

# IMPACT OF SOCIAL MEDIA ON INDIAN POLITICS

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## **Abstract**

*The empowering development of the internet has provided a way for politicians to use the technique of social media. Social media has changed the method to political communication, and social media is being chosen by politicians and political parties to communicate with voters in a different way. This paper focuses on the evolution of the role of social media in India's political campaign and explores the specific methods of data collection. Different marketing tactics and their features are related to political campaigning and the challenges are targeted. Special approaches are tested for the deliberation of political campaigning. Four methods comprise bellwether, policymaker ranking, intensive time debriefs and device mapping, and are briefly discussed in the assessment methodology.*

**Keywords:** *Bharatiya Janata Party, Campaign, Politician, Political party, Social media*

## **I. INTRODUCTION**

Everyone needs to be on the social media site in this current situation, because it is towards the modern age. For the purpose of daily communication, every person is connected through social media to others. One of the latest social marketing agency survey findings, "We are social," indicated that India has 242 million individuals using social media sites such as Twitter, Facebook and other smartphone apps such as Hike, WhatsApp, Line, etc. This has become a useful and best possible way for advertisers to reach each person in a simple way. But, how do politicians effectively use the influence of social media for their campaigns. It's not possible for politicians to meet each and every citizen personally[1]. So it is important for them to get directly linked to other people, where social media offers a hand-in-hand solution in this situation. For different reasons, social media has evolved exponentially and has been widely recognized. For both political parties and candidates, the use of social media in politics and during political campaigns has become a critical feature. Since social media platforms draw more interest and traffic than public or official campaign websites, linking to them has become valuable and crucial. Social media, which not only allows politicians to search for information, but also allows them to communicate with others and share them online by posting political

views, attitudes and comments on social networking sites and blogs (Kushin and Yamamoto, 2008). On the other hand, by motivating friends to vote, making online donations, status changes and sharing graphics etc., it also allows users to express themselves politically[2]. In relation to the number of people participating and the pace of contact, social media has a huge effect on elections. For example, when he recognized and leveraged social media in 2008, Barack Obama, the U.S. president, effectively used social media for his campaign, and it was the initial campaign that social media was prevalent. Politicians aim to produce interesting posts and reach fans, which is similar to a brand or Media Company's approach[3]. This paper focuses on improving the role of social media in Indian political campaigns and deliberating on specific data collection methods. Similar features are used in political campaigns and advertising campaigns. Commercial campaigns focus on marketing specific products, services or ideas to customers in order to raise awareness of products, services or ideas and to reaffirm and refine their distinctive strategic positioning of the brand in order to preserve their level of profit and market share. Similarly, political campaigns are aimed at supporting parties, candidates, political agendas or political causes, targeting voters as commercial customers, in order to attract votes, increase visibility and boost the chances of winning the election[4].

### **Social Media and Indian Politics**

In the politics of a democratic country like India, what is the influence of social media? The political parties have finally woken up to its meaning with so much 'buzz' being generated around social media and as more young people join in. Everyone accepts this modern and effective tool for communicating with the masses and engaging them and thereby facilitating better communication. In one way or another, Indian leaders, whether young or old, have begun to feel the influence of social media[5]. Today, almost every political party has used social media to send its message to the masses. In no way are election campaigns restricted solely to buttons and posters for politicians to meet their constituents. There are plenty of advertisements, blog posts, and hundreds of tweets in the modern political arena. Through social media, politicians are now able to view their message continuously via endless ads, see direct reactions through Facebook or Twitter to their acts, and communicate with the public (Foley, 2013). A fresh political discourse is generated through social media. It takes the influence of political advertising away from the paradigm of mass media and brings it squarely into public debate, peer-to-peer.

### **Social Media and Political Parties**

In recent times, the Indian political landscape has seen two major national parties fighting an online political war, the Indian National Congress and the Bharatiya Janata Party. Online propaganda against one another is used vigorously. To wage a war of words, each and every means is used. One tweet leads the other to automatically respond. The BJP calling Rahul Gandhi as 'Pappu' and Congress calling Narendra Modi as 'Feku' were the most popular tweets from both parties. Both sides attempt to downplay the success and to exaggerate each other's

failures. Both sides appear to have a substantial number of supporters. Political parties have their own websites that were not seen several years earlier, and some of them even use other social media to connect with individuals. A party having its own website and leaders being involved in various media, it makes people feel that they are within their control. There is no longer a need to schedule appointments or wait for them to talk. At the click of a button, the leaders are available.

The new vice president of the Congress Party, Rahul Gandhi, who is one of India's youth icons, has used almost every social media to communicate with people, particularly young people, apart from real communication. He has used social networking sites such as Facebook to speak at the same time to individuals and influential individuals as well as common man experiences. To share his thoughts with others, he also writes blogs. Mr. L. K. Advani of the Janta Party of Bhartiya has his own blog. One of the first politicians to begin tweeting was Mr. Shashi Tharoor, of the Congress Party. Mr. Narendra Modi, Gujarat's chief minister, used all the media to connect with people. He has used social media successfully to disseminate information and keep in contact with India's young population. He has also cited the need to harness the power of social media to engage young people in the political process. The effect of his strategy is evident in the elections in Gujarat[6].

### **Social Media and Karnataka Elections**

The big question now is whether the online campaigns and follow-ups are translated into votes. Do individuals who share opinions online go to polling stations and cast votes? Let us evaluate the 2013 Karnataka State Legislative elections. It is home to the silicon valley, with many people using the internet, i.e., Bangalore. The total population of Karnataka is 5,273 crore, with an urban population of 33.98 percent and a rural population of 66.01 percent. Be it Karnataka Pradesh Congress Party, Bhartiya Janata Party, Karnataka Janta Party, Janta Dal, every political party was seen using social media to get its message across the masses. An IT cell was set up by the parties to be in charge of the official twitter. The BJP was well ahead of its competitors in social networking. But the elections saw the ruling BJP government suffer a massive loss. In the Karnataka elections, the function and use of social media was restricted to the urban, tech-savvy youth, and the existence of social media did not mask issues such as governance and corruption. In addition, the real obstacle for political leaders was to reach out to the rural community, who constitute 66, who are the real electorate. 01% of the state population is predominantly illiterate and tech savvy is a very meagre amount[7].

### **Social Media and Loksabha Elections**

The widespread use of social media altered the fate of political parties now coming to the Lok Sabha elections of 2014. It is important to research the analysis of Indian demographics. Internet penetration is not very high in India. Yet there is a very rapid rise in the number of

users. According to research conducted by IAMAI and IMRB International in June 2013, with 190 million active users in June 2013, Internet use has increased dramatically. 130 million of these are urban users, and 60 million are rural users. There are also a large number of people who use Twitter and Facebook. Thirty seven percent of registered urban Indian voters are online and frequently use the internet. India's NRI population is 25 million. While they do not have voting rights, they do affect the voting pattern of their relatives back home. This demographic is an active user of social media. This shows that the number of people who use or are impacted by social media directly or indirectly is by no means a small number[8].

## II. CONCLUSION & DISCUSSION

From the findings and manuscripts gathered from the consumer and voter literature, and projected from various perspectives to compare and analyze consumers and voters. There are, in particular, micro and macro viewpoints. Consumers are considered to be voters from a large viewpoint and, conversely, are often considered. This is rational for assuming that it is linked to the basic political process of commercial media messages. For example, the perception of the brand image of politicians and political parties that is comparable to the person being influenced by the image of the product or service brand may impact voters. It is easy to draw the inference that tradition is consistent with both marketing and political communication.

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