

ROLE AND RISE OF SOCIAL MEDIA IN INDIAN POLITICS WITH SPECIAL REFERENCE TO ELECTION CAMPAIGN DURING 2014 AND 2019 GENERAL ELECTION

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Abstract

Political campaigning is very important for any political party's success in election. Political campaigning is carried out by political parties to inform the peoples about the plans, policies of nation building when they elected. Political campaigning also used by opposite parties to show the inefficiency of the ruling party. Today, Social media is one of the important and effective tools of mass communication. In the 21st century, the advanced communication technology has compacted every aspect of society. Today, we cannot imagine of the world without social media, especially in the field of politics. It plays a crucial role in the active political participation of the people. Free media has since long been recognized as a cornerstone of democracy and plays an important role in influencing political outcome during elections. Social media has rapidly grown as a forum for political activism in its different forms. Social media platforms such as Twitter, Facebook and Youtube provide new ways to 'stimulate citizens' engagement in political life where elections and electoral campaigns have crucial role. The structure of social media is very much different from traditional media, it allows people to communicate news and information in very different way. Social media tools such as Twitter, Facebook, YouTube and other social networks are now considered as politically transformative communication technologies as traditional media such as newspaper, radio and television. There are prediction that social media will transform democracy allowing citizens and politician to communicate, connect and interact in ways never before. In turn, through social networking sites, voters are also provided a platform to share their opinions and to be heard. At the time of 2014 Lok Sabha Election and 2019 Indian General Election saw the widespread and innovative use of digital media and technology. Most political parties employed digital media extensively for campaigning and voter mobilisation. This extensive use of digital media was due to nearly half of India's 900 million eligible voters having access to the Internet and social media. The country has 300 million Facebook users and over 200 million on WhatsApp, which is more than any other country. Indeed, the 2019 election was dubbed by many as the 'WhatsApp' election. In addition, millions in India use other media platforms such as the regional language platform ShareChat and the globally popular TikTok.

Keyword: Election, Social media, Facebook, Twitter, 2014 Lok Sabha Elections, Lok Sabha Elections 2019 New media; Political communication; Social media; Campaigning; Internet; Technology

Introduction

Internet shows impact on every aspect of the human life. Internet has changed the all habits of the people. Globalization impact on need of communication. Each person requires fast, easy and less costly communication for exchange of the information. Internet helps peoples to communicate with the people from all over the world. In recent years, social media has become an integral part of political communications during election campaigns. Since the Internet age began, communication has evolved from social media to chat rooms and instant messaging. Social media are the most recent and rapidly growing phenomenon in the context of Internet Communication. During the 2014 Parliamentary General Election in India, all political parties and candidates have extensively utilized social media in order to mobilize voters. The recent explosive growth and popularity in use of social media drew a great deal of attention from political communication researchers. Of particular interest is to explore the political impact of social media as a new mean that helps people obtain political information as well as interact with other people on the Web. In the social media which is multi-dimensionally connected with abundant hyperlinks, users have become able to receive process and circulate news and information in a new way. The structure of a social media is different from traditional media, it allows people to communicate news and information in a very different way. Social media tools such as Twitter, Facebook, YouTube and other social networks are now considered as politically transformative communication technologies as traditional media such as newspaper, radio and television. There are prediction that social media will transform democracy allowing citizens and politicians to

communicate, connect and interact in ways never before. Increasingly, politicians and elected officials are realizing the power of social media for communicating political information and interacting with citizens.

Social Media has rapidly grown in importance as a forum for political activism in its different forms. Social media platforms, such as Twitter, Facebook and YouTube provide new ways to stimulate citizen engagement in political life, where elections and electoral campaigns have a central role. Personal communication via social media brings politicians and parties closer to their potential voters. It allows politicians to communicate faster and reach citizens in a more targeted manner and vice versa, without the intermediate role of mass media. Reactions, feedback, conversations and debates are generated online as well as support and participation for offline events. Messages posted to personal networks are multiplied when shared, which allow new audiences to be reached.

Although the presence of social media is spreading and media use patterns are changing, online political engagement is largely restricted to people already active in politics and on the Internet. Other audiences are less responsive. For example, television news together with print and online newspapers is still the most important sources of political information in most India political parties. Social media has reshaped structures and methods of contemporary political communication by influencing the way politicians interact with citizens and each other. However, the role of this phenomenon in increasing political engagement and electoral participation is neither clear nor simple.

The 20th century is witnessed of the convergence of new forms of communication than any other period in history in the field of mass communication. Electricity, the telephone, the automobile, and airplane made the world more accessible to people and transforming our society in the process. As a successive new form of communication has come into being, then the accessible worldwide system of interconnected network called the Internet is publically accessible worldwide, ordinary people have been enjoying an expanded quality, range, and choice of entertainment and information content through new communication forms. New form of communication media play a critical role in building and sustaining, democracies, societies, and economics around the world. Social media provide citizens with the information necessary to make informed socio-economic and political choices. These new forms of media give voice to women, youths, and marginalized groups, along with their opinions. This new forms communication has more opportunities than the traditional mass media. Much of those derives from the new media are a very open and accessible medium. The new medium lays open an incalculable choice of information. Internet has proven to be one of the most dynamic phenomena in modern times. India is witnessing an election with several firsts to its credit. Not only is its first time that millions of youth are voting, I is also the first time the campaign spends of political parties and candidates are second only after the United States, the first time classical mass media channels are jostling to show which one is more unique and it is also the very first time that social media is so actively involved in elections process. The last decade has witnessed unprecedented Internet diffusion in India. Over the past three years alone, Internet usage in India increased from 100 to 200 million people, growing far more rapidly than the decade it took to raise Internet users from 10 million to 235 million. A report from the IAMAI estimates that by June 2014 Indian will reach 243 million Internet users, at which point in time it is expected to overtake the United States as the second largest Internet base in the world. This rapid growth many scholars argue that Internet as a friend, philosopher and guide across different localities and communities in India. Others argue that the Internet as an emerging ...utopian, egalitarian and empowering tool with the potential of ushering in a new era of development, democracy, and positive cultural change. As in other parts of the world, the Internet's socio-economic impact is becoming more and more visible in India. In terms of social benefits, the Internet is helping people in India in almost all aspects of life such as education, communication, socialization, healthcare, development, and entertainment. Indians are rated as one of the most active social media users in the world. A resurgent India, it is level of patience boiling over, a dire need for change where all the social evils such as violence against women, corruption, red-tape, governments are used to lip-servicing than real work on the ground, need for enhanced conscientious governance- that's what social media in India has come to represent. India had many prime incidents to celebrate the rise of social media in its horizon: where it was the anti-corruption campaign, which was fuelled online, citizens against rapists, molesters and atrocities, the national outrage against the Guwahati mob molestation of a girl, which ultimately led to conviction and the arrest and many more incidents are the rise of social media in its horizon in India.

Election System in India

India is a sovereign, socialist, secular, democratic republic and largest democracy in the world. The modern Indian nation state came into existence on 15 August 1947. India is a constitutional democracy with a parliamentary system of government, and at the heart of the system, there is a commitment to hold regular, free and fair elections. Democracy can endure only when people use their right to franchise without fear and coercion. Democracy and free and fair elections are two sides of same coin. Free and fair election is a perfect idea. The word election is derived from the Latin word 'Eligere' meaning 'to choose' which is reckoned as a part of the machinery of government in the democratic countries. Elections are significant because the people participate in elections to decide their own representatives. People should have the necessary education and insight to elect only the right kind of people. Election provides ways and platform for the citizens to prefer the party which they want to see at the position of power. The elections determine the composition of the

government, the membership of the two houses of Parliament, and the state and union territory legislative assemblies. Presidency and vice-presidency consist the highest body of structure of the system.

Conduct of general elections in India for electing of the people's representatives involves management of the largest event in the world. An election in India is a contest between different candidates from various parties out of which voters can elect one as their representative. There may also be independent candidates taking part in elections. Delimitation of constituencies, preparation of electoral roll, filing of nomination of papers, scrutiny of nomination papers and withdrawals, election campaigns, voting and counting of voters and declaration of results are the parts of procedures of the Indian election system. The election campaign by various candidates and political parties, includes public rallies, posters, pamphlets distribution, procession, door to door campaign and using mass media advertisement so as to reach voters.

Role of Social Media in Elections and Political Participation in India

Earlier, the social media was considered as a tool of entertainment to share the communication and videos. But now-a-day, the social media like Whatsapp, Facebook, Twiter, Youtube, my space and Google have made a big role in changing the face of administration. Arab springs and Egypt revolution are the examples in front of us. The impact of these revolutions has today made a huge change in Indian politics and activated participation of the people. It has rapidly grown in importance as a platform for political activities in its different forms. Social media platforms such as Twitter, Facebook and youtube provide new ways to encourage citizens to get involved in political life, where elections and electoral campaigns have a central role.

In the present scenario social media plays a key role in elections. Today, these are very popular in the use of communication tools with the number of people and there is extensive scope for bringing changes. Most of young officials and civil servants are using the tool of social media. Availability of smart phone brings lead in the utilization of social media in a good way. India is a leading country in the use of cell phones. This will help to connect the people on large scale for various discussions. Now a day's communication technologies are developed and reaching every one of us very fast.

Social media is to connect the people drawn from different places. Now the distance does not matter in communicating the people with each other. Social media becomes the stage for the youth to discuss about good administration. In earlier days, the traditional media had become the sole platform for people to create awareness regarding the elections, but today scenario has changed and the social media is playing a crucial role in influencing the people for dynamic participation in voting.

Social media outlets are essential for politicians and political parties, enabling them to gain support, encourage participation and have an open and continuous dialogue. Most importantly, social media allows the highly motivated people to create a context more easily in which the least motivated people can be effective without having to become themselves as activists, creating an environment conducive for politicians to utilize. The emerging social media and its public and political influence have begun to transform the political process and campaign tactics. Politicians are now using social media and the internet and in turn are permitting a new arena of politics.

It has a constructive impact on political campaigning. Its effect on political party perception has a higher scale than political trust and religion. Using social media in political activity and candidate profiling might improve political awareness and opinion. In Indian election system social media is becoming an important medium in campaigns. These new forums of media can assume a central role in attracting voters and especially the new generation of people.

Social media helps political parties and candidates more effectively to reach large number of voters in a very short time. Social media allows political parties and candidates to share their beliefs; goals and accomplishments directly with voters, making them feel more directly involved with the campaign. It allows candidates to give their supporters a "behind-the-scene" view of their campaign and make track engagement very easy. These new forums of media also facilitate the proximity of latest and relevant crucial target groups.

Active Social Media Users in India

India's digital landscape is evolving fast, but overall penetration remains low in the world's second most populous country, with fewer than 1 on 5 Indians using the Internet in July 2014, says We Are Social in its latest report-Social, Digital and Mobile in India 2014. Social media use's penetration in India is around 8.5% of the entire population. Top 8 metros including lead 53 cities represent more than 80% of social media users in India today. Indian total population as on today is 1.256 billion, and urban population is 31%, total Internet users in India is 243 million and Internet penetration is 19%. Indian total active social media users are 106 million and penetration is 8%. Active mobile subscription 886 million and penetration is 70%. Rest of India, mostly belonging to the rural strata inclusive of smaller townships and villages in mostly devoid of any social media usage as of now. Popular social networking sites like Facebook, Twitter, LinkedIn and YouTube are the most commonly used social networking sites in India. Relationships, conversations, sharing, and connecting to others are key contexts and sub texts around which the social media usage revolves. High End Usage like Social Shopping, E-Governance, Elections etc. are picking up however at a slow pace. Social Networking Users Social Media adoption rates also depend upon device usage in India. India currently has high penetration rates for high end feature phones and Smartphone's/tablets etc. and this is resulting in a positive impact on the growth of Social networking

site users in India. Social Media Users Demographics the Social Media are skewed in the favor of “Young and Urban Youths”. India is a country of youth on an average (with around 65% of its populace in the age group of 16 to 44 years). These youngsters are active on Internet and one of their past times is connecting with friends through social networking sites. However, off late research indicates a “fatigue” or inertia towards such site screeping in among these users Social Media Urban vs Rural Splits in the urban populace Social media usage among end users is higher vs. corporate users. In fact the Urban Internet Users access social media through multiple devices. At home they access Internet and social media mostly through their own Laptops and Smartphone’s while at work they access either purely through their own Smart phone’s/tablets or a mix of Smartphone’s and office Laptops. Social Media Users in corporate houses are yet to scale up to the levels of end users. Rural user’s access to social networking sites is low as of now. This is due to lack of core and access network coverage in these areas and low device penetration among these users where device affordability due to high price points is a major issue for them. This problem is further compounded due to a difference in demographics between urban and rural users. Accessing Social sites is still a primarily leisure and entertainment destination for many users. In rural areas other online modes like listening to music, playing games and watching video clips are much popular than other core Social networking sites like Facebook, Twitter and LinkedIn etc. Social Media Users Gender Splits Among gender usage male users of Social networking sites are marginally higher than the Females. This is due to a marginally higher usage of net among Males vs. Females in India. However Female Users are fast picking up and their Social networking sites usage is not just limited to search, share and shopping only. They are increasing making use of these sites for linking professionally, online recruitment and linking with their peers. Future growth of social media, the social networking sites usage will grow in near future with most of the growth coming from virgin rural markets and huge pockets of rural townships in India. Urban areas will continue to grow with more and more users adopting social networking such sites coming from higher age brackets of 44 years and above.

The influence of the social media on political participation has been studied extensively in the western countries and especially in United State. The role of the social media in determining the political participation and voting behavior has been studied from different perspectives-use and access of social media, social media as a source of political knowledge, and social media as a platform for political participation. With the onset of the Internet revolution, more and more scholars have studied the social media as a platform for voicing public opinion, had identified voter turnout in democratic system. Many scholars saw that the expansion of web based media, community’s involvement in online, without any restriction to share views, to make freely the opinions, the generations are born with digital technologies or digital natives, and reach all parts of the world within a minutes, very quickly reach the targeted audience and more are the peoples involving more and more in political process. Social media saw as a medium for all the sections of the society can access. However, some of the others have argued that it is „near-equal“ access to the Internet is established in the future then it will have a strong potential for expanding online political participation.

Role of the Election Commission

The Election Commission of India (ECI) serves as a key institution during the election period. In the 2014 general election, the pre-certification of social media content was mandated. Therefore, advertisements had to be certified within the boundaries of permissibility for an electoral speech. They also had to be certified as not appealing to caste or religious identity and as not promoting hate speech or bribery.

The ECI’s Model Code of Conduct (MCC), which is in place during elections, is a mechanism for norm definition and for the commission to promote good conduct. It has served as the primary bulwark for electoral integrity. However, the code lacks in enforceability. Out of the 510 code violations in the 2019 General Election, 93 were shortlisted, 75 analysed and some inferences were made. Yet, there was no disqualification or direct legal penalty for violating the code. Thus, the code was substantially deficient to deal with electoral violations.

For the 2019 election, the ECI put in place a Voluntary Code of Ethics, agreed upon by major social media platforms, for social media regulation. According to the code, the platforms would endeavour to, “where appropriate and keeping in mind the principle of freedom of expression,” deploy appropriate policies and processes to facilitate access to information on electoral matters. The EC also added social media experts to its district and state-level election Media Certification and Monitoring Committees and launched an app called cVigil through which MCC violations, both online and offline, could be reported. However, its record of responding to complaints was tardy.

A possible future route would be to look beyond the Model Code of Conduct and the Voluntary Code. For instance, in preparation for the 2019 election, the Election Commission of India worked with WhatsApp since July 2018. Together, they educated 150 agencies on law enforcement. Such collaborations with tech companies could prove useful in regulating social media during elections.

Theoretical Frame Work of the Study

Before empirical research begun, it was believed that the mass media produce direct, immediate and powerful influence on all individual members and audiences. Arguably accumulation theory provides as expiation for the role of the media in changing people attitudes about topics such as information and politics over a period of time. In modern and post modern society there is a consistent flow of new products, ideas and solutions to provide new interpretation and other

kinds of innovations. The range of trivial such as a new hairstyle can be profound such as a new political ideology. According to sociologist every innovation is taking up by people in a particular society in a rather regular process which can be explained by the Uses and Gratification theory.

The basic assumption of uses and gratification research is that audience members are active and goal oriented with an ability to evaluate different types of functions media may serve, and users are considered to actively seek out media messages to satisfy their social and psychological want and needs. The rise of uses and gratification research therefore indicates a shift in media effect research by examining and what people do with media rather than what media do to people. Because of the user centered perspective uses and gratifications research has served as “a cutting-edge theoretical approach” to better understand the specific motivations for using newly emerging communication media. Many scholars have employed and argued that the uses and gratification approach is to examine how and why people are using the Internet and its interactive application such as e-mail, bulletin boards, social network surfing, chat rooms and use of online media. Further some of the studies have examined the motivation for using political blogs, and social media for information has found strong motives: political surveillance/guidance, information seeking/convenience, social utility and entertainment. Further it is examine what factor predicted diverse motivations for accessing political blogs and found that political efficacy, political involvement and strength of party affiliation were significant predictors of motivations for using political blogs and political information in social media.

In recent years the appearance of new forms of communication has brought about the significance of uses and gratifications. With the widespread adoption of new media such as virtual worlds and social network sites usage, important new research from the uses and gratifications perspective is emerging and important for scholars indicating that findings from the uses and gratifications television studies have already been applied in Internet research. Researchers strengthened society’s understanding of the uses and gratification theory by making distinction between gratifications obtained and gratifications sought when they expanded the concept of gratifications. Many research shows that gratifications obtained are better predictor of media use than gratifications sought and that if a medium meet or exceeds the gratifications sought by a user, recurrent use will occur. Other scholars have said that understanding the gap between these two types of gratifications is important for analyzing how different audience members use various kinds of media, the expectations that they bring to their media habits and the gratifications they actually obtain from their exposure to a diverse array of media products. Some communication scholars are viewing the Internet as the ultimate in individualism, a medium with the capability to empower the individual in terms of both the information he or she seeks and the information he or she creates. Inversely, others see the Web as the ultimate in community building and enrichment, through which users can create relationships online in ways that have never been possible through traditional media. Despite this optimistic portrait, speculated that new forms of communication by individuals may lead to loneliness and isolation. Others have viewed that excessive use of new media such as the personal computer may leave users vulnerable to technological dependencies like “Internet addiction”. Whatever the approach, most uses and gratifications scholars agree that concepts such as active and audience will have to be revised when applied to Internet communication. Reasons for using the Internet differ from person to person. Some individuals are goal directed and may want to complete a task through visiting specific Web sites. The uses gratification provides a strong theoretical background to explain the phenomenon for gratifications of political information seeking and sharing through social media. Accordingly, this study examines political reasons for why people use social media during election campaign period and further what factor would predict the motivations for using social media.

III. Review of Literature

Adhana, D. & Saxena, M. 2019 conducted a study on Social media platforms used by many political parties. Increased use of social media through smartphones create opportunity for political parties to interact with peoples through social media. Social media helps political parties for successful political campaigning. BJP used social media successfully in Lok Sabha elections 2014. BJP used social media Facebook and Twitter for public relation activities and communication. Many political leaders used social media to reach voters. Social media widely used by young voters. Hence, political leaders used social media as main media for political mobilization. Prime Minister of India used social media as main tool for communication and interaction in Lok Sabha election 2014. 2014 Delhi election Aam Aadami Party came into power due to successful use of social media platforms. Naveen Patnaik, Orissa Chief Minister got huge success due to social media political campaigning. Social media now acts as major part of the political parties in India. Narendra Modi used Facebook, Google plus, Twitter successfully for political campaigning in 2014 Lok Sabha election. Social media provides facility of two-way communication. Social media provides transparency in political issues. Marginal people can now share their ideas with large number of people.

Biswas, A. et al., 2014 conducted a study on Impact of social media on Lok Sabha election 2014 of India. In this study the the authors revealed that 2014 election was different from previous Lok Sabha election. Social media was first time used in Lok Sabha election by the political leaders to communicate with voters. In previous elections, political parties and leaders used traditional media platforms. Social media platforms provide freedom for express. Any voter can express his or her opinion on online platforms. Young adults use different social media platforms. Social media helps to create political awareness in peoples. Social networking sites have significant impact on the youth of the country. Many young people

spend their leisure time on social networking sites. Social networking sites are used by them for communication and collection of social information. People are now spent time on social media to collect information about social and political informations. Social and political issues are discussed on the social media platforms. Social media changes the perception of the people based on information available on social media. Political parties now use social media to create positive perception in voter's mind. Political leaders use different social media strategies to enhance the political image of the leaders and party. Political parties use social media to target specific audience. Rural areas have not facilities of advanced technology. Hence, use of social media is limited there so political leaders use social media platforms by considering this limitation. Social media acts as news feed for other traditional media. Social media provides facility of ask, share and express. Social media have many benefits such as it is accessible to all peoples. It is very quick media and required less cost. Young voters behaviour is depend on information available on social media. Young voter's percept about political party and leaders. Political parties use social media to enhance their political image in voter's mind by using social media.

Buragohain D., 2019 conducted a study on Social Media and the Electoral Politics of India. In this study he says that Social media used as new strategy by the political parties for election campaigning. Social media helps to change perception and voting intention of the peoples. Political parties use social media for improvement in political participation. Social media used for mobilize the peoples. In 2014 Lok Sabha election, political parties used social media first time for political branding and marketing. Social media now has become major media platforms which decide the results of the election. Social media used to spread news and information with high speed and less cost which helps to improve political participation of the peoples. Fake news is very important issue of concern related with social media. People forward the messages and videos without checking its correctness hence it is very harmful for democracy. Fake news are creating gap between different religions which is not good for the country. Social media provide facility of express opinion with freedom but there should be restriction on use. Social media used for election campaigning. Social media provide facility of innovative practices for election campaigning. BJP used social media platform effectively. Every leader of BJP used all platforms Facebook, Twitter, WhatsApp effectively for political campaigning. Political party use social media for mobilization and attract new voters. This study found that people feel close to candidate who use social media for political communication. Social media used by political party also for manipulation of the voters through fake news and information. Less educated user of the social media found difficult to differentiate fake and real news. WhatsApp used to spread rumours and manipulated news to destroy stability of other political parties. Many peoples used WhatsApp for spreading misinformation for their personal interest.

Narayanan V, et al., 2019 conducted a study on "News and Information over Facebook and WhatsApp during the Indian Election". In this study they explained that social media is important tool for Indian voters to collect information and news related with different political parties. This study carried out to find quality of information and images shared on social media platforms. Data used in this study was content circulation on WhatsApp and Facebook. This study found that most of the content shared by BJP and then shared by INC. SP-BSP shared less information and images which leads to conspiracy. Many images shared on WhatsApp by BJP than other parties. Social media is used as positive and negative both way. Social media provides valuable information about political parties and leaders and also used to create conspiracy in the election atmosphere hence people should always verify authenticity of the news and information. Social media used by all political parties for political campaigning and to reach large number of voters with less cost. Social media is helpful for voters to receive all important political news and issues information.

Narasimhamurthy N., 2014 conducted a study on use and rise of social media as Election Campaign in India. In this study they have explained the relationship between use of social media platforms and its impact on political campaigning. Indian political parties now use social media as major platform for social and political campaigning. Social media used for attracting more voters and also create political knowledge and awareness in young adults. Social media helps political leaders to reach their constituency effectively with short time. Social media helps political parties to engage the potential voters. Political candidates share their thoughts, beliefs, plans and policies so many potential voters can attract towards them and vote them. Social media helps political candidates to support their voters through direct personal connect with them. Social media helps to collect news which are related with certain political parties. Use of social media is increased very fast hence it is necessary to study impact of social media on political campaigning. This study found that many people use social media during elections to get news and information related with elections. Social media is widely used by political parties for enhancing political communication. In 2014 Lok Sabha election all parties used social media platforms for political mobilization. Facebook, Twitter and You Tube used to stimulate the peoples for political participation. Political parties share political information which is shared by many people's hence it is easy to political parties reach to many peoples. People can give support and also protest for certain events which is useful for political parties to make changes in plans. Peoples use social media during elections for political information, entertainment and for social utility. In 2014 Lok Sabha elections political leaders and parties largely used social media for political awareness, raise the fund for elections. 2014 Lok Sabha elections shows impact on social media on elections. BJP won the elections with big number due to successful use of social media.

Methodology

The present study is in the nature of qualitative and deep understanding about the particular case, its features and its impact. The richness of the study is to complement of theoretical frame work and answer to research questions. In generally theory is designed to rationally and clearly explain a phenomenon. The basic unit analysis is the use of social media and social networks in the formation of protest group of a relationship between two system elements within the same system. The term relationship deserves same specific attention with regard to the use of social media in system is viewed as set of elements embedded up a massive protest and role of social media in mobilizing the mass participation relationship. The present study is focusing methodologically on information flows, rises and uses that in turn to provide a deeper understanding of uses gratifications. In this research, I have tried to analyze the emerging behavior patterns and their participations within the online in the usage of social media from individuals and community for political participation. The study is analyzed the Facebook, twitter, social blogs, search engines, and micro-blogs in disseminating and mobilizing in political participation. Uses and gratification is a psychological communication perspective that examines how individuals use mass media. An audience base theoretical framework is grounded on the assumption that individuals select media content to fulfill felt needs and wants. These needs are expressed as motives for adopting particular medium use, and are connected to the social psychological makeup of the individual. Based on perceived needs, social and psychological characteristics, and media attributes, individuals use media and experience related gratifications. Further the theories of uses and gratification have been intensively used to explain the aspects and answer to research questions.

Social Media Use for Political Mobilization

Social media are Internet sites where people interact freely, sharing and discussing information about each other and their lives, using a multimedia mix of personal words, pictures, video and audio. At these web sites, individuals and groups create and exchange content and engage in person-to-person conversations. The users of social media will appear in many forms including blogs and micro blogs, forums and message boards, social networks, wikis, virtual worlds, asocial bookmarking, tagging and news. In recent years, we have witness the exponential growth of social media around the world. Today social media such as Facebook, Twitter and other social network sites are driving new forms of social interaction, dialogue, exchange and collaboration. Social media enables users to swap ideas, to post updates and comments, or to participate in activities and events, while sharing their wider interests. Social media are now used for a host of different reasons by various user communities. Social media is increasingly blurring the boundaries between work and play. And the online tracking and dissemination of news and views over social media mean that people may now continue to live in a media world long after the end of their working day.

Social media outlets are essential to politicians and political parties, enabling them to gain support, encourage participation and have an open and continuous dialogue. Most importantly social media allows the highly motivated people to create a context more easily in which the barely motivated people can be effective without having to become activists themselves, creating an environment perfect for politicians to utilize. The emerging social media and its public and political influence have begun to transform the political process and campaign tactics. Politicians are now using social media and the Internet and in turn are permitting a new arena of grassroots politics. Voters no longer make decisions solely based on information available through traditional media and instead seek out additional knowledge and in some cases additional means of activism, using their computers and mobile devices. Some of the studies have also found that mass media use and social media use is positively correlated to an individual's voting behavior. Essentially, the more look to mass media and social media for information, the more likely citizens are to vote. Ultimately social media simplifies word of mouth and facilitates collaboration in a cost-effective and impactful fashion and as research points out, is reaching individuals who are more likely to be motivated to actively participate in the political process.

Several studies have found that how Internet or social media influences people's political involvement. Many scholars and observers have illustrated political involvement of social media users in comparison to those of the non-users. However, the studies have reported somewhat mixed or inconsistent results. Many studies have found that Internet users are more politically interested and active than average, showed that Internet users report high levels of political efficacy, more politically knowledgeable and more likely to seek out information about politics than non-users. Other studies of the relationship between the Internet and political involvement reports different results, those who visit political websites tend to be interested in campaign news and were likely to vote for interested candidate. Politicians, political parties and voters alike use social media as a means for disclosure-they post photographs, personal information and leave public messages to their friends in a cyber space/ the benefit of this is that social media removes the barrier between professional and consumer, showing the latter how the former works and allowing the latter to actually contribute immediately to the work of the former. This breaking down of previously existing barriers enables strengthened relationships between voters or advocates and politicians who utilize social media in an effort to reach their voter base. However, the emergence and popularity of social media does not come without a price. The repercussions of the digital explosion means that not only are people able to make personal information available to the public, but that they are encouraged to without considering the lasting effects of doing so. The social media use later on becomes a source of political and civic education for citizens.

Just like the use of Internet social media information services have also extensively used to disseminate the messages to the voters.

As the social media have become a primary source of political news and information, the different gains model offers good offers a good opportunity to examine the democratic potential of the Internet that allows people to obtain a wide range of political information and communicate with other in more effective and efficient ways. The unique nature of the social media is that it integrates several different modes of traditional mass media use and interpersonal communication. In this regard, it is of particular importance to note that the social media can viewed as an effective discussion place in which ordinary people can access a wide range of information and communicate with other people to share the common topics. Several scholars have argued that cyber space can be conceptualized as a discursive of speaking space in which people can freely express their voices. People are using social media to have political information and to talk with others as well.

Social Media and Indian 2014 Parliament Election

India's 2014 parliament election is being called a social media election because it is the largest democratic election in the world to date and so much of it took place online. While online election activity saw a dramatic increase form years prior, the country saw a number of other important elections first: 150 million between the ages of 18-23 were newly eligible to vote, two out of three people in India are under the age of 35, and there was an unprecedented voter turnout at 66.4 percent. India's Internet penetration rate also grew an unprecedented 14 percent from last year and is currently estimated to be at 243million or roughly 19 percent of India's population. However while social media usage has increased, with the rise in Internet adoption rates and a lack of strong media, both politicians seeking to demonstrate a commitment to transparency and users who mistrust traditional news channels might instead choose to express themselves on social media. In the 2009 elections, there was just a single active politician with 6000 social media of Twitter followers. In 2014 Lok Sabha election social media become the choice for people to engage in and consume political content. The study found that from the day elections were announced to the day polling ended, 29 million people in India made 227million interactions-posts, comments, shares, and likes, regarding the Indian Lok Sabha elections on Facebook. In addition 13 million people made 75million interactions regarding Narendra Modi. It shows that how Facebook played a major role in election. Undoubtedly, this was India's first election with such large scale usage of technology, open-access Internet platforms to connect, build conversations, share, mobilize opinion, and citizen action.

India has the third largest Internet user's base across the world of more than 243 million Internet users with a majority comprising of youth. This includes more than 100 million active on various media platforms like Facebook, Twitter and LinkedIn. No wonder, social media platforms, technology firms, e-commerce portals and telecom operators are using this opportunity to connect with others. Political leaders, candidates, journalists, and citizens have been using the social media platforms extensively to discover election content, converse with other in real time, and express their views. Another search engine created a Elections Hub for elections-related news and information created to help more than 800 million Indian voters stay informed and updated about the elections. It makes sure Indian voters have quick access to information to help them make informed decisions on Election Day. By the time of sworn in as prime minister Narendra Modi had more than 16million likes on Facebook, the second most for any politician in the world, and he was the sixth most followed world leader on Twitter. Modi's popularity carried the BJP to victory with 282 seats out of the 543 seats in parliament, the biggest win by any party in India in 40 years. Through it use of social media, BJP was able to sway many young voters, the BJP clearly won the contest for India's young voters. Getting young votes meant harnessing the power of social media. One of the most interesting uses of social media in election process was when the BJP crowd-sourced its manifesto, with hundreds of thousands of people using social media platforms. Lastly the success of BJP in parliament election is extensively use of social media in its campaign.

Regional Language Social Media Applications

Language has always played a crucial role in election campaigning. At the heart of the 2002 Gujarat Assembly election and the BJP's eventual win, was Modi's very clear understanding of how the media functioned. He switched between English language media and regional language media to establish an 'us versus them' narrative. The BJP's 2002 campaign was largely centred on this narrative and contributed to its eventual win.

During the 2019 election, most political parties utilised regional language platforms to gain more traction amongst the electorate. In contrast to earlier elections, regional languages were widely used to connect to voters. A University of Michigan study attributed Rahul Gandhi's growing traction on Twitter to his use of Hindi. In Tamil Nadu, for instance, the Dravida Munnetra Kazhagam (DMK) launched its own mobile application, which allowed the party to create content in Tamil and share it to workers internally. These workers would then disseminate it to others outside the party.

The launch of Jio minimised the digital divide significantly. As a result, there was a boom in the number of people coming online for the first time, many of whom were looking for a social media network that functioned within their language specifications. This gave rise to new regional content platforms such as ShareChat and Helo that catered to regional languages. Indian language platforms, such as ShareChat and Helo, operating in as many as 15 different languages (Hindi, Tamil and Telugu chief among them), were major sites of election propaganda. Both Helo and ShareChat are now targeting

the 100 to 150 million mobile internet users in rural India and Tier 2 and 3 cities that are populated by Indian language speakers. ShareChat had its largest user base in Tamil Nadu and this translated to political parties using the app at a broader level. The DMK created accounts on ShareChat for each district and constituency in the state, which amounted to a total of 300 accounts.

There has thus been a growing influence of regional language social media applications that are more effective at targeting the local population. The changes in the Top 10 Free Apps in Playstore from 2017 to 2018 reflected this trend. Commonly used apps such as Facebook and Messenger had been replaced in 2018 with more vernacular language apps such as ShareChat and Helo (Figure 3).

Conclusion and Discussion

With the increased growth and popular use of social media, the present study is aimed to examine the political influences of social media during the 2014 Indian parliament election in India. Known as one of the wired countries in the world, people in India are enjoying the highest level of Internet connection and online information is perceived as more credible and reliable than traditional media sources. India is ranked in 3rd with regard to use of social networks in the world. Therefore, India is an interesting place where we can examine the political influence of newly emerging communication forms like social media.

Political parties use social media for political communication with the voters. Social media changed the dimensions of the political communication drastically. Social media used by the political parties and leaders to enhance their visibility. Lok Sabha election 2014 is best example of successful use of social media for political campaigning. Social media political campaigning act as major game changer in the election. Political parties used various social media platforms such as Facebook, Twitter, You Tube, Websites, Google plus, Pinterest used by the political parties and their leaders to communicate daily with potential voters to informed them about their rallies, positive work for the society. Political parties used online surveys, social pages, different mobile apps and questionnaire on various social media platforms become more effective for political communication than other media platforms. Social media acts as major tool of political communication. Social media widely used by social media hence they came forward due to enhanced political communication and joined the politics. Political leaders used social media for political campaigning with different ways. Facebook used for status update also posting photos with hashtag trending. This enhances the visibility of the political candidates among potential voters. Twitter is used by political party candidates to tweet short messages with hashtag trending. Political parties and leaders used blogs to receive the support from the peoples. Political parties and its leaders used You Tube to post the videos of their rallies. Peoples see the different videos posted by political parties and candidates on their You Tube channel this enhances the visibility of that political party and candidate also. Political campaigning also consist use of google hangouts on Google plus. Political parties also used advanced 3D technologies to enhance the visibility among the potential voters. Social media widely used by youth and middle age peoples hence political party used social media political campaigning to communicate with them. Social media acts as major tool to communicate and target the young adults. Facebook users are more in India which mostly impact on the results of the elections. Facebook user is the major vote bank to the political parties hence they should focus on social media political campaigning. BJP used social media political campaigning effectively than other parties in Lok Sabha election 2014. INC understand the importance of social media later hence now using social media for political campaigning Social media act as major tool of political campaigning in 2019 general election of India. Political parties used social media platforms to make them manifestoes more visible to peoples. BJP used social media power first time in 2014 general election which swept BJP into the power. After 2014 election BJP increased use of social media for political communication. Narendra Modi used social media effectively during his first term as Prime Minister. Narendra Modi used social media for interactive and continuous political communication with peoples. Social media used by Narendra Modi for building political agenda and also for publicity of the policies implemented by BJP government.

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