



## **Impact Of Social Media On Politics In India**

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ARTICLE INFO	ABSTRACT
	Social media have 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 very much different form classical media, it allow 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 classical 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. Increasingly, politician and elected officials are realizing the power of social media for communicating political information and interacting with citizens.

**II.KEY WORDS:** Social Media, Role and Use

### **III.INTRODUCTION**

Social media that people can exchange photos and videos, share news stories, post their thoughts on blogs and participate in online discussions. Social media also allows individuals, companies, organizations, governments and parliamentarians to interact with large number of people. Free media has long been recognized as a cornerstone of democracy and plays an important role in influencing political discourse during elections. The new media technologies have given a new dimension to the election campaigns. Many political parties have created their own websites, blogs, Face book and twitter accounts. They are regularly watching and reading their new media contents. The contents are also updated regularly. Some of the political leaders respond to the queries from the public and cadres. They are enthusiastically using the tools for the election campaigns. This paradigm shift has significantly helped them in reaching the voters. Political parties and leaders are enjoying the communication development and travel in the cyber world. The elections campaigns have now set new standards for how successfully campaigns are to be conducted on day-to-day basis. The modern information and communication technologies have now-a-days become a core element of modern election campaign system. Politicians in many states have started websites and blogs with a variety of degrees of success. Social software has been used to benefit politicians. Online advertisement, like contextual advertisements on search engine results, pages, banners, rich media, social networking, online classified networks and e-mail marketing are the major techniques used now. During the 2014 parliamentary general election in India, all political parties and candidates had extensively utilized social media in order to mobilize votes in their favour. Of particular interest to explain here is the political impact of social media as a new means to help people to obtain political information as well as interact with other people on the web. In the social media which is multi dimensionally connected with abundant hyperlink users have become able to receive process and circulate news and information in a new way. The structure of social media is very much different from classical media and it allows people to communicate news and information in very different way. Social media tools such as

twitter, face book, you tube and other social networks are now considered as politically transformative communication technologies as classical media such as newspapers, radio and television. Increasingly, politicians and elected representatives are realizing the power of social media for communicating political information and interacting with citizens.

#### **IV.OBJECTIVES OF THE PAPER**

1. To know the role of social media
2. To study the social media use for political mobilization

#### **V.METHODOLOGY**

The methodology in social science research comprises collection of secondary data for research paper. The secondary data are drawn classified from the Govt. Publications of books, monthly journals published Magazines on impact of social media on politics in India and also Annual reports, internet websites and apart from this, different edition of daily newspapers, were also used for the purpose of collection the information.

#### **VI.ROLE OF SOCIAL MEDIA**

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, Face book 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 became 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.<sup>9</sup>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.

Social media revolution in Indian political space is real, tangible and taking place very fast. It is well known that incidents like the huge protests of 2012 regarding anti corruption movement by Anna Hazare and outrage following Nirbhaya gang rape case were channelized through the social media. It may be recollected that government machinery in India had come to a standstill and the events got immense national and global headlines, and got the common man involved. Not just the political parties, even the government is beginning to experience the impact of social media. Political parties have started to realize the influence of social media. Hither to people were not much interested for participation in democratic system, because they were considered only as listeners and no such kind of device has available to people for feedback. But today, scenario has changed and people are using smart phones in a high number.

They get an opportunity to discuss and comment on political decisions and happenings.

#### **VII.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 are 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.

## VIII.CONCLUSION

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. Based on the uses and gratifications approach, this study first examined the motivations for why people use social media during the political campaign and what factor can predict these motivations for using the social media platform service. It was founded three primary motivations for using social media. Political surveillance/informationseeking, convenience/entertainment, and social utility, which are consistent with the past uses and gratification research on the Internet and its interactive applications. the importance of social media for political campaigning in 16th parliament general election political parties and candidates have relied heavily on social media such as social media and social networks to engage voters, recruit campaign volunteers and raise some extent campaign funds also. The

campaign brought the spotlight on the importance of using social media in new-age political campaigning by utilizing various forms of social media and new media to reach new target population.

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