has been able to have a profound effect. A significant source of news has become social media. Various news sources tweet or update important events around the world and the news is instantly passed on to the networks in ways never seen before. This encourages individuals to stay in touch more frequently. People can stay in touch seamlessly in various towns, countries and continents and it provides an opportunity to explore different cultures and share opinions. Social media has also played a major role in encouraging learning. Kids that begin using social media sites improve early communication skills and become more literate in general. The whole marketing dynamics have been altered. Via interactions via social media, companies are becoming more consumer-centered. From the industry itself, they are able to grasp the market's needs[3].

Social Media and C-Governance

Social networking has resulted in the emergence in India of citizen-led governance (C governance). Anna Hazare's anti-corruption campaign and protests followed by the Nirbhaya gang rape were channeled via social media. By involving the common man, these activities garnered tremendous national and worldwide interest[4].

Anti-corruption Movement

Anna Hazare introduced a Satyagraha (Fasting for a good cause) campaign in the Indian Parliament to introduce a stronger Lokpal anti-corruption bill. When the demand was rejected by the Indian government, he began a hunger strike. The campaign gained media attention, with millions of backers within and outside India. Via social media like Twitter and Facebook,

people have shown support. In just 36 hours, online signature campaigns such as Avaaz received more than 10 lakh signatures. This led the Government to seriously consider the introduction of the Lokpal bill in parliament[5].

Telangana Movement

The latest development in Telangana provides a strong picture of how administrative problems are influenced by social media. On 30 July 2013, the Working Committee of Congress approved the suggestion to the Central Government of a motion for a separate Telangana, acknowledging the 57-year-old demand of the citizens of the region. With the active involvement of students back in 1969, the Telangana movement was reinforced. Since then, the movement of students has become a backbone for spreading the movement across Telangana's 10 districts and making it a movement of people[3]. In the student movement, social media has played a significant part. Several Facebook groups have been developed that have helped bring people together. The contact on the state hood topic was sparked up by a Facebook status update or twitter update. It has also contributed to providing input on what is right & what is wrong. You-tube has proved to be a great forum with thousands of views obtained from videos of the demonstrations & movements. Social media, which has in some cases rewritten entire political worlds, has also allowed greater political knowledge and organization. The influence has been seen both in the political situation in India and overseas. People need to look at its effects in developed countries, where internet users are highly literate and more widespread, before researching the impact of social media on Indian politics[6].

Social Media and World Politics

Global politics has seen a number of events in recent years, where social media has played an important role. Social media has contributed to a substantial reform in global politics. On the one hand, long-standing dictatorial regimes were buried under the weight of revolutions, spearheaded by internet access, and voters were swayed by social media campaigns on the other[7].

Presidential Election in USA

A closer look at Barack Obama's presidential campaign will expose the role of social media in his victory. History has made the Obama Presidential campaign. Obama was not only the first African American to be elected president, but he was also the first nominee for the presidency to use social media successfully as a major campaign tactic. In 2008, by sending voting updates on Twitter and communicating with people on Facebook, his campaign managers used social media effectively. Twitter had only just begun when Obama declared his campaign in 2007 and there was not even an iPhone yet. He was able to pick up a creative platform to make his presence known and to mark him effectively.

II.   CONCLUSION & DISCUSSION

The advent of social media has allowed the 'aam aadmi' to express political opinions with unparalleled empowerment and engagement. The positive development with the advent of social media has been that young people speak about political issues. Earlier political debates were confined to those who read newspapers, watched television outlets, or engaged in village or club nuclear conversations. Now, however, social networking has made India's youth sit down and debate political issues. They spend time analyzing and discussing politics. They now have opinions on the occurrence of political events and affect institutional decision-making as well. But bringing young people together to vote in elections and using social media as a medium to assist political parties is still a hope of a pipeline. In India, it may take decades to duplicate the United States in the use of social media campaigning and to control the electorate. The revolution of social media in India's political space is actual, tangible and accelerating. Although it may not instantly bring about enormous changes, it will also play an important role in generating political consciousness, which in itself is a big step forward for a developing country like India.

III.   REFERENCES

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