

**ROLE AND DIMENSIONS OF SOCIAL MEDIA IN
POLITICAL CAMPAIGNING OF GENERAL
ELECTIONS IN NORTH INDIA (2009-2019)**

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By

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2025

DECLARATION

I, hereby declared that the presented work in the thesis entitled “**Role and Dimensions of Social Media in Political Campaigning of General Elections in North India (2009-2019)**” in fulfilment of degree of **Doctor of Philosophy (Ph. D.)** is outcome of research work carried out by me under the supervision of **Dr. Pavitar Parkash Singh**, working as **Professor and Dean**, in the **School of Liberal and Creative Arts (Social Sciences and Languages)** of Lovely Professional University, Punjab, India. In keeping with general practice of reporting scientific observations, due acknowledgements have been made whenever work described here has been based on findings of another investigator. This work has not been submitted in part or full to any other University or Institute for the award of any degree.

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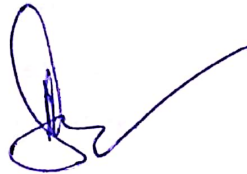
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CERTIFICATE

This is to certify that the work reported in the Ph. D. thesis entitled “**Role and Dimensions of Social Media in Political Campaigning of General Elections in North India (2009-2019)**” submitted in fulfillment of the requirement for the reward of degree of **Doctor of Philosophy (Ph.D.) in Political Science in the School of Liberal and Creative Arts Social Sciences and Languages**), is a research work carried out by **Sandeep Kumar**, Registration No. **41800073**, is bonafide record of his original work carried out under my supervision and that no part of thesis has been submitted for any other degree, diploma or equivalent course.

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ABSTRACT

Social media's rise and development have completely changed voting behaviour, voter involvement, and political campaigns. Political players have become more aware over the last ten years of the strength and potential of social media sites like Facebook, Twitter, and YouTube as vital resources for directly interacting with and organizing voters.

The field of political campaigning has undergone a significant transformation with the rise of social media platforms. This study aims to explore the diverse impacts of social media on political processes, using a blend of quantitative surveys and qualitative interviews to offer a thorough analysis.

The influence of social media on political campaigning is complex, presenting political players with both opportunities and difficulties. On the one hand, social media gives politicians and political parties the ability to interact directly with voters, spread their message far and wide, and mobilize support more effectively than in the past. Social media platforms' immediacy and interactivity allow for direct communication between politicians and people, which in turn encourages voter participation and a sense of connection. Social media also gives marginalized groups and grassroots movements the ability to be heard louder, gather support, and change public opinion—democratizing political engagement in the process.

The goal is to determine how social media has affected political campaigning in North India's general elections (2009-2019). Selection, procedure, and size of samples are all part of research design. Information from social media, surveys, and interviews are gathered as part of data collecting. Next, using both qualitative and quantitative analysis, data analysis looks through this information to look for trends and revelations. Because of this methodical approach, the role of social media in political campaigns is thoroughly and methodically investigated.

We employed a technique known as systematic random sampling to select participants for our survey in the study about social media and politics in North India. The sample unit of study had two primary groups: eligible voters from the 2009 elections and

political leaders who fulfilled particular requirements. (either the only election to be fought between 2009 and 2019 or the winner of at least one general parliamentary elections). Three states: Punjab, Haryana, and Himachal Pradesh, as well as the Chandigarh Union Territory, were the subject of the study area. The objective of study is to gather primary data that fairly represents the viewpoints and views by employing random sampling.

The sample size in this study was carefully chosen to ensure that political leaders and eligible voters in Punjab, Haryana, Himachal Pradesh, and Chandigarh were well covered. 13 Members of Parliament (MPs) and 676 voters make up the total sample size. The MPs were chosen based on predetermined standards specified in the research design.

First, 676 people from Punjab, Haryana, and Himachal Pradesh were chosen, with 192 eligible voters from each state's 2009 elections. In addition, 100 eligible Chandigarh Union Territory voters from the 2009 elections were selected. Taking into consideration variations in population size and demography, this distribution guarantees representation from every region. The identification of parliamentary constituencies was the first step in an organized sampling process. Each state's four constituencies were selected, with the selection procedure altered to account for variances in state organization.

Our first objective is to understand how different media platforms, both traditional and social, influence political campaigning. By designing a questionnaire survey for voters and Members of Parliament (MPs), we aim to reveal the frequency and impact of media consumption habits. By gathering insights into how people perceive and engage with various media, we hope to illuminate the evolving landscape of political communication, particularly highlighting the growing importance of social media. Quantitative survey results provide insights into the frequency and duration of media consumption during political campaigns, highlighting the increasing role of social media in political engagement. Qualitative interviews with MPs offer valuable perspectives on how political parties utilize social media for voter outreach and mobilization.

Our second objective is to investigate how social media affects the electoral success of political parties. Through quantitative inquiries and qualitative assessments, we aim to understand the extent to which social media campaigns influence voter behaviour and electoral outcomes. Insights from qualitative interviews shed light on the strategic considerations behind social media campaigns, revealing both challenges and opportunities for political communication.

Objective three explores into the direct and indirect impact of social media on voter turnout in general elections. By combining quantitative surveys with qualitative interviews, we seek to understand how social media shapes electoral participation. Insights from qualitative interviews with voters provide valuable perspectives on the role of social media in political engagement and information dissemination.

The fourth objective involves a comparative analysis of political campaigning across different time periods, focusing on the evolution of social media's role. Through longitudinal assessments and surveying reflections, we aim to identify trends in social media usage and its impact on elections. Insights from qualitative interviews with MPs offer perspectives on how social media has transformed electoral campaigns.

By examining the implications of social media on voter behaviour, public opinion, and electoral outcomes, we gain a deeper understanding of how digital platforms shape political dynamics and influence democratic processes. As technology continues to advance and societal norms shift, the landscape of political communication will undoubtedly evolve further. By staying attuned to these changes and their implications, we can better navigate the complexities of modern democracy and ensure that political processes remain transparent, inclusive, and responsive to the needs of citizens. In conclusion, the work offers a comprehensive analysis of how social media influences political campaigning. By combining quantitative data with qualitative insights, we aim to deepen our understanding of the complex relationship between social media and politics, explain the evolving dynamics of political communication in the digital age.

Given the ever-changing political environment of India, social media's influence over election results and voter behaviour is expected to increase dramatically in the coming years. It is critical to foster a culture of responsible digital citizenship, where the

advantages of social media are utilized to boost democratic participation and fortify the fundamentals of democratic government, while political players continue to adjust to the changing digital landscape. India can leverage the revolutionary potential of social media to develop a more inclusive, informed, and democratic for future generations by promoting openness, accountability, and ethical use of digital technology.

Keywords: Social media, Parliamentary Elections, Facebook, Twitter, Political Marketing, ITA 2000, Political Campaigning, Public Opinion, Voting Behaviour.

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CHAPTER 1. INTRODUCTION

1.1. India's Politics

India's politics is conducted within the bounds of its Constitution. India is a parliamentary secular democratic republic, with the prime minister serving as the head of government and the president serving as the head of state and first citizen of the nation. Despite the fact that the word is not included in the Constitution itself, it is founded on the federal system of government. India has a dual polity structure, or a federal one, with the central government in the centre and the states on the perimeter. The Preamble of the Constitution is rigorous and can compel subsequent revisions. The Constitution, which outlines the organizational powers and limitations of both the federal and state governments, is widely acknowledged, flexible, and regarded as paramount. A two-chambered legislature is stipulated, with the Rajya Sabha (Council of States) serving as the upper house representing the states in the Indian federation and the Lok Sabha (House of the People) serving as the lower house representing the people of India collectively. An independent judiciary led by the Supreme Court is established by the Constitution. Its duties include safeguarding the Constitution, resolving conflicts between the federal government and the states, resolving interstate conflicts, overturning federal or state legislation that violates the Constitution, and defending citizens' fundamental rights by granting writs for their enforcement when needed (Chandrachud, A., 2017).

The Lok Sabha consists of 543 members, chosen by plurality vote (first past the post). Out of the 245 members of the Rajya Sabha, 233 are chosen by single transferable vote in indirect elections held by state legislative assembly members; the remaining 12 are chosen or nominated by the President of India. Unless otherwise noted, parties that obtain a majority of members in their respective lower houses—the Lok Sabha in the federal government and the Vidhan Sabha in state governments—compete in elections to create governments, which take place every five years. In 1951, India had its inaugural general election, with the Indian National Congress becoming victorious. A non-Congress government was formed for the first time in independent India in 1977, following the Indian National Congress's victory in the country's first general election

in 1951. The Congress went on to dominate subsequent elections. As coalition administrations gained traction in the 1990s, single-party rule came to an end. The Indian Election Commission held the most recent 17th Lok Sabha elections in seven stages between April 11 and May 19, 2019. After the Bharatiya Janata Party (BJP) was able to secure a majority in the Lok Sabha, those elections once again restored single-party rule back to the nation (Rana, M. S., 2006).

1.1.1. Political Parties in India

In contrast to other democracies, India has experienced a high number of political parties throughout its history of democracy. It is estimated that following India's independence in 1947, more than 200 parties were founded. Furthermore, according to the Election Commission of India's most recent published report, dated September 23, 2021, there were a total of 2858 registered parties, comprising 54 state parties, 9 national parties, and 2796 unrecognized parties operating across the nation (ECI, 2021).

In India, all political parties—whether national, regional, or state—are required to register with the Election Commission of India and must have a symbol. In part, the Indian political system uses symbols to designate political parties so that those without formal education can cast ballots by recognizing the symbols of the parties.

The following conditions must be met for a political party to be accepted as a national party:

1. In a general election, it must obtain at least six per cent (6%) of the valid votes cast in four or more states for the Lok Sabha or the State Legislative Assembly.
2. It must also win at least four seats from any State or States in the House of People.
3. or it garners a minimum of two per cent (2%) of the seats in the House of People (11 seats out of the current 543 members), with at least three states contributing to the election of these members.

Similarly, a political party can get recognition as a state party provided that:

1. it shall win at least two seats in the state's Legislative Assembly and at least six per cent (6%) of the legitimate votes cast in the state during a general election, either for the Lok Sabha or the Legislative Assembly of the State in question.
2. or it shall have at least three members in the Assembly, or three per cent (3%) of the total number of seats in the state's Legislative Assembly, whichever is higher (ECI, 2021).

1.1.2. Party Proliferation

Politicians have consistently tended to start their own parties rather than joining well-established ones like the Congress or the BJP, despite the stringent anti-defection law that was implemented in 1984. The number of political parties running for office grew from 33 to 113 between the elections of 1984 and 1989. This separation has persisted over the ensuing decades (Jalan, P., 1991).

1.1.2.1. National Democratic Alliance

After the elections in 1998, the National Democratic Alliance (NDA), a coalition of right-wing to centre-right parties led by the BJP, was established. NDA established a government, but it was short-lived as AIADMK withdrew its support, leading to general elections in 1999 in which NDA emerged victorious and retook power. As the first non-Congress government to accomplish so, the coalition government went on to serve out the entire five-year term. With a historic mandate of 336 out of 543 Lok Sabha seats in the 2014 General Elections, the NDA came to power for the second time. Narendra Modi became the prime minister after the BJP secured 282 seats. The NDA won a historic battle in 2019 and swept to power for a third term (Jaffrelot, C., Verniers, G., 2020).

1.1.2.2. United Progressive Alliance

Following the 2004 Indian general election, in which no party secured a majority, the UPA was quickly established. Against the UPA's 218 seats, the then-ruling Bharatiya Janata Party-led National Democratic Alliance (NDA) secured 181 seats out of 544. Additional major blocs that occasionally supported UPA included the Left Front (59 MPs, excluding the Lok Sabha speaker), the Samajwadi Party (39 MPs), and the Bahujan Samaj Party (19 MPs). 206 seats were gained by the INC out of the 262 seats that the UPA won in the 2009 Lok Sabha election. Maharashtra, Haryana, and

Arunachal Pradesh were all democratically elected under the UPA II coalition. On the other hand, the government's approval rating dropped and the UPA's reputation was damaged nationwide by a number of accusations of scams made during its tenure. Several members also departed for YSRCP (Yuvajana Sramika Rythu Congress Party). Members began to leave to form their own parties, and eventually, groups like DMK left the alliance entirely. This created a domino effect. State elections and leadership stability were two issues UPA was facing at the period. In the 2014 Indian general election, the alliance secured a mere 60 seats, resulting in a loss. In the 2019 Indian general election, the UPA garnered a mere 91 seats, while the INC secured 52 seats. Consequently, the UPA was unable to achieve the requisite 10% of MPs for the post of leader of the opposition. The BJP won by-elections, forcing the UPA into the minority, and the alliance lost another state. By the end of 2019, the alliance had won Jharkhand, made significant progress in Haryana, and established the Maha Vikas Aghadi, a state-level alliance that would form the Maharashtra government, with Shiv Sena leader Uddhav Thackeray heading the cabinet. For 25 years, Shiv Sena had been a part of the NDA. In 2019, it joined MVA after leaving NDA (Palshikar, S., Kumar, S., & Lodha, S., 2017).

1.1.3. Political Campaigning Fundamentals

Political campaigning resides at the core of democratic processes, providing a platform for political parties to engage with constituents, clear their visions and compete for electoral support. It is a pivotal base for the success of any political party in democracy. Political campaigning includes all the organized and well-planned efforts that are performed to influence the voting behaviour of voters. During election periods, from the vibrant streets of urban hubs to the out-of-the-way corners of rural communities, the rhythm of political discussion resonates dynamically.

Political campaigning is a complex effort that requires a fine balance of strategy, communication and community engagement. Whether it's a public effort for a local candidate or a high-stakes national campaign, the fundamentals remain the same: effectively communicating a candidate's message, mobilizing supporters and winning

over voters. The successful campaigning is about connecting with people and understanding their concerns, aspirations, values etc. and communicating that how an individual candidate's vision aligns with their needs. In addition, building a strong network of supporters is essential for reaching out to individuals and communities, listening to their voices and empowering them to be advocates for change. From neighbourhood meet-ups to virtual town halls, every interaction is an opportunity to build trust and foster genuine connections. Effective communication is the keystone of any campaign. It's about crafting a message that resonates, inspires and motivates people to action. Whether it's through traditional media channels or social media platforms, the goal is to cut through the noise and deliver a message that captures hearts and minds. From door-to-door electioneering to phone banking, every effort counts in mobilizing supporters and driving turnout. It includes rallies, door-to-door interaction between candidates and voters, posters, flyers, television and radio programs, and print media like newspapers, magazines and other periodicals, but with the development of technology, the sources of political campaigning are also changed (Patra & Pathak, n.d.).

1.1.4. Evolution of Political Communication in India

The evolution of political communication in India has been a dynamic process, influenced by technological advancements, societal shifts and changes in media landscapes. Over time, from the pre-independence era to the present day, political communication strategies have adapted to leverage emerging platforms and provide to evolving audience preferences. In the early stages, prior to independence, print media and public mobilization were the primary tools for political communication. Leaders utilize newspapers, pamphlets and public gatherings to spread messages, rallying support for nationalist causes and social movements.

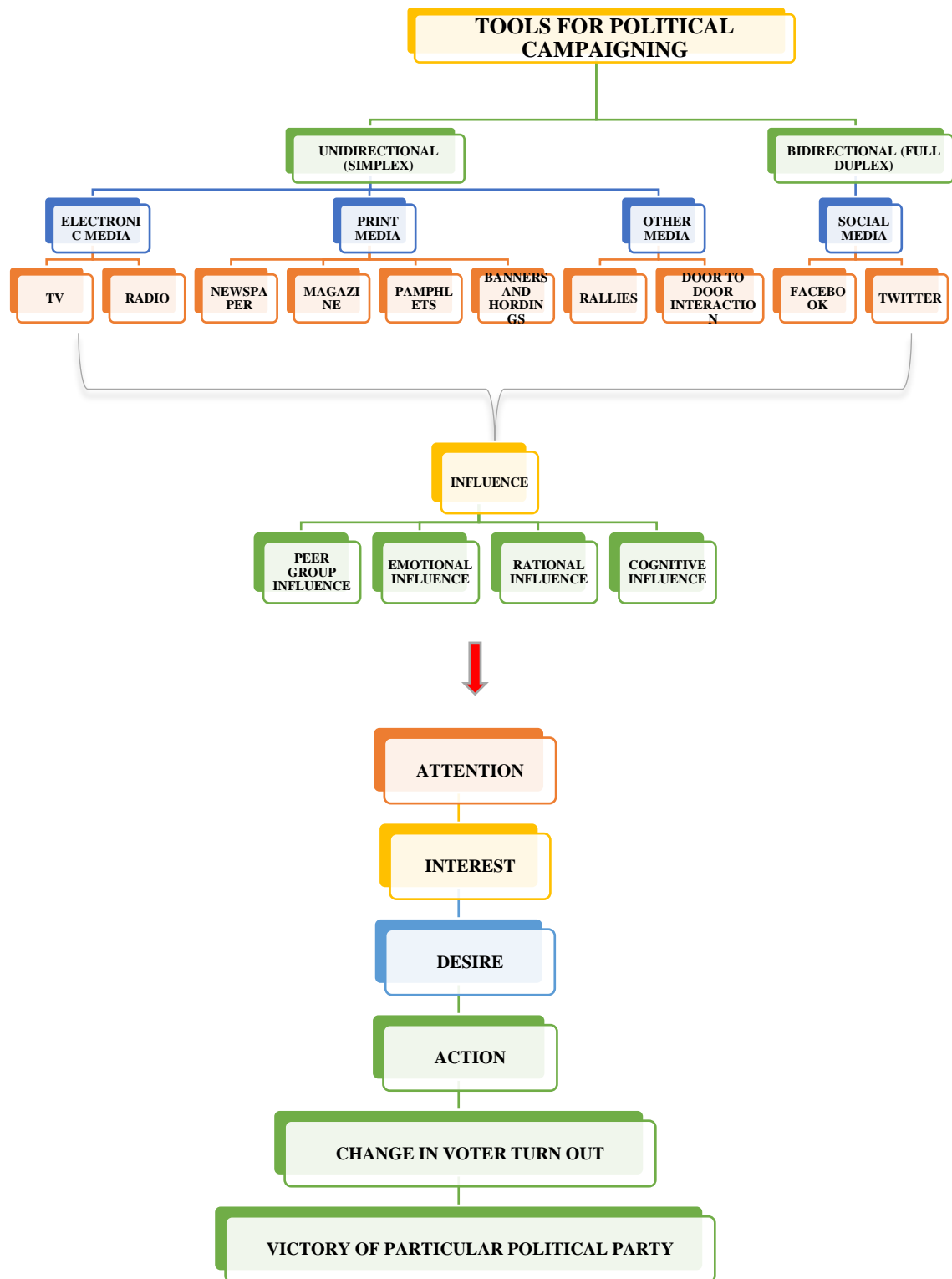


Figure 1.1 Tools for political campaigning

Following independence, the advent of mass media, particularly radio and television, transformed political communication (Willnat & Aw, 2009). State-controlled broadcasters played a significant role in shaping public discourse, while political parties and leaders utilized these mediums to reach broader audiences and convey their messages. The liberalization of the Indian economy in the 1990s was accompanied in a new era of media diversification and plurality. The rise of private news media and satellite television channels provided a more diverse range of political viewpoints and created a competitive environment for political communication (Gudipaty, 2017a). The digital revolution of the early 21st century brought about significant changes in political communication. The widespread adoption of the internet and social media platforms enabled political parties and leaders to engage directly with voters, bypassing traditional media channels (Barberà et al., 2021).

1.1.5. Overview of Social Media in the Political Landscape

Social media such as Facebook, Twitter, WhatsApp, YouTube and many more social networking tools have taken over the traditional campaign strategies. Social media works as a bridge between politicians and voters and it is the best source of communication between the two (Broersma & Graham, 2012a). Twitter provides a more sophisticated environment for closer and more direct relationships among citizens and politicians. That encourages the candidates of political parties to use social media as a leading tool for political campaigning and self-representation. 61% of sharing the information among public is done with the help of Twitter, while the percentage of INC is 30% and of APP is 20% (Ahmed et al., 2018).

Social media is very beautiful gift of Information and communication technology. According to Andreas Kaplan and Michael Haenlein

“Social media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content”.

Users themselves play the role of producers and consumers of content on social media platforms. Sharing of text messages, images, pictures, videos audios are the main base of social media platforms. As far as history of the social media is concerned Tom Truscott and Jim Ellis had created a worldwide discussion system, named Usenet. Usenet allowed the users to post public messages. This system was launched in 1979 from Duke University. The term “Weblog” was first used in the decade of 1990. The term “Weblog” was truncated as “Blog” afterword. Then the launching of MySpace in 2003, Facebook in 2004 has brought a revolutionary change in social communication system. Thus, the term coined as “Social Media” (Kaplan & Haenlein, 2010).

1.1.6. Historical Context of Social Media Adoption in India

The journey of social media in India has been shaped by history, culture and technology, especially in how it's used socially and politically. As the economy changed and technology improved, more people began to have access to the internet in the early 2000s. Websites like Facebook and Twitter became popular and made it easy for people to connect online. Twitter and YouTube also became popular, giving people more ways to share things and talk about what mattered to them. People used social media to discuss about politics, share news, and even organize protests, like what happened during the Arab Spring in 2010. This inspired Indians to use social media to talk about issues and make a difference in their own country (Somnathe & Bhure, October, 2018).

1.1.7. Facebook's Dominance: Meta Platforms and its Multinational Influence

Facebook is a social networking service also known as American online social media service. Facebook is owned by Meta Platforms which is considered to be a big multinational Information and Technology Company in the USA. Facebook was founded in 2004 by Mark Zuckerberg with his companions Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Charis Hughes. Actually, Zuckerberg built a website to compile the photos of university students and named it “Facemash”. It was so user-friendly and convenient that it attracted 450 visitors in its first four hours. Hence Facemash gets popularized. The actual name “Facebook” was coined and comes from Facebook directories that are often given to university students (Brügger, 2015). As of

2020, Facebook claimed that it has 2.8 billion monthly active users. However, Facebook has been criticized for various issues like violating users' privacy, fake news, political manipulation and addiction. It was alleged that Facebook Data was used for political advertising by British consulting firm Cambridge Analytica and Cambridge Analytica used that data for political analysis and assistance in the political presidential campaign of Donald Trump and Ted Cruz. In 2019 Facebook CEO Mark Zuckerberg was fined \$ 5 billion for data harvesting. Mark Zuckerberg himself accepted and apologized by saying it was a "Mistake" and a "Breach of Trust". As a result, the likes, posts and shares decreased by 20% in a few months since April 2018 (Duarte, R. P. G. M., 2020).

1.1.8. The Tweeting Universe: Understanding Twitter's Platform and User Dynamics

Twitter is an American social networking and micro-blogging service that was created by Jack Dorsey, Noah Glass, Biz Stone and Evan Williams in March 2006. It was launched in July 2006. Now from 2022 onwards, Elon Musk is the largest shareholder in the company. It provides a great platform for bidirectional communication. Twitter users interact with messages (text, audio, video etc) that are known as "tweets". There are two types of users on Twitter i.e. registered users and unregistered users. Only Registered users can post, like and retweet the tweets. While unregistered users can only read or view the messages that are available publicly. In 2013 it was one of the ten most visited websites. One interesting thing is that the majority of messages or tweets are written by a minority of users. In October 2019 company CEO Jack Dorsey accepted that internet advertisements had great power, so it is very effective for commercial advertisers. And this power can prove to be a great risk to politics. So, in 2019 Twitter put a ban on political advertisements (Logghe et al., 2016).

1.1.9. Impact of Digitalization on Political Campaigning

The impact of digitalization on political campaigning has been huge, changing how politicians connect with voters and run their campaigns. With the internet and social media, people have easier access to information about candidates and issues. Politicians can now talk directly to voters through platforms like Facebook and Twitter, making it easier for people to ask questions and share their thoughts. Digital tools have also made campaigns more targeted and personalized. By using data about voters, politicians can

make their messages to specific groups of people, making their campaigns more effective. Social media has become a key way for candidates to get their message out and connect with voters (Narasimhamurthy N, 2014). However, there are also concerns about privacy and fake news online, which can make it harder for people to know what information to trust. The digitalization has changed the way political campaigns work, making them more accessible and interactive.

1.1.10. E-democracy:

E-democracy is the practice of enhancing democratic processes through better communication, involvement, and decision-making amongst citizens, governments, and stakeholders through the use of digital and electronic technologies, especially the internet. The United Nations defines e-democracy as the use of information and communication technologies (ICTs) to strengthen and facilitate the democratic decision-making process, providing platforms for transparency, accountability, and participation. E-democracy is the use of digital tools and systems to support democratic governance, allowing citizens to be informed, express their opinions, and engage with public authorities in shaping policy. Stephen Coleman and Jay G. Blumler (2009) define e-democracy as a form of democracy in which political processes are partly mediated through the use of digital information and communication technologies, providing mechanisms for engagement, deliberation, and decision-making.

E-democracy, which aims to reinforce democratic values and procedures in the digital age, is the intersection of democracy and technology. Electronic democracy, or e-democracy, is the term used to describe the use of digital tools and the internet to support democratic processes including citizen-government communication, policymaking, and election campaigns. Because it has revolutionized the way candidates interact with voters, disseminate their platforms, and rally support, social media is essential to e-democracy, especially during election campaigns.

1.1.11. Political information:

Political information includes facts, figures, and information about political individuals, institutions, policies, events, and processes. Information about public policies, political views, elections, government operations, and the actions of political parties, movements, and leaders are all included. To make decisions, take part in democracy, and hold leaders responsible, people need political knowledge in order to engage in civic life. Delli Carpini, M. X., & Keeter, S. (1996) defined political information as the "range of factual knowledge about politics stored in long-term memory" that citizens use to understand political systems and events.

1.1.12. Political Discourse:

Political discourse is the term used to describe the methods in which people, organizations, and groups discuss political issues, concepts, and topics. It includes the use of words, symbols, and arguments in conversations about power, governance, policies, ideologies, and the structure of society. It includes exchanges between the public, media, institutions, and political leaders. Social, cultural, and historical background determine the significance and influence of political discourse. According to Chilton, P. (2004) political discourse is "A form of communication that is used in the arena of politics, involving language and symbols to negotiate, influence, or maintain power and authority."

Social media platforms have changed how people interact with politics and how political communication takes place, which has had a profound impact on political discourse. The role of social media in political discourse is both complex and transformative; it presents obstacles to the inclusiveness and quality of political communication while also providing chances for democratic participation. Regulation of hate speech and disinformation, balancing free speech with damaging content, and addressing uneven access to digital platforms are some of the issues that arise in the political debate when social media is involved.

1.1.13. Political Ideology:

A political ideology is a collection of principles, values, and concepts that offer a framework for comprehending and analyzing the political landscape. It includes ideas on the best way to structure society, the function of the state, economic systems, and people's rights and obligations. Political conduct, policy preferences, and the composition of political systems are all influenced by political ideology. Heywood, A. (2021) defines political ideology as “a more or less coherent set of ideas that provides a basis for organized political action, whether this is intended to preserve, modify, or overthrow the existing system of power.” According to Ball, T., Dagger, R., & O’Neill, D. (2019) political ideology is “a system of political ideas developed for the purpose of organizing and directing action to achieve certain goals in society.”

The way political beliefs are disseminated and how voters interact with politicians and topics has been completely transformed by the usage of social media in political campaigns. Platforms like social media are effective means of influencing public opinion, rallying support, and spreading ideological ideas. Political campaigns use these platforms to create messages that are relevant to particular ideological groups. They frequently use algorithms and data analytics to contact voters according to their online behaviour, demographics, and preferences.

1.1.14. Political Opinion:

Political opinion is the belief, attitude, or point of view of an individual or group about political problems, events, policies, leaders, or ideologies. A person's cultural background, education, media intake, social influences, and personal beliefs are some of the variables that determine their political opinions. These viewpoints are essential to democratic engagement and public conversation and can be expressed as support or opposition to political parties, candidates, or particular policy decisions. Key, V. O. (1961) described political opinion as "the preferences of individuals or groups on issues, policies, or political figures within the broader framework of public opinion in a democracy."

Social media makes it possible for politicians and voters to communicate in real time through blogs, live streaming, and Q&A sessions. This enhances the ability to shape political opinions by giving voters a personal connection to candidates and their platforms. By providing voters with a personal connection to candidates and their policies, this strengthens the capacity to influence political beliefs. Social media also makes it possible for news and updates to be shared quickly, informing followers about important problems, policies, and campaign actions. However, because false narratives may spread swiftly and sway public opinion, this accessibility also exposes campaigns to the dangers of disinformation and manipulation. Therefore, social media calls for caution to preserve the integrity of public debate and the standard of democratic engagement, even while it offers strong instruments for rallying support and influencing political opinion.

1.2 Rise of Social Media Platforms in Indian Politics

The rise of social media platforms has profoundly impacted Indian politics, reshaping the landscape of political communication, engagement, and mobilization. In recent years, India has witnessed a significant rise in the adoption of social media platforms such as Facebook, Twitter, Instagram and WhatsApp, creating new paths for politicians to connect with citizens, circulate information, and influence public opinion. With over a billion mobile phone users and nearly 700 million internet users, India boasts one of the largest and most diverse online populations in the world (Alam, 2021). This massive digital audience presents political parties and leaders with outstanding opportunities to reach out to voters across geographic and demographic divides.

Moreover, social media platforms offer a remarkable platform for political actors, allowing even small parties and independent candidates to amplify their voices and compete for attention. Furthermore, social media platforms serve as powerful tools for political campaigning and propaganda, enabling parties to modify their messages, target specific demographic groups, and micro-target individual voters with personalized content. The virality and shareability of social media content increase the reach and impact of political communication, making it increasingly influential in shaping public opinion and electoral outcomes (Dogra & Kaur, 2021). However, the growing influence

of social media in Indian politics is not without its challenges and controversies. The spread of misinformation, fake news, and hate speech on digital platforms poses serious threats to democratic discourse, social cohesion and electoral integrity.

1.2.1 General Parliamentary Elections 2009

The General Parliamentary Elections of 2009 in India were a significant milestone in the country's political history, marked by powerful political competition, strategic alliances, and captivating campaign narratives. The elections saw the incumbent United Progressive Alliance (UPA) government, led by the Indian National Congress (INC), seeking re-election against a tough opposition alliance, the National Democratic Alliance (NDA), headed by the Bharatiya Janata Party (BJP). In a closely contested electoral battle, the UPA emerged victorious, securing a decisive mandate to govern the nation for another term. The Congress-led alliance won a total of 262 seats out of the 543 constituencies, while the BJP-led NDA managed to secure 159 seats. The UPA's victory can be attributed to a combination of factors, including effective grassroots mobilization, strategic alliances with regional parties, and a cohesive campaign strategy focused on inclusive development and social welfare initiatives. One of the key reasons behind the UPA's success was its ability to forge alliances with various regional parties, thereby broadening its electoral appeal and consolidating support across diverse regions and communities. The UPA's coalition partners, such as the Samajwadi Party (SP), Bahujan Samaj Party (BSP), and Dravida Munnetra Kazhagam (DMK), played a crucial role in securing crucial seats in their respective strongholds, contributing significantly to the alliance's overall tally (Sadanandan, A., 2009).

Additionally, the UPA's campaign narrative centred around the theme of inclusive growth and social justice resonated with voters, especially in rural and marginalized communities. The government's flagship welfare schemes, such as the Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA), National Rural Health Mission (NRHM), and Right to Information (RTI) Act, were showcased as tangible achievements that had positively impacted the lives of millions of Indians. On the other hand, the NDA's electoral campaign, led by the BJP, focused on issues of

national security, governance, and economic development. The alliance sought to capitalize on public dissatisfaction with certain aspects of the UPA government's performance, including allegations of corruption, policy paralysis, and economic slowdown. However, despite a spirited campaign led by senior BJP leaders such as L.K. Advani and Narendra Modi, the NDA fell short of securing a majority in the Lok Sabha.

Campaigning for the 2009 elections was characterized by a mix of traditional and modern methods, with political parties utilizing a range of communication channels to reach out to voters. While mass rallies, public meetings, and door-to-door canvassing remained integral components of electioneering, the emergence of digital media and social networking platforms provided parties with new avenues for voter outreach and engagement. Television advertisements, print media, and radio broadcasts were widely used by political parties to disseminate their messages and highlight their respective agendas. However, the growing influence of the internet and social media platforms like Facebook, Twitter and YouTube presented parties with unprecedented opportunities to connect with voters, especially the youth demographic (Lefebvre, B., & Robin, C., 2009).

1.2.2. General Parliamentary Elections 2014

The 2014 General Parliamentary Elections in India were a big deal. With lots of people voting and many different political parties, it was a crucial time for the country's future. The Bharatiya Janata Party (BJP), led by Narendra Modi, won the election, which changed a lot in Indian politics. There was tough competition between two main groups: National Democratic Alliance (NDA), led by the BJP, and the United Progressive Alliance (UPA), led by the Indian National Congress. Across the country, parties worked hard to connect with voters through rallies, speeches, and other methods. The National Democratic Alliance (NDA), led by Narendra Modi's BJP, won big in the 2014 elections. People liked Modi's promises of making things better, like improving the economy and fighting corruption. Modi's strong leadership and ideas for progress struck a chord with many voters, helping the NDA win by a lot. Bharatiya Janata Party (BJP) under the leadership of Narendra Modi, the BJP gained 282 seats out of 543 in the Lok Sabha (House of the People) in a resounding triumph. A single party had obtained an

overall majority in the Lok Sabha for the first time since 1984. Indian National Congress (INC): Under Rahul Gandhi's leadership, the INC saw its biggest loss, taking home just 44 seats as opposed to 206 in the previous election. The National Democratic Alliance (NDA), led by the BJP, secured 336 seats in total. Sixty seats were won by the United Progressive Alliance (UPA), which is governed by the Congress. The remaining seats were filled by smaller and other regional parties, including notable performances from groups like the All India AIADMK, or Anna Dravida Munnetra Kazhagam (Palshikar, S., & Suri, K. C., 2014).

In the 2014 elections, the NDA and the UPA were the main players. The NDA talked about making the country better through development and security, while the UPA focused on issues like social justice and inclusivity. Each group tried hard to win over voters with their plans and promises. The BJP's big win came from a few reasons. People were tired of the old government's corruption and slow progress. Modi seemed like a fresh and strong leader who could get things done. His background and past successes in Gujarat also made him popular among voters looking for change. The UPA, led by the Congress party, faced a tough battle in the 2014 elections. Many people were unhappy with the UPA's performance on issues like corruption and the economy. Despite trying to show their achievements, they couldn't convince enough voters to support them for another term (Torri, M., 2015).

In 2014, there were 543 seats that were up for grabs. Voters' choices were impacted by a variety of criteria, including caste and place of residence. Even while the BJP performed well overall, the result was also influenced by smaller parties in several areas. During the 2014 elections, parties used various ways to reach voters. They held rallies, gave speeches, and went door-to-door to ask for votes. Social media like Facebook and Twitter also became important for spreading messages. Modi, especially, used social media to connect with people and get them excited about voting for the BJP. TV and newspapers also played a big role in sharing information about the candidates and their plans (Schakel, A. H., Sharma, C. K., & Swenden, W., 2019).

1.2.3 General Parliamentary Elections 2019

The 2019 General Parliamentary Elections in India the Bharatiya Janata Party (BJP), led by Narendra Modi, won the election, getting another term in power. They were up against the Indian National Congress and its allies in the United Progressive Alliance (UPA). With 543 parliamentary seats at stake, parties campaigned hard to reach voters across the nation. The BJP again won in the 2019 elections, keeping Narendra Modi as Prime Minister for another term. They focused on issues like national pride, development and strong leadership. People liked Modi's work in the past, such as boosting the economy and improving infrastructure. His strong personality and ability to connect with people helped the BJP win over many voters. Bharatiya Janata Party (BJP): Under the leadership of Prime Minister Narendra Modi, the BJP won 303 of the 543 Lok Sabha seats, securing an overwhelming victory. Compared to their 2014 total, this was an increase. The Indian National Congress (INC), led by Rahul Gandhi, gained 52 seats, a minor improvement over their 2014 showing, although they were still well behind the BJP. The National Democratic Alliance (NDA), led by the BJP, secured 353 seats in total. Ninety-one seats were gained by the United Progressive Alliance (UPA), which is governed by Congress. With remarkable performances by parties like the Dravida Munnetra Kazhagam (DMK) with 23 seats, the All India Trinamool Congress (AITC) with 22 seats, and the Yuvajana Sramika Rythu Congress Party (YSRCP) with 22 seats, other regional and smaller parties were able to secure the remaining seats (Bhattacharya, H., 2019).

In the 2019 elections, the main competition was between the BJP-led National Democratic Alliance (NDA) and the Indian National Congress-led United Progressive Alliance (UPA). The BJP talked about nationalism and progress, while the UPA focused on social justice and economic issues. Both alliances worked hard to win over voters with their plans and promises. The BJP's victory in 2019 came from a few key reasons. People liked Modi's focus on national security and making India strong. They also appreciated the BJP's efforts to improve the economy and help farmers. Modi's popularity and his ability to communicate effectively with the public played a big part in the BJP's success. The UPA, led by the Indian National Congress, faced tough challenges in the 2019 elections. They talked about issues like unemployment and

inequality, but they struggled to convince voters. The BJP's strong message on nationalism and development overshadowed the UPA's campaign, leading to their defeat (Mitra, S. K., Schöttli, J., & Pauli, M., 2022).

In the 2019 elections, there were 543 parliamentary seats up for grabs. Different factors like where people lived and their background influenced how they voted. While the BJP did well overall, smaller regional parties also played a role in shaping the outcome. During the 2019 elections, parties used various methods to reach voters. They held rallies, went door-to-door, and used social media like Facebook and Twitter to spread their messages. Modi and the BJP were particularly active on social media, connecting with millions of voters online. TV and newspapers also played a big role in sharing information about the parties and their plans for the country (Spary, C., 2020).

1.3 Theoretical Framework

There are lots of social media applications available and this number is going on increasing with the advancement of technology. Facebook, Twitter, WhatsApp, YouTube, Instagram, LinkedIn etc. are the most popular social media apps among the public. All of these apps are used for campaigning but still some social media app have some limitations from technical point of view, that makes it less effective for political campaign purpose. Such as you cannot send a message at a time to more than 5 persons or groups in WhatsApp, YouTube is the good platform but used only for video content sharing. You can't share any picture, text or any still media. So, all the dimensions that are very important for campaigning purpose are tabularize below for different social media apps:

Table 1.1 Social Media Applications and Their Dimensions

Dimensions / Social Media Applicatio ns	Faceboo k	Twitter	WhatsAp p	YouTub e	Instagra m	LinkedI n
API	Availabl e	Availabl e	Not Available	Not Availabl e	Not Available	Not Availabl e
Variety of Contents	All	All	All	Only videos	Videos and text	All
Control	Full	Full	Full	Limited	Limited	Full
Statistical Analysis	Possible	Possible	Not Possible	Possible	Not Possible	Possible
Mass Sharing	Yes	Yes	No	Yes	Yes	No
Reach	Public	Public	Private	Public	Public	Private
Availability of people	All Types	All Types	Only Known	All types	All Types	Related to same interest or professio n only

Although all these social media applications are used for campaigning purpose. But still some applications are more effective than others. So, in the light of above given dimensions of social media Facebook and Twitter are best fit for political campaigning

1.3.1 Information Technology Act 2000 (ITA 2000)

According to Information and Technology Act 2000 (2000), Section 66A of the IT Act defines the punishment for sending “offensive” messages through a computer or any other communication device like a mobile phone or a tablet. A conviction can fetch a maximum of three years in jail and a fine.” In the light of upholding freedom of expression, a landmark judgment by the Supreme Court has struck down Section 66A of the amended Indian Information Technology Act, 2000 (“IT Act”), a provision in the cyber law which provides power to arrest a person for posting allegedly "offensive" content on websites. The apex court ruled that the section falls outside Article 19(2) of the Constitution, which relates to freedom of speech, and thus has to be struck down in its entirety. “Cyber security” means protecting information, equipment, devices, computer, computer resource, communication device and information stored therein from unauthorized access, use, disclosure, disruption, modification or destruction. So, every party and candidate have to propagate their ideology, their achievements and policies through social media under the rule and regulations of the ITA 2000. As using social media in political campaign does not mean to throw the garbage on others’ image during campaigning. Lots of other security provisions are also done under this section.

- ❖ Section 66A was added to the ITA 2000, through an amendment of the Act in 2009.
- ❖ This section has declared that sending of certain types of messages through the use of computer or other communication device, as offences.
- ❖ These types of messages have been included:
 - Offensive information
 - False information or the purpose of causing annoyance or inconvenience, or to deceive or to mislead.
- ❖ Offence is punishable with imprisonment of up to 3 years and with fine
- ❖ The legislation was enacted to prevent the new forms of crimes like publication of sexually explicit material, breach of confidentiality and leakage of data by intermediaries in e-commerce transactions.
- ❖ The Section was challenged before the Supreme Court on the ground of violation of various fundamental rights, particularly the right to freedom of speech and expression under article 19 of the Constitution of India.

- ❖ Supreme Court has struck down Section 66A of ITA, 2000, as violation of article 19(1) (a) of the Constitution of India.
- ❖ The decision of the Supreme Court was delivered on March 24, 2015 (*Shreya Singhal v. Union of India*, 2015).

1.3.2 Utilizing Marketing Tactics for Political Success: A Strategic Approach to Campaigning

As far as theoretical base for political campaign is concerned it is no longer different from the strategies of product marketing or campaigning. So, all the marketing strategies (to enhance sale of the product) are used in politics also. So, the whole concept does not lead to a new but emerging term “Political Marketing”. Political marketing can be defined as “the party or candidate’s use of opinion research and environmental analysis to produce and promote a competitive offering which will help realize organizational aims and satisfy groups of electors in exchange for their vote” (Wring, 1997). According to Kotler (1972) when a candidate has decided to enter politics and his ultimate goal is to achieve an elective office. At the beginning, he is an unknown product. The office seeker must put himself on a market, the voters' market. He has to go through many of the steps that occur in product marketing: develop a personality (brand image), get the approval of an organization (company image), enter a primary election (market test), carry out a vigorous campaign (advertising and distribution), get elected (market share) and stay in office (repeat sales) (Kotler, 1972).

Political campaigns have increasingly been compared to marketing campaigns. So, the whole process of political campaigning runs under the marketing style. A product (political candidate) is launched in the market (constituency). The consumers (voters) purchase the specific product (cast their vote in favour of specific candidate) if it satisfies their needs (do the welfare after coming into the power). Strict competition is there to enhance the sale of the product (getting majority of votes). Various types of celebrities are hired for the publicity of the product (candidate). So various types of advertisements are taken place through television, print media, social networking sites and apps such as WhatsApp, Twitter, Facebook, Orkut, and different individual web blogs. These digital media are used to aware (political education) the people (voters)

about the product (candidate). Special light is focused on the features (work done) of the product (candidate) with the help of comparison.

Various types of marketing Theories and models exist that worked as theoretical ground for the political campaigning. Such as: Political campaigns have increasingly been compared to marketing campaigns. So, the whole process of political campaigning runs under the marketing style. A product (political candidate) is launched in the market (constituency). The consumers (voters) purchase the specific product (cast their vote in favour of specific candidate) if it satisfies their needs (do the welfare after coming into the power). Strict competition is there to enhance the sale of the product (getting majority of votes). Various types of celebrities are hired for the publicity of the product (candidate). So various types of advertisements are taken place through television, print media, social networking sites and apps such as WhatsApp, Twitter, Facebook, and different individual web blogs. These digital media are used to aware (political education) the people (voters) about the product (candidate). Special light is focused on the features (work done) of the product (candidate) with the help of comparison chart (Kotler, 1972).

1.3.2.1 AIDA Model: Powering Social Media and Election Campaigns

As far as role of social media in political campaigning is concerned it can either be positive or negative. Role of social media can said to be positive when the use of social media proves to beneficial and most relevant to win a particular seat or overall victory of any political party. But sometimes social media is not used tactfully or in well planned manner for influencing the voting behaviour of voters in favour of particular political party. Or other political parties use social media to viral the fake and abusive stuff against the image of particular political candidate. So, this type of use of Social media in political campaigning proves to be harmful for the victory of any candidate. So, can be termed as negative role of social media.

A theory of communication that is known as AIDA Model was proposed by E. St. Elmo Lewis in 1898, which was very much relevant in marketing strategies. Although the model was launched centuries ago and its principles modified various time but the importance and relevance of the study in marketing is still intact. Social media, being a popular platform and its widespread use, become a powerful marketing

weapon not only in business but also in politics. AIDA model has four steps: to get attention, to create interest, create desire and finally take decision or action. This model proved to be very useful in assessing the psychological transformation in people that starts from seeing the advertisement and ends up to purchase the product. AIDA model works on Internet services as successfully as on other products (Hassan et al., 2015).

In general, every political party tries its level best to influence as many voters as it can, to mobilize in favour of their party. This process continues not only at the time of political campaign for the election, but throughout the year. Only the focus is increased during the election campaign time as compared to the normal time. Every type of achievements and policies are presented before voters to influence the voters. Even various types of promises are done to the public for influencing the voters. So, every political campaign has to go through the four stages define by the AIDA model:

- **Attention:** This is the first stage of AIDA Model, when people come to know about the party or candidate. The main aim of any political campaign is to aware the people about political party, candidate, party's policies and achievements. Different type of tools and techniques have been used to aware the people since independence in India and even before it such as rallies, face to face interaction, TV, Radio, Newspaper, Magazine etc. with the advancement of technology usage of Internet increased so rapidly that no political party even dare to ignore the online platform for political campaigning. Now social media can said to be the leading media for political campaigning for getting attention and awareness purpose. So, increased usage of social media attracts every political party and political candidate to campaign through social media. Now up to what extent any political party get attention and aware the people using social media and how social media is convenient and effective in context to aware the people about their policies and achievement is totally depend upon the uses of social media by any particular political party. So, the attention is the dependent variable of using social media in political campaign which can predict the role of social media.
- **Interest:** Attention always leads to "Interest". Anyone can be assumed to be more interested as more as he/she is aware. So, the political campaign using

social media is not only limited to get attention of the people about their policies and achievements, but also to create interest in the thoughts and ideology of that party, so that the targeted people can be mobilized in favour of their party. So, to create interest is also one of the major roles of social media.

- **Desire:** Interest created among voters using different media works as a seed to grow the plant of desire. Desire to participate in political events and actions. Being a bidirectional platform social media plays a great role in context to creating desire among voters to participate in political activities. Like interest, desire is also a dependent variable of efficiently using the social media in political campaign during election. It's more convenient for the voters to know about a particular political candidate or political party using social media, as social media not only provide information about the candidate but also provide the platform to ask question to him/her. So, this convenience also promote desire to participate in political activities.
- **Action:** The last stage of the model is "Action". The ultimate aim of any campaign accomplishes when people make their mind to elect the candidate or cast their votes in favour of their candidate who remained successful to convince them for taking this action (Mulyana, A. A., & Mirzanti, I. R., 2022).

1.3.2.2. Understanding the 8P Model: A Framework for Political Marketing Success

In their definition of political marketing, the American Marketing Association (AMA, 2006) argued that connections between political parties and the voters are important to understand for effective use of marketing in politics to ensure better delivery of values. In doing so, it was proposed that McCarthy's (1960) four P's model could be applied in politics with necessary adjustment (Yudelson, 1999). However, later on with the extension of four P's to seven P's, several studies argued that as the political product is a complex and intangible good, and researchers should identify the varied marketing mix considering the requirements of the electorates. So, in product marketing the 8Ps are:

1. **Product:** Product is anything that can be offered to market to satisfy a want or need, including physical goods, services, experiences, persons.
2. **Price:** Price is an important factor affecting the success of a firm. Price covers the actual amount the end user is expected to pay for a product.
3. **Placement (Distribution):** Place is defined as the "direct or indirect channels to market, geographical distribution, territorial coverage, retail outlet, market location, catalogues, inventory, logistics and order fulfillment". Place refers either to the physical location where a business carries out business or the distribution channels used to reach markets. Place may refer to a retail outlet, but increasingly refers to virtual stores such as "a mail order catalogue, a telephone call Centre or a website.
4. **Promotion:** Promotion refers to "the marketing communication used to make the offer known to potential customers and persuade them to investigate it further.
5. **People:** All the companies are reliant on the people who run them from the front-line Sales staff to the Managing Director. Marketing will be as good as the employees inside the organization.
6. **Processes:** A process reflects all the creativity, discipline, and structure brought to marketing management.
7. **Programs:** Programs reflects all the firm's consumer-directed activities. It encompasses the old four Ps as well as range of other marketing activities that might not fit as neatly into the old view of marketing
8. **Performance (Productivity & Quality):** Performance is defined as in holistic marketing, to capture the range of possible outcome measures that have financial and non-financial implications (profitability as well as brand and customer equity), and implication beyond the company itself (social responsibility, legal, ethical, and community related).

So as these 8Ps are the basic need of any product marketing, it can be applied in the political marketing with or without some modifications. So, this 8Ps model of marketing is providing a good theoretical ground for the political marketing in general elections in India (Carvalho, J., & Marnoto, S., 2016).

1.3.2.3 Uses and Gratifications Theory: Understanding Voter Behaviour

The Uses and Gratifications Theory (UGT) was proposed by Elihu Katz, Jay G. Blumler, and Michael Gurevitch in the 1970s. They introduced this theory to explain why people actively seek out and consume media content based on their individual needs and desires (Katz et al., 1973). The Uses and Gratifications Theory (UGT) suggests that people actively choose and consume media to meet their specific needs rather than just absorbing whatever is available. In political marketing, this theory helps us understand why voters pay attention to certain messages. For example, some might seek information to learn more about politics, while others might want to connect with like-minded people or feel entertained. By recognizing these different motivations, political marketers can create messages that appeal to various groups of voters, making their campaigns more engaging and persuasive. Additionally, UGT shows us that political communication is a two-way street. Instead of just receiving messages, voters actively engage with political content, sharing opinions and participating in discussions. Campaigns that encourage this kind of interaction, like social media campaigns or community events, align well with UGT principles because they give voters a chance to express themselves and connect with others who share their views.

People tend to seek out information that confirms what they already believe, creating bubbles where similar opinions reinforce each other. Political marketers can use this insight to target messages to specific groups of voters, using language and themes that resonate with their existing beliefs. This approach can help strengthen voter support and build loyalty to a particular candidate or party. The Uses and Gratifications Theory helps political marketers understand why people pay attention to political messages and how to create campaigns that connect with voters on a personal level. By recognizing and addressing voters' needs and motivations, political campaigns can become more effective and engaging (Ruggiero, T. E., 2000).

1.3.3 Dimensions of Social Media in Political Campaigning

Now every political candidate tries to avail such social media tools for political campaigning as this media is very economical, very effective and easily approachable to every voter. Social media is proved to be the best source for political campaigning, political marketing and communication between political parties and public. Social

media works as source as well as destination in the political campaigning in the present time of digital revolution. Social media helps the candidates, political parties, political marketers and government officials to drive the public opinion in favour of desired direction. Actually, social media provide a great marketplace for political marketers to get the public opinion. Only use of social media in political campaign is not sufficient, there are various dimensions of using social media in political campaign that affect the political campaign:

- ❖ **Reach:** The victory of any candidate in election totally depends on how successfully he/she did his/her campaign, how far flung and up to which extent the social media is approachable to the lay man voter, and how this approach is helpful to the political candidate in political campaigning from 2009 to 2019 general elections. So, reach to the voters for convincing is very much important dimension of the using social media in political campaign.
- ❖ **Frequency:** Under this dimension the scale of continuity and frequency of using social media for political campaigning will be studied. Whether continuous and frequent use of social media affects the victory of any political party in political campaigning or not, will be studied under this dimension.
- ❖ **Continuation:** How the continuity of sharing the contents on social media is contributing in the victory of political party will be discussed under this dimension. Whether no use of social media or less use of social media with other traditional campaigning tools affect the victory of political party will be studied under this dimension.

Although the social networking sites are dominating very rapidly but still overall involvement in using internet is very low. We can say that only 1 out of 5 Indians were using internet and social networking sites by July 2014. Only 8.5% of entire population is using social media. Only 31% is the urban population from 1.256 billion of total population. And India is at third position in using the social networking sites (Safiullah, Pathak, Singh, & Anshul, 2017). This study discusses the way how new media is

different from traditional media of political campaigning. And it also examines the effect of new social media on voters' interest, knowledge awareness and turnout.

1.4 The Significance of General Elections in North India

General elections in North India, particularly in states like Punjab, Haryana, Chandigarh and Himachal Pradesh, hold immense significance for shaping the political landscape of the region and the nation at large. In the 2019 Lok Sabha elections, these states collectively contributed to a considerable portion of the total Lok Sabha seats, underlining their importance in determining the composition of the central government. For instance, Punjab has 13 Lok Sabha seats, Haryana has 10, Himachal Pradesh has 4 and Chandigarh holds a single Lok Sabha seat. Beyond their numerical representation, these states are characterized by diverse socio-economic and cultural dynamics that influence electoral outcomes. Punjab, known as the "Granary of India," has a primarily agrarian economy, with agriculture being the back-bone of its prosperity. Issues like farmer welfare, water management and agricultural policies often take centre stage during elections, resonating deeply with the electorate. Haryana, on the other hand, boasts a strong industrial base and is known for its rapid urbanization. Chandigarh, as a union territory serving as the capital of both Punjab and Haryana, holds a unique position in electoral dynamics. With its cosmopolitan character and high literacy rates, issues like governance efficiency, urban development, and quality of life take priority in electoral debates. Himachal Pradesh, placed in the Himalayas, faces challenges related to environmental conservation, tourism development, and infrastructure enhancement. Its scenic beauty and rich cultural heritage often play a significant role in shaping the electoral narrative (Biswas, F., Khan, N., Ahamed, M. F., & Rahaman, M., 2023).

CHAPTER 2. REVIEW OF LITERATURE

2.1. Social Media: A Game-Changer in Political Campaigns

Social media platform like Facebook, Twitter and YouTube and may play very important role in social as well as political life of citizen of India. Use of social media is very much effective in political campaigning. BJP and AAP used Twitter as multi-purpose campaigning tool in general election 2014. Main stress was given on the social media. AAP was the emerging political party in general election 2014 which has made room in the heart of the voters with the help of social media platform (Ahmed et al., 2016a). 16th general election, 2014 showed the highest voter turnout at 66.4% ([https://Old.Eci.Gov.in/Files/File/2834-State-Wise-Voter-Turnout/](https://old.eci.gov.in/files/File/2834-State-Wise-Voter-Turnout/), n.d.) The main reason behind such hike in voter turnout is the use of social media platform as this tool is comparatively economical, easy to use, and approachable to every citizen. Election commission has put the bar over expenditure of each political candidate for political campaigning. Every candidate has to show the expenditure on political campaigning. Although social media is also divided into free social media which include Facebook, Twitter, WhatsApp etc. and paid social media which include personal websites of the political parties. So, the tools of social media provide a very economical and almost free platform for political campaigning.

Boulianne (2018) has analysed the results of previous research conducted during the past two decades on the issue of how the political and civil life is affected with digital media. The analysis has shown that there was a positive correlation between the penetration of social media in civic life and political activities. Further, this positive correlation is progressive, as it has witnessed a continuous increase in its strength during this period of two decades. Digital media is playing comparatively a more important role in transitional democracies where the press is not a free vehicle of dissemination of information and public opinion, but on the other hand the internet services are free from restrictions. Among the instruments of digital media, the social

media is playing more effective role in political and civic participation. The author has found that most of the studies are restricted to the electoral studies, while the citizens are required to participate in civic and political activities at all the times (Boulianne, 2020).

After the great success of social media usage in IAC (India Against Corruption) congress leader Rahul Gandhi also joined Twitter in April 2015 and has 2.2 million followers. The congress party official account has also near to 2 million followings. And Social media is not only use for the popularity and image building of the party but also used to degrade the image of opposition party and leaders. As congress supporters share videos related the past of Modi where his image is totally contrary to his today's professional image. Various corruption scams are highlighted in Gujarat Development Model which involved Modi's association by congress supporters. Congress social media handlers on Twitter also question Growth model of Modi as only a show off model by creating hash tag such as #fakunomics and #jumlanomics etc. Congress mainly followed the way of inclusive nationalism that is absolutely contrasted with Modi's Hindu supremacist politics. Although Modi lost many seats in different states in 2016 In spite of using social media. But with the announcement of massive demonetization of currency, he cleaved the electorate into rich and poor. Messages related to anti-Dalit and anti-Muslim were used in the election campaign, and in addition to social media, violence against Dalits and Muslims was used to consolidate the majority Hindu vote. In the end, we can say that with the use of social media Modi won the politically important state of Uttar Pradesh by an unexpectedly large margin, whereas the Congress won the state of Punjab and in two other states with great margin. Losing parties spread reports of electoral malpractice by the BJP using Social media to delegitimize its victory, though these charges remain unproven (Sinha, 2017).

2.2. Political Campaigning: Marketing Principles in Action

Political campaigns have increasingly been compared to marketing campaigns. So, the whole process of political campaigning runs under the marketing style. A product (political candidate) is launched in the market (constituency). The consumers (voters) purchase the specific product (cast their vote in favour of specific candidate) if

it satisfies their needs (do the welfare after coming into the power). Strict competition is there to enhance the sale of the product (getting majority of votes). Various types of celebrities are hired for the publicity of the product (candidate). So various types of advertisements are taken place through television, print media, social networking sites and apps such as WhatsApp, Twitter, Facebook, Orkut, and different individual web blogs. These digital media are used to aware (political education) the people (voters) about the product (candidate). Special light is focused on the features (work done) of the product (candidate) with the help of comparison chart (Kotler, 1972).

Social media proves to be the best source of political marketing and political campaigning as social media is a very user-friendly source of communication. So, the social media attract every political party and political marketer for campaigning. Nowadays every political party uses the social media to gain the public attention and drive their opinion in favourable directions. Although digital and social media network is growing very rapidly in India but still the overall usage of internet was very low by July 2014. Only one out of five people was using internet till 2014. And social media usage in India was merely 8.5% of the overall population. India occupied the 3rd place in regard to usage of social networking (Safiullah et al., 2017).

Social media web sites, specifically Facebook, Twitter, and Google, played a very important role in designing and shaping the political communication with voters in political campaigns during 2016 US Elections which proved to be an extension to the field observation during 2016 Democratic National Convention. Social media tool and technologies proved to be source of motivation to work in the field of political space for marketing, advertising and relationship building. A top level and well-planned organizational structure were developed to reach and achieve this level that encourages the political participation of people in American politics. Besides, Facebook, Twitter, and Google not only promoting their services and facilitating digital advertising, but also provide the facilities of political campaign handlers which encourage campaign communication very well. The study shows how political representatives shaping digital strategy, content, and execution with the help of these technology companies. So, it is argued that social media firms need to consider more active agents in the

political campaigning than previously considered in the literature (Kreiss & MCGREGOR, 2018).

2.3. The Significant Role Played by Social Media Platforms in Reshaping Modern Political Campaigning:

Because social media platforms give candidates and parties immediate contact to people, they have completely changed contemporary political campaigns. Through data-driven tactics, these platforms allow for customized communications, promoting greater awareness and engagement at previously unheard-of levels. Compared to traditional media, social media's interactive features enable real-time response, amplify grassroots movements, and more dynamically alter public opinion. Its worldwide reach also democratizes political speech, but it also brings up issues of polarization and disinformation.

2.3.1. Social Media:

According to Somnathe (2018) Social media is the term which is coined in the decade of 1990. Darryl Berry has used this term in 1994 when he was working on “social media spaces” an online media environment in May 1995. In this paper he predicted the evolution of the web in the active users of internet. Ted Leonsis claims to create the term in 1977. Tina Sharkey who is the owner of the domain “socialmedia.com” since 1999 also claims that she has coined the term while working as a community building in a village (Somnathe & Smt Gopikabai Bhure, 2018).

Social media platform can be defined as a system that can be customized and reprogrammed by outside developers or users. And this customization and reprogramming may be done according the countless needs of users. The term Web 2.0 was come into existence and get popularize in 2004 when Tim O'Reilly named and defined Web 2.0 as a “web platform” in first Web 2.0 conference. O'Reilly had given the computational meaning of this term platform. He defined that Web 2.0 is not only just a medium for publishing information (that was done as in Web 1.0), but provides infrastructure that helps in building applications on the distributed operating system

also. In short, any web site can be shifted from web site or software program to web platform when it provides Application Interface Program (API) and also provide the facility of reprogramming. An API can be defined as an interface that allow users to interact with or respond to the request received for data or service form another web site, other application or other program. It allows data exchange form one application to another and vice versa. Magin et al., have added fourth phase of campaign to three phase model of political campaign: Firstly **Partisan-centred campaign**: such campaigns were conducted from 1850 to 1960 and were addressed to main supporters of the party members and partisans. Main tools and techniques used in such campaign were door to door interactions with voters, rallies, partisan press, newspaper advertisements and poster. Secondly **Mass-centred campaign**: such campaigns were emerged from 1960-1990 when non-partisan media and limited channel television was used to address to disperse masses with the messages that were unidirectional in nature. Main tools and techniques used in such campaign were TV news, newspaper advertisements and direct postal mailing etc. Thirdly **Target-centred campaign**: such campaigns were developed from 1990 to 2008 and were addressed to the electorate more purposefully. Main tools and techniques used in such campaign were multi-channels television, the internet, party and candidate websites and direct E-mails to the electorates. All these tools were used as supplement to the Mass-centred campaign tools. Fourthly **Individual-centred campaign**: such campaigns were developed since 2008 with the emergence of Web 2.0 platform. In this latest phase of political campaign focus is shifted from target group orientation to individual-centred campaigning. Main tools and techniques used in such campaign were tailored messages to single voters (micro-targeting), bidirectional communication between voters and candidates, Social networking apps etc. All these tools were used as supplement to the target-centred campaign tools. The main functions of political campaign are: information, interaction and mobilization. And Facebook provide the best platform to any political party for achieving such functions (Magin et al., 2017).

Social media platforms, which are effective means of reaching large and varied audiences, have completely changed the face of contemporary political campaigning. Political actors can precisely target particular populations with highly tailored

communications by utilizing sophisticated algorithms and data analytics. By facilitating real-time contact, these platforms allow candidates to rally supporters, address voter issues directly, and influence global narratives. The phenomenon of social media starts when MySpace was launched in 2003. The others social media like Facebook (<https://Facebook.com>), Twitter (<https://Twitter.com>), Instagram (<https://www.Instagram.com>) etc. have been come into existence since MySpace have gotten popular in the users. But now Facebook, Twitter, Instagram, WhatsApp (<https://web.WhatsApp.com>) have become the most popular and top social media used by people in the world. With the development of digital technology, a major change can be seen regarding getting information of people having same interest and way of sharing information among themselves. Social media has become unbreakable part in our daily life. This is the tool that supports bidirectional path of communication between politician and public to influence the political institutions of society (Hamid & Rahman, 2018).

Advertisement or political campaigning through traditional media like television and radio is unidirectional. So Political marketers and campaign managers have also altered the ways and strategies and increasingly emphasized on social media. This digital revolution encouraged the discovery of new angles of political campaigning to reach voter. YouTube is one of the best tools for political advertising and self-representation. So much advancement of Web 2.0 has created countless opportunities for researchers and marketers (Paek et al., 2010).

Growing uses of social media and social networking sites such as Facebook, Twitter, YouTube etc. raised the probability to track the public opinion. Even Scholars are considering the social networking as a device to forecast election results and compare political preferences (Ceron et al., 2014). Popularity rate of any candidate is absolutely depending upon the fact that how successfully he or she has used the social media as political campaigning tool.

Ross & Bürger (2014) explored how social media platforms like Facebook and Twitter are changing how politicians connect with the public. They found that now politicians can speak directly to public without relying on traditional media. People can also talk back, but many of them might just read instead of engaging further. The study

focused on New Zealand politicians and discovered that while they say they want to engage with citizens, they mainly use social media to share information and look modern. The politicians also stressed that social media should work alongside, not replace, traditional campaign methods. This shows how things are shifting in how politicians and the public communicate (Ross & Bürger, 2014b).

In the democratic countries the main responsibility of the political parties is to engage the as maximum as possible people to participate in the political process. So, this process is very much influenced with the awareness of people about that political process. Social media is one of the influential tools to influence not only their voting behaviour but also their role in decision making. With the development of web 2.0 technologies and related social media application people become more accessible to express their view and participate more actively in political process (Stieglitz & Brockmann, 2012).

According to Kushin (2010) Social media and Internet resources played a very important role in 2008 US parliamentary election. Social media tool such as Facebook, Twitter, and YouTube etc. proved to be very helpful in political campaigning. It did not only provide political education but also it is great source of political communication between voters and candidates in political self-efficacy. Young generation rely more on social media resources the traditional campaign tools such as television and radio because these sources are handy and quick reporting. Young adults consider social media more comfortable and familiar for political communication(Kushin & Yamamoto, 2010). Many advantageous features to use social media in political campaigning from the point of view of candidate and party; firstly, campaigning through social media is very much affordable than the traditional media. Secondly mostly social networking sites provide ready infrastructure without any effort from party of candidate side. Thirdly social media is suited enough for transferring so much vast amount of data and trimmed messages to specific voter groups. Thus, evolution of social media is the extension of fragmentation of TV channels. Fourthly social networking platform provide a viral chain reaction between candidate and groups of voters. Besides it social

media usage in political campaigning provides a very good tool for journalists to use social media as a great source for news (Strandberg, 2013).

Social media may work as a bridge between politician and citizens and a good platform for communication between both. Twitter provides an opportunity for the development of direct relationship between candidate and voters. Twitter played a pivotal role during most of the election campaigning. It proved to be very useful as first; it allows bidirectional communication between political candidate and citizens as all the tweets posted by the candidate are followed, shared and even retweet by the voters. It provides a very good platform for politician to propagate his achievements among public. Secondly, this interaction is not only for time being, its ongoing and permanent nature. Politicians are always required to be in touch with the public, so Twitter provide very economical platform for such interaction (Broersma & Graham, 2012b).

Voters also took new and digital social media as primary source of information and actively participate in political campaign through digital media. Mostly much original campaign is conducted by professional journalists, but with the rise of social media a revolution can be seen in political campaigning. According to Diana Owen (2014) political campaigning can be divided into two phases. During the “Old media New Politics” phase political candidates used sources of entertainment and other non-political methods for political campaigning. While in “New Media New Politics” phase a multidimensional environment for communication works for election campaign in which not only old tools such as rallies gathering of peoples, television and radio programs are used but besides it well planned and organized use of social media is also involved (Owen, 2014).

Nazim and Rajeshwari (2019) have studied the impact of social media on electioneering. The study is based on empirical data collected through questionnaire. It shows that social media has a strong impact on selection of policy makers. It is very effective tool to get a candidacy from a political party. These facts have received a worldwide recognition. World level agencies like WHO, governments of all the states, and political parties in all the democracies have started to utilize the web-based media to reach the potential clients. Results of the study have shown that social media is having its impact on the behaviour, attitude, and perceptions of people.

Obama had made great use of social media in his political campaign in to influence the voter behaviour, and this successful use of social media has become an emerging trend in political campaigning for further elections. The main thing that is noticed in earlier Finnish Elections is that there is a great use of internet in young generation for political participation. Rapid rise in the popularity of social media especially Facebook encourage political parties to use is as the platform for political communication and participation. Political campaigning using social media has many advantageous features such as it is more affordable than traditional ways and it is more convenient source of self-representation for any political party (Cogburn & Espinoza-Vasquez, 2011).

Social media gives a new and latest platform for political communication during political campaigning. And this platform gets popular in politics in a revolutionary manner. Social media has converted the parties' website into main information channels. There were three key points of the success of political campaign of Obama in US election 2008 i.e. historical development of digital media, level of interaction with voters on social media and level of professionalization of campaign through social media. So again, Trump's professional skill to use social media for political campaigning over takes Clinton's campaigning techniques (G. Enli, 2017).

Social media has proved the well-known saying false that technology will increase centralization of power in political party, as internet-based and digital technology provides every candidate with the lots of power to run political campaign independently and individually, without dominating effect of the central party. Social media such as Facebook, Twitter, and YouTube etc. bless every candidate with the opportunities to make his good image among voters. So now with the advancement of digital media one can't be achieve the victory in election with the help of party image only. So, the development of internet technology and individualized the political campaigning (Karlsen, 2011).

In the last decade political campaigning has experienced some revolutionary changes due to the effect of internet based social networking sites. 2008 US Presidential elections have witnessed a large-scale political use of social media networking sites.

The phenomena have rapidly spread to the other parts of the world. The advent of 'Web 2.0' technology has changed the whole pattern of political communication. It has compelled the political parties all around the world to utilize this channel of political campaigning (Larsson & Kalsnes, 2014).

The New York Times declared “the revolution will be posted.” in an article just before the 2004 presidential election. Article actually show the significance of social media that how blogs and social networking sites transformed the 2004 presidential election. Again, for the 2008 presidential campaign, The New York Times declared “the revolution will be networked,” which actually means to tell the role of social media in the 2008 presidential campaign and how this use of social media is significant to affect the users’ political attitude and finally political participation. Pew Internet and American Life Project conducted a survey which indicated that among all the users of social media, 40% had used the internet to engage in some political activity. These activities can be getting information about political candidate or to know the political interest of their friends for 2008 presidential elections. So, if we want to know about the civic or political interest of the people, we need to focus on the factors that encourage the people to engage in the political discussions and finally in political participation (Zhang et al., 2010).

The impact of social media in political campaigning all around the world is remarkable. Results show that about 75% of US adults use social networking sites such as Facebook and Twitter. Globally, an estimated about more than 2.5 billion people use social networks on a daily basis in 2018, and this number is reached more than 2.75 billion by 2019. With their regular growth, social media have become an inseparable part of modern political campaigning, both in the United States and internationally. Platforms such as Facebook, Twitter have changed the style of political campaigns. It also provides the platform for politicians and the public to access and share political information. “The way we learn about politics, form opinions and attitudes, and ultimately engage in or disengage from the political process” (Dimitrova & Matthes, 2018).

Social media have a deep impact on the public interaction with each other and interaction with politicians. Social media provide an important platform not only to gain political information but also in political participation. With the increasing use of internet social media is particularly used in political context. Now it is assumed that micro blogging services such as Twitter and social networking site like Facebook are best tool for increasing political participation. Political parties have begun the use of Facebook for direct interaction with voters. The main focus is given on the influence of social media on politics. This article also focuses on the both sides of the coin with respect to the effects of internet media on politics. As far as methodology is concern an online survey through Google is conducted to conclude the study. 15 questions are put in the online survey. And mostly young generation is focused in this survey. This survey resulted that Majority of young people (67%) follow politics on various social media like Instagram, face book, and others. Majority of the people (70%) get information on politics through social media (Balamurugan & Lakkysetty, 2018a).

2.3.2. Facebook and Election Campaign:

Mark Zuckerberg, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes developed Facebook in February 2004 while they were Harvard University students. Once known as "TheFacebook," it was developed as a social networking site for Harvard students. Later, it spread to other Ivy League universities and, in 2006, it opened to the public. Its innovative features, intuitive interface, and broad appeal propelled the platform's explosive growth, making it one of the most popular social media platforms globally (Boyd, D. M., & Ellison, N. B., 2007).

Distinctive feature of the social media tools is that they provide an easy and interactive way to respond to the candidate in political campaign and publicly show their support. Facebook, one of the tools of social media provide an interactive platform to the candidate s for campaigning and to the voters for their feedback. There is a great variation in the responses given by groups of voters against the candidates' messages (Xenos et al., 2017).

It is evident that Facebook group participation in political affairs leads online participation in political campaigning so it can be the positive predictor. Simply it is seen that normal and general political usage of social media tools like Facebook and Twitter is the positive predictor of online political participation. While extensive use of social media tool proved to be negative predictor in US General Elections 2012. Group participation in Facebook always proved to be good indication of online participation in political affairs, while too much use of Facebook and Twitter proved to be a negative factor in General Election 2012 of United States. According to Pew Internet & American Life Project almost 55% US adults were engaged in the political processes using internet (Aron Smith, 2009). Two years before Pew Internet & American Life Project had given the report in 2010 midterm elections that there is 73% of Internet user in USA, out of which 54% online adults of USA receive and share political information, there are 35% of social networking users and about 22% of Online US adults involved in political processes by participating in political campaigns (Yang & DeHart, 2016).

Ceron et al., (2014) have explored the impact of Facebook and Twitter as the determinants of political behaviour of the people. These internet-based tools are able to provide a large chunk of useful data for political analysis and to gauge the preferences of citizens. Number of followers of a politician on Twitter and Facebook are very helpful to make predictions regarding voting behaviour of the people. According to the authors some of the analysts have given these platforms a place of prominence among the indicators of elections results (Ceron et al., 2014).

Facebook and Twitter have overcome the word of mouth today. The most important thing that is seen in general election 2014 of India is that more than 65% of voters were come under the age group of 18 to 35. And this age group is considered to be the great user of social media applications. It is found that about 85% of 205 million internet users were using social media applications. So, this was a very good opportunity for the candidates to dissemination of information about party, candidates and agenda among people. And every candidate wanted to reach as maximum people as he was using social media. A great increase can be seen in the population in age group of 18 to 35 years, that was 353 million in 2001 and it became 430 million in 2011. It is predicted that this steady increase will take the youth population to 464 million by

2021 and suddenly decline to 458 million in 2026 finally. This data shows that India become world's leading country with 64% population of youngest working age group. BJP emerged as a leading party in 2014 elections and Narendra Modi became the prime minister of India had more than 16 million "Likes" on Facebook and become the sixth most famous leader on Twitter. He is popularly known as "Facebook Leader". Use of Social media in Political Campaigning is not only providing a good platform to interact with people but also work as a good fundraising tool (Ravi & Priya, 2015).

Facebook provides a very powerful channel of political communication and deliberation during electoral campaigns. In this study the comparative content analysis of posts in favour or against the candidate on candidates' Facebook pages is done during the 2008 and 2012 US presidential elections and it examines the technical role of candidate and candidate's political ideology for online deliberation. Results show that social networking sites (SNSs) can provide a powerful platform that facilitates a new public sphere and that quality deliberation can take place even in non-political platforms. However, the quality of online deliberation depends on insight level of the people and ideology of political party rather than on the technological use of online spaces for deliberation. Rather, the quality of the discourse depends on the particular candidate's use of the Facebook platform as a tool to obtain different goals. There are lots of noticeable changes to Facebook's platform between the 2008 and 2012 elections. Facebook messages were used during both campaigns, but the Facebook Timeline interface was introduced in 2011 that offered the candidates a more effective way to present his views before public and structure conversations. During the 2008 campaign, anybody who is close to the candidates was able to post individual messages on their Facebook profile page in an unstructured way. But with the introduction of Timeline design gave the candidates more control over the structure and content that appeared on their profiles. Timeline users were able to actively share their messages, highlighting the content they wanted to show and hide content they did not like to show. The introduction of the Facebook Timeline interface provides a platform to compare the quality of deliberation in moderated versus non-moderated candidates' Facebook walls in a more systematic way. The Facebook Timeline interface also helps to examine the role of moderators' political ideology in this process (Camaj & Santana, 2015).

According to Burger (2014) in USA most MPs were the users of Facebook since 2008 that proved to be very beneficial in Barack Obama's first presidential Political campaign. So, he admits that social media not only changes the social life of the person but also have a great impact on the political behaviour of the people. Social media applications make virtual friends that actually help in shaping the political opinion of the voters. Social networking tools contains a great potential to promote e-democracy that allow billions of users to speak, to interact, to argue with the political candidates without considering the geographical or temporal differences. Most of the political leaders believe that Facebook and Twitter work differently. So, the voters must be selected carefully to interact with, as Facebook is used by more diverse community and Twitter is being used by mostly political purposes. So, in the campaigning different audiences for Facebook and Twitter are targeted (Ross & Bürger, 2014a).

Housholder & LaMarre (2014) discussed the theoretical and Practical implications of the results affected by the use of social media in political campaign. This study actually explored the role of source credibility of politics to understand better the determinant of social communication in political context. Authors took Source Credibility, Attitude Homophily, and Motivated Reasoning as key element for achieving the behavioural outcome in political context. The study was also focused on the relationship of these elements. It found that source credibility is the main determinant of the behavioural and information outcomes. While Attitude Homophily is the determinant of Source credibility. Factors such as strength of arguments, credential, and knowledge are helpful to increase source credibility. Previous studies showed that the homogeneity of the groups on Facebook provide a golden chance to the politician to categorize the target group. It is often seen that only those people attach to the politician pages that are somewhat sympathetic towards the party. So, Facebook offers many chances to show the popularity of the politician. Barack Obama's Facebook page is the best example of it (Housholder & LaMarre, 2014).

2.3.3. YouTube and Election Campaign:

India is a second big marketplace of active internet user having more than 70 million YouTube users. So due to such popularity of YouTube, it has been readily used by researchers, political marketers and campaign organizers to influence the voting behaviour. All the propaganda about candidate, party, its achievements, party's policies, diverse issues and clarification regarding disputes with their opponents are taken place with the help of YouTube videos in the election process (Gueorguieva, 2008). The Campaign Managers of every political party use this bidirectional medium, so that maximum communication and interaction between candidate and voters has been taken place, besides it has been also given the chance to voters to express their views (Klotz, 2010). The sweeping victory of BJP in 2014 Parliamentary Election has proved that the use of social media like YouTube, Facebook, and Twitter etc. played an important role in engaging voters (Sohal & Kaur, 2018).

The Statistical data on YouTube which is actually the Communicating with Voters on YouTube and viewers' reaction. Kaur (2018) provides an insight into the use of social media in political campaigns. The article is mainly based on use of YouTube during the Indian general elections of 2014. The authors have analyzed the videos posted by various political parties, number of viewers of the videos, and the numbers of positive as well as negative comments on the videos. They have found during the study that social media has a limited effect on voting behaviour. Use of traditional methods like rallies, TV channels, newspapers etc. have proved more effective in electioneering. The authors have advised the political parties to use the social media only as an additional technique and not an alternate technique of election campaigning (Sohal & Kaur, 2019).

2.3.4. Twitter and Election campaign:

In March 2006, Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams founded Twitter as a microblogging site that let users publish brief textual content. On July 15, 2006, it was introduced to the public. It was first created by the podcasting firm Odeo with the intention of offering a platform for users to send SMS updates.

The use of social media tool Twitter in political campaigning in the western democracies is very much popular as these countries are digitally developed and

technically aware. Besides it in the economically developing countries where internet access is very low like India social media tool Twitter proved to be very beneficial for political campaigning in general election in 2014. Even the success of winning political party is also associated with the use of social media tool Twitter in political campaigning for engaging voters, and the level of accessibility of internet. The rise of internet resource has revolutionized the political campaigning and emergence of networked population that have great communication and participation landscape. That Networked population use social media tools such as Facebook, Twitter, and YouTube etc. for political participation. This in turn encourages the political parties to use the social media as tool for self-presentation and political campaigning. Twitter was used as primary campaign tool by BJP and almost 61% information is imparted in form of tweeting and retweeting, while the percentage of INC was on 30% and AAP has 60% (Ahmed et al., 2016b).

Twitter is often used in political campaigns as a source of interaction between voters and candidate; it shapes the debates, influences the people and tries to mobilize the mass. A monologue is created with the help of tweets in the campaign. Twitter empowers the simple layman or ordinary person as co-producer of the messages in the political campaign. Almost every campaign has various targets like winning the debates of ideas, mobilizing supporters, providing the layperson information, convincing them and all these targets are achieved through communication and technological channels like Twitter (Jensen, 2017).

The number of Facebook users is increasing day by day. Author explored that Facebook will provide a new vote bank for political parties. All the political candidates and political parties, who used Facebook during elections for political campaign, definitely produce excellent results. But these positive results need well-defined and well-planned strategy that is specially designed for social media to make their campaigns more effective. 2014 General Parliamentary elections of India can said to be the “Twitter Election”, as about 56 million Tweets were recorded till the end of Elections. Even 5.4 lakh to 8.2 lakh tweets were posted in all the polling days. A Twitter result has declared that Arvind Kejriwal from Aam Aadmi Party, Narendra Modi from BJP, and Rahul Gandhi from INC India are the most popular party candidates who use

Twitter during election campaign. During election time an online political battle was seen between the two major national parties, Indian National Congress and Bharatiya Janata Party. Each political party used online propaganda against each other. After analysis of tweets, it resulted that each tweet can said to be “war of words”, and without any delay other respond to the posted tweet. The most famous tweets from both sides were, BJP calling Rahul Gandhi as 'Pappu' and Congress calling Narendra Modi as 'Feku'. Both parties try to have larger number of followers on Facebook as well as Twitter (Anil, 2018).

Antil & Verma (2020) has studied the tweets of Indian National Congress (INC) president Rahul Gandhi. This analysis has covered his tweets for six months right from the time he become the president of INC. This study remains successful in determine the main themes in his tweets, word and phrases frequency in the tweets and sentiments expressed through tweets. This study actually takes Rahul Gandhi’s tweet campaign in Karnataka assembly election campaign as a subset, which compare the strength and weaknesses of tweet campaign with Prime Minister Narendra Modi’s tweet campaign. Overall study explains the effectiveness of Twitter use as a political campaigning tool and the data that can be produced through the Twitter in different ways. Since 2015 it become possible to tweet in different six languages such as: Hindi, Gujarati, Kannada, Marathi, Bangla and Tamil, which encouraged the use of Twitter in political communication. The number of Twitter users in 2014 was 2.8 million that increases up to 34.4 million in 2019 (Antil & Verma, 2020).

Twitter is the most popular tool that was launched in 2006. Although many efforts were being done to promote e-democracy, but social media apps like Twitter prove it in actual form as Twitter provide a large number of opportunities for political campaigning. In Twitter short messages are usually delivered that is easy to inform and react on such tweets in form of retweets and these messages are being shared with a group of followers with no cost. As compared to the other similar services Twitter provide a very convenient platform, on which one can follow others while one is not being followed by others back. So, the use of such blogs for political purposes is proved to be very beneficial from the point of view of the citizen as well as from the point of view of candidates (Larsson & Moe, 2012).

Although social media is an important platform to engage voters in political campaigning but still political parties must be careful about the use of social media advertising as it can be resulted into negative responses also. But still this fact can't be ignored that social media such as Twitter is very useful platform for voter engagement and online participation. Twitter started the facility of advertisement in 2010. It included 'Promoted Tweets'. Promoted Tweets were the Tweets that were used for targeted group of people and advertisers had to pay for it (Twitter, 2014). Thus, promoted tweet might not be always beneficial for turning voting behaviour in favour of particular political party (Boerman & Kruikemeier, 2016).

'Social Media as an Effective Tool for Political Marketing- a Research Report' is a research article based on primary data. The article is aimed at to find the impact of social media on voting behaviour of the people. The study has found that social media is a very effective mass media technique which is an alternate of mainstream mass media for the election campaign of a political party. Every political party has to establish a well-equipped social media team to increase its vote share. This is being used not only during electioneering, but throughout the year. This study has resulted that there was a positive correlation between the 'Tweets' and 'Likes' of different political parties and their vote's shares during the general elections of 2014. Same thing was happened in Delhi Assembly elections of 2015 also (Ghoshal, 2018).

Twitter was also proved to be a source of news for the newspapers. So, sources of social media not only advance the tradition strategies of campaigning but also being become the base for traditional sources of political campaigning. Mostly all the candidates of Britain and half of the Dutch candidates share thought and experience on Twitter, that becomes the base of news for newspapers and other media (Broersma & Graham, 2012a).

Broersma & Graham (2012) has examined the growth of Twitter as a tool of communication for political purposes. The authors have discussed the brief history, working etc. of Twitter. They have found that 65 million users among 190 million tweets were posted a day. They have also examined the role of tweets in political campaigning in Britain and Netherlands. The study shows that one-fourth Britishers

and about a half of the Dutch political candidates have used the platform of Twitter to share their views and ideas. Such tweets were successful to find sufficient press coverage also (Broersma & Graham, 2012a).

Twitter played a significant role in the 2014 European Parliament (EP) election. In this study special analysis of Twitter user is taken place with the help of cross-national hash tags related to European Union. The main reason behind choosing Twitter is that it is most widely used social media tool by the political actors for the purpose of promotion of their achievements and policies. It provided more direct environment to interact with public. The data used for this study is related the use of social media in political campaign of European elections 2014. It is found that about 3180 out of 15353 members of European Parliament had already Twitter accounts that are approximately 21% of the total candidates. Only those candidates remained successful in interacting and mobilizing the voters who used social media (especially Twitter) during the campaigning. Most of the candidates were of the view that Twitter provide a very user-friendly platform to engage with the public, that interaction and engagement is taken place through tweets, retweets, likes, dislikes, and sharing of the posts. In this study the database of about 3.8 million tweets is used, and these tweets are in different languages. Total of 34 languages were used in tweeting. In this 29.9% Spanish, 19% Italian, 17% English, 13.3% French etc. So, Twitter provides and base for communication in their local languages that proved to very beneficial in mobilizing the voters (Nulty et al., 2016b).

Hong (2013) discovered the role of Twitter in the political campaign in USA. The main advantage of using social media during political campaign is to spread information about the work done and policies among public. Social media has changed the life style of every citizen of America. Every American political candidate is the user of Twitter. Even every candidate employed a trained and expert team to handle the Twitter account. Barack Obama is the best example of such candidates who influenced the people using social media campaign and won the title of America's first virtual president. Sometime before the elections on July 29 he claimed that he remained successful in mobilizing almost 9.4 million followers using Twitter. Many Researchers and scholars are of the view that social media will prove to be very helpful in reducing

the inequalities between the political elites and common people. It will definitely benefit democracy as traditional tools of campaigning just focus on the political elites and ignore the opinions of common people. One more important feature of use of social media in political campaigning is the fundraising. Even evidences proved that use of social media in political campaigning has increased the donations not only inside the constituencies but also from outside the constituencies. Secondly social media help to promote the ideology of the party. So ultimately use of social media provides a great platform for the democratic ideas (Hong, 2013).

According to Houghton et al., (2017) social media has played very significant role in the political campaigns in the recent years. Social media provides the bidirectional engagement between politicians and audiences. U.K. election 2015 which is also known as ‘Selfie Election’ put a great impact on the election outcomes. As the selfies taken by the people with their favourite politician are posted on social media applications which showed the popularity and attachment of the leaders among public. So social media (especially Twitter) was being used to share such photographs during the election campaign. Further all parties used social media for the engagement with the voters and traditional media as well as social media was being utilized to publicize those engagements. Besides it traditional media channels use social media posts as source of news. So, the social media helped the politicians to engage the audiences in political affairs that resulted into the mobilization of voters. So, it can be said that Twitter posts have the ability to predict the results of general elections (Houghton et al., 2017).

According to Vergeer (2015) Twitter provides a very free and smooth environment to interact with audiences. It is the most popular tool among the politicians. Twitter is also known as micro-blogging service. As far as history of Twitter is concerned, Twitter’s first message was posted on 21 March, 2006. Twitter was officially launched in July 2006. It was used officially in the European Parliamentary election of 2009 first time. Netherlands has the highest number of users of Twitter. And Brazil, Venezuela, Japan, and Indonesia are very close to Netherlands in context to the use of Twitter. Although there is so much availability of other social media applications but still Twitter’s rank in usability is higher. Lots of reasons are there behind it. Firstly,

it is very easy to use technically. Secondly it is just like the traditional familiar and popular SMS (Short Message Service). Finally, it provides Twitter's API which allows the developer to fetch data for analysis. The use of Twitter in election campaigns has completely changed the ways of campaigning. Small political parties have taken a greater benefit of the Twitter, as the small political parties did not afford too much expensive traditional tools of campaigning. So social media allows the small political parties to approach as maximum people as possible. Now entire campaign can be operated using social media (Kumar & Parkash Singh, n.d.).

2.3.5. General Parliamentary Election 2009 in India:

Social media influenced and continuously influencing the opinion of people about political parties and political leaders. The main stress is given in this paper is that whether the social media is considered as the primary tool or mean by the politician in the political campaigning. After studying the usage of Twitter by Indian Prime Minister Narendra Modi between 2009 and 2015 it shows that he is the second most followed elected leader in the world. Another thing that is proved in this study is that social media is not only a tool to influence the people but a reliable source for the print media. A technique known as Computational text mining Technique is used to explore the Modi's Tweets as a source to analyse the role of tweets in print media. This paper is a case study which resulted that there are two aspects of Modi's social media usage. Firstly, he uses social media to engage with people. And secondly its coverage in print and news media make its campaign more effective. Three methods were used in this study to reach at the conclusion that there is positive correlation between tweets and their coverage in the print and news media. In these three methods firstly 9040 tweets were explored to add information to the contents, secondly a tool was developed that produced the text of three news sources (that covered Modi's Tweets). And finally, a qualitative and discursive reading is conducted to reach the conclusion (Chakraborty et al., 2018).

2.3.6. General Parliamentary Election 2014 in India:

Social media can be New and Future-Oriented form of Political Communication during Election- as Implemented in India provides an insight into the increasing importance of social media in the election campaigns. The article has a detailed description of the features of various types of social media and their potential user groups. The younger generation is more akin to use social media and India is a country having largest young voters in the world. The study is based on the Indian general elections held in 2014 and utilization of the social media by the BJP. The author opines that social media has several additional benefits over the traditional methods of electoral campaigning. The social media works through internet and can be accessed any time. It is much economical and the results can be tracked with the tools offered by software companies. Social media being a two-way communication channel provides an opportunity to the voters also to express their views on political events. It helps the political parties to regulate their ways of working. Author has concluded that in future in order to reach the voters of internet age, no political party will be able in a position to ignore the social media as tool of their election campaigning (Podobas, 2015).

Today, the success of any political campaign is rest on the successful use of social media. It helps in political mobilization of voters and political polarization. In May 2019 elections political parties are using social media aggressively to influence the voting behaviour, mobilizing public opinion and propagate their policies. Since 2014 two major political parties BJP and INC have invested greatly in social networking for digital political campaigning. Based on the Anna Hazare's anti-corruption movement that was started in 2011, social media set an example to mobilize public opinion. Social media provide a great platform to interaction with voters that proves to very much successful in election term as BJP secured 282 out of 545 seats in the current parliamentary election. Its only five years, the social media has established itself as a great tool for political communication. It encourages youth participation in political discourse. According to the survey conducted by Times of India in 2018, there are more than 300 million smart phones users and more than 200 million WhatsApp users. Social media successfully connect the one third people of India. According to the 2011 census data 130 million first time voters cast their votes in 2019 election and most

of them are social media users. These voters are targeted aggressively by political parties (Mahapatra & Plagemann, n.d.).

Rajdeep Sardesai (2015) wrote a book “The Election That Changed India”. This book is the complete description of sweeping victory of BJP in 2014 election over the UPA government. In election 2014 BJP won 282 seats, in which 137 seats secured more than half of the votes polled. Near about 73% seats were won with the margin of more than one lakh votes. BJP’s this success was mainly against the congress party. BJP won two third of the highly urban seats that are 37/57 and more than half of the rural seats i.e. 178/342. Congress won only 44 seats in 2014 general election. So, what is the reason of such a sweeping victory of BJP in these elections? Author pointed out many facts that may be the reasons of such victory. Firstly, Narendra Modi’s popularity was nearly twice that of the congress leaders. Modi was preferred by 36% of voters while Rahul Gandhi, Sonia Gandhi and Manmohan Singh were collectively preferred by only 17% of the voters. Secondly it is for the first time that more Hindu Dalits and Hindu Tribal voted for BJP. Thirdly about 36% of youngest or first-time voters were secured by BJP while Congress got only 17%. As far as Male Female Ratio is concern only 29% of women cast their votes in favour of BJP while male’s percentage is 33%. Now what is the reason of this sudden huge mobilization of voters? How BJP remained successful to influence the voters? The answer of these questions can be found in ways of campaigning. The new thing that was occurred this time in the political campaigning is the use of social media in political campaigning by BJP. Use of Facebook, Twitter, WhatsApp, YouTube etc. has changed the way of communication. Although Congress and Other parties also used social media while campaigning but they more focused on traditional ways of campaigning like rallies, pamphlets, TV and radio programs etc. So, it was the use of Social media that was the key element of the success of party (Rajdeep Sardesai, 2015).

According to Kapoor & Diwedi (2015) general elections 2014 in India has exposed the fact that it was a downfall of traditional campaigning methods, as there was a rise of well-planned social media campaigning. So that’s why the general election 2014 is supposedly called the first social media election. Even Team Modi accepted the fact that this campaigning was very much influenced with the Obama’s presidential

Campaign, especially with the way of analysis. One of the main reasons behind the social media campaign is that it directly connects with people and constantly engaged with the social network users of the country. So, with these strategies Modi team remained very much successful in building a huge cyber army that helped the campaign by spreading messages and ideas to the citizens of the country. And it resulted in the formation of approximately 2.2 million volunteers. Modi's social media campaign was managed by a 44 years old electronic engineer Hiren Joshi who was also a PhD from Gwalior's Indian Institute of Technology and Management. He helped the campaign by tailored and filtered the important messages and updates of Modi. The head of IT department of BJP has also given the statement that about 30% to 40% of overall seats were influenced by social media campaigning. Prime ministerial social media campaigning of Modi was directly influenced and associated with USA president Barak Obama's Political Campaigning. As Obama was popularly known as first social media president of USA, Modi was also getting the similar title of first social media prime minister of India (Dwivedi et al., 2015).

With the 2014 general elections in India a new beginning of media is marked in political campaigning. With the clever and intelligent use of social media Narendra Modi become a brand figure in context to public relations. In this article 1230 tweets of Modi were analyzed between April 15 and August 15, 2017. 4 months were selected to analyze data collected from social media. All the tweets are divided into five categories:

- Tweets with only text,
- Tweets that have photographs and texts,
- Tweets having audio recordings (monthly hour-long radio show)
- Tweets having video recordings of speeches,
- Tweets having Public relations.

From all such type of Tweets there were a total of 110 minutes of speeches and 92 minutes of radio broadcasts. And from all the speeches posted on Twitter, 51 minutes were at political rallies, 33 minutes in the parliament, 11 minutes to audiences abroad, 8 minutes in the presence of visiting leaders and dignitaries, and 7 minutes at

conferences and other official events were analysed. This over emphasis of social media for the governance resulted in increasing rural-urban polarization. (Rao, 2020).

2.3.7. General Parliamentary Election 2019 in India:

According to Kanozia et al. India scores second position in the list of world's digitally largest countries in 2020. Up till January 2020 it has 688 million active users of internet. And from 688 million 400 million are active users of social media sites. Although there are many social networking applications and sites are in fashion but Facebook is the most commonly used application among Indians. According to statista.com 290 million users used Facebook as of July 2020 in India. Besides it 265 million users used YouTube in 2019. Twitter was used by 13 million users as of April 2020. So, 400 million active users of the internet have made India biggest market for the social networking companies in 2019. And too much use of social media has encouraged proliferation of fake news in India (Kanozia et al., 2021).

JAIN & E. 2020 is of the view that the strong image of any political leader depends on the key dimension: "credibility". Credibility is not the end target but the continuous development of the personality. So greater the credibility, the strong and more effective personality and image of the political candidate. So, to enhance the credibility there must be a strong bond between the voters and the leader. Secondly the distance between voters and leader must be reduced. The way in which political information is imparted among voters must catch their interest and attention. Credibility plays a big role in political branding and marketing. So, the credibility totally depends on the degree of accessibility and applicability. So greater and more the accessibility and applicability, stronger and finer image of the leader. Social media provides a very good platform for accessibility and applicability to the voters (Jain & B. E., 2020).

According to Patel et al., 2020 the number of internet users are increasing by leaps and bounds. Kantar IMRB's I-CUBE 2018 has given a report on digital adoption in which it is stated that number of internet users have increased so much that it exceeded half a billion in India in 2018. Its further states that number of internet user is increasing 18% annually in India. The report further estimated the probability that

number of internet user in India will reach up to 627 million in 2019. Hence the political parties realized that old and outdated strategies of election campaign must be overtaken by the modern digital technique. So many politicians have understood the importance of political campaigning through social media and this bidirectional environment help them to keep in touch with the voters in bulk (Patel et al., 2020a).

According to Rao (2020) in 2019 General Elections BJP won with the huge number of seats while INC's voting percentage remained only in single digit in the states that were considered to be the safe zone for Congress. In 2019 General Election BJP improved its national vote share from 31.34% (in 2014) to 39.5% while INC only improved from 19.5% in 2014 to 20.3% in 2019 general election. BJP took the clue from election campaign of Barack Obama in US who followed the strategy of crowd sharing and spreading messages with the help of top marketing and advertising companies such as Madison World, McCaan Group and Ogilvy And Mather. Actually in 2019 election BJP presented Modi as "brand". And to make him brand high tech 3d rallies, Tea Booths conference calls, live streamed messages suing Facebook, Twitter, WhatsApp, and YouTube were used as a tool and techniques of political campaign. BJP spent almost 21 million USD on digital media in 2019 general elections. While a great lack can be seen in the political campaign of INC in 2019 General Elections (Rao, 2020).

2.3.8. Elections Comparison in context to the use of media:

Political interest always proved to be the very important factor as far as the relationship of digital media and traditional form of political participation. The correlation between political interest and digital media can either be positive or negative, this thing totally depends on various factors such as when action is voting, can be self-directed act, or elite directed act. British Election data studied from 2001, 2005, and 2010 elections was used to test the hypothesis and expectations. And this concludes that digital and social media use is positively correlated and consistently related with political communication with those people who have lower political interest. The same type of relation can be seen with the factor of Elite-directed Act of

funding that is working actively for the political party. Hence high effect of political interest can be positive, negative or non-existent (Bode & Dalrymple, 2016).

Narasimhamurthy N (2014) used 'uses and gratification theory' to explore the significance to social media in 2014 general elections in India. According to the uses and gratification theory audience are active and goal oriented and having the ability to perform and judge the different types of functions. This theory focuses on examining 'what people do with media rather than what media do to people'. Most of the scholar argued that the 'uses and gratification theory' is used to examine the motivation of how and why people are using social media. Almost 84% of internet users in India use social media applications. Facebook, Twitter, YouTube, and WhatsApp were the most commonly used apps during 2014 general elections in India. Near about 52% male and 48% of total online population of internet users in India used social networking sites and apps. But overall internet penetration is very low. Only 1 out of 5 uses internet in the second most populous country in the world in 2014. India's total population in 2014 was about 1.256 billion and social media usage in India was only 8.5% and usage of internet is just 19%. So, the study concluded that primary motivation for using social media in Indian politics is for propose of information seeking, Political surveillance and entertainment (Narasimhamurthy N, 2014).

Bimber et al., (2015) explored the British elections 2001, 2005, and 2010. The authors concluded that political interest is the main relationship moderator between digital media and traditional ways of political participation. The interaction between social media or digital media or internet sources and interest can be negative or positive. Its positive or negative trend can be result of fact that the main action is elite-directed or self-directed or it is just voting. Author found that digital media use is always proved positive in the British elections 2001, 2005, and 2010. Authors concluded the study with the fact that digital media again remained positive for elite-directed act of donating money and dedicatedly working with party. Moderating effect of political interest that can be highly variable, can be positive, negative or does not exist (Bimber et al., 2015).

2.3.9. Social media campaign Challenges:

Fake news can be defined as false, fabricated and misleading statements of the news contents that cannot or do not verified. It contains all the gossips, misinformation, and rumour that are used to influence the people for one or other benefit. Fake news became a burning topic in 2016 when the research scholars and traditional media sources told that sharing and distribution of fake news on social media was becoming the helpful source to determine the results of US presidential election 2016 because it influenced the voting behaviour of USA citizens. Khan, Alkawaz, & Zangana have divided the fake news in five categories:

- 1) Click bait Content: it contains misleading, sensationalist, eye-catching headlines and graphics.
- 2) Satire and Parody content: it contains humour, sarcasm, and fake stories to present news or information about a person or party.
- 3) Propaganda based news content: this type of news is used to propagate and promote false and biased point of view.
- 4) Sloppy news content: it is the news that is published with unreliable information without fact checking.
- 5) Biased/Slanted news (Partisan): it is the interpretation of one-sided facts but claim to be neutral. According to a statistical analysis based on “Distribution of traffic sources for fake news”, that was held in February 2017, 42% of the fake news traffic is come through social media (Khan et al., 2019).

Several leaders from ruling party found spreading misinformation in 2019 elections. Several reports of various surveys are evident that large numbers of journalists are threatened and attacked on the social media. Gauri Lankesh was murdered on 6 September 2017 in Bengaluru at her residence. She was continuously writing against the right-wing group. Supporters of BJP not only celebrating through

Twitter posts but also warning the opposition by justifying the murder. Interesting fact is that four groups among such groups are also followed by Prime Minister Narinder Modi. So, the social media was weaponized by the right-wing actors. Besides this Twitter removed 70 million accounts that were founded as suspicious. In the same way Facebook was also removed several thousand accounts that were suspicious. Facebook and Twitter have several measures to find the involvement in spreading disinformation and remove it. In one study BBC explore that WhatsApp is extensively used for spreading misinformation (Neyazi et al., 2021).

Social media has revolutionized the political campaign as it has a different tools and techniques as compared to traditional tools and techniques. It is approachable to every citizen and contents can be shared among people with no time and financial barriers. But the drawback of this fact is that sometime fake messages are made viral among the group of voters just as happened in US election 2016 that proves to be beneficial to Donald Trump over Hillary Clinton. So, such type of misconceptions is also spread in political campaigning through the use of social networking platform such as Facebook, YouTube, WhatsApp etc. Although social networking platform is very convenient and economical for political campaigning but the use of fake news put a question mark on the use of social media as a tool for political campaigning (Allcott & Gentzkow, 2017).

Social media has played a big role in women empowerment by making them stronger economically and socially. Every educated woman is aware about social media devices. Social media made the whole world a village. Supporting information remains always available on social media. Social media also developed the political aspect of women as with the establishment of social media the political participation of women has been increased. Most famous social media apps are Face book, Google +, What App, Twitter, Blog spot, Buzz-Net, Orkut, Facebook Messenger, Instagram, Skype, LinkedIn, Telegram etc. According to brandwatch.com there are 76% women and 72% men are using social networking apps. More than 50 million women are using Facebook that are about 22% of women, 15% are men. In Face book, from 71% of population, 76% are women and 66% are men. In other social networks, women are 19% and men 24% (Tirupathi, 2018).

According to Sharma (2019) social media is great platform to encourage the women's rights publicly, that further encourages the policy maker to take steps in favour of gender equality. Many cases are evident in many countries including India show the effects of social media that helps in bridge the gap between male and female in context to policy making process. The explosion of social media usage by female users have brought a revolutionary change in bringing the gender equality. Social media proves to be the great vehicle that transformed the information among government and citizens. It links the user to global audience. Platforms such as YouTube, Facebook or Twitter have allowed political actors and activists around the world to attach the people. Just due to the social media now local issues become global one. Local activists can connect with global audiences. This paper deals with the issues of the women, which is raised in the social media and study that how social media is useful and effective to amplify women's voice in decision making process. The paper actually discusses the "advancing women's rights through social media" (Sharma, 2019).

Gunslinger and Kola (2018) has highlighted the possibility of misuse of social media by the political parties. The article has compared the role of social media as a dictatorship in which the views of rulers are simply imposed on the subjects. Political parties justify certain decisions or lines of action as based on the public opinion, as expressed by social media platforms. But the social media does not always depict a true picture of the public opinion; rather it tries to create public opinion in a certain desired direction. Parameters of measurement of public opinion on social media platforms are number of views of a post, number of favourable comments, and number of views etc. But these indicators are not impartial. Social media operators have developed sophisticated algorithms, which helps in spreading or suppressing a post or a message. Network operators collect personal data of users, compile it and sell it to the political players. The authors have suggested to include the lessons of social media use in the school curriculums, so that the future generation can be prepared to use these platforms safely.

Sahu (2019) has conducted a micro level study of impact of media on democracy in India. He has held that information is the backbone of a democracy, and those who have a control on means of communication, are able to control the political

power also. Historically the means of mass media have had come into being as the arms of common people against the feudalistic order. That is why the media is traditionally known as an important pillar of democracy. But with the passage of time the traditional media has witnessed erosion in its glorified image as the mouthpiece of the common masses. Now a set of new forms of media, backed by internet is making its place as a strong factor behind the public opinion. It operates through the platforms like Facebook, Twitter, WhatsApp, Wikipedia, YouTube etc, commonly known as social media platforms. These media forms are within the approach of common people, and are most favoured among the younger generation. Now no political party can afford to undermine the power of social media. So, all the political parties in India have started to use these forms of new media to communicate with the voters (Sahu, 2019).

Algorithmic Filtering was the third aspect that refers to how the developer gives priorities to the sequence and selections. Datafication is the term that was first used by Mayar Schonberger and Cukier in 2013. Datafication refers to the quantification of the activities of social media activities. So, the author gave a detailed architecture to compare the social media campaigns which is very helpful in the further studies (Mayer-Schönberger & Cukier, 2013).

K, Rahul (2016) examined the basic elements of use of social media in political activities like political campaigning, publicity of the government policies etc. Although traditional media has certainly a great role in publicizing any matter but social media has dominated over all media. So too much involvement of social media in political campaign also leads to its negative uses. Although Social media is a good platform for increasing the awareness and it's a bidirectional platform of communication but still special types of targeted messages are posted to some targeted group of people. That leads to the division of people. This division may be based on Urban rural, cast, religion, creed or language. So the uses of social media in campaigning has not only positive aspect but negative aspect also. Ministry of information and broadcast has already declared social media as a part of it. So, the ruling party always uses various types of media for its benefits. A new type of tussle based on ethical issues is being experienced with the use of social media in the political campaign.

Although social media is an important platform to engage voters in political campaigning but still political parties must be cautious about the use of social media advertising as it can take negative responses also. In spite of this it can't be ignored that social media such as Twitter is very useful platform for voter engagement and online participation. Specifically, Twitter has allowed advertising since 2010, by including sponsored content, such as 'promoted tweets.' Promoted tweets are tweets purchased by advertisers that are visible to a specific target audience (Twitter, 2014). Thus, promoted tweet might not be always beneficial for turning voting behaviour in favour of particular political party (Boerman & Kruikemeier, 2016).

Guessa et al., 2020 explored that social media is the fertile ground for spreading inflammatory political misinformation. Now a day it is a big threat this false news trends always mislead the voters and this problem seeks government action in number of countries. Researches shows that some people who are prepared to spread such false information via WhatsApp often provoked hatred and violence. During 2019 Indian General Elections online political misinformation remained a significant concern because political parties had remained engage in aggressive digital campaign via SMS or WhatsApp. It is found that 25% news shared on Facebook during 2019 general election by BJP came from doubtful and dubious outlets (Guess et al., 2020).

Fake news culture creates distrust among the active users of the social media as it creates not only political distrust issues but also the social and psychological one. It is common practice that special and well-planned strategies are adopted to spread such fake news. But it is often seen that individuals employ "internal attributes" that always remain ready for taking the credit of the success but blame the external factor if the failure occurs. Literature related to the fake news is evident that there are some positive predictors of fake news sharing behaviour such as age, political interest, political ideology, fear of missing out, and social media fatigue (Ahmed, 2023).

2.3.10. Social media and Political participation:

There is very weak effect of use of social media on political learning but very strong and positive correlation between use of social media and political participation. Research study showed that 19% people had raised their level of political learning by using social media (Dimitrova et al., 2014c).

There is significant relationship between the social media usages and online political participation among youth. Most of the studies completely relied on the youth that are college students rather than the entire population of youth having great knowledge and experience in. But still few researches tried to unveil the facts of political participation of youth in political activities using social media. These studies used multiple regression analysis to examine the correlation between uses of Facebook in online political participation and offline political participation among Nigerian youth. This study has shown that Facebook use greatly correlated with offline political participation. Social media allows the youth to interact with friends and political actors, and enable them to share and express their opinions that effects the youth participation in voting or other political activities. Facebook serves as a rich platform where youth can get and share political knowledge and information. Social media helps to lower the barriers of political participation and widen the scope of informal political activities (Mohamad et al., 2018b).

Some studies suggest that there is positive correlation between digital media usage and political participation of the people. But this is not mandatory that if people actively used social media are definitely participate in political process. So, there are two types of effects of using social media, one is the group of people who use social media just for the sake of getting information and do not actively participate in political process and other is that which fully utilize the social media for getting information as well as for participation. Social media platform proves to be very beneficial for second type of peoples (Dimitrova et al., 2014a).

Ankit Lal (2017) explored effects the extensive use of social media in Delhi Election 2014 in his book “India Social”. In this book the complete history of

establishment of Aam Admi Party (AAP) is explained. Besides it this book remained completely successful to expose the role of social media in political campaigning in India. In 2011 a movement called India Against Corruption (IAC) started under the leadership of Anna Hazare. Anna was protesting to pass the Lok Pal bill in parliament. Gradually people started joining this movement. But still a large number of people support was required to make the agitation successful. So, with the advice of main members of the movement such as Arvind Kejriwal, Kiran Bedi etc. social media is used to attach people with this movement. Amazing results came with the use of social media. Majority of youth from all over India attached with this movement. With the lack of finance, it was a great victory to attach the youth of India in so much strength. So, this support through social media resulted in the birth of Aam Admi Party (AAP). One and only support to this party was the support of social media. Social media not only helps the party to influence voters but it also helps in financial matters. People all over India, even overseas help the party by donating money. So, when Election held in April 2014 in Delhi, AAP won on 28 seats out of 70. So, it was only social media that help to stand a political party. Social media not only help in political campaign but also in the social movements such as IAC, Nirbhaya's Legacy, and Stop Acid Attacks etc.

Dimitrova et al. (2014) have studied the correlation between the use of digital media, and level of political awareness and participation. According to this study there exists a strong positive correlation. But different forms of this media have different effects on different types of people; hence, it needs to be used in a very careful manner. The authors have cautioned the political parties and their election candidates to take care of the use of digital media for political purposes (Dimitrova et al., 2014b).

Ahmad et al., 2019) have analyzed the effects of social media on political participation among the university students in rural Pakistan. Three variables were studied- the political efficacy (PE), real participation (RP), and online activities (OA). With respect to the PE variable, the study has shown a strong relationship between social media usage and the variable under investigation. Most of the respondents have agreed that they use online media to get information on political issues. This trend was more prominent in the age group of 24-28 years. It was also found that most of the students have online contacts with political leadership, representing their

constituencies. They were involved in sharing their political views with their relatives. As respects the third variable, i.e. the OA, most of the respondents have revealed that they often visited the websites of political parties and leaders. As overall, the study has shown that social internet based social media was having a strong effect in the development of public opinion and political participation of the students in rural Pakistan (Ahmad et al., 2019).

Ahmad et al., studied the rural Pakistan and found that online participation in the political activities is strongly correlated with political awareness. In Pakistan (Especially rural areas of Pakistan) young generation is very active in political affairs on social media that resulted into too much offline participation in political activities. The study concluded that “Facebook use, and political interest positively correlates with online political participation”. In the study most of the respondents were strongly agree with the fact that there is a great positive relationship between political efficacy and online use of social media. Social networking sites and applications are working as best source of political information. One more thing is found in this study is that the age group 24-28 is more active than the age group 18-23 in actively use the online social media. So, the online political activities on social media enhance the political efficacy of the citizens. Second variable Real Participation (RP) contains the sharing the political posts with their friends, relatives and colleagues. So most of the respondents actively and really participating in political activities by sharing, liking and disliking the political contents posted by the political candidates at the time of political campaigning. Result of third variable Online Activities show that majority of respondents surf political blogs and web sites of the political candidates. So, the overall result of the study is that dependent variables i.e. political efficacy, Offline participation in political activities are totally dependent on the independent variable i.e. online activities. So Online active participation has a significant relationship with offline political participation in political activities. Facebook provide a very useful platform for the interaction of voters and candidates (Ahmad et al., 2019).

Gulati and Williams (2013) have conducted a study on the use of social media by the politicians in USA. The study has shown that the phenomena have witnessed an unprecedented growth in the recent years. 92% of the 2010 midterm election candidates

have created websites for election campaigning. More than 75% of the candidates have used social media like Facebook, Twitter and you tube for campaigning. Use of websites and social media sites has changed the very pattern of election, managements, election expenditure and election campaigning by the parties and the candidates. The study has shown that the political use of social media is continuously on an increase. During the 2012 Congress elections 97% of the candidates for Senate and 90% of the candidates for House have used Facebook for election campaigning (Gulati & Williams, 2013).

Yamamoto et al. has conducted a study based on a web survey on college students. He has found that online political expression acts as a booster for other forms of political expression also. It mobilizes the voters, particularly the younger voters for political participation. Use of social media has seen a revolutionary growth with the advent of mobile web applications. The study shows that social media platforms could be utilized for involving the youth in the democratic process (Yamamoto et al., 2015).

Political campaigning always focuses on influence as many people as possible in favour of their party. The main target of political campaign is to approach each and every voter. So various types of tools and techniques are used as a campaign media i.e. electronic media, print media, rallies, door to door interaction. But with the advancement to technology and internet, a revolutionary change can be seen in the political campaigning and marketing. Social media has over taken the traditional media in context to political campaigning. Almost every political party has to establish the social media cell for campaigning. No political party/candidate dare to campaign without using social media. It was the first time in India in 2011 when social media is used for first time in a movement called India against Corruption (IAC), and the main motive of this movement was to attract and attach people with the movements using social media. This experiment results in amazing mobilization of mass. After seeing this attraction almost every political party and candidate becomes active user of social media in general and Facebook and Twitter in particular. According to Pew Research near about 45% of Indian people uses social media and discuss about political matters. There were more than 150 million users of internet at the end of 2012, and this number is same as of television sets in India. Among the 150 million users of internet there are

approximately 65 million Facebook accounts and 35 million Twitter accounts. Internet and Mobile Association of India (IAMAI) has given a report in 2014 according to which there were 205 million users of internet in October, 2013 that is expected to be increase to 243 million internet users in June 2014 (Aindrila Biswas, 2014).

Jaidka et al., examined the different approaches (Sentiments, Volumetric and Social media approach) that were being utilized to predict the election outcomes, in three Asian countries India, Pakistan and Malaysia. Under this examination Twitter posts were used to conclude that resulted that social media is an effective tool in India and Pakistan and played an important role in predicting the election result, but not proved to be effective in Malaysia. The information, based on sentiments calculated by machine learning model predicted the election outcome very accurately. This study used three types of different approaches that were used to predict election outcome: Firstly, Volumetric Analysis (Vol) that contains frequency of online mentioned posts. Tweets, Retweets, Supporters, Likes etc. variable are come under this approach, and it measured by simply counting it. Secondly Sentiment Analysis (Sen) that contains the positive and negative aspect of the sentiments in the posts shared online. This approach also expresses the emotions about political candidate or political parties. And Third and last approach is Network Analysis (Net), that covers all the features of network of users of social media (Jaidka et al., 2019).

The cultural and Political effect on social media is very difficult to understand. But still the awareness and increasing visibility about social media proved to be very beneficial in political campaign in expecting the outcome of elections. As all political campaigns are multi-layered and expected to target a wide range of audiences, so the role of social media is used to become very important to be quoted. The engagement of modern generation in social media tools has proved to be very much useful for political campaign as well (Penney, 2015).

The modern and new techniques of communication making the whole world closer to each other. Politician and campaign executives always remain in search the platform and methods to communicate public. There are various tools for political campaigning such as social networking, creating candidate websites, online

fundraising, emailing to the targeted groups of people. The emergence and development of social media provided a very grateful and useful platform on the part of politicians. Social media is not only the way to get opinions of supporters but also provide a new method to reach the people who are not in their support. In a search Congressional Management Foundation declared that 72% of Congressional Staff are of the view that social media give the chance to politicians to reach the people who were never communicated previously with them (Bode & Dalrymple, 2016).

Social Networking sites and apps work very impressively as both media and network. Those individuals who are active users of social networking and help in transmission of messages on social network are termed as opinion leader. Opinion leaders are much more than to follow the political party or any political candidate on Facebook. The individuals of group, that follow any party or candidate are mostly the opinion leaders. Near about 70% opinion leaders of the total population followed several political parties. Same pattern is applicable for local politician, top politician and main political party. One more thing that opinion leaders are more active and skilful than non-opinion leaders. Other features of the opinion leaders are an easy way to get information, meeting other supporters, direct contacts with politicians etc. (Karlsen, 2015).

Social networking sites become inseparable part of political campaigns in elections, social and political movements and off course civic life also that make the civic and political participation a revolution. The Study differentiate the effects of social networking sites in civic life and political participation. 133 cross sectional studies and 631 estimated coefficients were used to draw the relationship between engagement in civic and political life through social media use. The effects of use of social media for informational purpose are small as compared to the use on participation but still it depends on political factors. There is very small effect of social media as informational purpose in the countries like USA in which press is free and independent. "If there is a social media revolution, it relates to the expression of political views on social networking sites, where the average effect size is comparable the effects of education on participation" (Boulianne, 2019).

In the last 15 years scholars have been interested in finding the positive and negative effect of social media on citizen's daily life as well as on whole society. While studying its effect in the democracy areas of social media can be divided in three parts: political expression, political participation, and political learning. Firstly, social media providing facility and opportunity to express them to others by connecting the people across the world that resulted in the rapid dissemination of information. Social media actually provide the platform for Political expression; Political participation; Political knowledge; "News-finds-me" perception to every citizen. This paper mainly deals with two questions: why is political expression so important? And why is it so unique in the social media context? Second area that is discussed in this paper is how this political expression can become the reason of political engagement. Actually, social media has changed the way of political participation and political engagement of the people. So, this paper tells the conditions under which this political participatory process is taken place with the help of social media. Thirdly this paper focuses on the concept of political participation. Whether a less participatory society equates with the more informed participatory society with the help of social media. It shows that social media remain unable to fully fulfil its potential when it comes to maintaining an informed public opinion. So, the whole discussion takes the two converse points that are:

- a) Social media helps people to acquire information, expressing their views and political mobilization,
- b) Social media does not fulfil the actual political knowledge task because people participate in political action without any deep political knowledge gain (Gil de Zúñiga et al., 2018).

With the popularity of social media, its low cost is also one of the main reasons to use it as tool for political participation. This paper also focuses on the future research agenda that how a political party gets benefits from this extensive use of social media by the people. And this is the social media that make them moulded their campaigning strategies (Kaur & Verma, 2018).

Facebook and Twitter are deeply shaping the political participation and its main effect can be seen in protesting behaviour. Social media produced big data, the analysis of which offers revolutionary opportunities for social movements and other large-scale

collective actions. This article specially deals with summarizing evidence from studies of protest movements in the United States. Social media supposed to provide very convenient and economical platform that is used and being used for exchange of information that proves to be very helpful and useful in protest activities such as news about violence, police presence and legal support, turnout, and transportation. Besides it also provides the environment and platform for exchange of emotional and motivational stuff to support or oppose the protest activity. Messages emphasizing social identification, anger, group efficacy, justice, and deprivation make revolutionary changes in any protest activity. Thirdly social media will always be treated as a very good source of information that is the base of the success or failure of any political activity (Jost et al., 2018).

Social media is very rich source that provide information about political parties' policies and performance. Legislative issues have changed with the introduction of social media in India and all around. Its effect has impacted the political campaign of the candidates and political parties for their election. Social media provide a great platform for political candidates to approach the people with great ease than the conventional media. Social media is not simply the communications technologies: it has also changed everyday life of the people and connected people in a manner that were never before possible. Social media is very much effective tool for getting information especially for young generation. Social media has become a platform of influenced voters' opinions. Even politicians also use it for their campaigns although they still use advertisements, cut-out and leaflets for their gathering. Twitter is a wonderful platform for the political parties to share information on a worldwide stream. So social media usage is encased by the politician to promote their image and political career among their supporter (Khurana, 2019).

Gerodimos & Justinussen (2014) examined the political campaign conducted by Barack Obama in 2012. A rich type of Political literature found in the digital campaign that was used to empower the peoples of USA and reduce the democratic drawbacks. This rich type of extents in the online and digital campaigning established a great architecture of participation. And this architecture encouraged the politicians to engage the voters in some more meaningful ways. Authors accepted the fact in this

study that Howard Dean was the first person who opted the internet as the source of campaigning tool in the 2004 presidential elections. Social media empowers the people of the country in context to political behaviour. Especially young voters are got influenced more through the social media tools. The main two sources of political information among young voters are the taking to each other and internet and social media. Data collected in this study tells that 27% of age group of 18-29 years was of the view that social networking sites have more impact on the voters than other traditional tools of campaigning. Another aspect of the study revealed the fact that voter's political behaviour is influenced by the conversation with the friends and relatives. Now a day's most of the young generation is interlinked with their friends and relatives through social media. So social media plays a very useful role in mobilizing the political behaviour of the voters. Over all campaign ran by Barack Obama used Facebook as a tool of top down promotion. Highly personalized messages were posted to promote the personality of Obama and for the direct communication with voters in the issue-oriented campaigning. While posting the messages special attention was given that selective messages were delivered to selective followers. So Special attention was given to the frequency, volume and intensity of the campaign messages in specific period of time (Gerodimos & Justinussen, 2015).

A study was released in March, 2018 by The Observer Research Foundation, which was absolutely based on statistical analysis of hate speech on social media. It also analysed the counter speeches on social media in India. The study explored the fact that religion and cultural practices that were deeply attached with food and dress are the main basis for expression of hatred in Indian social media. It rose from 19% to 30% over one year in 2016. The main subjects that are used to evoke hate speeches are Hindu Muslim marriages, Human rights, Cow Protection and beef consumption. This study of ORF clearly showed that this type of hatred provokes violence and always try to take political benefits from such violence during election time (Mirchandani, 2018).

2.4 Objectives

1. To examine the role of various media in political campaigning.
2. To investigate the role of social media in political victory of particular political party.
3. To understand the direct and indirect impact of social media in voter turnout in general elections.
4. To compare the three time periods of political campaigning in context to social media.

2.5 Hypothesis:

The research project explores the transformative role of social media in modern political campaigning and its multifaceted impact on electoral processes. It suggests that social media platforms such as Facebook, Twitter, and WhatsApp have become increasingly influential in shaping voter opinions, mobilizing support, and ultimately impacting electoral outcomes. This shift signifies a parting from traditional media, with political parties and candidates leveraging social media to gain a competitive edge in reaching and engaging with voters, potentially influencing their voting behaviour and the overall electoral landscape. Moreover, the research examines the role of social media in increasing voter engagement and turnout during elections. The accessibility and interactive nature of these platforms foster greater political awareness and participation, particularly among younger demographics. Consequently, effective utilization of social media by political campaigns is expected to lead to higher levels of voter mobilization and turnout, contributing to a more inclusive and participatory democratic process. Furthermore, the study explores that how social media shapes political discussion and public opinion. The rapid broadcasting of information and occurrence of user-generated content on these platforms influence public perceptions and attitudes towards political issues and candidates. However, social media algorithms and echo chambers may contribute to the polarization of political discourse, potentially worsening societal divisions and ideological conflicts. Additionally, the research investigates the evolving landscape of political communication strategies in the digital age. Political parties and candidates increasingly rely on social media to craft and

disseminate their messages, engage with voters, and manage their public image. Effective utilization of social media analytics and data-driven strategies becomes crucial for political campaigns seeking to maximize their reach and impact.

H₀: The engagement of social and digital media in political campaigning enhances voting turnout

H₁: The social media utilization in political campaigning does not enhance voting turnout

H₀: There is great role of social media in the victory of particular political party candidates.

H₁: Social media utilization does not affect the victory of particular political party candidates.

H₀: Social media also provide great platform for influencing the voting behaviour

H₁: Social media fails to provide great platform for influencing the voting behaviour

H₀: Special organised and well-planned strategies are adopted to campaign through social media

H₁: Special organised and well-planned strategies are not required for political campaigning through social media.

CHAPTER 3. RESEARCH METHODOLOGY

The methodology for studying the impact of social media on political campaigning in North India's general elections (2009-2019) is divided into three main parts: research design, data collection and data analysis. Research design contains sample selection, sampling technique, sample size. Data collection involves gathering information from social media, questionnaire and interviews. Data analysis then examines this information via qualitative and quantitative analysis to find patterns and insights. This structured approach ensures a thorough and systematic investigation into social media's role in political campaigns.

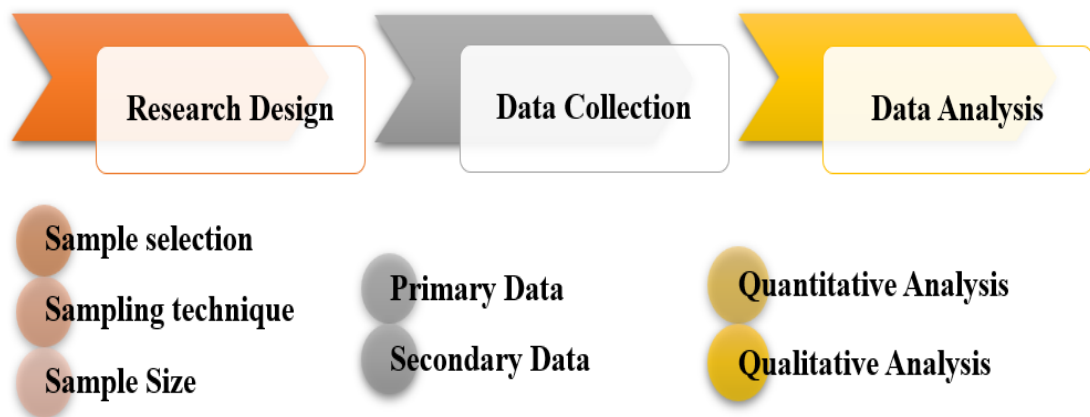


Figure 3.1 Systematic Research Design

3.1 Research Design

Research design includes the overall plan outlining the procedures to address the chosen research question. It serves as a framework for the systematic collection and analysis of data, reflecting decisions made regarding various dimensions of the research process. Research design involve 3 main steps: Sample selection, Sampling techniques and sample size.

3.1.1. Sample Selection

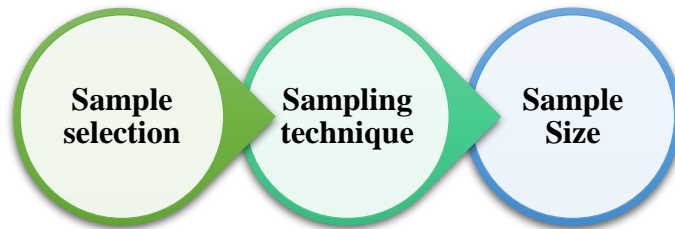


Figure 3.2 Sample selection pathway

India's geographical division into zones serves as a fundamental framework for administrative and organizational purposes, facilitating effective governance and management across the vast and diverse landscape of the country. This division offers a structured approach to understanding India's regional diversity, providing insights into the unique characteristics and dynamics of each zone. While the broad division categorizes India into five overarching zones – North, Central, South, East and West the narrow administrative division offers a more detailed perspective, delineating the country into 14 distinct zones.

The broad division of India into five zones provides a simplified overview of the country's regional diversity, allowing for easy categorization and understanding of its geographical characteristics. However, for a more detailed understanding and effective planning, the narrow administrative division further subdivides India into 14 zones, providing a detailed view of the country's diverse geographical and administrative landscape. These 14 zones include:

North Zone: Encompassing states in the northern part of India, including regions such as Jammu and Kashmir, Punjab, Himachal Pradesh, Haryana and Chandigarh.

North-central zone: Covering central states like Uttar Pradesh, Madhya Pradesh, and Chhattisgarh.

North-west zone: Including states situated in the north-western part of India, such as Rajasthan and Gujarat.

Central Zone: Comprising central states like Bihar, Jharkhand and Odisha.

Central-South zone: Encompassing states located in the central-southern region, including Telangana, Andhra Pradesh and Maharashtra.

Central-West Zone: Covering states in the central-western part of India, such as Maharashtra and Gujarat.

Central-East Zone: Including states situated in the central-eastern region, such as Jharkhand, Odisha, and West Bengal.

South Zone: Encompassing southern states like Karnataka, Kerala, Tamil Nadu, and Telangana.

South-West Zone: Covering states in the southwestern part of India, including Karnataka and Kerala.

South-East Zone: Including states located in the south-eastern region, such as Andhra Pradesh and Tamil Nadu.



Figure 3.3 Administrative division of India

East Zone: Encompassing eastern states like West Bengal, Bihar, and Jharkhand.

East-Central Zone: Covering states in the east-central region, including Bihar and Jharkhand.

East-South Zone: Including states situated in the east-southern region, such as Odisha and Andhra Pradesh.

West Zone: Encompassing states in the western region of India, such as Maharashtra, Gujarat, and Rajasthan.

The sample selection method was focused on the narrower administrative division of North India, which includes Jammu and Kashmir, Ladakh, Punjab, Himachal Pradesh, Haryana, and Chandigarh. However, Jammu and Kashmir was excluded from the study due to its status as a union territory.

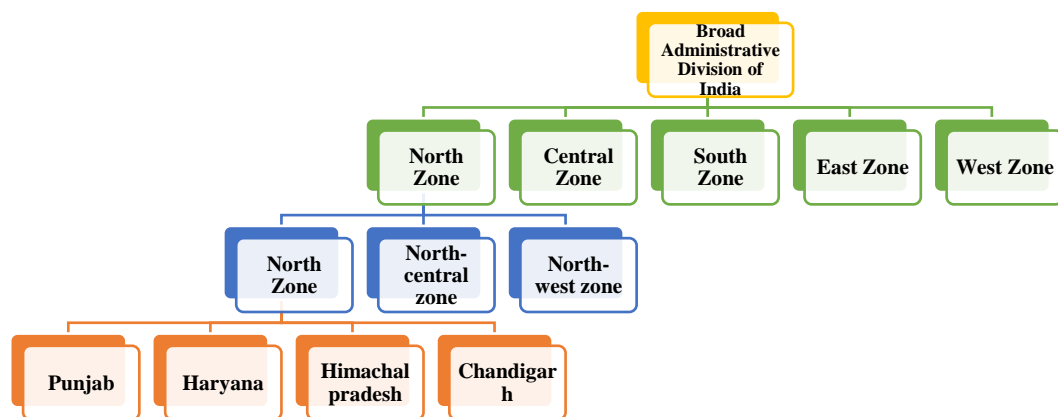


Figure 3.4 Sample Selection Method and

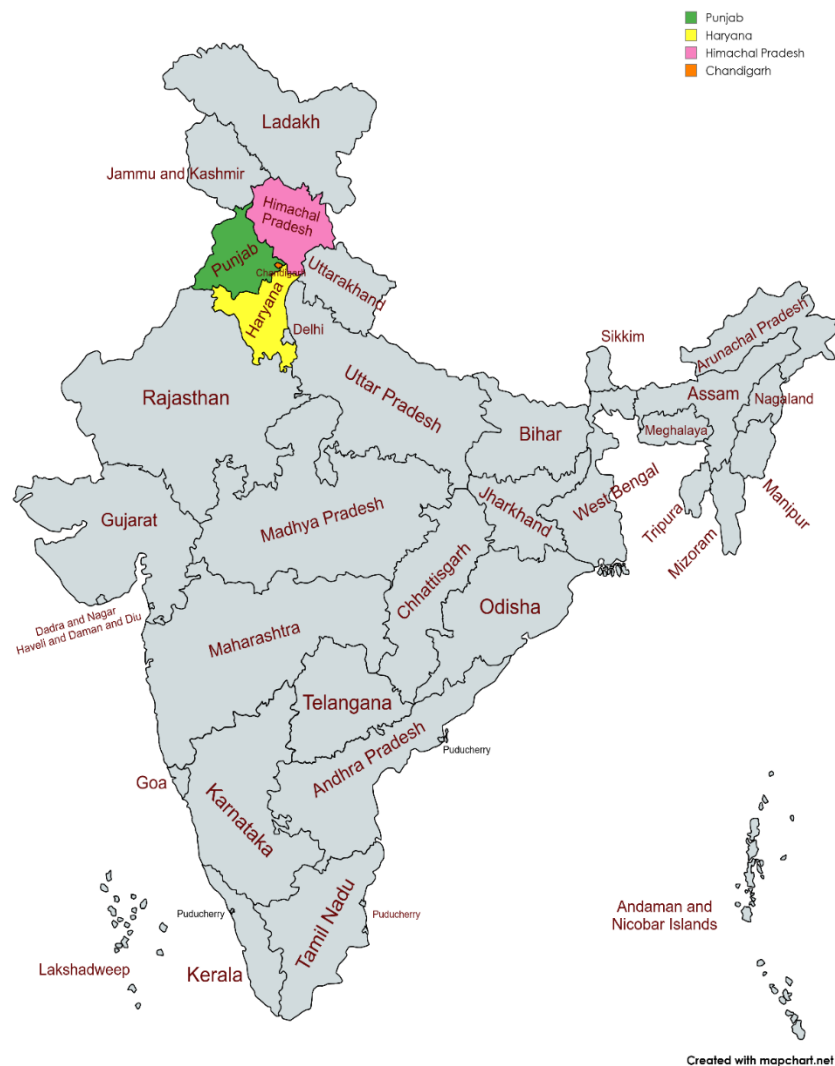


Figure 3.5 Geographical study area

3.1.2. Sampling Techniques

In the study about social media and politics in North India, we used a method called **systematic random sampling** to pick people for our survey. The sample unit for collecting data in this study is consisted of two main groups: eligible voters from the 2009 elections and political leaders who meet specific criteria. (Either winner of at least one general parliamentary election or only fought election from 2009 to 2019). The study was focused on three states - Punjab, Haryana, and Himachal Pradesh - along

with the Union Territory of Chandigarh. By using random sampling, the study aims to collect primary data that accurately reflects the opinions and perspectives of the target population, providing valuable insights into the dynamics of elections and political leadership in the selected state.

3.1.3. Sample Size

In this study, the sample size has been precisely calculated to ensure comprehensive coverage of eligible voters and political leaders across Punjab, Haryana, Himachal Pradesh and Chandigarh. The total sample size comprises 676 voters and 13 Members of Parliament (MPs), selected according to specific criteria outlined in the research design.

To begin with, 192 eligible voters from the 2009 elections were selected from each state, totalling 676 voters across Punjab, Haryana, and Himachal Pradesh. Additionally,

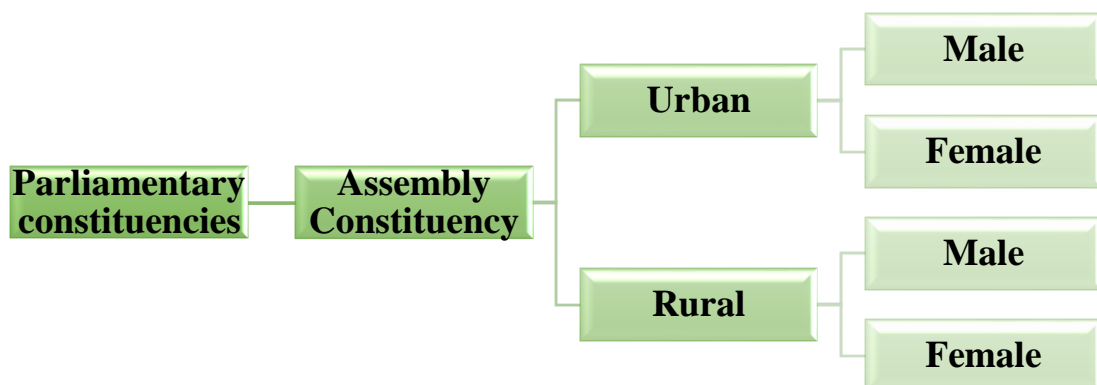


Figure 3.6 Sampling Methodology for Parliamentary Constituencies

100 eligible voters from the 2009 elections were chosen from the Union Territory of Chandigarh. This distribution ensures representation from each region, accounting for differences in population size and demographics. The sampling process involved a structured approach, beginning with the selection of Parliamentary constituencies. Four constituencies were chosen from each state; with variations in the selection process to accommodate differences in state structure.

The sampling process for this study involved careful consideration and strategic selection to ensure a representative and insightful dataset. Here's how we constructed our method:

Selection of Eligible Voters: A total of 192 eligible voters from the 2009 elections were chosen from each state, along with 100 eligible voters from Chandigarh. This allocation was determined to obtain a diverse range of perspectives from each region.

Parliamentary Constituencies: Four Parliamentary constituencies were selected from each state, ensuring a balanced representation across the regions. Adjustments were made for Punjab, Himachal Pradesh and Haryana based on their respective structures, focusing on those divisible by 3.

Assembly Constituencies: From each Parliamentary constituency, two Assembly Constituencies were chosen, focusing on those divisible by 5. This approach aimed to rationalize the sampling process and ensure consistency.

Urban and Rural Polling Stations: Each selected Assembly Constituency was divided into urban and rural polling stations, allowing for the inclusion of diverse demographics. The smallest polling booths were selected to maintain fairness and accuracy in the sampling process. From each assembly constituency one urban and one rural booth were selected.

Selection of Voters: From urban polling booths, four youngest male and female eligible voters from the 2009 elections were chosen. Similarly, eight youngest male and female eligible voters were selected from rural polling booths, with slight adjustments made for Chandigarh.

Interviews with MPs: Fifty per cent of MPs from each state and Union Territory were interviewed, providing valuable insights into the perspectives of political leaders on social media and political campaigning.

Data Collection Methods: Both interviews and questionnaires were used to collect data, ensuring a balanced approach that incorporated both qualitative and quantitative methods.

Table 3.1 Constituency, Polling Station, and Gender Representation Data

State	Parliamentary constituencies	Assembly Constituency	Polling station	Gender
PUNJAB (192)	03- KHADOOR SAHIB (48)	25- BABA BAKALA (24)	Urban (8)	M(4)
				F(4)
		75-ZIRA (24)	Rural (16)	M(8)
				F(8)
	06- ANANDPUR SAHIB (48)	45- GARHSHANKAR (24)	Urban (8)	M(4)
				F(4)
		50-ROOPNAGAR (24)	Rural (16)	M(8)
				F(8)
	09-FARIDKOT (48)	87-FARIDKOT (24)	Urban (8)	M(4)
				F(4)
		80-RAMPURA PHOOL (24)	Rural (16)	M(8)
				F(8)
	12- SANGRUR (48)	100-DIRBA (24)	Urban (8)	M(4)
				F(4)
		105- MALERKOTLA	Rural (16)	M(8)
				F(8)
HARYANA (192)	01-AMBALA (48)	05-AMBALA CITY (24)	Urban (8)	M(4)
				F(4)
		09- YAMUNA NAGAR (24)	Rural (16)	M(8)
				F(8)
	04- HISAR (48)	50-HANSI (24)	Urban (8)	M(4)
				F(4)
		55-HISAR (24)	Rural (16)	M(8)
				F(8)
	07- ROHTAK (48)	60-MEHAM (24)	Urban (8)	M(4)
				F(4)
		65-BADLI (24)	Rural (16)	M(8)
				F(8)
	10-FARIDABAD (48)	85-PRITHLA (24)	Urban (8)	M(4)
				F(4)
		90-TIGAON (24)	Rural (16)	M(8)
				F(8)

HIMACHAL PRADESH (192)	01-KANGRA (48)	05- BHATTIYAT (24)	Urban (8)	M(4)
			Rural (16)	F(4)
		15-NAGROTA (24)	Urban (8)	M(8)
				F(8)
			Urban (8)	M(4)
			Rural (16)	F(4)
	02- MANDI (48)	25-ANNI (24)	Urban (8)	M(8)
			Rural (16)	F(8)
		30-DARANG (24)	Urban (8)	M(4)
				F(4)
			Urban (8)	M(8)
			Rural (16)	F(8)
	03-HAMIRPUR (48)	10-DEHRA (24)	Urban (8)	M(4)
			Rural (16)	F(4)
		40-NADAUN (24)	Urban (8)	M(8)
				F(8)
			Urban (8)	M(4)
			Rural (16)	F(4)
	04-SHIMLA (48)	50-ARKI (24)	Urban (8)	M(8)
			Rural (16)	F(8)
		55-PACHHAD (24)	Urban (8)	M(4)
				F(4)
			Urban (8)	M(8)
			Rural (16)	F(8)
CHANDIGARH (100)	Booth Number 1 (10)			M(5)
				F(5)
	Booth Number 51 (10)			M(5)
				F(5)
	Booth Number 101 (10)			M(5)
				F(5)
	Booth Number 151 (10)			M(5)
				F(5)
	Booth Number 201 (10)			M(5)
				F(5)
	Booth Number 251 (10)			M(5)
				F(5)
	Booth Number 301 (10)			M(5)
				F(5)
	Booth Number 351 (10)			M(5)
				F(5)
	Booth Number 401 (10)			M(5)
				F(5)
Booth Number 451 (10)			M(5)	
			F(5)	

3.2 Data Collection

The data collection phase of the study was marked by a careful and systematic approach, aimed at taking diverse insights into the relationship between social media and political campaigning in North India.

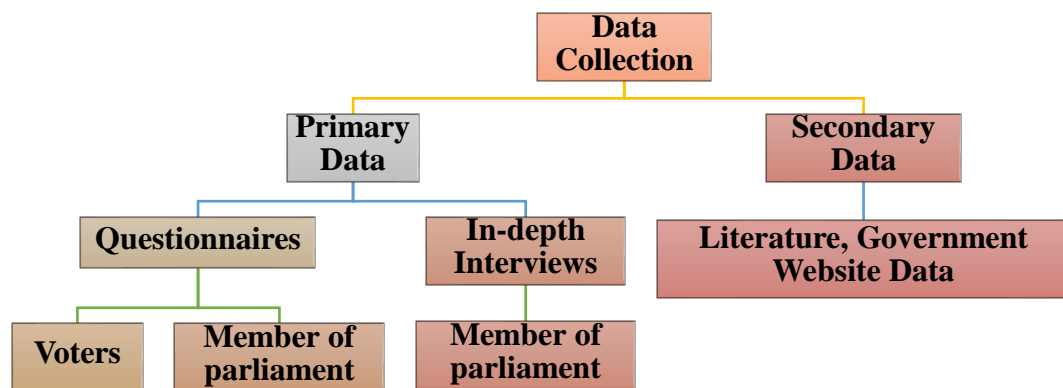


Figure 3.7 Data Collection Methods

3.2.1 Primary Data Collection

Primary data collection in this study was precisely executed through the implementation of systematic random sampling techniques, ensuring representation across various demographics and geographical locations within each state and Chandigarh. This method aimed to capture a comprehensive understanding perception across the selected regions. Two main data collection tools were utilized to gather insights:

3.2.1.1 Questionnaires

Structured questionnaires were administered to eligible voters and political leaders to collect quantitative data on various aspects of the electoral process. The questionnaires

were designed to obtain information on voting behaviours, attitudes towards political candidates, engagement with social media platforms and perceptions of campaign messaging. By using a structured format, systematically collect data from a large number of participants, allowing for quantitative analysis and comparison across different demographic groups and geographical areas.

3.2.1.2 In-depth Interviews

Semi-structured interviews were conducted with Members of Parliament (MPs to explore their perspectives and experiences. These interviews provided a platform for participants to share their insights, opinions, and personal experiences related to political campaigning and the role of social media.

The combination of quantitative data from questionnaires and qualitative insights from interviews provide a complete understanding of the factors influencing voter behaviour, campaign strategies and the evolving role of social media in shaping political discourse.

3.2.1.3. Government Websites

Official government websites, including those of different ministries, departments, and government agencies, served as the main sources of primary information. The websites of the Indian Election Commission, the Ministry of Law and Justice, the Ministry of Finance, and other pertinent organizations are a few examples.

3.2.2 Secondary Data Collection

Secondary data from books, articles, literature, newspapers, websites, and other sources were used to complement primary data, deepening the analysis with contextual information and historical perspectives. These secondary sources served as valuable supplements to the primary data collected in the study. By incorporating existing literature, we were able to build upon previous studies related to social media's role in political campaigning. Various websites offered access to official reports, statistics, and policy documents relevant to electoral communication and governance, providing perceptions into regulatory frameworks and official perspectives on social media usage in political campaigning.

3.2.3 Individual Objective Questions

Questionnaires have been prepared for both voters and Members of Parliament (MPs), aligning with the specific objectives of the study. Each questionnaire was formed to gather information relevant to the respective objectives, ensuring that data collection was closely aligned with the research goals. For voters, the questionnaire focuses on aspects such as voting patterns, perceptions of political candidates, engagement with social media platforms, and attitudes towards campaign messaging. In contrast, the questionnaire for MPs delves into their perspectives and experiences regarding social media usage in political campaigning, as well as their insights on voter engagement and campaign strategies.

The questionnaire format used in this study was designed to accommodate participants who are proficient in English, Hindi and Punjabi (given in APPENDIX A). This multilingual approach is adopted to ensure that participants from diverse linguistic backgrounds can meaningfully contribute to the research process, thereby enriching the findings and insights generated.

3.3. Data Validation

For dependable results, questionnaires have undergone two steps of validation.

3.3.1. Face Validation

Simple and organised questionnaire (given in APPENDIX A) was designed and sent this questionnaire with the option: Accepted/ Rejected/ Changes Suggested with each question to the experts of different universities.

To ensure the robustness and credibility of our data, we have enlisted a distinguished panel of experts for the validation process. An Associate Professor specializing in socio-political dynamics, along with a Professor in Political Science, offer insights rooted in their respective fields. Their expertise, coupled with that of a Consultant in Planning and Development, contributes to comprehensive oversight. Additionally, a seasoned Professor in Political Science enriches the validation process with scholarly perspectives. Furthermore, a Senior Statistical Officer brings meticulous scrutiny to ensure the integrity of our data analysis. Together, their collective expertise ensures thorough validation, enhancing the reliability of our findings.

Table 3.2 List of persons who validate the quantitative and qualitative questionnaires

Sr No.	Name	Designation	University/College/Institute
1	Dr. Bawa Singh	Associate Professor and HOD, Department of South and Central Asian Studies	Central University of Punjab, Bathinda
2	Dr. Jagmeet Bawa	Associate Professor and Head of the department of Political Science	Central University of Himachal Pradesh, Dharmshala
3	Dr. Nachhatar Singh	Consultant (Planning and Development), Maharaja Ranjit Singh Punjab Technical University, Bathinda. And Retd. Financial Advisor, Punjab technical University, Jalandhar	Maharaja Ranjit Singh Punjab Technical University, Bathinda. Punjab Technical University, Jalandhar (Punjab)
4	Dr. Satnam Singh Deol	Professor and HOD (Pol. Sc.)	Guru Nanak Dev University, Amritsar (Punjab)
5	Dr. Pampa Mukherjee	Professor (Political Science)	Punjab University, Chandigarh (Punjab)
6	Mr. Rakesh Khokher	Senior Statistical Officer, Hoshiarpur Region	National Statistical office (Ministry of Statistics and Program Implementation), Sub Regional Office, NSO (F.O.D), Hoshiarpur

3.3.2. Content Validation

After completion of face validation, the process of collection of data started. Firstly, data is collected from 59 respondents for pilot study. Then Cronbach's alpha, developed by Lee Cronbach in 1951, is used to measure reliability, or internal consistency of the data. "Reliability" is another name for consistency. Cronbach's alpha tests to see if multiple-question Likert scale surveys are reliable with the results given in table 3.3.

Table 3.3 Cronbach's Alpha scale for internal consistency

Cronbach's alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Reliability Statistics

Cronbach's Alpha	N of Items
.848	59

Figure 3.8 Result of Reliability of data

With respect to consistency and reliability, the questionnaire is clearly rated as "Good" based on the Cronbach's Alpha result of 0.848.

3.4. Data Analysis

Following the completion of the data collection phase, the collected quantitative data was entered into statistical analysis software such as SPSS (Statistical Package for the Social Sciences) and MS Excel for further processing and analysis. This software facilitated various statistical analyses, including descriptive statistics, adapted to the research objectives and data characteristics. Through statistical analysis, patterns, trends and relationships within the quantitative data were identified and interpreted, providing insights into the research questions and hypotheses. By combining quantitative analysis with qualitative narrative thematic analysis, study triangulated findings from multiple perspectives, enhancing the validity and reliability of the study results.

CHAPTER 4. RESULTS AND DISCUSSION

Political parties tend to use every available medium to reach the voters. Voters are also aware of it. During the present study, data was collected from a sample of 681 respondents, belonging to different age groups, rural areas and urban areas, including males and females. Rural and urban areas have almost similar representation in the sample.

4.1 Qualitative and Quantitative Data Analysis under Objective 1

In modern times, various media platforms serve as essential tools for electioneering, enabling candidates to reach and engage with voters on a large scale. Exploring the question of the most commonly used media in electioneering reveals a dynamic landscape shaped by evolving technology and shifting audience preferences. Yet, the effectiveness of social media varies depending on user demographics.

4.1.1 Most Commonly Used Media in Electioneering (Election Campaign)

Table 4.1 Most Commonly Used Media in Electioneering (Election Campaign)

Age Group	Gender	Backgr ound	Most commonly used media in electioneering (Election Campaign)								Total (M/F)	Total (R/U)	Total (AGE)		
			SOCIAL MEDIA (Facebook, Twitter, WhatsApp, YouTube)		ELECTRONIC MEDIA (TV, Radio)		FACE TO FACE (Rallies, Door to Door Interaction)		PRINT MEDIA (Newspaper, Magazines)						
			Count	%age	Count	%age	Cou nt	%age	Count	%age					
Less Than 30	Male	Rural	24	70.59	4	11.76	2	5.88	4	11.76	34	65	137		
		Urban	34	79.07	4	9.30	5	11.63	0	0.00	43				
		Total	58	75.32	8	10.39	7	9.09	4	5.19	77				
	Female	Rural	16	51.61	9	29.03	6	19.35	0	0.00	31	72			
		Urban	18	62.07	7	24.14	1	3.45	3	10.34	29				
		Total	34	56.67	16	26.67	7	11.67	3	5.00	60				
30-40	Male	Rural	44	55.00	11	13.75	15	18.75	10	12.50	80	160	264		
		Urban	26	54.17	9	18.75	9	18.75	4	8.33	48				
		Total	70	54.69	20	15.63	24	18.75	14	10.94	128				
	Female	Rural	39	48.75	10	12.50	23	28.75	8	10.00	80	104			
		Urban	35	62.50	6	10.71	12	21.43	3	5.36	56				
		Total	74	54.41	16	11.76	35	25.74	11	8.09	136				
40-50	Male	Rural	39	65.00	7	11.67	10	16.67	4	6.67	60	125	207		
		Urban	22	59.46	10	27.03	3	8.11	2	5.41	37				
		Total	61	62.89	17	17.53	13	13.40	6	6.19	97				
	Female	Rural	34	52.31	9	13.85	17	26.15	5	7.69	65	82			
		Urban	25	55.56	4	8.89	7	15.56	9	20.00	45				
		Total	59	53.64	13	11.82	24	21.82	14	12.73	110				
50-60	Male	Rural	7	41.18	2	11.76	4	23.53	4	23.53	17	31	55		
		Urban	7	63.64	0	0.00	3	27.27	1	9.09	11				
		Total	14	50.00	2	7.14	7	25.00	5	17.86	28				
	Female	Rural	10	71.43	2	14.29	2	14.29	0	0.00	14	24			
		Urban	5	38.46	5	38.46	2	15.38	1	7.69	13				
		Total	15	55.56	7	25.93	4	14.81	1	3.70	27				
above 60	Male	Rural	1	25.00	2	50.00	1	25.00	0	0.00	4	8	18		
		Urban	3	42.86	2	28.57	2	28.57	0	0.00	7				
		Total	4	36.36	4	36.36	3	27.27	0	0.00	11				
	Female	Rural	4	100.0	0	0.00	0	0.00	0	0.00	4	10			
		Urban	1	33.33	0	0.00	2	66.67	0	0.00	3				
		Total	5	71.43	0	0.00	2	28.57	0	0.00	7				
Total	Male	Rural	115	58.97	26	13.33	32	16.41	22	11.28	195	389	681		
		Urban	92	63.01	25	17.12	22	15.07	7	4.79	146				
		Total	207	60.70	51	14.96	54	15.84	29	8.50	341				
	Female	Rural	103	53.09	30	15.46	48	24.74	13	6.70	194	292			
		Urban	84	57.53	22	15.07	24	16.44	16	10.96	146				
		Total	187	55.00	52	15.29	72	21.18	29	8.53	340				
Gross Total			394		103		126		58		681				

The data shows that the use of social media was the most effective tool for election campaigns in rural areas and urban areas, among males and females. Print media, which remained a major guiding force during the great revolutions in the world, is the weakest medium of election campaigns. Considering age-wise, voters from the younger age group (30-40 Years) have reported that social media was the strongest tool of voting behaviour, followed by face-to-face interaction. Similar results were reported by the voters from the age group of 40-50 years. Voters from the age group of 50-60 years have reported that social media was the strongest medium, followed by electronic media. A little effect of the print media was found among the voters of this group. Voters from the age group of above 60 years have reported that social media was the most important tool of political marketing and face-to-face interaction also has a considerable effect on the voting behaviour of the people. Electronic media and print media have no effect on voting behaviour.

The findings are not in corresponds with the general belief that social media has more effect on the younger generation as compared to the older age people. Rather social media was found to be most effective among the persons above the age of 60 years. Similarly, the print media was found to be more effective in the middle age groups and had a lesser effect on the younger and older people. On the basis of the data, it can be concluded that social media has become the most effective tool of election campaigning by the political parties and the candidates. Fieldwork by the candidates and their teams also has a considerable effect on electoral behaviour. Electronic media seems to have lost the faith of the public, as is visible from its position in the rankings of global-level agencies. Apart from social media, face-to-face interaction was found to be the most effective means of voting behaviour. Face-to-face interaction and social media are the most effective tools for election campaigning. There are a few similarities between both of these tools, i.e., both of those provide two-way communication, and both provide personal communication. On the other hand, print media and electronic media provide only a one-way communication, in which the voters cannot express their opinions. It shows that the voters do not like to become passive participants, but active and honourable participants in the electoral process of the country.

Quantitative analysis of MPs

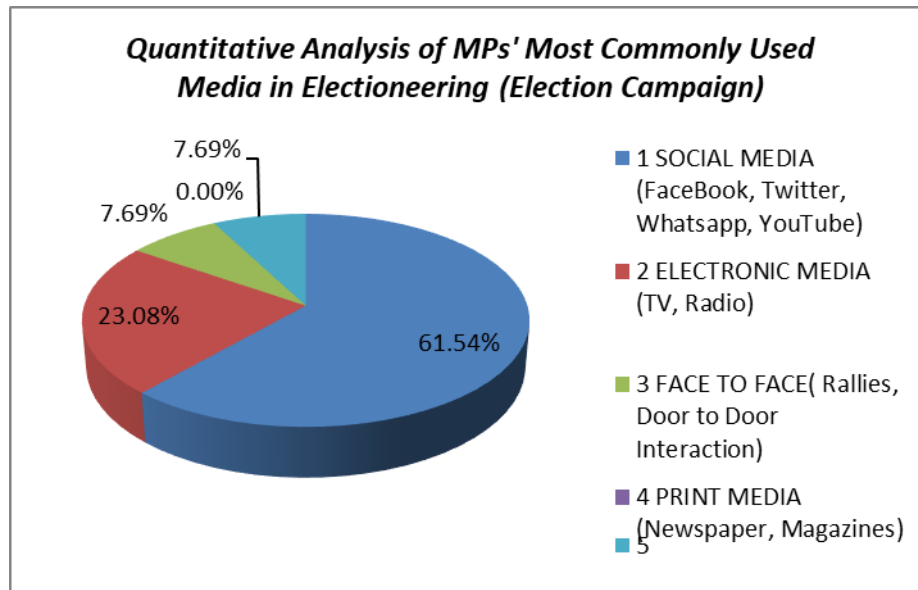


Figure 4.1 Quantitative Analysis of MPs' Most Commonly Used Media in Electioneering (Election Campaign)

The data suggests that among Members of Parliament (MPs), social media emerges as the most commonly used medium for election campaigning, with 61.54% of respondent's favouring its usage. Platforms like Facebook, Twitter, WhatsApp, and YouTube seem to play an important role in reaching out to voters and circulating political messages. This preference for social media reflects the increasing digitalization of political communication and the wide reach these platforms offer to engage with voters directly. In contrast, electronic media, including television and radio, received favourable responses from only 23.08% of MPs. While these traditional mediums still hold significance in electioneering, especially for reaching older demographics, their influence seems to be overshadowed by the widespread use of social media among MPs. Additionally, face-to-face interactions, such as rallies and door-to-door campaigns, garnered minimal favourability, with only 7.69% of MPs expressing preference for this mode of campaigning.

Overall, survey analysis suggests the growing importance of social media in modern election campaigns, highlighting the need for MPs to effectively utilize digital channels to connect with voters and convey their political messages. Similarly, in a study conducted by **Neyazi et al., 2016**, looked at how being active online in politics might lead to more political involvement, in a non-Western setting. Their study was focused

on India's 2014 national election, a big event with lots of digital info from all parties. The study compared how the opposition parties BJP and AAP, along with the INC, used online channels. They predicted that being engaged online, especially sharing campaign info, would make people more active in politics. They checked this idea by looking at different factors like how much people cared about the campaign, how much they paid attention to political stuff in traditional media, and more. The study found that connecting with parties, sharing info and being interested in the campaign were the big things that influenced how involved people got (Neyazi et al., 2016a).

Following the question about the most commonly used media in election campaigns, the focus shifts to identifying the media that holds the most vital role in shaping opinions, highlighting its crucial influence on voter perspectives.

4.1.2. The Media Which Plays a Most Vital Role in Opinion Making

Table 4.2 The Media Which Plays a Most Vital Role in Opinion Making

Age Group	Gender	Background	The media which plays a most vital role in opinion making										Total 1 (M/ F)	Total (R/ U)	Total (AGE)
			SOCIAL MEDIA		ELECTRONIC MEDIA		FACE TO FACE		RALLIES		PRINT MEDIA				
			Count	%age	Count	%age	Count	%age	Count	%age	Count	%age			
Less Than 30	Male	Rural	20	58.82	8	23.53	5	14.71	1	2.94	0	0.00	34	65	137
		Urban	20	46.51	5	11.63	10	23.26	7	16.28	1	2.33	43		
		Total	40	51.95	13	16.88	15	19.48	8	10.39	1	1.30	77		
	Female	Rural	16	51.61	6	19.35	8	25.81	1	3.23	0	0.00	31	72	
		Urban	18	62.07	7	24.14	3	10.34	0	0.00	1	3.45	29		
		Total	34	56.67	13	21.67	11	18.33	1	1.67	1	1.67	60		
Total		74.00	54.01	26.00	18.98	26.00	18.98	9.00	6.57	2.00	1.46	137.00			
30-40	Male	Rural	45	56.25	12	15.00	9	11.25	11	13.75	3	3.75	80	160	264
		Urban	26	54.17	4	8.33	13	27.08	3	6.25	2	4.17	48		
		Total	71	55.47	16	12.50	22	17.19	14	10.94	5	3.91	128		
	Female	Rural	42	52.50	5	6.25	20	25.00	10	12.50	3	3.75	80	104	
		Urban	38	67.86	3	5.36	9	16.07	4	7.14	2	3.57	56		
		Total	80	58.82	8	5.88	29	21.32	14	10.29	5	3.68	136		
Total		151.00	57.20	24.00	9.09	51.00	19.32	28.00	10.61	10.00	3.79	264.00			
40-50	Male	Rural	26	43.33	9	15.00	12	20.00	12	20.00	1	1.67	60	125	207
		Urban	22	59.46	6	16.22	4	10.81	4	10.81	1	2.70	37		
		Total	48	49.48	15	15.46	16	16.49	16	16.49	2	2.06	97		
	Female	Rural	26	40.00	12	18.46	15	23.08	12	18.46	0	0.00	65	82	
		Urban	21	46.67	5	11.11	13	28.89	2	4.44	4	8.89	45		
		Total	47	42.73	17	15.45	28	25.45	14	12.73	4	3.64	110		
Total		95.00	45.89	32.00	15.46	44.00	21.26	30.00	14.49	6.00	2.90	207.00			
50-60	Male	Rural	4	23.53	0	0.00	5	29.41	6	35.29	2	11.76	17	31	55
		Urban	6	54.55	0	0.00	3	27.27	2	18.18	0	0.00	11		
		Total	10	35.71	0	0.00	8	28.57	8	28.57	2	7.14	28		
	Female	Rural	10	71.43	0	0.00	4	28.57	0	0.00	0	0.00	14	24	
		Urban	8	61.54	1	7.69	0	0.00	2	15.38	2	15.38	13		
		Total	18	66.67	1	3.70	4	14.81	2	7.41	2	7.41	27		
Total		28	50.91	1.00	1.82	12.00	21.82	10	18.18	4.00	7.27	55.00			
Above 60	Male	Rural	1	25.00	2	50.00	1	25.00	0	0.00	0	0.00	4	8	18
		Urban	0	0.00	0	0.00	4	57.14	1	14.29	2	28.57	7		
		Total	1	9.09	2	18.18	5	45.45	1	9.09	2	18.18	11		
	Female	Rural	0	0.00	2	50.00	1	25.00	1	25.00	0	0.00	4	10	
		Urban	0	0.00	0	0.00	3	100.00	0	0.00	0	0.00	3		
		Total	0	0.00	2	28.57	4	57.14	1	14.29	0	0.00	7		
Total		1.00	5.56	4.00	22.22	9.00	50.00	2.00	11.11	2.00	11.11	18.00			
Total	Male	Rural	96	49.23	31	15.90	32	16.41	30	15.38	6	3.08	195	389	681
		Urban	74	50.68	15	10.27	34	23.29	17	11.64	6	4.11	146		
		Total	170	49.85	46	13.49	66	19.35	47	13.78	12	3.52	341		
	Female	Rural	94	48.45	25	12.89	48	24.74	24	12.37	3	1.55	194	292	
		Urban	85	58.22	16	10.96	28	19.18	8	5.48	9	6.16	146		
		Total	179	52.65	41	12.06	76	22.35	32	9.41	12	3.53	340		
Gross Total			349	51.25	87	12.78	142	20.85	79	11.60	24	3.52	681	681	681

Every best effort was made by political parties to influence public opinion in their favour during political campaigning. Various types of media, including electronic media, print media, rallies, face-to-face interactions, and social media, were utilized for this purpose. According to the study, 51.25% of people considered social media as the most effective tool for shaping public opinion, with face-to-face interactions ranking second at 20.85%. Electronic media was supported by 12.78% of the respondents, while rallies and print media were endorsed by 11.60% and 3.52% of the participants, respectively.

From the statistics, it was evident that 49.23% of rural males, 50.68% of rural females, 50.68% of urban males, and 58.22% of urban females were influenced by social media for opinion-making, indicating a higher influence among female voters. Face-to-face interactions influenced 20.85% of the respondents, with 16.41% of rural males, 23.29% of urban males, 24.74% of rural females, and 19.18% of urban females being influenced by this method. Electronic media played a role in the opinion-making process for 12.78% of the respondents, with 15.90% of rural males, 10.27% of urban males, 12.89% of rural females, and 10.96% of urban females being influenced by it. The influence of rallies in shaping opinion appeared to be lower than electronic media, with only 11.60% of respondents forming their opinions based on knowledge gained from rallies. Among them, 15.38% were rural males, 11.64% were urban males, 12.37% were rural females, and 5.48% were urban females. Print media had the least impact on opinion-making, with only 3.52% of respondents forming their opinions based on knowledge gained from sources like newspapers or other periodicals. Among these respondents, 3.08% were rural males, 4.11% were urban males, 1.55% were rural females, and 6.16% were urban females.

As far as age groups were concerned, almost every age group except the age group 'Above 60' preferred social media for opinion-making. Only the age group 'Above 60' still depended on face-to-face interaction for opinion-making, with 50% of people in this age group considering it the best source. Other age groups ranked social media as their first choice, followed by face-to-face interactions, and then electronic media. Rallies and print media were given very low priority by each age group. Interestingly, the percentage of people between 30-40 who considered social media the best tool for

opinion-making was higher than the age group ‘less than 30’. In conclusion, the study revealed a clear preference for social media as the most influential tool in shaping public opinion during political campaigning, winning support from 51.25% of respondents. Face-to-face interactions followed closely behind, with 20.85% considering it a relevant source for opinion formation. Electronic media, rallies, and print media trailed behind in their impact. Additionally, the data highlighted a significant gender disparity, with females, both in rural and urban areas, showing a greater tendency towards social media as a means of opinion-making compared to their male equivalents. This highlighted the evolving role of digital platforms in political communication, particularly in engaging and influencing female voters.

Quantitative analysis of MPs

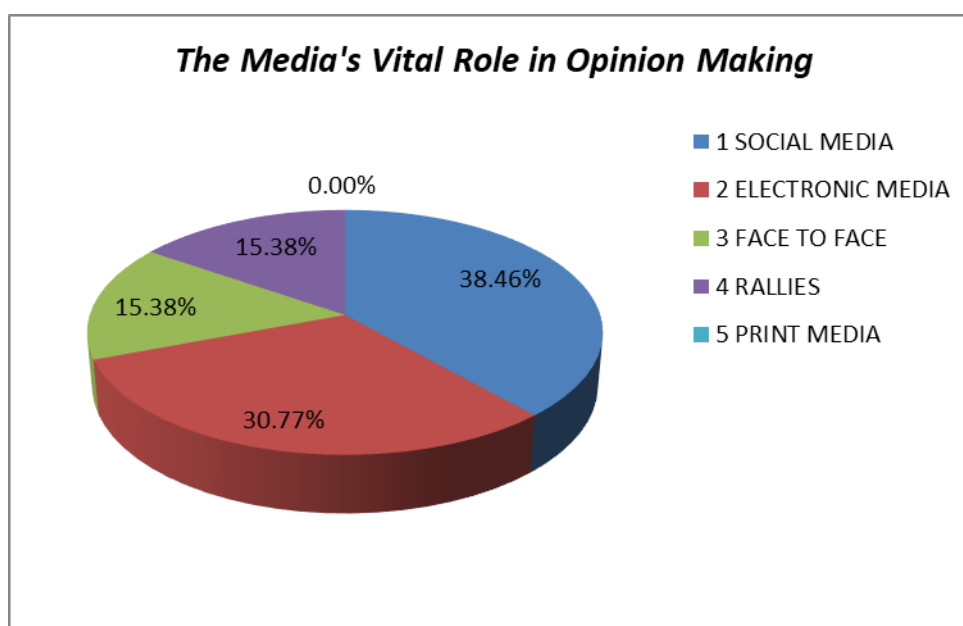


Figure 4.2 The Media's Vital Role in Opinion Making

Among Members of Parliament (MPs), social media is recognised as playing the most important role in opinion-making, with 38.46% of respondents expressing a favourable view towards its influence. This suggests that platforms like Facebook, Twitter, WhatsApp, and YouTube are highly influential in shaping public opinion and discourse. The widespread usage of social media allows MPs to directly engage with voters, share their perspectives, and influence public perceptions on various issues.

Following closely behind social media is electronic media, including television and radio, which gained satisfactory responses from 30.77% of MPs. While traditional electronic media continues to hold significance in opinion-making, especially for reaching wider audiences, its influence seems to be like by the interactive and personalized nature of social media platforms. Face-to-face interactions, such as rallies and door-to-door campaigns, and other traditional modes of communication, received relatively lower favourability, indicating a shift towards digital platforms for opinion-making.

Remarkably, print media, comprising newspapers and magazines, received no favourable responses from MPs in the survey. This highlights the declining influence of traditional print publications in shaping public opinion, further emphasizing the dominance of digital and electronic media in modern political communications. Overall, the data highlights the fundamental role of social media in shaping opinions. One of the research projects conducted by Biswas et al., 2014 studied the pivotal shift in the 16th Lok Sabha election of 2014 and distinguishing it from previous ones in India's independent history. A notable transformation was the extensive utilization of social media to engage potential voters, especially the 149 million first-time voters, who were particularly adept with technology. In earlier years, traditional media held influence in creating public awareness, but over time, social media emerged as a potent tool not only for broadcasting information but also for fascinating public interest. Politicians increased their presence on these platforms. Their study analyses whether the young electorate was influenced by social media in their decision to vote in the 2014 elections and whether it held the potential to be a game-changer. Additionally, it investigates if political parties were successful in gathering votes from the youth through the influence of social **media** (Biswas et al., 2014) .

4.1.3. The Most Widely Used Social Media App in the Election Campaigning

Social media had emerged as the most effective tool for opinion-making in modern political campaigns. However, within the dominion of social media, various applications were utilized for campaigning purposes. Among these, Facebook emerged as the most widely used app for political participation, irrespective of urban or rural backgrounds and gender demographics.

Table 4.3 The Most Widely Used Social Media App in the Election Campaigning

Age	Gender	Backgro und	The most widely used social media app in the election campaigning								Total (M/F)	Tota l (R/U)	Total (AGE)
			YouTube		WhatsApp		Facebook		Twitter				
			Count	%age	Count	%age	Count	%age	Count	%age			
Less Than 30	Male	Rural	7	20.59	3	8.82	16	47.06	8	23.53	34	65	137
		Urban	10	23.26	7	16.28	22	51.16	4	9.30	43		
		Total	17	22.08	10	12.99	38	49.35	12	15.58	77		
	Female	Rural	7	22.58	3	9.68	14	45.16	7	22.58	31	72	
		Urban	0	0.00	11	37.93	18	62.07	0	0.00	29		
		Total	7	11.67	14	23.33	32	53.33	7	11.67	60		
	Total		24.00	17.52	24.00	17.52	70.00	51.09	19.00	13.87	137.00		
30-40	Male	Rural	17	21.25	10	12.50	47	58.75	6	7.50	80	160	264
		Urban	2	4.17	16	33.33	25	52.08	5	10.42	48		
		Total	19	14.84	26	20.31	72	56.25	11	8.59	128		
	Female	Rural	13	16.25	18	22.50	48	60.00	1	1.25	80	104	
		Urban	0	0.00	26	46.43	24	42.86	6	10.71	56		
		Total	13	9.56	44	32.35	72	52.94	7	5.15	136		
	Total		32.00	12.12	70.00	26.52	144.0	54.55	18.00	6.82	264.00		
40-50	Male	Rural	1	1.67	20	33.33	36	60.00	3	5.00	60	125	207
		Urban	3	8.11	13	35.14	21	56.76	0	0.00	37		
		Total	4	4.12	33	34.02	57	58.76	3	3.09	97		
	Female	Rural	6	9.23	31	47.69	23	35.38	5	7.69	65	82	
		Urban	9	20.00	14	31.11	17	37.78	5	11.11	45		
		Total	15	13.64	45	40.91	40	36.36	10	9.09	110		
	Total		19.00	9.18	78.00	37.68	97.00	46.86	13.00	6.28	207.00		
50-60	Male	Rural	3	17.65	4	23.53	10	58.82	0	0.00	17	31	55
		Urban	0	0.00	3	27.27	8	72.73	0	0.00	11		
		Total	3	10.71	7	25.00	18	64.29	0	0.00	28		
	Female	Rural	0	0.00	2	14.29	12	85.71	0	0.00	14	24	
		Urban	2	15.38	1	7.69	10	76.92	0	0.00	13		
		Total	2	7.41	3	11.11	22	81.48	0	0.00	27		
	Total		5.00	9.09	10.00	18.18	40.00	72.73	0.00	0.00	55.00		
abov e 60	Male	Rural	1	25.00	1	25.00	2	50.00	0	0.00	4	8	18
		Urban	0	0.00	1	14.29	6	85.71	0	0.00	7		
		Total	1	9.09	2	18.18	8	72.73	0	0.00	11		
	Female	Rural	0	0.00	4	100	0	0.00	0	0.00	4	10	
		Urban	0	0.00	1	33.33	2	66.67	0	0.00	3		
		Total	0	0.00	5	71.43	2	28.57	0	0.00	7		
	Total		1.00	5.56	7.00	38.89	10.00	55.56	0.00	0.00	18.00		
Total	Male	Rural	29	14.87	38	19.49	111	56.92	17	8.72	195	389	681
		Urban	15	10.27	40	27.40	82	56.16	9	6.16	146		
		Total	44	12.90	78	22.87	193	56.60	26	7.62	341		
	Female	Rural	26	13.40	58	29.90	97	50.00	13	6.70	194	292	
		Urban	11	7.53	53	36.30	71	48.63	11	7.53	146		
		Total	37	10.88	111	32.65	168	49.41	24	7.06	340		
Gross Total			81	11.89	189	27.75	361	53.01	50	7.34	681	681	

The data revealed that Facebook held the highest usage percentage among all social media platforms, with 53.01% of respondents expressing a preference for it. This preference was reflected across different demographics, with 56.92% of rural males and 56.16% of urban males utilizing Facebook for political knowledge. Similarly, 50% of rural females and 48.63% of urban females engaged with Facebook for political participation and opinion-making. Overall, Facebook gathered the highest usage rates among both males (56.60%) and females (49.41%).

Following Facebook, WhatsApp held the second position in political campaigning, with 27.75% of respondents acknowledging it as the most widely used app. Usage percentages varied across demographics, with 19.49% of rural males, 27.40% of urban males, 29.90% of rural females, and 36.30% of urban females utilizing WhatsApp for political engagement. In contrast, YouTube was favoured by a smaller proportion of individuals, with only 11.89% expressing a preference for it in political campaigning. Usage percentages ranged from 14.87% among rural males to 7.53% among urban females. Twitter ranked the lowest among the social media platforms considered, with only 7.34% of respondents indicating preference for it in political information and online participation. Usage percentages varied from 8.72% among rural males to 6.16% among urban males, and 6.70% among rural females to 7.53% among urban females. In conclusion, the data emphasized Facebook's dominance as the preferred social media platform for political campaigning, with WhatsApp following closely behind. Twitter, on the other hand, held a lower priority among voters. These findings highlighted the need for political actors to strategically influence the popularity of Facebook and WhatsApp in engaging with voters and shaping public opinion during political campaigns.

Quantitative analysis of MPs

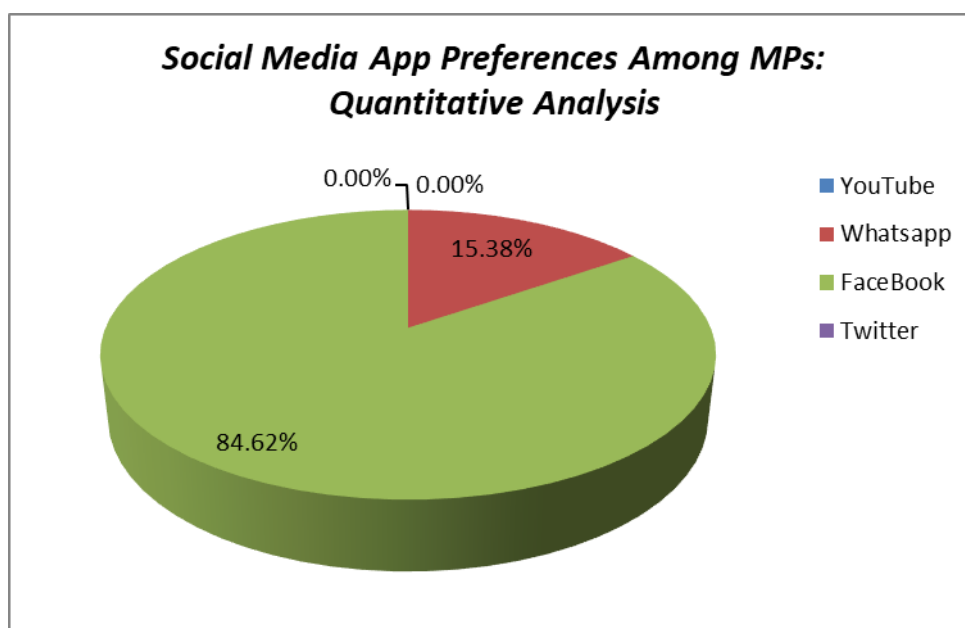


Figure 4.3 Social Media App Preferences Among MPs: Quantitative Analysis

According to the survey responses from Members of Parliament (MPs), Facebook emerges as the most widely used social media app in election campaigning, with 84.62% of members expressing a promising view towards its usage. This indicates the significant impact and prevalence of Facebook as a tool for political communication and engagement during electoral campaigns. The platform's extensive user base and features for targeted advertising and outreach likely contribute to its popularity among MPs for reaching constituents and mobilizing support. In contrast, WhatsApp also gains favourable responses, although to a lesser extent, with 15.38% of MPs acknowledging its usage in election campaigning. While WhatsApp is widely utilized for its messaging capabilities and group communication, its role in political campaigns may be more focused on popular mobilization, direct voter outreach, and broadcasting of campaign messages among smaller, more targeted audiences. Interestingly, YouTube and Twitter received no positive responses in the survey, suggesting that while these platforms may have relevance in political debate and engagement, they are not seeming as the most widely used social media apps specifically for election campaigning by MPs. Overall, the data highlights the dominance of Facebook as the preferred social media platform

for electoral outreach and communication among MPs, highlighting its pivotal role in modern political campaigning strategies.

The role of social media in shaping political discourse, especially during the 16th Lok Sabha elections, has been extensively studied and analysed in academic literature. Patel et al. (2020) have explored how various social media platforms have transformed the way the youth engage with political news and information. Studies have shown that platforms like Facebook, Twitter, and Instagram have become crucial channels for political communication, enabling candidates and political parties to directly connect with voters, especially the youth demographic. The accessibility and ease of sharing information on these platforms have made them effective tools for political mobilization and influence. The exponential growth of Internet users, especially in rural areas, has expanded the reach of social media platforms, making them even more influential in political communication and mobilization. Furthermore, studies have explored the evolving role of traditional media, particularly television, in comparison to digital media in influencing voter behaviour (Patel et al., 2020b).

4.1.4 Average Daily Time Spent on Electronic Media (TV, Radio) by Voters

Through a detailed analysis of the data, distinct patterns of electronic media consumption emerge, provide information on preferences and habits related to political participation and opinion formation. Examining the data by age group, it becomes noticeable that electronic media consumption varies significantly across different segments of the population.

Table 4.4 Average Daily Time Spent on Electronic Media (TV, Radio) by Voters

Average Daily Time Spent on Electronic Media (TV, Radio)																	
Age	Gender	Background	by Voters												Total(M/F)	Total I (R/U)	Total (AGE)
			Never		Less than 1 hour		1-2 hours		2-3 hours		3-4 hours		More than 4 hours				
			Count	%age	Count	%age	Count	%age	Count	%age	Count	%age	Count	%age			
Less Than 30	Male	Rural	10	29.41	11	32.35	5	14.71	3	8.82	2	5.88	3	8.82	34	65	137
		Urban	12	27.91	15	34.88	5	11.63	7	16.28	0	0.00	4	9.30	43		
		Total	22	28.57	26	33.77	10	12.99	10	12.99	2	2.60	7	9.09	77		
	Female	Rural	3	9.68	10	32.26	12	38.71	5	16.13	1	3.23	0	0.00	31	72	
		Urban	9	31.03	8	27.59	6	20.69	4	13.79	2	6.90	0	0.00	29		
		Total	12	20.00	18	30.00	18	30.00	9	15.00	3	5.00	0	0.00	60		
	Total		34.00	24.82	44.00	32.12	28.00	20.44	19.00	13.87	5.00	3.65	7.00	5.11	137.00		
30-40	Male	Rural	9	11.25	23	28.75	29	36.25	11	13.75	7	8.75	1	1.25	80	160	264
		Urban	1	2.08	18	37.50	12	25.00	14	29.17	2	4.17	1	2.08	48		
		Total	10	7.81	41	32.03	41	32.03	25	19.53	9	7.03	2	1.56	128		
	Female	Rural	2	2.50	26	32.50	32	40.00	11	13.75	8	10.00	1	1.25	80	104	
		Urban	2	3.57	31	55.36	9	16.07	10	17.86	4	7.14	0	0.00	56		
		Total	4	2.94	57	41.91	41	30.15	21	15.44	12	8.82	1	0.74	136		
	Total		14.00	5.30	98.00	37.12	82.00	31.06	46.00	17.42	21.00	7.95	3.00	1.14	264.00		
40-50	Male	Rural	5	8.33	16	26.67	25	41.67	9	15.00	5	8.33	0	0.00	60	125	207
		Urban	5	13.51	8	21.62	13	35.14	9	24.32	1	2.70	1	2.70	37		
		Total	10	10.31	24	24.74	38	39.18	18	18.56	6	6.19	1	1.03	97		
	Female	Rural	1	1.54	24	36.92	24	36.92	9	13.85	7	10.77	0	0.00	65	82	
		Urban	3	6.67	13	28.89	11	24.44	16	35.56	0	0.00	2	4.44	45		
		Total	4	3.64	37	33.64	35	31.82	25	22.73	7	6.36	2	1.82	110		
	Total		14.00	6.76	61.00	29.47	73.00	35.27	43.00	20.77	13.00	6.28	3.00	1.45	207.00		
50-60	Male	Rural	5	29.41	1	5.88	7	41.18	0	0.00	0	0.00	4	23.53	17	31	55
		Urban	3	27.27	2	18.18	3	27.27	0	0.00	1	9.09	2	18.18	11		
		Total	8	28.57	3	10.71	10	35.71	0	0.00	1	3.57	6	21.43	28		
	Female	Rural	0	0.00	6	42.86	7	50.00	1	7.14	0	0.00	0	0.00	14	24	
		Urban	0	0.00	2	15.38	4	30.77	6	46.15	1	7.69	0	0.00	13		
		Total	0	0.00	8	29.63	11	40.74	7	25.93	1	3.70	0	0.00	27		
	Total		8.00	14.55	11.00	20.00	21.00	38.18	7.00	12.73	2.00	3.64	6.00	10.91	55.00		
above 60	Male	Rural	0	0.00	2	50.00	0	0.00	2	50.00	0	0.00	0	0.00	4	8	18
		Urban	0	0.00	2	28.57	3	42.86	1	14.29	1	14.29	0	0.00	7		
		Total	0	0.00	4	36.36	3	27.27	3	27.27	1	9.09	0	0.00	11		
	Female	Rural	0	0.00	2	50.00	1	25.00	1	25.00	0	0.00	0	0.00	4	10	
		Urban	0	0.00	0	0.00	0	0.00	2	66.67	1	33.33	0	0.00	3		
		Total	0	0.00	2	28.57	1	14.29	3	42.86	1	14.29	0	0.00	7		
	Total		0.00	0.00	6.00	33.33	4.00	22.22	6.00	33.33	2.00	11.11	0.00	0.00	18.00		
Total I	Male	Rural	29	14.87	53	27.18	66	33.85	25	12.82	14	7.18	8	4.10	195	389	681
		Urban	21	14.38	45	30.82	36	24.66	31	21.23	5	3.42	8	5.48	146		
		Total	50	14.66	98	28.74	102	29.91	56	16.42	19	5.57	16	4.69	341		
	Female	Rural	6	3.09	68	35.05	76	39.18	27	13.92	16	8.25	1	0.52	194	292	
		Urban	14	9.59	54	36.99	30	20.55	38	26.03	8	5.48	2	1.37	146		
		Total	20	5.88	122	35.88	106	31.18	65	19.12	24	7.06	3	0.88	340		
Gross Total			70	10.28	220	32.31	208	30.54	121	17.77	43	6.31	19	2.79	681	681	681
Mean			2.77														
Standard Deviation			1.07														

Among respondents aged less than 30 years, a substantial proportion allocated between 1 to 2 hours daily to electronic media, constituting 32.12% of the total respondents in this age group. Additionally, 20.44% reported spending 2 to 3 hours, while 17.42% devoted more than 4 hours daily to electronic media consumption. This suggests a considerable engagement with television and radio content among young adults, indicative of their active involvement in political awareness and information gathering.

In the 30 to 40 age group, electronic media consumption exhibits a diverse pattern, with variations observed between rural and urban respondents. Notably, 32.03% of urban individuals in this age bracket reported spending 1 to 2 hours daily on electronic media, while 25% allocated 2 to 3 hours. In contrast, rural respondents demonstrated a slightly lower level of engagement, with 28.75% spending 1 to 2 hours and 36.25% devoting 2 to 3 hours daily. However, a significant proportion, particularly among urban residents, reported spending more than 4 hours daily on electronic media, highlighting the importance of television and radio as sources of political information and engagement among middle-aged individuals. Similarly, among individuals aged between 40 to 50 years, electronic media consumption shows distinct patterns based on rural or urban background. Urban respondents displayed a higher inclination for electronic media consumption, with 35.14% spending 2 to 3 hours and 24.32% devoting 3 to 4 hours daily. In contrast, rural respondents exhibited a slightly lower level of engagement, with 26.67% spending 2 to 3 hours and 41.67% allocating 3 to 4 hours daily. These findings highlight the role of urbanization in shaping media consumption habits and political engagement among middle-aged individuals. Among respondents aged 50 to 60 years and above, electronic media consumption tends to decrease, with fewer individuals reporting spending significant amounts of time on TV and radio. However, even in this age group, urban residents demonstrate a higher tendency for electronic media consumption, with 27.27% spending 2 to 3 hours daily.

Regarding gender differences, the data suggests that both males and females demonstrate similar patterns of electronic media consumption, with urban residents generally exhibiting higher levels of engagement compared to their rural counterparts. This highlights the importance of urbanization and access to electronic media infrastructure in shaping media consumption habits and political engagement among

individuals across different demographic groups. Overall, the data highlights electronic media consumption patterns among individuals in the context of political participation and opinion formation. While electronic media remains a vital source of political information and engagement across all demographic groups

Quantitative analysis of MPs

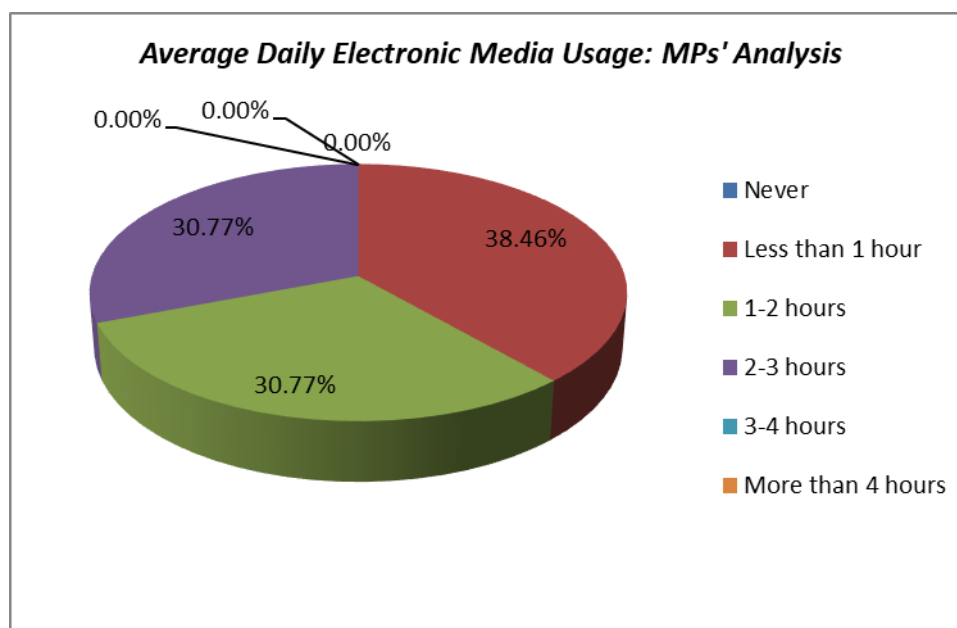


Figure 4.4 Average Daily Electronic Media Usage: MPs' Analysis

According to the survey responses, the majority of respondents indicated that they spend an average of 1-2 hours per day on electronic media (TV, Radio), accounting for 30.77% of favourable responses. This suggests that MPs allocate a moderate amount of time to consuming electronic media for information and entertainment purposes. Additionally, a significant portion of respondents, comprising 38.46%, reported spending less than 1 hour per day on electronic media, reflecting a higher percentage of MPs who allocate a relatively shorter time to consuming television and radio content on a daily basis, MPs generally do not dedicate extensive amounts of time to consuming television or radio broadcasts. Overall, the data highlights that MPs tend to spend a moderate amount of time engaging with electronic media, with the majority allocating between 1-2 hours per day. This suggests that electronic media plays a significant but not overwhelming role in their daily routines.

Verma & Sardesai (2014) conducted a study examining the impact of media exposure on Indian elections using data from the National Election Study spanning from 1996 to 2014. Their research generated four primary findings. Firstly, they observed a significant increase in media exposure among Indian voters over the past two decades. Secondly, they found that in the 2014 elections, voters with higher media exposure were more likely to vote for the Bharatiya Janata Party (BJP). Thirdly, this trend of media-influenced support for the BJP was constant across previous Lok Sabha elections, indicating a persistent pattern. Lastly, the study revealed that media exposure not only shaped political preferences but also correlated with support for economic liberalization, while showing no impact on social conservatism tendencies (Verma & Sardesai, 2014).

4.1.5 Average Daily Time Spent on Print Media (Newspaper, Magazine) by Voters

Table 4.5 Average Daily Time Spent on Print Media (Newspaper, Magazine) by Voters

Average Daily Time Spent on Print Media (Newspaper, Magazine) by Voters															TOT AL (R/U)	Tot al (A GE)	
Age	Gen der	Backgr ound	1-2 hours		2-3 hours		3-4 hours		More than 4 hours		Never				Total(M/F)	Rura l	
			Frequ ency	%age	Frequ ency	%ag e	Frequ ency	%ag e	Frequ ency	%ag e	Frequ ency	%ag e	Frequ ency	%ag e			
Les s Than 30	Male	Rural	11	32.35	3	8.82	2	5.88	1	2.94	17	50.00	0	0.00	34	65	137
		Urban	26	60.47	2	4.65	2	4.65	0	0.00	13	30.23	0	0.00	43		
		Total	37	48.05	5	6.49	4	5.19	1	1.30	30	38.96	0	0.00	77		
	Fem ale	Rural	23	74.19	2	6.45	0	0.00	0	0.00	6	19.35	0	0.00	31	72	
		Urban	17	58.62	8	27.59	1	3.45	1	3.45	2	6.90	0	0.00	29		
		Total	40	66.67	10	16.67	1	1.67	1	1.67	8	13.33	0	0.00	60		
	Total		77.00	56.20	15.00	10.95	5.00	3.65	2.0 0	1.46	38.00	27.74	0.00	0.00	137.00		
30-40	Male	Rural	54	67.50	7	8.75	8	10.00	0	0.00	11	13.75	0	0.00	80	160	264
		Urban	25	52.08	12	25.00	2	4.17	0	0.00	9	18.75	0	0.00	48		
		Total	79	61.72	19	14.84	10	7.81	0	0.00	20	15.63	0	0.00	128		
	Fem ale	Rural	44	55.00	7	8.75	6	7.50	2	2.50	21	26.25	0	0.00	80	104	
		Urban	34	60.71	7	12.50	2	3.57	0	0.00	13	23.21	0	0.00	56		
		Total	78	57.35	14	10.29	8	5.88	2	1.47	34	25.00	0	0.00	136		
	Total		157.00	59.47	33.00	12.50	18.0 0	6.82	2.0 0	0.76	54.00	20.45	0.00	0.00	264.00		
40-50	Male	Rural	33	55.00	5	8.33	3	5.00	1	1.67	18	30.00	0	0.00	60	125	207
		Urban	27	72.97	4	10.81	3	8.11	0	0.00	3	8.11	0	0.00	37		
		Total	60	61.86	9	9.28	6	6.19	1	1.03	21	21.65	0	0.00	97		
	Fem ale	Rural	48	73.85	8	12.31	2	3.08	0	0.00	7	10.77	0	0.00	65	82	
		Urban	25	55.56	4	8.89	8	17.78	2	4.44	6	13.33	0	0.00	45		
		Total	73	66.36	12	10.91	10	9.09	2	1.82	13	11.82	0	0.00	110		
	Total		133.00	64.25	21.00	10.14	16.0 0	7.73	3.0 0	1.45	34.00	16.43	0.00	0.00	207.00		
50-60	Male	Rural	12	70.59	1	5.88	0	0.00	0	0.00	4	23.53	0	0.00	17	31	55
		Urban	8	72.73	1	9.09	1	9.09	0	0.00	1	9.09	0	0.00	11		
		Total	20	71.43	2	7.14	1	3.57	0	0.00	5	17.86	0	0.00	28		
	Fem ale	Rural	11	78.57	1	7.14	0	0.00	0	0.00	2	14.29	0	0.00	14	24	
		Urban	6	46.15	7	53.85	0	0.00	0	0.00	0	0.00	0	0.00	13		
		Total	17	62.96	8	29.63	0	0.00	0	0.00	2	7.41	0	0.00	27		
	Total		37.00	67.27	10.00	18.18	1.00	1.82	0.0 0	0.00	7.00	12.73	0.00	0.00	55.00		
abo ve 60	Male	Rural	3	75.00	0	0.00	0	0.00	0	0.00	1	25.00	0	0.00	4	8	18
		Urban	5	71.43	0	0.00	1	14.29	0	0.00	1	14.29	0	0.00	7		
		Total	8	72.73	0	0.00	1	9.09	0	0.00	2	18.18	0	0.00	11		
	Fem ale	Rural	3	75.00	0	0.00	0	0.00	0	0.00	1	25.00	0	0.00	4	10	
		Urban	2	66.67	1	33.33	0	0.00	0	0.00	0	0.00	0	0.00	3		
		Total	5	71.43	1	14.29	0	0.00	0	0.00	1	14.29	0	0.00	7		
	Total		13.00	72.22	1.00	5.56	1.00	5.56	0.0 0	0.00	3.00	16.67	0.00	0.00	18.00		
Tot al	Male	Rural	113	57.95	16	8.21	13	6.67	2	1.03	51	26.15	0	0.00	195	389	681
		Urban	91	62.33	19	13.01	9	6.16	0	0.00	27	18.49	0	0.00	146		
		Total	204	59.82	35	10.26	22	6.45	2	0.59	78	22.87	0	0.00	341		
	Fem ale	Rural	129	66.49	18	9.28	8	4.12	2	1.03	37	19.07	0	0.00	194	292	
		Urban	84	57.53	27	18.49	11	7.53	3	2.05	21	14.38	0	0.00	146		
		Total	213	62.65	45	13.24	19	5.59	5	1.47	58	17.06	0	0.00	340		
Gross Total			417	61.23	80	11.75	41	6.02	7	1.03	136	19.97	0	0.00	681	681	681
Mean			2.07														
Standard Deviation			1.58														

The data presented in Table 5 information regarding the average time allocated to print media, including newspapers and magazines, among individuals across different demographic categories such as age groups, genders, and backgrounds. A comprehensive analysis of the data reveals distinct patterns of print media consumption, offering important implications for understanding information spreading and consumption habits, particularly in the context of political awareness and participation.

When examining print media consumption by age group, notable variations emerge, reflecting diverse preferences and habits among different segments of the population. Among individuals aged less than 30 years, the data indicates that a significant proportion, comprising 38.96% of respondents, reported allocating 1 to 2 hours daily to print media consumption. Additionally, 30.23% of urban respondents in this age bracket indicated spending 1 to 2 hours daily on print media, suggesting a considerable engagement with newspapers and magazines among young adults, particularly in urban areas. However, it's noteworthy that a considerable portion of respondents in this age group, particularly in urban settings, reported never engaging with print media, indicating a shift towards digital sources of information among younger demographics. In the 30 to 40 age group, print media consumption patterns exhibit similar trends, with a significant proportion of respondents reporting spending 1 to 2 hours daily on print media, constituting 15.63% of the total respondents in this age bracket. However, the data also suggests a decline in print media consumption among younger middle-aged individuals, particularly in urban areas, with fewer respondents indicating regular engagement with newspapers and magazines compared to their older counterparts. Among individuals aged 40 to 50 years, print media consumption remains relatively stable, with a notable proportion, comprising 21.65% of respondents, reporting spending 1 to 2 hours daily on print media. However, the data also indicates a decline in print media consumption among younger middle-aged individuals, particularly in urban areas, with fewer respondents indicating regular engagement with newspapers and magazines compared to their older counterparts. Similarly, among individuals aged 50 to 60 years and above, print media consumption patterns exhibit a decline, with fewer respondents indicating regular engagement with newspapers and magazines compared to younger age groups. However, it's worth noting that print media still retains relevance among older demographics, with a notable proportion of respondents in this age group reporting spending 1 to 2 hours daily on print media, indicating a continued preference for traditional sources of information and news.

Regarding gender differences, the data suggests that both males and females demonstrate similar patterns of print media consumption, with urban residents generally exhibiting higher

levels of engagement compared to their rural counterparts. These findings highlight the need for print media outlets to adapt to changing consumer preferences and technological advancements to remain relevant in an increasingly digital world.

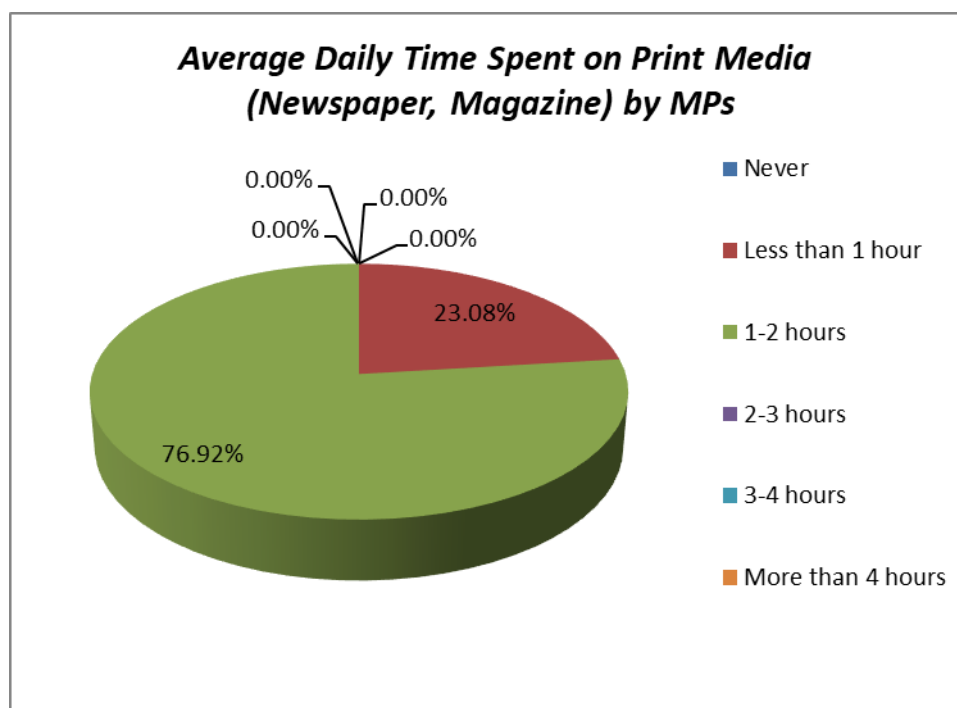


Figure 4.5 Average Daily Time Spent on Print Media (Newspaper, Magazine) by MPs

Based on the survey data, it appears that the majority of respondents spend an average of 1-2 hours per day on print media (newspapers, magazines), representing 76.92% of favourable responses. This suggests that MPs allocate a significant portion of their daily routine to consuming print media for information and analysis. Additionally, a smaller percentage of respondents, comprising 23.08%, reported spending less than 1 hour per day on print media, indicating that a minority of MPs allocate a relatively shorter time to reading newspapers and magazines on a daily basis.

Notably, none of the respondents reported spending more than 4 hours per day on print media, suggesting that MPs generally do not dedicate extensive amounts of time to consuming newspapers or magazines. Overall, the data highlights that MPs tend to allocate a significant but not overwhelming amount of time to print media, with the majority spending between 1-2 hours per day on newspapers and magazines. This suggests that print media remains a vital source of information and analysis for MPs, complementing other forms of media consumption in their daily routines.

Islam et al. conducted a content analysis study during India's 2014 election season to measure the political orientations of well-known Indian newspapers. They focused on the top four English broadsheet dailies—The Times of India, Hindustan Times, The Hindu, and The Telegraph—and analysed their coverage of political news related to the top contesting national parties. Their comparative analysis revealed a strong bias in favour of the BJP across the newspapers studied. They also examined whether there were any shifts in the validation trends over time. By drawing on both behaviouralist and humanist traditions, the study aimed to understand the dominant political climate and estimate the impact of latent newspaper content on readers' perceptions and attitudes. The study highlights the influential role of newspapers in shaping public opinion during election periods and highlighted the need for critical analysis of media coverage in democratic processes (Baharul Islam et al., 2015).

4.1.6 Average Daily Time Spent on Social Media (Facebook, Twitter, YouTube, WhatsApp)

Table 4.6 Average Daily Time Spent on Social Media (Facebook, Twitter, YouTube, WhatsApp) by Voters

Average Daily Time Spent on Social Media (Facebook, Twitter, YouTube, WhatsApp) by Voters																	
Age	Gender	Background	1-2 hours		2-3 hours		3-4 hours		More than 4 hours		Never				Total (M/F)	Total (R/U)	Total (AGE)
			Count	%age	Count	%age	Count	%age	Count	%age	Count	%age	Count	%age			
Less Than 30	Male	Rural	13	38.24	5	14.71	9	26.47	7	20.59	0	0.00	0	0.00	34	65	137
		Urban	16	37.21	9	20.93	8	18.60	5	11.63	5	11.63	0	0.00	43		
		Total	29	37.66	14	18.18	17	22.08	12	15.58	5	6.49	0	0.00	77		
	Female	Rural	11	35.48	4	12.90	12	38.71	2	6.45	2	6.45	0	0.00	31	72	
		Urban	17	58.62	4	13.79	5	17.24	1	3.45	2	6.90	0	0.00	29		
		Total	28	46.67	8	13.33	17	28.33	3	5.00	4	6.67	0	0.00	60		
	Total		57.00	41.61	22.00	16.06	34.00	24.82	15.00	10.95	9.00	6.57	0.00	0.00	137.00		
30-40	Male	Rural	29	36.25	27	33.75	19	23.75	2	2.50	3	3.75	0	0.00	80	160	264
		Urban	5	10.42	21	43.75	11	22.92	6	12.50	5	10.42	0	0.00	48		
		Total	34	26.56	48	37.50	30	23.44	8	6.25	8	6.25	0	0.00	128		
	Female	Rural	41	51.25	18	22.50	15	18.75	4	5.00	2	2.50	0	0.00	80	104	
		Urban	35	62.50	6	10.71	4	7.14	10	17.86	1	1.79	0	0.00	56		
		Total	76	55.88	24	17.65	19	13.97	14	10.29	3	2.21	0	0.00	136		
	Total		110.00	41.67	72.00	27.27	49.00	18.56	22.00	8.33	11.00	4.17	0.00	0.00	264.00		
40-50	Male	Rural	25	41.67	27	45.00	2	3.33	3	5.00	3	5.00	0	0.00	60	125	207
		Urban	21	56.76	11	29.73	4	10.81	1	2.70	0	0.00	0	0.00	37		
		Total	46	47.42	38	39.18	6	6.19	4	4.12	3	3.09	0	0.00	97		
	Female	Rural	44	67.69	11	16.92	5	7.69	5	7.69	0	0.00	0	0.00	65	82	
		Urban	19	42.22	14	31.11	8	17.78	2	4.44	2	4.44	0	0.00	45		
		Total	63	57.27	25	22.73	13	11.82	7	6.36	2	1.82	0	0.00	110		
	Total		109.00	52.66	63.00	30.43	19.00	9.18	11.00	5.31	5.00	2.42	0.00	0.00	207.00		
50-60	Male	Rural	5	29.41	8	47.06	2	11.76	2	11.76	0	0.00	0	0.00	17	31	55
		Urban	6	54.55	2	18.18	1	9.09	2	18.18	0	0.00	0	0.00	11		
		Total	11	39.29	10	35.71	3	10.71	4	14.29	0	0.00	0	0.00	28		
	Female	Rural	9	64.29	5	35.71	0	0.00	0	0.00	0	0.00	0	0.00	14	24	
		Urban	7	53.85	5	38.46	1	7.69	0	0.00	0	0.00	0	0.00	13		
		Total	16	59.26	10	37.04	1	3.70	0	0.00	0	0.00	0	0.00	27		
	Total		27.00	49.09	20.00	36.36	4.00	7.27	4.00	7.27	0.00	0.00	0.00	0.00	55.00		
above 60	Male	Rural	4	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	4	8	18
		Urban	6	85.71	0	0.00	1	14.29	0	0.00	0	0.00	0	0.00	7		
		Total	10	90.91	0	0.00	1	9.09	0	0.00	0	0.00	0	0.00	11		
	Female	Rural	0	0.00	1	25.00	0	0.00	0	0.00	3	75.00	0	0.00	4	10	
		Urban	2	66.67	0	0.00	0	0.00	0	0.00	1	33.33	0	0.00	3		
		Total	2	28.57	1	14.29	0	0.00	0	0.00	4	57.14	0	0.00	7		
	Total		12.00	66.67	1.00	5.56	1.00	5.56	0.00	0.00	4.00	22.22	0.00	0.00	18.00		
Total	Male	Rural	76	38.97	67	34.36	32	16.41	14	7.18	6	3.08	0	0.00	195	389	681
		Urban	54	36.99	43	29.45	25	17.12	14	9.59	10	6.85	0	0.00	146		
		Total	130	38.12	110	32.26	57	16.72	28	8.21	16	4.69	0	0.00	341		
	Female	Rural	105	54.12	39	20.10	32	16.49	11	5.67	7	3.61	0	0.00	194	292	
		Urban	80	54.79	29	19.86	18	12.33	13	8.90	6	4.11	0	0.00	146		
		Total	185	54.41	68	20.00	50	14.71	24	7.06	13	3.82	0	0.00	340		
Gross Total			315	46.26	178	26.14	107	15.71	52	7.64	29	4.26	0	0.00	681	681	681
Mean			1.98														
Standard Deviation			1.14														

The data reveals that social media usage is prevalent across all age groups, with a substantial proportion of respondents reporting regular engagement with social media platforms. Among individuals aged less than 30 years, over 37.66% of respondents allocate 1 to 2 hours daily to social media engagement. This finding emphasizes the significant reliance on social media among young adults, highlighting its central role in their daily lives. Additionally, urban residents in this age group demonstrate higher levels of social media usage compared to their rural counterparts, indicating the influence of urbanization and access to digital infrastructure on social media habits. In the 30 to 40 age group, social media usage remains dominant, with 26.56% of respondents dedicating 1 to 2 hours daily to social media engagement. However, as age increases, social media usage appears to decline, particularly among older demographics. Among individuals aged 40 to 50 years, fewer respondents indicate regular engagement with social media platforms compared to younger age groups, with rural areas exhibiting lower levels of social media adoption among older demographics. Similarly, in the 50 to 60 age group and above, social media usage remains relatively low, with fewer respondents indicating regular engagement with social media platforms compared to younger age groups. This generational divide in social media adoption suggests that older demographics may be less inclined to hold digital communication channels compared to their younger generation.

In addition, both males and females demonstrate similar patterns of social media usage, with urban residents generally exhibiting higher levels of engagement compared to their rural counterparts. Among females, over 46.67% of respondents allocate 1 to 2 hours daily to social media engagement. In conclusion, social media has emerged as a abundant communication tool that exceeds geographical boundaries and demographic differences.

Quantitative analysis of MPs

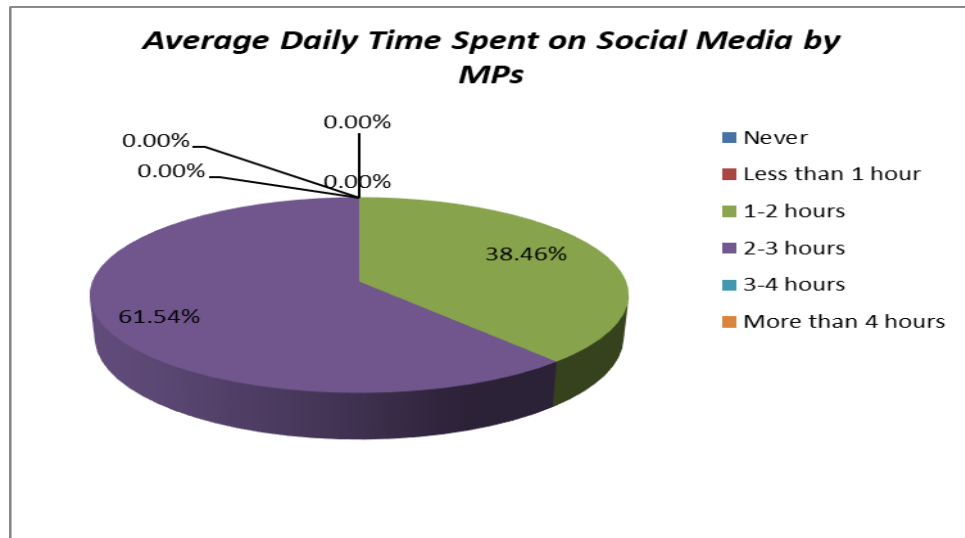


Figure 4.6 Average Daily Time Spent on Social Media by MPs

Based on the survey data, it appears that the majority of respondents spend an average of 2-3 hours per day on social media platforms such as Facebook, Twitter, YouTube, and WhatsApp, representing 61.54% of favourable responses. This suggests that MPs allocate a significant portion of their daily routine to engaging with social media for various purposes, including communication and engagement with voters and followers.

Additionally, a smaller percentage of respondents, comprising 38.46%, reported spending less than 1 hour per day on social media. This indicates that a minority of MPs allocate a relatively shorter time to engaging with social media platforms on a daily basis. This highlights the growing importance of social media as a communication and engagement tool for politicians, allowing them to connect with constituents, disseminate information, and shape public opinion in an increasingly digital world.

Narayan et al. conducted a comprehensive study to assess the quality and nature of political content circulated on social media platforms leading up to India's national election. By analyzing a large dataset spanning two months prior to the elections, the researchers uncovered several key findings. Firstly, they discovered that a significant portion of content shared by political parties, particularly the Bharatiya Janata Party (BJP) and Indian National Congress (INC), qualified as "junk news," comprising

sensationalist, extremist, or conspiratorial content. Conversely, parties like the Samajwadi and Bahujan Samaj Party (SP-BSP) shared much less of such content. Secondly, their analysis of visual content shared on WhatsApp groups revealed a concerning trend: a considerable portion of images shared by major parties, especially the BJP and INC, were flagged as divisive and conspiratorial. Furthermore, the study highlighted the differences in misinformation between WhatsApp and Facebook. While WhatsApp primarily saw misinformation in the form of visual content, Facebook posts often contained links to sensationalist news sites alongside visual content. Despite these findings, the researchers noted a limited presence of hate speech, gore, or pornography in the samples from both platforms. However, compared to other recent international elections, the circulation of polarizing political news and information on social media in India was found to be particularly concerning, trailing behind only the US Presidential election in 2016 in terms of polarization (Narayanan et al., n.d.).

4.1.7 Importance of Traditional Media alongside Social Media

Table 4.7 Importance of Traditional Media Alongside Social Media: Voters perspective

Age Gro up	Gend er	Backgro und	Importance of Traditional Media Alongside Social Media										Total(M/F)	TOT AL (R/U)	TOT AL (AGE)
			Strongly Agree		Agree		Neutral/ 		Disagree		Strongly Disagree			Rural	
			Freq uenc y	%age	Freque ncy	%age	Freque ncy	%age	Frequ ency	%age	Frequ ency	%a ge			
Less Than 30	Male	Rural	10	29.41	11	32.35	12	35.29	0	0.00	1	2.94	34	65	137
		Urban	7	16.28	24	55.81	8	18.60	4	9.30	0	0.00	43		
		Total	17	22.08	35	45.45	20	25.97	4	5.19	1	1.30	77		
	Fema le	Rural	2	6.45	20	64.52	7	22.58	2	6.45	0	0.00	31	72	
		Urban	14	48.28	13	44.83	1	3.45	1	3.45	0	0.00	29		
		Total	16	26.67	33	55.00	8	13.33	3	5.00	0	0.00	60		
	Total		33.00	24.09	68.00	49.64	28.00	20.44	7.00	5.11	1.00	0.73	137.00		
30-40	Male	Rural	18	22.50	50	62.50	6	7.50	6	7.50	0	0.00	80	160	264
		Urban	10	20.83	29	60.42	5	10.42	3	6.25	1	2.08	48		
		Total	28	21.88	79	61.72	11	8.59	9	7.03	1	0.78	128		
	Fema le	Rural	7	8.75	45	56.25	14	17.50	9	11.25	5	6.25	80	104	
		Urban	6	10.71	38	67.86	8	14.29	3	5.36	1	1.79	56		
		Total	13	9.56	83	61.03	22	16.18	12	8.82	6	4.41	136		
	Total		41.00	15.53	162.00	61.36	33.00	12.50	21.00	7.95	7.00	2.65	264.00		
40-50	Male	Rural	21	35.00	27	45.00	7	11.67	4	6.67	1	1.67	60	125	207
		Urban	17	45.95	14	37.84	6	16.22	0	0.00	0	0.00	37		
		Total	38	39.18	41	42.27	13	13.40	4	4.12	1	1.03	97		
	Fema le	Rural	9	13.85	40	61.54	11	16.92	5	7.69	0	0.00	65	82	
		Urban	10	22.22	24	53.33	8	17.78	3	6.67	0	0.00	45		
		Total	19	17.27	64	58.18	19	17.27	8	7.27	0	0.00	110		
	Total		57.00	27.54	105.00	50.72	32.00	15.46	12.00	5.80	1.00	0.48	207.00		
50-60	Male	Rural	2	11.76	9	52.94	1	5.88	5	29.41	0	0.00	17	31	55
		Urban	0	0.00	8	72.73	0	0.00	1	9.09	2	18.18	11		
		Total	2	7.14	17	60.71	1	3.57	6	21.43	2	7.14	28		
	Fema le	Rural	2	14.29	12	85.71	0	0.00	0	0.00	0	0.00	14	24	
		Urban	4	30.77	6	46.15	0	0.00	3	23.08	0	0.00	13		
		Total	6	22.22	18	66.67	0	0.00	3	11.11	0	0.00	27		
	Total		8.00	14.55	35.00	63.64	1.00	1.82	9.00	16.36	2.00	3.64	55.00		
abov e 60	Male	Rural	0	0.00	4	100.00	0	0.00	0	0.00	0	0.00	4	8	18
		Urban	3	42.86	4	57.14	0	0.00	0	0.00	0	0.00	7		
		Total	3	27.27	8	72.73	0	0.00	0	0.00	0	0.00	11		
	Fema le	Rural	0	0.00	4	100.00	0	0.00	0	0.00	0	0.00	4	10	
		Urban	0	0.00	3	100.00	0	0.00	0	0.00	0	0.00	3		
		Total	0	0.00	7	100.00	0	0.00	0	0.00	0	0.00	7		
	Total		3.00	16.67	15.00	83.33	0.00	0.00	0.00	0.00	0.00	0.00	18.00		
Total	Male	Rural	51	26.15	101	51.79	26	13.33	15	7.69	2	1.03	195	389	681
		Urban	37	25.34	79	54.11	19	13.01	8	5.48	3	2.05	146		
		Total	88	25.81	180	52.79	45	13.20	23	6.74	5	1.47	341		
	Fema le	Rural	20	10.31	121	62.37	32	16.49	16	8.25	5	2.58	194	292	
		Urban	34	23.29	84	57.53	17	11.64	10	6.85	1	0.68	146		
		Total	54	15.88	205	60.29	49	14.41	26	7.65	6	1.76	340		
Gross Total			142	20.85	385	56.53	94	13.80	49	7.20	11	1.62	681	681	681
Mean			2.12												
Standard Deviation			0.87												

The data abundantly evident what the respondents thought about the question of whether or not to verify the authenticity of posts on social media. 43.32 % respondents show their agreement with the statement that social media contents must be checked for authenticity. 23.05% respondents are strongly agreed with the statement. While 23.35% respondents remained neutral in the matter of checking the authenticity of social media stuff. Only 7.64% respondents are disagreed and 2.64% respondents are strongly disagreed with the view that the stuff shared on the social networking apps and sites must be checked for its authenticity.

15.88% of women and 30.21% of men are strongly agreed with the statement, while 49.12% of women and 37.54% of men are agreed with it. Whereas 24.12% women and 22.58% men remained neutral when asked for the checking the validity of social media contents. Only 8.53% females, 6.74% males are “disagreed” and 2.64% females, 2.93% males are “strongly disagree”. It clearly indicates that females are almost equally alert and aware with a slight difference, regarding the authenticity and validity of social media contents.

From this entire analysis 24.62% rural males, 14.43% rural females, 37.67% urban males, and 17.81% urban females are strongly agreed with the statement, and 43.59% rural males, 48.97% rural females, 29.45% urban male, and 49.32% urban females are agreed with the statement. 18.97% rural males, 26.80% rural females, 27.40% urban males, and 20.55% urban females remained “Neutral” regarding the question of validity of contents of social media. While 10.26% rural males, 6.19% rural females, 2.05% urban males, and 11.64% urban females are disagreed with the statement, and 2.56% rural males, 3.61% rural females, 3.42% urban male, and 0.68% urban females are strongly agreed with the statement.

As far as age group is concern almost every age group show their agreement regarding checking the validity and authenticity of social media stuff. In the age group “Less than 30” 23.36% respondents are strongly agreed and 42.34% respondents are agreed with the statement. In the age group “30-40” 17.42% respondents are strongly agreed and 44.70% respondents are agreed with the statement. In the age group “40-50” 25.60% respondents are strongly agreed and 42.51% respondents are agreed with the statement. In the age group “50-60” 41.82% respondents are strongly agreed and 32.73%

respondents are agreed with the statement. And in the age group “Above 60” 16.67% respondents are strongly agreed and 72.22% respondents are agreed with the statement. So almost in every age group majority of respondents are either strongly agreed or agreed with the statement. Percentage of disagree or strongly disagree is very low as compared to the agreement.

Quantitative analysis of MPs

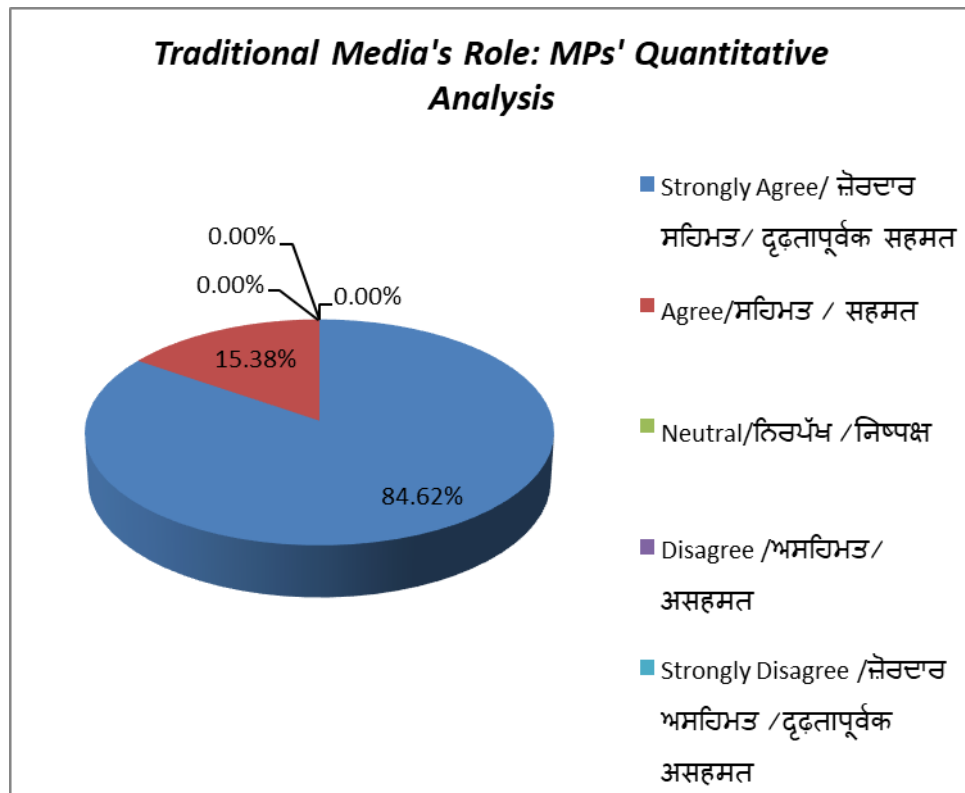


Figure 4.7 Traditional Media's Role: MPs' Quantitative Analysis

According to the survey results, a significant majority of respondents, comprising 84.62%, either strongly agree or agree that traditional or mainstream media remains useful despite the popularity of social media. This indicates that MPs recognize the continued relevance and importance of traditional media outlets such as newspapers, television, and radio in shaping public opinion, disseminating information, and influencing political discourse. Furthermore, no respondents expressed disagreement with the notion that traditional media is still useful, suggesting an agreement among MPs regarding the enduring value of mainstream media platforms. Inclusive, the data

reflects a strong acknowledgment among MPs that traditional media outlets continue to play a significant and relevant role alongside the rise of social media platforms. This recognition emphasizes the complementary relationship between traditional and social media in shaping public communication and highlights the enduring importance of diverse media channels in modern political communication. Destiny Apuke (2016) explores the differences between social media and traditional media, highlighting their differences in content production, accessibility, quality, and interactivity. While social media allows for more dispersed content creation and greater user interaction, traditional media primarily broadcasts information to large, homogeneous audiences in a one-way communication model. The study suggests that while social media is here to stay, traditional media will continue to complement it in various aspects such as advertisement, entertainment, and news broadcasting (Destiny Apuke, 2016).

4.1.8 Social Media's Impact on Voter-Politician Connection

Table 4.8 Voters' Perspective on Social Media's Influence on Connecting with Politicians

Age Gro up	Gend er	Back groun d	Social Media's Impact on Voter-Politician Connection												Tota l(M/ F)	TOT AL (R/U)	TOT AL (AG E)
			Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree						
			Count	%age	Count	%age	Coun t	%ag e	Count	%age	Count	%a ge	Coun t	%a ge			
Less Than 30	Male	Rural	5	14.71	18	52.94	6	17.65	4	11.76	1	2.94	0	0.00	34	65	137
		Urban	3	6.98	23	53.49	6	13.95	8	18.60	3	6.98	0	0.00	43		
		Total	8	10.39	41	53.25	12	15.58	12	15.58	4	5.19	0	0.00	77		
	Fema le	Rural	2	6.45	22	70.97	4	12.90	3	9.68	0	0.00	0	0.00	31	72	
		Urban	3	10.34	18	62.07	7	24.14	0	0.00	1	3.45	0	0.00	29		
		Total	5	8.33	40	66.67	11	18.33	3	5.00	1	1.67	0	0.00	60		
	Total		13.00	9.49	81.00	59.12	23.00	16.79	15.00	10.95	5.00	3.65	0.00	0.00	137.00		
30- 40	Male	Rural	18	22.50	35	43.75	15	18.75	12	15.00	0	0.00	0	0.00	80	160	264
		Urban	12	25.00	16	33.33	9	18.75	7	14.58	4	8.33	0	0.00	48		
		Total	30	23.44	51	39.84	24	18.75	19	14.84	4	3.13	0	0.00	128		
	Fema le	Rural	5	6.25	39	48.75	17	21.25	15	18.75	4	5.00	0	0.00	80	104	
		Urban	6	10.71	34	60.71	7	12.50	7	12.50	2	3.57	0	0.00	56		
		Total	11	8.09	73	53.68	24	17.65	22	16.18	6	4.41	0	0.00	136		
	Total		41.00	15.53	124.00	46.97	48.00	18.18	41.00	15.53	10.00	3.79	0.00	0.00	264.00		
40- 50	Male	Rural	15	25.00	22	36.67	16	26.67	7	11.67	0	0.00	0	0.00	60	125	207
		Urban	4	10.81	15	40.54	10	27.03	7	18.92	1	2.70	0	0.00	37		
		Total	19	19.59	37	38.14	26	26.80	14	14.43	1	1.03	0	0.00	97		
	Fema le	Rural	5	7.69	39	60.00	9	13.85	9	13.85	3	4.62	0	0.00	65	82	
		Urban	3	6.67	24	53.33	13	28.89	4	8.89	1	2.22	0	0.00	45		
		Total	8	7.27	63	57.27	22	20.00	13	11.82	4	3.64	0	0.00	110		
	Total		27.00	13.04	100.00	48.31	48.00	23.19	27.00	13.04	5.00	2.42	0.00	0.00	207.00		
50- 60	Male	Rural	4	23.53	7	41.18	2	11.76	2	11.76	2	11.76	0	0.00	17	31	55
		Urban	5	45.45	2	18.18	1	9.09	3	27.27	0	0.00	0	0.00	11		
		Total	9	32.14	9	32.14	3	10.71	5	17.86	2	7.14	0	0.00	28		
	Fema le	Rural	3	21.43	9	64.29	0	0.00	1	7.14	1	7.14	0	0.00	14	24	
		Urban	2	15.38	7	53.85	1	7.69	3	23.08	0	0.00	0	0.00	13		
		Total	5	18.52	16	59.26	1	3.70	4	14.81	1	3.70	0	0.00	27		
	Total		14.00	25.45	25.00	45.45	4.00	7.27	9.00	16.36	3.00	5.45	0.00	0.00	55.00		
abov e 60	Male	Rural	0	0.00	1	25.00	2	50.00	1	25.00	0	0.00	0	0.00	4	8	18
		Urban	3	42.86	0	0.00	0	0.00	2	28.57	2	28.57	0	0.00	7		
		Total	3	27.27	1	9.09	2	18.18	3	27.27	2	18.18	0	0.00	11		
	Fema le	Rural	0	0.00	3	75.00	0	0.00	1	25.00	0	0.00	0	0.00	4	10	
		Urban	0	0.00	0	0.00	0	0.00	3	100.00	0	0.00	0	0.00	3		
		Total	0	0.00	3	42.86	0	0.00	4	57.14	0	0.00	0	0.00	7		
	Total		3.00	16.67	4.00	22.22	2.00	11.11	7.00	38.89	2.00	11.11	0.00	0.00	18.00		
Total	Male	Rural	42	21.54	83	42.56	41	21.03	26	13.33	3	1.54	0	0.00	195	389	681
		Urban	27	18.49	56	38.36	26	17.81	27	18.49	10	6.85	0	0.00	146		
		Total	69	20.23	139	40.76	67	19.65	53	15.54	13	3.81	0	0.00	341		
	Fema le	Rural	15	7.73	112	57.73	30	15.46	29	14.95	8	4.12	0	0.00	194	292	
		Urban	14	9.59	83	56.85	28	19.18	17	11.64	4	2.74	0	0.00	146		
		Total	29	8.53	195	57.35	58	17.06	46	13.53	12	3.53	0	0.00	340		
Gross Total			98	14.39	334	49.05	125	18.36	99	14.54	25	3.67	0	0.00	681	681	681
Mean			2.44														
Standard Deviation			1.02														

In the scope of political engagement facilitated by social media, the data indicates that respondents across different age groups and backgrounds observe it as a valuable tool for staying connected with politicians. Among males under the age of 30, both in rural and urban areas, a notable proportion agree with this sentiment. In rural settings, 52.94% of males and 70.97% of females strongly agree or agree with the idea, while in urban areas, 53.49% of males and 62.07% of females share this viewpoint. As we move to the 30-40 age group, the trend persists, with a considerable number of respondents acknowledging social media's role in facilitating connections with politicians. In rural areas, 43.75% of males and 48.75% of females strongly agree or agree, while in urban settings, 60.42% of males and 67.86% of females express similar sentiments. This pattern continues across other age groups, with a significant proportion of respondents recognizing social media's role in maintaining contact with politicians. Overall, the data reflects the perceived value of social media in fostering connections between voters and politicians, highlighting its significance in modern political discourse.

Quantitative analysis of MPs

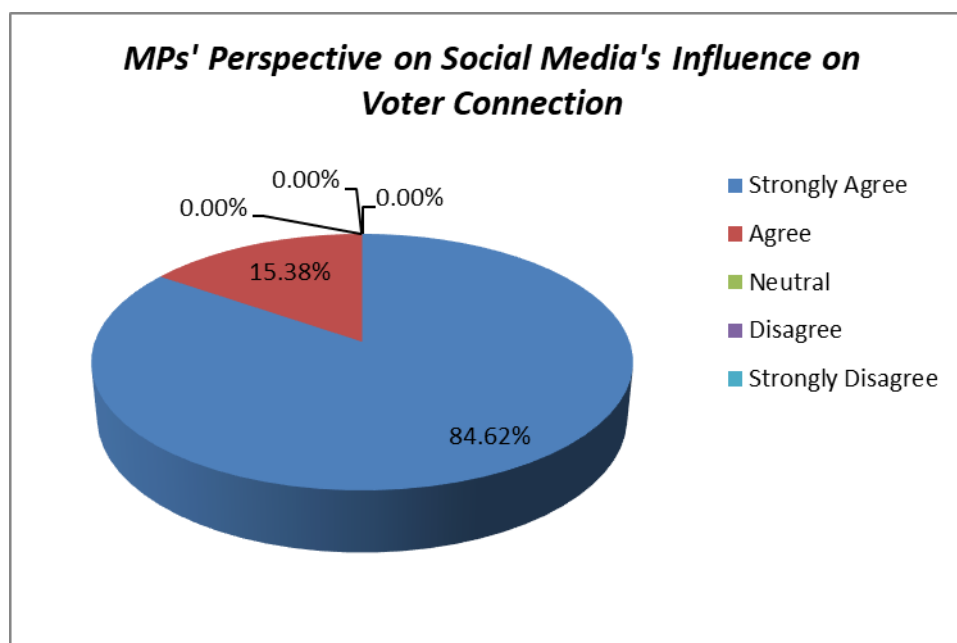


Figure 4.8 MPs' Perspective on Social Media's Influence on Voter Connection

The survey findings reveal that a significant majority of respondents, accounting for 84.62%, either strongly agree or agree that social media helps them stay in touch with politicians. This indicates that social media platforms play a crucial role in helping communication and interaction between MPs and their constituents. By leveraging social media, politicians can engage with the public more directly, share updates on their activities, and gather feedback and opinions from their constituents in real-time.

Moreover, no respondents expressed disagreement with the idea that social media aids in maintaining contact with politicians, suggesting a unanimous recognition among MPs of the value of social media in adopting connectivity and engagement with the electorate. This underlines the transformative impact of social media platforms in reshaping traditional modes of political communication and underscores their significance in modern-day political debate.

One of the studies explore the role of social media platforms like Facebook and Twitter in political communication, particularly within the context of Norway's party-centered political system. They investigate how Norwegian politicians utilize social media for personalized campaigning and dialogue with voters, considering the potential challenges with traditional party-centric communication strategies. Drawing on data from interviews and status updates during two Norwegian election campaigns, the researchers examine politicians' motives for using social media and their actual practices. They find that politicians cite both marketing and dialogue with voters as key reasons for their social media engagement, with varying approaches among individuals. The study reveals that social media is predominantly used for marketing purposes, particularly on Facebook, where politicians emphasize personalized messages and private exposure. In contrast, Twitter is utilized more for ongoing dialogue with constituents. The article highlights the need for further research to explore the implications of social media use in political communication, suggesting hypotheses for future investigations in this evolving field (G. S. Enli & Skogerbø, 2013).

4.1.9 Frequency of Voter Participation in Political Debates on Social Media

Table 4.9 Voter Participation in Political Debates on Social Media

Age Gro up	Gen der	Backgr ound	Frequency of Voter Participation in Political Debates on Social Media										Total(M/F)	TOT AL (R/U)	TOT AL (AG E)
			Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree				
			Frequ ency	%ag e	Frequ ency	%age	Frequ ency	%age	Frequ ency	%age	Frequ ency	%age			
Les s Tha n 30	Mal e	Rural	3	8.82	7	20.59	1	2.94	14	41.18	9	26.47	34	65	137
		Urban	3	6.98	8	18.60	11	25.58	14	32.56	7	16.28	43		
		Total	6	7.79	15	19.48	12	15.58	28	36.36	16	20.78	77		
	Fem ale	Rural	2	6.45	8	25.81	8	25.81	7	22.58	6	19.35	31	72	
		Urban	0	0.00	10	34.48	3	10.34	10	34.48	6	20.69	29		
		Total	2	3.33	18	30.00	11	18.33	17	28.33	12	20.00	60		
	Total		8.00	5.84	33.00	24.09	23.00	16.79	45.00	32.85	28.00	20.44	137.00		
30-40	Mal e	Rural	2	2.50	20	25.00	18	22.50	32	40.00	8	10.00	80	160	264
		Urban	4	8.33	10	20.83	16	33.33	12	25.00	6	12.50	48		
		Total	6	4.69	30	23.44	34	26.56	44	34.38	14	10.94	128		
	Fem ale	Rural	4	5.00	15	18.75	20	25.00	29	36.25	12	15.00	80	104	
		Urban	1	1.79	20	35.71	12	21.43	16	28.57	7	12.50	56		
		Total	5	3.68	35	25.74	32	23.53	45	33.09	19	13.97	136		
	Total		11.00	4.17	65.00	24.62	66.00	25.00	89.00	33.71	33.00	12.50	264.00		
40-50	Mal e	Rural	9	15.00	16	26.67	9	15.00	21	35.00	5	8.33	60	125	207
		Urban	3	8.11	5	13.51	12	32.43	15	40.54	2	5.41	37		
		Total	12	12.37	21	21.65	21	21.65	36	37.11	7	7.22	97		
	Fem ale	Rural	3	4.62	10	15.38	14	21.54	25	38.46	13	20.00	65	82	
		Urban	1	2.22	8	17.78	19	42.22	14	31.11	3	6.67	45		
		Total	4	3.64	18	16.36	33	30.00	39	35.45	16	14.55	110		
	Total		16.00	7.73	39.00	18.84	54.00	26.09	75.00	36.23	23.00	11.11	207.00		
50-60	Mal e	Rural	1	5.88	1	5.88	3	17.65	8	47.06	4	23.53	17	31	55
		Urban	2	18.18	2	18.18	0	0.00	4	36.36	3	27.27	11		
		Total	3	10.71	3	10.71	3	10.71	12	42.86	7	25.00	28		
	Fem ale	Rural	0	0.00	6	42.86	1	7.14	6	42.86	1	7.14	14	24	
		Urban	0	0.00	4	30.77	3	23.08	5	38.46	1	7.69	13		
		Total	0	0.00	10	37.04	4	14.81	11	40.74	2	7.41	27		
	Total		3.00	5.45	13.00	23.64	7.00	12.73	23.00	41.82	9.00	16.36	55.00		
abo ve 60	Mal e	Rural	0	0.00	0	0.00	4	100.00	0	0.00	0	0.00	4	8	18
		Urban	3	42.86	0	0.00	1	14.29	3	42.86	0	0.00	7		
		Total	3	27.27	0	0.00	5	45.45	3	27.27	0	0.00	11		
	Fem ale	Rural	0	0.00	0	0.00	0	0.00	4	100.00	0	0.00	4	10	
		Urban	0	0.00	1	33.33	0	0.00	2	66.67	0	0.00	3		
		Total	0	0.00	1	14.29	0	0.00	6	85.71	0	0.00	7		
	Total		3.00	16.67	1.00	5.56	5.00	27.78	9.00	50.00	0.00	0.00	18.00		
Tota l	Mal e	Rural	15	7.69	44	22.56	35	17.95	75	38.46	26	13.33	195	389	681
		Urban	15	10.27	25	17.12	40	27.40	48	32.88	18	12.33	146		
		Total	30	8.80	69	20.23	75	21.99	123	36.07	44	12.90	341		
	Fem ale	Rural	9	4.64	39	20.10	43	22.16	71	36.60	32	16.49	194	292	
		Urban	2	1.37	43	29.45	37	25.34	47	32.19	17	11.64	146		
		Total	11	3.24	82	24.12	80	23.53	118	34.71	49	14.41	340		
Gross Total			41	6.02	151	22.17	155	22.76	241	35.39	93	13.66	681	681	681
Mean			3.28												
Standard Deviation			1.13												

The data suggests that a significant portion of respondents, particularly in the younger age groups, actively participate in political debates on social media platforms. Among males under the age of 30, both in rural and urban areas, a notable proportion strongly agree or agree with the statement. In rural areas, 29.41% of males and 25.81% of females, and in urban areas, 18.60% of males and 34.48% of females, express agreement with the idea of actively engaging in political debates on social media. Similarly, in the 30-40 age group, a considerable number of respondents, especially in urban areas, indicate their active participation in political debates on social media. In urban areas, 33.33% of males and 35.71% of females strongly agree or agree with the statement. Even in older age groups, there are respondents who express agreement with actively participating in political debates on social media, though the percentages are lower compared to younger age groups. Overall, the data reflects a significant level of engagement in political debates on social media platforms across different age groups and backgrounds, indicating the growing influence of these platforms in shaping political discourse.

Quantitative analysis of MPs

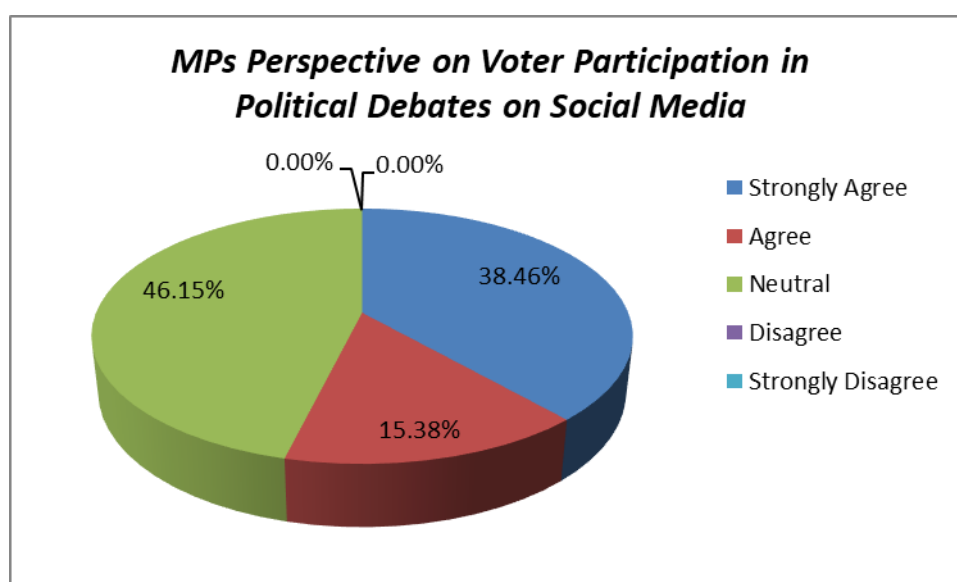


Figure 4.9 MPs Perspective on Voter Participation in Political Debates on Social Media

The data indicates that a considerable portion of respondents, comprising 38.46%, strongly agree, while 15.38% agree that they often participate in political debates on

social media. Additionally, 46.15% remain neutral on the matter. This suggests a substantial level of engagement in political discussion on social media platforms among MPs, with a notable percentage expressing active involvement in debates and discussions.

Furthermore, no respondents expressed disagreement with the statement, indicating a lack of opposition to the idea of participating in political debates on social media. The active involvement of MPs in political discussions on social media platforms, highlighting the growing importance of these platforms as arenas for public discourse and political engagement. This trend reflects the evolving nature of political communication in the digital age, where social media plays a central role in shaping and circulating political opinions and perspectives.

Loader et al., introduce the central themes explored in their book, focusing on the model proposed by Xenos, Vromen, and Loader regarding social media's influence on young people's political engagement. They utilize data from Australia, the US, and the UK to examine how participation in social media's participatory cultures shapes the public orientation of young individuals. Additionally, the authors discuss modern theories of political socialization, highlighting alternative perspectives on the development of political orientations within parent-child relationships (Loader et al., 2014).

4.1.10 Voter Trust in Social Media News vs. Mainstream Media News

Table 4.10 Voter Trust in Social Media News vs. Mainstream Media News

Age Gro up	Gend er	Backgro und	Voter Trust in Social Media News vs. Mainstream Media News										Tot al (M/ F)	TOT AL (R/U)	TOT AL (AGE)
			Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree				
			Frequ ency	%age	Frequ ency	%age	Frequ ency	%age	Frequ ency	%age	Frequ ency	%ag e			
Less Than 30	Male	Rural	4	11.76	9	26.47	8	23.53	7	20.59	6	17.65	34	65	137
		Urban	2	4.65	9	20.93	23	53.49	3	6.98	6	13.95	43		
		Total	6	7.79	18	23.38	31	40.26	10	12.99	12	15.58	77		
	Fema le	Rural	1	3.23	10	32.26	8	25.81	11	35.48	1	3.23	31	72	
		Urban	2	6.90	11	37.93	7	24.14	2	6.90	7	24.14	29		
		Total	3	5.00	21	35.00	15	25.00	13	21.67	8	13.33	60		
	Total		9.00	6.57	39.00	28.47	46.00	33.58	23.00	16.79	20.00	14.60	137.00		
30- 40	Male	Rural	22	27.50	20	25.00	16	20.00	20	25.00	2	2.50	80	160	264
		Urban	11	22.92	7	14.58	18	37.50	8	16.67	4	8.33	48		
		Total	33	25.78	27	21.09	34	26.56	28	21.88	6	4.69	128		
	Fema le	Rural	6	7.50	28	35.00	24	30.00	19	23.75	3	3.75	80	104	
		Urban	2	3.57	28	50.00	14	25.00	11	19.64	1	1.79	56		
		Total	8	5.88	56	41.18	38	27.94	30	22.06	4	2.94	136		
	Total		41.00	15.53	83.00	31.44	72.00	27.27	58.00	21.97	10.00	3.79	264.00		
40- 50	Male	Rural	14	23.33	16	26.67	11	18.33	19	31.67	0	0.00	60	125	207
		Urban	3	8.11	8	21.62	11	29.73	14	37.84	1	2.70	37		
		Total	17	17.53	24	24.74	22	22.68	33	34.02	1	1.03	97		
	Fema le	Rural	6	9.23	22	33.85	20	30.77	15	23.08	2	3.08	65	82	
		Urban	7	15.56	15	33.33	12	26.67	10	22.22	1	2.22	45		
		Total	13	11.82	37	33.64	32	29.09	25	22.73	3	2.73	110		
	Total		30.00	14.49	61.00	29.47	54.00	26.09	58.00	28.02	4.00	1.93	207.00		
50- 60	Male	Rural	0	0.00	7	41.18	5	29.41	5	29.41	0	0.00	17	31	55
		Urban	2	18.18	2	18.18	3	27.27	4	36.36	0	0.00	11		
		Total	2	7.14	9	32.14	8	28.57	9	32.14	0	0.00	28		
	Fema le	Rural	0	0.00	9	64.29	0	0.00	5	35.71	0	0.00	14	24	
		Urban	0	0.00	3	23.08	1	7.69	9	69.23	0	0.00	13		
		Total	0	0.00	12	44.44	1	3.70	14	51.85	0	0.00	27		
	Total		2.00	3.64	21.00	38.18	9.00	16.36	23.00	41.82	0.00	0.00	55.00		
abov e 60	Male	Rural	0	0.00	1	25.00	1	25.00	2	50.00	0	0.00	4	8	18
		Urban	0	0.00	7	100.00	0	0.00	0	0.00	0	0.00	7		
		Total	0	0.00	8	72.73	1	9.09	2	18.18	0	0.00	11		
	Fema le	Rural	0	0.00	0	0.00	1	25.00	3	75.00	0	0.00	4	10	
		Urban	0	0.00	1	33.33	0	0.00	2	66.67	0	0.00	3		
		Total	0	0.00	1	14.29	1	14.29	5	71.43	0	0.00	7		
	Total		0.00	0.00	9.00	50.00	2.00	11.11	7.00	38.89	0.00	0.00	18.00		
Total	Male	Rural	40	20.51	53	27.18	41	21.03	53	27.18	8	4.10	195	389	681
		Urban	18	12.33	33	22.60	55	37.67	29	19.86	11	7.53	146		
		Total	58	17.01	86	25.22	96	28.15	82	24.05	19	5.57	341		
	Fema le	Rural	13	6.70	69	35.57	53	27.32	53	27.32	6	3.09	194	292	
		Urban	11	7.53	58	39.73	34	23.29	34	23.29	9	6.16	146		
		Total	24	7.06	127	37.35	87	25.59	87	25.59	15	4.41	340		
Gross Total			82	12.04	213	31.28	183	26.87	169	24.82	34	4.99	681	681	681
Mean			2.79												
Standard Deviation			1.10												

The analysis of the data reveals distinct patterns in trust levels concerning news sources across different demographics. Overall, there appears to be a prevalent inclination towards trusting news obtained from social media platforms over mainstream media channels. Notably, males consistently exhibit a higher tendency for trusting social media news across all age brackets, with approximately 63% of males in rural areas and 54% in urban areas expressing trust in social media news compared to mainstream sources. In contrast, females tend to display comparatively lower levels of trust, with only around 33% of females in rural areas and 34% in urban areas showing trust in social media news. This gender disparity suggests differing perceptions of credibility and reliability between males and females in media consumption habits.

Trust in social media news diminishes with age, with younger individuals showing the highest levels of reliance on these platforms. In the age group less than 30, nearly 61% of respondents in rural areas and 54% in urban areas trust social media news, compared to approximately 38% and 47% in the age group 50-60, respectively. Conversely, trust in mainstream media sees a slight increase with age, with older demographics demonstrating greater trust in traditional news sources. This trend is particularly evident among individuals above 60, where approximately 50% in rural areas and 71% in urban areas trust mainstream media, indicating a shift towards traditional sources as individuals age.

Furthermore, rural areas exhibit a stronger preference for social media news compared to urban areas, where trust in both social and mainstream media appears more evenly distributed. In rural area, approximately 54% of respondents trust social media news compared to only around 39% in urban areas. However, trust in mainstream media shows a more balanced distribution, with roughly 26% of rural respondents and 29% of urban respondents expressing trust. These findings indicating a continued reliance on traditional media sources, especially among older demographics and urban

Quantitative analysis of MPs

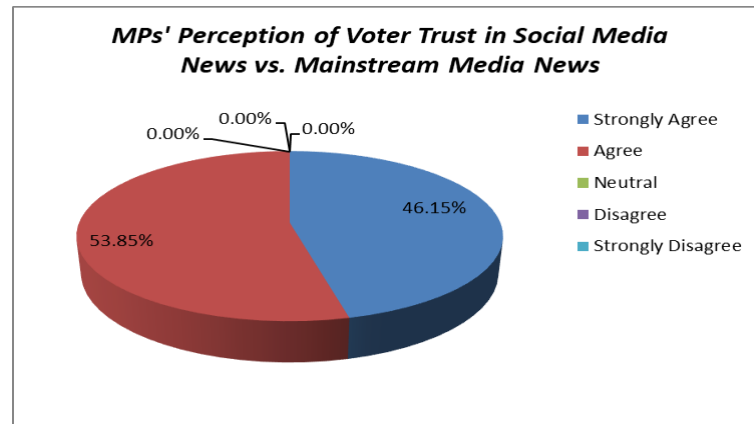


Figure 4.10 MPs' Perception of Voter Trust in Social Media News vs. Mainstream Media News

The data suggests that a significant portion of respondents, comprising 46.15%, agree, while 53.85% remain neutral regarding their trust in news obtained from social media compared to mainstream media. This indicates a noteworthy level of reliance on social media as a source of news and information among MPs, with a considerable percentage expressing confidence in the credibility of news obtained from these platforms. Moreover, no respondents expressed strong agreement or disagreement with the statement, suggesting a lack of extreme views regarding trust in news from social media versus mainstream media. Overall, the findings highlight the growing influence of social media as a source of news and information, particularly among MPs who appear to place a significant level of trust in the news obtained from these platforms compared to mainstream media.

Andersen et al. conducted a study focusing on the direction towards alternative news from an audience perspective, using a large four-wave panel survey from Sweden. Their research explored how the emergence of online alternative news sites impacts individuals' trust in mainstream media. The findings revealed a notable relationship between increasing orientation towards alternative news and decreasing trust in mainstream media, and vice versa. Additionally, the study highlighted that consumption of alternative news supplements rather than replaces traditional news consumption patterns. These insights shed light on the dynamics of media consumption among alternative news users and contribute to the ongoing debate surrounding the role of alternative news media in society (Andersen et al., 2023).

4.1.11 Perceptions of Social Media's Role in Political Awareness and Engagement

Table 4.11 Voters' Perception of Social Media as an Effective Tool for Political Awareness and Engagement

Age Gro up	Gend er	Backgr ound	I believe that social media is a strong tool for reaching people and creating awareness for political purposes.										Total(M/F)	TOT AL (R/U)	TOT AL (AGE)
			Strongly Agree		Agree/		Neutral/		Disagree		Strongly Disagree				
			Freque ncy	%ag e	Freque ncy	%ag e	Freque ncy	%ag e	Freque ncy	%a ge	Freque ncy	%a ge			
Less Than 30	Male	Rural	6	17.65	18	52.94	3	8.82	3	8.82	4	11.76	34	65	137
		Urban	12	27.91	18	41.86	11	25.58	2	4.65	0	0.00	43		
		Total	18	23.38	36	46.75	14	18.18	5	6.49	4	5.19	77		
	Fema le	Rural	2	6.45	16	51.61	11	35.48	0	0.00	2	6.45	31	72	
		Urban	13	44.83	12	41.38	3	10.34	1	3.45	0	0.00	29		
		Total	15	25.00	28	46.67	14	23.33	1	1.67	2	3.33	60		
	Total		33.00	24.09	64.00	46.72	28.00	20.44	6.00	4.38	6.00	4.38	137.00		
30-40	Male	Rural	28	35.00	39	48.75	8	10.00	5	6.25	0	0.00	80	160	264
		Urban	15	31.25	22	45.83	9	18.75	1	2.08	1	2.08	48		
		Total	43	33.59	61	47.66	17	13.28	6	4.69	1	0.78	128		
	Fema le	Rural	17	21.25	37	46.25	11	13.75	11	13.75	4	5.00	80	104	
		Urban	10	17.86	38	67.86	6	10.71	1	1.79	1	1.79	56		
		Total	27	19.85	75	55.15	17	12.50	12	8.82	5	3.68	136		
	Total		70.00	26.52	136.00	51.52	34.00	12.88	18.00	6.82	6.00	2.27	264.00		
40-50	Male	Rural	21	35.00	24	40.00	11	18.33	4	6.67	0	0.00	60	125	207
		Urban	6	16.22	23	62.16	4	10.81	4	10.81	0	0.00	37		
		Total	27	27.84	47	48.45	15	15.46	8	8.25	0	0.00	97		
	Fema le	Rural	20	30.77	27	41.54	9	13.85	6	9.23	3	4.62	65	82	
		Urban	16	35.56	17	37.78	10	22.22	2	4.44	0	0.00	45		
		Total	36	32.73	44	40.00	19	17.27	8	7.27	3	2.73	110		
	Total		63.00	30.43	91.00	43.96	34.00	16.43	16.00	7.73	3.00	1.45	207.00		
50-60	Male	Rural	5	29.41	9	52.94	1	5.88	2	11.76	0	0.00	17	31	55
		Urban	7	63.64	1	9.09	1	9.09	2	18.18	0	0.00	11		
		Total	12	42.86	10	35.71	2	7.14	4	14.29	0	0.00	28		
	Fema le	Rural	3	21.43	10	71.43	0	0.00	1	7.14	0	0.00	14	24	
		Urban	3	23.08	7	53.85	1	7.69	2	15.38	0	0.00	13		
		Total	6	22.22	17	62.96	1	3.70	3	11.11	0	0.00	27		
	Total		18.00	32.73	27.00	49.09	3.00	5.45	7.00	12.73	0.00	0.00	55.00		
abov e 60	Male	Rural	0	0.00	2	50.00	2	50.00	0	0.00	0	0.00	4	8	18
		Urban	4	57.14	3	42.86	0	0.00	0	0.00	0	0.00	7		
		Total	4	36.36	5	45.45	2	18.18	0	0.00	0	0.00	11		
	Fema le	Rural	1	25.00	3	75.00	0	0.00	0	0.00	0	0.00	4	10	
		Urban	0	0.00	3	100.00	0	0.00	0	0.00	0	0.00	3		
		Total	1	14.29	6	85.71	0	0.00	0	0.00	0	0.00	7		
	Total		5.00	27.78	11.00	61.11	2.00	11.11	0.00	0.00	0.00	0.00	18.00		
Total	Male	Rural	60	30.77	92	47.18	25	12.82	14	7.18	4	2.05	195	389	681
		Urban	44	30.14	67	45.89	25	17.12	9	6.16	1	0.68	146		
		Total	104	30.50	159	46.63	50	14.66	23	6.74	5	1.47	341		
	Fema le	Rural	43	22.16	93	47.94	31	15.98	18	9.28	9	4.64	194	292	
		Urban	42	28.77	77	52.74	20	13.70	6	4.11	1	0.68	146		
		Total	85	25.00	170	50.00	51	15.00	24	7.06	10	2.94	340		
Gross Total		189	27.75	329	48.31	101	14.83	47	6.90	15	2.20	681	681	681	
Mean		2.07													
Standard Deviation		0.95													

The data indicates that a majority of respondents, across different age groups and backgrounds, believe that social media is a strong tool for reaching people and creating awareness for political purposes. In the age group less than 30, both males and females in rural and urban areas largely agree with this statement. In urban areas, a higher percentage of males (27.91%) strongly agree compared to females (44.83%). Similarly, a higher percentage of females in urban areas (44.83%) strongly agree compared to males (27.91%). Overall, in this age group, a significant proportion of respondents agree or strongly agree with the effectiveness of social media for political outreach and awareness creation. Similar trends are observed in the 30-40 and 40-50 age groups, where a considerable number of respondents, especially in urban areas, express agreement with the statement. However, in the above 60 age group, fewer respondents believe in the effectiveness of social media for political purposes compared to other age groups. Overall, the data suggests that social media is perceived as a potent tool for political outreach and awareness creation by a substantial portion of the population across different demographics.

Quantitative analysis of MPs

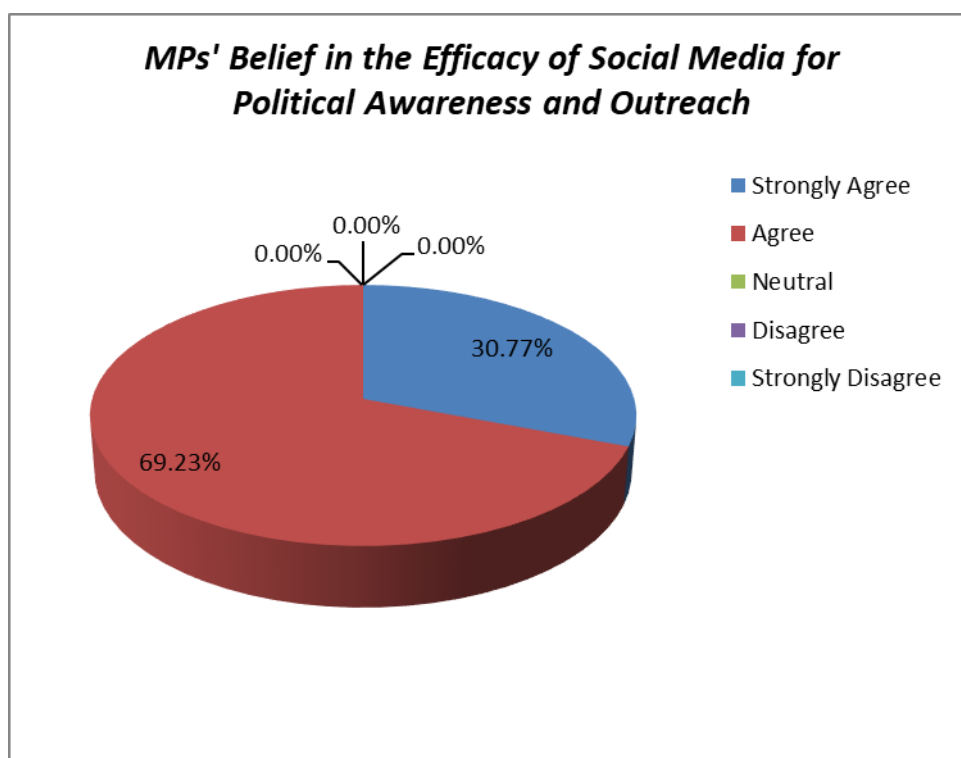


Figure 4.11 MPs' Belief in the Efficacy of Social Media for Political Awareness and Outreach

The data indicates a strong belief among respondents, with 69.23% strongly agreeing and 30.77% agreeing, that social media serves as a potent tool for reaching people and generating political awareness. This agreement underscores the effectiveness of social media platforms in engaging with the public and spreading political messages, highlighting their significance in modern political communication strategies.

Moreover, no respondents expressed disagreement with this statement, indicating a united recognition of social media's role in political outreach and awareness creation. This confirmation suggests a widespread acknowledgment among MPs of the power and influence used by social media in shaping political discourse and mobilizing public opinion. Overall, the findings highlight the importance of social media as a key instrument for political communication and outreach among MPs. The agreement in favourable responses reflects a shared understanding of social media's effectiveness in connecting with constituents and driving political engagement, emphasizing its indispensable role in contemporary political campaigns and discourse.

Bennett presents a framework aimed at understanding the phenomenon of large-scale individualized collective action facilitated by digital media technologies. They note that social fragmentation and a decline in group loyalties have led to a shift towards personalized politics, wherein individually expressive actions replace collective action frames in many protest movements. This trend is evident in the rise of large-scale political participation targeting various entities, including political parties, corporations, brands, and transnational organizations. While traditional "identity politics" associated with "new social movements" continue, there is a notable increase in diverse mobilizations wherein individuals rely around personal lifestyle values to address issues such as economic justice, environmental protection, and worker and human rights (Bennett, 2012).

4.1.12 Exploring Uncovered News: Social Media's Role in Providing Alternative Perspectives to Mainstream Media

Table 4.12 Discovering Uncovered Stories: How Social Media Provides Unique News Perspectives for Voters

Age Gro up	Gen der	Back ground	Discovering Uncovered Stories: How Social Media Provides Unique News Perspectives for Voters										Total(M /F)	TOT AL (R/U)	TOT AL (AG E)		
			Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree						
			Frequ ency	%ag e	Frequ ency	%ag e	Frequ ency	%ag e	Frequ ency	%age	Frequ ency	%ag e					
Less Tha n 30	Male	Rural	6	17.65	14	41.18	3	8.82	7	20.59	4	11.76	34	65	137		
		Urban	4	9.30	21	48.84	13	30.23	4	9.30	1	2.33	43				
		Total	10	12.99	35	45.45	16	20.78	11	14.29	5	6.49	77				
	Fema le	Rural	3	9.68	16	51.61	8	25.81	2	6.45	2	6.45	31	72			
		Urban	6	20.69	19	65.52	2	6.90	0	0.00	2	6.90	29				
		Total	9	15.00	35	58.33	10	16.67	2	3.33	4	6.67	60				
	Total		19.00	13.87	70.00	51.09	26.00	18.98	13.00	9.49	9.00	6.57	137.00				
30- 40	Male	Rural	27	33.75	27	33.75	21	26.25	4	5.00	1	1.25	80	160	264		
		Urban	9	18.75	17	35.42	11	22.92	10	20.83	1	2.08	48				
		Total	36	28.13	44	34.38	32	25.00	14	10.94	2	1.56	128				
	Fema le	Rural	12	15.00	47	58.75	14	17.50	6	7.50	1	1.25	80	104			
		Urban	6	10.71	31	55.36	5	8.93	12	21.43	2	3.57	56				
		Total	18	13.24	78	57.35	19	13.97	18	13.24	3	2.21	136				
	Total		54.00	20.45	122.00	46.21	51.00	19.32	32.00	12.12	5.00	1.89	264.00				
40- 50	Male	Rural	16	26.67	30	50.00	8	13.33	6	10.00	0	0.00	60	125	207		
		Urban	13	35.14	15	40.54	7	18.92	2	5.41	0	0.00	37				
		Total	29	29.90	45	46.39	15	15.46	8	8.25	0	0.00	97				
	Fema le	Rural	9	13.85	25	38.46	21	32.31	8	12.31	2	3.08	65	82			
		Urban	8	17.78	19	42.22	5	11.11	13	28.89	0	0.00	45				
		Total	17	15.45	44	40.00	26	23.64	21	19.09	2	1.82	110				
	Total		46.00	22.22	89.00	43.00	41.00	19.81	29.00	14.01	2.00	0.97	207.00				
50- 60	Male	Rural	5	29.41	7	41.18	3	17.65	1	5.88	1	5.88	17	31	55		
		Urban	5	45.45	4	36.36	1	9.09	1	9.09	0	0.00	11				
		Total	10	35.71	11	39.29	4	14.29	2	7.14	1	3.57	28				
	Fema le	Rural	2	14.29	10	71.43	0	0.00	2	14.29	0	0.00	14	24			
		Urban	2	15.38	7	53.85	1	7.69	1	7.69	2	15.38	13				
		Total	4	14.81	17	62.96	1	3.70	3	11.11	2	7.41	27				
	Total		14.00	25.45	28.00	50.91	5.00	9.09	5.00	9.09	3.00	5.45	55.00				
abov e 60	Male	Rural	0	0.00	3	75.00	1	25.00	0	0.00	0	0.00	4	8	18		
		Urban	3	42.86	3	42.86	1	14.29	0	0.00	0	0.00	7				
		Total	3	27.27	6	54.55	2	18.18	0	0.00	0	0.00	11				
	Fema le	Rural	0	0.00	3	75.00	1	25.00	0	0.00	0	0.00	4	10			
		Urban	0	0.00	3	100.00	0	0.00	0	0.00	0	0.00	3				
		Total	0	0.00	6	85.71	1	14.29	0	0.00	0	0.00	7				
	Total		3.00	16.67	12.00	66.67	3.00	16.67	0.00	0.00	0.00	0.00	18.00				
Total	Male	Rural	54	27.69	81	41.54	36	18.46	18	9.23	6	3.08	195	389	681		
		Urban	34	23.29	60	41.10	33	22.60	17	11.64	2	1.37	146				
		Total	88	25.81	141	41.35	69	20.23	35	10.26	8	2.35	341				
	Fema le	Rural	26	13.40	101	52.06	44	22.68	18	9.28	5	2.58	194	292			
		Urban	22	15.07	79	54.11	13	8.90	26	17.81	6	4.11	146				
		Total	48	14.12	180	52.94	57	16.76	44	12.94	11	3.24	340				
Gross Total			136	19.97	321	47.14	126	18.50	79	11.60	19	2.79	681	681	681		
Mean			2.30														
Standard Deviation			1.00														

The data shows that a significant portion of respondents across different age groups and backgrounds agree or strongly agree that they learn some news on social media that are not broadcasted in the mainstream media. In the age group less than 30, both males and females in rural and urban areas show agreement with this statement, with slightly higher agreement percentages among females compared to males. Similar trends are observed in the 30-40 and 40-50 age groups, where a considerable number of respondents' express agreement with the statement, especially among females. In the above 60 age group, although the sample size is smaller, there is still a notable proportion of respondents who agree or strongly agree that they learn news on social media not covered by mainstream media. Overall, the data suggests that across different demographics, a significant number of individuals rely on social media for news that may not be covered by traditional mainstream media outlets.

Quantitative analysis of MPs

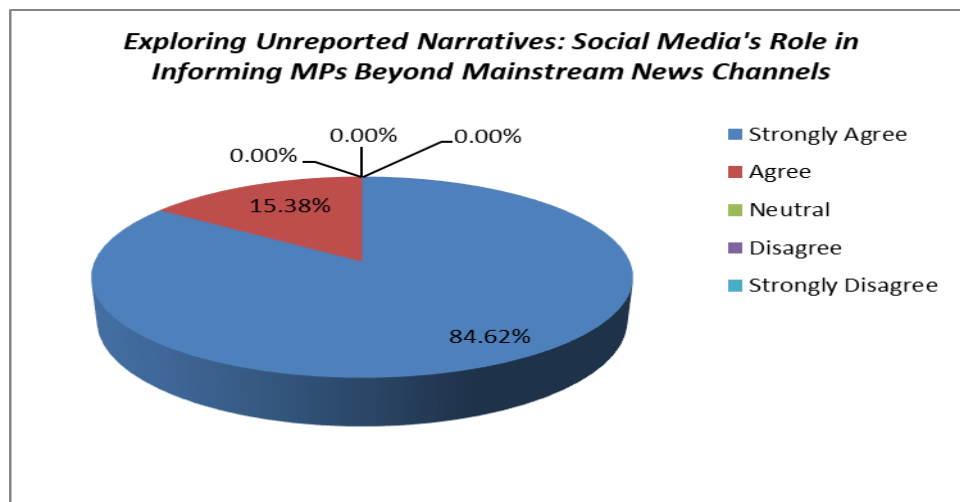


Figure 4.12 Exploring Unreported Narratives: Social Media's Role in Informing MPs Beyond Mainstream News Channels

The majority of respondents, constituting 84.62%, agreed and 15.38% strongly agreed that they encountered news on social media that had not been broadcasted in mainstream media channels. This indicates a widespread trend among MPs of relying on social media platforms to access news and information that may not have been covered by traditional media outlets. The role of social media as an alternative source

of news, providing diverse perspectives and potentially filling gaps left by mainstream media coverage.

No respondents disagreed or strongly disagreed with the statement, suggesting a agreement among MPs regarding the phenomenon of discovering news on social media that was not covered by mainstream media. Overall, the data reflects a widespread acknowledgment among MPs of the informational value provided by social media, particularly in accessing news that may not have received coverage in mainstream media channels. This highlights the evolving landscape of news consumption and the increasing significance of social media platforms in shaping the information ecosystem for political actors.

Fletcher & Nielsen, (2018) investigated the concept of incidental exposure to news on social media platforms such as Facebook, YouTube, and Twitter across four countries: Italy, Australia, United Kingdom, and United States. They conducted an online survey to explore how individuals who do not intentionally use social media for news may still come across news content while using these platforms. Their findings revealed several key points: Firstly, individuals who were incidentally exposed to news on social media tended to use significantly more online news sources compared to those who did not use social media at all. Secondly, this effect was more pronounced among younger people and those with lower interest in news. Lastly, the impact of incidental exposure varied across different social media platforms, with YouTube and Twitter users experiencing a stronger effect compared to Facebook users (Fletcher & Nielsen, 2018).

4.1.13 List of Qualitative Questions

4.1.13.1 The media MPs used to contact voters in political campaigning.

The MPs shared how they reached out to voters during their political campaigns. They mentioned holding rallies and going door-to-door to talk to people, which they found important. They also used TV, newspapers, flyers, banners, and social media a lot. This shows they used different ways to connect with voters, both old-fashioned and modern. The MPs also talked about meeting people face-to-face, doing TV interviews, and using social media a lot. They believed in talking directly to voters and using platforms like

TV and social media to spread their message. Overall, they showed they were smart about using different ways to reach as many people as possible and get their support.

4.1.13.2 Noticeable changes in using traditional media in political campaigning after MPs start using social media in political campaigning.

The MPs shared their observations on how the use of traditional media changed after they started using social media for political campaigning. Many noted that social media now requires more time and attention because it's become so important. They also mentioned that fewer young people seem interested in watching TV or reading newspapers, while older folks still do. Some MPs mentioned that rallies are becoming too expensive, so social media is becoming more supportive. Others pointed out that social media is dominating because young people want quick information, and it's a two-way platform. Some MPs still find print media useful, but TV is losing popularity due to the internet. Many MPs emphasized that social media is economical, quick, and lets them interact directly with voters, which is why it's becoming the primary platform for political campaigns. Overall, they see social media as a powerful tool for reaching and engaging voters, while traditional media is losing its appeal.

The study of **objective1: “To Examine the role of various media in political campaigning”** emphasizes how important social media is becoming to election campaigns, especially in terms of influencing public opinion and building relationships between the public and politicians. In comparison to their rural counterparts, urban voters are more aware of social media platforms, particularly Facebook, which has become the most popular medium for political engagement across age groups.

Voters who are identified as male typically log on to Facebook more frequently, but voters who identified as female exhibit a stronger social media influence on how they form opinions. Facebook is frequently chosen over websites like YouTube, Twitter, and WhatsApp because of its extensive feature set and adaptability. Unlike Twitter, which prioritizes brief updates and conversations, or WhatsApp, which is mainly focused on messaging, Facebook integrates social networking, multimedia sharing, group interactions, and a marketplace into a single platform. Users can find and join communities, connect with friends and family, share in-depth posts with multimedia, and access a wide range of content, including news from the workplace and personal

updates. Furthermore, its algorithm-driven feed offers users tailored material to keep them interested. Facebook has more comprehensive social networking and interactive features than YouTube, which is great for video content but falls short in other areas.

Traditional media continues to play a significant role in voter education and political campaigns, even in the face of the advent of social media. Both voters and Members of Parliament (MPs) recognize that print and electronic media remain important, and many voters use these platforms on a daily basis to learn about politics. While mainstream media continues to play a crucial role in the information landscape, social media is becoming a more trusted source of news. Conclusively, conventional media still plays a crucial role, even though social media has completely transformed the way voters interact with political information and how political campaigns are run. A holistic ecosystem for voter education and political communication is created by the interaction of these various media platforms, which reflects the changing nature of electoral tactics in the digital age.

4.2 Qualitative and Quantitative Data Analysis under Objective 2

4.2.1 Frequency of Social Media Application "WhatsApp"

Table 4.13 Frequency of Social Media Application "WhatsApp" Usage Among Voters

Age Gro up	Gend er	Backgro und	Frequency of Social Media Application "WhatsApp" Usage										Tota l(M/ F)	TOT AL (R/U)	TOT AL (AGE)
			Always		Often		Sometimes		Rarely		Never				
			Frequen cy	%age	Frequen cy	%age	Frequen cy	%age	Frequen cy	%age	Frequen cy	%a ge			
Less Than 30	Male	Rural	19	55.88	4	11.76	6	17.65	5	14.71	0	0.00	34	65	137
		Urban	14	32.56	8	18.60	17	39.53	3	6.98	1	2.33	43		
		Total	33	42.86	12	15.58	23	29.87	8	10.39	1	1.30	77		
	Femal e	Rural	16	51.61	11	35.48	2	6.45	2	6.45	0	0.00	31	72	
		Urban	13	44.83	6	20.69	4	13.79	5	17.24	1	3.45	29		
		Total	29	48.33	17	28.33	6	10.00	7	11.67	1	1.67	60		
	Total		62.00	45.26	29.00	21.17	29.00	21.17	15.00	10.95	2.00	1.46	137.00		
30- 40	Male	Rural	40	50.00	24	30.00	11	13.75	5	6.25	0	0.00	80	160	264
		Urban	23	47.92	15	31.25	6	12.50	0	0.00	4	8.33	48		
		Total	63	49.22	39	30.47	17	13.28	5	3.91	4	3.13	128		
	Femal e	Rural	16	20.00	23	28.75	27	33.75	10	12.50	4	5.00	80	104	
		Urban	10	17.86	30	53.57	12	21.43	3	5.36	1	1.79	56		
		Total	26	19.12	53	38.97	39	28.68	13	9.56	5	3.68	136		
	Total		89.00	33.71	92.00	34.85	56.00	21.21	18.00	6.82	9.00	3.41	264.00		
40- 50	Male	Rural	25	41.67	25	41.67	8	13.33	2	3.33	0	0.00	60	125	207
		Urban	11	29.73	19	51.35	3	8.11	2	5.41	2	5.41	37		
		Total	36	37.11	44	45.36	11	11.34	4	4.12	2	2.06	97		
	Femal e	Rural	18	27.69	25	38.46	16	24.62	4	6.15	2	3.08	65	82	
		Urban	16	35.56	12	26.67	7	15.56	9	20.00	1	2.22	45		
		Total	34	30.91	37	33.64	23	20.91	13	11.82	3	2.73	110		
	Total		70.00	33.82	81.00	39.13	34.00	16.43	17.00	8.21	5.00	2.42	207.00		
50- 60	Male	Rural	7	41.18	6	35.29	2	11.76	2	11.76	0	0.00	17	31	55
		Urban	4	36.36	4	36.36	3	27.27	0	0.00	0	0.00	11		
		Total	11	39.29	10	35.71	5	17.86	2	7.14	0	0.00	28		
	Femal e	Rural	4	28.57	4	28.57	3	21.43	0	0.00	3	21.4 3	14	24	
		Urban	3	23.08	3	23.08	5	38.46	2	15.38	0	0.00	13		
		Total	7	25.93	7	25.93	8	29.63	2	7.41	3	11.1 1	27		
	Total		18.00	32.73	17.00	30.91	13.00	23.64	4.00	7.27	3.00	5.45	55.00		
abov e 60	Male	Rural	1	25.00	0	0.00	2	50.00	1	25.00	0	0.00	4	8	18
		Urban	0	0.00	4	57.14	2	28.57	1	14.29	0	0.00	7		
		Total	1	9.09	4	36.36	4	36.36	2	18.18	0	0.00	11		
	Femal e	Rural	0	0.00	1	25.00	2	50.00	0	0.00	1	25.0 0	4	10	
		Urban	0	0.00	0	0.00	1	33.33	1	33.33	1	33.3 3	3		
		Total	0	0.00	1	14.29	3	42.86	1	14.29	2	28.5 7	7		
	Total		1.00	5.56	5.00	27.78	7.00	38.89	3.00	16.67	2.00	11.1 1	18.00		
Total	Male	Rural	92	47.18	59	30.26	29	14.87	15	7.69	0	0.00	195	389	681
		Urban	52	35.62	50	34.25	31	21.23	6	4.11	7	4.79	146		
		Total	144	42.23	109	31.96	60	17.60	21	6.16	7	2.05	341		
	Femal e	Rural	54	27.84	64	32.99	50	25.77	16	8.25	10	5.15	194	292	
		Urban	42	28.77	51	34.93	29	19.86	20	13.70	4	2.74	146		
		Total	96	28.24	115	33.82	79	23.24	36	10.59	14	4.12	340		
Gross Total			240	35.24	224	32.89	139	20.41	57	8.37	21	3.08	681	681	681
Mean			2.11												
Standard Deviation			1.08												

The data analysis shows the frequency of voters' usage of the social media application WhatsApp across various demographics. Overall, there is a notable preference for using WhatsApp among voters, with a majority utilizing it either always or often. Among males, particularly in rural areas, a significant portion (approximately 48%) reported using WhatsApp always, followed by 31% who use it often. Females also demonstrate a substantial usage rate, with around 28% reporting always and 28% often using WhatsApp. This suggests a widespread adoption of the platform across genders and locations, with rural areas showing slightly higher usage rates compared to urban areas.

When examining age groups, individuals below 30 exhibit the highest usage rates, with approximately 43% using WhatsApp 'always' and 30% using it as 'often'. This trend continues in the 30-40 age group, where 49% report always using WhatsApp and 30% often. However, as age increases, there is a decline in usage, particularly among those above 60, where only around 9% 'always' use WhatsApp and 16% 'often' use it. This age-related disparity indicates a generational difference in social media platform preferences and highlights the predominance of WhatsApp among younger voters.

Moreover, the data reflects a consistent pattern of higher WhatsApp usage in rural areas compared to urban areas across all age groups and genders. In rural settings, around 35% of voters report always using WhatsApp, while in urban areas, this figure stands at approximately 29%. Similarly, often usage rates are higher in rural areas (around 33%) compared to urban areas (around 28%). This rural-urban discrepancy suggests varying degrees of reliance on social media platforms for communication and information sharing, influenced by factors such as connectivity, lifestyle, and access to alternative communication channels.

Quantitative analysis of MPs

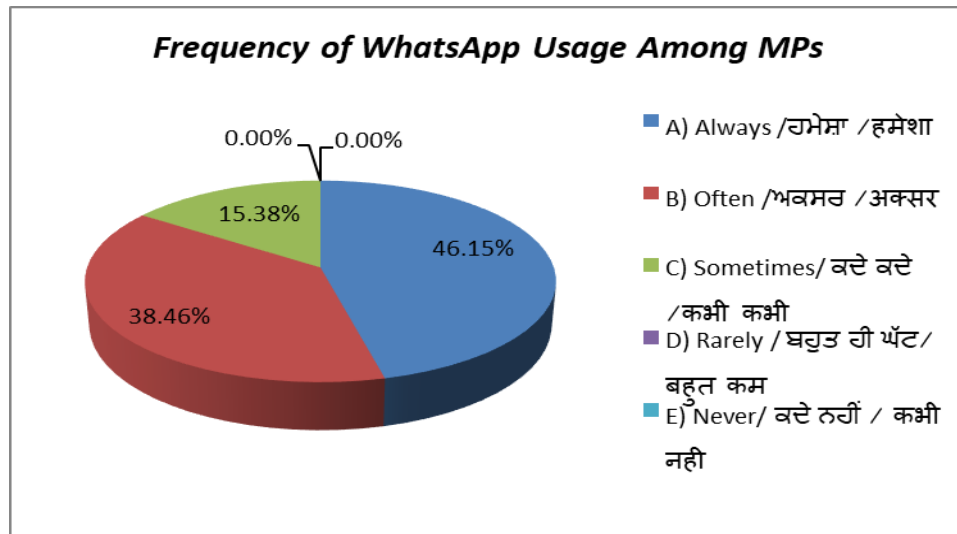


Figure 4.13 Frequency of WhatsApp Usage Among MPs

The data reveals that among MPs surveyed, 46.15% reported ‘always’ using the social media application WhatsApp, while 38.46% stated that they often use it. Additionally, 15.38% indicated using it sometimes. Notably, none of the respondents reported rarely or never using WhatsApp. This highlights the widespread adoption of WhatsApp among MPs as a communication tool, with a majority utilizing it frequently or always for various purposes, including official communication, networking, and staying updated on political developments. Overall, the data underscores the significant role of WhatsApp as a preferred social media application among MPs, reflecting its importance as a communication channel in the political sphere and its integration into daily routines for information dissemination and interaction.

Misha et al. examine the thoughtful impact of WhatsApp and digital private spaces on the nature of democracy in modern India. Through digital ethnographic research conducted in urban north India, the study reveals how WhatsApp serves as a tool for the Hindu right to establish new forms of party-political connections. This has significant implications for individuals on the borders of Hindu nationalist politics, reshaping their experiences within the digital dominion. The paper investigates that how WhatsApp functions as a mechanism of social discipline, influencing norms of social behaviour and reshaping notions of inclusion and exclusion in the digital-physical landscape of India's "ethnic democracy." (Williams et al., 2022)

4.2.2 Frequency of Facebook Usage

Table 4.14 Frequency of Facebook Usage Among participants

Age Gro up	Gend er	Backg round	How often do you use social media application "Facebook"?										Total(M /F)	TO TAL (R/ U)	TOT AL (AGE)
			Always		Often		Sometimes		Rarely		Never				
			Cou nt	%age	Frequen cy	%age	Frequen cy	%age	Frequen cy	%age	Frequen cy	%age			
Less Tha n 30	Male	Rural	17	50.00	4	11.76	7	20.59	3	8.82	3	8.82	34	65	137
		Urban	6	13.95	8	18.60	15	34.88	11	25.58	3	6.98	43		
		Total	23	29.87	12	15.58	22	28.57	14	18.18	6	7.79	77		
	Femal e	Rural	2	6.45	4	12.90	8	25.81	8	25.81	9	29.03	31	72	
		Urban	7	24.14	6	20.69	1	3.45	12	41.38	3	10.34	29		
		Total	9	15.00	10	16.67	9	15.00	20	33.33	12	20.00	60		
	Total		32.00	23.36	22.00	16.06	31.00	22.63	34.00	24.82	18.00	13.14	137.00		
30-40	Male	Rural	32	40.00	18	22.50	18	22.50	9	11.25	3	3.75	80	160	264
		Urban	13	27.08	20	41.67	10	20.83	3	6.25	2	4.17	48		
		Total	45	35.16	38	29.69	28	21.88	12	9.38	5	3.91	128		
	Femal e	Rural	16	20.00	10	12.50	32	40.00	11	13.75	11	13.75	80	104	
		Urban	9	16.07	22	39.29	15	26.79	4	7.14	6	10.71	56		
		Total	25	18.38	32	23.53	47	34.56	15	11.03	17	12.50	136		
	Total		70	26.52	70	26.52	75	28.41	27	10.23	22	8.33	264.00		
40-50	Male	Rural	16	26.67	21	35.00	15	25.00	6	10.00	2	3.33	60	125	207
		Urban	10	27.03	18	48.65	7	18.92	0	0.00	2	5.41	37		
		Total	26	26.80	39	40.21	22	22.68	6	6.19	4	4.12	97		
	Femal e	Rural	11	16.92	18	27.69	23	35.38	5	7.69	8	12.31	65	82	
		Urban	8	17.78	10	22.22	14	31.11	8	17.78	5	11.11	45		
		Total	19	17.27	28	25.45	37	33.64	13	11.82	13	11.82	110		
	Total		45.00	21.74	67.00	32.37	59.00	28.50	19.00	9.18	17.00	8.21	207.00		
50-60	Male	Rural	3	17.65	8	47.06	2	11.76	1	5.88	3	17.65	17	31	55
		Urban	2	18.18	5	45.45	3	27.27	1	9.09	0	0.00	11		
		Total	5	17.86	13	46.43	5	17.86	2	7.14	3	10.71	28		
	Femal e	Rural	3	21.43	4	28.57	5	35.71	0	0.00	2	14.29	14	24	
		Urban	2	15.38	3	23.08	4	30.77	4	30.77	0	0.00	13		
		Total	5	18.52	7	25.93	9	33.33	4	14.81	2	7.41	27		
	Total		10.00	18.18	20.00	36.36	14.00	25.45	6.00	10.91	5.00	9.09	55.00		
above 60	Male	Rural	0	0.00	2	50.00	0	0.00	1	25.00	1	25.00	4	8	18
		Urban	3	42.86	1	14.29	2	28.57	1	14.29	0	0.00	7		
		Total	3	27.27	3	27.27	2	18.18	2	18.18	1	9.09	11		
	Femal e	Rural	1	25.00	0	0.00	0	0.00	0	0.00	3	75.00	4	10	
		Urban	1	33.33	0	0.00	0	0.00	1	33.33	1	33.33	3		
		Total	2	28.57	0	0.00	0	0.00	1	14.29	4	57.14	7		
	Total		5.00	27.78	3.00	16.67	2.00	11.11	3.00	16.67	5.00	27.78	18.00		
Total	Male	Rural	68	34.87	53	27.18	42	21.54	20	10.26	12	6.15	195	389	681
		Urban	34	23.29	52	35.62	37	25.34	16	10.96	7	4.79	146		
		Total	102	29.91	105	30.79	79	23.17	36	10.56	19	5.57	341		
	Femal e	Rural	33	17.01	36	18.56	68	35.05	24	12.37	33	17.01	194	292	
		Urban	27	18.49	41	28.08	34	23.29	29	19.86	15	10.27	146		
		Total	60	17.65	77	22.65	102	30.00	53	15.59	48	14.12	340		
	Gross Total			162	23.79	182	26.73	181	26.58	89	13.07	67	9.84	681	
Mean			2.58												
Standard Deviation			1.25												

The data provides insights into the frequency of usage of the social media application Facebook among different demographic groups. Across all demographics, a significant portion of individuals reported using Facebook, either always or often, indicating its widespread adoption as a social networking platform. Particularly among males, in both rural and urban areas, there is a substantial proportion (approximately 30%) who reported always using Facebook, with additional individuals reporting often usage. Similarly, females also exhibit a notable usage rate, with around 15% reporting always and 17% reporting often usage of Facebook. This suggests a high level of engagement with the platform across genders and locations.

Age-wise analysis reveals varying patterns of Facebook usage, with younger individuals demonstrating higher usage rates compared to older age groups. In the age group less than 30, approximately 30% reported always using Facebook, while this percentage decreases with age, with only around 10% of individuals above 60 reporting always using Facebook. Conversely, the proportion of individuals reporting never using Facebook increases with age, indicating a decreasing reliance on the platform as individuals grow older. This age-related disparity underscores the generational differences in social media platform preferences and usage habits.

Moreover, the data highlights a consistent trend of higher Facebook usage in rural areas as compared to urban areas across all age groups and genders. This disparity suggests differing degrees of reliance on Facebook for social networking and communication, influenced by factors such as internet access, social connectivity, and cultural preferences.

Quantitative analysis of MPs

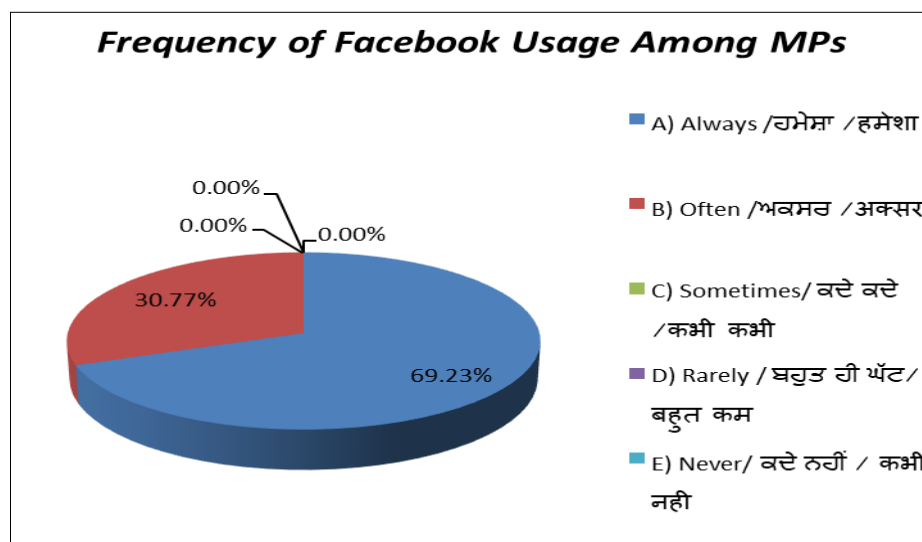


Figure 4.14 Frequency of Facebook Usage Among MPs

The data indicates that 69.23% of the MPs surveyed reported using the social media application Facebook always, while 30.77% stated that they often use it. None of the respondents reported using Facebook sometimes, rarely, or never. This suggests a high level of engagement with Facebook among MPs, with the majority using it frequently or always. Facebook appears to be a preferred social media platform for MPs, likely serving as a crucial channel for communication, networking, and engaging with constituents. The absence of responses indicating rare or no usage underscores the significance of Facebook as a primary social media tool for MPs in their political engagements.

Sachi et al. researched into the transformative role of digital media, particularly social media, in shaping political interactions between parties and voters in India. The paper sheds light on the demographic distribution of Facebook users in India, highlighting their concentration in major urban centres. It compares Facebook usage with traditional media and explores how demographics vary across different states. Ultimately, the study highlights the profound impact of social media on Indian politics, offering insights into how it has transformed the political landscape (Kumar Adhana, 2020).

4.2.3 Analysis of Social Media Usage: Twitter

Table 4.15 Twitter Usage Among Voters

Age Gro up	Gend er	Backgro und	The use of social media application "Twitter"										Total (M/F)	TOT AL (R/U)	TOT AL (AG E)
			Always		Often		Sometimes		Rarely		Never				
			Frequ ency	%age	Frequ ency	%ag e	Frequ ency	%age	Frequ ency	%ag e	Frequ ency	%age			
Less Than 30	Male	Rural	4	11.76	2	5.88	2	5.88	7	20.59	19	55.88	34	65	137
		Urban	1	2.33	5	11.63	17	39.53	9	20.93	11	25.58	43		
		Total	5	6.49	7	9.09	19	24.68	16	20.78	30	38.96	77		
	Fema le	Rural	2	6.45	2	6.45	6	19.35	7	22.58	14	45.16	31	72	
		Urban	0	0.00	3	10.34	7	24.14	6	20.69	13	44.83	29		
		Total	2	3.33	5	8.33	13	21.67	13	21.67	27	45.00	60		
	Total		7.00	5.11	12.00	8.76	32.00	23.36	29.00	21.17	57.00	41.61	137.00		
30- 40	Male	Rural	6	7.50	3	3.75	20	25.00	16	20.00	35	43.75	80	160	264
		Urban	3	6.25	5	10.42	17	35.42	7	14.58	16	33.33	48		
		Total	9	7.03	8	6.25	37	28.91	23	17.97	51	39.84	128		
	Fema le	Rural	3	3.75	11	13.75	12	15.00	21	26.25	33	41.25	80	104	
		Urban	2	3.57	20	35.71	8	14.29	13	23.21	13	23.21	56		
		Total	5	3.68	31	22.79	20	14.71	34	25.00	46	33.82	136		
	Total		14.00	5.30	39.0	14.77	57.00	21.59	57.00	21.59	97.0	36.74	264.00		
40- 50	Male	Rural	6	10.00	5	8.33	10	16.67	11	18.33	28	46.67	60	125	207
		Urban	4	10.81	6	16.22	6	16.22	3	8.11	18	48.65	37		
		Total	10	10.31	11	11.34	16	16.49	14	14.43	46	47.42	97		
	Fema le	Rural	2	3.08	3	4.62	17	26.15	11	16.92	32	49.23	65	82	
		Urban	3	6.67	8	17.78	12	26.67	2	4.44	20	44.44	45		
		Total	5	4.55	11	10.00	29	26.36	13	11.82	52	47.27	110		
	Total		15.00	7.25	22.0	10.63	45.00	21.74	27.00	13.04	98.0	47.34	207.00		
50- 60	Male	Rural	0	0.00	0	0.00	6	35.29	0	0.00	11	64.71	17	31	55
		Urban	0	0.00	1	9.09	2	18.18	2	18.18	6	54.55	11		
		Total	0	0.00	1	3.57	8	28.57	2	7.14	17	60.71	28		
	Fema le	Rural	0	0.00	0	0.00	2	14.29	2	14.29	10	71.43	14	24	
		Urban	0	0.00	0	0.00	4	30.77	5	38.46	4	30.77	13		
		Total	0	0.00	0	0.00	6	22.22	7	25.93	14	51.85	27		
	Total		0.00	0.00	1.00	1.82	14.00	25.45	9.00	16.36	31.00	56.36	55.00		
abov e 60	Male	Rural	0	0.00	0	0.00	0	0.00	0	0.00	4	100.00	4	8	18
		Urban	0	0.00	1	14.29	2	28.57	0	0.00	4	57.14	7		
		Total	0	0.00	1	9.09	2	18.18	0	0.00	8	72.73	11		
	Fema le	Rural	0	0.00	0	0.00	1	25.00	0	0.00	3	75.00	4	10	
		Urban	0	0.00	0	0.00	1	33.33	1	33.33	1	33.33	3		
		Total	0	0.00	0	0.00	2	28.57	1	14.29	4	57.14	7		
	Total		0.00	0.00	1.00	5.56	4.00	22.22	1.00	5.56	12.00	66.67	18.00		
Total	Male	Rural	16	8.21	10	5.13	38	19.49	34	17.44	97	49.74	195	389	681
		Urban	8	5.48	18	12.33	44	30.14	21	14.38	55	37.67	146		
		Total	24	7.04	28	8.21	82	24.05	55	16.13	152	44.57	341		
	Fema le	Rural	7	3.61	16	8.25	38	19.59	41	21.13	92	47.42	194	292	
		Urban	5	3.42	31	21.23	32	21.92	27	18.49	51	34.93	146		
		Total	12	3.53	47	13.82	70	20.59	68	20.00	143	42.06	340		
Gross Total			36	5.29	75	11.01	152	22.32	123	18.06	295	43.32	681	681	681
Mean			3.83												
Standard Deviation			1.24												

The data illustrates the usage patterns of the social media platform Twitter across different demographic segments. Among all demographics, Twitter seems to have a lower adoption rate as compared to other social media platforms, with a notable portion of individuals reporting never using Twitter. Particularly among males, both in rural and urban areas, there is a significant percentage (around 50%) of individuals who reported never using Twitter, indicating a comparatively lower engagement with this platform. Similarly, females also exhibit a considerable percentage (around 45%) reporting never using Twitter (or X), suggesting a similar trend across genders.

Furthermore, the age-wise analysis reveals consistent patterns of low Twitter usage across different age groups. In the age group less than 30, approximately 39% of individuals reported never using Twitter, and this trend persists across older age groups, with even higher percentages of individuals reporting never using Twitter in the above 60 age group. This indicates a consistent lack of interest or reliance on Twitter across different age brackets, reflecting its limited penetration as compared to other social media platforms.

Moreover, the data highlights a marginal difference in Twitter usage between rural and urban areas, with slightly higher percentages of individuals reporting never using Twitter in rural areas. This suggests a relatively lower adoption of Twitter as a social networking tool in rural settings as compared to urban areas, possibly influenced by factors such as access to technology, internet penetration, and socio-economic dynamics.

Quantitative analysis of MPs

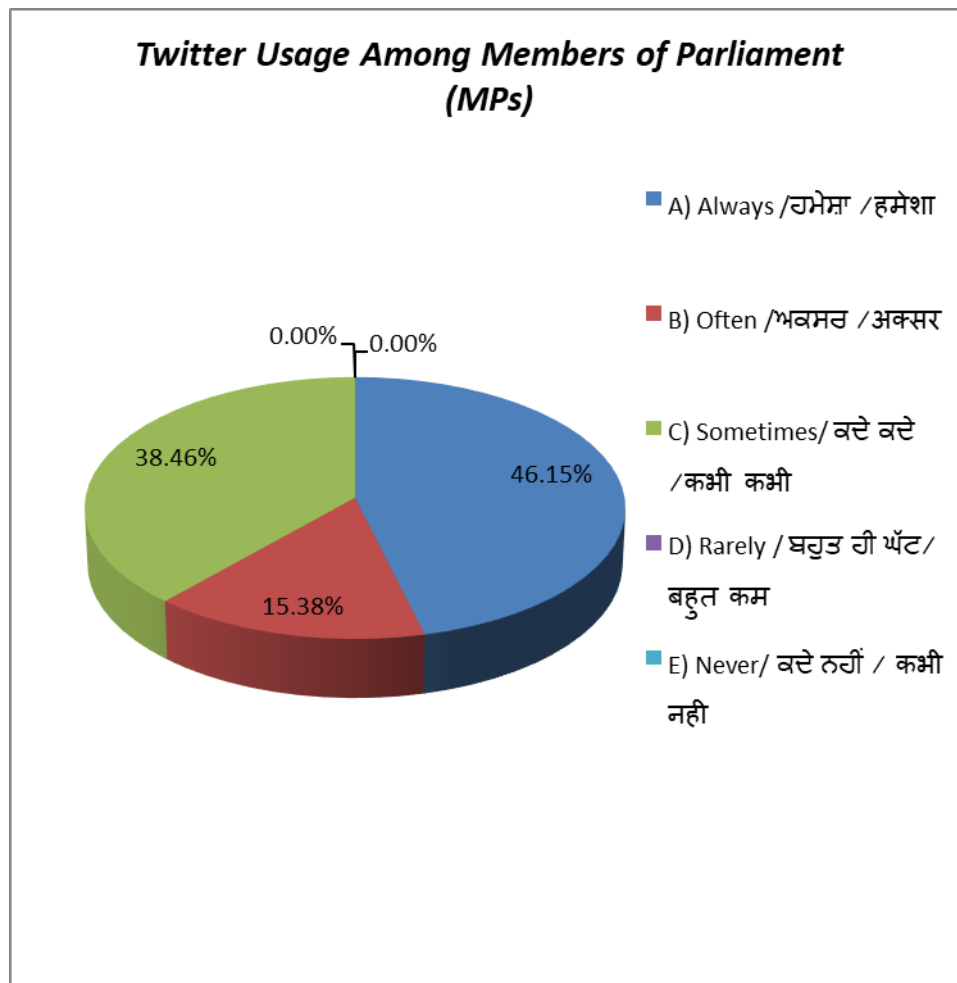


Figure 4.15 Twitter Usage Among Members of Parliament (MPs)

According to the data, 46.15% of the MPs surveyed reported using the social media application Twitter always, while 15.38% stated that they often use it. Additionally, 38.46% of respondents mentioned using Twitter sometimes. None of the MPs reported rarely or never using Twitter. This indicates a notable level of engagement with Twitter among MPs, with a significant portion using it frequently or always. Twitter appears to be a commonly utilized platform among MPs for communication, information dissemination, and engagement with the public. This data suggests that Twitter serves as an essential channel for MPs to share their views, communicate with constituents, and stay informed about current events and public sentiment.

Rajput (2014) stated that social media has become a crucial tool in the modern digitalized world, evident from events like the US Presidential elections and risings in Arab countries. In the Indian political landscape, platforms like Twitter is continue to play a significant role, offering politicians a direct channel to communicate with the public. While social media cannot replace traditional media entirely, it complements channels like TV, newspapers, and radio, enhancing their reach and impact. The major political players, including the BJP, INC, and the newly formed AAP, are actively engaging with social media to connect with India's youth. With only two Indian political entities appearing in the top fifty Indian celebrities on Twitter, there is a need for greater activity and creativity from political leaders on the platform. As more and more leaders join the social media arena, its role in shaping the country's political landscape is expected to become increasingly significant. Thus, the authors suggest that the battle for social media dominance among Indian political leaders has only just begun, with its influence likely to grow in shaping the country's political future (Rajput, 2014).

4.2.4 Usage Frequency of the Social Media Platform "YouTube"

Table 4.16 Frequency of YouTube Usage Among Participants

Age Group	Gender	Backround	How often do you use social media application "YouTube"?										Total(M/F)	TOTAL (R/U)	TOTAL (AGE)
			Always		Often		Sometimes		Rarely		Never				
			Frequency	%age	Frequency	%age	Frequency	%age	Frequency	%age	Frequency	%age			
Less Than 30	Male	Rural	13	38.24	8	23.53	11	32.35	1	2.94	1	2.94	34	65	137
		Urban	13	30.23	17	39.53	6	13.95	5	11.63	2	4.65	43		
		Total	26	33.77	25	32.47	17	22.08	6	7.79	3	3.90	77		
	Female	Rural	7	22.58	9	29.03	12	38.71	3	9.68	0	0.00	31	72	
		Urban	6	20.69	14	48.28	7	24.14	1	3.45	1	3.45	29		
		Total	13	21.67	23	38.33	19	31.67	4	6.67	1	1.67	60		
	Total		39.00	28.47	48.0	35.04	36.00	26.28	10.00	7.30	4.00	2.92	137.00		
30-40	Male	Rural	22	27.50	20	25.00	31	38.75	6	7.50	1	1.25	80	160	264
		Urban	19	39.58	10	20.83	16	33.33	1	2.08	2	4.17	48		
		Total	41	32.03	30	23.44	47	36.72	7	5.47	3	2.34	128		
	Female	Rural	10	12.50	22	27.50	27	33.75	13	16.25	8	10.00	80	104	
		Urban	11	19.64	26	46.43	10	17.86	7	12.50	2	3.57	56		
		Total	21	15.44	48	35.29	37	27.21	20	14.71	10	7.35	136		
	Total		62.00	23.48	78.0	29.55	84.00	31.82	27.00	10.23	13.00	4.92	264.00		
40-50	Male	Rural	11	18.33	25	41.67	7	11.67	10	16.67	7	11.67	60	125	207
		Urban	11	29.73	14	37.84	6	16.22	2	5.41	4	10.81	37		
		Total	22	22.68	39	40.21	13	13.40	12	12.37	11	11.34	97		
	Female	Rural	8	12.31	22	33.85	20	30.77	14	21.54	1	1.54	65	82	
		Urban	7	15.56	16	35.56	14	31.11	5	11.11	3	6.67	45		
		Total	15	13.64	38	34.55	34	30.91	19	17.27	4	3.64	110		
	Total		37.00	17.87	77.0	37.20	47.00	22.71	31.00	14.98	15.00	7.25	207.00		
50-60	Male	Rural	0	0.00	6	35.29	6	35.29	2	11.76	3	17.65	17	31	55
		Urban	2	18.18	7	63.64	2	18.18	0	0.00	0	0.00	11		
		Total	2	7.14	13	46.43	8	28.57	2	7.14	3	10.71	28		
	Female	Rural	0	0.00	2	14.29	11	78.57	0	0.00	1	7.14	14	24	
		Urban	0	0.00	3	23.08	4	30.77	1	7.69	5	38.46	13		
		Total	0	0.00	5	18.52	15	55.56	1	3.70	6	22.22	27		
	Total		2.00	3.64	18.0	32.73	23.00	41.82	3.00	5.45	9.00	16.36	55.00		
above 60	Male	Rural	2	50.00	1	25.00	0	0.00	0	0.00	1	25.00	4	8	18
		Urban	2	28.57	1	14.29	3	42.86	0	0.00	1	14.29	7		
		Total	4	36.36	2	18.18	3	27.27	0	0.00	2	18.18	11		
	Female	Rural	0	0.00	1	25.00	0	0.00	2	50.00	1	25.00	4	10	
		Urban	0	0.00	0	0.00	1	33.33	1	33.33	1	33.33	3		
		Total	0	0.00	1	14.29	1	14.29	3	42.86	2	28.57	7		
	Total		4.00	22.22	3.00	16.67	4.00	22.22	3.00	16.67	4.00	22.22	18.00		
Total	Male	Rural	48	24.62	60	30.77	55	28.21	19	9.74	13	6.67	195	389	681
		Urban	47	32.19	49	33.56	33	22.60	8	5.48	9	6.16	146		
		Total	95	27.86	109	31.96	88	25.81	27	7.92	22	6.45	341		
	Female	Rural	25	12.89	56	28.87	70	36.08	32	16.49	11	5.67	194	292	
		Urban	24	16.44	59	40.41	36	24.66	15	10.27	12	8.22	146		
Gross Total			144	21.15	224	32.89	194	28.49	74	10.87	45	6.61	681	681	681
Mean			2.49												
Standard Deviation			1.13												

The data presents the usage patterns of the social media platform YouTube across different demographic segments. Unlike Twitter, YouTube appears to have a higher adoption rate among all age groups and backgrounds. Among males aged less than 30, both in rural and urban areas, a considerable percentage (around 33% to 38%) reported ‘always’ using YouTube, indicating a high level of engagement with this platform. Similarly, females in this age group also exhibit a significant usage rate of YouTube, with around 22% to 23% reporting always using it.

In the age group of 30-40, both males and females show a consistent pattern of high YouTube usage, with a notable portion reporting always using it. This trend continues across different backgrounds, with relatively higher usage rates in urban areas compared to rural areas. The same trend continues in the age group of 40-50, with a significant percentage of individuals reporting always using YouTube across genders and backgrounds. Even in the above 60 age group, there is a notable usage of YouTube, although the percentage of individuals reporting always using it is relatively lower compared to younger age groups. Overall, the data suggests that YouTube enjoys widespread adoption across various demographic segments, with a significant portion of individuals reporting frequent usage, especially among younger age groups. This indicates the platform's popularity and relevance as a primary source of entertainment, information, and communication for a diverse range of users.

Quantitative analysis of MPs

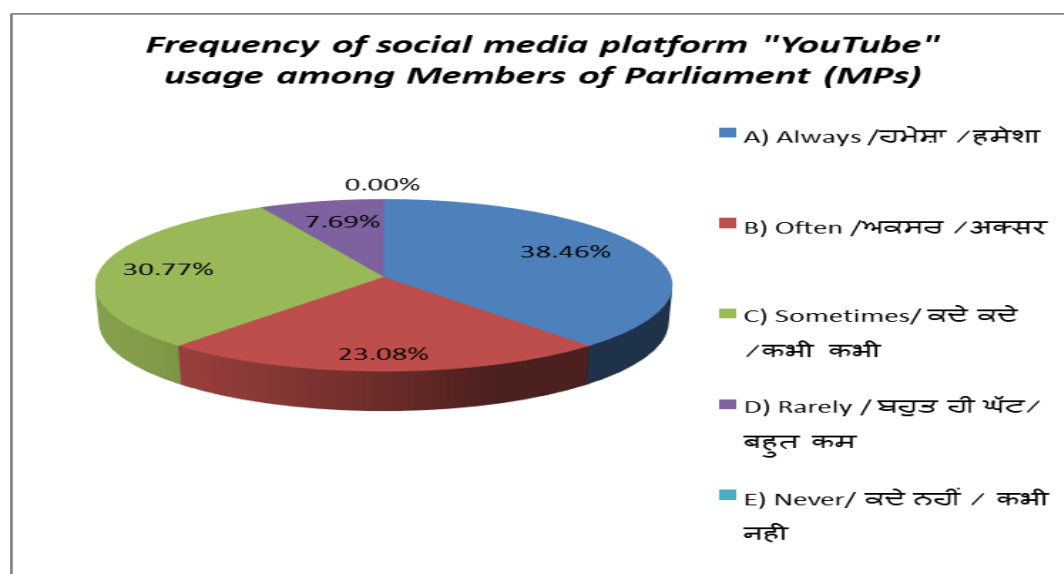


Figure 4.16 Frequency of social media platform "YouTube" usage among Members of Parliament (MPs)

The survey results indicate that 38.46% of the MPs reported always using the social media application YouTube, while 23.08% stated that they often use it. Additionally, 30.77% mentioned using YouTube sometimes, and 7.69% reported rarely using it. None of the MPs surveyed indicated never using YouTube. These findings suggest that YouTube is widely utilized by MPs, with a significant proportion using it frequently or always. YouTube serves as a crucial platform for MPs to share videos of their activities, speeches, and policy proposals, reaching a broad audience and engaging with constituents in a multimedia format.

While some MPs reported rarely using YouTube, the absence of responses indicating never using it underscores its importance as a tool for political communication and outreach. YouTube enables MPs to reach constituents through video content, providing a visual medium for conveying their messages, initiatives, and responses to current issues. Overall, YouTube plays a significant role in the social media strategy of MPs, facilitating communication, transparency, and engagement with the public.

Vrat Singh & Kumari discuss the growing significance of new media in political communication, focusing on the usage of YouTube during India's Parliamentary Elections in 2014. They compare the strategies of major political parties like the Indian National Congress, Bharatiya Janata Party (BJP), and Aam Aadmi Party (AAP) based on variables such as the number, subject, duration, views, likes, and dislikes of their uploaded videos. The study finds that the BJP utilized social media most effectively, uploading a diverse range of videos with high engagement levels. In contrast, the Congress showed hesitation in its YouTube usage, while the AAP's approach was described as limited and disorganized (Vrat Singh & Kumari, 2016).

4.2.5 Usage Frequency of the Social Media Application "Telegram"

Table 4.17 Frequency of Social Media Platform "Telegram" Usage among Voters

Age Group	Gender	Backgr ound	How often do you use social media application "Telegram"?										Tot al(M/F)	TO TAL (R/ U)	TO TAL (AG E)
			Always		Often		Sometimes		Rarely		Never				
			Fre que ncy	%ag e	Freq uenc y	%ag e	Freq uenc y	%ag e	Fre que ncy	%age	Fr eq ue nc y	%age			
Les s Tha n 30	Mal e	Rural	3	8.82	3	8.82	7	20.59	8	23.53	13	38.24	34	65	137
		Urban	0	0.00	11	25.58	12	27.91	12	27.91	8	18.60	43		
		Total	3	3.90	14	18.18	19	24.68	20	25.97	21	27.27	77		
	Fem ale	Rural	1	3.23	3	9.68	9	29.03	5	16.13	13	41.94	31	72	
		Urban	0	0.00	9	31.03	1	3.45	4	13.79	15	51.72	29		
		Total	1	1.67	12	20.00	10	16.67	9	15.00	28	46.67	60		
	Total		4.00	2.92	26.00	18.98	29.0	21.17	29.0	21.17	49.0	35.77	137.00		
30-40	Mal e	Rural	4	5.00	9	11.25	18	22.50	16	20.00	33	41.25	80	160	264
		Urban	2	4.17	2	4.17	17	35.42	9	18.75	18	37.50	48		
		Total	6	4.69	11	8.59	35	27.34	25	19.53	51	39.84	128		
	Fem ale	Rural	1	1.25	7	8.75	16	20.00	18	22.50	38	47.50	80	104	
		Urban	0	0.00	16	28.57	8	14.29	7	12.50	25	44.64	56		
		Total	1	0.74	23	16.91	24	17.65	25	18.38	63	46.32	136		
	Total		7.00	2.65	34.00	12.88	59.00	22.35	50.0	18.94	114.0	43.18	264.00		
40-50	Mal e	Rural	5	8.33	0	0.00	15	25.00	9	15.00	31	51.67	60	125	207
		Urban	3	8.11	5	13.51	5	13.51	10	27.03	14	37.84	37		
		Total	8	8.25	5	5.15	20	20.62	19	19.59	45	46.39	97		
	Fem ale	Rural	0	0.00	6	9.23	15	23.08	13	20.00	31	47.69	65	82	
		Urban	2	4.44	8	17.78	9	20.00	7	15.56	19	42.22	45		
		Total	2	1.82	14	12.73	24	21.82	20	18.18	50	45.45	110		
	Total		10.00	4.83	19.00	9.18	44.00	21.26	39.00	18.84	95.00	45.89	207.00		
50-60	Mal e	Rural	0	0.00	1	5.88	6	35.29	0	0.00	10	58.82	17	31	55
		Urban	0	0.00	0	0.00	2	18.18	1	9.09	8	72.73	11		
		Total	0	0.00	1	3.57	8	28.57	1	3.57	18	64.29	28		
	Fem ale	Rural	0	0.00	1	7.14	1	7.14	3	21.43	9	64.29	14	24	
		Urban	0	0.00	0	0.00	5	38.46	1	7.69	7	53.85	13		
		Total	0	0.00	1	3.70	6	22.22	4	14.81	16	59.26	27		
	Total		0.00	0.00	2.00	3.64	14.00	25.45	5.00	9.09	34.00	61.82	55.00		
abo ve 60	Mal e	Rural	0	0.00	0	0.00	0	0.00	0	0.00	4	100.00	4	8	18
		Urban	0	0.00	0	0.00	2	28.57	1	14.29	4	57.14	7		
		Total	0	0.00	0	0.00	2	18.18	1	9.09	8	72.73	11		
	Fem ale	Rural	0	0.00	0	0.00	1	25.00	0	0.00	3	75.00	4	10	
		Urban	0	0.00	0	0.00	1	33.33	1	33.33	1	33.33	3		
		Total	0	0.00	0	0.00	2	28.57	1	14.29	4	57.14	7		
	Total		0.00	0.00	0.00	0.00	4.00	22.22	2.00	11.11	12.0	66.67	18.00		
Tot al	Mal e	Rural	12	6.15	13	6.67	46	23.59	33	16.92	91	46.67	195	389	681
		Urban	5	3.42	18	12.33	38	26.03	33	22.60	52	35.62	146		
		Total	17	4.99	31	9.09	84	24.63	66	19.35	143	41.94	341		
	Fem ale	Rural	2	1.03	17	8.76	42	21.65	39	20.10	94	48.45	194	292	
		Urban	2	1.37	33	22.60	24	16.44	20	13.70	67	45.89	146		
		Total	4	1.18	50	14.71	66	19.41	59	17.35	161	47.35	340		
Gross Total			21	3.08	81	11.89	150	22.03	125	18.36	304	44.64	681	681	681
Mean			3.90												
Standard Deviation			1.19												

The data provides insights into the usage patterns of the social media application "Telegram" across different demographic segments. Among individuals aged less than 30, both males and females exhibit a notable frequency of using Telegram, particularly in rural areas, with a significant portion reporting sometimes or often usage, constituting approximately 47% of the total respondents. This trend continues in the 30-40 age group, where a considerable percentage of individuals, especially in urban areas, report using Telegram sometimes or often, representing around 41% of the respondents. Moreover, usage remains prevalent in the 40-50 age group, with a notable presence in rural areas, making up about 46% of the respondents.

Urban areas consistently show higher usage rates of Telegram across all age groups compared to rural areas. This suggests that Telegram has gained popularity primarily among younger demographics and in urban settings. However, the platform maintains a diverse user base across different age groups and backgrounds, indicating its widespread adoption as a social media application. While Telegram's overall usage may be lower as compared to platforms like Twitter and YouTube, it still holds a significant presence, particularly among younger individuals and in urban areas, where it constitutes a significant percentage of social media users.

Quantitative analysis of MPs

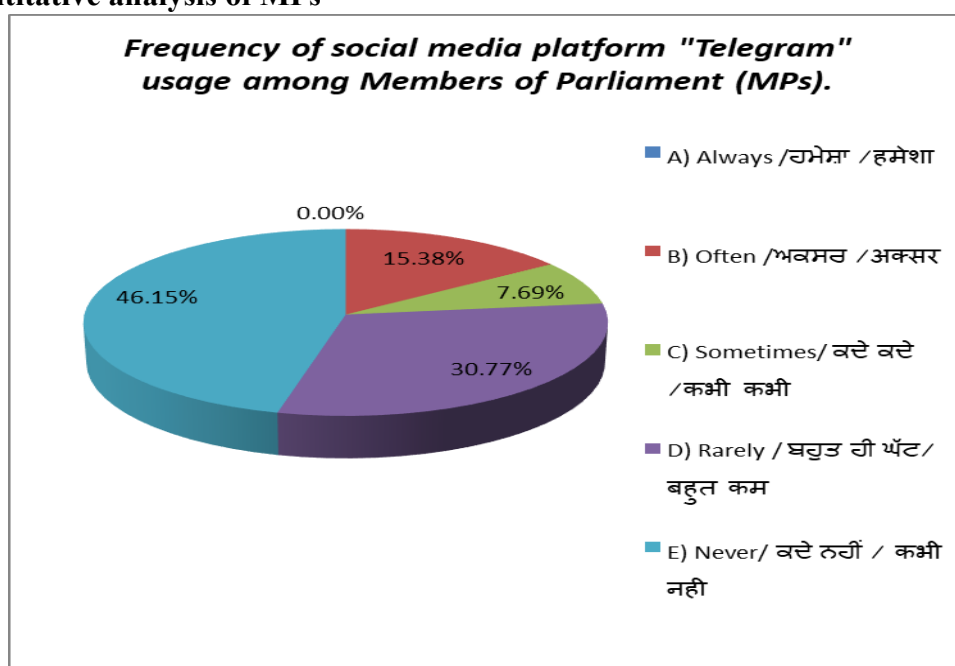


Figure 4.17 Frequency of social media platform "Telegram" usage among Members of Parliament (MPs).

The data from the survey reveals that none of the MPs reported always using the social media application Telegram. However, 15.38% mentioned often using it, indicating a moderate level of engagement with the platform. Additionally, 7.69% stated that they sometimes use Telegram, while 30.77% reported rarely using it. A significant portion of 46.15% of the MPs indicated never using Telegram. These findings suggest that Telegram is not as widely utilized by MPs as compared to other social media platforms surveyed. While some MPs reported using Telegram often or sometimes, the majority either rarely use it or never use it at all. This suggests that Telegram may not be a preferred platform for communication and outreach among the surveyed MPs. However, for the MPs who do use it, Telegram may still serve as a valuable tool for messaging, group communication, and sharing information with constituents.

Rogers investigated into the phenomenon of deplatforming by major social media companies like Facebook, Instagram, Twitter, and YouTube, targeting extreme and anti-establishment individuals and groups for offenses such as organized hate. The research explores the consequences of deplatforming on these individuals, examining whether it is effective and how they adapt, often migrating to alternative platforms like Telegram. The study investigates the broader impact of deplatforming on mainstream and alternative social media ecosystems, as well as its implications for research into extreme speech and its audiences. It raises questions about the role of social media companies in regulating online address and its consequences for free speech and the internet landscape (Rogers, 2020).

4.2.6 Impact of Social Media on Voting Behaviour

Table 4.18 Social Media's Influence on Voting Behaviour

Age Gro up	Gen der	Backgr ound	Social Media's Influence on Voting Behaviour										To tal (M /F)	TO TAL (R/U)	TO TAL (AG E)
			Strongly Agree		Agree		Neutral			Disagr ee	Strongly Disagree				
			Freq uenc y	%age	Freq uenc y	%age	Freq uenc y	%age	Fre que ncy	%age	Freq uenc y	%ag e			
Les s Tha n 30	Mal e	Rural	12	35.29	12	35.29	3	8.82	2	5.88	5	14.71	34	65	137
		Urban	8	18.60	21	48.84	4	9.30	9	20.93	1	2.33	43		
		Total	20	25.97	33	42.86	7	9.09	11	14.29	6	7.79	77		
	Fem ale	Rural	4	12.90	19	61.29	4	12.90	2	6.45	2	6.45	31	72	
		Urban	4	13.79	21	72.41	0	0.00	1	3.45	3	10.34	29		
		Total	8	13.33	40	66.67	4	6.67	3	5.00	5	8.33	60		
Total		28.00	20.44	73.00	53.28	11.00	8.03	14.00	10.22	11.00	8.03	137.00			
30- 40	Mal e	Rural	18	22.50	44	55.00	9	11.25	9	11.25	0	0.00	80	160	264
		Urban	21	43.75	11	22.92	12	25.00	3	6.25	1	2.08	48		
		Total	39	30.47	55	42.97	21	16.41	12	9.38	1	0.78	128		
	Fem ale	Rural	7	8.75	44	55.00	14	17.50	11	13.75	4	5.00	80	104	
		Urban	8	14.29	33	58.93	13	23.21	2	3.57	0	0.00	56		
		Total	15	11.03	77	56.62	27	19.85	13	9.56	4	2.94	136		
Total		54.00	20.45	132.00	50.00	48.00	18.18	25.00	9.47	5.00	1.89	264.00			
40- 50	Mal e	Rural	17	28.33	25	41.67	11	18.33	5	8.33	2	3.33	60	125	207
		Urban	3	8.11	22	59.46	7	18.92	4	10.81	1	2.70	37		
		Total	20	20.62	47	48.45	18	18.56	9	9.28	3	3.09	97		
	Fem ale	Rural	6	9.23	36	55.38	12	18.46	8	12.31	3	4.62	65	82	
		Urban	6	13.33	21	46.67	9	20.00	5	11.11	4	8.89	45		
		Total	12	10.91	57	51.82	21	19.09	13	11.82	7	6.36	110		
Total		32.00	15.46	104.00	50.24	39.00	18.84	22.00	10.63	10.00	4.83	207.00			
50- 60	Mal e	Rural	2	11.76	10	58.82	2	11.76	3	17.65	0	0.00	17	31	55
		Urban	3	27.27	5	45.45	2	18.18	0	0.00	1	9.09	11		
		Total	5	17.86	15	53.57	4	14.29	3	10.71	1	3.57	28		
	Fem ale	Rural	2	14.29	7	50.00	4	28.57	1	7.14	0	0.00	14	24	
		Urban	3	23.08	8	61.54	1	7.69	1	7.69	0	0.00	13		
		Total	5	18.52	15	55.56	5	18.52	2	7.41	0	0.00	27		
Total		10.00	18.18	30.00	54.55	9.00	16.36	5.00	9.09	1.00	1.82	55.00			
abo ve 60	Mal e	Rural	1	25.00	1	25.00	0	0.00	2	50.00	0	0.00	4	8	18
		Urban	5	71.43	2	28.57	0	0.00	0	0.00	0	0.00	7		
		Total	6	54.55	3	27.27	0	0.00	2	18.18	0	0.00	11		
	Fem ale	Rural	1	25.00	2	50.00	0	0.00	1	25.00	0	0.00	4	10	
		Urban	0	0.00	2	66.67	0	0.00	1	33.33	0	0.00	3		
		Total	1	14.29	4	57.14	0	0.00	2	28.57	0	0.00	7		
Total		7.00	38.89	7.00	38.89	0.00	0.00	4.00	22.22	0.00	0.00	18.00			
Tot al	Mal e	Rural	50	25.64	92	47.18	25	12.82	21	10.77	7	3.59	195	389	681
		Urban	40	27.40	61	41.78	25	17.12	16	10.96	4	2.74	146		
		Total	90	26.39	153	44.87	50	14.66	37	10.85	11	3.23	341		
	Fem ale	Rural	20	10.31	108	55.67	34	17.53	23	11.86	9	4.64	194	292	
		Urban	21	14.38	85	58.22	23	15.75	10	6.85	7	4.79	146		
		Total	41	12.06	193	56.76	57	16.76	33	9.71	16	4.71	340		
Gross Total		131	19.24	346	50.81	107	15.71	70	10.28	27	3.96	681	681	681	
Mean		2.29													
Standard Deviation		1.02													

The data on how social media affects voting behaviour reveals interesting patterns across different demographic groups. In the age group of less than 30, both males and females, particularly in urban areas, tend to agree or strongly agree that social media influences their voting behaviour, with approximately 68% of respondents in urban areas expressing agreement to some extent. Similarly, individuals aged 30-40 also show a considerable inclination towards agreeing that social media affects their voting decisions, especially among females in both rural and urban settings, constituting approximately 68% of the respondents in urban areas. Moreover, in the 40-50 age group, a significant portion, particularly in urban areas, acknowledges the impact of social media on their voting behaviour, representing around 65% of the respondents.

The urban-rural divide is evident in the data, with urban areas consistently showing higher agreement rates regarding the influence of social media on voting behaviour across all age groups. This suggests that social media plays a more significant role in shaping voting decisions in urban settings compared to rural areas. However, it's noteworthy that a significant percentage of respondents across all backgrounds and age groups acknowledge the influence of social media on their voting behaviour, indicating the platform's widespread impact on political discourse and electoral outcomes. While individual perspectives vary, the data underlines the significant role of social media platforms in shaping public opinion and potentially influencing electoral outcomes. In summary, the data highlights the diverse perceptions regarding the influence of social media on voting behaviour across different demographic segments. While urban areas show higher agreement rates, particularly among younger age groups, social media's impact on voting decisions is acknowledged across both rural and urban settings.

Quantitative analysis of MPs

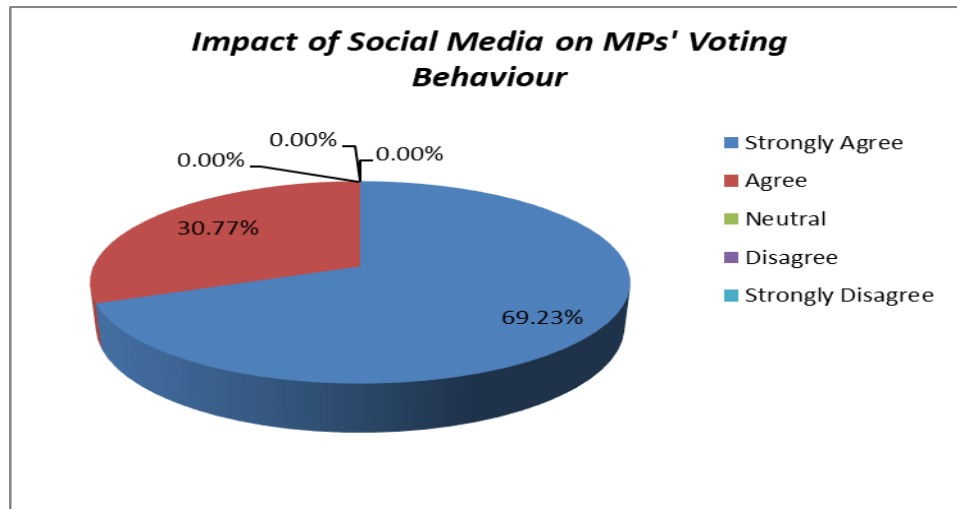


Figure 4.18 Impact of Social Media on MPs' Voting Behaviour

The survey data indicates that social media has had a significant impact on the voting behaviour of the MPs. A majority of 69.23% strongly agreed that social media affected their voting behaviour, while an additional 30.77% agreed with this statement. These responses suggest that social media plays a notable role in influencing how MPs approach their voting decisions. However, no MPs expressed neutral or negative sentiments regarding the impact of social media on their voting behaviour, indicating a unanimous agreement among the surveyed MPs regarding its influence. This finding underlines the significant role that social media plays in shaping the political decisions of MPs and highlights its importance as a tool for political communication and influence.

Gupta et al. explore the impact of specific verbal and non-verbal indications of political leaders on voters' willingness to vote, employing eye-tracking technology and sentiment analysis from social media platforms. Through three sets of experiments, they analyse voters' visual attention, reactions, and sentiment towards political leaders Narendra Modi and Rahul Gandhi. The study reveals that certain non-verbal signs significantly influence voters' willingness to vote for a candidate, contributing to the field of neuro-politics and decision-making. The findings highlight the importance for political parties and candidates to pay attention to non-verbal signs in their campaigns and communications strategies, as well as for industry practitioners to incorporate such indications in advertising, branding, and public relations efforts (Gupta et al., 2024).

4.2.7 Perceptions of Social Media's Role in Cultivating Public Opinion

Table 4.19 Voters' Views on Social Media's Influence on Public Opinion

Age Group	Gender	Background	Voters' Views on Social Media's Influence on Public Opinion										Total (M/F)	TOTAL (R/U)	TOTAL (AGE)	
			Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree					
			Frequency	%age	Frequency	%age	Frequency	%age	Frequency	%age	Frequency	%age				
Less Than 30	Male	Rural	7	20.59	16	47.06	5	14.71	2	5.88	4	11.76	34	65	137	
		Urban	13	30.23	14	32.56	7	16.28	4	9.30	5	11.63	43			
		Total	20	25.97	30	38.96	12	15.58	6	7.79	9	11.69	77			
	Female	Rural	4	12.90	18	58.06	5	16.13	4	12.90	0	0.00	31	72		
		Urban	8	27.59	16	55.17	4	13.79	0	0.00	1	3.45	29			
		Total	12	20.00	34	56.67	9	15.00	4	6.67	1	1.67	60			
Total		32.00	23.36	64.00	46.72	21.00	15.33	10.00	7.30	10.00	7.30	137.00				
30-40	Male	Rural	21	26.25	40	50.00	8	10.00	6	7.50	5	6.25	80	160	264	
		Urban	10	20.83	16	33.33	9	18.75	8	16.67	5	10.42	48			
		Total	31	24.22	56	43.75	17	13.28	14	10.94	10	7.81	128			
	Female	Rural	6	7.50	47	58.75	15	18.75	11	13.75	1	1.25	80	104		
		Urban	2	3.57	39	69.64	10	17.86	4	7.14	1	1.79	56			
		Total	8	5.88	86	63.24	25	18.38	15	11.03	2	1.47	136			
Total		39.00	14.77	142.00	53.79	42.00	15.91	29.00	10.98	12.00	4.55	264.00				
40-50	Male	Rural	24	40.00	21	35.00	9	15.00	4	6.67	2	3.33	60	125	207	
		Urban	12	32.43	15	40.54	4	10.81	6	16.22	0	0.00	37			
		Total	36	37.11	36	37.11	13	13.40	10	10.31	2	2.06	97			
	Female	Rural	7	10.77	39	60.00	13	20.00	6	9.23	0	0.00	65	82		
		Urban	12	26.67	18	40.00	9	20.00	2	4.44	4	8.89	45			
		Total	19	17.27	57	51.82	22	20.00	8	7.27	4	3.64	110			
Total		55.00	26.57	93.00	44.93	35.00	16.91	18.00	8.70	6.00	2.90	207.00				
50-60	Male	Rural	4	23.53	9	52.94	1	5.88	2	11.76	1	5.88	17	31	55	
		Urban	5	45.45	4	36.36	0	0.00	2	18.18	0	0.00	11			
		Total	9	32.14	13	46.43	1	3.57	4	14.29	1	3.57	28			
	Female	Rural	3	21.43	7	50.00	0	0.00	4	28.57	0	0.00	14	24		
		Urban	5	38.46	7	53.85	0	0.00	0	0.00	1	7.69	13			
		Total	8	29.63	14	51.85	0	0.00	4	14.81	1	3.70	27			
Total		17.00	30.91	27.00	49.09	1.00	1.82	8.00	14.55	2.00	3.64	55.00				
above 60	Male	Rural	1	25.00	1	25.00	2	50.00	0	0.00	0	0.00	4	8	18	
		Urban	4	57.14	3	42.86	0	0.00	0	0.00	0	0.00	7			
		Total	5	45.45	4	36.36	2	18.18	0	0.00	0	0.00	11			
	Female	Rural	1	25.00	3	75.00	0	0.00	0	0.00	0	0.00	4	10		
		Urban	0	0.00	3	100.00	0	0.00	0	0.00	0	0.00	3			
		Total	1	14.29	6	85.71	0	0.00	0	0.00	0	0.00	7			
Total		6.00	33.33	10.00	55.56	2.00	11.11	0.00	0.00	0.00	0.00	18.00				
Total	Male	Rural	57	29.23	87	44.62	25	12.82	14	7.18	12	6.15	195	389	681	
		Urban	44	30.14	52	35.62	20	13.70	20	13.70	10	6.85	146			
		Total	101	29.62	139	40.76	45	13.20	34	9.97	22	6.45	341			
	Female	Rural	21	10.82	114	58.76	33	17.01	25	12.89	1	0.52	194	292		
		Urban	27	18.49	83	56.85	23	15.75	6	4.11	7	4.79	146			
Gross Total			149	21.88	336	49.34	101	14.83	65	9.54	30	4.41	681	681	681	
Mean			2.25													
Standard Deviation			1.04													

The data on whether social media contributes to building healthy public opinion presents a subtle picture across different age groups and backgrounds. Among respondents aged less than 30, both males and females, particularly in urban areas, show a noteworthy inclination towards agreeing that social media plays a role in shaping healthy public opinion, with approximately 63% of respondents in urban areas expressing some level of agreement. Similarly, individuals aged 30-40 also demonstrate a considerable tendency towards agreeing that social media aids in fostering healthy public opinion, especially among females in both rural and urban settings, constituting approximately 68% of respondents in urban areas. Moreover, in the 40-50 age group, a substantial proportion, particularly in urban areas, acknowledges the role of social media in contributing to healthy public opinion, representing around 70% of the respondents.

The urban-rural disparity persists in the data, with urban areas consistently showing higher agreement rates regarding the role of social media in building healthy public opinion across all age groups. This suggests that social media's contribution to shaping public opinion is more pronounced in urban settings as compared to rural areas. However, it's essential to note that a significant percentage of respondents across all demographics recognize the potential of social media in developing healthy public discourse, indicating its widespread influence on societal perceptions and attitudes. While individual perspectives vary, the data emphasizes the significant role of social media platforms in shaping public opinion and facilitating positive discussion in modern society.

In summary, the data highlights diverse perceptions regarding the role of social media in building healthy public opinion across different demographic segments. While urban areas exhibit higher agreement rates, particularly among younger age groups, the acknowledgment of social media's contribution to fostering healthy public discourse is widespread across both rural and urban settings.

Quantitative analysis of MPs

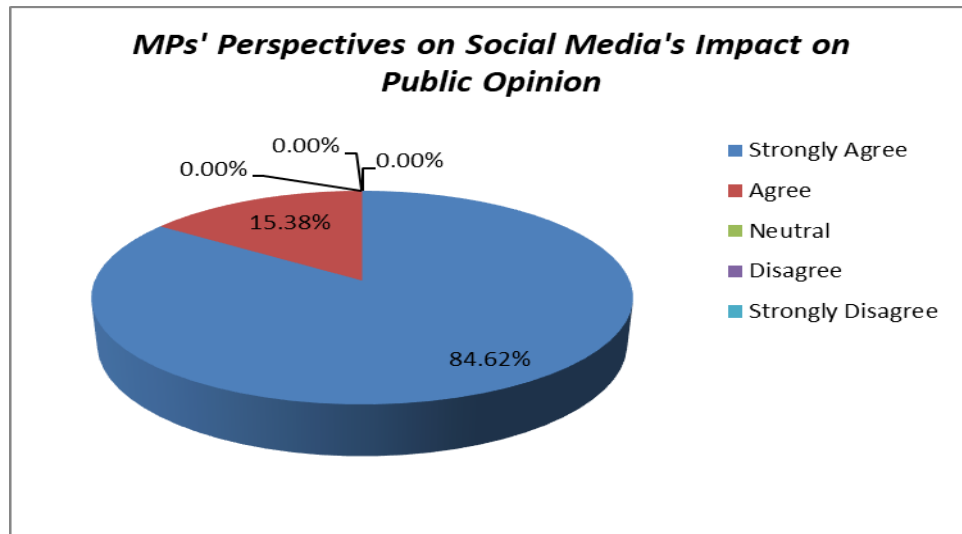


Figure 4.19 MPs' Perspectives on Social Media's Impact on Public Opinion

The survey results indicate that a majority of MPs, comprising 84.62%, strongly agree that social media has played a significant role in fostering healthy public opinion. Additionally, 15.38% of respondents agreed with this statement, further affirming the positive impact of social media in shaping public discourse and opinion. No MPs expressed neutral, negative, or strongly negative sentiments regarding the role of social media in building healthy public opinion. This indicates that the surveyed MPs notice social media as an effective platform for promoting healthy debate, engaging with constituents, and shaping public sentiment. Overall, the findings highlight the importance of social media as a tool for facilitating democratic engagement and promoting informed public discourse.

Dong and Lian conducted a study comparing social media analysis with traditional survey polls to understand public opinions better. While social media offers a more comprehensive view. They reviewed 54 papers to explore issues like data collection and quality. They found difficulties in gathering data from platforms like Facebook and Weibo due to restrictions. Deleting invalid data and creating effective data mining methods, especially for Chinese platforms, remain major challenges. They suggest using multiple data sources, refining keyword settings, and collaborating across disciplines to improve social media analysis. They also warn about the risks of sharing personal data from social media in research (Dong & Lian, 2021).

4.2.8 Social Media's Role in Sharing Information about Candidates and Political Parties

Table 4.20 Perception of Social Media's Role in Sharing Information about Candidates and Political Parties: A Voter Perspective

Age Group	Gender	Background	Perception of Social Media's Role in Sharing Information about Candidates and Political Parties: A Voter Perspective										Total (M/F)	TO TAL (R/ U)	TOT AL (AGE)
			Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree			Rural	
			Frequency	%age	Frequency	%age	Frequency	%age	Frequency	%age	Frequency	%age		Urban	
Less Than 30	Male	Rural	8	23.53	18	52.94	2	5.88	4	11.76	2	5.88	34	65	137
		Urban	7	16.28	17	39.53	14	32.56	5	11.63	0	0.00	43		
		Total	15	19.48	35	45.45	16	20.78	9	11.69	2	2.60	77		
	Female	Rural	1	3.23	22	70.97	6	19.35	1	3.23	1	3.23	31	72	
		Urban	9	31.03	19	65.52	1	3.45	0	0.00	0	0.00	29		
		Total	10	16.67	41	68.33	7	11.67	1	1.67	1	1.67	60		
	Total		25.00	18.25	76.00	55.47	23.00	16.79	10.00	7.30	3.00	2.19	137.00		
30-40	Male	Rural	26	32.50	42	52.50	5	6.25	6	7.50	1	1.25	80	160	264
		Urban	10	20.83	28	58.33	6	12.50	3	6.25	1	2.08	48		
		Total	36	28.13	70	54.69	11	8.59	9	7.03	2	1.56	128		
	Female	Rural	10	12.50	42	52.50	13	16.25	11	13.75	4	5.00	80	104	
		Urban	7	12.50	37	66.07	8	14.29	4	7.14	0	0.00	56		
		Total	17	12.50	79	58.09	21	15.44	15	11.03	4	2.94	136		
	Total		53.00	20.08	149.00	56.44	32.00	12.12	24.00	9.09	6.00	2.27	264.00		
40-50	Male	Rural	18	30.00	29	48.33	4	6.67	6	10.00	3	5.00	60	125	207
		Urban	6	16.22	20	54.05	9	24.32	2	5.41	0	0.00	37		
		Total	24	24.74	49	50.52	13	13.40	8	8.25	3	3.09	97		
	Female	Rural	7	10.77	48	73.85	6	9.23	3	4.62	1	1.54	65	82	
		Urban	6	13.33	21	46.67	6	13.33	5	11.11	7	15.56	45		
		Total	13	11.82	69	62.73	12	10.91	8	7.27	8	7.27	110		
	Total		37.00	17.87	118.00	57.00	25.00	12.08	16.00	7.73	11.00	5.31	207.00		
50-60	Male	Rural	4	23.53	12	70.59	1	5.88	0	0.00	0	0.00	17	31	55
		Urban	5	45.45	6	54.55	0	0.00	0	0.00	0	0.00	11		
		Total	9	32.14	18	64.29	1	3.57	0	0.00	0	0.00	28		
	Female	Rural	0	0.00	12	85.71	0	0.00	2	14.29	0	0.00	14	24	
		Urban	2	15.38	7	53.85	3	23.08	1	7.69	0	0.00	13		
		Total	2	7.41	19	70.37	3	11.11	3	11.11	0	0.00	27		
	Total		11.00	20.00	37.00	67.27	4.00	7.27	3.00	5.45	0.00	0.00	55.00		
above 60	Male	Rural	0	0.00	4	100.00	0	0.00	0	0.00	0	0.00	4	8	18
		Urban	3	42.86	4	57.14	0	0.00	0	0.00	0	0.00	7		
		Total	3	27.27	8	72.73	0	0.00	0	0.00	0	0.00	11		
	Female	Rural	2	50.00	2	50.00	0	0.00	0	0.00	0	0.00	4	10	
		Urban	0	0.00	3	100.00	0	0.00	0	0.00	0	0.00	3		
		Total	2	28.57	5	71.43	0	0.00	0	0.00	0	0.00	7		
	Total		5.00	27.78	13.00	72.22	0.00	0.00	0.00	0.00	0.00	0.00	18.00		
Total	Male	Rural	56	28.72	105	53.85	12	6.15	16	8.21	6	3.08	195	389	681
		Urban	31	21.23	75	51.37	29	19.86	10	6.85	1	0.68	146		
		Total	87	25.51	180	52.79	41	12.02	26	7.62	7	2.05	341		
	Female	Rural	20	10.31	126	64.95	25	12.89	17	8.76	6	3.09	194	292	
		Urban	24	16.44	87	59.59	18	12.33	10	6.85	7	4.79	146		
		Total	44	12.94	213	62.65	43	12.65	27	7.94	13	3.82	340		
Gross Total		131	19.24	393	57.71	84	12.33	53	7.78	20	2.94	681	681	681	
Mean		2.17													
Standard Deviation		0.93													

The data on whether social media provides information related to candidates and political parties reveals varying perspectives across different demographic groups. Among respondents aged less than 30, both males and females, particularly in urban areas agreeing that social media provides information about candidates and political parties, with approximately 56% of respondents in urban areas expressing agreement. Similarly, individuals aged 30-40 also demonstrate a considerable inclination towards agreeing that social media offers such information, especially among males in both rural and urban area, constituting approximately 83% of respondents in rural areas. Moreover, in the 40-50 age group, a substantial proportion, particularly in rural areas, acknowledges that social media provides information related to candidates and political parties, representing around 81% of the respondents.

The urban-rural disparity continues in the data, with rural areas consistently showing higher agreement rates regarding social media's role in providing information about candidates and political parties across all age groups. This suggests that social media's role in disseminating such information is more obvious in rural settings compared to urban areas. However, it's essential to note that a significant percentage of respondents across all demographics recognize the potential of social media in providing information related to candidates and political parties, indicating its extensive influence on political awareness and engagement.

In summary, the data highlights diverse perceptions regarding the role of social media in providing information related to candidates and political parties across different demographic segments. While rural areas exhibit higher agreement rates, particularly among older age groups, the acknowledgment of social media's role in providing political information is widespread across both rural and urban settings.

Quantitative analysis of MPs

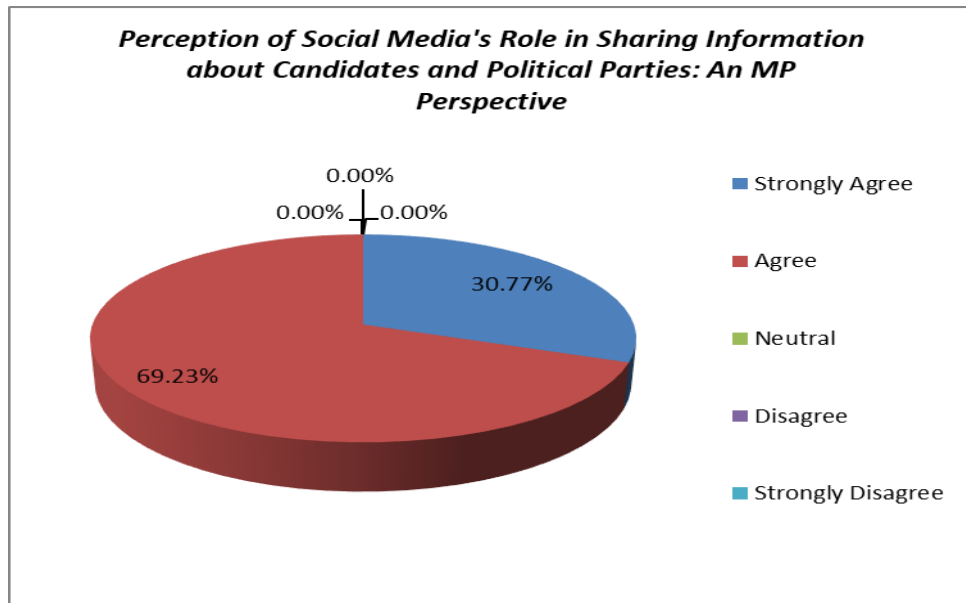


Figure 4.20 Perception of Social Media's Role in Sharing Information about Candidates and Political Parties: An MP Perspective

The survey findings reveal that 69.23% of MPs agree, and 30.77% strongly agree that social media provides valuable information concerning candidates and political parties. No respondents expressed neutral, negative, or strongly negative opinions regarding this aspect of social media's role in spreading political information. Overall, the survey highlights the importance of social media in easing access to political information and fostering transparency within the electoral process, reflecting the evolving role of digital platforms in modern political communication.

Neyazi et al. examined whether online participation influences political engagement in a non-western campaign setting. They focused on India's 2014 national election, which featured increased digital media use by political parties, particularly the Bharatiya Janata Party (BJP) and the Aam Aadmi Party (AAP). They proposed that sharing campaign information online predicts political engagement across these parties. Their study used survey data from Delhi, Bengaluru, and Mumbai, measuring variables like campaign interest, exposure to traditional media, party contact, and sharing information. They found that party contact, sharing campaign information, and campaign interest significantly predicted engagement, while other factors varied in importance (Neyazi et al., 2016b).

4.2.9 Assessing the Impact of Social Media Campaigning on Candidate Defeat

Table 4.21 Voters' Perspectives on Social Media's Influence on Election Results

Age Gro up	Gen der	Backgr ound	Do you ever think that any candidate got defeated because of the lack of social media campaigning?										Tot al (M/ F)	T O T A L (R/ U)	TOT AL (AG E)
			Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree				
			Frequ ency	%age	Fre que ncy	%age	Fre que ncy	%age	Fre qu enc y	%age	Fre que ncy	%age			
Less Than 30	Male	Rural	5	14.71	10	29.41	5	14.71	13	38.24	1	2.94	34	65	137
		Urban	2	4.65	6	13.95	21	48.84	13	30.23	1	2.33	43		
		Total	7	9.09	16	20.78	26	33.77	26	33.77	2	2.60	77		
	Fem ale	Rural	0	0.00	10	32.26	8	25.81	10	32.26	3	9.68	31	72	
		Urban	8	27.59	11	37.93	4	13.79	3	10.34	3	10.34	29		
		Total	8	13.33	21	35.00	12	20.00	13	21.67	6	10.00	60		
	Total		15.00	10.95	37.00	27.01	38.00	27.74	39.00	28.47	8.00	5.84	137.00		
30-40	Male	Rural	18	22.50	37	46.25	9	11.25	14	17.50	2	2.50	80	160	264
		Urban	8	16.67	22	45.83	10	20.83	7	14.58	1	2.08	48		
		Total	26	20.31	59	46.09	19	14.84	21	16.41	3	2.34	128		
	Fem ale	Rural	5	6.25	28	35.00	17	21.25	21	26.25	9	11.25	80	104	
		Urban	4	7.14	27	48.21	12	21.43	11	19.64	2	3.57	56		
		Total	9	6.62	55	40.44	29	21.32	32	23.53	11	8.09	136		
	Total		35.00	13.26	114.00	43.18	48.00	18.18	53.00	20.08	14.00	5.30	264.00		
40-50	Male	Rural	15	25.00	21	35.00	13	21.67	11	18.33	0	0.00	60	125	207
		Urban	2	5.41	14	37.84	8	21.62	11	29.73	2	5.41	37		
		Total	17	17.53	35	36.08	21	21.65	22	22.68	2	2.06	97		
	Fem ale	Rural	6	9.23	29	44.62	8	12.31	20	30.77	2	3.08	65	82	
		Urban	5	11.11	13	28.89	15	33.33	12	26.67	0	0.00	45		
		Total	11	10.00	42	38.18	23	20.91	32	29.09	2	1.82	110		
	Total		28.00	13.53	77.00	37.20	44.00	21.26	54.00	26.09	4.00	1.93	207.00		
50-60	Male	Rural	1	5.88	6	35.29	3	17.65	7	41.18	0	0.00	17	31	55
		Urban	3	27.27	5	45.45	1	9.09	2	18.18	0	0.00	11		
		Total	4	14.29	11	39.29	4	14.29	9	32.14	0	0.00	28		
	Fem ale	Rural	0	0.00	4	28.57	5	35.71	5	35.71	0	0.00	14	24	
		Urban	4	30.77	6	46.15	2	15.38	1	7.69	0	0.00	13		
		Total	4	14.81	10	37.04	7	25.93	6	22.22	0	0.00	27		
	Total		8.00	14.55	21.00	38.18	11.00	20.00	15.00	27.27	0.00	0.00	55.00		
abo ve 60	Male	Rural	0	0.00	0	0.00	1	25.00	1	25.00	2	50.00	4	8	18
		Urban	0	0.00	6	85.71	0	0.00	1	14.29	0	0.00	7		
		Total	0	0.00	6	54.55	1	9.09	2	18.18	2	18.18	11		
	Fem ale	Rural	0	0.00	2	50.00	0	0.00	2	50.00	0	0.00	4	10	
		Urban	0	0.00	2	66.67	0	0.00	1	33.33	0	0.00	3		
		Total	0	0.00	4	57.14	0	0.00	3	42.86	0	0.00	7		
	Total		0.00	0.00	10.00	55.56	1.00	5.56	5.00	27.78	2.00	11.11	18.00		
Tota l	Male	Rural	39	20.00	74	37.95	31	15.90	46	23.59	5	2.56	195	389	681
		Urban	15	10.27	53	36.30	40	27.40	34	23.29	4	2.74	146		
		Total	54	15.84	127	37.24	71	20.82	80	23.46	9	2.64	341		
	Fem ale	Rural	11	5.67	73	37.63	38	19.59	58	29.90	14	7.22	194	292	
		Urban	21	14.38	59	40.41	33	22.60	28	19.18	5	3.42	146		
		Total	32	9.41	132	38.82	71	20.88	86	25.29	19	5.59	340		
Gross Total			86	12.63	259	38.03	142	20.85	166	24.38	28	4.11	681	681	681
Mean			2.69												
Standard Deviation			1.10												

The data reflects varying opinions on whether candidates have lost elections due to the absence of social media campaigning across different demographic groups. Among voters aged less than 30, there is a significant proportion, particularly in urban areas, who agree that candidates might have lost due to inadequate social media campaigning, with approximately 82% of respondents in urban areas expressing agreement. Similarly, individuals aged 30-40 also show a considerable inclination towards this perspective, especially among males in both rural and urban settings, constituting approximately 67% of respondents in rural areas. Moreover, in the 40-50 age group, a substantial proportion, particularly in urban areas, acknowledges the possibility of candidates losing due to the lack of social media campaigning, representing around 64% of respondents in urban areas.

The urban-rural difference continues in the data, with urban areas consistently showing higher agreement rates regarding candidates losing due to inadequate social media campaigning across all age groups. However, it's noteworthy that a significant percentage of respondents across all demographics recognize the potential impact of social media campaigning on election outcomes. While individual perspectives vary, the data underscores the importance of social media in modern election campaigns and suggests that candidates who fail to influence social media effectively may indeed face electoral challenges. The evolving nature of political communication in the digital age and the increasing significance of social media platforms in shaping electoral dynamics.

Quantitative analysis of MPs

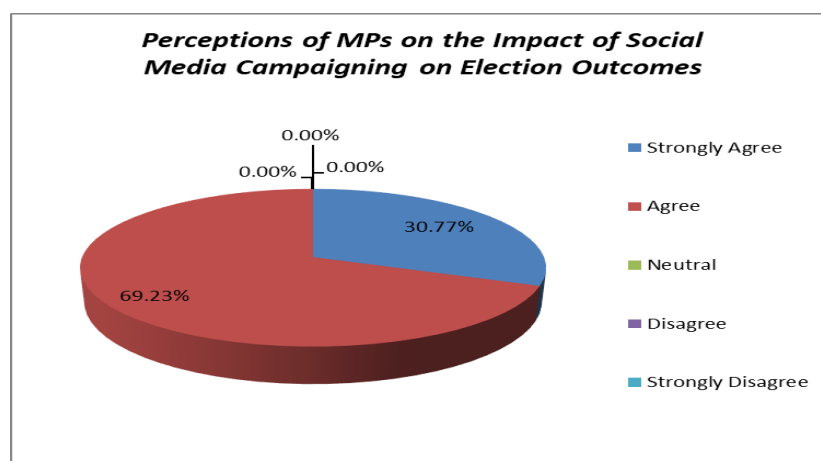


Figure 4.21 Perceptions of MPs on the Impact of Social Media Campaigning on Election Outcomes

The survey results indicate that 30.77% of respondents strongly agree, and 69.23% agree that a lack of social media campaigning may have contributed to the defeat of some candidates. No respondents expressed neutral, negative, or strongly negative opinions regarding this issue. This suggests a widespread belief among the surveyed individuals that effective utilization of social media platforms is crucial for political campaigns. The absence or inadequacy of social media strategies may have negative consequences for candidates, potentially influencing their electoral outcomes. Overall, the findings highlight the perceived importance of social media campaigning in contemporary political contests, reflecting the growing significance of digital communication channels in shaping electoral outcomes.

Baxter and Marcella conducted a study comparing the use of social media by political parties and candidates during the 2011 Scottish Parliament election with the 2010 UK General Election. They analysed the content of 203 Facebook pages, 152 Twitter accounts, and 66 blogs in the five weeks leading up to the election. The study found that, similar to 2010, social media was primarily used for one-way communication to voters, with little direct interaction or response to public questions or criticism. The information provided often lacked meaningful policy commentary. Although politicians had more friends and followers on social media as compared to 2010, there was less public engagement in terms of comments or debates. The paper challenges the assertion by the Scottish National Party that online activity influenced the election outcome and discusses the implications of these communication patterns for successful candidates in the Scottish Parliament (Baxter & Marcella, 2013).

4.2.10 Political View Exchange on Social Media

Table 4.22 Political View Exchange on Social Media: Voters' Perspective

Age Group	Gender	Background	Political View Exchange on Social Media: Voters' Perspective										Total (M/F)	TOTAL (R/U)	TOTAL (AGE)
			Always		Often		Sometimes		Rarely		Never				
			Frequency	%age	Frequency	%age	Frequency	%age	Frequency	%age	Frequency	%age			
Less Than 30	Male	Rural	2	5.88	3	8.82	13	38.24	4	11.76	12	35.29	34	65	137
		Urban	4	9.30	2	4.65	14	32.56	10	23.26	13	30.23	43		
		Total	6	7.79	5	6.49	27	35.06	14	18.18	25	32.47	77		
	Female	Rural	1	3.23	1	3.23	13	41.94	7	22.58	9	29.03	31	72	
		Urban	0	0.00	6	20.69	10	34.48	4	13.79	9	31.03	29		
		Total	1	1.67	7	11.67	23	38.33	11	18.33	18	30.00	60		
	Total		7.00	5.11	12.00	8.76	50.00	36.50	25.00	18.25	43.00	31.39	137.00		
30-40	Male	Rural	14	17.50	11	13.75	21	26.25	16	20.00	18	22.50	80	160	264
		Urban	12	25.00	6	12.50	15	31.25	7	14.58	8	16.67	48		
		Total	26	20.31	17	13.28	36	28.13	23	17.97	26	20.31	128		
	Female	Rural	3	3.75	15	18.75	19	23.75	22	27.50	21	26.25	80	104	
		Urban	3	5.36	21	37.50	15	26.79	7	12.50	10	17.86	56		
		Total	6	4.41	36	26.47	34	25.00	29	21.32	31	22.79	136		
	Total		32.00	12.12	53.00	20.08	70.00	26.52	52.00	19.70	57.00	21.59	264.00		
40-50	Male	Rural	10	16.67	17	28.33	10	16.67	6	10.00	17	28.33	60	125	207
		Urban	2	5.41	5	13.51	10	27.03	14	37.84	6	16.22	37		
		Total	12	12.37	22	22.68	20	20.62	20	20.62	23	23.71	97		
	Female	Rural	11	16.92	11	16.92	14	21.54	11	16.92	18	27.69	65	82	
		Urban	1	2.22	11	24.44	14	31.11	8	17.78	11	24.44	45		
		Total	12	10.91	22	20.00	28	25.45	19	17.27	29	26.36	110		
	Total		24.00	11.59	44.00	21.26	48.00	23.19	39.00	18.84	52.00	25.12	207.00		
50-60	Male	Rural	4	23.53	1	5.88	3	17.65	3	17.65	6	35.29	17	31	55
		Urban	4	36.36	2	18.18	2	18.18	0	0.00	3	27.27	11		
		Total	8	28.57	3	10.71	5	17.86	3	10.71	9	32.14	28		
	Female	Rural	0	0.00	0	0.00	8	57.14	4	28.57	2	14.29	14	24	
		Urban	1	7.69	2	15.38	3	23.08	5	38.46	2	15.38	13		
		Total	1	3.70	2	7.41	11	40.74	9	33.33	4	14.81	27		
	Total		9.00	16.36	5.00	9.09	16.00	29.09	12.00	21.82	13.00	23.64	55.00		
above 60	Male	Rural	0	0.00	0	0.00	0	0.00	1	25.00	3	75.00	4	8	18
		Urban	3	42.86	1	14.29	2	28.57	0	0.00	1	14.29	7		
		Total	3	27.27	1	9.09	2	18.18	1	9.09	4	36.36	11		
	Female	Rural	1	25.00	2	50.00	0	0.00	0	0.00	1	25.00	4	10	
		Urban	0	0.00	0	0.00	2	66.67	0	0.00	1	33.33	3		
		Total	1	14.29	2	28.57	2	28.57	0	0.00	2	28.57	7		
	Total		4.00	22.22	3.00	16.67	4.00	22.22	1.00	5.56	6.00	33.33	18.00		
Total	Male	Rural	30	15.38	32	16.41	47	24.10	30	15.38	56	28.72	195	389	681
		Urban	25	17.12	16	10.96	43	29.45	31	21.23	31	21.23	146		
		Total	55	16.13	48	14.08	90	26.39	61	17.89	87	25.51	341		
	Female	Rural	16	8.25	29	14.95	54	27.84	44	22.68	51	26.29	194	292	
		Urban	5	3.42	40	27.40	44	30.14	24	16.44	33	22.60	146		
		Total	21	6.18	69	20.29	98	28.82	68	20.00	84	24.71	340		
Gross Total			76	11.16	117	17.18	188	27.61	129	18.94	171	25.11	681	681	681
Mean			3.30												
Standard Deviation			1.31												

The data indicates the frequency with which individuals exchange their political views on social media across different demographic groups. Among respondents aged less than 30, there is a notable proportion, particularly in rural areas, who engage in exchanging political views on social media, with approximately 60% of respondents in rural areas and around 63% in urban areas participating either sometimes, rarely, or never. In contrast, among individuals aged 30-40, there is a higher occurrence of frequent engagement with approximately 67% of respondents in rural areas and 62% in urban areas participating either always or often.

In the 40-50 age group, there is a more balanced distribution, with approximately 53% of respondents in rural areas and 50% in urban areas engaging in political discussions on social media either sometimes, rarely, or never. However, it's worth noting that a considerable proportion, around 47% in rural areas and 54% in urban areas, still engage either always or often. Among respondents aged 50-60, there is difference between urban and rural areas, with approximately 57% of respondents in urban areas engaging either always or often as compared to only 35% in rural areas. Similarly, in the above 60 age group, urban respondents are more likely to engage frequently, with approximately 86% participating either always or often, compared to 78% in rural areas. Overall, the data suggests that engagement with political views on social media varies across age groups and between urban and rural areas. While younger age groups generally exhibit higher levels of engagement, particularly in urban areas, there is still a notable proportion of engagement across all demographics.

Quantitative analysis of MPs

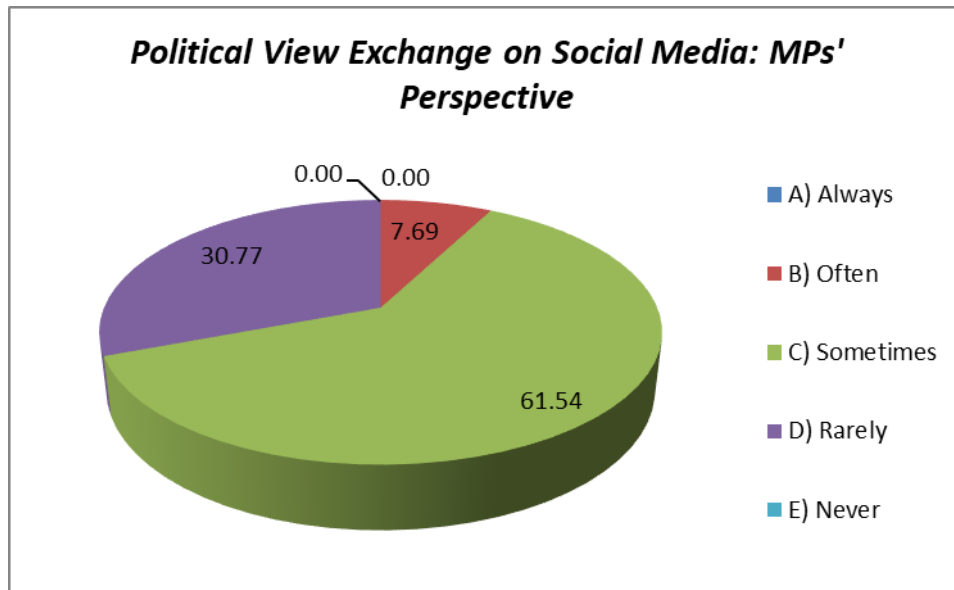


Figure 4.22 Political View Exchange on Social Media: MPs' Perspective

According to the survey results, 7.69% of respondents often exchange their political views on social media, while 61.54% advocate for sometimes. Additionally, 30.77% of respondents rarely engage in this activity, while none reported always exchanging political views on social media. This suggests that a majority of respondents are actively involved in sharing their political perspectives on social media platforms, indicating the significance of these platforms as avenues for political discourse and expression. However, a notable portion of respondents indicated less frequent engagement in such activities, possibly reflecting varying levels of interest or comfort with discussing politics on social media. Overall, the findings highlight the role of social media in facilitating political discussions and the diversity of engagement levels among respondents. Similarly, various analysis highlighted its role of social media in shaping public debate and facilitating political engagement. They emphasize the significance of platforms like Twitter and Facebook in circulating information and encouraging political discussions among citizens and political institutions. Also, explores both the positive and negative effects of social media on politics, considering perspectives from both voters and politicians (Balamurugan & Lakkisetty, 2018b).

4.2.11 Circulation of Political Posts

Table 4.23 Circulation of Political Posts: Voter Perspective

Age Group	Gender	Background	Circulation of Political Posts: Voter Perspective										Total (M/F)	TOTAL (R/U)	TOTAL (AGE)
			Always		Often		Sometimes		Rarely		Never				
			Frequency	%age	Frequency	%age	Frequency	%age	Frequency	%age	Frequency	%age			
Less Than 30	Male	Rural	1	2.94	3	8.82	10	29.41	11	32.35	9	26.47	34	65	137
		Urban	3	6.98	4	9.30	7	16.28	7	16.28	22	51.16	43		
		Total	4	5.19	7	9.09	17	22.08	18	23.38	31	40.26	77		
	Female	Rural	1	3.23	0	0.00	13	41.94	1	3.23	16	51.61	31	72	
		Urban	1	3.45	6	20.69	6	20.69	4	13.79	12	41.38	29		
		Total	2	3.33	6	10.00	19	31.67	5	8.33	28	46.67	60		
Total			6.00	4.38	13.00	9.49	36.00	26.28	23.00	16.79	59.00	43.07	137.00		
30-40	Male	Rural	9	11.25	11	13.75	15	18.75	22	27.50	23	28.75	80	160	264
		Urban	6	12.50	3	6.25	19	39.58	8	16.67	12	25.00	48		
		Total	15	11.72	14	10.94	34	26.56	30	23.44	35	27.34	128		
	Female	Rural	6	7.50	10	12.50	17	21.25	15	18.75	32	40.00	80	104	
		Urban	4	7.14	15	26.79	18	32.14	5	8.93	14	25.00	56		
		Total	10	7.35	25	18.38	35	25.74	20	14.71	46	33.82	136		
Total			25.00	9.47	39.00	14.77	69.00	26.14	50.00	18.94	81.00	30.68	264.00		
40-50	Male	Rural	11	18.33	7	11.67	6	10.00	12	20.00	24	40.00	60	125	207
		Urban	0	0.00	4	10.81	7	18.92	11	29.73	15	40.54	37		
		Total	11	11.34	11	11.34	13	13.40	23	23.71	39	40.21	97		
	Female	Rural	3	4.62	4	6.15	14	21.54	10	15.38	34	52.31	65	82	
		Urban	1	2.22	5	11.11	16	35.56	7	15.56	16	35.56	45		
		Total	4	3.64	9	8.18	30	27.27	17	15.45	50	45.45	110		
Total			15.00	7.25	20.00	9.66	43.00	20.77	40.00	19.32	89.00	43.00	207.00		
50-60	Male	Rural	0	0.00	2	11.76	3	17.65	3	17.65	9	52.94	17	31	55
		Urban	1	9.09	3	27.27	1	9.09	0	0.00	6	54.55	11		
		Total	1	3.57	5	17.86	4	14.29	3	10.71	15	53.57	28		
	Female	Rural	0	0.00	0	0.00	3	21.43	1	7.14	10	71.43	14	24	
		Urban	0	0.00	0	0.00	4	30.77	5	38.46	4	30.77	13		
		Total	0	0.00	0	0.00	7	25.93	6	22.22	14	51.85	27		
Total			1.00	1.82	5.00	9.09	11.00	20.00	9.00	16.36	29.00	52.73	55.00		
above 60	Male	Rural	0	0.00	0	0.00	0	0.00	1	25.00	3	75.00	4	8	18
		Urban	0	0.00	0	0.00	6	85.71	0	0.00	1	14.29	7		
		Total	0	0.00	0	0.00	6	54.55	1	9.09	4	36.36	11		
	Female	Rural	0	0.00	0	0.00	0	0.00	3	75.00	1	25.00	4	10	
		Urban	0	0.00	0	0.00	1	33.33	0	0.00	2	66.67	3		
		Total	0	0.00	0	0.00	1	14.29	3	42.86	3	42.86	7		
Total			0.00	0.00	0.00	0.00	7.00	38.89	4.00	22.22	7.00	38.89	18.00		
Total	Male	Rural	21	10.77	23	11.79	34	17.44	49	25.13	68	34.87	195	389	681
		Urban	10	6.85	14	9.59	40	27.40	26	17.81	56	38.36	146		
		Total	31	9.09	37	10.85	74	21.70	75	21.99	124	36.36	341		
	Female	Rural	10	5.15	14	7.22	47	24.23	30	15.46	93	47.94	194	292	
		Urban	6	4.11	26	17.81	45	30.82	21	14.38	48	32.88	146		
		Total	16	4.71	40	11.76	92	27.06	51	15.00	141	41.47	340		
Gross Total			47	6.90	77	11.31	166	24.38	126	18.50	265	38.91	681	681	681
Mean			3.71												
Standard Deviation			1.27												

The data provides insights into the frequency with which voters circulate political posts on social media, categorized by age group, gender, and background. In the age group less than 30, a substantial proportion of respondents, especially in urban areas, engage in circulating political posts on social media, with approximately 73% participating sometimes, rarely, or never. Conversely, among individuals aged 30-40, there is a higher prevalence of frequent engagement, with approximately 67% of respondents in rural areas and 73% in urban areas participating either always or often.

For the 40-50 age group, there is a more balanced distribution, with approximately 55% of respondents in rural areas and 61% in urban areas engaging in circulating political posts on social media either sometimes, rarely, or never. However, there is still a notable proportion, around 45% in rural areas and 39% in urban areas, who engage either always or often. Among respondents aged 50-60, there is a significant difference between urban and rural areas, with approximately 64% of respondents in urban areas engaging either always or often as compared to only 47% in rural areas. Similarly, in the above 60 age group, urban respondents are more likely to engage frequently, with approximately 77% participating either always or often, as compared to 63% in rural areas. Overall, the data suggests that engagement in circulating political posts on social media varies across age groups and between urban and rural areas. While younger age groups generally exhibit higher levels of engagement, particularly in urban settings, there is still a notable proportion of engagement across all demographics.

Quantitative analysis of MPs

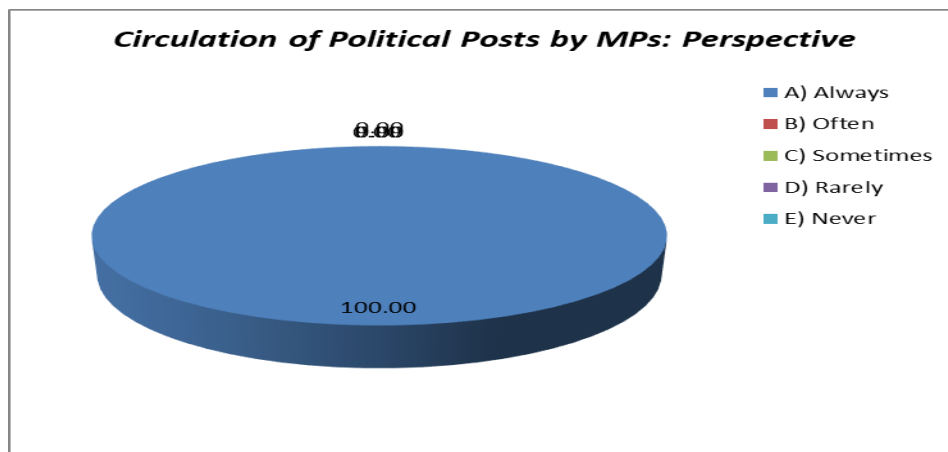


Figure 4.23 Circulation of Political Posts by MPs: Perspective

The survey results reveal a united trend among respondents, with all participants indicating that they regularly circulate political posts on social media platforms. This overwhelming agreement highlights the significant role of social media in facilitating the spreading of political content and viewpoints. It suggests that individuals are actively engaged in sharing political information, opinions, and perspectives within their online social networks, contributing to the amplification and diversification of political discourse in the digital sphere. This collective behaviour emphasizes the evolving landscape of political communication, where social media platforms serve as powerful tools for citizen engagement and participation. As social media continues to shape the dynamics of political communication, the ability to circulate political content emerges as a crucial aspect of contemporary political activism and civic engagement.

Petrunic address the challenges posed by the rapid adoption of technology and social media in India, particularly in the context of the upcoming 2019 general election, which is the largest democratic election globally. They highlight how technology has both created opportunities and introduced new problems, especially concerning the spread of false propaganda through platforms like Facebook and WhatsApp. The study investigates into the widespread broadcasting of fake content through WhatsApp groups, each capable of reaching up to 256 members. By analysing data from 54 public WhatsApp groups and examining over 19,000 messages in various formats, including audio, video, pictures, contacts, and text, the authors provide insights into the extent of the problem. Their findings aim to inform the development of additional security features for communication tools like WhatsApp and Facebook. Moreover, they emphasize the urgent need for user awareness and enhanced security measures to combat the proliferation of false news, which poses a threat to the democratic process in India (Petrunic, n.d.).

4.2.12 Participation in Political Campaigns on Social Media

Table 4.24 Participation in Political Campaigns on Social Media: Voters' Perspective

Age Group	Gender	Background	Participation in Political Campaigns on Social Media: Voters' Perspective											Total (M/F)	TOTAL (R/U)	TOTAL (AGE)
			Always		Often		Sometimes		Rarely		Never					
			Frequency	%age	Frequency	%age	Frequency	%age	Frequency	%age	Frequency	%age				
Less Than 30	Male	Rural	2	5.88	9	26.47	5	14.71	5	14.71	13	38.24	34	65	137	
		Urban	3	6.98	8	18.60	2	4.65	8	18.60	22	51.16	43			
		Total	5	6.49	17	22.08	7	9.09	13	16.88	35	45.45	77			
	Female	Rural	1	3.23	1	3.23	6	19.35	6	19.35	17	54.84	31	72		
		Urban	0	0.00	6	20.69	6	20.69	3	10.34	14	48.28	29			
		Total	1	1.67	7	11.67	12	20.00	9	15.00	31	51.67	60			
Total		6.00	4.38	24.00	17.52	19.00	13.87	22.00	16.06	66.00	48.18	137.00				
30-40	Male	Rural	7	8.75	16	20.00	12	15.00	22	27.50	23	28.75	80	160	264	
		Urban	0	0.00	4	8.33	17	35.42	8	16.67	19	39.58	48			
		Total	7	5.47	20	15.63	29	22.66	30	23.44	42	32.81	128			
	Female	Rural	11	13.75	6	7.50	12	15.00	26	32.50	25	31.25	80	104		
		Urban	0	0.00	15	26.79	8	14.29	10	17.86	23	41.07	56			
		Total	11	8.09	21	15.44	20	14.71	36	26.47	48	35.29	136			
Total		18.00	6.82	41.00	15.53	49.00	18.56	66.00	25.00	90.00	34.09	264.00				
40-50	Male	Rural	11	18.33	6	10.00	13	21.67	9	15.00	21	35.00	60	125	207	
		Urban	2	5.41	5	13.51	9	24.32	3	8.11	18	48.65	37			
		Total	13	13.40	11	11.34	22	22.68	12	12.37	39	40.21	97			
	Female	Rural	1	1.54	8	12.31	14	21.54	7	10.77	35	53.85	65	82		
		Urban	5	11.11	5	11.11	14	31.11	8	17.78	13	28.89	45			
		Total	6	5.45	13	11.82	28	25.45	15	13.64	48	43.64	110			
Total		19.00	9.18	24.00	11.59	50.00	24.15	27.00	13.04	87.00	42.03	207.00				
50-60	Male	Rural	1	5.88	1	5.88	2	11.76	1	5.88	12	70.59	17	31	55	
		Urban	3	27.27	1	9.09	1	9.09	0	0.00	6	54.55	11			
		Total	4	14.29	2	7.14	3	10.71	1	3.57	18	64.29	28			
	Female	Rural	0	0.00	1	7.14	3	21.43	3	21.43	7	50.00	14	24		
		Urban	0	0.00	2	15.38	4	30.77	2	15.38	5	38.46	13			
		Total	0	0.00	3	11.11	7	25.93	5	18.52	12	44.44	27			
Total		4.00	7.27	5.00	9.09	10.00	18.18	6.00	10.91	30.00	54.55	55.00				
above 60	Male	Rural	0	0.00	0	0.00	0	0.00	4	100.00	0	0.00	4	8	18	
		Urban	2	28.57	4	57.14	0	0.00	1	14.29	0	0.00	7			
		Total	2	18.18	4	36.36	0	0.00	5	45.45	0	0.00	11			
	Female	Rural	0	0.00	2	50.00	0	0.00	0	0.00	2	50.00	4	10		
		Urban	0	0.00	0	0.00	1	33.33	0	0.00	2	66.67	3			
		Total	0	0.00	2	28.57	1	14.29	0	0.00	4	57.14	7			
Total		2.00	11.11	6.00	33.33	1.00	5.56	5.00	27.78	4.00	22.22	18.00				
Total	Male	Rural	21	10.77	32	16.41	32	16.41	41	21.03	69	35.38	195	389	681	
		Urban	10	6.85	22	15.07	29	19.86	20	13.70	65	44.52	146			
		Total	31	9.09	54	15.84	61	17.89	61	17.89	134	39.30	341			
	Female	Rural	13	6.70	18	9.28	35	18.04	42	21.65	86	44.33	194	292		
		Urban	5	3.42	28	19.18	33	22.60	23	15.75	57	39.04	146			
		Total	18	5.29	46	13.53	68	20.00	65	19.12	143	42.06	340			
Gross Total			49	7.20	100	14.68	129	18.94	126	18.50	277	40.68	681	681		
Mean			3.71													
Standard Deviation			1.32													

The data provides insights into the participation of individuals in political campaigns on social media. In the age group less than 30, in urban areas, have been part of political campaigns on social media, with approximately 96% participating sometimes, rarely, or never. Conversely, among individuals aged 30-40, there is a higher prevalence of frequent participation, with approximately 58% of respondents in rural areas and 73% in urban areas having been part of political campaigns on social media either always or often. For the 40-50 age group, there is a more balanced distribution, with approximately 63% of respondents in rural areas and 59% in urban areas participating in political campaigns on social media either sometimes, rarely, or never. However, there is still a notable proportion, around 37% in rural areas and 41% in urban areas, who have been part of political campaigns on social media either always or often. Among respondents aged 50-60, there is a significant difference between urban and rural areas, with approximately 82% of respondents in urban areas having been part of political campaigns on social media either always or often, as compared to only 64% in rural areas. Similarly, in the above 60 age group, urban respondents are more likely to have been part of political campaigns on social media, with approximately 82% participating either always or often, as compared to 57% in rural areas. Overall, the data suggests that participation in political campaigns on social media varies across age groups and between urban and rural areas. While younger age groups generally exhibit higher levels of participation, particularly in urban settings, there is still a notable proportion of participation across all demographics.

Quantitative analysis of MPs

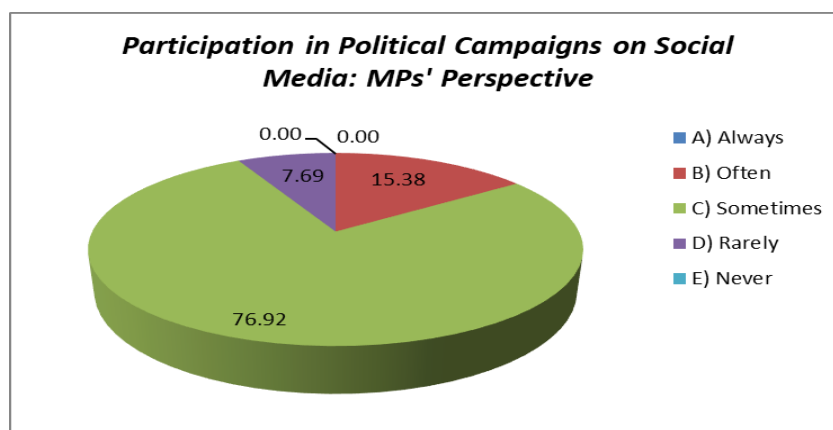


Figure 4.24 Participation in Political Campaigns on Social Media: MPs' Perspective

The data indicates a notable trend among respondents regarding their participation in political campaigns on social media platforms. While none of the participants reported being always or often involved in such campaigns, a significant portion (76.92%) mentioned being part of political campaigns on social media sometimes. This suggests that while direct involvement in political campaigns on social media may not be a frequent occurrence for many individuals, a large number still engage in such activities periodically. The findings suggest the multifaceted nature of political engagement on social media, with individuals varying in the extent and frequency of their participation. While some may actively participate in political campaigns, others may choose to engage less frequently or not at all. Nonetheless, the prevalence of occasional involvement in political campaigns on social media highlights the platform's significance as a space for political activism and mobilization, where individuals have the opportunity to contribute to political discussion and influence public opinion.

Vonderschmitt examine the evolution of political campaigning, highlighting how it has adapted with advancements in technology. They trace the shift from limited vote among land-owning white men, who primarily engaged with politics through local newspapers and direct interactions with politicians, to the era of mass media influence. In the 1930s, President Franklin D. Roosevelt utilized radio broadcasts to connect with the American public, marking a significant departure from traditional campaigning methods. The 1960 debate between Nixon and Kennedy further revolutionized political communication by bringing face-to-face interactions to television screens across the nation, setting the stage for the rise of celebrity politics. The authors note that technological advancements have expanded opportunities for citizen participation, as individuals gain greater access to information about candidates and easier means to interact with them. This shift underscores the changing landscape of political engagement in modern times (Vonderschmitt, n.d.).

4.2.13 Empowerment Through Social Media: Encouraging Voter Participation in the Election Process

Table 4.25 Voters' Views on Social Media Political Campaigns

Age Group	Gender	Background	Voters' Views on Social Media Political Campaigns										Total (M/F)	TOTAL (R/U)	TOTAL (AGE)
			Always		Often		Sometimes		Rarely		Never				
			Frequency	%age	Frequency	%age	Frequency	%age	Frequency	%age	Frequency	%age			
Less Than 30	Male	Rural	3	8.82	9	26.47	6	17.65	10	29.41	6	17.65	34	65	137
		Urban	4	9.30	7	16.28	10	23.26	6	13.95	16	37.21	43		
		Total	7	9.09	16	20.78	16	20.78	16	20.78	22	28.57	77		
	Female	Rural	5	16.13	1	3.23	8	25.81	6	19.35	11	35.48	31	72	
		Urban	5	17.24	11	37.93	0	0.00	4	13.79	9	31.03	29		
		Total	10	16.67	12	20.00	8	13.33	10	16.67	20	33.33	60		
	Total		17.00	12.41	28.00	20.44	24.00	17.52	26.00	18.98	42.00	30.66	137.00		
30-40	Male	Rural	26	32.50	16	20.00	23	28.75	9	11.25	6	7.50	80	160	264
		Urban	14	29.17	9	18.75	14	29.17	2	4.17	9	18.75	48		
		Total	40	31.25	25	19.53	37	28.91	11	8.59	15	11.72	128		
	Female	Rural	22	27.50	11	13.75	18	22.50	14	17.50	15	18.75	80	104	
		Urban	8	14.29	23	41.07	12	21.43	5	8.93	8	14.29	56		
		Total	30	22.06	34	25.00	30	22.06	19	13.97	23	16.91	136		
	Total		70.00	26.52	59.00	22.35	67.00	25.38	30.00	11.36	38.00	14.39	264.00		
40-50	Male	Rural	16	26.67	11	18.33	16	26.67	4	6.67	13	21.67	60	125	207
		Urban	7	18.92	11	29.73	18	48.65	0	0.00	1	2.70	37		
		Total	23	23.71	22	22.68	34	35.05	4	4.12	14	14.43	97		
	Female	Rural	7	10.77	13	20.00	27	41.54	10	15.38	8	12.31	65	82	
		Urban	13	28.89	7	15.56	12	26.67	9	20.00	4	8.89	45		
		Total	20	18.18	20	18.18	39	35.45	19	17.27	12	10.91	110		
	Total		43.00	20.77	42.00	20.29	73.00	35.27	23.00	11.11	26.00	12.56	207.00		
50-60	Male	Rural	2	11.76	1	5.88	10	58.82	3	17.65	1	5.88	17	31	55
		Urban	3	27.27	1	9.09	4	36.36	0	0.00	3	27.27	11		
		Total	5	17.86	2	7.14	14	50.00	3	10.71	4	14.29	28		
	Female	Rural	6	42.86	3	21.43	1	7.14	0	0.00	4	28.57	14	24	
		Urban	3	23.08	6	46.15	2	15.38	0	0.00	2	15.38	13		
		Total	9	33.33	9	33.33	3	11.11	0	0.00	6	22.22	27		
	Total		14.00	25.45	11.00	20.00	17.00	30.91	3.00	5.45	10.00	18.18	55.00		
above 60	Male	Rural	0	0.00	0	0.00	2	50.00	0	0.00	2	50.00	4	8	18
		Urban	5	71.43	1	14.29	1	14.29	0	0.00	0	0.00	7		
		Total	5	45.45	1	9.09	3	27.27	0	0.00	2	18.18	11		
	Female	Rural	0	0.00	2	50.00	1	25.00	0	0.00	1	25.00	4	10	
		Urban	2	66.67	0	0.00	0	0.00	0	0.00	1	33.33	3		
		Total	2	28.57	2	28.57	1	14.29	0	0.00	2	28.57	7		
	Total		7.00	38.89	3.00	16.67	4.00	22.22	0.00	0.00	4.00	22.22	18.00		
Total	Male	Rural	47	24.10	37	18.97	57	29.23	26	13.33	28	14.36	195	389	681
		Urban	33	22.60	29	19.86	47	32.19	8	5.48	29	19.86	146		
		Total	80	23.46	66	19.35	104	30.50	34	9.97	57	16.72	341		
	Female	Rural	40	20.62	30	15.46	55	28.35	30	15.46	39	20.10	194	292	
		Urban	31	21.23	47	32.19	26	17.81	18	12.33	24	16.44	146		
Gross Total			151	22.17	143	21.00	185	27.17	82	12.04	120	17.62	681	681	681
Mean			2.82												
Standard Deviation			1.37												

The data suggests that social media political campaigns have had varying degrees of influence on encouraging individuals to take part in the election process. For individuals less than 30 years old, there is a considerable proportion who have been encouraged to participate in the election process due to social media political campaigns, especially in urban areas where approximately 66% of respondents have been influenced either always or often. However, in rural areas, this influence is slightly lower, with around 48% of respondents reporting the same level of influence. In the 30-40 age group, there is a significant impact of social media political campaigns on encouraging participation in the election process, particularly among males in both rural and urban areas. Approximately 62% of male respondents in rural areas and 47% in urban areas report being influenced always or often. Similarly, females in this age group also show a considerable influence, with around 51% in rural areas and 68% in urban areas reporting the same level of influence. In the 40-50 age group, social media political campaigns continue to have a notable impact on encouraging participation, especially among females in urban areas, where approximately 74% report being influenced always or often. However, the influence is slightly lower in rural areas, with around 53% of females reporting the same level of influence. Among individuals aged 50-60 and above 60, the influence of social media political campaigns on encouraging participation appears to be less pronounced as compared to younger age groups. However, there is still a notable impact, particularly among females in urban areas aged 50-60, where approximately 66% report being influenced always or often.

Quantitative analysis of MPs

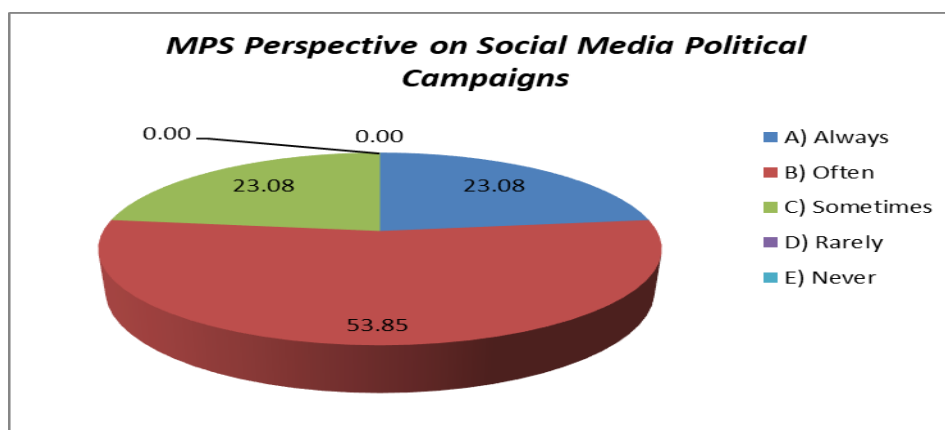


Figure 4.25 MPS Perspective on Social Media Political Campaigns

The survey data suggests that social media political campaigns have played a significant role in motivating individuals to participate in the electoral process. Over half of the respondents (53.85%) reported being often encouraged by such campaigns to engage in the election process. Additionally, a notable portion (23.08%) indicated that they always feel motivated by social media political campaigns to partake in the electoral process. These findings highlight the influence of social media as a platform for political mobilization and awareness-building, where individuals are empowered to actively participate in democratic processes and contribute to shaping the outcome of elections. The results highlight the potential of social media political campaigns to mobilize voters, particularly those who may have been previously disengaged or indifferent towards the electoral process. By providing accessible and engaging paths for political treatise and information broadcasting, social media platforms have emerged as powerful tools for fostering civic engagement and promoting democratic participation. As such, their role in encouraging individuals to take part in the election process is increasingly recognized as pivotal in shaping the dynamics of modern political landscapes.

In recent years, social media has become increasingly popular in emerging and developing countries. In a survey conducted across 11 such countries, about 28% of adults say social media is very important for staying updated on political news and global happenings. Most social media users in these countries find the information they get on these platforms to be more current, informative, and relevant to their interests compared to other sources. They also often come across new ideas through articles and content shared on social media. However, opinions are mixed regarding the reliability, bias, and negativity of social media content as compared to other sources. Many users report encountering false or negative content, especially about groups different from their own. Despite the growing use of social media, fewer people rely on it for political news as compared to in-person discussions. In most countries surveyed, in-person conversations are considered more important for staying informed about politics (Smith et al., 2019).

4.2.14 List of Qualitative Questions

4.2.14.1. The most effective media for political campaigning.

The MPs clearly agree that social media is the most effective media for political campaigning. With numerous responses highlighting its importance, social media emerges as the preferred platform for reaching voters and engaging with them directly. Its ability to rapidly circulate information, interact with a wide audience, and its cost-effectiveness make it a powerful tool in modern political communication. A few MPs also highlighted the significance of face-to-face interaction, recognizing its effectiveness in building personal connections with voters. However, the overwhelming agreement among the MPs is that social media reigns supreme in shaping modern political campaigns.

4.2.14.2. MPs' Usability of social media for political campaigning

The MPs totally confirm the use of social media for political campaigning by both their political party and themselves. They express certainty and confidence in leveraging social media as a key tool in their political outreach efforts. While some emphasize their party's frequent usage, others personally endorse the practice. One MP acknowledges a preference for face-to-face interaction despite the party's active social media engagement. Overall, the responses underscore a strong recognition of the importance of social media in modern-day political communication strategies.

4.2.14.3. Preference of social media for political campaigning.

The MPs and their political parties predominantly prefer Facebook, Twitter, WhatsApp, and YouTube for political campaigning. These platforms are consistently mentioned across the responses, indicating their widespread usage and effectiveness in reaching voters. Additionally, Instagram emerges as another popular choice, highlighting its growing significance in political communication strategies. The emphasis on these key social media apps reflects a recognition of their ability to engage diverse audiences and publicize political messages effectively.

4.2.14.4. Approximate role (in percentage) the social media plays in winning of Lok Sabha elections for a political party.

The MPs estimate that social media plays a significant role, approximately 40% to 60%, in determining the success of a political party in winning Lok Sabha elections. This suggests a recognition of the growing influence and impact of social media platforms in shaping public opinion and mobilizing voters. While traditional campaigning methods remain important, the acknowledgment of social media's substantial contribution underscores its pivotal role in modern electoral dynamics.

4.2.14.5. Negative v/s Positive effects of using social media in political campaigning.

The MPs acknowledge that while social media offers numerous benefits for political campaigning, there are also negative effects to consider. One prominent issue highlighted is the prevalence of fake and polished content, which can significantly disrupt political campaigns. The spreading of misinformation and the manipulation of information can undermine the integrity of the electoral process and erode public trust in political messaging. Therefore, while social media provides a powerful platform for reaching and engaging voters, it also presents challenges that need to be addressed to ensure the effectiveness and credibility of political communication efforts.

4.2.14.6. Encouragement v/s discouragement of voters after political campaigning using social media.

The MPs recognize that political campaigning through social media can have both positive and negative impacts on voter participation. While it has the potential to encourage political engagement by providing easy access to information and facilitating interaction between politicians and voters, there is also the possibility that certain content circulated on social media could discourage participation. The nature of the content and the context in which it is disseminated plays crucial roles in determining whether social media campaigns inspire or deter voter involvement. Therefore, while social media can be a powerful tool for mobilizing voters, careful consideration must be given to the content shared to ensure that it fosters rather than hinders political participation.

The result of the study of **objective2: “To investigate the role of social media in political victory of particular political party.”** highlight the prevalence of Facebook and WhatsApp as the main social media platforms utilized in election campaigns, with Facebook having the most influence among all age categories. Urban voters lean more toward Twitter, while people in rural areas exhibit a stronger preference for Facebook, WhatsApp, and YouTube. Additionally, there are gender disparities in the voting population; male voters use Facebook and WhatsApp more frequently than female voters. The majority of Members of Parliament acknowledge that Facebook is widely used in election campaigns, and WhatsApp is generally acknowledged as a useful tool. It is interesting to note that, despite its widespread use among celebrities, Twitter rarely sees much public interaction.

Most MPs and voters agree that social media has a significant influence on public opinion formation and voting behaviour, and that social media plays a crucial role in political campaigns. Voters' actual involvement in political campaigns, however, is still low, with many expressing a lack of interest in taking part in active campaigning. This shows that although social media is an effective instrument for influencing public opinion and disseminating political content, broad active participation in politics among the general public has not yet resulted from it.

4.3 Qualitative and Quantitative Data Analysis under Objective 3

4.3.1 Assessment of Trustworthiness in Social Media Content

Table 4.26 Voters' Perspective on Social Media Content Trustworthiness

Age Group	Gender	Background	Voters' Perspective on Social Media Content Trustworthiness.										Total (M/F)	TOTAL (R/U)	TOTAL (AGE)
			Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree				
			Frequency	%age	Frequency	%age	Frequency	%age	Frequency	%age	Frequency	%age			
Less Than 30	Male	Rural	3	8.82	10	29.41	12	35.29	5	14.71	4	11.76	34	65	137
		Urban	6	13.95	8	18.60	15	34.88	7	16.28	7	16.28	43		
		Total	9	11.69	18	23.38	27	35.06	12	15.58	11	14.29	77		
	Female	Rural	5	16.13	14	45.16	6	19.35	6	19.35	0	0.00	31	72	
		Urban	1	3.45	10	34.48	8	27.59	6	20.69	4	13.79	29		
		Total	6	10.00	24	40.00	14	23.33	12	20.00	4	6.67	60		
	Total		15.00	10.95	42	30.66	41	29.93	24	17.52	15.00	10.95	137.00		
30-40	Male	Rural	8	10.00	40	50.00	18	22.50	12	15.00	2	2.50	80	160	264
		Urban	4	8.33	14	29.17	15	31.25	11	22.92	4	8.33	48		
		Total	12	9.38	54	42.19	33	25.78	23	17.97	6	4.69	128		
	Female	Rural	5	6.25	32	40.00	28	35.00	10	12.50	5	6.25	80	104	
		Urban	0	0.00	31	55.36	13	23.21	12	21.43	0	0.00	56		
		Total	5	3.68	63	46.32	41	30.15	22	16.18	5	3.68	136		
	Total		17.00	6.44	117.00	44.32	74.00	28.03	45.00	17.05	11.00	4.17	264.00		
40-50	Male	Rural	8	13.33	26	43.33	9	15.00	15	25.00	2	3.33	60	125	207
		Urban	7	18.92	11	29.73	13	35.14	6	16.22	0	0.00	37		
		Total	15	15.46	37	38.14	22	22.68	21	21.65	2	2.06	97		
	Female	Rural	2	3.08	35	53.85	12	18.46	12	18.46	4	6.15	65	82	
		Urban	4	8.89	17	37.78	11	24.44	13	28.89	0	0.00	45		
		Total	6	5.45	52	47.27	23	20.91	25	22.73	4	3.64	110		
	Total		21.00	10.14	89	43.00	45	21.74	46	22.22	6.00	2.90	207.00		
50-60	Male	Rural	0	0.00	9	52.94	3	17.65	5	29.41	0	0.00	17	31	55
		Urban	1	9.09	5	45.45	1	9.09	4	36.36	0	0.00	11		
		Total	1	3.57	14	50.00	4	14.29	9	32.14	0	0.00	28		
	Female	Rural	2	14.29	5	35.71	3	21.43	4	28.57	0	0.00	14	24	
		Urban	2	15.38	5	38.46	1	7.69	5	38.46	0	0.00	13		
		Total	4	14.81	10	37.04	4	14.81	9	33.33	0	0.00	27		
	Total		5.00	9.09	24	43.64	8.00	14.55	18	32.73	0.00	0.00	55.00		
above 60	Male	Rural	0	0.00	2	50.00	0	0.00	2	50.00	0	0.00	4	8	18
		Urban	0	0.00	4	57.14	0	0.00	3	42.86	0	0.00	7		
		Total	0	0.00	6	54.55	0	0.00	5	45.45	0	0.00	11		
	Female	Rural	0	0.00	1	25.00	0	0.00	3	75.00	0	0.00	4	10	
		Urban	0	0.00	1	33.33	1	33.33	1	33.33	0	0.00	3		
		Total	0	0.00	2	28.57	1	14.29	4	57.14	0	0.00	7		
	Total		0.00	0.00	8.00	44.44	1.00	5.56	9	50.00	0.00	0.00	18.00		
Total	Male	Rural	19	9.74	87	44.62	42	21.54	39	20.00	8	4.10	195	389	681
		Urban	18	12.33	42	28.77	44	30.14	31	21.23	11	7.53	146		
		Total	37	10.85	129	37.83	86	25.22	70	20.53	19	5.57	341		
	Female	Rural	14	7.22	87	44.85	49	25.26	35	18.04	9	4.64	194	292	
		Urban	7	4.79	64	43.84	34	23.29	37	25.34	4	2.74	146		
		Total	21	6.18	151	44.41	83	24.41	72	21.18	13	3.82	340		
Gross Total			58	8.52	280	41.12	169	24.82	142	20.85	32	4.70	681	681	681
Mean			2.72												
Standard Deviation			1.03												

The data present the opinions of individuals on the reliability of social media content, broken down by age and background demographics. Respondents rated their agreement on a five-point Likert scale, from "strongly agree" to "strongly disagree." Most respondents from different age groups and backgrounds agree that the contents of social media are trustworthy. In the "30-40" age group, both rural and urban respondents showed high agreement rates, with 160 (23.49%) and 104 (15.27%) respectively.

Rural respondents in the "30-40", "40-50" and "50-60" age groups demonstrated higher agreement rates compared to urban respondents. This suggests that rural dwellers show higher reliability on the contents of social media. However, urban respondents in the "<30" age group had the highest agreement rate (10.57%) as compared to rural voters, that clearly indicating that urban young voters under or equal to 30 age groups believe more than rural voters that contents of social are trustworthy. As age increased, agreement rates showed some variation. The "30-40" age group had the highest combined agreement percentage (38.76%), showing a strong belief in the contents of social media. The "<30" age group had a slightly lower agreement rate (20.11%) but still leaned positively towards social media's effectiveness. While most respondents agreed, a portion expressed neutral or negative views. The "30-40" age group had the highest neutral rate (30.15%), suggesting some uncertainty about the reliability of social media contents.

The results indicate that social media contents are important for every age groups and background with significant variation for political communication and awareness. High agreement rates show that it is a crucial tool for political campaigns and engagement as people believe the contents of social media. The variations in agreement rates based on age and background suggest that factors like digital literacy and exposure to social media might influence perceptions. Rural respondents generally showed stronger agreement, likely due to easy or to reach and exposure to online political content. The lower agreement rates among older age groups suggest a need for targeted outreach and digital literacy campaigns to maximize the authenticity of social media contents for these demographics. Neutral and disagreement rates might be driven by mistrust towards online platforms, concerns about disinformation, or limited exposure to

political content on social media. Addressing these concerns and building trust in social media as a reliable political communication channel is essential.

Quantitative analysis of MPs

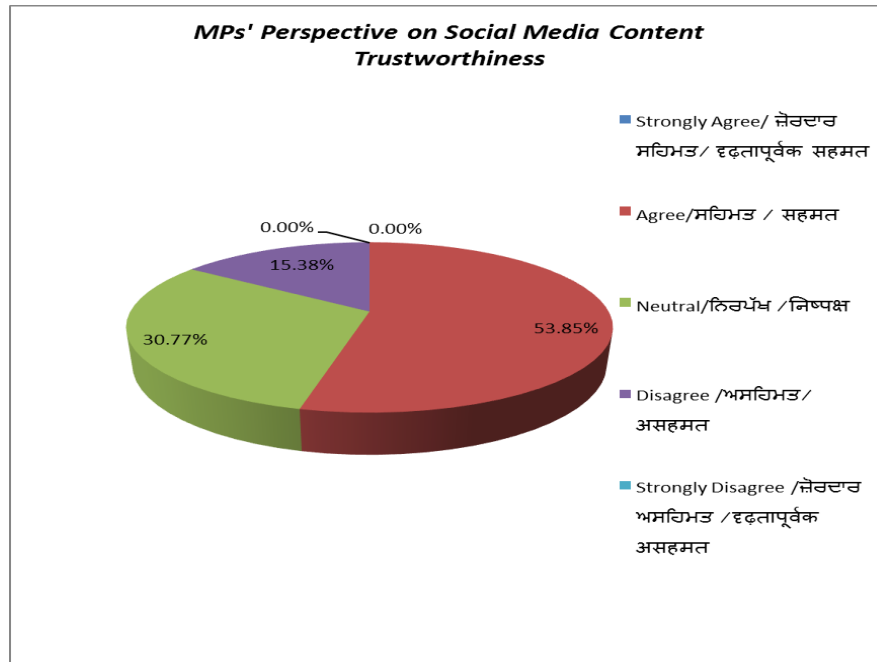


Figure 4.26 MPs' Perspective on Social Media Content Trustworthiness

The survey findings indicate a mixed perception regarding the trustworthiness of social media content. While a majority of respondents (53.85%) expressed agreement with the statement, indicating some level of trust in the content shared on social media platforms, a significant portion (30.77%) held a neutral stance. Conversely, a smaller percentage (15.38%) disagreed with the idea of social media content being trustworthy. This diversity in responses highlights the complex nature of social media as a source of information and the varying degrees of trust individuals place in the content disseminated through these channels. Factors such as the proliferation of misinformation, echo chambers, and algorithmic biases may contribute to differing perceptions of content reliability across different demographic groups and societal contexts. Thus, while some users may find social media content trustworthy, others may approach it with caution and scepticism, highlighting the importance of critical media literacy and fact-checking practices in navigating the digital information landscape.

One of the research projects investigated the growing phenomenon of fake news in the context of increasing social media usage. Recognizing the societal implications of fake news, the study aimed to have a better understanding how Polish society perceives and trusts online content. They employed structural equation modelling to analyse factors influencing the verification of information on the internet. Using Smart PLS3 software to process survey data, the study found that awareness of fake news and the intention to share information had the most significant positive impact on information verification behaviour. Although the research did not directly examine the relationship between the nature of fake news and its recipients, it noted the prevalence of political fake news online. The findings of this study offer insights for news reporting companies, social media platform developers, and users interested in combating the spread of fake news online. By expanding upon existing literature, the study contributes to understanding the effects of fake news awareness and sharing intentions on information verification behaviour (Majerczak & Strzelecki, 2022).

4.3.2 Importance of Validating Social Media Content

Table 4.27 Voters' Perspective on Content Validation

Age Group	Gender	Backgr ound	Social media Contents Validation is must.										Tot al(M/F)	TO TAL (R/ U)	TO TAL (AG E)
			Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree				
			Freq uenc y	%age	Freq uenc y	%ag e	Fre que ncy	%ag e	Fr eq uenc y	%age	Freq uenc y	%ag e			
Les s Tha n 30	Mal e	Rural	7	20.59	12	35.29	6	17.65	7	20.59	2	5.88	34	65	137
		Urban	12	27.91	15	34.88	14	32.56	2	4.65	0	0.00	43		
		Total	19	24.68	27	35.06	20	25.97	9	11.69	2	2.60	77		
	Fem ale	Rural	6	19.35	14	45.16	9	29.03	2	6.45	0	0.00	31	72	
		Urban	7	24.14	17	58.62	4	13.79	1	3.45	0	0.00	29		
		Total	13	21.67	31	51.67	13	21.67	3	5.00	0	0.00	60		
	Total		32.00	23.36	58.00	42.34	33.00	24.09	12.00	8.76	2.00	1.46	137.00		
30-40	Mal e	Rural	17	21.25	39	48.75	18	22.50	5	6.25	1	1.25	80	160	264
		Urban	14	29.17	11	22.92	20	41.67	1	2.08	2	4.17	48		
		Total	31	24.22	50	39.06	38	29.69	6	4.69	3	2.34	128		
	Fem ale	Rural	9	11.25	35	43.75	24	30.00	7	8.75	5	6.25	80	104	
		Urban	6	10.71	33	58.93	12	21.43	5	8.93	0	0.00	56		
		Total	15	11.03	68	50.00	36	26.47	12	8.82	5	3.68	136		
	Total		46.00	17.42	118.00	44.70	74.00	28.03	18.00	6.82	8.00	3.03	264.00		
40-50	Mal e	Rural	17	28.33	26	43.33	9	15.00	6	10.00	2	3.33	60	125	207
		Urban	21	56.76	8	21.62	5	13.51	0	0.00	3	8.11	37		
		Total	38	39.18	34	35.05	14	14.43	6	6.19	5	5.15	97		
	Fem ale	Rural	7	10.77	39	60.00	15	23.08	2	3.08	2	3.08	65	82	
		Urban	8	17.78	15	33.33	11	24.44	10	22.22	1	2.22	45		
		Total	15	13.64	54	49.09	26	23.64	12	10.91	3	2.73	110		
	Total		53.00	25.60	88.00	42.51	40.00	19.32	18.00	8.70	8.00	3.86	207.00		
50-60	Mal e	Rural	7	41.18	4	23.53	4	23.53	2	11.76	0	0.00	17	31	55
		Urban	5	45.45	5	45.45	1	9.09	0	0.00	0	0.00	11		
		Total	12	42.86	9	32.14	5	17.86	2	7.14	0	0.00	28		
	Fem ale	Rural	6	42.86	4	28.57	3	21.43	1	7.14	0	0.00	14	24	
		Urban	5	38.46	5	38.46	2	15.38	1	7.69	0	0.00	13		
		Total	11	40.74	9	33.33	5	18.52	2	7.41	0	0.00	27		
	Total		23.00	41.82	18.00	32.73	10.00	18.18	4.00	7.27	0.00	0.00	55.00		
abo ve 60	Mal e	Rural	0	0.00	4	100.0	0	0.00	0	0.00	0	0.00	4	8	18
		Urban	3	42.86	4	57.14	0	0.00	0	0.00	0	0.00	7		
		Total	3	27.27	8	72.73	0	0.00	0	0.00	0	0.00	11		
	Fem ale	Rural	0	0.00	3	75.00	1	25.00	0	0.00	0	0.00	4	10	
		Urban	0	0.00	2	66.67	1	33.33	0	0.00	0	0.00	3		
		Total	0	0.00	5	71.43	2	28.57	0	0.00	0	0.00	7		
	Total		3.00	16.67	13.00	72.22	2.00	11.11	0.00	0.00	0.00	0.00	18.00		
Tot al	Mal e	Rural	48	24.62	85	43.59	37	18.97	20	10.26	5	2.56	195	389	681
		Urban	55	37.67	43	29.45	40	27.40	3	2.05	5	3.42	146		
		Total	103	30.21	128	37.54	77	22.58	23	6.74	10	2.93	341		
	Fem ale	Rural	28	14.43	95	48.97	52	26.80	12	6.19	7	3.61	194	292	
		Urban	26	17.81	72	49.32	30	20.55	17	11.64	1	0.68	146		
		Total	54	15.88	167	49.12	82	24.12	29	8.53	8	2.35	340		
Gross Total			157	23.05	295	43.32	159	23.35	52	7.64	18	2.64	681	681	681
Mean			2.23												
Standard Deviation			0.98												

The data reflects the sentiments of respondents regarding the necessity to verify the authenticity of posts on social media platforms. A considerable 43.32% of respondents express agreement with the notion that social media content must undergo examination for authenticity, with an additional 23.05% strongly agreeing. Moreover, 23.35% of respondents remain neutral on the matter, indicating a significant portion who are undecided or indifferent. Conversely, only 7.64% of respondents disagree, with a mere 2.64% strongly disagreeing with the view that social media content should be examined for authenticity.

Gender disparities also influence perceptions, with 15.88% of women and 30.21% of men strongly agreeing, and 49.12% of women and 37.54% of men agreeing with the necessity for content verification. Notably, a similar proportion of women (24.12%) and men (22.58%) remain neutral on the matter. Disagreement is voiced by 8.53% of females and 6.74% of males, with a smaller percentage of females (2.64%) and males (2.93%) strongly disagreeing.

When considering rural and urban demographics, differences in agreement levels emerge. Among rural respondents, 24.62% of males and 14.43% of females strongly agree, while 43.59% of males and 48.97% of females agree with the necessity for content verification. In contrast, among urban respondents, 37.67% of males and 17.81% of females strongly agree, and 29.45% of males and 49.32% of females agree with the statement. Neutral responses are comparable across rural and urban demographics, while disagreement is higher among rural males (10.26%) compared to their urban counterparts (2.05%).

As far as age group is concerned almost every age group show their agreement regarding checking the validity and authenticity of social media stuff. In the age group “Less than 30” 23.36% respondents are strongly agreed and 42.34% respondents are agreed with the statement. In the age group “30-40” 17.42% respondents are strongly agreed and 44.70% respondents are agreed with the statement. In the age group “40-50” 25.60% respondents are strongly agreed and 42.51% respondents are agreed with the statement. In the age group “50-60” 41.82% respondents are strongly agreed and 32.73% respondents are agreed with the statement and in the age group “Above 60”

16.67% respondents are strongly agreed and 72.22% respondents are agreed with the statement. So almost in every age group majority of respondents are either strongly agreed or agreed with the statement. Percentage of disagree or strongly disagree is very low as compared to the agreement.

Quantitative analysis of MPs

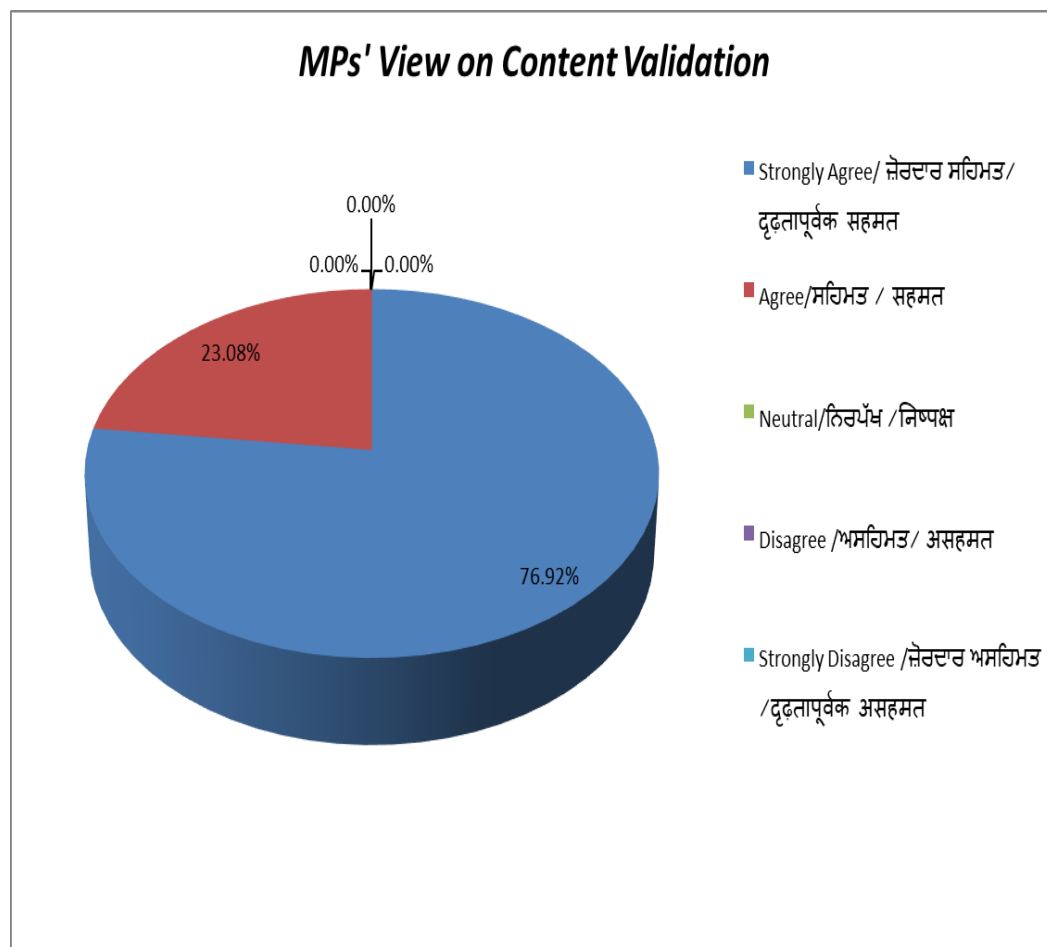


Figure 4.27 MPs' View on Content Validation

The survey results indicate a strong agreement among respondents regarding the necessity of validating social media content. A significant majority (76.92%) strongly agreed with the statement, emphasizing the crucial role of content verification in ensuring the accuracy and reliability of information shared on social media platforms. Additionally, a smaller percentage (23.08%) expressed agreement with the concept, further supporting the importance of content validation. This widespread

acknowledgment highlights the growing awareness of the commonness of misinformation and the potential impact it can have on individuals and society. Effective content validation mechanisms, including fact-checking initiatives, source verification, and critical media literacy education, are essential in combating the spread of false or misleading information online. By promoting greater accountability and transparency in social media content, validation efforts contribute to fostering a more informed and responsible digital information ecosystem.

Ballara conducted a literature review on the impact of social validation on user behaviour on social media platforms, with a focus on self-presentation, emotional responses, and self-esteem. The review highlights how users seek validation to boost their self-esteem, establish social status, and feel a sense of belonging. However, they must balance this with maintaining authenticity, recognizing the limitations of social validation metrics. Emotional responses to social validation feedback vary, with positive feedback leading to happiness and satisfaction, while negative feedback can trigger envy and disappointment. Social validation also plays a role in shaping online identities, influencing how individuals present themselves and seek validation from others. The review discusses societal implications such as echo chambers and polarization, where individuals surround themselves with like-minded individuals and engage primarily with content that reinforces their beliefs. Ethical concerns arise from the manipulation of social validation metrics, which distorts authenticity and trust on social media platforms. Privacy concerns stem from the commodification of social validation, as user data is collected for targeted advertising. To influence social validation positively, individuals, platforms, and society should promote self-awareness and self-acceptance, address ethical considerations, and develop a healthy perspective (Ballara, 2023).

4.3.3 Negative Impact of Social Media in Elections

Table 4.28 Voters' Perspective on the Negative Role of Social Media in Elections

Age	Gender	Backgr ound	Voters' Perspective on the Negative Role of Social Media in Elections										Tot al (M/ F)	Tot al (R/ U)	Tot al (A GE)
			Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree				
			Coun t	%age	Coun t	%age	Cou nt	%age	Cou nt	%age	Cou nt	%age			
Les s Th an 30	Mal e	Rural	6	17.65	18	52.94	1	2.94	3	8.82	6	17.65	34	65	137
		Urban	2	4.65	18	41.86	9	20.93	11	25.58	3	6.98	43		
		Total	8	10.39	36	46.75	10	12.99	14	18.18	9	11.69	77		
	Fem ale	Rural	5	16.13	21	67.74	2	6.45	3	9.68	0	0.00	31	72	
		Urban	9	31.03	12	41.38	2	6.90	4	13.79	2	6.90	29		
		Total	14	23.33	33	55.00	4	6.67	7	11.67	2	3.33	60		
	Total		22.00	16.06	69.00	50.36	14.00	10.22	21.00	15.33	11.00	8.03	137.00		
30- 40	Mal e	Rural	22	27.50	40	50.00	14	17.50	3	3.75	1	1.25	80	160	264
		Urban	16	33.33	20	41.67	9	18.75	2	4.17	1	2.08	48		
		Total	38	29.69	60	46.88	23	17.97	5	3.91	2	1.56	128		
	Fem ale	Rural	9	11.25	36	45.00	17	21.25	17	21.25	1	1.25	80	104	
		Urban	7	12.50	35	62.50	9	16.07	3	5.36	2	3.57	56		
		Total	16	11.76	71	52.21	26	19.12	20	14.71	3	2.21	136		
	Total		54.00	20.45	131.0	49.62	49.00	18.56	25.00	9.47	5.00	1.89	264.00		
40- 50	Mal e	Rural	17	28.33	30	50.00	11	18.33	2	3.33	0	0.00	60	125	207
		Urban	3	8.11	21	56.76	8	21.62	5	13.51	0	0.00	37		
		Total	20	20.62	51	52.58	19	19.59	7	7.22	0	0.00	97		
	Fem ale	Rural	10	15.38	35	53.85	12	18.46	7	10.77	1	1.54	65	82	
		Urban	8	17.78	23	51.11	12	26.67	0	0.00	2	4.44	45		
		Total	18	16.36	58	52.73	24	21.82	7	6.36	3	2.73	110		
	Total		38.00	18.36	109.0	52.66	43.00	20.77	14.00	6.76	3.00	1.45	207.00		
50- 60	Mal e	Rural	5	29.41	7	41.18	3	17.65	1	5.88	1	5.88	17	31	55
		Urban	3	27.27	6	54.55	2	18.18	0	0.00	0	0.00	11		
		Total	8	28.57	13	46.43	5	17.86	1	3.57	1	3.57	28		
	Fem ale	Rural	1	7.14	13	92.86	0	0.00	0	0.00	0	0.00	14	24	
		Urban	3	23.08	7	53.85	2	15.38	1	7.69	0	0.00	13		
		Total	4	14.81	20	74.07	2	7.41	1	3.70	0	0.00	27		
	Total		12.00	21.82	33.00	60.00	7.00	12.73	2.00	3.64	1.00	1.82	55.00		
abo ve 60	Mal e	Rural	0	0.00	2	50.00	2	50.00	0	0.00	0	0.00	4	8	18
		Urban	3	42.86	4	57.14	0	0.00	0	0.00	0	0.00	7		
		Total	3	27.27	6	54.55	2	18.18	0	0.00	0	0.00	11		
	Fem ale	Rural	0	0.00	3	75.00	1	25.00	0	0.00	0	0.00	4	10	
		Urban	0	0.00	3	100.00	0	0.00	0	0.00	0	0.00	3		
		Total	0	0.00	6	85.71	1	14.29	0	0.00	0	0.00	7		
	Total		3.00	16.67	12.00	66.67	3.00	16.67	0.00	0.00	0.00	0.00	18.00		
Tot al	Mal e	Rural	50	25.64	97	49.74	31	15.90	9	4.62	8	4.10	195	389	681
		Urban	27	18.49	69	47.26	28	19.18	18	12.33	4	2.74	146		
		Total	77	22.58	166	48.68	59	17.30	27	7.92	12	3.52	341		
	Fem ale	Rural	25	12.89	108	55.67	32	16.49	27	13.92	2	1.03	194	292	
		Urban	27	18.49	80	54.79	25	17.12	8	5.48	6	4.11	146		
		Total	52	15.29	188	55.29	57	16.76	35	10.29	8	2.35	340		
Gross Total			129	18.94	354	51.98	116	17.03	62	9.10	20	2.94	681	681	681
Mean			2.25												
Standard Deviation			0.96												

The data provides understandings into public opinion regarding the impact of social media on electoral processes. Across different age groups, a significant proportion of respondents, particularly those under 30, express concern about social media's negative influence on elections. Specifically, 46.75% of individuals in this age group agree with this sentiment, while only 18.36% of those aged 40-50 share similar concerns. These findings suggest a generational divide in perceptions, likely influenced by varying degrees of digital literacy and engagement with online platforms.

Gender dynamics further shape the discourse, with subtle variations observed between male and female respondents. While overall agreement levels remain consistent, women in certain rural areas exhibit slightly higher agreement rates, particularly among those aged 30-40, with agreement percentages reaching 53.85%.

Moreover, rural-urban differences in opinion emerge, highlighting the influence of contextual factors on perceptions. Urban respondents generally lean towards agreement with the concept of social media's negative impact on elections, with agreement percentages ranging from 41.86% to 62.50% across different age groups. However, in rural areas, opinions are more diverse, with significant parts expressing neutrality or disagreement. For instance, among respondents aged 50-60 in rural settings, 21.82% express disagreement with the declaration, signalling a finer understanding of the connection between social media and electoral processes.

Quantitative analysis of MPs

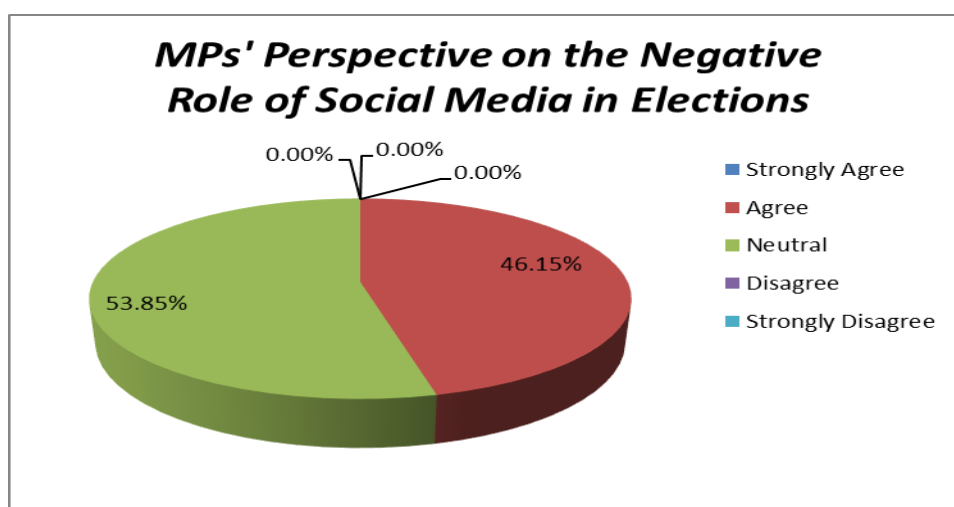


Figure 4.28 MPs' Perspective on the Negative Role of Social Media in Elections

The survey findings suggest a mixed perspective regarding the role of social media during elections, with a notable portion of respondents acknowledging its negative impact. While no respondents strongly agreed with the statement, a significant percentage (46.15%) agreed, and an even larger percentage (53.85%) expressed neutrality. This indicates a recognition of the potential adverse effects of social media on the electoral process, such as the spread of misinformation, polarization of opinions, and manipulation of public discourse. However, it also suggests a level of contradiction among respondents, possibly reflecting the complexity of the issue and the diverse experiences individuals may have with social media during election periods. Overall, these findings highlight the importance of critically evaluating the role of social media in democratic processes and implementing measures to mitigate its negative consequences while maximizing its potential for positive engagement and informed civic participation.

Buragohain discuss the increasing role of social media in political campaigns, highlighting its impact on public perception of politics and modes of participation. They note the increased accessibility to social media due to affordable smartphones and data packages, providing people with a platform to voice their opinions on social and political matters. Political parties and leaders have capitalized on this trend since the 2014 Lok Sabha election, utilizing social media to mobilize citizens and influence election outcomes. However, this increased engagement has also exposed ordinary people to fake news and hate speech, creating vulnerabilities within the population. While social media raises inclusivity by allowing citizens to express their opinions, it also contributes to the spread of fake news and propaganda, potentially widening rifts between different communities. The authors caution against the unchecked use of social media, suggesting that restrictions may be necessary to prevent chaos and instability in a democratic society (Buragohain, 2019).

4.3.4 Understanding the Impact of Social Media on Voter Decision-Making During Elections

Table 4.29 Voters' Perspective on Social Media's Role in Candidate Selection During Elections

Age Gro up	Gend er	Backgro und	Voters' Perspective on Social Media's Role in Candidate Selection During Elections										Tot al(M/ F)	Tot al(R/ U)	Tot al(A GE)
			Strongly Agree		Agree		Neutral			Disa gree	Strongly Disagree				
			Cou nt	%age	C ou nt	%age	Coun t	%age	Coun t	%age	Coun t	%age			
Less Tha n 30	Male	Rural	5	14.71	15	44.12	9	26.47	2	5.88	3	8.82	34	65	137
		Urban	5	11.63	11	25.58	6	13.95	15	34.88	6	13.95	43		
		Total	10	12.99	26	33.77	15	19.48	17	22.08	9	11.69	77		
	Fema le	Rural	2	6.45	14	45.16	6	19.35	7	22.58	2	6.45	31	72	
		Urban	3	10.34	12	41.38	9	31.03	4	13.79	1	3.45	29		
		Total	5	8.33	26	43.33	15	25.00	11	18.33	3	5.00	60		
	Total		15.00	10.95	52.00	37.96	30.00	21.90	28.00	20.44	12.00	8.76	137.00		
30-40	Male	Rural	24	30.00	32	40.00	11	13.75	12	15.00	1	1.25	80	160	264
		Urban	15	31.25	15	31.25	12	25.00	2	4.17	4	8.33	48		
		Total	39	30.47	47	36.72	23	17.97	14	10.94	5	3.91	128		
	Fema le	Rural	12	15.00	37	46.25	15	18.75	14	17.50	2	2.50	80	104	
		Urban	6	10.71	36	64.29	5	8.93	8	14.29	1	1.79	56		
		Total	18	13.24	73	53.68	20	14.71	22	16.18	3	2.21	136		
	Total		57.00	21.59	120.00	45.45	43.00	16.29	36.00	13.64	8.00	3.03	264.00		
40-50	Male	Rural	17	28.33	28	46.67	7	11.67	8	13.33	0	0.00	60	125	207
		Urban	6	16.22	13	35.14	13	35.14	5	13.51	0	0.00	37		
		Total	23	23.71	41	42.27	20	20.62	13	13.40	0	0.00	97		
	Fema le	Rural	8	12.31	37	56.92	13	20.00	4	6.15	3	4.62	65	82	
		Urban	8	17.78	15	33.33	9	20.00	13	28.89	0	0.00	45		
		Total	16	14.55	52	47.27	22	20.00	17	15.45	3	2.73	110		
	Total		39.00	18.84	93.00	44.93	42.00	20.29	30.00	14.49	3.00	1.45	207.00		
50-60	Male	Rural	1	5.88	8	47.06	0	0.00	6	35.29	2	11.76	17	31	55
		Urban	4	36.36	4	36.36	0	0.00	3	27.27	0	0.00	11		
		Total	5	17.86	12	42.86	0	0.00	9	32.14	2	7.14	28		
	Fema le	Rural	0	0.00	10	71.43	1	7.14	3	21.43	0	0.00	14	24	
		Urban	2	15.38	8	61.54	1	7.69	1	7.69	1	7.69	13		
		Total	2	7.41	18	66.67	2	7.41	4	14.81	1	3.70	27		
	Total		7.00	12.73	30.00	54.55	2.00	3.64	13.00	23.64	3.00	5.45	55.00		
abov e 60	Male	Rural	0	0.00	4	100.0	0	0.00	0	0.00	0	0.00	4	8	18
		Urban	3	42.86	4	57.14	0	0.00	0	0.00	0	0.00	7		
		Total	3	27.27	8	72.73	0	0.00	0	0.00	0	0.00	11		
	Fema le	Rural	1	25.00	2	50.00	0	0.00	1	25.00	0	0.00	4	10	
		Urban	0	0.00	1	33.33	0	0.00	2	66.67	0	0.00	3		
		Total	1	14.29	3	42.86	0	0.00	3	42.86	0	0.00	7		
	Total		4.00	22.22	11.00	61.11	0.00	0.00	3.00	16.67	0.00	0.00	18.00		
Tota l	Male	Rural	47	24.10	87	44.62	27	13.85	28	14.36	6	3.08	195	389	681
		Urban	33	22.60	47	32.19	31	21.23	25	17.12	10	6.85	146		
		Total	80	23.46	134	39.30	58	17.01	53	15.54	16	4.69	341		
	Fema le	Rural	23	11.86	100	51.55	35	18.04	29	14.95	7	3.61	194	292	
		Urban	19	13.01	72	49.32	24	16.44	28	19.18	3	2.05	146		
		Total	42	12.35	172	50.59	59	17.35	57	16.76	10	2.94	340		
Gross Total			122	17.91	306	44.93	117	17.18	110	16.15	26	3.82	681	681	681
Mean			2.43												
Standard Deviation			1.07												

The data shows that many people think social media helps voters pick the right candidates in elections. This belief is strongest among younger generation, especially those in urban. Around 68% of younger urbanites and 59% of those in rural areas under 30 agree. Even in the 30-40 age group, about 67% think so, with slightly more agreement in cities. Among 40-50-year-olds, approximately 66% agree, especially among men. However, as people get older, fewer agree, with about 57% of those aged 50-60 and 56% of those over 60 believing social media helps in choosing candidates during elections. In short, many people, especially younger ones in cities, believe social media plays a big role in helping voters choose candidates during elections. This belief is widespread, with a majority of respondents across different age groups and locations agreeing that social media influences electoral decisions.

Quantitative analysis of MPs

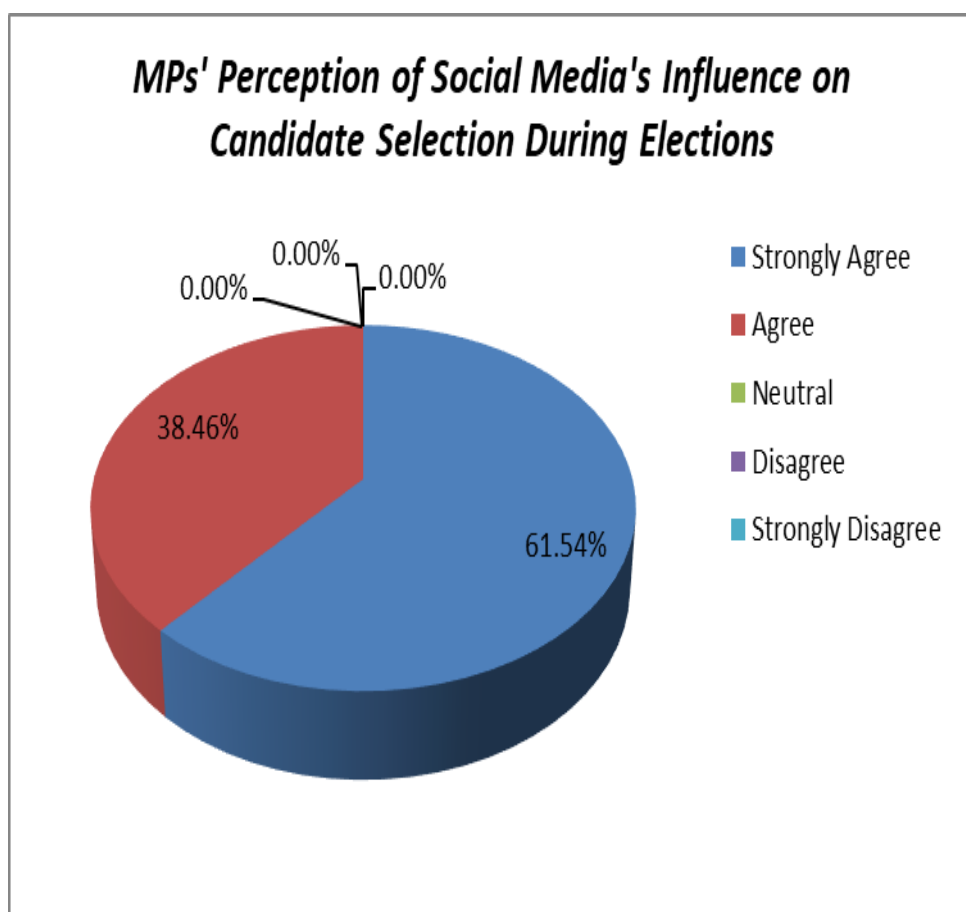


Figure 4.29 MPs' Perception of Social Media's Influence on Candidate Selection During Elections

The survey results indicate a generally favourable perception of the role of social media in aiding the selection of candidates during elections. A majority of respondents (61.54%) either strongly agreed or agreed that social media assists in choosing the most suitable candidate. This suggests that many individuals perceive social media platforms as valuable tools for accessing information about different candidates, their policies, and their qualifications, thereby facilitating informed decision-making during elections. However, it's notable that there were no respondents who strongly disagreed with the statement, indicating a lack of outright rejection of social media's role in candidate selection. This perspective highlights the importance of social media as a source of political information and underscores its potential influence on electoral outcomes in contemporary democracies.

In their study, Rita and her team looked into how social media affects elections, especially during the UK's 2019 General Elections. They checked tweets about the Conservative and Labor parties and their leaders to see what people were saying online during the election time. They used computer programs like R and RapidMiner to gather and analyse the data. Surprisingly, they found that the mood of tweets couldn't reliably predict election results. They also questioned whether social media really changes how people vote, saying it's not just about whether tweets are positive or negative. Their research helps us understand better how social media fits into election campaigns (Rita et al., 2023).

4.3.5 Understanding the Downsides of Social Media in Political Information Sharing

Table 4.30 Voters' Views on Social Media's Impact: Informative yet Misleading

Age Group	Gender	Background	Voters' Views on Social Media's Impact: Informative yet Misleading										Total (M/F)	TOTAL (R/U)	TOTAL (AGE)
			Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree				
			Frequency	%age	Frequency	%age	Frequency	%age	Frequency	%age	Frequency	%age			
Less Than 30	Male	Rural	7	20.59	12	35.29	8	23.53	5	14.71	2	5.88	34	65	137
		Urban	4	9.30	15	34.88	11	25.58	13	30.23	0	0.00	43		
		Total	11	14.29	27	35.06	19	24.68	18	23.38	2	2.60	77		
	Female	Rural	4	12.90	13	41.94	4	12.90	9	29.03	1	3.23	31	72	
		Urban	4	13.79	19	65.52	2	6.90	3	10.34	1	3.45	29		
		Total	8	13.33	32	53.33	6	10.00	12	20.00	2	3.33	60		
	Total		19.00	13.87	59.00	43.07	25.00	18.25	30.00	21.90	4.00	2.92	137.00		
30-40	Male	Rural	13	16.25	30	37.50	16	20.00	15	18.75	6	7.50	80	160	264
		Urban	11	22.92	13	27.08	8	16.67	15	31.25	1	2.08	48		
		Total	24	18.75	43	33.59	24	18.75	30	23.44	7	5.47	128		
	Female	Rural	2	2.50	22	27.50	31	38.75	20	25.00	5	6.25	80	104	
		Urban	5	8.93	33	58.93	8	14.29	9	16.07	1	1.79	56		
		Total	7	5.15	55	40.44	39	28.68	29	21.32	6	4.41	136		
	Total		31.00	11.74	98.00	37.12	63.00	23.86	59.00	22.35	13.00	4.92	264.00		
40-50	Male	Rural	13	21.67	27	45.00	8	13.33	12	20.00	0	0.00	60	125	207
		Urban	3	8.11	17	45.95	5	13.51	12	32.43	0	0.00	37		
		Total	16	16.49	44	45.36	13	13.40	24	24.74	0	0.00	97		
	Female	Rural	2	3.08	34	52.31	11	16.92	16	24.62	2	3.08	65	82	
		Urban	3	6.67	22	48.89	11	24.44	9	20.00	0	0.00	45		
		Total	5	4.55	56	50.91	22	20.00	25	22.73	2	1.82	110		
	Total		21.00	10.14	100.00	48.31	35.00	16.91	49.00	23.67	2.00	0.97	207.00		
50-60	Male	Rural	2	11.76	7	41.18	1	5.88	7	41.18	0	0.00	17	31	55
		Urban	2	18.18	4	36.36	1	9.09	2	18.18	2	18.18	11		
		Total	4	14.29	11	39.29	2	7.14	9	32.14	2	7.14	28		
	Female	Rural	1	7.14	13	92.86	0	0.00	0	0.00	0	0.00	14	24	
		Urban	2	15.38	4	30.77	0	0.00	7	53.85	0	0.00	13		
		Total	3	11.11	17	62.96	0	0.00	7	25.93	0	0.00	27		
	Total		7.00	12.73	28.00	50.91	2.00	3.64	16.00	29.09	2.00	3.64	55.00		
above 60	Male	Rural	0	0.00	1	25.00	0	0.00	3	75.00	0	0.00	4	8	18
		Urban	3	42.86	4	57.14	0	0.00	0	0.00	0	0.00	7		
		Total	3	27.27	5	45.45	0	0.00	3	27.27	0	0.00	11		
	Female	Rural	0	0.00	3	75.00	0	0.00	1	25.00	0	0.00	4	10	
		Urban	0	0.00	3	100.00	0	0.00	0	0.00	0	0.00	3		
		Total	0	0.00	6	85.71	0	0.00	1	14.29	0	0.00	7		
	Total		3.00	16.67	11.00	61.11	0.00	0.00	4.00	22.22	0.00	0.00	18.00		
Total	Male	Rural	35	17.95	77	39.49	33	16.92	42	21.54	8	4.10	195	389	681
		Urban	23	15.75	53	36.30	25	17.12	42	28.77	3	2.05	146		
		Total	58	17.01	130	38.12	58	17.01	84	24.63	11	3.23	341		
	Female	Rural	9	4.64	85	43.81	46	23.71	46	23.71	8	4.12	194	292	
		Urban	14	9.59	81	55.48	21	14.38	28	19.18	2	1.37	146		
Gross Total			81	11.89	296	43.47	125	18.36	158	23.20	21	3.08	681	681	681
Mean			2.62												
Standard Deviation			1.06												

The data presents a concerning trend regarding the apparent reliability of political information on social media platforms. Particularly noteworthy is the extensive agreement among respondents, especially those under 30, that social media can be misleading and irresponsible in this regard. Nearly 58% of individuals in this age group express some level of agreement with this sentiment. This suggests that younger demographics, who are often heavy users of social media, are more skeptical about the accuracy of political content they encounter online. Moreover, this disbelief extends to other age groups, although to a lesser extent, with about 44% of those aged 30-40 and 39% of those aged 40-50 sharing similar concerns.

Interestingly, as individuals get older, their level of agreement with the concept that social media is misleading and irresponsible decreases. Only about 29% of those aged 50-60 and 23% of those over 60 hold this belief. This suggests a generational divide in attitudes towards social media's role in political information dissemination. It's possible that older individuals, who may have had less exposure to social media during their formative years, are less inclined to view it as a reliable source of political information compared to younger, more digitally native generations. However, despite this generational gap, the overall data underscores a widespread concern about the trustworthiness of political content on social media platforms, which could have significant implications for public discourse and democratic processes.

Quantitative analysis of MPs

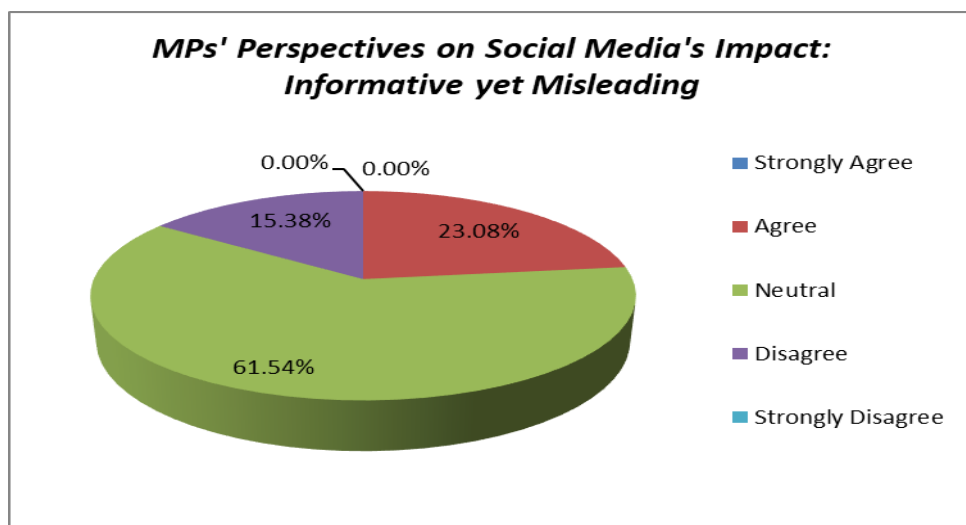


Figure 4.30 MPs' Perspectives on Social Media's Impact: Informative yet Misleading

The survey findings suggest a mixed perception regarding the trustworthiness and responsibility of social media platforms in circulating political information. While a significant portion of respondents (61.54%) expressed agreement with the statement that social media is misleading and irresponsible in providing political information, a notable minority (23.08%) remained neutral. This indicates a divergence of opinions among individuals regarding the reliability and accountability of social media in politics. Additionally, the absence of respondents strongly disagreeing with the statement implies a main concern or scepticism regarding the role of social media in shaping political communication. These results underline the need for critical evaluation of information shared on social media platforms and highlight the challenges associated with ensuring accuracy and accountability in the digital age.

Chauhan et al. present an assessment of various approaches, including volumetric, sentiment, and social network analyses, to predict critical decisions from online social media platforms. They emphasize the importance of individuals' views in uncovering significant decisions, noting that social media has become a prominent platform for expressing public sentiment globally over the past decade. The paper discusses sentiment analysis, a method used to determine the general population's feelings or opinions, with a focus on its application in forecasting election results. By analysing social media content, researchers aim to predict election outcomes by understanding the public mood. Additionally, the survey paper reviews studies that have attempted to infer the political stance of online users on platforms like Facebook and Twitter. It also addresses research challenges associated with predicting election results and highlights open issues in sentiment analysis. Furthermore, the paper suggests future directions for election prediction using social media content, providing insights into potential areas for further exploration and development in this field (Chauhan et al., 2021).

4.3.6 Political Engagement through Social Media: Long-term Connection with Parties

Table 4.31 Long-Standing Engagement between Voters and Political Parties through Social Media Channels

Age Group	Gender	Background	I (voter) have been connected with the political parties through social media for so many years.										Total (M/F)	TO TAL (R/U)	TO TAL (AG E)
			Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree				
			Freq uency	%ag e	Freq uency	%ag e	Freq uency	%ag e	Fre quency	%ag e	Fre quency	%age			
Les s Than 30	Mal e	Rural	5	14.71	11	32.35	2	5.88	9	26.47	7	20.59	34	65	137
		Urban	3	6.98	6	13.95	13	30.23	14	32.56	7	16.28	43		
		Total	8	10.39	17	22.08	15	19.48	23	29.87	14	18.18	77		
	Fe mal e	Rural	0	0.00	8	25.81	7	22.58	12	38.71	4	12.90	31	72	
		Urban	2	6.90	12	41.38	3	10.34	4	13.79	8	27.59	29		
		Total	2	3.33	20	33.33	10	16.67	16	26.67	12	20.00	60		
	Total		10.00	7.30	37.00	27.01	25.00	18.25	39.00	28.47	26.00	18.98	137.00		
30-40	Mal e	Rural	9	11.25	37	46.25	15	18.75	13	16.25	6	7.50	80	160	264
		Urban	8	16.67	13	27.08	16	33.33	9	18.75	2	4.17	48		
		Total	17	13.28	50	39.06	31	24.22	22	17.19	8	6.25	128		
	Fe mal e	Rural	3	3.75	24	30.00	19	23.75	29	36.25	5	6.25	80	104	
		Urban	2	3.57	23	41.07	7	12.50	17	30.36	7	12.50	56		
		Total	5	3.68	47	34.56	26	19.12	46	33.82	12	8.82	136		
	Total		22.00	8.33	97.00	36.74	57.00	21.59	68.00	25.76	20.00	7.58	264.00		
40-50	Mal e	Rural	13	21.67	14	23.33	18	30.00	11	18.33	4	6.67	60	125	207
		Urban	5	13.51	4	10.81	16	43.24	11	29.73	1	2.70	37		
		Total	18	18.56	18	18.56	34	35.05	22	22.68	5	5.15	97		
	Fe mal e	Rural	5	7.69	28	43.08	9	13.85	15	23.08	8	12.31	65	82	
		Urban	7	15.56	17	37.78	10	22.22	10	22.22	1	2.22	45		
		Total	12	10.91	45	40.91	19	17.27	25	22.73	9	8.18	110		
Total		30.00	14.49	63.00	30.43	53.00	25.60	47.00	22.71	14.00	6.76	207.00			
50-60	Mal e	Rural	1	5.88	10	58.82	3	17.65	1	5.88	2	11.76	17	31	55
		Urban	4	36.36	2	18.18	2	18.18	1	9.09	2	18.18	11		
		Total	5	17.86	12	42.86	5	17.86	2	7.14	4	14.29	28		
	Fe mal e	Rural	0	0.00	6	42.86	1	7.14	6	42.86	1	7.14	14	24	
		Urban	0	0.00	4	30.77	6	46.15	3	23.08	0	0.00	13		
		Total	0	0.00	10	37.04	7	25.93	9	33.33	1	3.70	27		
Total		5.00	9.09	22.00	40.00	12.00	21.82	11.00	20.00	5.00	9.09	55.00			
abo ve 60	Mal e	Rural	0	0.00	2	50.00	1	25.00	1	25.00	0	0.00	4	8	18
		Urban	0	0.00	5	71.43	0	0.00	2	28.57	0	0.00	7		
		Total	0	0.00	7	63.64	1	9.09	3	27.27	0	0.00	11		
	Fe mal e	Rural	0	0.00	3	75.00	0	0.00	1	25.00	0	0.00	4	10	
		Urban	0	0.00	0	0.00	0	0.00	3	100.00	0	0.00	3		
		Total	0	0.00	3	42.86	0	0.00	4	57.14	0	0.00	7		
Total		0.00	0.00	10.00	55.56	1.00	5.56	7.00	38.89	0.00	0.00	18.00			
Tot al	Mal e	Rural	28	14.36	74	37.95	39	20.00	35	17.95	19	9.74	195	389	681
		Urban	20	13.70	30	20.55	47	32.19	37	25.34	12	8.22	146		
		Total	48	14.08	104	30.50	86	25.22	72	21.11	31	9.09	341		
	Fe mal e	Rural	8	4.12	69	35.57	36	18.56	63	32.47	18	9.28	194	292	
		Urban	11	7.53	56	38.36	26	17.81	37	25.34	16	10.96	146		
		Total	19	5.59	125	36.76	62	18.24	100	29.41	34	10.00	340		
Gross Total			67	9.84	229	33.63	148	21.73	172	25.26	65	9.54	681	681	681
Mean			2.91												
Standard Deviation			1.16												

The data reveals a notable trend: many voters, particularly among the younger age groups, have established connections with political parties through social media over the years. For individuals under 30, approximately 38% indicated agreement with this statement, suggesting a extensive level of engagement between young voters and political entities via social platforms. This trend persists, even though to a lesser extent, in older age brackets. Specifically, around 30% of those aged 30-40 and approximately 23% of those aged 40-50 reported having such connections. However, as age increases, the proportion of individuals connected with political parties through social media declines, with only about 10% of those over 50 indicating such affiliations.

Furthermore, there are noticeable differences between rural and urban areas concerning social media connectivity with political parties. In rural settings, a higher percentage of individuals across all age groups reported being connected with political parties through social media compared to their urban counterparts. This suggests that social media may play a more prominent role in political engagement in rural communities. However, even in urban areas, a significant proportion of individuals, particularly in younger age groups, maintain connections with political parties through social media. Overall, the data highlights the increasing influence of social media in political engagement across diverse demographics, highlighting its growing significance as a platform for political communication and interaction.

Quantitative analysis of MPs

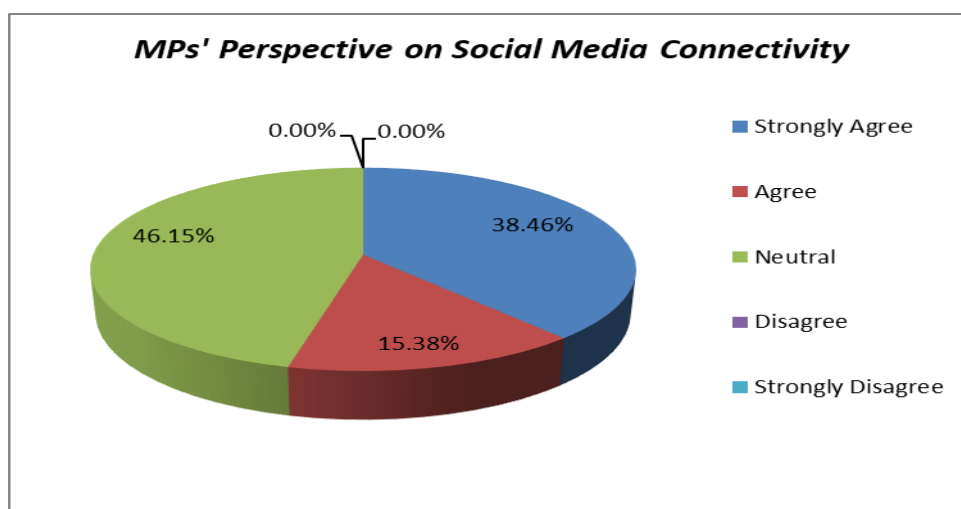


Figure 4.31 MPs' Perspective on Social Media Connectivity

The responses from Members of Parliament (MPs), give us a glimpse into how they view and use social media in their political work. It's interesting to note that while a majority of MPs agree that social media is crucial for reaching people and spreading political messages (nearly 85%), there's also recognition (about 62%) that it can sometimes be misleading and irresponsible in providing political information. Additionally, around 46% of MPs believe that social media can play a negative role during elections, indicating a mixed sentiment regarding its impact. On the other hand, over 60% of MPs agree that social media helps in building healthy public opinion. It's evident that MPs have varying perspectives on the influence and effectiveness of social media in politics, reflecting the diverse ways in which they engage with these platforms to connect with constituents and shape political discourse.

Sharma and Parma explore the role of social media as a 21st-century platform for individuals and societies to create, exchange, and express thoughts and ideas. They highlight the widespread fascination with social media across all age groups, noting its efficiency in connecting people with the world. The paper emphasizes the diverse functionalities of social media technology, including blogging, picture-sharing, music-sharing, and crowd sourcing, which facilitate communication and stimulate innovation. Particularly, social media has emerged as a key promotional tool for political parties during elections, allowing them to influence and connect with voters to increase visibility and garner support. The research aims to understand the impact of social media on voters' decision-making processes. The findings reveal that social media significantly influences voting decisions, particularly among young voters. Additionally, the study demonstrates that remarks, tweets, and comments by political leaders play a significant role in shaping voters' decisions (Kumar Sharma & Parma, 2016).

4.3.7 Authenticity of Social Media Information During Election Campaigns

Table 4.32 Reliability of Social Media Information in Election Campaigns: Voter Perspective

Age Group	Gender	Background	Reliability of Social Media Information in Election Campaigns: Voter Perspective										Total (M/F)	TOTAL (R/U)	TOTAL (AGE)
			Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree				
			Count	%age	Count	%age	Count	%age	Count	%age	Count	%age			
Less Than 30	Male	Rural	4	11.76	16	47.06	4	11.76	6	17.65	4	11.76	34	65	137
		Urban	4	9.30	10	23.26	17	39.53	10	23.26	2	4.65	43		
		Total	8	10.39	26	33.77	21	27.27	16	20.78	6	7.79	77		
	Female	Rural	5	16.13	15	48.39	8	25.81	3	9.68	0	0.00	31	72	
		Urban	6	20.69	13	44.83	4	13.79	5	17.24	1	3.45	29		
		Total	11	18.33	28	46.67	12	20.00	8	13.33	1	1.67	60		
	Total		19.00	13.87	54.00	39.42	33.00	24.09	24.00	17.52	7.00	5.11	137.00		
30-40	Male	Rural	15	18.75	40	50.00	12	15.00	11	13.75	2	2.50	80	160	264
		Urban	10	20.83	13	27.08	13	27.08	8	16.67	4	8.33	48		
		Total	25	19.53	53	41.41	25	19.53	19	14.84	6	4.69	128		
	Female	Rural	9	11.25	41	51.25	16	20.00	13	16.25	1	1.25	80	104	
		Urban	3	5.36	28	50.00	13	23.21	8	14.29	4	7.14	56		
		Total	12	8.82	69	50.74	29	21.32	21	15.44	5	3.68	136		
	Total		37.00	14.02	122.00	46.21	54.00	20.45	40.00	15.15	11.00	4.17	264.00		
40-50	Male	Rural	12	20.00	27	45.00	11	18.33	8	13.33	2	3.33	60	125	207
		Urban	5	13.51	11	29.73	7	18.92	13	35.14	1	2.70	37		
		Total	17	17.53	38	39.18	18	18.56	21	21.65	3	3.09	97		
	Female	Rural	9	13.85	27	41.54	13	20.00	16	24.62	0	0.00	65	82	
		Urban	8	17.78	18	40.00	7	15.56	11	24.44	1	2.22	45		
		Total	17	15.45	45	40.91	20	18.18	27	24.55	1	0.91	110		
	Total		34.00	16.43	83.00	40.10	38.00	18.36	48.00	23.19	4.00	1.93	207.00		
50-60	Male	Rural	0	0.00	8	47.06	5	29.41	4	23.53	0	0.00	17	31	55
		Urban	3	27.27	3	27.27	2	18.18	3	27.27	0	0.00	11		
		Total	3	10.71	11	39.29	7	25.00	7	25.00	0	0.00	28		
	Female	Rural	3	21.43	6	42.86	3	21.43	2	14.29	0	0.00	14	24	
		Urban	0	0.00	6	46.15	2	15.38	5	38.46	0	0.00	13		
		Total	3	11.11	12	44.44	5	18.52	7	25.93	0	0.00	27		
	Total		6.00	10.91	23.00	41.82	12.00	21.82	14.00	25.45	0.00	0.00	55.00		
above 60	Male	Rural	0	0.00	3	75.00	1	25.00	0	0.00	0	0.00	4	8	18
		Urban	4	57.14	3	42.86	0	0.00	0	0.00	0	0.00	7		
		Total	4	36.36	6	54.55	1	9.09	0	0.00	0	0.00	11		
	Female	Rural	0	0.00	0	0.00	1	25.00	1	25.00	2	50.00	4	10	
		Urban	0	0.00	0	0.00	0	0.00	3	100.00	0	0.00	3		
		Total	0	0.00	0	0.00	1	14.29	4	57.14	2	28.57	7		
	Total		4.00	22.22	6.00	33.33	2.00	11.11	4.00	22.22	2.00	11.11	18.00		
Total	Male	Rural	31	15.90	94	48.21	33	16.92	29	14.87	8	4.10	195	389	681
		Urban	26	17.81	40	27.40	39	26.71	34	23.29	7	4.79	146		
		Total	57	16.72	134	39.30	72	21.11	63	18.48	15	4.40	341		
	Female	Rural	26	13.40	89	45.88	41	21.13	35	18.04	3	1.55	194	292	
		Urban	17	11.64	65	44.52	26	17.81	32	21.92	6	4.11	146		
		Total	43	12.65	154	45.29	67	19.71	67	19.71	9	2.65	340		
Gross Total		100	14.68	288	42.29	139	20.41	130	19.09	24	3.52	681	681	681	
Mean		2.54													
Standard Deviation		1.07													

The data suggests that opinions vary regarding the authenticity of information provided by social media during election campaigns. Across different age groups, a notable percentage of respondents expressed skepticism, with approximately 25% overall either disagreeing or strongly disagreeing that social media offers authentic information during elections. However, there's also a significant proportion, roughly 37%, who expressed agreement or strong agreement with the idea that social media provides authentic information during election campaigns.

When analyzing the data by gender, it's evident that there are differences in perceptions. While both males and females show similar trends, with around 40% agreeing or strongly agreeing that social media provides authentic information, there are nuances in the levels of skepticism. For instance, a higher percentage of females, approximately 22%, expressed disagreement or strong disagreement compared to males, which stood at around 19%. Moreover, the data also indicates distinctions between rural and urban areas. In rural settings, there appears to be slightly more trust in social media as a source of authentic information during election campaigns, with around 39% agreeing or strongly agreeing. Conversely, in urban areas, this figure drops to approximately 35%. These findings highlight the complexity of perceptions regarding the credibility of social media in the context of elections, influenced by factors such as gender and geographic location.

Quantitative analysis of MPs

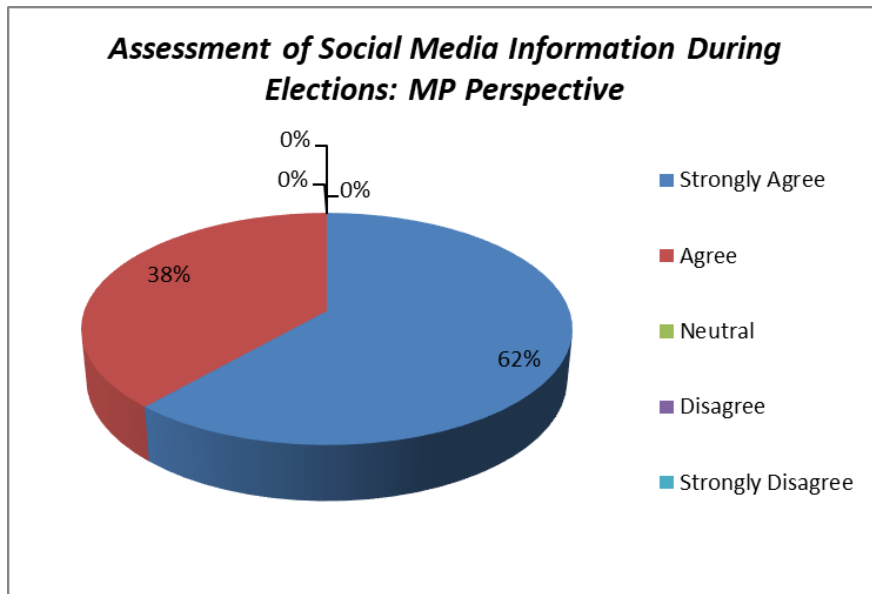


Figure 4.32 Assessment of Social Media Information During Elections: MP Perspective

According to the MPs surveyed, around 62% agree that social media provides authentic information during election campaigns. This indicates a general confidence in the credibility of information circulated through digital platforms in the context of elections. However, it's notable that a substantial portion, approximately 38%, remain neutral on this matter. This neutrality suggests a level of uncertainty or reservation among some MPs regarding the reliability of information disseminated through social media channels during election periods.

Grow and Ward conducted research on the concept of authenticity in electoral social media campaigns, recognizing its significance in modern electoral politics. They noted that since 2008, social media has become a crucial platform for electoral campaigning in the United States, emphasizing the growing importance of authenticity in online interactions. The research contributed to a deeper understanding of authenticity in electoral social media contexts, shedding light on its role in shaping voter perceptions and candidate interactions online (Grow & Ward, 2013).

4.3.8 Effect of Social Media on Voter Turnout in Elections

Table 4.33 Social Media's Influence on Voter Participation: Insights from Voters

Age Group	Gender	Background	Social Media is helpful in increasing voter turnout during election										Total(M/F)	TOTAL (R/U)	TOTAL (AGE)
			Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree				
			Frequency	%age	Frequency	%age	Frequency	%age	Frequency	%age	Frequency	%age			
Less Than 30	Male	Rural	7	20.59	14	41.18	7	20.59	6	17.65	0	0.00	34	65	137
		Urban	8	18.60	16	37.21	11	25.58	6	13.95	2	4.65	43		
		Total	15	19.48	30	38.96	18	23.38	12	15.58	2	2.60	77		
	Female	Rural	3	9.68	21	67.74	6	19.35	1	3.23	0	0.00	31	72	
		Urban	10	34.48	14	48.28	3	10.34	0	0.00	2	6.90	29		
		Total	13	21.67	35	58.33	9	15.00	1	1.67	2	3.33	60		
	Total		28.00	20.44	65.00	47.45	27.00	19.71	13.00	9.49	4.00	2.92	137.00		
30-40	Male	Rural	20	25.00	39	48.75	14	17.50	7	8.75	0	0.00	80	160	264
		Urban	11	22.92	26	54.17	4	8.33	3	6.25	4	8.33	48		
		Total	31	24.22	65	50.78	18	14.06	10	7.81	4	3.13	128		
	Female	Rural	12	15.00	41	51.25	13	16.25	13	16.25	1	1.25	80	104	
		Urban	3	5.36	41	73.21	9	16.07	3	5.36	0	0.00	56		
		Total	15	11.03	82	60.29	22	16.18	16	11.76	1	0.74	136		
	Total		46.00	17.42	147.00	55.68	40.00	15.15	26.00	9.85	5.00	1.89	264.00		
40-50	Male	Rural	17	28.33	28	46.67	11	18.33	4	6.67	0	0.00	60	125	207
		Urban	5	13.51	18	48.65	7	18.92	7	18.92	0	0.00	37		
		Total	22	22.68	46	47.42	18	18.56	11	11.34	0	0.00	97		
	Female	Rural	8	12.31	37	56.92	9	13.85	6	9.23	5	7.69	65	82	
		Urban	9	20.00	20	44.44	6	13.33	8	17.78	2	4.44	45		
		Total	17	15.45	57	51.82	15	13.64	14	12.73	7	6.36	110		
	Total		39.00	18.84	103.00	49.76	33.00	15.94	25.00	12.08	7.00	3.38	207.00		
50-60	Male	Rural	2	11.76	9	52.94	0	0.00	5	29.41	1	5.88	17	31	55
		Urban	3	27.27	5	45.45	1	9.09	2	18.18	0	0.00	11		
		Total	5	17.86	14	50.00	1	3.57	7	25.00	1	3.57	28		
	Female	Rural	0	0.00	12	85.71	0	0.00	2	14.29	0	0.00	14	24	
		Urban	3	23.08	6	46.15	1	7.69	2	15.38	1	7.69	13		
		Total	3	11.11	18	66.67	1	3.70	4	14.81	1	3.70	27		
	Total		8.00	14.55	32.00	58.18	2.00	3.64	11.00	20.00	2.00	3.64	55.00		
above 60	Male	Rural	0	0.00	2	50.00	0	0.00	2	50.00	0	0.00	4	8	18
		Urban	5	71.43	2	28.57	0	0.00	0	0.00	0	0.00	7		
		Total	5	45.45	4	36.36	0	0.00	2	18.18	0	0.00	11		
	Female	Rural	0	0.00	2	50.00	0	0.00	0	0.00	2	50.00	4	10	
		Urban	0	0.00	3	100.00	0	0.00	0	0.00	0	0.00	3		
		Total	0	0.00	5	71.43	0	0.00	0	0.00	2	28.57	7		
	Total		5.00	27.78	9.00	50.00	0.00	0.00	2.00	11.11	2.00	11.11	18.00		
Total	Male	Rural	46	23.59	92	47.18	32	16.41	24	12.31	1	0.51	195	389	681
		Urban	32	21.92	67	45.89	23	15.75	18	12.33	6	4.11	146		
		Total	78	22.87	159	46.63	55	16.13	42	12.32	7	2.05	341		
	Female	Rural	23	11.86	113	58.25	28	14.43	22	11.34	8	4.12	194	292	
		Urban	25	17.12	84	57.53	19	13.01	13	8.90	5	3.42	146		
		Total	48	14.12	197	57.94	47	13.82	35	10.29	13	3.82	340		
Gross Total			126	18.50	356	52.28	102	14.98	77	11.31	20	2.94	681	681	681
Mean			2.28												
Standard Deviation			0.99												

The data indicates varying opinions regarding the effectiveness of social media in increasing voter turnout during elections. Across different age groups, approximately 45% either agreed or strongly agreed that social media is helpful in boosting voter participation. However, around 30% expressed neutrality or disagreement with this notion, suggesting skepticism or uncertainty about the impact of social media on voter turnout.

When examining the data by gender, there are noticeable differences in perspectives. While both males and females show similar trends in agreement levels, with roughly 46% of males and 57% of females agreeing or strongly agreeing, there are disparities in the levels of disagreement. Females exhibit slightly higher levels of disagreement, with approximately 12%, compared to around 11% among males.

Moreover, when considering rural versus urban backgrounds, the data reveals nuanced differences. In rural areas, approximately 48% agreed or strongly agreed that social media aids in increasing voter turnout, whereas in urban settings, this figure slightly decreases to around 44%. These findings underscore the importance of considering demographic factors when assessing perceptions of the impact of social media on election participation.

Quantitative analysis of MPs

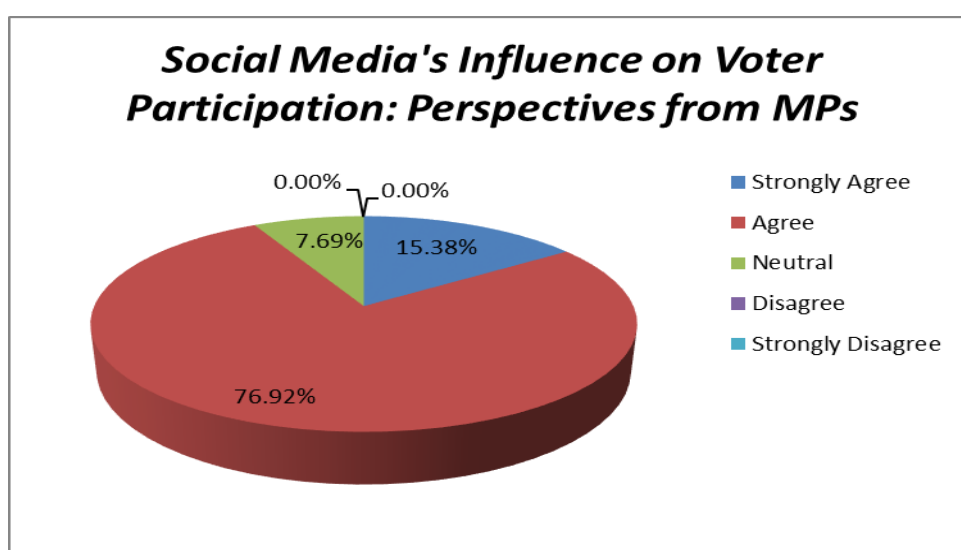


Figure 4.33 Social Media's Influence on Voter Participation: Perspectives from MPs

As per the responses gathered from MPs, it appears that 15.36% respondents are strongly agree and 76.92% respondents are agreed that social media is helping in increasing voter turnout during elections. This suggests a widespread perception among MPs that digital platforms play a significant role in mobilizing voters and encouraging them to participate in the electoral process. However, it's worth noting that around 7.69% of MPs remain neutral on this issue, indicating a degree of uncertainty or perhaps a need for further evaluation of the impact of social media on voter turnout.

Kumar and the team (2021) conducted a research paper focusing on the role of social media in influencing voters' decision-making processes, particularly during elections. They highlighted social media as a 21st-century platform that enables countries and societies to create, express, and exchange their thoughts and ideas widely. The study emphasized how people of all age groups are fascinated by social media, using it as a tool to connect with the world more efficiently. The researchers noted that social media technology encompasses various forms of communication, including blogging, picture-sharing, music-sharing, and crowd-sourcing, among others. They highlighted the widespread use of social media for communication and innovation, stimulating individuals to generate new ideas and expressions. Furthermore, the paper explored how political parties utilize social media as a powerful promotional tool during elections to influence, connect, and express their objectives to voters, ultimately increasing their visibility and support. The researchers aimed to understand the impact of social media on voters' decision-making processes, particularly among young voters. The study's results indicated that social media indeed has a significant influence on voting decisions, especially among the younger demographic. Additionally, the research supported the idea that remarks, tweets, and comments made by political leaders on social media platforms significantly influence voters' decisions regarding which party to support (Kumar J S et al., 2021).

4.3.9 Social Media Political Campaigning: Impact on Voter Turnout and Candidate Success

Table 4.34 Voters' Perspective on Social Media Political Campaigning and Voter Turnout

Age Gro up	Gen der	Backgr ound	Social media political campaigning helped any candidate to get more turnouts that help him/her in his/her victory.										Total(M/F)	TOT AL (R/U)	TO TAL (AG E)
			Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree				
			Fre que ncy	%age	Freq uenc y	%age	Fre que ncy	%age	Fre que ncy	%age	Fre que ncy	%age			
Les s Tha n 30	Mal e	Rural	5	14.71	14	41.18	9	26.47	6	17.65	0	0.00	34	65	137
		Urban	6	13.95	13	30.23	20	46.51	4	9.30	0	0.00	43		
		Total	11	14.29	27	35.06	29	37.66	10	12.99	0	0.00	77		
	Fem ale	Rural	4	12.90	6	19.35	11	35.48	8	25.81	2	6.45	31	72	
		Urban	4	13.79	20	68.97	4	13.79	1	3.45	0	0.00	29		
		Total	8	13.33	26	43.33	15	25.00	9	15.00	2	3.33	60		
	Total		19.00	13.87	53.00	38.69	44.00	32.12	19.00	13.87	2.00	1.46	137.00		
30-40	Mal e	Rural	27	33.75	29	36.25	12	15.00	12	15.00	0	0.00	80	160	264
		Urban	17	35.42	25	52.08	2	4.17	3	6.25	1	2.08	48		
		Total	44	34.38	54	42.19	14	10.94	15	11.72	1	0.78	128		
	Fem ale	Rural	13	16.25	31	38.75	19	23.75	15	18.75	2	2.50	80	104	
		Urban	9	16.07	36	64.29	6	10.71	3	5.36	2	3.57	56		
		Total	22	16.18	67	49.26	25	18.38	18	13.24	4	2.94	136		
	Total		66.00	25.00	121.00	45.83	39.00	14.77	33.00	12.50	5.00	1.89	264.00		
40-50	Mal e	Rural	20	33.33	31	51.67	7	11.67	2	3.33	0	0.00	60	125	207
		Urban	4	10.81	19	51.35	10	27.03	4	10.81	0	0.00	37		
		Total	24	24.74	50	51.55	17	17.53	6	6.19	0	0.00	97		
	Fem ale	Rural	16	24.62	27	41.54	11	16.92	9	13.85	2	3.08	65	82	
		Urban	12	26.67	14	31.11	16	35.56	3	6.67	0	0.00	45		
		Total	28	25.45	41	37.27	27	24.55	12	10.91	2	1.82	110		
	Total		52.00	25.12	91.00	43.96	44.00	21.26	18.00	8.70	2.00	0.97	207.00		
50-60	Mal e	Rural	5	29.41	5	29.41	2	11.76	4	23.53	1	5.88	17	31	55
		Urban	7	63.64	0	0.00	2	18.18	2	18.18	0	0.00	11		
		Total	12	42.86	5	17.86	4	14.29	6	21.43	1	3.57	28		
	Fem ale	Rural	3	21.43	10	71.43	0	0.00	1	7.14	0	0.00	14	24	
		Urban	5	38.46	6	46.15	1	7.69	1	7.69	0	0.00	13		
		Total	8	29.63	16	59.26	1	3.70	2	7.41	0	0.00	27		
	Total		20.00	36.36	21.00	38.18	5.00	9.09	8.00	14.55	1.00	1.82	55.00		
abo ve 60	Mal e	Rural	0	0.00	1	25.00	1	25.00	2	50.00	0	0.00	4	8	18
		Urban	4	57.14	2	28.57	1	14.29	0	0.00	0	0.00	7		
		Total	4	36.36	3	27.27	2	18.18	2	18.18	0	0.00	11		
	Fem ale	Rural	1	25.00	1	25.00	0	0.00	2	50.00	0	0.00	4	10	
		Urban	0	0.00	2	66.67	0	0.00	1	33.33	0	0.00	3		
		Total	1	14.29	3	42.86	0	0.00	3	42.86	0	0.00	7		
	Total		5.00	27.78	6.00	33.33	2.00	11.11	5.00	27.78	0.00	0.00	18.00		
Tota l	Mal e	Rural	57	29.23	80	41.03	31	15.90	26	13.33	1	0.51	195	389	681
		Urban	38	26.03	59	40.41	35	23.97	13	8.90	1	0.68	146		
		Total	95	27.86	139	40.76	66	19.35	39	11.44	2	0.59	341		
	Fem ale	Rural	37	19.07	75	38.66	41	21.13	35	18.04	6	3.09	194	292	
		Urban	30	20.55	78	53.42	27	18.49	9	6.16	2	1.37	146		
		Total	67	19.71	153	45.00	68	20.00	44	12.94	8	2.35	340		
Gross Total			162	23.79	292	42.88	134	19.68	83	12.19	10	1.47	681	681	681
Mean			2.25												
Standard Deviation			1.00												

The data shows diverse opinions regarding the impact of social media political campaigning on voter turnout and its role in determining the success of candidates. Across age groups, approximately 40% either agreed or strongly agreed that social media campaigning helped candidates gain more support leading to victory. However, around 32% expressed neutrality, suggesting uncertainty about its effectiveness. When analyzing gender differences, both males and females exhibited similar trends in agreement levels, with roughly 41% of males and 45% of females agreeing or strongly agreeing. However, females showed slightly higher levels of neutrality compared to males.

Examining rural versus urban backgrounds, there are noticeable differences. In rural areas, approximately 45% agreed or strongly agreed that social media campaigning was beneficial for candidates, whereas in urban settings, this figure slightly decreased to around 41%. These findings underscore the need to consider demographic factors when assessing perceptions of the impact of social media political campaigning on election outcomes.

Quantitative analysis of MPs

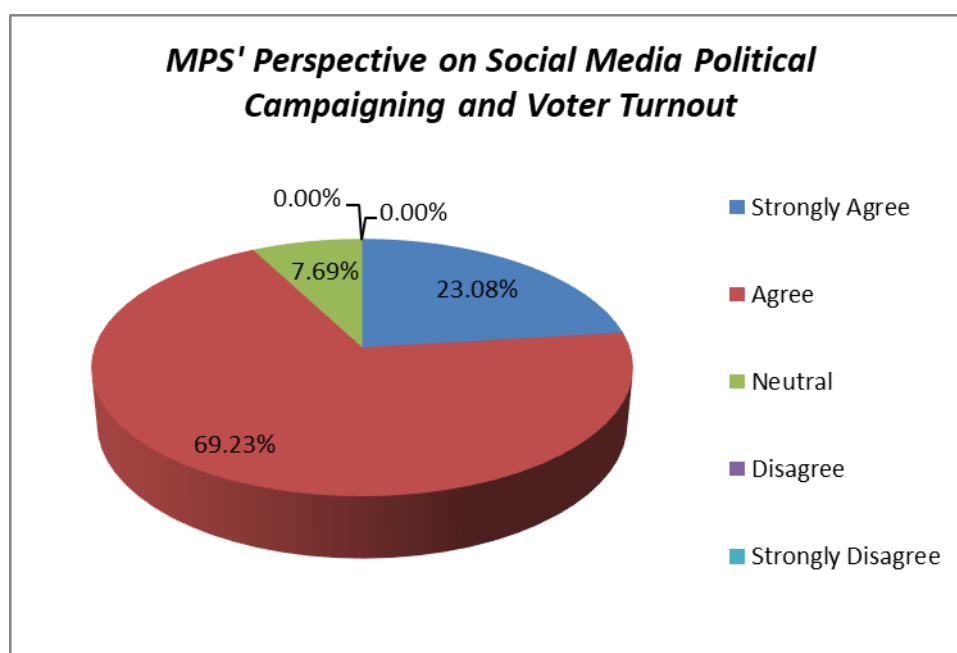


Figure 4.34 MPS' Perspective on Social Media Political Campaigning and Voter Turnout

Based on the responses provided by MPs, it appears that 69.23% agree that social media political campaigning has helped candidates in obtaining more votes, thus contributing to their victory. This suggests a widespread belief among MPs that utilizing digital platforms for political promotion can indeed influence voter behaviour and contribute to electoral success. Around 23.08% strongly agree with this statement, indicating a strong confirmation of the role of social media in shaping electoral outcomes. However, it's worth noting that 7.69% of MPs remain neutral on this issue, possibly differing perspectives on the effectiveness of social media campaigning in influencing election results.

Kanungo (2015) conducted an analysis of the social media usage by selected political parties, including BJP, BSP, CPI(M), INC, NCP, and AAP, during the 2014 Lok Sabha elections campaign. The study utilized content analysis of Twitter and Facebook posts by these parties over a 67-day period to understand their strategies for online voter interaction and communication. The findings of the study reveal that social media platforms served as virtual spaces where significant political issues were raised and debated. The campaigns on social media were not only interactive but also aggressive in nature. Despite highlighting the increasing importance and influence of social media in political campaigns, the study suggests that it did not have a transformative impact on the outcome of the 16th Lok Sabha elections (Kanungo, 2015).

4.3.10 Assessing the Effectiveness of Social Media Utilization in Political Campaigning

Table 4.35 Perception of Social Media Effectiveness in Political Campaigning: A Voter Perspective

Age Group	Gender	Background	Do you think political parties use social media effectively in India										Total(M/F)	TOTAL (R/U)	TOTAL (AGE)
			Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree				
			Frequency	%age	Frequency	%age	Frequency	%age	Frequency	%age	Frequency	%age			
Less Than 30	Male	Rural	6	17.65	15	44.12	6	17.65	3	8.82	4	11.76	34	65	137
		Urban	2	4.65	21	48.84	14	32.56	6	13.95	0	0.00	43		
		Total	8	10.39	36	46.75	20	25.97	9	11.69	4	5.19	77		
	Female	Rural	1	3.23	8	25.81	11	35.48	11	35.48	0	0.00	31	72	
		Urban	10	34.48	11	37.93	2	6.90	6	20.69	0	0.00	29		
		Total	11	18.33	19	31.67	13	21.67	17	28.33	0	0.00	60		
	Total		19.00	13.87	55.00	40.15	33.00	24.09	26.00	18.98	4.00	2.92	137.00		
30-40	Male	Rural	16	20.00	41	51.25	11	13.75	10	12.50	2	2.50	80	160	264
		Urban	7	14.58	18	37.50	6	12.50	13	27.08	4	8.33	48		
		Total	23	17.97	59	46.09	17	13.28	23	17.97	6	4.69	128		
	Female	Rural	15	18.75	34	42.50	11	13.75	19	23.75	1	1.25	80	104	
		Urban	6	10.71	37	66.07	4	7.14	9	16.07	0	0.00	56		
		Total	21	15.44	71	52.21	15	11.03	28	20.59	1	0.74	136		
	Total		44.00	16.67	130.00	49.24	32.00	12.12	51.00	19.32	7.00	2.65	264.00		
40-50	Male	Rural	14	23.33	19	31.67	10	16.67	16	26.67	1	1.67	60	125	207
		Urban	11	29.73	12	32.43	5	13.51	9	24.32	0	0.00	37		
		Total	25	25.77	31	31.96	15	15.46	25	25.77	1	1.03	97		
	Female	Rural	8	12.31	29	44.62	12	18.46	16	24.62	0	0.00	65	82	
		Urban	7	15.56	23	51.11	10	22.22	5	11.11	0	0.00	45		
		Total	15	13.64	52	47.27	22	20.00	21	19.09	0	0.00	110		
	Total		40.00	19.32	83.00	40.10	37.00	17.87	46.00	22.22	1.00	0.48	207.00		
50-60	Male	Rural	1	5.88	7	41.18	5	29.41	4	23.53	0	0.00	17	31	55
		Urban	1	9.09	6	54.55	1	9.09	3	27.27	0	0.00	11		
		Total	2	7.14	13	46.43	6	21.43	7	25.00	0	0.00	28		
	Female	Rural	0	0.00	12	85.71	0	0.00	2	14.29	0	0.00	14	24	
		Urban	4	30.77	3	23.08	4	30.77	2	15.38	0	0.00	13		
		Total	4	14.81	15	55.56	4	14.81	4	14.81	0	0.00	27		
	Total		6.00	10.91	28.00	50.91	10.00	18.18	11.00	20.00	0.00	0.00	55.00		
above 60	Male	Rural	0	0.00	2	50.00	2	50.00	0	0.00	0	0.00	4	8	18
		Urban	0	0.00	7	100.00	0	0.00	0	0.00	0	0.00	7		
		Total	0	0.00	9	81.82	2	18.18	0	0.00	0	0.00	11		
	Female	Rural	0	0.00	2	50.00	0	0.00	2	50.00	0	0.00	4	10	
		Urban	0	0.00	2	66.67	0	0.00	1	33.33	0	0.00	3		
		Total	0	0.00	4	57.14	0	0.00	3	42.86	0	0.00	7		
	Total		0.00	0.00	13.00	72.22	2.00	11.11	3.00	16.67	0.00	0.00	18.00		
Total	Male	Rural	37	18.97	84	43.08	34	17.44	33	16.92	7	3.59	195	389	681
		Urban	21	14.38	64	43.84	26	17.81	31	21.23	4	2.74	146		
		Total	58	17.01	148	43.40	60	17.60	64	18.77	11	3.23	341		
	Female	Rural	24	12.37	85	43.81	34	17.53	50	25.77	1	0.52	194	292	
		Urban	27	18.49	76	52.05	20	13.70	23	15.75	0	0.00	146		
		Total	51	15.00	161	47.35	54	15.88	73	21.47	1	0.29	340		
Gross Total			109	16.01	309	45.37	114	16.74	137	20.12	12	1.76	681	681	681
Mean			2.46												
Standard Deviation			1.04												

The data reflects diverse perspectives on the effectiveness of political parties' use of social media in India. Roughly 45% of respondents across all age groups expressed agreement or strong agreement with the notion, indicating a substantial portion of the population believes in its efficacy. However, around 34% remained neutral, suggesting a degree of uncertainty toward the impact of social media in political campaigning. When considering gender, both males and females showed similar agreement levels, though females tended to express slightly higher levels of neutrality.

Moreover, when examining rural versus urban backgrounds, discernible differences emerge. In rural areas, approximately 44% of respondents agreed or strongly agreed that political parties effectively utilize social media, while this figure is slightly increased to around 47% in urban settings. This difference suggests varying perceptions of social media's effectiveness in different societal contexts. Overall, while a significant portion of the population believes in the efficacy of political parties' social media usage, a notable proportion remains uncertain or disagrees with this concept, emphasizing the need for further examination and understanding of the role of social media in political campaigning.

Quantitative analysis of MPs

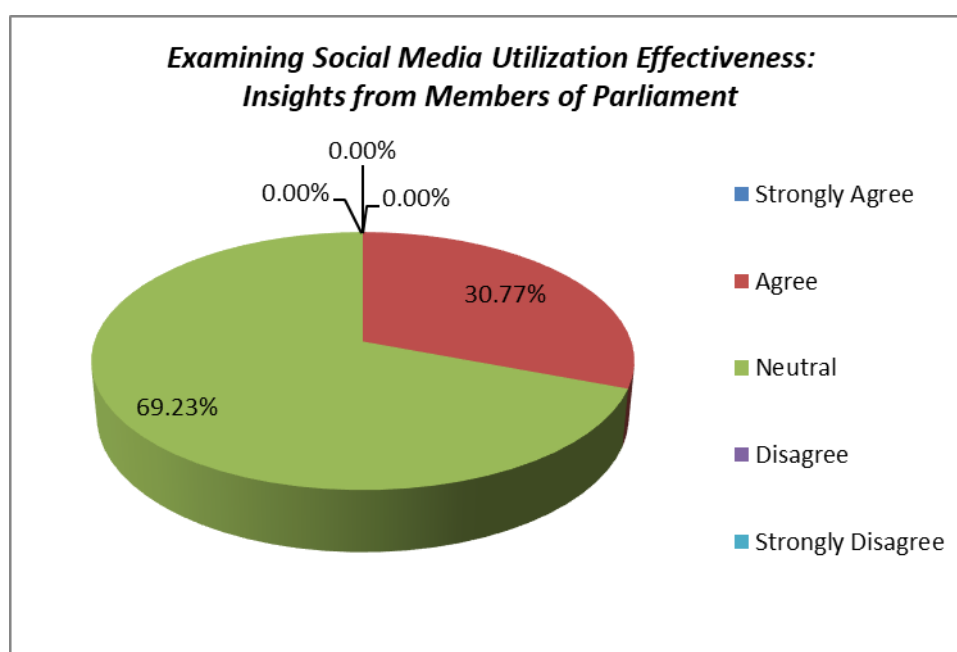


Figure 4.35 Examining Social Media Utilization Effectiveness: Insights from Members of Parliament

Based on the responses, 69.23% of MPs agree that political parties in India effectively utilize social media. This indicates a significant portion of respondents acknowledging the impact and efficacy of social media in political communication and outreach. About 23.08% strongly agree with this view, suggesting a considerable level of confidence in the effectiveness of social media strategies employed by political parties. However, 7.69% remain neutral on the matter, possibly varying perspectives on the extent of social media's effectiveness in political activities. Overall, the majority sentiment among MPs is in favour of the belief that political parties in India utilise social media effectively for their objectives.

Rodrigues examined the 2019 Indian national election, where Prime Minister Narendra Modi's Bharatiya Janata Party (BJP) secured a victory by winning 303 seats in the Lok Sabha, exceeding the required majority of 272 seats. The campaign for this election, like recent trends, heavily relied on social media platforms. Following the characterization of the 2014 election as the 'first social media election' in India, it was anticipated that WhatsApp, a messaging app owned by Facebook, played a significant role in the 2019 campaign. During the state elections leading up to the national election, WhatsApp emerged as a prominent tool for communication between political parties, including the BJP and various opposition groups, and their constituents. Additionally, parties established data analytics departments to analyse voter data at various levels and utilized platforms like Facebook Live for direct engagement with voters (Rodrigues, 2020).

4.3.11 Social Media's Role in Informing about Political Events.

Table 4.36 Social Media as an Information Source for Political Events: Insights from Voters

Age Group	Gender	Background	I get informed of some political demonstrations, protests or conferences through social media.										Total(M/F)	TOTAL (R/U)	TOTAL (AGE)
			Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree				
			Frequency	%age	Frequency	%age	Frequency	%age	Frequency	%age	Frequency	%age			
Less Than 30	Male	Rural	6	17.65	13	38.24	2	5.88	9	26.47	4	11.76	34	65	137
		Urban	4	9.30	20	46.51	14	32.56	2	4.65	3	6.98	43		
		Total	10	12.99	33	42.86	16	20.78	11	14.29	7	9.09	77		
	Female	Rural	2	6.45	15	48.39	10	32.26	4	12.90	0	0.00	31	72	
		Urban	5	17.24	20	68.97	0	0.00	0	0.00	4	13.79	29		
		Total	7	11.67	35	58.33	10	16.67	4	6.67	4	6.67	60		
	Total		17.00	12.41	68.00	49.64	26.00	18.98	15.00	10.95	11.00	8.03	137.00		
30-40	Male	Rural	29	36.25	34	42.50	10	12.50	7	8.75	0	0.00	80	160	264
		Urban	9	18.75	20	41.67	9	18.75	6	12.50	4	8.33	48		
		Total	38	29.69	54	42.19	19	14.84	13	10.16	4	3.13	128		
	Female	Rural	8	10.00	46	57.50	17	21.25	6	7.50	3	3.75	80	104	
		Urban	5	8.93	43	76.79	1	1.79	3	5.36	4	7.14	56		
		Total	13	9.56	89	65.44	18	13.24	9	6.62	7	5.15	136		
	Total		51.00	19.32	143.00	54.17	37.00	14.02	22.00	8.33	11.00	4.17	264.00		
40-50	Male	Rural	16	26.67	29	48.33	10	16.67	5	8.33	0	0.00	60	125	207
		Urban	8	21.62	19	51.35	6	16.22	3	8.11	1	2.70	37		
		Total	24	24.74	48	49.48	16	16.49	8	8.25	1	1.03	97		
	Female	Rural	7	10.77	42	64.62	7	10.77	9	13.85	0	0.00	65	82	
		Urban	11	24.44	22	48.89	9	20.00	3	6.67	0	0.00	45		
		Total	18	16.36	64	58.18	16	14.55	12	10.91	0	0.00	110		
	Total		42.00	20.29	112.00	54.11	32.00	15.46	20.00	9.66	1.00	0.48	207.00		
50-60	Male	Rural	4	23.53	11	64.71	0	0.00	1	5.88	1	5.88	17	31	55
		Urban	7	63.64	3	27.27	1	9.09	0	0.00	0	0.00	11		
		Total	11	39.29	14	50.00	1	3.57	1	3.57	1	3.57	28		
	Female	Rural	0	0.00	12	85.71	2	14.29	0	0.00	0	0.00	14	24	
		Urban	4	30.77	7	53.85	0	0.00	2	15.38	0	0.00	13		
		Total	4	14.81	19	70.37	2	7.41	2	7.41	0	0.00	27		
	Total		15.00	27.27	33.00	60.00	3.00	5.45	3.00	5.45	1.00	1.82	55.00		
above 60	Male	Rural	0	0.00	3	75.00	0	0.00	1	25.00	0	0.00	4	8	18
		Urban	6	85.71	0	0.00	0	0.00	1	14.29	0	0.00	7		
		Total	6	54.55	3	27.27	0	0.00	2	18.18	0	0.00	11		
	Female	Rural	2	50.00	2	50.00	0	0.00	0	0.00	0	0.00	4	10	
		Urban	0	0.00	3	100.00	0	0.00	0	0.00	0	0.00	3		
		Total	2	28.57	5	71.43	0	0.00	0	0.00	0	0.00	7		
	Total		8.00	44.44	8.00	44.44	0.00	0.00	2.00	11.11	0.00	0.00	18.00		
Total	Male	Rural	55	28.21	90	46.15	22	11.28	23	11.79	5	2.56	195	389	681
		Urban	34	23.29	62	42.47	30	20.55	12	8.22	8	5.48	146		
		Total	89	26.10	152	44.57	52	15.25	35	10.26	13	3.81	341		
	Female	Rural	19	9.79	117	60.31	36	18.56	19	9.79	3	1.55	194	292	
		Urban	25	17.12	95	65.07	10	6.85	8	5.48	8	5.48	146		
		Total	44	12.94	212	62.35	46	13.53	27	7.94	11	3.24	340		
Gross Total			133	19.53	364	53.45	98	14.39	62	9.10	24	3.52	681	681	681
Mean			2.24												
Standard Deviation			0.98												

The data provides insights into how individuals across different demographics perceive their awareness of political demonstrations, protests, or conferences through social media channels. Among respondents under the age of 30, around 43% agreed or strongly agreed that they receive information about such events through social media, with a slight majority being females. However, a considerable portion, approximately 24%, remained neutral on the matter, indicating a level of uncertainty or lack of engagement with political events disseminated via social platforms.

Moving to the 30-40 age group, the trend continues, with roughly 43% expressing agreement with receiving information about political events through social media, showing consistency across genders and backgrounds. As the age group increases, there appears to be a slight decline in the percentage of those agreeing or strongly agreeing, dropping to around 44% in the 40-50 age group and 50% in the above 60 category. However, it's worth noting that the proportion of those who strongly agree tends to increase with age, particularly among males, suggesting a potential correlation between age and the perceived effectiveness of social media in political awareness.

Overall, while a significant portion of respondents in all age groups and backgrounds acknowledge receiving political event information through social media, there remains a notable segment who either remain neutral or disagree with this notion. This indicates the complexity of the relationship between social media and political awareness, which may vary based on factors such as age, gender, and rural or urban background. Further analysis could shed light on the nuanced dynamics at play in how individuals engage with political information on social media platforms.

Quantitative analysis of MPs

Approximately 61.54% of MPs agree that they receive information about political demonstrations, protests, or conferences through social media channels. This suggests that a majority of respondents find social media to be a useful tool for staying informed about such events.

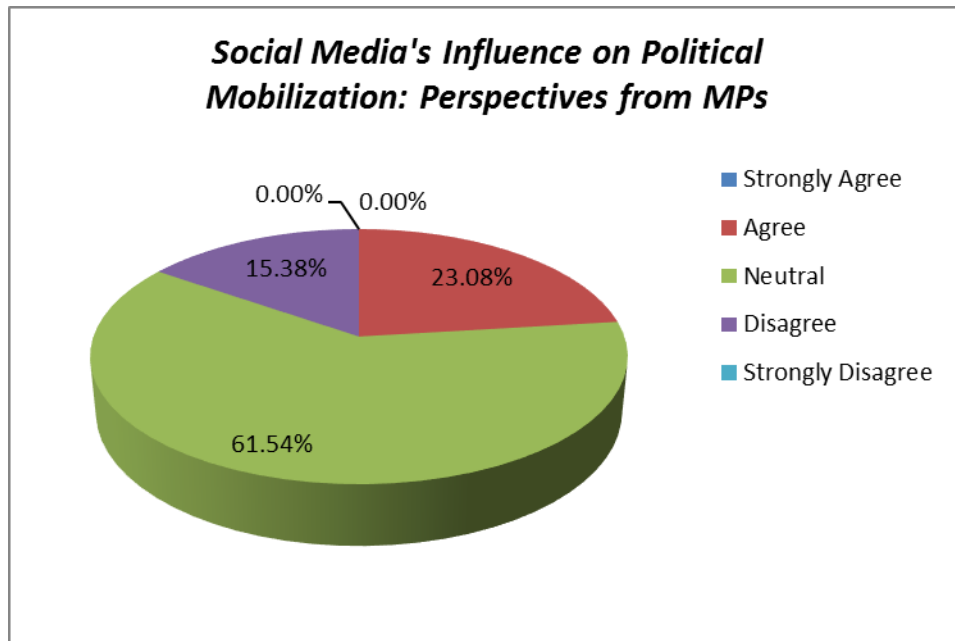


Figure 4.36 Social Media's Influence on Political Mobilization: Perspectives from MPs

In this context, Valenzuela conducted a study in 2013 to explore the mechanisms through which social media usage relates to increased political participation, specifically focusing on citizens' protest behaviour. There is positive correlation between the frequency of social media use and political engagement, but the mechanisms were not well understood. Their analysis proposed three potential explanations for this relationship: information (using social media as a news source), opinion expression (expressing political views on social media), and activism (participating in causes and accessing mobilizing information via social media). To investigate these relationships, survey data from Chile in 2011, during widespread protests for educational and energy policy reforms, were analysed. The findings revealed that using social media for opinion expression and activism mediated the link between overall social media usage and engagement in protest behaviour (Valenzuela, 2013).

4.3.12 Preference for Political Content in Online Searches

Table 4.37 Voters' Perspective on Online Political Content Search

Age Group	Gender	Background	Voters' Perspective on Online Political Content Search										Total (M/F)	TOTAL (R/U)	TOTAL (AGE)	
			Always		Often		Sometimes		Rarely		Never			Rural		Urban
			Frequency	%age	Frequency	%age	Frequency	%age	Frequency	%age	Frequency	%age				
Less Than 30	Male	Rural	1	2.94	7	20.59	7	20.59	10	29.41	9	26.47	34	65	137	
		Urban	3	6.98	5	11.63	15	34.88	9	20.93	11	25.58	43			
		Total	4	5.19	12	15.58	22	28.57	19	24.68	20	25.97	77			
	Female	Rural	4	12.90	3	9.68	14	45.16	6	19.35	4	12.90	31	72		
		Urban	2	6.90	8	27.59	3	10.34	11	37.93	5	17.24	29			
		Total	6	10.00	11	18.33	17	28.33	17	28.33	9	15.00	60			
Total			10.00	7.30	23.00	16.79	39.00	28.47	36.00	26.28	29.00	21.17	137.00			
30-40	Male	Rural	12	15.00	14	17.50	21	26.25	27	33.75	6	7.50	80	160	264	
		Urban	10	20.83	8	16.67	16	33.33	8	16.67	6	12.50	48			
		Total	22	17.19	22	17.19	37	28.91	35	27.34	12	9.38	128			
	Female	Rural	8	10.00	11	13.75	27	33.75	18	22.50	16	20.00	80	104		
		Urban	4	7.14	22	39.29	15	26.79	10	17.86	5	8.93	56			
		Total	12	8.82	33	24.26	42	30.88	28	20.59	21	15.44	136			
Total			34.00	12.88	55.00	20.83	79.00	29.92	63.00	23.86	33.00	12.50	264.00			
40-50	Male	Rural	15	25.00	10	16.67	15	25.00	6	10.00	14	23.33	60	125	207	
		Urban	7	18.92	6	16.22	11	29.73	8	21.62	5	13.51	37			
		Total	22	22.68	16	16.49	26	26.80	14	14.43	19	19.59	97			
	Female	Rural	10	15.38	16	24.62	16	24.62	8	12.31	15	23.08	65	82		
		Urban	2	4.44	15	33.33	19	42.22	4	8.89	5	11.11	45			
		Total	12	10.91	31	28.18	35	31.82	12	10.91	20	18.18	110			
Total			34.00	16.43	47.00	22.71	61.00	29.47	26.00	12.56	39.00	18.84	207.00			
50-60	Male	Rural	2	11.76	8	47.06	4	23.53	1	5.88	2	11.76	17	31	55	
		Urban	1	9.09	4	36.36	3	27.27	1	9.09	2	18.18	11			
		Total	3	10.71	12	42.86	7	25.00	2	7.14	4	14.29	28			
	Female	Rural	0	0.00	1	7.14	7	50.00	3	21.43	3	21.43	14	24		
		Urban	3	23.08	0	0.00	2	15.38	8	61.54	0	0.00	13			
		Total	3	11.11	1	3.70	9	33.33	11	40.74	3	11.11	27			
Total			6.00	10.91	13.00	23.64	16.00	29.09	13.00	23.64	7.00	12.73	55.00			
above 60	Male	Rural	0	0.00	1	25.00	3	75.00	0	0.00	0	0.00	4	8	18	
		Urban	3	42.86	1	14.29	3	42.86	0	0.00	0	0.00	7			
		Total	3	27.27	2	18.18	6	54.55	0	0.00	0	0.00	11			
	Female	Rural	1	25.00	1	25.00	0	0.00	2	50.00	0	0.00	4	10		
		Urban	0	0.00	2	66.67	1	33.33	0	0.00	0	0.00	3			
		Total	1	14.29	3	42.86	1	14.29	2	28.57	0	0.00	7			
Total			4.00	22.22	5.00	27.78	7.00	38.89	2.00	11.11	0.00	0.00	18.00			
Total	Male	Rural	30	15.38	40	20.51	50	25.64	44	22.56	31	15.90	195	389	681	
		Urban	24	16.44	24	16.44	48	32.88	26	17.81	24	16.44	146			
		Total	54	15.84	64	18.77	98	28.74	70	20.53	55	16.13	341			
	Female	Rural	23	11.86	32	16.49	64	32.99	37	19.07	38	19.59	194	292		
		Urban	11	7.53	47	32.19	40	27.40	33	22.60	15	10.27	146			
		Total	34	10.00	79	23.24	104	30.59	70	20.59	53	15.59	340			
Gross Total			88	12.92	143	21.00	202	29.66	140	20.56	108	15.86	681	681	681	
Mean			3.05													
Standard Deviation			1.25													

The data presents insights into the frequency with which individuals across different demographics engage with political content online. Among respondents under the age of 30, approximately 29% reported sometimes searching for political content online, with variations across genders and backgrounds. Notably, a sizable proportion, around 25%, indicated that they rarely or never engaged in such searches, suggesting a diverse range of online habits and levels of political interest within this age group. In the 30-40 age bracket, the trend continues, with around 28% reporting sometimes searching for political content online. There's a slight increase in the percentage of those who often search for political content as compared to the younger age group. However, a significant portion, roughly 37%, still indicated rarely or never engaging with political content online, indicating a potential gap in political interest or online behaviour within this demographic.

As the age group increases, the percentage of individuals reporting always or often searching for political content online decreases, with more respondents falling into the sometimes or rarely categories. Among those above 60, around 54% reported rarely or never engaging with political content online, indicating a potential generational gap in online political engagement. Overall, the data underscores the varied levels of political interest and engagement with online political content across different age groups and backgrounds.

Quantitative analysis of MPs

Approximately 46.15% of MPs sometimes search for political content while online, indicating a significant portion of respondents engage with political material to some extent. Moreover, 23.08% often search for such content, suggesting a consistent interest in political matters among MPs during their online activities. However, 30.77% search for political content rarely, indicating a minority who are less inclined to seek out such material online. Interestingly, none of the respondents indicated always searching for political content while online. Overall, the data suggests a varied level of engagement with political content among MPs during their online activities.

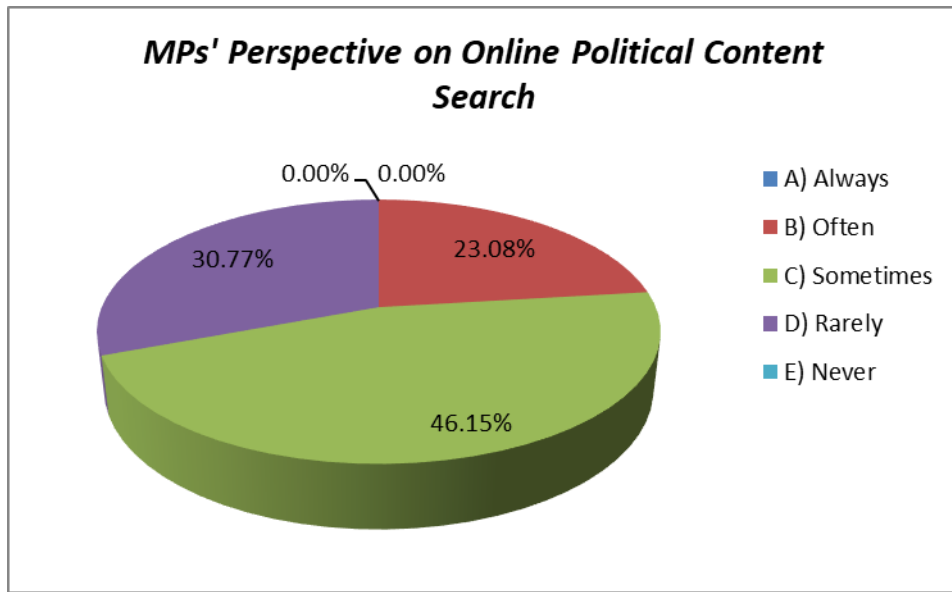


Figure 4.37 MPs' Perspective on Online Political Content Search

Hossain et al., examined the factors influencing people's sharing of political content on online social media. Through an online survey involving 257 social media users, they examined both planned and unplanned behaviours were associated with this phenomenon. Their findings revealed that factors related to both planned behaviours, such as supposed social recognition and selfless motivation, and unplanned behaviours, including sociability and impulsiveness, significantly influenced individuals' political content sharing behaviour. Interestingly, the study highlighted the importance of recognizing the potential consequences of sharing political content, as it can lead to severe effects in certain countries. As a result, trait impulsiveness was found to have a negative association with political content sharing behaviour. Additionally, the researchers discovered that collective opinion influenced people's planned behaviour but not their unplanned behaviour. This suggests that while personality traits remain unaffected by others' opinions, behaviours that individuals can be controlled may be influenced by the opinions of others (Hossain et al., 2018).

4.3.13 Influences of Social Media Political Posts: Insights

Table 4.38 Effect of Political Posts Shared on Social Media: Voters' Perspective

Age	Gender	Background	Political post shared on social media does affect my view point										Total(M/F)	TOTAL(R/U)	TOTAL(AGE)
			Always		Often		Sometimes		Rarely		Never				
			Count	%age	Count	%age	Count	%age	Count	%age	Count	%age			
Less Than 30	Male	Rural	3	8.82	10	29.41	10	29.41	7	20.59	4	11.76	34	65	137
		Urban	3	6.98	7	16.28	21	48.84	1	2.33	11	25.58	43		
		Total	6	7.79	17	22.08	31	40.26	8	10.39	15	19.48	77		
	Female	Rural	2	6.45	5	16.13	16	51.61	5	16.13	3	9.68	31	72	
		Urban	1	3.45	9	31.03	2	6.90	10	34.48	7	24.14	29		
		Total	3	5.00	14	23.33	18	30.00	15	25.00	10	16.67	60		
	Total		9.00	6.57	31.00	22.63	49.00	35.77	23.00	16.79	25.00	18.25	137.00		
30-40	Male	Rural	12	15.00	24	30.00	24	30.00	10	12.50	10	12.50	80	160	264
		Urban	11	22.92	6	12.50	18	37.50	7	14.58	6	12.50	48		
		Total	23	17.97	30	23.44	42	32.81	17	13.28	16	12.50	128		
	Female	Rural	13	16.25	20	25.00	21	26.25	16	20.00	10	12.50	80	104	
		Urban	10	17.86	21	37.50	12	21.43	9	16.07	4	7.14	56		
		Total	23	16.91	41	30.15	33	24.26	25	18.38	14	10.29	136		
	Total		46.00	17.42	71.00	26.89	75.00	28.41	42.00	15.91	30.00	11.36	264.00		
40-50	Male	Rural	17	28.33	5	8.33	24	40.00	10	16.67	4	6.67	60	125	207
		Urban	5	13.51	9	24.32	10	27.03	12	32.43	1	2.70	37		
		Total	22	22.68	14	14.43	34	35.05	22	22.68	5	5.15	97		
	Female	Rural	4	6.15	10	15.38	19	29.23	26	40.00	6	9.23	65	82	
		Urban	9	20.00	9	20.00	12	26.67	14	31.11	1	2.22	45		
		Total	13	11.82	19	17.27	31	28.18	40	36.36	7	6.36	110		
	Total		35.00	16.91	33.00	15.94	65.00	31.40	62.00	29.95	12.00	5.80	207.00		
50-60	Male	Rural	2	11.76	0	0.00	4	23.53	10	58.82	1	5.88	17	31	55
		Urban	3	27.27	2	18.18	1	9.09	2	18.18	3	27.27	11		
		Total	5	17.86	2	7.14	5	17.86	12	42.86	4	14.29	28		
	Female	Rural	6	42.86	1	7.14	5	35.71	1	7.14	1	7.14	14	24	
		Urban	4	30.77	1	7.69	2	15.38	5	38.46	1	7.69	13		
		Total	10	37.04	2	7.41	7	25.93	6	22.22	2	7.41	27		
	Total		15.00	27.27	4.00	7.27	12.00	21.82	18.00	32.73	6.00	10.91	55.00		
above 60	Male	Rural	1	25.00	0	0.00	3	75.00	0	0.00	0	0.00	4	8	18
		Urban	6	85.71	0	0.00	1	14.29	0	0.00	0	0.00	7		
		Total	7	63.64	0	0.00	4	36.36	0	0.00	0	0.00	11		
	Female	Rural	0	0.00	2	50.00	0	0.00	2	50.00	0	0.00	4	10	
		Urban	2	66.67	0	0.00	0	0.00	1	33.33	0	0.00	3		
		Total	2	28.57	2	28.57	0	0.00	3	42.86	0	0.00	7		
	Total		9.00	50.00	2.00	11.11	4.00	22.22	3.00	16.67	0.00	0.00	18.00		
Total	Male	Rural	35	17.95	39	20.00	65	33.33	37	18.97	19	9.74	195	389	681
		Urban	28	19.18	24	16.44	51	34.93	22	15.07	21	14.38	146		
		Total	63	18.48	63	18.48	116	34.02	59	17.30	40	11.73	341		
	Female	Rural	25	12.89	38	19.59	61	31.44	50	25.77	20	10.31	194	292	
		Urban	26	17.81	40	27.40	28	19.18	39	26.71	13	8.90	146		
		Total	51	15.00	78	22.94	89	26.18	89	26.18	33	9.71	340		
Gross Total			114	16.74	141	20.70	205	30.10	148	21.73	73	10.72	681	681	681
Mean			2.89												
Standard Deviation			1.23												

The data provides insights into how individuals across different age groups and backgrounds perceive the impact of political posts shared on social media on their viewpoints. Among respondents under the age of 30, approximately 35.77% indicated that political posts always or often affect their viewpoints, with variations observed based on gender and urban/rural backgrounds. However, a significant portion, around 25%, reported that political posts rarely or never influence their perspectives, suggesting a diversity of responses within this age demographic. In the 30-40 age bracket, the trend continues, with around 28.41% reporting that political posts always or often affect their viewpoints. While the percentage remains relatively consistent, there are variations based on gender and background, highlighting differing levels of susceptibility to social media political content within this age group. Nonetheless, a notable proportion, approximately 29.95%, stated that political posts rarely or never influence their viewpoints, indicating varying degrees of engagement towards online political content.

As the age group increases, there's a decrease in the percentage of individuals reporting that political posts always or often affect their viewpoints. Among those above 60, approximately 16.67% indicated that political posts always or often impact their perspectives, with a larger proportion, around 42%, reporting that political posts rarely or never influence their viewpoints. This suggests a potential generational gap in susceptibility to the influence of social media political content. Overall, the data highlights diverse responses to political posts on social media across different age groups and backgrounds, underscoring the complexity of online political engagement.

Quantitative analysis of MPs

Approximately 76.92% of MPs indicated that political posts shared on social media sometimes affect their viewpoint. This suggests that a significant majority of respondents are influenced to some extent by political content circulated on social media platforms. Additionally, 15.38% stated that they often feel impacted by such posts, indicating a constant influence on their perspectives. Only 7.69% mentioned that they rarely experience any effect on their viewpoint due to political posts on social media. Notably, none of the respondents stated that they always feel influenced by

political posts shared on social media. Overall, the data highlights the significant influence of political content on social media in shaping the viewpoints of MPs.

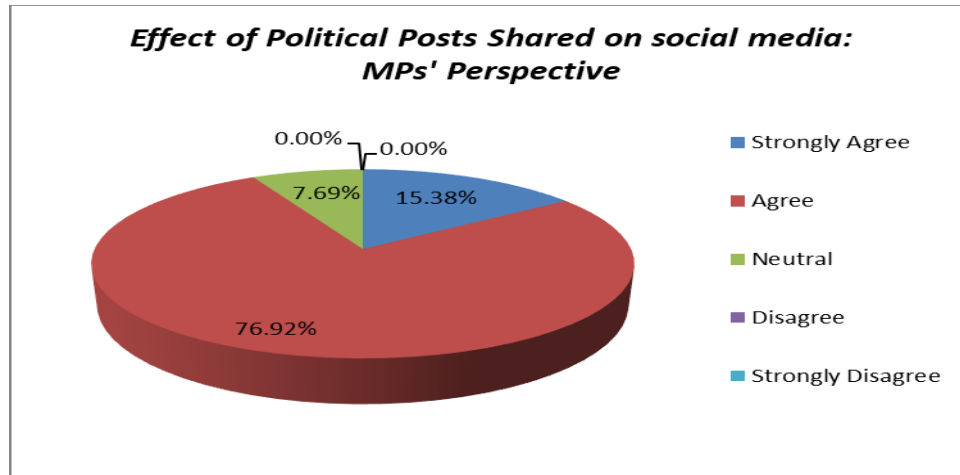


Figure 4.38 Effect of Political Posts Shared on social media: MPs' Perspective

One of the studies conducted during a major election in Tamil Nadu, India, to understand how social media, particularly WhatsApp, influences voters. Participants were randomly invited to join political party chat groups on WhatsApp, where content isn't controlled by algorithms or platform moderation. Their findings indicate that joining these groups increases political knowledge, helping people differentiate between true and false news. Additionally, participants' political preferences inclined to align more with the party whose WhatsApp group they joined (Carney, 2022). Similarly, one of the studies conducted by Kim and team look into the factors influencing political information sharing on social media during election periods. Using data from a national survey conducted before the 2018 U.S. midterm election, they investigated how users' motivations for sharing political information and exposure to political disagreements on social media impacted their sharing behaviours. Their analysis revealed that motivations related to criticism, informing, and socialization positively influenced political information sharing, whereas motivations linked to expression, awareness, and self-promotion did not have a significant effect. Interestingly, individuals were more inclined to share political information when they encountered disagreeable content. This tendency was particularly pronounced among individuals with higher epistemic political efficacy and lower political knowledge (Kim et al., 2021).

4.3.14 Taking Action: Dealing with Differing Opinions on Social Media

Table 4.39 Voters' Diverse Viewpoints on Social Media Engagement

I use to delete/block that person who does not think like me.																
Age Group	Gender	Background	Always		Often		Sometimes		Rarely		Never		Total (M/F)	Total (R/U)	Total (AGE)	
			Count	%age	Count	%age	Count	%age	Count	%age	Count	%age				
Less Than 30	Male	Rural	2	5.88	5	14.71	13	38.24	4	11.76	10	29.41	34	65	137	
		Urban	4	9.30	0	0.00	7	16.28	9	20.93	23	53.49	43			
		Total	6	7.79	5	6.49	20	25.97	13	16.88	33	42.86	77			
	Female	Rural	3	9.68	2	6.45	9	29.03	8	25.81	9	29.03	31	72		
		Urban	4	13.79	5	17.24	0	0.00	6	20.69	14	48.28	29			
		Total	7	11.67	7	11.67	9	15.00	14	23.33	23	38.33	60			
Total		13.00	9.49	12.00	8.76	29.00	21.17	27.00	19.71	56.00	40.88	137.00				
30-40	Male	Rural	6	7.50	20	25.00	12	15.00	28	35.00	14	17.50	80	160	264	
		Urban	7	14.58	2	4.17	9	18.75	14	29.17	16	33.33	48			
		Total	13	10.16	22	17.19	21	16.41	42	32.81	30	23.44	128			
	Female	Rural	13	16.25	7	8.75	23	28.75	12	15.00	25	31.25	80	104		
		Urban	3	5.36	20	35.71	12	21.43	6	10.71	15	26.79	56			
		Total	16	11.76	27	19.85	35	25.74	18	13.24	40	29.41	136			
Total		29.00	10.98	49.00	18.56	56.00	21.21	60.00	22.73	70.00	26.52	264.00				
40-50	Male	Rural	6	10.00	7	11.67	9	15.00	14	23.33	24	40.00	60	125	207	
		Urban	1	2.70	3	8.11	8	21.62	10	27.03	15	40.54	37			
		Total	7	7.22	10	10.31	17	17.53	24	24.74	39	40.21	97			
	Female	Rural	2	3.08	7	10.77	15	23.08	22	33.85	19	29.23	65	82		
		Urban	5	11.11	8	17.78	4	8.89	19	42.22	9	20.00	45			
		Total	7	6.36	15	13.64	19	17.27	41	37.27	28	25.45	110			
Total		14.00	6.76	25.00	12.08	36.00	17.39	65.00	31.40	67.00	32.37	207.00				
50-60	Male	Rural	3	17.65	0	0.00	5	29.41	3	17.65	6	35.29	17	31	55	
		Urban	2	18.18	0	0.00	1	9.09	3	27.27	5	45.45	11			
		Total	5	17.86	0	0.00	6	21.43	6	21.43	11	39.29	28			
	Female	Rural	0	0.00	3	21.43	3	21.43	3	21.43	5	35.71	14	24		
		Urban	2	15.38	0	0.00	4	30.77	4	30.77	3	23.08	13			
		Total	2	7.41	3	11.11	7	25.93	7	25.93	8	29.63	27			
Total		7.00	12.73	3.00	5.45	13.00	23.64	13.00	23.64	19.00	34.55	55.00				
above 60	Male	Rural	0	0.00	3	75.00	0	0.00	1	25.00	0	0.00	4	8	18	
		Urban	0	0.00	4	57.14	0	0.00	1	14.29	2	28.57	7			
		Total	0	0.00	7	63.64	0	0.00	2	18.18	2	18.18	11			
	Female	Rural	0	0.00	0	0.00	0	0.00	1	25.00	3	75.00	4	10		
		Urban	0	0.00	0	0.00	0	0.00	0	0.00	3	100.00	3			
		Total	0	0.00	0	0.00	0	0.00	1	14.29	6	85.71	7			
Total		0.00	0.00	7.00	38.89	0.00	0.00	3.00	16.67	8.00	44.44	18.00				
Total	Male	Rural	17	8.72	35	17.95	39	20.00	50	25.64	54	27.69	195	389	681	
		Urban	14	9.59	9	6.16	25	17.12	37	25.34	61	41.78	146			
		Total	31	9.09	44	12.90	64	18.77	87	25.51	115	33.72	341			
	Female	Rural	18	9.28	19	9.79	50	25.77	46	23.71	61	31.44	194	292		
		Urban	14	9.59	33	22.60	20	13.70	35	23.97	44	30.14	146			
		Total	32	9.41	52	15.29	70	20.59	81	23.82	105	30.88	340			
Gross Total			63	9.25	96	14.10	134	19.68	168	24.67	220	32.31	681	681	681	
Mean			3.57													
Standard Deviation			1.31													

This data illustrates the tendency of individuals across different age groups and backgrounds to delete or block people who do not share their viewpoints. Among respondents under the age of 30, around 42.86% indicated that they always or often delete or block individuals who don't share their views. This trend continues across different age groups, with varying percentages but generally consistent behaviour. For instance, in the 30-40 age group, approximately 32.81% reported always or often deleting or blocking such individuals. Similarly, in the 40-50 age group, about 40.21% expressed the same behaviour. The trend continues among individuals above 50, with percentages ranging from 29.63% to 45.45%.

Overall, the data suggests that a considerable portion of individuals, regardless of age or background, resort to deleting or blocking those with differing viewpoints on social media platforms. This behaviour may indicate a preference for engaging with like-minded individuals or a reluctance to engage in discussions with those who hold opposing views.

Quantitative analysis of MPs

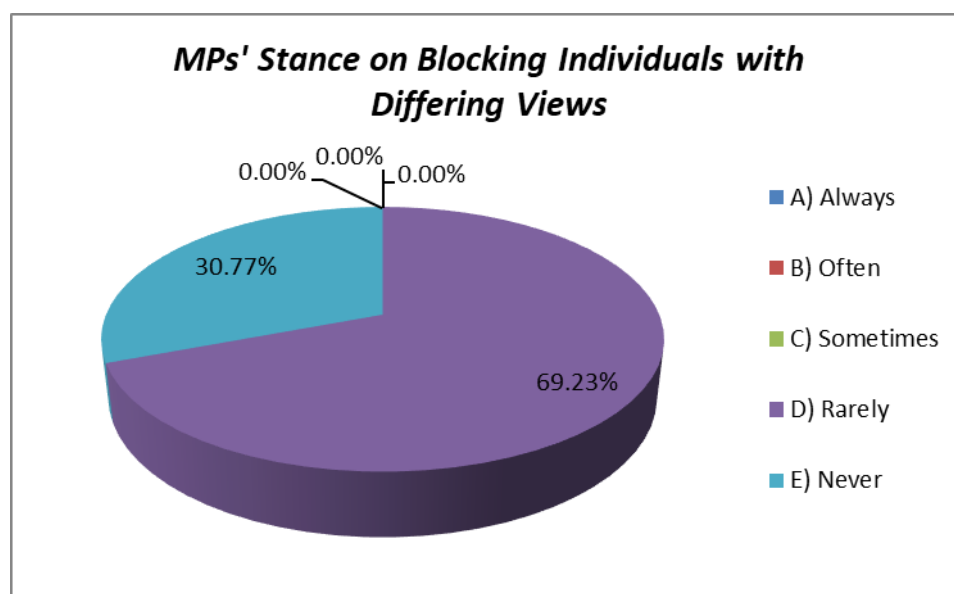


Figure 4.39 MPs' Stance on Blocking Individuals with Differing Views

About 69.23% of MPs stated that they rarely delete or block individuals who hold different opinions from theirs. This suggests that the majority of respondents are tolerant of diverse viewpoints and are less inclined to resort to such actions. However, approximately 30.77% indicated that they sometimes engage in deleting or blocking individuals with differing opinions. None of the respondents reported always or often engaging in such actions. This indicates a relatively low tendency among MPs to resort to deleting or blocking individuals solely based on differences in opinion, reflecting a degree of openness to diverse perspectives.

Zhu & Skoric investigated how users of Instant Messaging platforms manage their digital spaces in response to political tensions, particularly in the context of Hong Kong after the implementation of the National Security Law. By analysing data from surveys and conducting thematic analysis of open-ended questions, they explored the reasons behind users' disconnected behaviours such as cutting ties with contacts or filtering out political content. Their findings revealed that encountering political disagreements on IM platforms led users to disconnect, driven by concerns about social isolation and perceived vulnerability to surveillance. Users regulated their visibility by removing problematic contacts and muting contentious political content to prioritize personal and social well-being. The study suggests that disconnection serves as a strategy for users to create safe spaces amidst political uncertainty, reflecting a logic of self-care in response to social and systemic threats (Zhu & Skoric, 2023).

4.3.15 Social Media Approach: Sticking to Personal Views

Table 4.40 Voters' Perspective: Sticking to Personal Views on Social Media

Age Group	Gender	Background	I use to stick to my own point on social media.										Total (M/F)	Total (R/U)	Total (AGE)
			Always		Often		Sometimes		Rarely		Never				
			Count	%age	Count	%age	Count	%age	Count	%age	Count	%age			
Less Than 30	Male	Rural	7	20.59	6	17.65	13	38.24	3	8.82	5	14.71	34	65	137
		Urban	15	34.88	5	11.63	15	34.88	4	9.30	4	9.30	43		
		Total	22	28.57	11	14.29	28	36.36	7	9.09	9	11.69	77		
	Female	Rural	9	29.03	2	6.45	13	41.94	3	9.68	4	12.90	31	72	
		Urban	6	20.69	12	41.38	4	13.79	2	6.90	5	17.24	29		
		Total	15	25.00	14	23.33	17	28.33	5	8.33	9	15.00	60		
	Total		37.00	27.01	25.00	18.25	45.00	32.85	12.00	8.76	18.00	13.14	137.00		
30-40	Male	Rural	31	38.75	21	26.25	14	17.50	8	10.00	6	7.50	80	160	264
		Urban	14	29.17	6	12.50	12	25.00	9	18.75	7	14.58	48		
		Total	45	35.16	27	21.09	26	20.31	17	13.28	13	10.16	128		
	Female	Rural	20	25.00	25	31.25	18	22.50	5	6.25	12	15.00	80	104	
		Urban	9	16.07	26	46.43	10	17.86	8	14.29	3	5.36	56		
		Total	29	21.32	51	37.50	28	20.59	13	9.56	15	11.03	136		
	Total		74.00	28.03	78.00	29.55	54.00	20.45	30.00	11.36	28.00	10.61	264.00		
40-50	Male	Rural	20	33.33	23	38.33	7	11.67	7	11.67	3	5.00	60	125	207
		Urban	12	32.43	9	24.32	11	29.73	1	2.70	4	10.81	37		
		Total	32	32.99	32	32.99	18	18.56	8	8.25	7	7.22	97		
	Female	Rural	21	32.31	19	29.23	10	15.38	11	16.92	4	6.15	65	82	
		Urban	5	11.11	12	26.67	15	33.33	9	20.00	4	8.89	45		
		Total	26	23.64	31	28.18	25	22.73	20	18.18	8	7.27	110		
	Total		58.00	28.02	63.00	30.43	43.00	20.77	28.00	13.53	15.00	7.25	207.00		
50-60	Male	Rural	6	35.29	6	35.29	4	23.53	1	5.88	0	0.00	17	31	55
		Urban	4	36.36	3	27.27	2	18.18	1	9.09	1	9.09	11		
		Total	10	35.71	9	32.14	6	21.43	2	7.14	1	3.57	28		
	Female	Rural	7	50.00	1	7.14	5	35.71	1	7.14	0	0.00	14	24	
		Urban	3	23.08	4	30.77	3	23.08	2	15.38	1	7.69	13		
		Total	10	37.04	5	18.52	8	29.63	3	11.11	1	3.70	27		
	Total		20.00	36.36	14.00	25.45	14.00	25.45	5.00	9.09	2.00	3.64	55.00		
above 60	Male	Rural	0	0.00	1	25.00	3	75.00	0	0.00	0	0.00	4	8	18
		Urban	3	42.86	3	42.86	1	14.29	0	0.00	0	0.00	7		
		Total	3	27.27	4	36.36	4	36.36	0	0.00	0	0.00	11		
	Female	Rural	3	75.00	0	0.00	1	25.00	0	0.00	0	0.00	4	10	
		Urban	2	66.67	0	0.00	1	33.33	0	0.00	0	0.00	3		
		Total	5	71.43	0	0.00	2	28.57	0	0.00	0	0.00	7		
	Total		8.00	44.44	4.00	22.22	6.00	33.33	0.00	0.00	0.00	0.00	18.00		
Total	Male	Rural	64	32.82	57	29.23	41	21.03	19	9.74	14	7.18	195	389	681
		Urban	48	32.88	26	17.81	41	28.08	15	10.27	16	10.96	146		
		Total	112	32.84	83	24.34	82	24.05	34	9.97	30	8.80	341		
	Female	Rural	60	30.93	47	24.23	47	24.23	20	10.31	20	10.31	194	292	
		Urban	25	17.12	54	36.99	33	22.60	21	14.38	13	8.90	146		
		Total	85	25.00	101	29.71	80	23.53	41	12.06	33	9.71	340		
Gross Total		197	28.93	184	27.02	162	23.79	75	11.01	63	9.25	681	681	681	
Mean		2.45													
Standard Deviation		1.27													

The survey results on how people stick to their own points on social media reveal interesting patterns across different age groups, genders, and backgrounds. Among respondents under 30, those from urban areas showed a higher inclination to often stick to their viewpoints on social media, with 34.88% of males and 41.38% of females indicating this tendency. In contrast, respondents from rural areas in the same age group reported a lower frequency of often sticking to their own points, with 20.59% of males and 29.03% of females expressing this behaviour. This suggests that urban residents in this age bracket are more confident in expressing their opinions online compared to their rural counterparts.

Moving to the 30-40 age group, males from rural areas demonstrated a greater likelihood of always sticking to their own points on social media, with 38.75% of them reporting this behaviour. Conversely, females in the same age group, particularly those from urban areas, showed a higher frequency of often sticking to their own points, with 46.43% of them indicating this tendency. These findings suggest that while males in rural areas tend to be more committed in their viewpoints online, females in urban areas are more self-assured and vocal about their opinions on social media platforms.

In the 40-50 age group, the data reveals similar trends, with males from rural areas exhibiting a higher propensity to always stick to their own points on social media (33.33%). However, females in both rural and urban areas in this age bracket reported comparable frequencies of often sticking to their viewpoints, indicating a consistent pattern of assertiveness among females in expressing their opinions online. Overall, the survey highlights variations in online assertiveness across different demographics, shedding light on how individuals interact and engage with social media platforms based on factors such as age, gender, and background.

Quantitative analysis of MPs

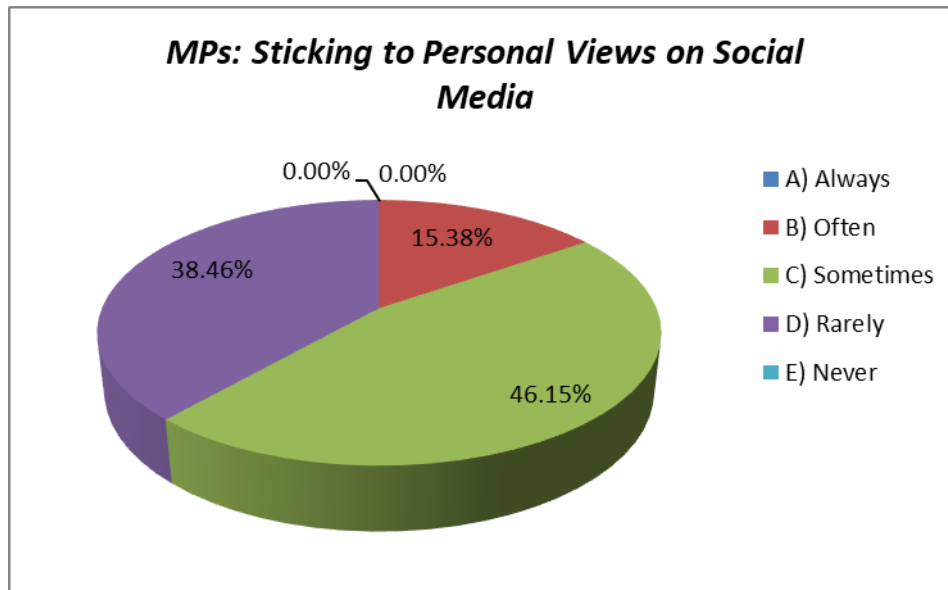


Figure 4.40 MPs: Sticking to Personal Views on Social Media

About 46.15% of respondents indicated that they sometimes stick to their own point on social media, while 38.46% stated that they rarely do so. Meanwhile, 15.38% mentioned that they often adhere to their own viewpoint, with none reporting always doing so. This suggests that while a significant portion of MPs occasionally maintain their viewpoint on social media discussions, there is also a notable proportion who do not consistently adhere to their own viewpoint.

Gilde and team in 2012 explored how using digital media, particularly social networking sites like Facebook, can impact democratic processes and social capital. They wanted to see if seeking information through these platforms could lead to greater engagement in civic and political activities. By analysing national data from the United States and considering various factors like traditional media use, political knowledge and efficacy, and the size of political discussion networks, they found that using social network sites for information was linked to increased social capital and participation in both online and offline civic and political activities. This suggests that social media platforms play a significant role in shaping people's engagement with democracy and society (Gil de Zúñiga et al., 2012).

4.3.16 Shaping Political Opinions Based on Social Media Information

Table 4.41 Voters: Shaping Political Opinions Based on Social Media Information

Age	Gender	Background	Shaping Political Opinions Based on Social Media Information										Total (M/F)	Total (R/U)	Total (AGE)
			Always		Often		Sometimes		Rarely		Never				
			Count	%age	Count	%age	Count	%age	Count	%age	Count	%age			
Less Than 30	Male	Rural	1	2.94	10	29.41	8	23.53	8	23.53	7	20.59	34	65	137
		Urban	8	18.60	1	2.33	16	37.21	3	6.98	15	34.88	43		
		Total	9	11.69	11	14.29	24	31.17	11	14.29	22	28.57	77		
	Female	Rural	3	9.68	4	12.90	13	41.94	1	3.23	10	32.26	31	72	
		Urban	1	3.45	12	41.38	0	0.00	2	6.90	14	48.28	29		
		Total	4	6.67	16	26.67	13	21.67	3	5.00	24	40.00	60		
	Total		13.00	9.49	27.00	19.71	37.00	27.01	14.00	10.22	46.00	33.58	137.00		
30-40	Male	Rural	17	21.25	20	25.00	22	27.50	8	10.00	13	16.25	80	160	264
		Urban	6	12.50	8	16.67	16	33.33	6	12.50	12	25.00	48		
		Total	23	17.97	28	21.88	38	29.69	14	10.94	25	19.53	128		
	Female	Rural	13	16.25	16	20.00	22	27.50	15	18.75	14	17.50	80	104	
		Urban	6	10.71	21	37.50	17	30.36	7	12.50	5	8.93	56		
		Total	19	13.97	37	27.21	39	28.68	22	16.18	19	13.97	136		
	Total		42.00	15.91	65.00	24.62	77.00	29.17	36.00	13.64	44.00	16.67	264.00		
40-50	Male	Rural	17	28.33	13	21.67	11	18.33	6	10.00	13	21.67	60	125	207
		Urban	5	13.51	6	16.22	11	29.73	6	16.22	9	24.32	37		
		Total	22	22.68	19	19.59	22	22.68	12	12.37	22	22.68	97		
	Female	Rural	5	7.69	8	12.31	17	26.15	11	16.92	24	36.92	65	82	
		Urban	10	22.22	9	20.00	8	17.78	10	22.22	8	17.78	45		
		Total	15	13.64	17	15.45	25	22.73	21	19.09	32	29.09	110		
	Total		37.00	17.87	36.00	17.39	47.00	22.71	33.00	15.94	54.00	26.09	207.00		
50-60	Male	Rural	2	11.76	1	5.88	3	17.65	4	23.53	7	41.18	17	31	55
		Urban	2	18.18	2	18.18	3	27.27	0	0.00	4	36.36	11		
		Total	4	14.29	3	10.71	6	21.43	4	14.29	11	39.29	28		
	Female	Rural	4	28.57	0	0.00	2	14.29	4	28.57	4	28.57	14	24	
		Urban	3	23.08	2	15.38	3	23.08	2	15.38	3	23.08	13		
		Total	7	25.93	2	7.41	5	18.52	6	22.22	7	25.93	27		
	Total		11.00	20.00	5.00	9.09	11.00	20.00	10.00	18.18	18.00	32.73	55.00		
above 60	Male	Rural	0	0.00	3	75.00	0	0.00	0	0.00	1	25.00	4	8	18
		Urban	3	42.86	3	42.86	0	0.00	0	0.00	1	14.29	7		
		Total	3	27.27	6	54.55	0	0.00	0	0.00	2	18.18	11		
	Female	Rural	0	0.00	0	0.00	0	0.00	2	50.00	2	50.00	4	10	
		Urban	2	66.67	0	0.00	0	0.00	0	0.00	1	33.33	3		
		Total	2	28.57	0	0.00	0	0.00	2	28.57	3	42.86	7		
	Total		5.00	27.78	6.00	33.33	0.00	0.00	2.00	11.11	5.00	27.78	18.00		
Total	Male	Rural	37	18.97	47	24.10	44	22.56	26	13.33	41	21.03	195	389	681
		Urban	24	16.44	20	13.70	46	31.51	15	10.27	41	28.08	146		
		Total	61	17.89	67	19.65	90	26.39	41	12.02	82	24.05	341		
	Female	Rural	25	12.89	28	14.43	54	27.84	33	17.01	54	27.84	194	292	
		Urban	22	15.07	44	30.14	28	19.18	21	14.38	31	21.23	146		
Total			47	13.82	72	21.18	82	24.12	54	15.88	85	25.00	340		
Gross Total			108	15.86	139	20.41	172	25.26	95	13.95	167	24.52	681	681	681
Mean			3.11												
Standard Deviation			1.40												

The data reveals a widespread influence of social media on individuals' political opinions across various demographics. Among males under 30, 42.86% noted that their political viewpoints are sometimes or often shaped by information from social platforms, indicating a substantial reliance on these sources. Similarly, in the 30-40 age group, about 40.63% of males and 41.18% of females stated that their political perspectives are influenced by social media, highlighting a consistent trend of reliance on digital platforms for political information among younger demographics.

Moving to the 40-50 age group, approximately 44.33% of males and 46.15% of females reported that their political opinions are sometimes or often influenced by social media. This suggests that the impact of digital platforms on political views remains significant even as individuals enter middle age. Even in the 50-60 age group and among those above 60, a substantial percentage—39.29% of males and 28.57% of females—acknowledged that their political opinions are sometimes or often shaped by information from social media, underscoring the widespread influence of these platforms across age groups.

Overall, the data highlights a notable reliance on social media for political information among individuals of various ages and backgrounds. From younger demographics to those in middle and older age groups, a significant portion of the population turns to digital platforms to shape their political perspectives. This trend underscores the importance of understanding and critically evaluating the role of social media in shaping public discourse and political ideologies.

Quantitative analysis of MPs

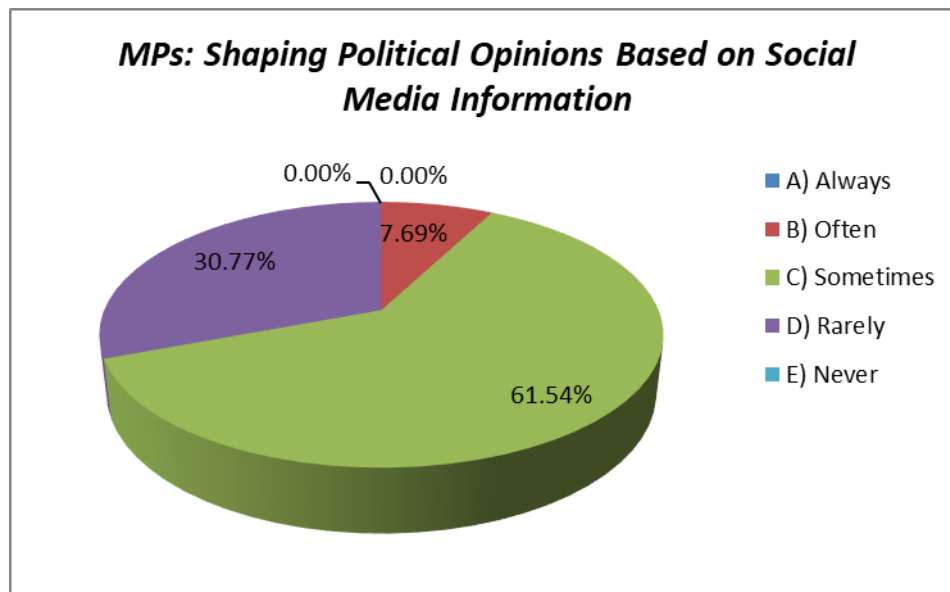


Figure 4.41 MPs: Shaping Political Opinions Based on Social Media Information

About 61.54% of respondents stated that their political opinions are sometimes based on the information available on social media, while 30.77% indicated that this happens rarely. Additionally, 7.69% mentioned that they often rely on social media for forming their political viewpoints, with none reporting always doing so. This suggests that while a majority of MPs occasionally use social media information to shape their political opinions, there is also a significant proportion who do so infrequently.

Sobkowicz and his team delved into the fascinating world of social media to understand how opinions form and spread online. They proposed a new way to study this by combining analysis of social media content with computer modelling. Essentially, they wanted to see how ideas and feelings travel through platforms like Facebook and Twitter. Their method involved automatically figuring out what people are talking about and how they feel about it in real-time. Then, they used computer models to simulate how these opinions move around and change over time. They also looked at different factors that influence this process, like emotions, the media, and influential people. By applying this method to various scenarios, such as analyzing public opinion during

elections, they were able to uncover some interesting insights into how online opinions form and evolve (Sobkowicz et al., 2012).

4.3.17 List of Qualitative Questions

4.3.17.1. Noticeable changes in the political interest and political participation of voters after start using social media in political campaigning.

The MPs note some noticeable changes in the political interest and participation of voters after integrating social media into their political campaigns. They observe a significant increase in voter participation, with a trend of continued growth over time. Social media is credited with providing a substantial platform to reach a larger audience, facilitating direct communication and interaction with a broad spectrum of people. This suggests that social media has had a positive impact on political engagement, empowering voters and fostering a more active involvement in the political process.

4.3.17.2. Other direct and indirect effects of using social media in political campaigning.

The MPs highlight several other direct and indirect impacts of using social media in political campaigning. One significant advantage is the ability to reach a larger audience compared to traditional media channels, allowing for broader broadcasting of political messages and increased visibility. The bidirectional nature of social media enables meaningful interaction between politicians and voters, fostering a more dynamic and engaging exchange of ideas. Moreover, there is a noted increase in women's engagement in political activities facilitated by social media. This suggests that social media platforms have become inclusive spaces where women can participate more actively in political discourse and decision-making processes. Overall, these additional effects highlight the transformative role of social media in modern political communication, amplifying voices, and facilitating greater civic engagement across diverse segments of society.

The result of the study of **objective3: “To understand the direct and indirect impact of social media in voter turnout in general elections.”** reveals a complicated and multifaceted relationship between voters and social media in the context of election campaigns and political knowledge. There is a good deal of agreement among MPs and

voters regarding the significance and influence of social media, but there is also a good deal of doubt about the veracity and authenticity of the material exchanged on these platforms. Voters recognize the impact of social media on voter decision-making and turnout, and they are generally concerned about the detrimental consequences of social media on political debate. Political campaigning has been acknowledged to benefit from social media, although many voters and Members of Parliament are ambivalent or even disagree about the medium's long-term ability to increase political engagement and create relationships with political parties. According to the data, social media has a significant role in influencing political beliefs, but users are generally wary of it because of its possible drawbacks, which include the polarization of opinions and the propagation of false information. Overall, the findings show that although social media is a potent instrument in today's election campaigns, yet not everyone recognizes its influence, and there are still valid worries about the reliability of information and the standard of political participation.

4.4 Qualitative and Quantitative Data Analysis under Objective 4

4.4.1 Time Spent on Social Media: A Snapshot of User Engagement

Table 4.42 Voters' Social Media Activity: Insights into Usage Patterns

Age	Gender	Background	Duration of using social media										Total (M/F)	Total (R/U)	Total (AGE)
			Less than 1 year		Less than 2 years		Less than 3 years		Less than 5 years		More than 5 years				
			Count	%age	Count	%age	Count	%age	Count	%age	Count	%age			
Less Than 30	Male	Rural	3	8.82	4	11.76	13	38.24	5	14.71	9	26.47	34	65	137
		Urban	3	6.98	4	9.30	5	11.63	4	9.30	27	62.79	43		
		Total	6	7.79	8	10.39	18	23.38	9	11.69	36	46.75	77		
	Female	Rural	4	12.90	2	6.45	4	12.90	9	29.03	12	38.71	31	72	
		Urban	6	20.69	3	10.34	3	10.34	6	20.69	11	37.93	29		
		Total	10	16.67	5	8.33	7	11.67	15	25.00	23	38.33	60		
	Total		16.00	11.68	13.00	9.49	25.00	18.25	24.00	17.52	59.00	43.07	137.00		
30-40	Male	Rural	6	7.50	10	12.50	17	21.25	15	18.75	32	40.00	80	160	264
		Urban	1	2.08	2	4.17	8	16.67	12	25.00	25	52.08	48		
		Total	7	5.47	12	9.38	25	19.53	27	21.09	57	44.53	128		
	Female	Rural	13	16.25	9	11.25	25	31.25	20	25.00	13	16.25	80	104	
		Urban	19	33.93	11	19.64	9	16.07	5	8.93	12	21.43	56		
		Total	32	23.53	20	14.71	34	25.00	25	18.38	25	18.38	136		
	Total		39.00	14.77	32.00	12.12	59.00	22.35	52.00	19.70	82.00	31.06	264.00		
40-50	Male	Rural	4	6.67	6	10.00	12	20.00	20	33.33	18	30.00	60	125	207
		Urban	0	0.00	3	8.11	7	18.92	8	21.62	19	51.35	37		
		Total	4	4.12	9	9.28	19	19.59	28	28.87	37	38.14	97		
	Female	Rural	7	10.77	9	13.85	15	23.08	19	29.23	15	23.08	65	82	
		Urban	3	6.67	7	15.56	10	22.22	18	40.00	7	15.56	45		
		Total	10	9.09	16	14.55	25	22.73	37	33.64	22	20.00	110		
	Total		14.00	6.76	25.00	12.08	44.00	21.26	65.00	31.40	59.00	28.50	207.00		
50-60	Male	Rural	0	0.00	4	23.53	2	11.76	4	23.53	7	41.18	17	31	55
		Urban	0	0.00	2	18.18	2	18.18	1	9.09	6	54.55	11		
		Total	0	0.00	6	21.43	4	14.29	5	17.86	13	46.43	28		
	Female	Rural	5	35.71	4	28.57	4	28.57	0	0.00	1	7.14	14	24	
		Urban	4	30.77	1	7.69	1	7.69	7	53.85	0	0.00	13		
		Total	9	33.33	5	18.52	5	18.52	7	25.93	1	3.70	27		
	Total		9.00	16.36	11.00	20.00	9.00	16.36	12.00	21.82	14.00	25.45	55.00		
above 60	Male	Rural	1	25.00	0	0.00	0	0.00	0	0.00	3	75.00	4	8	18
		Urban	3	42.86	0	0.00	1	14.29	0	0.00	3	42.86	7		
		Total	4	36.36	0	0.00	1	9.09	0	0.00	6	54.55	11		
	Female	Rural	1	25.00	2	50.00	0	0.00	1	25.00	0	0.00	4	10	
		Urban	1	33.33	2	66.67	0	0.00	0	0.00	0	0.00	3		
		Total	2	28.57	4	57.14	0	0.00	1	14.29	0	0.00	7		
	Total		6.00	33.33	4.00	22.22	1.00	5.56	1.00	5.56	6.00	33.33	18.00		
Total	Male	Rural	14	7.18	24	12.31	44	22.56	44	22.56	69	35.38	195	389	681
		Urban	7	4.79	11	7.53	23	15.75	25	17.12	80	54.79	146		
		Total	21	6.16	35	10.26	67	19.65	69	20.23	149	43.70	341		
	Female	Rural	30	15.46	26	13.40	48	24.74	49	25.26	41	21.13	194	292	
		Urban	33	22.60	24	16.44	23	15.75	36	24.66	30	20.55	146		
		Total	63	18.53	50	14.71	71	20.88	85	25.00	71	20.88	340		
Gross Total			84	12.33	85	12.48	138	20.26	154	22.61	220	32.31	681	681	681

The political campaigning through social media undeniably depends on how frequently people use internet and social media, and this usage of social media attracts political

parties and candidates to approach people using social media. The result of the survey shows that majority of males have been using social media for more than five years. But in the case of female, although 20.88% female have been using social media for more than 5 years but still the percentage of females who have been using social media for 4 to 5 years is higher than that of using of 5 years. As far as rural versus urban population is concerned, 54.79% urban male uses social media for more than 5 years, while percentage of rural males who have been using social media for more than five years is 35.38%. While case is different in females. Only 20.55% urban females use social media for more than 5 years, while percentage of rural females who have been using social media for more than five years is 21.13%. But still either male or female, users that have been using social media more than 5 years is greater than the users who have been using less than or equal to 5 years. So, it is clearly evident that most people are aware about use of internet and social media for more than that of 5 years, that has been a good signal for political parties and candidates for using social media as a tool for political campaigning.

As far as age group is concerned younger age group i.e. less than or equal to 30 is more aware and interested in using social media. 43.07% young people who are less than or equal to 30 are using social media for more than 5 years. While the percentage of using social media for more than 5 years under age group 30-40 is 31.06%, 40-50 is 28.50%, 50-60 is 25.45% and more than 60 is 33.33%. The thing to be noticed is that age group more than 60 is also very much aware about using internet and social media. 31.06% people from age group 30-40 have been using social media for more than 5 years. Although the percentage of age groups from 30-40, 40-50, 50-60 and more than 60 is lower than age group less than or equal to 30, but still this percentage is far higher than that of the people who have been using social media less than 5 years.

Quantitative analysis of MPs

According to the data collected from Members of Parliament (MPs), it was found that all of them have been using social media for more than 5 years. None of the MPs reported using social media for less than 5 years or for any shorter duration. This indicates that these MPs are experienced users of social media platforms, having been active on them for an extended period. The mean duration of social media usage among

the MPs was 5 years, with no deviation from this average reported. This data reveals a consistent pattern among the MPs, showing a significant level of familiarity and long-term engagement with social media platforms.

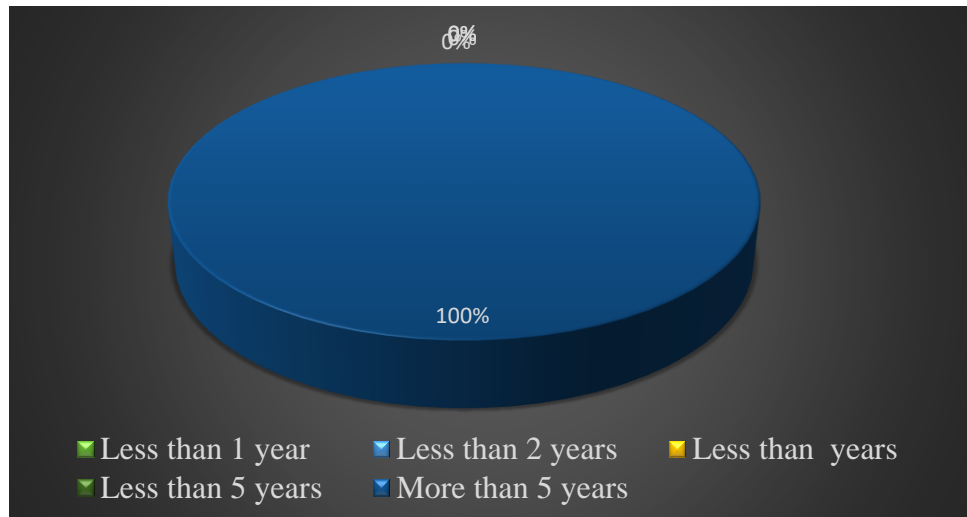


Figure 4.42 MPs' Social Media Engagement: Understanding Usage Trends

Trunfio & Rossi took a deep dive into the world of social media engagement, sparked by the widespread use of platforms that have fuelled discussions in both academic and professional circles. Their paper sets out to contribute systematically to this ongoing debate by dissecting, discussing, and synthesizing existing literature on social media engagement, particularly from the perspective of social media metrics. Using a systematic literature review approach, the researchers paint a comprehensive picture of what has already been explored and highlight the gaps in research that still need to be filled. Their findings confirm what many suspected: social media engagement is complex and multifaceted. They identify behavioural aspects as the most commonly used measure for gauging user engagement and propose the COBRA model. Furthermore, their work offers practical advice to professionals working in social media management, providing guidance on how to model and effectively manage social media engagement. In essence, Meena et al.'s work serves as a roadmap for both scholars and practitioners navigating the complex terrain of social media engagement (Trunfio & Rossi, 2021).

4.4.2 Comparative Analysis of Electoral Trends: 2009, 2014, and 2019 Elections

Table 4.43 Voters' Perceptions of Election Changes: 2009 vs. 2014 vs. 2019

Age	Gender	Background	Voters' Perceptions of Election Changes: 2009 vs. 2014 vs. 2019												Total (M/F)	Total (R/U)	Total (AGE)
			Higher Voter Turnout		Personality Cult		Common man's involvement		All of the Above		Any Other		None of the Above				
			Count	%age	Count	%age	Count	%age	Count	%age	Count	%age	Count	%age			
Less Than 30	Male	Rural	9	26.47	2	5.88	3	8.82	12	35.29	3	8.82	5	14.71	34	65	137
		Urban	6	13.95	1	2.33	5	11.63	16	37.21	6	13.95	9	20.93	43		
		Total	15	19.48	3	3.90	8	10.39	28	36.36	9	11.69	14	18.18	77		
	Female	Rural	6	19.35	0	0.00	2	6.45	16	51.61	1	3.23	6	19.35	31	72	
		Urban	6	20.69	0	0.00	5	17.24	15	51.72	3	10.34	0	0.00	29		
		Total	12	20.00	0	0.00	7	11.67	31	51.67	4	6.67	6	10.00	60		
	Total		27.00	19.71	3.00	2.19	15.00	10.95	59.00	43.07	13.00	9.49	20.00	14.60	137.00		
30 - 40	Male	Rural	19	23.75	3	3.75	7	8.75	37	46.25	1	1.25	13	16.25	80	160	264
		Urban	6	12.50	4	8.33	5	10.42	22	45.83	5	10.42	6	12.50	48		
		Total	25	19.53	7	5.47	12	9.38	59	46.09	6	4.69	19	14.84	128		
	Female	Rural	24	30.00	6	7.50	10	12.50	31	38.75	2	2.50	7	8.75	80	104	
		Urban	8	14.29	5	8.93	13	23.21	16	28.57	7	12.50	7	12.50	56		
		Total	32	23.53	11	8.09	23	16.91	47	34.56	9	6.62	14	10.29	136		
	Total		57.00	21.59	18.00	6.82	35.00	13.26	106.00	40.15	15.00	5.68	33.00	12.50	264.00		
40 - 50	Male	Rural	11	18.33	7	11.67	6	10.00	24	40.00	8	13.33	4	6.67	60	125	207
		Urban	5	13.51	9	24.32	2	5.41	21	56.76	0	0.00	0	0.00	37		
		Total	16	16.49	16	16.49	8	8.25	45	46.39	8	8.25	4	4.12	97		
	Female	Rural	4	6.15	5	7.69	13	20.00	32	49.23	4	6.15	7	10.77	65	82	
		Urban	9	20.00	7	15.56	6	13.33	21	46.67	0	0.00	2	4.44	45		
		Total	13	11.82	12	10.91	19	17.27	53	48.18	4	3.64	9	8.18	110		
	Total		29.00	14.01	28.00	13.53	27.00	13.04	98.00	47.34	12.00	5.80	13.00	6.28	207.00		
50 - 60	Male	Rural	0	0.00	1	5.88	6	35.29	8	47.06	0	0.00	2	11.76	17	31	55
		Urban	0	0.00	0	0.00	0	0.00	10	90.91	0	0.00	1	9.09	11		
		Total	0	0.00	1	3.57	6	21.43	18	64.29	0	0.00	3	10.71	28		
	Female	Rural	2	14.29	3	21.43	0	0.00	6	42.86	0	0.00	3	21.43	14	24	
		Urban	5	38.46	1	7.69	0	0.00	7	53.85	0	0.00	0	0.00	13		
		Total	7	25.93	4	14.81	0	0.00	13	48.15	0	0.00	3	11.11	27		
	Total		7.00	12.73	5.00	9.09	6.00	10.91	31.00	56.36	0.00	0.00	6.00	10.91	55.00		
above 60	Male	Rural	2	50.00	0	0.00	1	25.00	1	25.00	0	0.00	0	0.00	4	8	18
		Urban	0	0.00	0	0.00	2	28.57	5	71.43	0	0.00	0	0.00	7		
		Total	2	18.18	0	0.00	3	27.27	6	54.55	0	0.00	0	0.00	11		
	Female	Rural	0	0.00	0	0.00	2	50.00	1	25.00	1	25.00	0	0.00	4	10	
		Urban	0	0.00	0	0.00	0	0.00	2	66.67	1	33.33	0	0.00	3		
		Total	0	0.00	0	0.00	2	28.57	3	42.86	2	28.57	0	0.00	7		
	Total		2.00	11.11	0.00	0.00	5.00	27.78	9.00	50.00	2.00	11.11	0.00	0.00	18.00		
Total	Male	Rural	41	21.03	13	6.67	23	11.79	82	42.05	12	6.15	24	12.31	195	389	681
		Urban	17	11.64	14	9.59	14	9.59	74	50.68	11	7.53	16	10.96	146		
		Total	58	17.01	27	7.92	37	10.85	156	45.75	23	6.74	40	11.73	341		
	Female	Rural	36	18.56	14	7.22	27	13.92	86	44.33	8	4.12	23	11.86	194	292	
		Urban	28	19.18	13	8.90	24	16.44	61	41.78	11	7.53	9	6.16	146		
		Total	64	18.82	27	7.94	51	15.00	147	43.24	19	5.59	32	9.41	340		
Gross Total		122	17.91	54	7.93	88	12.92	303	44.49	42	6.17	72	10.57	681	681		
Mean			3.15														
Standard Deviation			1.28														

In the 2019 election, significant shifts in voting patterns and behaviours were observed compared to previous elections, indicating evolving trends in voter engagement. Across all age groups, there was a notable increase in voter turnout, with 19.71% of males and 20% of females aged less than 30 participating, marking a 3.90% and 5.88% increase, respectively, compared to previous elections. Moreover, there was a visible rise in the influence of personality cults, with 11.69% of males and 6.67% of females under 30 citing this as a significant factor in their voting decisions.

Furthermore, the 2019 election witnessed a surge in common man's involvement in the political process, particularly among the 30-40 age group, where 46.25% of males and 38.75% of females in rural areas actively engaged in the electoral process. Additionally, the younger demographic, aged between 30-40, displayed a preference for candidates embodying traits associated with the common man, with 8.25% of males and 6.62% of females citing this as a crucial factor in their voting choices. Overall, the 2019 election showcased a multifaceted transformation in voter behaviour, characterized by higher turnout rates, increased common man's involvement, and a growing preference for candidates with relatable personalities.

Quantitative analysis of MPs

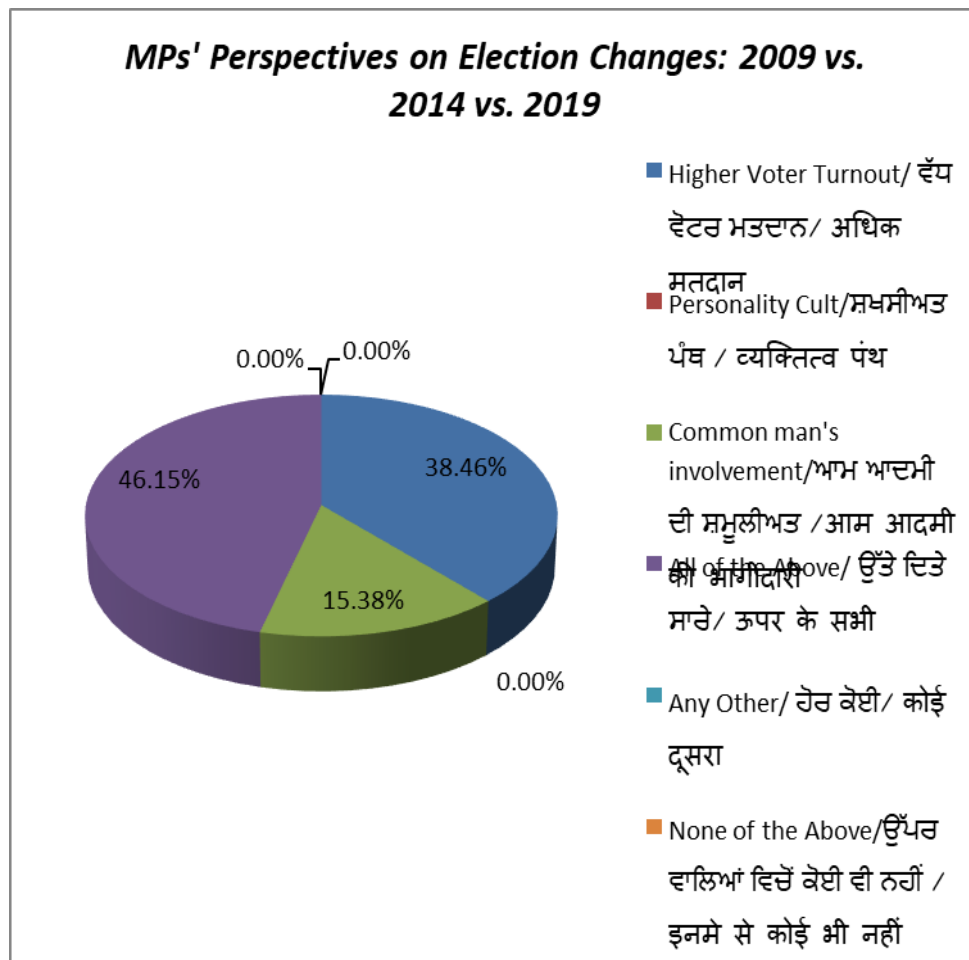


Figure 4 43 MPs' Perspectives on Election Changes: 2009 vs. 2014 vs. 2019

In comparison to the previous elections in 2009 and 2014, several changes were observed in the 2019 election, according to the responses gathered. First, there was a notable increase in voter turnout, with 5 out of 13 respondents acknowledging this change, representing 38.46% of the total responses. Second, there was a significant emphasis on personality cult, with no respondents indicating this change. Third, there was increased involvement of the common man in the electoral process, as reported by 2 out of 13 respondents, accounting for 15.38% of the total responses. Finally, 6 out of 13 respondents, constituting 46.15% of the total responses, observed all of the above changes in the 2019 election as compared to previous ones. No respondents mentioned any other changes, and none indicated that there were no changes at all.

4.4.3 Social Media's Dominance: Impact on Election Outcomes

Table 4.44 Voters' Take: Social Media's Influence on Elections

Age	Gender	Background	Election that was mostly affected by Social Media						Total (M/F)	Total (R/U)	Total (AGE)
			2009 Election		2014 Election		2019 Election				
			Count	%age	Count	%age	Count	%age			
Less Than 30	Male	Rural	0	0.00	13	38.24	21	61.76	34	65	137
		Urban	0	0.00	15	34.88	28	65.12	43		
		Total	0	0.00	28	36.36	49	63.64	77		
	Female	Rural	0	0.00	6	19.35	25	80.65	31	72	
		Urban	0	0.00	7	24.14	22	75.86	29		
		Total	0	0.00	13	21.67	47	78.33	60		
	Total		0.00	0.00	41.00	29.93	96.00	70.07	137.00		
30-40	Male	Rural	0	0.00	24	30.00	56	70.00	80	160	264
		Urban	0	0.00	6	12.50	42	87.50	48		
		Total	0	0.00	30	23.44	98	76.56	128		
	Female	Rural	0	0.00	20	25.00	60	75.00	80	104	
		Urban	0	0.00	11	19.64	45	80.36	56		
		Total	0	0.00	31	22.79	105	77.21	136		
	Total		0.00	0.00	61.00	23.11	203	76.89	264.00		
40-50	Male	Rural	0	0.00	10	16.67	50	83.33	60	125	207
		Urban	0	0.00	10	27.03	27	72.97	37		
		Total	0	0.00	20	20.62	77	79.38	97		
	Female	Rural	0	0.00	19	29.23	46	70.77	65	82	
		Urban	0	0.00	12	26.67	33	73.33	45		
		Total	0	0.00	31	28.18	79	71.82	110		
	Total		0.00	0.00	51.00	24.64	156	75.36	207.00		
50-60	Male	Rural	0	0.00	2	11.76	15	88.24	17	31	55
		Urban	0	0.00	3	27.27	8	72.73	11		
		Total	0	0.00	5	17.86	23	82.14	28		
	Female	Rural	0	0.00	4	28.57	10	71.43	14	24	
		Urban	0	0.00	2	15.38	11	84.62	13		
		Total	0	0.00	6	22.22	21	77.78	27		
	Total		0.00	0.00	11.00	20.00	44.00	80.00	55.00		
above 60	Male	Rural	0	0.00	0	0.00	4	100	4	8	18
		Urban	0	0.00	2	28.57	5	71.43	7		
		Total	0	0.00	2	18.18	9	81.82	11		
	Female	Rural	0	0.00	0	0.00	4	100	4	10	
		Urban	0	0.00	0	0.00	3	100	3		
		Total	0	0.00	0	0.00	7	100	7		
	Total		0.00	0.00	2.00	11.11	16.00	88.89	18.00		
Total	Male	Rural	0	0.00	49	25.13	146	74.87	195	389	681
		Urban	0	0.00	36	24.66	110	75.34	146		
		Total	0	0.00	85	24.93	256	75.07	341		
	Female	Rural	0	0.00	49	25.26	145	74.74	194	292	
		Urban	0	0.00	32	21.92	114	78.08	146		
		Total	0	0.00	81	23.82	259	76.18	340		
Gross Total			0	0.00	166	24.38	515	75.62	681	681	681
Mean			2.76								
Standard Deviation			0.43								

This data explores the impact of social media on voting behaviour across three significant elections: 2009, 2014, and 2019. In the 2014 election, there was a noticeable surge in social media influence, particularly among the younger demographic, aged below 30. Specifically, 38.24% of young males and 34.88% of young females in urban areas were significantly influenced by social media in their voting decisions. However, this influence seemed to decline slightly by the 2019 election, with 34% of males and 24.14% of females under 30 in urban areas reporting social media as a significant factor in their voting choices.

Furthermore, gender disparities in social media influence were observed, with women, especially those residing in urban areas, being more inclined to social media influence compared to their male counterparts. In the 2014 election, 24.14% of urban females under 30 cited social media as influential, compared to 15% of urban males in the same age group. While these gender differences continued to some extent in subsequent elections, there was a general decrease in social media's command among both genders by 2019, suggesting a potential shift in how individuals engage with digital platforms for political information and discourse. Interestingly, while urban areas historically exhibited higher susceptibility to social media influence, there was a gradual convergence between rural and urban areas over the study period. While urban centres still displayed a higher percentage of social media-influenced voters, rural areas began to catch up, indicating a broader adoption of digital platforms for political engagement.

Quantitative analysis of MPs

Based on the responses gathered from Members of Parliament (MPs) through a questionnaire, it is evident that the 2019 election stood out as the one most significantly influenced by social media. The data, sourced directly from MPs, reveals that all respondents attributed the highest level of impact to social media during the 2019 election, comprising 100% of the sample. In contrast, none of the MPs identified the 2009 or 2014 elections as being primarily influenced by social media. This finding underscores a notable transformation in the role of social media in shaping electoral

dynamics, particularly evident in the context of the 2019 election, as perceived by the MPs who participated in the survey.

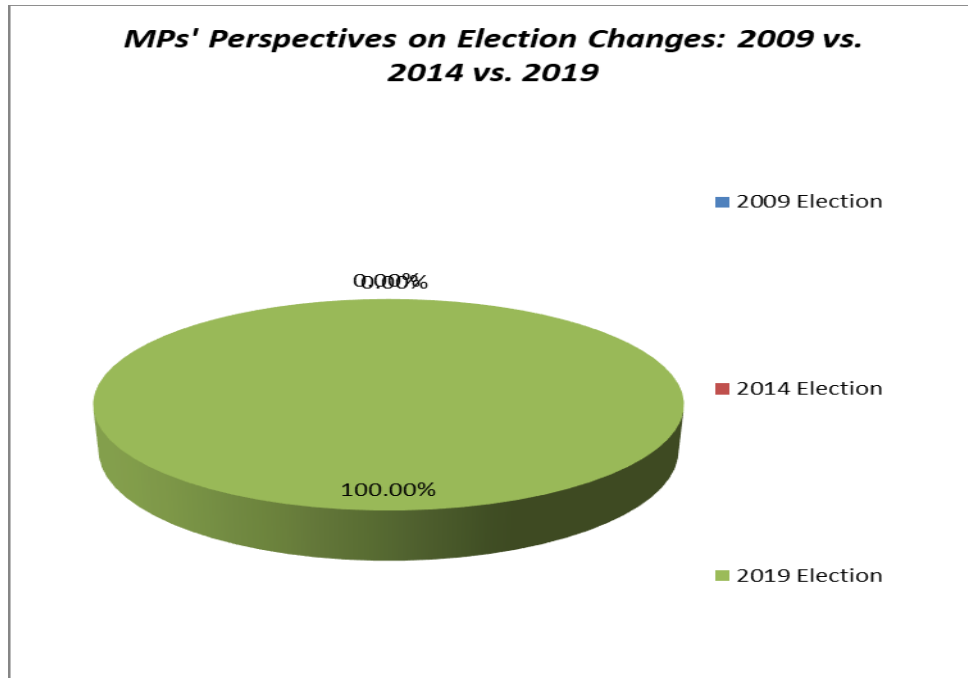


Figure 4.44 MPs' Insight: Social Media's Impact on Elections

In 2009, social media usage in India was minute, with just 2 million Facebook users and an insignificant number on Twitter. Therefore, it implies that social media had a minimal impact on the 2009 election. In the 2014 Lok Sabha elections, social media played a significant role, particularly for the Bharatiya Janata Party (BJP), led by Prime Minister Narendra Modi. The BJP dominated the discussion and topped the social media game during this election. The BJP's victory was attributed to its effective use of social media for campaigning. The 2019 Lok Sabha election witnessed extensive use of social media by various political parties. Both the ruling Bharatiya Janata Party (BJP) and the opposition Indian National Congress (INC) utilized social media platforms for campaigning (Mir & Rao, n.d.).

4.4.4 Most Influential Media Channels in 2009 Parliamentary Elections

Table 4.45 Most Influential Media Channels in 2009 Parliamentary Elections: A voter's perspective

Most Influential Media Channels in 2009 Parliamentary Elections																	
Age	Gender	Background	TV		Radio		Newspaper		Magazine		Face to Face		Social Media		Total (M/F)	Total (R/U)	Total (AGE)
			Count	%age	Count	%age	Count	%age	Count	%age	Count	%age	Count	%age			
Less Than 30	Male	Rural	23	67.65	0	0.00	1	2.94	2	5.88	8	23.53	0	0.00	34	65	137
		Urban	29	67.44	0	0.00	2	4.65	2	4.65	10	23.26	0	0.00	43		
		Total	52	67.53	0	0.00	3	3.90	4	5.19	18	23.38	0	0.00	77		
	Female	Rural	23	74.19	0	0.00	3	9.68	0	0.00	5	16.13	0	0.00	31	72	
		Urban	24	82.76	1	3.45	3	10.34	0	0.00	1	3.45	0	0.00	29		
		Total	47	78.33	1	1.67	6	10.00	0	0.00	6	10.00	0	0.00	60		
	Total		99.00	72.26	1.00	0.73	9.00	6.57	4.00	2.92	24.00	17.52	0.00	0.00	137.00		
30-40	Male	Rural	62	77.50	1	1.25	8	10.00	1	1.25	8	10.00	0	0.00	80	160	264
		Urban	31	64.58	1	2.08	8	16.67	2	4.17	6	12.50	0	0.00	48		
		Total	93	72.66	2	1.56	16	12.50	3	2.34	14	10.94	0	0.00	128		
	Female	Rural	66	82.50	0	0.00	9	11.25	1	1.25	4	5.00	0	0.00	80	104	
		Urban	23	41.07	2	3.57	22	39.29	0	0.00	9	16.07	0	0.00	56		
		Total	89	65.44	2	1.47	31	22.79	1	0.74	13	9.56	0	0.00	136		
	Total		182.00	68.94	4.00	1.52	47.00	17.80	4.00	1.52	27.00	10.23	0.00	0.00	264.00		
40-50	Male	Rural	34	56.67	2	3.33	10	16.67	5	8.33	9	15.00	0	0.00	60	125	207
		Urban	18	48.65	0	0.00	10	27.03	2	5.41	7	18.92	0	0.00	37		
		Total	52	53.61	2	2.06	20	20.62	7	7.22	16	16.49	0	0.00	97		
	Female	Rural	41	63.08	0	0.00	8	12.31	0	0.00	16	24.62	0	0.00	65	82	
		Urban	24	53.33	1	2.22	11	24.44	5	11.11	4	8.89	0	0.00	45		
		Total	65	59.09	1	0.91	19	17.27	5	4.55	20	18.18	0	0.00	110		
	Total		117.00	56.52	3.00	1.45	39.00	18.84	12.00	5.80	36.00	17.39	0.00	0.00	207.00		
50-60	Male	Rural	14	82.35	0	0.00	1	5.88	0	0.00	2	11.76	0	0.00	17	31	55
		Urban	8	72.73	0	0.00	0	0.00	0	0.00	3	27.27	0	0.00	11		
		Total	22	78.57	0	0.00	1	3.57	0	0.00	5	17.86	0	0.00	28		
	Female	Rural	12	85.71	0	0.00	1	7.14	0	0.00	1	7.14	0	0.00	14	24	
		Urban	9	69.23	0	0.00	0	0.00	0	0.00	4	30.77	0	0.00	13		
		Total	21	77.78	0	0.00	1	3.70	0	0.00	5	18.52	0	0.00	27		
	Total		43.00	78.18	0.00	0.00	2.00	3.64	0.00	0.00	10.00	18.18	0.00	0.00	55.00		
above 60	Male	Rural	3	75.00	0	0.00	0	0.00	0	0.00	1	25.00	0	0.00	4	8	18
		Urban	2	28.57	0	0.00	0	0.00	0	0.00	5	71.43	0	0.00	7		
		Total	5	45.45	0	0.00	0	0.00	0	0.00	6	54.55	0	0.00	11		
	Female	Rural	4	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	4	10	
		Urban	3	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	3		
		Total	7	100.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	7		
	Total		12.00	66.67	0.00	0.00	0.00	0.00	0.00	0.00	6.00	33.33	0.00	0.00	18.00		
Total	Male	Rural	136	69.74	3	1.54	20	10.26	8	4.10	28	14.36	0	0.00	195	389	681
		Urban	88	60.27	1	0.68	20	13.70	6	4.11	31	21.23	0	0.00	146		
		Total	224	65.69	4	1.17	40	11.73	14	4.11	59	17.30	0	0.00	341		
	Female	Rural	146	75.26	0	0.00	21	10.82	1	0.52	26	13.40	0	0.00	194	292	
		Urban	83	56.85	4	2.74	36	24.66	5	3.42	18	12.33	0	0.00	146		
		Total	229	67.35	4	1.18	57	16.76	6	1.76	44	12.94	0	0.00	340		
Gross Total			453	66.52	8	1.17	97	14.24	20	2.94	103	15.12	0	0.00	681	681	681
Mean			1.60														
Standard Deviation			0.98														

The data from the 2009 general parliamentary elections in North India evident that television was the most influential medium among voters, with 69.74% of males in rural areas and 60.27% in urban areas citing it as the primary source of information. Similarly, females also showed a strong preference for television, with 75.26% in rural areas and 56.85% in urban areas. This indicates the widespread reach and impact of television as a tool for political communication during the 2009 elections.

Moreover, face-to-face communication emerged as another significant influencing factor, especially among younger voters under the age of 30. In both rural and urban areas, a considerable proportion of voters in this age group highlighted face-to-face interactions as influential, with 23.53% of males and 16.13% of females in rural areas, and 23.26% of males and 3.45% of females in urban areas. This suggests the importance of personal engagement and grassroots campaigning strategies, particularly for reaching out to younger voters. Interestingly, social media had minimal influence during the 2009 elections, with no respondents citing it as the most effective medium. This contrasts with more recent elections where social media has gained prominence as a powerful tool for political communication. The data highlights the dominant influence of television and the importance of face-to-face communication in shaping voter perceptions during the 2009 general parliamentary elections in North India. While social media was not a significant factor at that time, its growing relevance in following elections emphasizes the dynamic nature of media landscapes and the evolving strategies employed by political parties to engage with voters.

Quantitative analysis of MPs

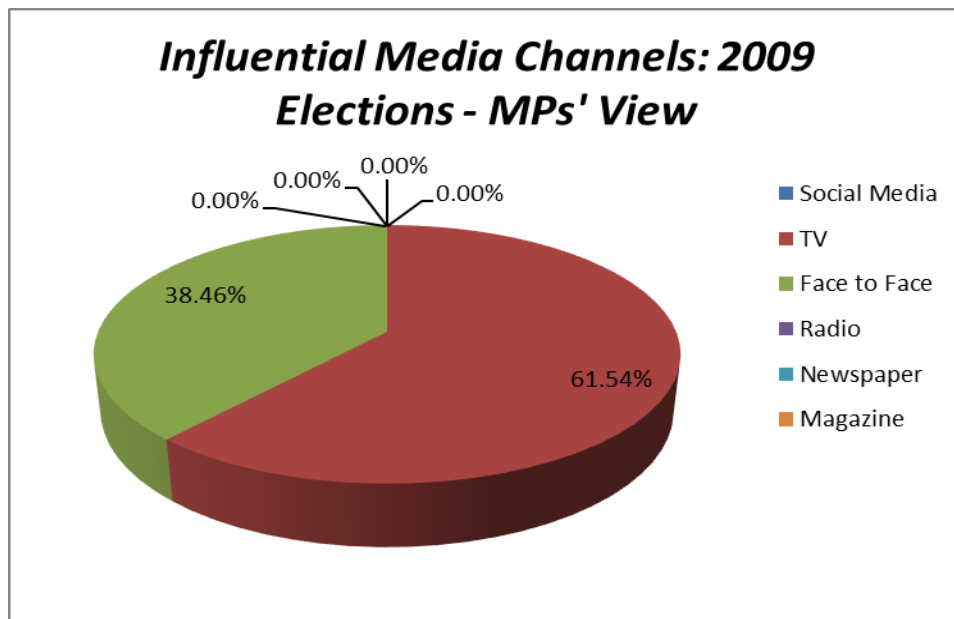


Figure 4.45 Influential Media Channels: 2009 Elections - MPs' View

In a survey asking Members of Parliament (MPs) about the media that had the biggest impact on them during the 2009 general Parliamentary elections, most MPs said television (TV) was the most influential. About 61.54% of MPs mentioned TV as the main source of influence. Face-to-face conversations came next, with 38.46% of MPs saying they were influenced by them. Social media, radio, newspapers, and magazines didn't have much influence according to the MPs' responses. This shows that TV played a major role in shaping MPs' opinions and decisions during the 2009 elections.

Many reports explored the relationship between media and politics in India and look into the historical backdrop, tracing the connection between media and India's political landscape since the independence movement. The analysis highlighted how media has been active in mobilizing the masses and shaping political discourse, especially through the propagation of television channels owned or operated by political parties. With over 800 channels in operation, television emerged as a powerful tool for political propaganda, allowing politicians to craft larger-than-life images and sway public opinion. Despite criticisms of corruption and nepotism, politicians adeptly influence news channels to cultivate favourable narratives and enhance their electoral prospects (Gudipaty, 2017b).

4.4.5 Most Influential Media Channels in 2014 Parliamentary Elections

Table 4.46 Most Influential Media Channels in 2014 Parliamentary Elections: Voters' Perspective

Age	Gender	Background	Most Influential Media Channels in 2014 Parliamentary Elections: Voters' Perspective.												Total (M/F)	Total (R/U)	Total (AGE)
			TV		Radio		Newspaper		Magazine		Face to Face		Social Media				
			Count	%age	Count	%age	Count	%age	Count	%age	Count	%age	Count	%age			
Less Than 30	Male	Rural	8	23.53	0	0.00	3	8.82	0	0.00	1	2.94	22	64.71	34	65	137
		Urban	14	32.56	0	0.00	0	0.00	0	0.00	2	4.65	27	62.79	43		
		Total	22	28.57	0	0.00	3	3.90	0	0.00	3	3.90	49	63.64	77		
	Female	Rural	12	38.71	0	0.00	6	19.35	0	0.00	0	0.00	13	41.94	31	72	
		Urban	6	20.69	0	0.00	0	0.00	0	0.00	0	0.00	23	79.31	29		
		Total	18	30.00	0	0.00	6	10.00	0	0.00	0	0.00	36	60.00	60		
	Total		40.00	29.20	0.00	0.00	9.00	6.57	0.00	0.00	3.00	2.19	85.00	62.04	137.00		
30-40	Male	Rural	23	28.75	0	0.00	3	3.75	1	1.25	11	13.75	42	52.50	80	160	264
		Urban	13	27.08	0	0.00	3	6.25	0	0.00	4	8.33	28	58.33	48		
		Total	36	28.13	0	0.00	6	4.69	1	0.78	15	11.72	70	54.69	128		
	Female	Rural	27	33.75	0	0.00	11	13.75	0	0.00	9	11.25	33	41.25	80	104	
		Urban	8	14.29	0	0.00	3	5.36	0	0.00	4	7.14	41	73.21	56		
		Total	35	25.74	0	0.00	14	10.29	0	0.00	13	9.56	74	54.41	136		
	Total		71.00	26.89	0.00	0.00	20.00	7.58	1.00	0.38	28.00	10.61	144.00	54.55	264.00		
40-50	Male	Rural	9	15.00	0	0.00	7	11.67	0	0.00	11	18.33	33	55.00	60	125	207
		Urban	8	21.62	0	0.00	6	16.22	0	0.00	5	13.51	18	48.65	37		
		Total	17	17.53	0	0.00	13	13.40	0	0.00	16	16.49	51	52.58	97		
	Female	Rural	12	18.46	0	0.00	7	10.77	0	0.00	19	29.23	27	41.54	65	82	
		Urban	11	24.44	0	0.00	4	8.89	0	0.00	6	13.33	24	53.33	45		
		Total	23	20.91	0	0.00	11	10.00	0	0.00	25	22.73	51	46.36	110		
	Total		40.00	19.32	0.00	0.00	24.00	11.59	0.00	0.00	41.00	19.81	102.00	49.28	207.00		
50-60	Male	Rural	4	23.53	0	0.00	1	5.88	0	0.00	5	29.41	7	41.18	17	31	55
		Urban	4	36.36	0	0.00	0	0.00	0	0.00	3	27.27	4	36.36	11		
		Total	8	28.57	0	0.00	1	3.57	0	0.00	8	28.57	11	39.29	28		
	Female	Rural	3	21.43	0	0.00	2	14.29	0	0.00	2	14.29	7	50.00	14	24	
		Urban	3	23.08	0	0.00	2	15.38	0	0.00	2	15.38	6	46.15	13		
		Total	6	22.22	0	0.00	4	14.81	0	0.00	4	14.81	13	48.15	27		
	Total		14.00	25.45	0.00	0.00	5.00	9.09	0.00	0.00	12.00	21.82	24.00	43.64	55.00		
above 60	Male	Rural	1	25.00	0	0.00	0	0.00	0	0.00	0	0.00	3	75.00	4	8	18
		Urban	1	14.29	0	0.00	0	0.00	0	0.00	0	0.00	6	85.71	7		
		Total	2	18.18	0	0.00	0	0.00	0	0.00	0	0.00	9	81.82	11		
	Female	Rural	3	75.00	0	0.00	0	0.00	0	0.00	1	25.00	0	0.00	4	10	
		Urban	2	66.67	0	0.00	0	0.00	0	0.00	0	0.00	1	33.33	3		
		Total	5	71.43	0	0.00	0	0.00	0	0.00	1	14.29	1	14.29	7		
	Total		7.00	38.89	0.00	0.00	0.00	0.00	0.00	0.00	1.00	5.56	10.00	55.56	18.00		
Total	Male	Rural	45	23.08	0	0.00	14	7.18	1	0.51	28	14.36	107	54.87	195	389	681
		Urban	40	27.40	0	0.00	9	6.16	0	0.00	14	9.59	83	56.85	146		
		Total	85	24.93	0	0.00	23	6.74	1	0.29	42	12.32	190	55.72	341		
	Female	Rural	57	29.38	0	0.00	26	13.40	0	0.00	31	15.98	80	41.24	194	292	
		Urban	30	20.55	0	0.00	9	6.16	0	0.00	12	8.22	95	65.07	146		
		Total	87	25.59	0	0.00	35	10.29	0	0.00	43	12.65	175	51.47	340		
Gross Total		172	25.26	0	0.00	58	8.52	1	0.15	85	12.48	365	53.60	681	681	681	
Mean		2.09															
Standard Deviation		0.92															

The data from the 2014 general parliamentary elections in North India discloses the media's influence on voters, along with their demographic breakdowns. It appears that social media platforms, such as Facebook and Twitter, played a significant role, particularly among younger voters and those residing in urban areas. For instance, a majority of voters under 30, comprising 64.71% in rural areas and 62.79% in urban areas, identified social media as the most influential medium. However, there were noticeable differences between rural and urban settings in terms of media preferences. While social media dominated in urban areas across all age groups, traditional media channels like television and face-to-face communication remained popular choices in rural areas. For instance, in rural regions, television was cited by 23.08% of voters, compared to 27.40% in urban areas, as the most effective medium of influence. This highlights the continued relevance of traditional media, particularly in rural settings where internet access may be limited.

Moreover, gender disparities in media consumption patterns were evident, with females displaying a greater preference for traditional media compared to males. In both rural and urban areas, females were more likely to cite television and face-to-face communication as influential mediums, with 29.38% and 20.55% respectively, while males leaned towards social media, with 54.87% and 56.85% respectively. These differences highlight the importance of personalized communication strategies to effectively engage with diverse demographic groups during political campaigns.

Quantitative analysis of MPs

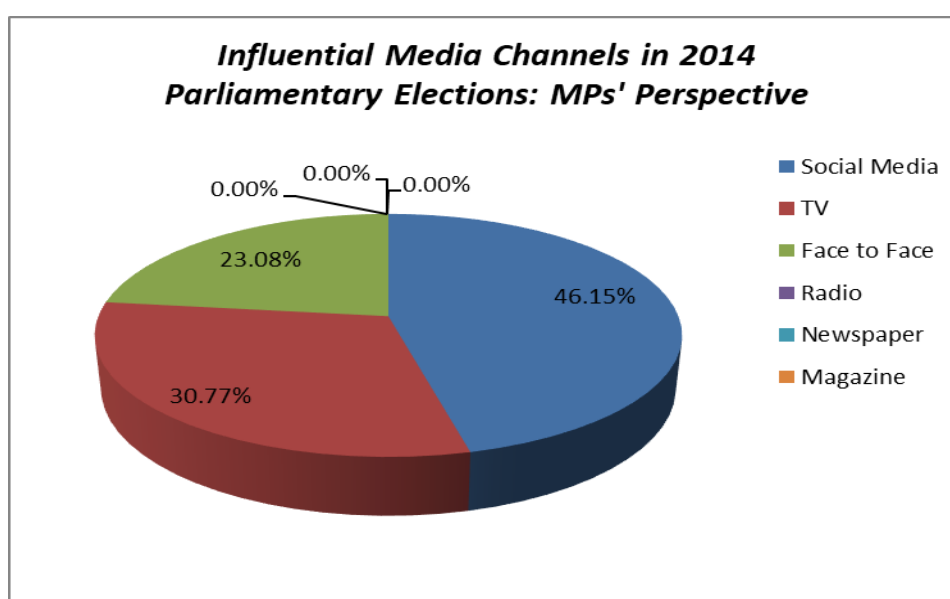


Figure 4.46 Influential Media Channels in 2014 Parliamentary Elections: MPs' Perspective

During the 2014 general parliamentary elections, data collected from Members of Parliament (MPs) revealed that social media emerged as the most influential medium, with 46.15% of MPs indicating its effectiveness. Television followed closely behind, with 30.77% of MPs acknowledging its impact. Face-to-face interactions were also considered influential by 23.08% of MPs. Interestingly, no MPs mentioned radio, newspapers, or magazines as having a significant influence during the elections. This data suggests that even from the perspective of MPs, social media played a prominent role in shaping public opinion and political engagement during the 2014 elections.

Leading up to the 2014 general elections, India witnessed a surge in social media's role in politics. Before then, only a few politicians, used platforms like Twitter. However, by 2014, all major political parties had jumped on the social media trend. The Bharatiya Janata Party (BJP) stood out for its effective use of social media, prompting other parties to follow suit. The BJP reportedly controlled hundreds of thousands of WhatsApp groups and many fake Twitter accounts. Its skilled IT team spread misinformation and propaganda, often to divide communities for electoral gain. Social media platforms like WhatsApp, YouTube, Facebook, and Twitter have millions of users in India, influencing public opinion. The BJP's social media strategy has evolved over time, focusing not just on its leader but also on shaping public opinion. Initially, it highlighted Narendra Modi's image and criticized the incumbent government. Now, it employs more polarizing tactics to maintain its political edge. The BJP's success has motivated other parties to boost their online presence. Congress, for instance, has significantly increased its social media spending to counter the BJP's dominance. Even parties like the Communists, previously hesitant about technology, are now embracing digital training for their members, recognizing the importance of social media in modern politics (Jelvin Jose, n.d.).

4.4.6 Key Media Influences in the 2019 Parliamentary Elections

Table 4.47 Voters' Perspectives on Media Influence in the 2019 Parliamentary Elections

Age	Gender	Background	Voters' Perspectives on Media Influence in the 2019 Parliamentary Elections												Total (M/F)	Total (R/U)	Total (AGE)
			TV		Radio		Newspaper		Magazine		Face to Face		Social Media				
			Count	%age	Count	%age	Count	%age	Count	%age	Count	%age	Count	%age			
Less Than 30	Male	Rural	5	14.71	0	0	1	2.94	0	0.00	0	0.00	28	82.35	34	65	137
		Urban	4	9.30	0	0	4	9.30	0	0.00	0	0.00	35	81.40	43		
		Total	9	11.69	0	0	5	6.49	0	0.00	0	0.00	63	81.82	77		
	Female	Rural	6	19.35	0	0	4	12.90	0	0.00	0	0.00	21	67.74	31	72	
		Urban	1	3.45	0	0	3	10.34	0	0.00	0	0.00	25	86.21	29		
		Total	7	11.67	0	0	7	11.67	0	0.00	0	0.00	46	76.67	60		
	Total		16.00	11.68	0	0	12.00	8.76	0	0.00	0.00	0.00	109.00	79.56	137.00		
30-40	Male	Rural	5	6.25	3	3.75	2	2.50	1	1.25	2	2.50	67	83.75	80	160	264
		Urban	4	8.33	0	0.00	0	0.00	0	0.00	4	8.33	40	83.33	48		
		Total	9	7.03	3	2.34	2	1.56	1	0.78	6	4.69	107	83.59	128		
	Female	Rural	12	15.00	4	5.00	2	2.50	0	0.00	5	6.25	57	71.25	80	104	
		Urban	3	5.36	3	5.36	1	1.79	0	0.00	0	0.00	49	87.50	56		
		Total	15	11.03	7	5.15	3	2.21	0	0.00	5	3.68	106	77.94	136		
	Total		24.00	9.09	10	3.79	5	1.89	1	0.38	11.00	4.17	213.00	80.68	264.00		
40-50	Male	Rural	8	13.33	1	1.67	1	1.67	0	0.00	7	11.67	43	71.67	60	125	207
		Urban	6	16.22	0	0.00	4	10.81	0	0.00	4	10.81	23	62.16	37		
		Total	14	14.43	1	1.03	5	5.15	0	0.00	11	11.34	66	68.04	97		
	Female	Rural	3	4.62	2	3.08	0	0.00	0	0.00	7	10.77	53	81.54	65	82	
		Urban	5	11.11	0	0.00	5	11.11	2	4.44	4	8.89	29	64.44	45		
		Total	8	7.27	2	1.82	5	4.55	2	1.82	11	10.00	82	74.55	110		
	Total		22.00	10.63	3.00	1.45	10	4.83	2	0.97	22.00	10.63	148.00	71.50	207.00		
50-60	Male	Rural	0	0.00	0	0.00	1	5.88	0	0.00	4	23.53	12	70.59	17	31	55
		Urban	0	0.00	0	0.00	0	0.00	0	0.00	2	18.18	9	81.82	11		
		Total	0	0.00	0	0.00	1	3.57	0	0.00	6	21.43	21	75.00	28		
	Female	Rural	0	0.00	0	0.00	0	0.00	0	0.00	5	35.71	9	64.29	14	24	
		Urban	3	23.08	0	0.00	0	0.00	0	0.00	3	23.08	7	53.85	13		
		Total	3	11.11	0	0.00	0	0.00	0	0.00	8	29.63	16	59.26	27		
	Total		3.00	5.45	0.00	0.00	1	1.82	0	0.00	14.00	25.45	37.00	67.27	55.00		
above 60	Male	Rural	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	4	100.00	4	8	18
		Urban	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	7	100.00	7		
		Total	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	11	100.00	11		
	Female	Rural	3	75.00	0	0.00	0	0.00	0	0.00	0	0.00	1	25.00	4	10	
		Urban	1	33.33	0	0.00	0	0.00	0	0.00	0	0.00	2	66.67	3		
		Total	4	57.14	0	0.00	0	0.00	0	0.00	0	0.00	3	42.86	7		
	Total		4.00	22.22	0.00	0.00	0	0.00	0	0.00	0.00	0.00	14.00	77.78	18.00		
Total	Male	Rural	18	9.23	4	2.05	5	2.56	1	0.51	13	6.67	154	78.97	195	389	681
		Urban	14	9.59	0	0.00	8	5.48	0	0.00	10	6.85	114	78.08	146		
		Total	32	9.38	4	1.17	13	3.81	1	0.29	23	6.74	268	78.59	341		
	Female	Rural	24	12.37	6	3.09	6	3.09	0	0.00	17	8.76	141	72.68	194	292	
		Urban	13	8.90	3	2.05	9	6.16	2	1.37	7	4.79	112	76.71	146		
		Total	37	10.88	9	2.65	15	4.41	2	0.59	24	7.06	253	74.41	340		
Gross Total			69	10.13	13	1.91	28	4.11	3	0.44	47	6.90	521	76.51	681	681	681
Mean			1.46														
Standard Deviation			1.00														

The data presents the media landscape that significantly influenced voters during the 2019 general Parliamentary elections. Among respondents under 30, social media emerges as the dominant influencer, commanding a notable 81.82% acknowledgment of its impact, followed closely by face-to-face interactions at 11.69%. Conversely, older age cohorts, notably those above 60, exhibit a noticeable reliance on traditional media platforms such as television and radio, with an overwhelming 100% attributing significance to these channels. These statistics highlight a deep generational divergence in media consumption habits, indicative of the evolving landscape of information broadcasting and voter engagement strategies.

Gender difference further enrich the analysis, revealing visible variations in media preferences. While both males and females acknowledge the influence of social media, gender-specific patterns emerge in the preference for traditional media. For instance, face-to-face interactions resonate more strongly among rural females aged 30-40, whereas rural males in the same demographic exhibit a preference towards radio broadcasts. These findings highlight the complicated interaction between gender dynamics and media consumption patterns.

Quantitative analysis of MPs

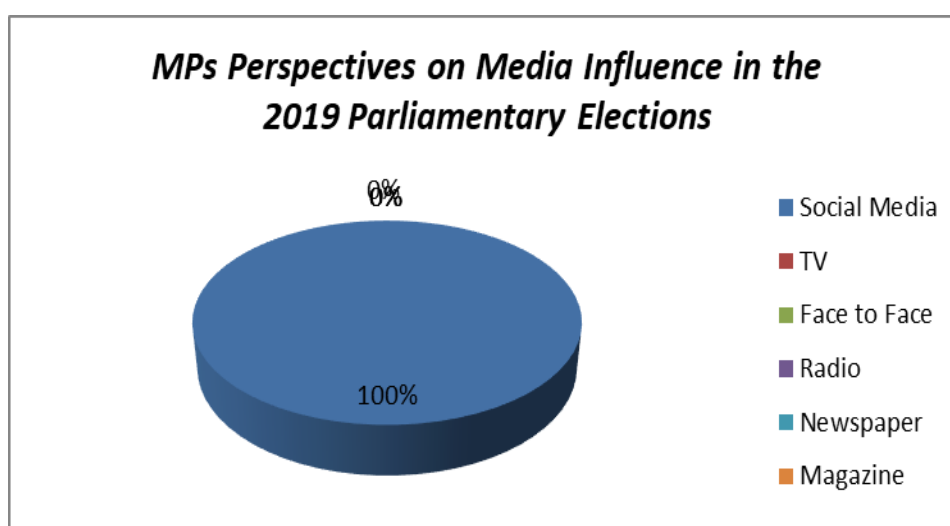


Figure 4.47 MPs Perspectives on Media Influence in the 2019 Parliamentary Elections

According to the data collected from Members of Parliament (MPs) regarding the most influential media during the 2019 general parliamentary elections, social media emerged as the undeniable leader. A striking 100% of MPs identified social media as the most effective platform for influencing voters during the elections. Conversely, none of the MPs indicated that traditional media channels such as TV, face-to-face interactions, radio, newspapers, or magazines had significant influence. The common agreement among MPs highlights the overwhelming dominance of social media as the preferred medium for shaping opinions and gathering support during the 2019 elections. This agreed attitude highlights the pivotal role of digital platforms in modern political communication and emphasizes the need for political actors to adapt their strategies accordingly.

In the 2019 Indian general elections, social media became a key battleground for political parties like the Bharatiya Janata Party (BJP) and the Indian National Congress. Prime Minister Narendra Modi set the tone by using social media platforms effectively, following his success in the 2014 elections. His direct and continuous communication style on social media caught the attention of other political players in India. The research about BJP's online campaigning during the 2014 elections, shared in the *Journal of Media and Social Development*, shows how the party used social media cleverly. It found that Prime Minister Narendra Modi was super popular on platforms like Facebook and Twitter. He had over 10.5 million fans on Facebook and almost 3.5 million followers on Twitter, which was more than other Indian leaders. Another study by Webfluenz showed that the BJP had 2.1 million Twitter followers, while the Congress had only 1 million. This means the BJP did better on social media. They posted stuff mostly about Modi, and people liked, shared, and commented on it a lot. The BJP also targeted specific groups of voters based on things like age and where they lived, which helped them reach more people online (Sudhir Selvaraj, 2014).

4.4.7 Enhanced Political Awareness Among Women Through Social Media

Table 4.48 Heightened Political Awareness Among Women Through Social Media: Voters' Perspective

Heightened Political Awareness Among Women Through Social Media: Voters' Perspective															
Age Group	Gender	Background	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Total (M/F)	TOTAL (R/U)	TOTAL (AGE)
			Count	%age	Count	%age	Count	%age	Count	%age	Count	%age			
Less Than 30	Male	Rural	8	23.53	11	32.35	7	20.59	7	20.59	1	2.94	34	65	137
		Urban	8	18.60	15	34.88	17	39.53	3	6.98	0	0.00	43		
		Total	16	20.78	26	33.77	24	31.17	10	12.99	1	1.30	77		
	Female	Rural	3	9.68	20	64.52	5	16.13	3	9.68	0	0.00	31	72	
		Urban	12	41.38	12	41.38	4	13.79	0	0.00	1	3.45	29		
		Total	15	25.00	32	53.33	9	15.00	3	5.00	1	1.67	60		
	Total		31.00	22.63	58.00	42.34	33.00	24.09	13.00	9.49	2.00	1.46	137.00		
30-40	Male	Rural	29	36.25	37	46.25	8	10.00	5	6.25	1	1.25	80	160	264
		Urban	16	33.33	13	27.08	11	22.92	2	4.17	6	12.50	48		
		Total	45	35.16	50	39.06	19	14.84	7	5.47	7	5.47	128		
	Female	Rural	12	15.00	47	58.75	6	7.50	8	10.00	7	8.75	80	104	
		Urban	8	14.29	42	75.00	3	5.36	1	1.79	2	3.57	56		
		Total	20	14.71	89	65.44	9	6.62	9	6.62	9	6.62	136		
	Total		65.00	24.62	139.00	52.65	28.00	10.61	16.00	6.06	16.00	6.06	264.00		
40-50	Male	Rural	19	31.67	27	45.00	8	13.33	6	10.00	0	0.00	60	125	207
		Urban	11	29.73	18	48.65	5	13.51	1	2.70	2	5.41	37		
		Total	30	30.93	45	46.39	13	13.40	7	7.22	2	2.06	97		
	Female	Rural	16	24.62	39	60.00	6	9.23	3	4.62	1	1.54	65	82	
		Urban	12	26.67	18	40.00	8	17.78	5	11.11	2	4.44	45		
		Total	28	25.45	57	51.82	14	12.73	8	7.27	3	2.73	110		
	Total		58.00	28.02	102.00	49.28	27.00	13.04	15.00	7.25	5.00	2.42	207.00		
50-60	Male	Rural	7	41.18	8	47.06	1	5.88	0	0.00	1	5.88	17	31	55
		Urban	8	72.73	1	9.09	2	18.18	0	0.00	0	0.00	11		
		Total	15	53.57	9	32.14	3	10.71	0	0.00	1	3.57	28		
	Female	Rural	3	21.43	10	71.43	1	7.14	0	0.00	0	0.00	14	24	
		Urban	5	38.46	6	46.15	0	0.00	2	15.38	0	0.00	13		
		Total	8	29.63	16	59.26	1	3.70	2	7.41	0	0.00	27		
	Total		23.00	41.82	25.00	45.45	4.00	7.27	2.00	3.64	1.00	1.82	55.00		
above 60	Male	Rural	1	25.00	1	25.00	0	0.00	2	50.00	0	0.00	4	8	18
		Urban	7	100.00	0	0.00	0	0.00	0	0.00	0	0.00	7		
		Total	8	72.73	1	9.09	0	0.00	2	18.18	0	0.00	11		
	Female	Rural	1	25.00	3	75.00	0	0.00	0	0.00	0	0.00	4	10	
		Urban	0	0.00	3	100.00	0	0.00	0	0.00	0	0.00	3		
		Total	1	14.29	6	85.71	0	0.00	0	0.00	0	0.00	7		
	Total		9.00	50.00	7.00	38.89	0.00	0.00	2.00	11.11	0.00	0.00	18.00		
Total	Male	Rural	64	32.82	84	43.08	24	12.31	20	10.26	3	1.54	195	389	681
		Urban	50	34.25	47	32.19	35	23.97	6	4.11	8	5.48	146		
		Total	114	33.43	131	38.42	59	17.30	26	7.62	11	3.23	341		
	Female	Rural	35	18.04	119	61.34	18	9.28	14	7.22	8	4.12	194	292	
		Urban	37	25.34	81	55.48	15	10.27	8	5.48	5	3.42	146		
		Total	72	21.18	200	58.82	33	9.71	22	6.47	13	3.82	340		
Gross Total			186	27.31	331	48.60	92	13.51	48	7.05	24	3.52	681	681	681
Mean			2.11												
Standard Deviation			1.00												

The data discloses the perspectives of individuals from different age groups and backgrounds regarding how social media influence the women's awareness of political issues. Across all age groups and backgrounds, a majority of respondents expressed agreement that social media has played a very effective and important role in increasing women's awareness about political issues. In the "<30" age group, both rural and urban respondents demonstrated substantial agreement rates, with 64.61% and 65.28% (strongly agree and agree), respectively. While there were slight variations, the overall trend indicates that urban respondents generally exhibited slightly higher agreement rates as compared to their rural counterparts.

Similarly, the data shows a consistent pattern across age groups, with stable agreement rates. Notably, the "50-60" age group had the highest combined agreement percentage (90.32%), followed closely by the ">60" age group (75.00%). These analyses suggest that women in older age groups also acknowledge the positive influence of social media on political awareness. The percentages of respondents who expressed "Neutral" or "Disagree" views were relatively low across all categories, indicating a widespread agreement among respondents that clearly show the role of social media in enhancing and promoting women's political awareness. The high agreement rates among all age groups, particularly in the "<30" and "50-60" categories, highlight the widespread recognition of social media's effectiveness in empowering women with political knowledge and engagement opportunities. Although urban respondents generally exhibited slightly higher agreement rates, rural respondents showed substantial agreement as well, highlighting the universality of this perception.

Quantitative analysis of MPs

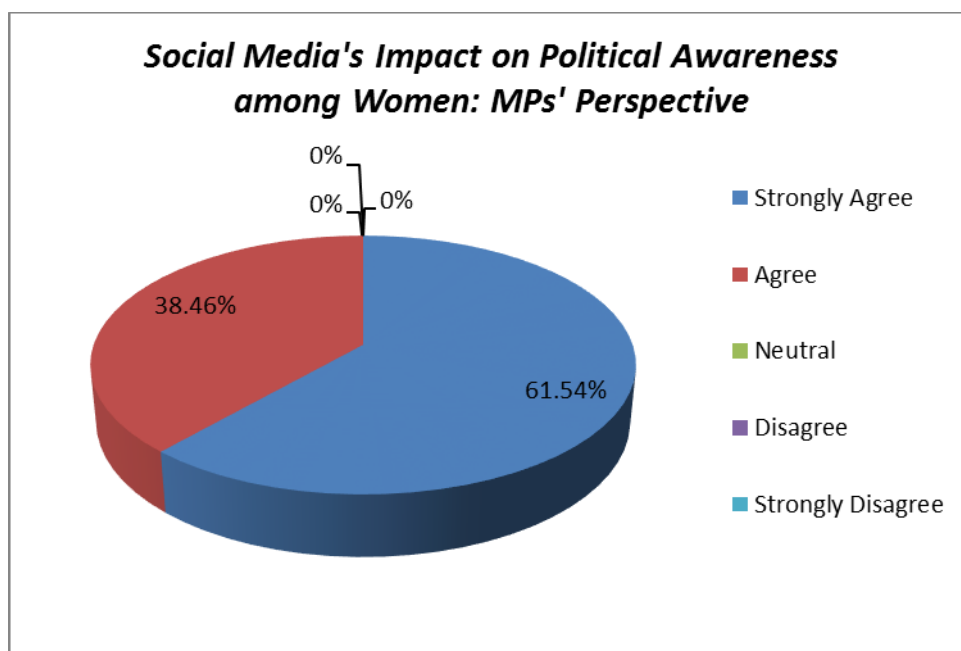


Figure 4.48 Social Media's Impact on Political Awareness among Women: MPs' Perspective

The analysis of the data from the MPs shows that most of them agree that social media helps women understand politics better. A big majority, 61.54% of MPs, strongly agree with this idea, and 38.46% agree. Surprisingly, none of them said they're neutral, disagree, or strongly disagree. This shows that MPs generally think social media is a good thing for boosting women's political awareness. The average score is 1.38 out of 5, meaning most MPs feel pretty positive about it. This data suggests that MPs see social media as a helpful tool for making sure women are informed about politics.

Kumar & Gupta (2015) explores the changing trends in women's voter turnout during state assembly and Lok Sabha elections in India. The article discusses various factors that could contribute to this trend, such as the self-empowerment hypothesis, improved female literacy rates, and greater media penetration. Additionally, it examines how growing interest in politics and increased participation in campaign activities by women might be linked to the rise in voter turnout. The analysis in the article draws on a combination of aggregate data and survey data. It relies on empirical evidence from the National Election Studies conducted by the Centre for the Study of Developing

Societies for the 2004, 2009, and 2014 General Elections, as well as data from the Census of India for 2001 and 2011 (Kumar & Gupta, 2015).

Various article examines women's participation in the 2019 parliamentary election, both as candidates and voters, focusing on political parties as the main gatekeepers for women's political inclusion. It also discusses the emerging narrative of the increasing influence of women voters in India, demonstrated by narrowing gender gaps in voter turnout, which reflects another aspect of women's political engagement and could potentially influence parties' responsiveness to women voters (Spary, 2020). Raj (2023) studied that how digital media, like social media, affects how women get involved in politics in India. They looked at whether these platforms give women a voice, help them gather support, and let them challenge what people usually think. They also checked how women use these digital spaces to build groups that support feminism. Their study showed that while digital media can help women, it also exposes them to mean comments and bullying online. They hoped their research would help us understand better how women take part in politics online in India (Raj, 2023).

4.4.8 List of Qualitative Questions

4.4.8.1. Changes seen in MPs political image after start political campaigning using social media.

The MPs highlight significant changes in their political image after incorporating social media into their political campaigning efforts. They note that their ability to reach a wider audience is greatly enhanced, which positively influences their political image. In a parliamentary constituency with a large area to cover, traditional media alone may not suffice to reach every voter, but social media allows for broader outreach.

Moreover, the MPs emphasize the importance of approachability and engagement with constituents in shaping their political image. Social media provides a platform for them to interact directly with voters, which enhances their accessibility and adopts a positive perception among the electorate. While face-to-face interaction remains valuable, social media serves as a complementary tool to reach individuals who may not be reached through traditional means. Additionally, the bidirectional nature of social media enables ongoing interaction with voters, both during and after the campaigning

period. This continuous engagement contributes for building a strong political image by demonstrating responsiveness and accountability to constituents. Overall, social media emerges as an indispensable tool for MPs to enhance their political image by expanding their reach, fostering engagement, and building connections with the electorate.

4.4.8.2. Different changes noticed in the 2009, 2014, and 2019 parliamentary elections in context to use of social media.

Over the years spanning the 2009, 2014, and 2019 parliamentary elections, there has been a notable evolution in the use of social media in political campaigning, along with its effects. One significant change observed is the increasing dominance of social media over traditional media channels. Parties and candidates now consider social media an indispensable tool for electioneering, recognizing its unparalleled reach and effectiveness in engaging with voters. During the 2009 elections, social media may have been in its emerging stages as a political campaigning tool, with its impact relatively limited compared to traditional media. However, by the time of the 2014 elections, there was a noticeable surge in the use of social media platforms by political parties and candidates. Social media emerged as a powerful means of communication, enabling direct interaction with voters, dissemination of campaign messages, and mobilization of support. By the 2019 elections, social media had firmly established itself as a pillar of political campaigning. Its effects were profound, with parties and candidates leveraging various social media platforms to connect with voters on a massive scale. The influence of social media was evident in shaping public discourse, mobilizing voters, and even influencing electoral outcomes. Overall, the shift towards greater reliance on social media in political campaigning over the years reflects its growing importance as a strategic tool for engaging with voters and shaping political narratives. The effects of this shift are profound, marking a significant transformation in the landscape of electoral politics.

4.4.8.3. The future of using social media in political campaigning.

Considering the significant effects observed in using social media for political campaigning, the future appears promising and dynamic. Social media is poised to play an increasingly pivotal role in shaping the landscape of political communication and campaigning. Looking ahead, we can anticipate further innovations and advancements in social media technologies, which will provide even more sophisticated tools for political actors to engage with voters. Enhanced targeting capabilities, augmented reality features, and interactive content formats are just a few possibilities that could revolutionize the way political messages are delivered and received. Moreover, as social media platforms continue to evolve, there will likely be greater emphasis on transparency and accountability in political communication. Measures to combat misinformation and ensure the integrity of electoral processes will be prioritized, as societies become more aware of the risks posed by fake news and online manipulation. Additionally, the democratizing potential of social media in giving voice to marginalized communities and fostering grassroots movements is expected to grow. Political campaigns will increasingly harness the power of social media to mobilize support, amplify diverse voices, and drive social change. Overall, the future of social media in political campaigning is characterized by its continued expansion, innovation, and transformative potential. As technology advances and societal norms evolve, social media will remain a dynamic force in shaping the political landscape for years to come.

The result of the study of **objective 4: “To compare the three time periods of political campaigning in context to social media”** clearly show the increasing impact of social media on voter behaviour and views in the course of recent election cycles. All Members of Parliament (MPs) surveyed have utilized social media for more than five years, and a sizable majority of voters have been engaged on these platforms for over five years. This sustained involvement highlights how social media is becoming increasingly important in political campaigns and voter participation. Because of things like greater voter turnout, personality-driven campaigns, and more regular citizens participating in politics, there has been a noticeable shift in voter perception. Compared to traditional media sources like TV, which had greater effect in previous elections like

2009, social media saw a noticeable increase in voter influence in the 2019 elections. Furthermore, voters and Members of Parliament strongly agree that social media greatly raises political knowledge, especially among women. In addition to changing the electoral campaigning scene, the regular and extensive use of social media has raised political awareness and engagement among a variety of voter categories.

CHAPTER 5. DISCUSSION

While the Bharatiya Janata Party (BJP) has definitely demonstrated expertise in utilizing both traditional and social media for political campaigning, it is crucial to examine how other political parties navigate these landscapes. In this discussion, we compare the BJP's strategies with those of opposition parties, particularly focusing on the Indian National Congress (INC), to explain divergent approaches and evaluate their effectiveness. The Indian National Congress, as the principal opposition to the BJP, faces unique challenges and opportunities in its media engagement strategies. Unlike the BJP's strong leadership-centric approach, the INC often relies on a broader union of leaders and spokespersons to circulate its message across various media platforms. While this may adopt diversity of voices, it can also lead to a fragmented communication strategy as compared to the BJP's centralized messaging.

In terms of traditional media utilization, the INC has historically held considerable control, leveraging its longstanding presence and relationships with mainstream media outlets. However, in recent years, the party has struggled to maintain its relevance amongst the BJP's dominance and the rise of alternative media channels. The conversion of tweets and social media posts into headlines, approach employed effectively by the BJP, is less frequently observed in the case of the INC, indicating a potential gap in leveraging social media to shape traditional media narratives. Moreover, while the BJP has capitalized on distinctive shows like "Chai Pe Charcha" and "Man Ki Baat" to engage directly with voters, the INC has not exhibited a comparable level of innovation in its media outreach. The absence of similarly impactful programs may contribute to the party's challenges in capturing and sustaining public attention, particularly in the face of the BJP's media juggernaut.

When considering the AIDA model, the INC's messaging often lacks the cohesive and targeted approach seen in BJP campaigns. While the party may gather initial attention through headline-grabbing statements or policy announcements, sustaining interest and generating desire for change among voters remains a formidable task. The lack of a unifying narrative or charismatic figure similar to Narendra Modi further compounds these challenges, inhibiting the translation of media visibility into actionable voter

support. In terms of dimensions such as reach, frequency, and continuation, the INC's media strategy appears less comprehensive compared to the BJP's multifaceted approach. While the party maintains a presence across traditional and social media platforms, its messaging often lacks the cohesion and consistency necessary to maintain momentum throughout the campaign period. This fragmented approach may limit the party's ability to effectively compete with the BJP's well-coordinated media machinery. By analysing the disparities in approach between these two parties, we gain insights into the evolving dynamics of media-driven political campaigning in India and the strategies necessary for opposition parties to effectively compete in this landscape.

Over the past decade, social media has revolutionized the landscape of Indian politics, profoundly influencing electoral outcomes and shaping public discourse. In this discussion, we examine the transformative role of social media in Indian elections from 2009 to 2019 through the lens of the 8P model. Specifically, we explore how different political parties, notably the Bharatiya Janata Party (BJP) and the Indian National Congress (INC), utilized social media to engage voters, promote their candidates, and secure electoral victories.

The period from 2009 to 2019 witnessed a historic shift in the way political campaigns were conducted, with social media emerging as a powerful tool for reaching voters directly. The BJP, led by Narendra Modi, emerged as a pioneer in using social media to its advantage. Modi's fascinating presence on platforms like Twitter and Facebook allowed him to connect with millions of voters, presenting himself as a decisive leader with a transformative vision for the country. Through targeted promotion and innovative campaign strategies, the BJP effectively connected social media to increase its message, mobilize supporters, and secure definite victories in the 2014 and 2019 general elections. Conversely, the Indian National Congress struggled to adapt to the changing media landscape, covering behind the BJP in terms of social media engagement and outreach. While the party recognized the importance of digital communication, its efforts often fell short in comparison to the BJP's dynamic and cohesive social media campaigns.

Through the lens of the 8P model – Product, Place, Promotion, Price, Process, People, Physical Evidence, and Productivity – we investigate into how different political

parties, particularly the Bharatiya Janata Party (BJP) and the Indian National Congress (INC), utilized social media to engage voters and secure electoral victories. The BJP, led by Narendra Modi, cleverly positioned Modi as the prime product of their campaign. Modi's strong presence on platforms like Twitter and Facebook allowed him to directly engage with voters, presenting himself as a decisive leader with a transformative vision for the nation. In contrast, the INC struggled to establish a compelling product narrative, lacking a central figure with the personality and character of Modi. Social media enabled parties to exceed geographical boundaries and engage with voters on a localized level. The BJP effectively utilized geo-targeting tools to adapt their messaging to specific constituencies, amplifying their impact in key electoral battlegrounds. Meanwhile, the INC faced challenges in establishing a meaningful presence in digital spaces, limiting its ability to connect with voters at the grassroots level. The BJP's strategic promotion on social media, characterized by targeted ads, viral campaigns, and influencer partnerships, allowed the party to amplify its message and influence voter sentiment effectively. In contrast, the INC's promotional efforts often lacked cohesion and impact, failing to resonate with voters to the same extent.

Social media offered a cost-effective alternative to traditional advertising, allowing parties to reach millions of voters at a fraction of the cost. The BJP strategically allocated its budget towards social media campaigning, maximizing its reach and impact, while the INC struggled to optimize its resources effectively in the digital sphere. The BJP maintained a consistent online presence, adopting engagement and dialogue beyond election cycles. This continuity in engagement strengthened the party's credibility and trust among voters. Conversely, the INC's irregular engagement and lack of sustained effort weakened its effectiveness in leveraging social media as a tool for long-term voter outreach. Parties leveraged data analytics to understand and engage with specific voter demographics effectively. The BJP's targeted messaging resonated with diverse demographic groups, while the INC's messaging often failed to connect with voters on a personal level. Social media served as a platform for parties to showcase their achievements, policy initiatives, and promises. The BJP effectively

utilized social media to highlight its accomplishments, reinforcing its credibility and trustworthiness among voters.

Ultimately, social media played a pivotal role in driving voter turnout and mobilization efforts. The BJP's influential messaging and popular mobilization strategies moved supporters, translating into electoral victories. In contrast, the INC struggled to mobilize its base effectively, highlighting the importance of conviction and mobilization in leveraging social media for electoral success.

The period from 2009 to 2019 witnessed a paradigm shift in Indian politics driven by the rise of social media. The BJP's adept utilization of the 8P model in social media campaigning allowed it to secure resounding victories, while the INC's shortcomings in this regard underscored the importance of innovation and adaptation in the digital age of politics. As social media continues to play an increasingly central role in shaping electoral outcomes, parties must prioritize strategic engagement and communication strategies to remain competitive in the political arena.

The Uses and Gratification Theory provides a lens through which we can analyze the direct and indirect impact of social media on voter turnout in general elections. This theory hypothesizes that individuals actively choose and use media to fulfil their specific needs and gratifications. Applied to social media in the context of elections, users may seek information, entertainment, social interaction, or validation of their beliefs. By understanding these psychological needs, we unravel how social media influences voter behaviour.

Social media platforms such as Facebook have become crucial sources of political information and engagement for voters. Users actively seek out political content, including news articles, opinion pieces, and candidate profiles, to stay informed and engaged. Moreover, social media facilitates direct communication between voters and political candidates, allowing for interactive dialogue and personalized engagement. By satisfying users' needs for information and social interaction, social media directly encourages voter turnout by empowering individuals to make informed decisions and engage meaningfully with the electoral process.

Indirect Impact: Beyond fulfilling users' immediate needs, social media indirectly influences voter turnout through various mechanisms. One significant aspect is the amplification of political discourse and mobilization efforts. Political parties organizations influence social media to broadcast campaign messages, organize events, and mobilize supporters. Through targeted advertising, influencer endorsements, and viral campaigns, social media platforms enable parties to reach specific demographic groups and galvanize support. Additionally, social media adopts a sense of community and belonging among like-minded individuals, reinforcing shared political identities and values. This sense of belonging encourages social participation and collective action, indirectly contributing to voter turnout by adoptive a culture of civic engagement.

However, the impact of social media on voter turnout is not without its challenges and controversies, particularly concerning Facebook loopholes. The Cambridge Analytica scandal, wherein personal data of millions of Facebook users was harvested without consent for political advertising purposes, highlighted the potential misuse of social media for manipulating voter behaviour. Moreover, the proliferation of misinformation and echo chambers on social media platforms can distort public discourse and undermine democratic processes. These loopholes raise concerns about the ethical implications of social media in elections and underscore the need for transparency, accountability, and regulation to safeguard the integrity of the electoral process.

social media exerts both direct and indirect influences on voter turnout in general elections. By satisfying users' needs for information, social interaction, and validation, social media platforms directly encourage voter engagement and participation. Indirectly, social media amplifies political discourse, mobilizes supporters, and fosters a sense of community, contributing to a culture of civic engagement and collective action. However, the prevalence of Facebook loopholes and concerns about misinformation highlight the complex challenges inherent in harnessing social media for democratic purposes. As we navigate the evolving digital landscape, it is imperative to address these challenges and leverage social media responsibly to enhance democratic participation and ensure the integrity of electoral processes.

The evolution of political campaigning across three distinct time periods – pre-social media era, early adoption phase, and modern digital era – reveals the transformative impact of social media on electoral processes and voter engagement. During Pre-Social Media period, political campaigning relied primarily on traditional media channels such as television, radio, newspapers, and physical rallies. Candidates and political parties communicated their messages through one-way broadcasts, with limited opportunities for interactive engagement or direct feedback from voters. Campaign strategies focused on mass reach and frequency of exposure, often characterized by scripted speeches and carefully curated media appearances. Mass mobilization efforts relied heavily on door-to-door campaigning, phone banking, and in-person events. The absence of social media platforms constrained the ability of candidates to connect with voters on a personal level and adapt their messaging to specific demographic groups or issues.

The emergence of social media platforms such as Facebook, Twitter, and YouTube marked a pattern shift in political campaigning. Political actors began to recognize the potential of social media as a powerful tool for reaching and engaging with voters directly. Candidates and parties experimented with new communication strategies, using social media to circulate campaign messages, mobilize supporters, and ask feedback from constituents. The 2008 U.S. presidential election, notably Barack Obama's successful use of social media, demonstrated the transformative impact of these platforms on political mobilization and fundraising. However, social media adoption remained relatively emerging, with campaigns still heavily reliant on traditional media channels for mass communication.

The rising of smartphones, increased internet access, and the rise of social media influencers have helped in the modern digital era of political campaigning. Social media platforms have become central hubs for political address, information broadcasting, and mass organizing. Candidates and parties employ sophisticated data analytics, targeted advertising, and interactive content to engage with voters on a personalized level. Social media enables real-time communication, allowing candidates to respond to breaking news, address voter concerns, and amplify their message instantaneously. Moreover, social media has democratized political participation, empowering popular movements and side-lined communities to mobilize support, raise awareness, and influence public

opinion. However, the prevalence of misinformation, echo chambers, and algorithmic biases present challenges to the integrity of electoral processes and democratic discourse in the digital age.

The evolution of political campaigning across these three time periods reflects the profound impact of social media on electoral dynamics and voter engagement. From the pre-social media era's reliance on traditional media to the modern digital era's embrace of data-driven strategies and real-time communication, social media has transformed the way candidates and parties interact with voters, mobilize support, and shape public opinion. As we navigate the complexities of the digital landscape, it is imperative to critically evaluate the opportunities and challenges posed by social media in adopting democratic participation and ensuring the integrity of electoral processes.

CHAPTER 6. SUMMARY

In the modern digital era, the rising prevalence of smartphones, increased internet access, and the rise of social media influencers have propelled political campaigning into a new frontier. Social media platforms have become central hubs for political address, information broadcasting, and mass organizing. Candidates and parties employ sophisticated data analytics, targeted advertising, and interactive content to engage with voters on a personalized level. Social media enables real-time communication, allowing candidates to respond to breaking news, address voter concerns, and amplify their message instantaneously. Moreover, social media has democratized political participation, empowering popular movements and side-lined communities to mobilize support, raise awareness, and influence public opinion.

The emergence of social media platforms such as Facebook, Twitter, and YouTube marked a paradigm shift in political campaigning. Political actors began to recognize the potential of social media as a powerful tool for reaching and engaging with voters directly. Candidates and parties experimented with new communication strategies, using social media to circulate campaign messages, mobilize supporters, and gather feedback from constituents. The 2008 U.S. presidential election, notably Barack Obama's successful use of social media, demonstrated the transformative impact of these platforms on political mobilization and fundraising. However, social media adoption remained relatively nascent, with campaigns still heavily reliant on traditional media channels for mass communication.

Over the past decade, social media has revolutionized political campaigning, profoundly impacting electoral outcomes and shaping public discourse. This transformation is evident in the strategies adopted by political parties, particularly the Bharatiya Janata Party (BJP) and the Indian National Congress (INC), in leveraging social media to engage voters and secure electoral victories. The BJP, under the leadership of Narendra Modi, has demonstrated adeptness in utilizing social media platforms like Twitter, Facebook, and YouTube to its advantage. Modi's strong presence on these platforms allowed him to connect directly with millions of voters, presenting himself as a decisive leader with a transformative vision for the country. Through

targeted promotion and innovative campaign strategies, the BJP effectively connected social media to increase its message reach, mobilize supporters, and secure resounding victories in the 2014 and 2019 general elections.

In contrast, the INC struggled to adopt to the changing media landscape in terms of social media engagement and outreach. While the party recognized the importance of digital communication, its efforts often fell short compared to the BJP's dynamic and cohesive social media campaigns. The lack of a compelling narrative or charismatic figure similar to Modi hindered the INC's ability to capitalize on social media as a tool for electoral success. Through the lens of the 8P model - Product, Place, Promotion, Price, Process, People, Physical Evidence, and Productivity - we examine how the BJP and the INC utilized social media in their campaigns. The BJP strategically positioned Modi as the prime product of their campaign, leveraging his strong online presence to engage voters and amplify their message. In contrast, the INC struggled to establish a compelling product narrative, lacking a central figure with the personality and charisma of Modi. Social media enabled parties to surpass geographical boundaries and engage with voters on a localized level. The BJP effectively utilized geo-targeting tools to adapt its messaging to specific constituencies, amplifying its impact in key electoral battlegrounds. Meanwhile, the INC faced challenges in establishing a meaningful presence in digital spaces, limiting its ability to connect with voters at the grassroots level.

The BJP's strategic promotion on social media, characterized by targeted ads, viral campaigns, and influencer partnerships, allowed the party to amplify its message and influence voter sentiment effectively. In contrast, the INC's promotional efforts often lacked cohesion and impact, failing to resonate with voters to the same extent. Social media offered a cost-effective alternative to traditional advertising, allowing parties to reach millions of voters at a fraction of the cost. The BJP strategically allocated its budget towards social media campaigning, maximizing its reach and impact, while the INC struggled to optimize its resources effectively in the digital sphere. The BJP maintained a consistent online presence, adopting engagement and dialogue beyond election cycles. This continuity in engagement strengthened the party's credibility and trust among voters. Conversely, the INC's irregular engagement and lack of sustained

effort weakened its effectiveness in leveraging social media as a tool for long-term voter outreach. Parties leveraged data analytics to understand and engage with specific voter demographics effectively. The BJP's targeted messaging resonated with diverse demographic groups, while the INC's messaging often failed to connect with voters on a personal level.

Social media served as a platform for parties to showcase their achievements, policy initiatives, and promises. The BJP effectively utilized social media to highlight its accomplishments, reinforcing its credibility and trustworthiness among voters. Ultimately, social media played a pivotal role in driving voter turnout and mobilization efforts. The BJP's influential messaging and popular mobilization strategies moved supporters, translating into electoral victories. In contrast, the INC struggled to mobilize its base effectively, highlighting the importance of conviction and mobilization in leveraging social media for electoral success. As social media continues to play an increasingly central role in shaping electoral outcomes, parties must prioritize strategic engagement and communication strategies to remain competitive in the political arena. The evolving dynamics of media-driven political campaigning in India underscore the need for innovation and adaptation to effectively compete in this landscape.

The evolution of political campaigning across three distinct time periods - pre-social media era, early adoption phase, and modern digital era - reflects the transformative impact of social media on electoral processes and voter engagement. In the pre-social media era, political campaigns relied primarily on traditional media channels such as television, radio, newspapers, and physical rallies. Candidates and political parties communicated their messages through one-way broadcasts, with limited opportunities for interactive engagement or direct feedback from voters. Campaign strategies focused on mass reach and frequency of exposure, often characterized by scripted speeches and carefully curated media appearances. Mass mobilization efforts relied heavily on door-to-door campaigning, phone banking, and in-person events. The absence of social media platforms constrained the ability of candidates to connect with voters on a personal level and adapt their messaging to specific demographic groups or issues.

However, the prevalence of misinformation, echo chambers, and algorithmic biases present challenges to the integrity of electoral processes and democratic discourse in

the digital age. The Cambridge Analytica scandal, wherein personal data of millions of Facebook users was harvested without consent for political advertising purposes, highlighted the potential misuse of social media for manipulating voter behaviour. Moreover, the proliferation of misinformation and echo chambers on social media platforms can distort public discourse and undermine democratic processes. These loopholes raise concerns about the ethical implications of social media in elections and underscore the need for transparency, accountability, and regulation to safeguard the integrity of the electoral process.

The evolution of political campaigning in India over the past decade has been shaped by the transformative impact of social media. From the pre-social media era's reliance on traditional media to the modern digital era's embrace of data-driven strategies and real-time communication, social media has transformed the way candidates and parties interact with voters, mobilize support, and shape public opinion. As we navigate the complexities of the digital landscape, it is imperative to critically evaluate the opportunities and challenges posed by social media in fostering democratic participation and ensuring the integrity of electoral processes. By addressing these challenges and leveraging social media responsibly, political actors can enhance democratic engagement and strengthen the foundations of democratic governance in India.

6.1 Future of social media in political campaigning general elections in India

As per the expert opinion of MPs several major themes are anticipated to define social media's role in political campaigning for India's general elections in 2024:

- **Integration with Conventional Campaigning:** Social media will be important, but it will work in concert with conventional campaign tactics like door-to-door canvassing, rallies, and mass media advertising, not in substitute of them. To successfully contact voters, political parties will use an integrated strategy that makes use of both digital and offline venues.
- **Micro-targeting and Data Analytics:** To carry out voter micro-targeting, political parties will make use of machine learning algorithms and sophisticated data analytics. Parties will maximize the efficacy of their campaigns by

customizing their messaging to target demographics and parts of the electorate through the analysis of user data and online activity. During the first phase of the Lok Sabha elections in 2024, political parties spent a minimum of Rs 36.5 crore advertising their policies, accomplishments, manifesto, and poll agenda. After a slow start, the Congress party has already overtaken the Bharatiya Janata Party (BJP) in terms of online ad expenditure, according to a review of political advertising on Google and Meta platforms. For the Lok Sabha elections of 2024, political parties spent Rs 36.5 crore on internet advertisements. The biggest amount of Rs 17.1 crore went to BJP and DMK advertisements targeting Tamil Nadu. The BJP used 80% of its Google advertising budget to promote video commercials (Jha, 2024).

- **Interactive Content and Engagement:** In order to promote two-way communication between political parties and voters, there will be a stronger focus on interactive content and engagement tactics. To foster a feeling of community and promote voter turnout, live streaming, Q&A sessions, and interactive polling will be employed.
- **Regulatory Scrutiny:** There may be more regulatory scrutiny and demands for openness in political advertising due to worries about disinformation and electoral manipulation on social media. To keep voters' confidence and credibility, political parties will need to manage changing legislation and implement moral behaviour.
- **Emergence of New Platforms:** Although well-known platforms like Facebook, Instagram, and Twitter will always have a place, there's a chance that more recently developed platforms that target certain demographics or have cutting-edge features may gain popularity. For political parties to properly take advantage of these platforms' distinctive features, their methods will need to be modified.
- **Authenticity and Trust-Building:** Political parties will give priority to authenticity and trust-building in their social media efforts in an environment where disinformation is rampant. Gaining voters' trust in the digital arena will need sincere communication, accountability, and openness.

- **Increased Digitalization:** As political parties compete to engage voters on social media, the digitalization of political campaigns will only grow. Investments in digital tactics, such as content production, online interaction, and customized advertising, will increase.

In general, social media will remain an effective instrument for political campaigning in India's general elections of 2024, influencing voter views, influencing public debate, and eventually affecting election results. But as things change, political parties will face new chances and difficulties navigating the ever-changing digital terrain.

CHAPTER 7. CONCLUSION

The emergence and evolution of social media have revolutionized political campaigning, reshaping electoral processes, and redefining voter engagement. Over the past decade, political actors have increasingly recognized the power and potential of social media platforms such as Facebook, Twitter, and YouTube as indispensable tools for reaching and mobilizing voters directly. From the pre-social media era's reliance on traditional media to the modern digital era's embrace of data-driven strategies and real-time communication, the landscape of political communication has undergone a profound transformation.

7.1. Objective wise Conclusion:

7.1.1. OBJECTIVE 1: *To examine the role of various media in political campaigning.*

Social media serves as a supplement to traditional media in political campaigning rather than replacing it entirely. It has become a valuable source for news media, providing instant updates and engaging a vast audience. However, traditional media remains equally significant in political outreach, ensuring credibility and depth in coverage. While door-to-door interaction has proven to be highly effective in connecting with voters on a personal level, it is not feasible to reach the entire electorate through this method alone. Social media, on the other hand, provides an efficient platform for disseminating political information, benefiting both voters and politicians. Additionally, print and electronic media are continuously evolving to align with the digital era, adapting to new technological advancements. Among social media platforms, Facebook has emerged as the leading tool for political campaigns, whereas Twitter is less popular among the general public. Political campaigning has undoubtedly benefited greatly from social media, which enables candidates and parties to interact directly with voters and swiftly reach a large audience. But conventional campaign techniques like door-to-door canvassing, rallies, electronic media, and print media still have a significant impact on public opinion and support mobilization. Social media by itself might not be able to deliver the personal touch and legitimacy that these traditional approaches do. Social media enhances outreach initiatives and spreads

political messages across a variety of channels, thus it should not be used in place of conventional media.

7.1.2. OBJECTIVE 2: *To investigate the role of social media in political victory of particular political party.*

In modern politics, a significant portion of party funds is allocated to cyber campaigning, as political parties recognize the growing influence of social media. To attract and persuade targeted voters during elections, specially crafted and polished content is used. Social media also allows political candidates to interact directly and effortlessly with voters, fostering engagement and support. Compared to traditional media, social media serves as a more economical platform for campaigning, enabling widespread outreach at a lower cost. Additionally, it acts as a valuable source of political information, benefiting both voters and politicians by providing real-time updates and insights. Ultimately, social media plays a crucial role in shaping electoral outcomes and contributes significantly to the success of political parties in elections. With the use of social media, political candidates can communicate with voters more efficiently and reach a large geographic audience. Social media encourages direct involvement, in contrast to traditional media, which mostly provides one-way communication. This enables politicians to share their plans, address public issues, and strengthen their relationship with the voters. Many Members of Parliament (MPs) think social media is essential to political parties winning elections because of its capacity to increase voter outreach and sway public opinion. Because of its broad use, digital engagement has become a crucial technique for modern political campaigns.

7.1.3. OBJECTIVE 3: *To understand the direct and indirect impact of social media in voter turnout in general elections.*

Social media has played a crucial role in increasing voter turnout in India, particularly from the 2009 to 2019 elections. It has also proven to be instrumental in raising awareness among women, contributing significantly to their empowerment. However, the spread of fake news, along with the lack of validation and verification of information on social media, has negatively impacted election campaigns. Meanwhile, traditional media is undergoing a transformation, gradually embracing digitalization to

stay relevant in the modern era. Given the growing influence of social media, no political party can afford to campaign without leveraging its reach and impact. Social media is essential to voter involvement and contemporary political campaigns. By facilitating public discourse and making political information easily accessible, it has made a substantial contribution to rising voter turnout. The quick dissemination of rumours and fake news, however, has the potential to damage political candidates' reputations and affect public opinion and election results. Furthermore, social media is frequently the main source of news for traditional media, which increases its impact. In the current political environment, social media has become an essential instrument for outreach, engagement, and mobilization, and no party can afford to run a campaign without using it.

7.1.4. OBJECTIVE 4: *To compare the three time periods of political campaigning in context to social media.*

The use of social media in political campaigns has significantly increased from the 2009 parliamentary elections to the 2019 elections and is expected to continue growing in future elections. Social media has played a major role in boosting voter turnout, with the figures rising from 58.21% in 2009 to 66.44% in 2014 and 67.40% in 2019. In the 2009 elections, traditional media such as door-to-door interaction, electronic media, rallies, and print media were the primary campaigning tools. However, by 2014 and 2019, both traditional and social media were actively used for election campaigns. Additionally, there was a noticeable increase in women's awareness and political participation in the 2014 and 2019 elections compared to 2009. Over time, there has been a notable change in the political campaigning environment in India. Traditional media dominated the 2009 legislative elections, with social media playing a purely symbolic role in political outreach. But by the time of the 2014 elections, social media had become a potent instrument that was essential to campaign tactics. As this tendency grew, social media use peaked during the 2019 parliamentary elections and became a crucial tool for electioneering, voter engagement, and political communication.

7.2. Hypothesis wise Conclusion:

7.2.1. Hypothesis 1:

H0: The engagement of social and digital media in political campaigning enhances voting turnout.

H1: The social media utilization in political campaigning does not enhance voting turnout.

H₀ is accepted, this means that social media does play a crucial role in increasing voter turnout. The data supports this conclusion, as seen in the rising voter turnout from 58.21% in 2009 to 66.44% in 2014 and further increased to 67.40% in 2019. Additionally, most voters and MPs agree that political campaigning through social media has positively influenced voter participation.

7.2.2. Hypothesis 2:

H0: There is great role of social media in the victory of particular political party candidates.

H1: Social media utilization does not affect the victory of particular political party candidates.

The combination of social media and traditional media enhances the chances of victory for a political party. While social media plays a crucial role in modern political campaigning, traditional media remains highly useful.

Since H₀ (null hypothesis) is accepted and H₁ (alternative hypothesis) is rejected, this implies that the data supports the claim that social media, when used alongside traditional media, positively impacts election outcomes. This finding aligns with the observed increase in voter turnout over the years.

7.2.3. Hypothesis 3:

H0: Social media also provide great platform for influencing the voting behaviour.

H1: Social media fails to provide great platform for influencing the voting behaviour.

Bidirectional nature of social media, allows political candidates and parties to engage with voters across large geographical areas. By facilitating direct communication, social media serves as a powerful tool for influencing voting behaviour.

Since H_0 (null hypothesis) is accepted and H_1 (alternative hypothesis) is rejected, the conclusion suggests that social media effectively complements traditional political strategies, rather than replacing them entirely.

7.2.4. Hypothesis 4:

H_0 : Special organised and well-planned strategies are adopted to campaign through social media.

H_1 : Special organised and well-planned strategies are not required for political campaigning through social media.

Almost all modern political parties have adapted to the digital age by employing technically skilled teams to handle social media campaigns. These teams, consisting of post designers, cartoonists, and data analysts, create targeted content aimed at specific voter groups, making digital campaigning more strategic and data-driven. Additionally, significant financial resources are allocated to social media outreach, highlighting its growing importance in electoral politics.

Since H_0 (null hypothesis) is accepted and H_1 (alternative hypothesis) is rejected, this suggests that social media does not entirely replace traditional campaigning but serves as a complementary tool to enhance voter engagement.

7.3. Over all Conclusion:

Social media's impact on political campaigning is multifaceted, offering both opportunities and challenges for political actors. On one hand, social media enables candidates and parties to engage with voters on a personalized level, disseminate campaign messages widely, and mobilize support more efficiently than ever before. The immediacy and interactivity of social media platforms facilitate direct communication between political leaders and constituents, fostering a sense of connection and engagement among voters. Moreover, social media empowers grassroots movements

and marginalized communities to amplify their voices, mobilize support, and influence public discourse, democratizing political participation in the process.

However, social media's influence on electoral processes is not without its drawbacks. The proliferation of misinformation, echo chambers, and algorithmic biases pose significant challenges to the integrity of democratic governance. The spread of fake news and misinformation on social media platforms can distort public discourse, undermine trust in institutions, and manipulate voter behaviour. Moreover, the commodification of personal data and the potential for targeted advertising raise concerns about privacy, autonomy, and the abuse of power in the digital age.

To address these challenges and maximize the potential of social media for democratic engagement, political actors must adopt a multifaceted approach that prioritizes transparency, accountability, and responsible use of digital technologies. Regulation and oversight mechanisms are essential to safeguarding the integrity of electoral processes and protecting democratic values in the digital sphere. Moreover, media literacy and civic education programs can empower citizens to critically evaluate information, discern fact from fiction, and actively participate in democratic decision-making processes.

In the context of India's dynamic political landscape, the role of social media in shaping electoral outcomes and voter behaviour is poised to grow exponentially in the years to come. As political actors continue to adapt to the evolving digital landscape, it is imperative to cultivate a culture of responsible digital citizenship, where the benefits of social media are harnessed to enhance democratic participation and strengthen the foundations of democratic governance. India can leverage social media's revolutionary power to create a more robust, inclusive, and informed democracy for coming generations by encouraging openness, responsibility, and moral use of digital technologies.

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APPENDIX A

Questionnaire for MPs for Face Validation

Objective 1:

1. Which media is used mostly in elections?

A) TV B) Radio C) Newspaper D) Magazines E) Social media

If answer is option E then move to question no 3

Accepted	<input type="checkbox"/>	Rejected	<input type="checkbox"/>	Changes Suggested	<input type="checkbox"/>
Accepted Suggestion					

2. What role they play in elections?

A) Awareness B) Interest C) Desire D) Action E) any other specify _____ f) None of the above
g) All of these

Accepted	<input type="checkbox"/>	Rejected	<input type="checkbox"/>	Changes Suggested	<input type="checkbox"/>
Accepted Suggestion					

3. Which social media app you used for election campaigning?

A) Facebook B) Twitter C) WhatsApp D) YouTube E) If Any Other mention it _____

Accepted	<input type="checkbox"/>	Rejected	<input type="checkbox"/>	Changes Suggested	<input type="checkbox"/>
Accepted Suggestion					

4. According To you which is the most reliable source for political campaigning?

A) TV B) Radio C) Newspaper D) Magazines E) Social media F) Any other specify _____

Why?

Accepted	<input type="checkbox"/>	Rejected	<input type="checkbox"/>	Changes Suggested	<input type="checkbox"/>
Accepted Suggestion					

5. With the population of Social Media do you think the traditional media is still useful?

a) Yes b) No

If yes in what way? / If no why?

Accepted	<input type="checkbox"/>	Rejected	<input type="checkbox"/>	Changes Suggested	<input type="checkbox"/>
Accepted Suggestion					

6. Since how many years you have been using social media?

A) < 1-year b) <2 years c) <3 years d) < 5 years e) More than 5 years

Accepted	<input type="checkbox"/>	Rejected	<input type="checkbox"/>	Changes Suggested	<input type="checkbox"/>
Accepted Suggestion					

7. Do you think that Social media is always helping people for political awareness?

a) Strongly agree b) Agree c) Partially Agree d) Strongly Disagree e) Disagree

Accepted	<input type="checkbox"/>	Rejected	<input type="checkbox"/>	Changes Suggested	<input type="checkbox"/>
Accepted Suggestion					

8 Do you think that Social media affected people in taking decision regarding voting?

a) Yes b) No

If yes, to what extent?

a) Less than 25% b) 25% c) 50% d) 75% e) 100%

Accepted	<input type="checkbox"/>	Rejected	<input type="checkbox"/>	Changes Suggested	<input type="checkbox"/>
Accepted Suggestion					

9. According to you what is the role of social media in Elections?

A) Absolutely Positive B) positive C) Can't Say D) Negative E) Absolutely Negative

Accepted	<input type="checkbox"/>	Rejected	<input type="checkbox"/>	Changes Suggested	<input type="checkbox"/>
Accepted Suggestion					

Objective 2:

1. Which is the most effective platform to share your achievement among people?

A) TV B) Radio C) Newspaper D) Magazines E) Social media f) Any other specify _____

Accepted	<input type="checkbox"/>	Rejected	<input type="checkbox"/>	Changes Suggested	<input type="checkbox"/>
Accepted Suggestion					

2. Do you think that social media play a vital role in mobilization of voters?

a) Strongly agree b) Agree c) Can't Say d) Disagree e) Strongly Disagree

Accepted	<input type="checkbox"/>	Rejected	<input type="checkbox"/>	Changes Suggested	<input type="checkbox"/>
Accepted Suggestion					

3. Do you think that social media can be harmful for political campaigning if used carelessly?

a) Yes b) No

If yes in what way? / If No How?

Accepted	<input type="checkbox"/>	Rejected	<input type="checkbox"/>	Changes Suggested	<input type="checkbox"/>
Accepted Suggestion					

4. Do you think that social media is better than TV, Radio and print media?

a) Yes b) No

How?

Accepted	<input type="checkbox"/>	Rejected	<input type="checkbox"/>	Changes Suggested	<input type="checkbox"/>
Accepted Suggestion					

5. Why social media is more effective for Political Campaigning? (Tick the appropriate options)

(a)It is handy (b) it provides immediate responses (c) Its bidirectional (d) its self-operated (e) it's easy f) All of these

Accepted	<input type="checkbox"/>	Rejected	<input type="checkbox"/>	Changes Suggested	<input type="checkbox"/>
Accepted Suggestion					

6. Will you ever like to campaign without using social media?

a) Yes b) No

7. Do your party have social media cell?

A) Yes B) No

If Yes Since when _____

Accepted	<input type="checkbox"/>	Rejected	<input type="checkbox"/>	Changes Suggested	<input type="checkbox"/>
Accepted Suggestion					

8. Social media play a decisive role in winning of the candidate?

a) Strongly agree b) Agree c) Can't Say d) Disagree e) Strongly Disagree

Accepted	<input type="checkbox"/>	Rejected	<input type="checkbox"/>	Changes Suggested	<input type="checkbox"/>
Accepted Suggestion					

9. How much percentage of campaigning do you thing that social media is **contributing** in the victory of your party?

a) 0% b) Less than 25% c) 25%-50% d) 50% to 75% e) 75% to 100%

Accepted	<input type="checkbox"/>	Rejected	<input type="checkbox"/>	Changes Suggested	<input type="checkbox"/>
Accepted Suggestion					

10. What is the percentage usage ratio of social media v/s overall media in political campaign? (Social media: overall media)

A) 50:50 b) 25:75 c) 75:25 d) 0:100 e) 100:0

Accepted	<input type="checkbox"/>	Rejected	<input type="checkbox"/>	Changes Suggested	<input type="checkbox"/>
Accepted Suggestion					

15. Do the people believe all the information regarding political campaign that they received through social media?

- a) Always b) Sometimes c) Can't say d) Often e) Never

Accepted	<input type="checkbox"/>	Rejected	<input type="checkbox"/>	Changes Suggested	<input type="checkbox"/>
Accepted Suggestion					

16. Social media encourages the people in political participation?

- a) Strongly agree b) Agree c) Can't Say d) Disagree e) Strongly Disagree

Accepted	<input type="checkbox"/>	Rejected	<input type="checkbox"/>	Changes Suggested	<input type="checkbox"/>
Accepted Suggestion					

17. To What extent the use of social media in political campaigning helped you to get elected?

- a) 0% b) Less than 25% c) 25%-50% d) 50% to 75% e) 75% to 100%

Accepted	<input type="checkbox"/>	Rejected	<input type="checkbox"/>	Changes Suggested	<input type="checkbox"/>
Accepted Suggestion					

18. Have you used any of social media campaign for negative publicity? If so which media used? (tick top 3)

- a) Facebook b) Twitter c) WhatsApp d) YouTube e) Any other (mention) _____

Accepted	<input type="checkbox"/>	Rejected	<input type="checkbox"/>	Changes Suggested	<input type="checkbox"/>
Accepted Suggestion					

19. Have you ever used any negative campaign against your opponent's using social media?

a) Always b) Sometime c) Often d) Rarely e) Never

Accepted	Rejected	Changes Suggested
<input style="width: 40px; height: 20px;" type="checkbox"/>	<input style="width: 40px; height: 20px;" type="checkbox"/>	<input style="width: 40px; height: 20px;" type="checkbox"/>
Accepted Suggestion		

Objective 3

1. Do you think that your policies and achievements are discussed by people by using social media?

A) Always b) Rarely c) Sometime d) Often e) Never

Accepted	Rejected	Changes Suggested
<input style="width: 40px; height: 20px;" type="checkbox"/>	<input style="width: 40px; height: 20px;" type="checkbox"/>	<input style="width: 40px; height: 20px;" type="checkbox"/>
Accepted Suggestion		

2. Which social media app you use most to interact with? (Please give the Ranks such as 1,2,3,4,5) 1 for higher rank and 5 for lowest rank

A) Facebook B) Twitter C) WhatsApp D) YouTube E) Any Other specify _____

Accepted	Rejected	Changes Suggested
<input style="width: 40px; height: 20px;" type="checkbox"/>	<input style="width: 40px; height: 20px;" type="checkbox"/>	<input style="width: 40px; height: 20px;" type="checkbox"/>
Accepted Suggestion		

3. Do people interact with you in political campaign through social media?

a) Always b) Rarely c) Sometime d) Often e) Never

Accepted	Rejected	Changes Suggested
<input style="width: 40px; height: 20px;" type="checkbox"/>	<input style="width: 40px; height: 20px;" type="checkbox"/>	<input style="width: 40px; height: 20px;" type="checkbox"/>
Accepted Suggestion		

4. How often social media helped you to change voting behaviour of loyal voters of other parties?

a) Always b) Rarely c) Sometime d) Often e) Never

Accepted	<input style="width: 80%;" type="checkbox"/>	Rejected	<input style="width: 80%;" type="checkbox"/>	Changes Suggested	<input style="width: 80%;" type="checkbox"/>
Accepted Suggestion					

5. How social media influence voters?

a) Change your opinion about candidate. B) Change your opinion about party. C) influence in Casting your vote
D) Earlier you did not cast your vote but now decided to vote E) Tell your friend to cast his/her vote

Accepted	<input style="width: 80%;" type="checkbox"/>	Rejected	<input style="width: 80%;" type="checkbox"/>	Changes Suggested	<input style="width: 80%;" type="checkbox"/>
Accepted Suggestion					

6. Do you ever face any negative effect due to use of social media in political campaign?

a) Always b) Rarely c) Sometime d) Often e) Never

Accepted	<input style="width: 80%;" type="checkbox"/>	Rejected	<input style="width: 80%;" type="checkbox"/>	Changes Suggested	<input style="width: 80%;" type="checkbox"/>
Accepted Suggestion					

7. Do you think social media help women to make personal opinion?

a) Yes b) No

If Yes in what way? /If No why?

Accepted	<input style="width: 80%;" type="checkbox"/>	Rejected	<input style="width: 80%;" type="checkbox"/>	Changes Suggested	<input style="width: 80%;" type="checkbox"/>
Accepted Suggestion					

8. Have you ever taken part in social media political campaign? (if no go to question no. 10)

a) Yes b) No

Accepted	<input type="checkbox"/>	Rejected	<input type="checkbox"/>	Changes Suggested	<input type="checkbox"/>
Accepted Suggestion					

9. How much time you spent for social media political campaigning?

a) Less than 1-hour b) 1-2 hrs c) 2-3 hrs d) 3-4 hrs e) More than 4 hrs

Accepted	<input type="checkbox"/>	Rejected	<input type="checkbox"/>	Changes Suggested	<input type="checkbox"/>
Accepted Suggestion					

10. Have you change your strategies due to the influence of Social media?

a) Always b) Rarely c) Sometime d) Often e) Never

Accepted	<input type="checkbox"/>	Rejected	<input type="checkbox"/>	Changes Suggested	<input type="checkbox"/>
Accepted Suggestion					

11 Do you think that social media political campaign has encouraged people for taking part in election process?

a) Always b) Rarely c) Sometime d) Often e) Never

Accepted	<input type="checkbox"/>	Rejected	<input type="checkbox"/>	Changes Suggested	<input type="checkbox"/>
Accepted Suggestion					

Objective 4:

1) From when you started using social media?

A) Before 2009 b) Before 2014 c) Before 2019

Accepted	<input type="checkbox"/>	Rejected	<input type="checkbox"/>	Changes Suggested	<input type="checkbox"/>
Accepted Suggestion					

2 Do you feel that Social Media is the best medium to promote your achievements?

a) Strongly agree b) Agree c) Partially Agree d) Disagree e) Strongly Disagree

Accepted	<input type="checkbox"/>	Rejected	<input type="checkbox"/>	Changes Suggested	<input type="checkbox"/>
Accepted Suggestion					

3. After using social media do you feel any positive change in results?

a) Yes b) No

If Yes please specify the change

Accepted	<input type="checkbox"/>	Rejected	<input type="checkbox"/>	Changes Suggested	<input type="checkbox"/>
Accepted Suggestion					

4. Do you think that social media has change opinion of people regarding political candidate?

a) Strongly agree b) Agree c) Can't say d) Disagree e) Strongly Disagree

Accepted	<input type="checkbox"/>	Rejected	<input type="checkbox"/>	Changes Suggested	<input type="checkbox"/>
Accepted Suggestion					

5. What was the media that influenced people at general elections (2009, 2014, and 2019) most?

2009	2014	2019
A) TV	A) TV	A) TV
B) Radio	B) Radio	B) Radio
C) Newspaper	C) Newspaper	C) News paper
D) Magazines	D) Magazines	D) Magazines
E) Social media	E) Social media	E) Social media

Accepted	<input type="checkbox"/>	Rejected	<input type="checkbox"/>	Changes Suggested	<input type="checkbox"/>
Accepted Suggestion					

6. What changes you found in 2019 election as compared to previous elections (2009 and 2014)?

a) Campaign Media b) Voting Behaviour c) Party Ideology d) Voters Tendencies e) Regarding Expenses

Accepted	<input type="checkbox"/>	Rejected	<input type="checkbox"/>	Changes Suggested	<input type="checkbox"/>
Accepted Suggestion					

7. Do you think that social media political campaigning helped you to get more votes in your favour?

a) Strongly agree b) Agree c) Partially Agree d) Disagree e) Strongly Disagree

Accepted	<input type="checkbox"/>	Rejected	<input type="checkbox"/>	Changes Suggested	<input type="checkbox"/>
Accepted Suggestion					

8. Do you ever think that you ever got defeated because of the absence of social media campaigning?

a) Strongly agree b) Agree c) Partially Agree d) Disagree e) Strongly Disagree

Accepted	<input type="checkbox"/>	Rejected	<input type="checkbox"/>	Changes Suggested	<input type="checkbox"/>
Accepted Suggestion					

9. How much percent role do you expect the social media have, in the victory of particular political party

2009	2014	2019
a) Less than 25%	a) Less than 25%	a) Less than 25%
b) 25%	b) 25%	b) 25%
c) 50%	c) 50%	c) 50%
d) 75%	d) 75%	d) 75%
e) 100%	e) 100%	e) 100%

Accepted	<input type="checkbox"/>	Rejected	<input type="checkbox"/>	Changes Suggested	<input type="checkbox"/>
Accepted Suggestion					

Any Other Suggestion please

Comprehensive Quantitative Questionnaire for voters

Section A

1. Your age (In Years)/**ਤੁਹਾਡੀ ਉਮਰ ਸਾਲਾਂ ਵਿੱਚ** /(ਆਪਕੀ ਆਯੁ (ਬਰ੍ਹਾਂ ਮੈਂ) *
A) Less than or Equal to 30 years/ 30 ਜਾਂ 30 ਤੋਂ ਘੱਟ
B) 30-40 C) 40-50 D) 50-60 E) Above 60/ 60 ਸਾਲਾਂ ਤੋਂ ਵੱਧ
2. Education Qualification/ **ਵਿੱਦਿਅਕ ਯੋਗਤਾ** /शैक्षणिक योग्यता *
A) Illiterates /**ਅਨਪੜ੍ਹ** B) Elementary (Up to 5th) **ਪੰਜਵੀਂ**
C) Middle Standard (Up to 8th)/ **ਅੱਠਵੀਂ** D) Higher Secondary (Up to 10th)/ **ਦਸਵੀਂ**
E) Senior Secondary (Up to 10+2) **ਬਾਰਵੀਂ** F) Graduation/ **ਗਰੈਜੂਏਸ਼ਨ**
G) Post-Graduation/ **ਪੋਸਟ ਗਰੈਜੂਏਸ਼ਨ** H) Any Other / **ਕੋਈ ਹੋਰ**
3. Gender / **ਲਿੰਗ** /लिंग *
A) Male /**ਪੁਰਸ਼/ਸਰਦ** B) Female/ **ਇਸਤਰੀ** / महिला
C) Third Gender/ **ਤੀਜਾ ਲਿੰਗ**/तीसरा लिंग
4. Marital Status/**ਵਿਵਾਹਿਕ ਦਰਜਾ** / वैवाहिक स्थिति *
A) Unmarried / **ਕੁਵਾਰਾ/ਕੁਵਾਰੀ** /अविवाहित B) Married/ **ਸਾਦੀਸੁਦਾ** / विवाहित
C) Divorced/ Widow/ Widower/ **ਤਲਾਕਸੁਦਾ/ਵਿਧਵਾ** / तलाकशुदा/विधवा
5. Background/**ਪਿਛੋਕੜ** /पृष्ठभूमि *
A) Urban/ **ਸ਼ਹਿਰੀ** / शहरी B) Rural/ **ਪੇਂਡੂ** / ग्रामीण
6. Occupation/ **ਕਿੱਤਾ** / व्यवसाय *
A) Student/ **ਵਿਦਿਆਰਥੀ** /छात्र
B) Farmer/ **ਕਿਸਾਨ** / किसान
C) Govt. Job/ **ਸਰਕਾਰ ਨੌਕਰੀ** /सरकारी नौकरी
D) Private Job/**ਪ੍ਰਾਈਵੇਟ ਨੌਕਰੀ** /निजी नौकरी
E) Self Employed/**ਆਪਣੇ ਆਪ ਨੌਕਰੀ ਪੇਸ਼ਾ** /स्व नियोजित
F) Labourer/ **ਮਜ਼ਦੂਰ** /मज़दूर
G) Businessman/**ਵਪਾਰੀ** / व्यवसायी
H) Unemployed/ **ਬੇਰੋਜ਼ਗਾਰ** /बेरोज़गार
7. Annual Income/ **ਸਲਾਨਾ ਆਮਦਨ** /वार्षिक आय *
A) Less than 1 Lakh / 1 **ਲੱਖ ਤੋਂ ਘੱਟ** / 1 लाख से कम
B) 1Lakh to 2 Lakhs/ 1 **ਲੱਖ ਤੋਂ 2 ਲੱਖ** /1 लाख से 2 लाख
C) 2 Lakhs to 5 Lakhs/ 2 **ਲੱਖ ਤੋਂ 5 ਲੱਖ** /2 लाख से 5 लाख
D) 5 Lakhs to 10 Lakhs/ 5 **ਲੱਖ ਤੋਂ 10 ਲੱਖ** /5 लाख से 10 लाख
E) Above 10 Lakhs/ 10 **ਲੱਖ ਤੋਂ ਵੱਧ** / 10 लाख से ऊपर

8. State/ U.T. /ਸਟੇਟ /ਯੂ.ਟੀ /ਰਾਜ / ਕੇਂਦਰਸ਼ਾਸਿਤ ਪ੍ਰਦੇਸ਼ *

A) Punjab/ ਪੰਜਾਬ

B) Himachal Pradesh/ ਹਿਮਾਚਲ ਪ੍ਰਦੇਸ਼ /

ਹਿਮਾਚਲ ਪ੍ਰਦੇਸ਼

B) Haryana/ ਹਰਿਆਣਾ /ਹਰਿਆਣਾ

D) Chandigarh/ ਚੰਡੀਗੜ੍ਹ /ਚੰਡੀਗੜ੍ਹ

9. Parliamentary constituency/ਸੰਸਦੀ ਹਲਕਾ /ਸੰਸਦੀ

ਖੇਤਰ _____

10. Assembly Constituency/ਵਿਧਾਨ ਸਭਾ ਹਲਕਾ / ਵਿਧਾਨਸਭਾ

ਖੇਤਰ _____

Section B

1. Which of the followings is the most commonly used media in electioneering (Election Campaign)?/

ਚੋਣ ਪ੍ਰਚਾਰ (ਚੋਣ ਮੁਹਿੰਮ) ਵਿੱਚ ਹੇਠ ਲਿਖਿਆ ਵਿੱਚੋਂ ਸਭ ਤੋਂ ਵੱਧ ਵਰਤਿਆ ਜਾਣ ਵਾਲਾ ਮੀਡੀਆ ਕਿਹੜਾ ਹੈ?/

ਚੁਨਾਵ ਪ੍ਰਚਾਰ (ਚੁਨਾਵ ਅਭਿਆਨ) ਮੇਂ ਨਿਮਨਲਿਖਿਤ ਮੇਂ ਸੇ ਸਭਸੇ ਅਧਿਕ ਇਸਤੇਮਾਲ ਕਰਿਆ ਜਾਨੇ ਵਾਲਾ ਮੀਡੀਆ ਕੌਨ ਸਾ ਹੈ? *

A) ELECTRONIC MEDIA (TV, Radio)

B) PRINT MEDIA (Newspaper, Magazines)

C) FACE TO FACE(Rallies, Door to Door Interaction)

D) SOCIAL MEDIA (Facebook, Twitter, WhatsApp, YouTube)

2. Which media plays a most vital role in opinion making?/

ਕਿਹੜਾ ਮੀਡੀਆ ਰਾਏ ਬਣਾਉਣ ਵਿੱਚ ਸਭ ਤੋਂ ਵੱਧ ਮਹੱਤਵਪੂਰਣ ਭੂਮਿਕਾ ਅਦਾ ਕਰਦਾ ਹੈ? /

ਰਾਏ ਬਣਾਨੇ ਮੇਂ ਕੌਨ ਸਾ ਮੀਡੀਆ ਸਭਸੇ ਸਹਤ੍ਵਪੂਰਨ ਭੂਮਿਕਾ ਨਿਭਾਤਾ ਹੈ? *

A) ELECTRONIC MEDIA

B) PRINT MEDIA

C) FACE TO FACE

D) RALLIES

E) SOCIAL MEDIA

3. In your opinion, which of the followings is the most widely used social media app in the election campaigning? /

ਤੁਹਾਡੀ ਰਾਏ ਵਿੱਚ, ਚੋਣ ਮੁਹਿੰਮ ਵਿੱਚ ਕਿਸ ਸੋਸ਼ਲ ਮੀਡੀਆ ਐਪ ਦੀ ਸਭ ਤੋਂ ਜ਼ਿਆਦਾ ਵਰਤੋਂ ਕੀਤੀ ਜਾਂਦੀ ਹੈ?/

ਆਪਕੀ ਰਾਏ ਮੇਂ, ਚੁਨਾਵ ਪ੍ਰਚਾਰ ਮੇਂ ਨਿਮਨਲਿਖਿਤ ਮੇਂ ਸੇ ਸਭਸੇ ਅਧਿਕ ਇਸਤੇਮਾਲ ਕਰਿਆ ਜਾਨੇ ਵਾਲਾ ਸੋਸ਼ਲ ਮੀਡੀਆ ਐਪ ਕੌਨ ਸਾ ਹੈ? *

A) Facebook

B) Twitter

C) WhatsApp

D) YouTube

E) Telegram

4. From how many years you are using social media? / **ਤੁਸੀਂ ਕਿੰਨੇ ਸਾਲਾਂ ਤੋਂ ਸੋਸ਼ਲ ਮੀਡੀਆ ਦੀ ਵਰਤੋਂ ਕਰ ਰਹੇ ਹੋ?** / आप कितने सालों से सोशल मीडिया का इस्तेमाल कर रहे हैं? *

- A) <= 1 year
- B) <= 2 years
- C) <= 3 years
- D) <= 5 years
- E) More than 5 years

5. What changes you found in 2019 election as compared to previous elections (2009 and 2014)? / **ਪਿਛਲੀਆਂ ਚੋਣਾਂ (2009 ਅਤੇ 2014) ਦੇ ਮੁਕਾਬਲੇ ਤੁਸੀਂ 2019 ਦੀਆਂ ਚੋਣਾਂ ਵਿੱਚ ਕਿਹੜੀਆਂ ਤਬਦੀਲੀਆਂ ਵੇਖੀਆਂ?** / पिछले चुनावों (2009 और 2014) की तुलना में 2019 के चुनाव में आपको क्या बदलाव देखने को मिले? *

- A) Higher Voter Turnout/ **ਵੱਧ ਵੋਟਰ ਮਤਦਾਨ** /अधिक मतदान
- B) Common man's involvement/ **ਆਮ ਆਦਮੀ ਦੀ ਸ਼ਮੂਲੀਅਤ** / आम आदमी की भागीदारी
- C) Personality Cult/ **ਸ਼ਖਸੀਅਤ ਪੰਥ** / व्यक्तित्व पंथ
- D) All of the Above/ **ਉੱਤੇ ਦਿਤੇ ਸਾਰੇ** /ऊपर के सभी
- E) None of the Above/ **ਉੱਪਰ ਵਾਲਿਆਂ ਵਿਚੋਂ ਕੋਈ ਵੀ ਨਹੀਂ** / इनमे से कोई भी नहीं
- F) Any Other/ **ਹੋਰ ਕੋਈ** /कोई दूसरा

6. Which Election was mostly affected by Social Media? / **ਕਿਹੜੀ ਚੋਣ ਜ਼ਿਆਦਾਤਰ ਸੋਸ਼ਲ ਮੀਡੀਆ ਦੁਆਰਾ ਪ੍ਰਭਾਵਤ ਹੋਈ?** / कौन सा चुनाव सोशल मीडिया से सबसे ज्यादा प्रभावित हुआ? *

- A) 2009 Election
- B) 2014 Election
- C) 2019 Election

7. Tick the media having most effective influence on you during 2009 general Parliamentary elections. / **2009 ਆਮ ਸੰਸਦੀ ਚੋਣਾਂ ਦੌਰਾਨ ਤੁਹਾਡੇ ਉੱਤੇ ਸਭ ਤੋਂ ਵੱਧ ਪ੍ਰਭਾਵ ਪਾਉਣ ਵਾਲੇ ਮੀਡੀਆ ਦੀ ਨਿਸ਼ਾਨਦੇਹੀ ਕਰੋ** / 2009 आम संसदीय चुनावों के दौरान आप पर सबसे प्रभाव रखने वाले मीडिया पर निशान लगाएं: *

- A) TV
- B) Radio
- C) Newspaper
- D) Magazine
- E) Face to Face
- F) Social Media

8. Tick the media having most effective influence on you during 2014 general Parliamentary elections. / 2014 ਆਮ ਸੰਸਦੀ ਚੋਣਾਂ ਦੌਰਾਨ ਤੁਹਾਡੇ ਉੱਤੇ ਸਭ ਤੋਂ ਵੱਧ ਪ੍ਰਭਾਵ ਪਾਉਣ ਵਾਲੇ ਮੀਡੀਆ ਦੀ ਨਿਸ਼ਾਨਦੇਹੀ

ਕਰੋ / 2014 ਆਮ ਸੰਸਦੀ ਚੁਨਾਵਾਂ ਦੇ ਦੌਰਾਨ ਆਪ ਪਰ ਸਭ ਤੋਂ ਪ੍ਰਭਾਵ ਰੱਖਣ ਵਾਲੇ ਮੀਡੀਆ ਪਰ ਨਿਸ਼ਾਨ ਲਗਾਓ: *

- A) TV B) Radio C)
Newspaper
B) D) Magazine E) Face to Face F) Social
Media

9. Tick the media having most effective influence on you during 2019 general Parliamentary elections. / 2019 ਆਮ ਸੰਸਦੀ ਚੋਣਾਂ ਦੌਰਾਨ ਤੁਹਾਡੇ ਉੱਤੇ ਸਭ ਤੋਂ ਵੱਧ ਪ੍ਰਭਾਵ ਪਾਉਣ ਵਾਲੇ ਮੀਡੀਆ ਦੀ ਨਿਸ਼ਾਨਦੇਹੀ

ਕਰੋ / 2019 ਆਮ ਸੰਸਦੀ ਚੁਨਾਵਾਂ ਦੇ ਦੌਰਾਨ ਆਪ ਪਰ ਸਭ ਤੋਂ ਪ੍ਰਭਾਵ ਰੱਖਣ ਵਾਲੇ ਮੀਡੀਆ ਪਰ ਨਿਸ਼ਾਨ ਲਗਾਓ: *

- A) TV B) Radio C)
Newspaper
D) Magazine E) Face to Face F) Social
Media

Kindly tick on right answer	A	B	C	D	E
	Always /ਹਮੇਸ਼ਾ /ਹਮੇਸ਼ਾ	Often /ਅਕਸਰ /ਅਕਸਰ	Sometimes/ ਕਦੇ ਕਦੇ /ਕभी ਕभी	Rarely / ਬਹੁਤ ਹੀ ਘੱਟ/ ਬਹੁਤ ਕਮ	Never/ ਕਦੇ ਨਹੀਂ / ਕभी ਨਹੀ
10. How often do you use social media application "WhatsApp"? /ਤੁਸੀਂ ਕਿੰਨੀ ਵਾਰ ਸੋਸ਼ਲ ਮੀਡੀਆ ਐਪਲੀਕੇਸ਼ਨ "ਵਟਸਐਪ" ਦੀ ਵਰਤੋਂ ਕਰਦੇ ਹੋ?/ ਆਪ ਕਿਤਨੀ ਵਾਰ ਸੋਸ਼ਲ ਮੀਡੀਆ ਐਪਲੀਕੇਸ਼ਨ "ਵਟਸਐਪ" ਦਾ ਉਪਯੋਗ ਕਰਦੇ ਹੋ? *					
11. How often do you use social media application "Facebook"? / ਤੁਸੀਂ ਸੋਸ਼ਲ ਮੀਡੀਆ ਐਪਲੀਕੇਸ਼ਨ "ਫੇਸਬੁਕ" ਫੇਸ ਬੁੱਕ " ਕਿੰਨੀ ਵਾਰ ਵਰਤਦੇ ਹੋ?/ਆਪ ਕਿਤਨੀ ਵਾਰ ਸੋਸ਼ਲ ਮੀਡੀਆ ਐਪਲੀਕੇਸ਼ਨ "ਫੇਸਬੁਕ" ਦਾ ਉਪਯੋਗ ਕਰਦੇ ਹੋ? *					
12. How often do you use social media application "Twitter"?/ ਤੁਸੀਂ ਕਿੰਨੀ ਵਾਰ ਸੋਸ਼ਲ ਮੀਡੀਆ ਐਪਲੀਕੇਸ਼ਨ "ਟਵਿਟਰ" ਦੀ ਵਰਤੋਂ ਕਰਦੇ ਹੋ?/ਆਪ ਸੋਸ਼ਲ ਮੀਡੀਆ ਐਪਲੀਕੇਸ਼ਨ "ਟਵਿਟਰ" ਦਾ ਕਿਤਨੀ ਵਾਰ ਉਪਯੋਗ ਕਰਦੇ ਹੋ? *					

13. How often do you use social media application "YouTube"? /ਤੁਸੀਂ ਕਿੰਨੀ ਵਾਰ ਸੋਸ਼ਲ ਮੀਡੀਆ ਐਪਲੀਕੇਸ਼ਨ "ਯੂਟਿਊਬ" ਦੀ ਵਰਤੋਂ ਕਰਦੇ ਹੋ? / ਆਪ ਕਿਤਨੀ ਬਾਰ ਸੋਸ਼ਲ ਮੀਡੀਆ ਐਪਲੀਕੇਸ਼ਨ "ਯੂਟਿਊਬ" ਦਾ ਉਪਯੋਗ ਕਰਦੇ ਹੋ? *					
14. How often do you use social media application "Telegram"? / ਤੁਸੀਂ ਕਿੰਨੀ ਵਾਰ ਸੋਸ਼ਲ ਮੀਡੀਆ ਐਪਲੀਕੇਸ਼ਨ "ਟੈਲੀਗਰਾਮ" ਵਰਤਦੇ ਹੋ? / ਆਪ ਕਿਤਨੀ ਬਾਰ ਸੋਸ਼ਲ ਮੀਡੀਆ ਐਪਲੀਕੇਸ਼ਨ "ਟੈਲੀਗਰਾਮ" ਦਾ ਉਪਯੋਗ ਕਰਦੇ ਹੋ?					
Kindly tick on right answer	A	B	C	D	E
	Never/ ਕਦੇ ਨਹੀਂ / ਕਦੇ ਨਹੀਂ	1-2 hours	2-3 hours	3-4 hours	More than 4 hours
15. How much average time per day did you give to the Electronic media (TV, Radio)? / ਤੁਸੀਂ ਇਲੈਕਟ੍ਰਾਨਿਕ ਮੀਡੀਆ (ਟੀਵੀ, ਰੇਡੀਓ) (ਨੂੰ ਪ੍ਰਤੀ ਦਿਨ ਕਿੰਨਾ ਸਮਾਂ ਦਿੰਦੇ ਹੋ? / ਆਪ ਪ੍ਰਤੀ ਦਿਨ ਕਿਤਨਾ ਔਸਤ ਸਮਾਂ ਇਲੈਕਟ੍ਰਾਨਿਕ ਮੀਡੀਆ (ਟੀਵੀ, ਰੇਡੀਓ) ਦੇਂਦੇ ਹੋ? *					
16. How much average time per day did you give to the print media (Newspaper, Magazine)? / ਤੁਸੀਂ ਪ੍ਰਿੰਟ ਮੀਡੀਆ (ਨਿਊਜ਼ਪੇਪਰ, ਮੈਗਜ਼ੀਨ) (ਨੂੰ ਪ੍ਰਤੀ ਦਿਨ ਕਿੰਨਾ ਸਮਾਂ ਦਿੰਦੇ ਹੋ? / ਆਪ ਪ੍ਰਤੀ ਦਿਨ ਕਿਤਨਾ ਔਸਤ ਸਮਾਂ ਪ੍ਰਿੰਟ ਮੀਡੀਆ (ਨਿਊਜ਼ਪੇਪਰ, ਮੈਗਜ਼ੀਨ) ਦੇਂਦੇ ਹੋ? *					
17. How much average time per day did you give to the Social Media (Facebook, Twitter, YouTube, and WhatsApp)? / ਤੁਸੀਂ ਸੋਸ਼ਲ ਮੀਡੀਆ (ਫੇਸਬੁਕ, ਟਵਿਟਰ, ਯੂਟਿਊਬ, ਵਾਟਸਐਪ) (ਨੂੰ ਪ੍ਰਤੀ ਦਿਨ ਕਿੰਨਾ ਸਮਾਂ ਦਿੰਦੇ ਹੋ? / ਆਪ ਪ੍ਰਤੀ ਦਿਨ ਕਿਤਨਾ ਔਸਤ ਸਮਾਂ ਸੋਸ਼ਲ ਮੀਡੀਆ (ਫੇਸਬੁਕ, ਟਵਿਟਰ, ਯੂਟਿਊਬ, ਵਾਟਸਐਪ) ਦੇਂਦੇ ਹੋ? *					

	A	B	C	D	E
Kindly tick on right choice	Strongly Agree/ ਜ਼ੋਰਦਾਰ ਸਹਿਮਤ/ ਫੁਰਤਾਪੂਰਵਕ ਸਹਮਤ	Agree/ਸਹਿਮਤ / ਸਹਮਤ	Neutral/ ਨਿਰਪੱਖ /ਨਿਘੜ	Disagree /ਅਸਹਿਮਤ/ ਅਸਹਮਤ	Strongly Disagree /ਜ਼ੋਰਦਾਰ ਅਸਹਿਮਤ /ਫੁਰਤਾਪੂਰਵਕ ਅਸਹਮਤ
18. The Content of Social Media is Trustworthy. /ਸੋਸ਼ਲ ਮੀਡੀਆ ਦੀ ਸਮੱਗਰੀ ਭਰੋਸੇਯੋਗ ਹੈ /]ਸੋਸ਼ਲ ਮੀਡੀਆ ਦੀ ਸਾਮਗਰੀ ਭਰੋਸੇਯੋਗ ਹੈ।					
19. Social media Contents Validation is must. /ਸੋਸ਼ਲ ਮੀਡੀਆ ਸਮੱਗਰੀ ਪ੍ਰਮਾਣਿਕਤਾ ਲਾਜ਼ਮੀ ਹੈ/] ਸੋਸ਼ਲ ਮੀਡੀਆ ਸਾਮਗਰੀ ਸਤਿਆਪਨ ਆਵਸ਼ਯਕ ਹੈ।					
20. Even with the popularity of Social Media the traditional/mainstream media is still useful. /ਸੋਸ਼ਲ ਮੀਡੀਆ ਦੀ ਪ੍ਰਸਿੱਧੀ ਦੇ ਨਾਲ ਰਵਾਇਤੀ / ਮੁੱਖ ਧਾਰਾ ਮੀਡੀਆ ਅਜੇ ਵੀ ਲਾਭਦਾਇਕ ਹੈ।/ ਸੋਸ਼ਲ ਮੀਡੀਆ ਦੀ ਲੋਕਪ੍ਰਿਯਤਾ ਦੇ ਸਾਥ ਪਾਰੰਪਰਿਕ/ਮੁੱਖਧਾਰਾ ਕਾ ਮੀਡੀਆ ਅਜੇ ਵੀ ਉਪਯੋਗੀ ਹੈ।					
21. Social Media affected my voting behaviour./ਸੋਸ਼ਲ ਮੀਡੀਆ ਨੇ ਮੇਰੇ ਵੋਟ ਪਾਉਣ ਦੇ ਵਤੀਰੇ ਨੂੰ ਪ੍ਰਭਾਵਤ ਕੀਤਾ /] ਸੋਸ਼ਲ ਮੀਡੀਆ ਨੇ ਮੇਰੇ ਮਤਦਾਨ ਵਿਵਹਾਰ ਨੂੰ ਪ੍ਰਭਾਵਿਤ ਕੀਤਾ।					
22. Social media helped in building healthy public opinion./ ਸੋਸ਼ਲ ਮੀਡੀਆ ਨੇ ਸਿਹਤਮੰਦ ਲੋਕਾਂ ਦੀ ਰਾਏ ਬਣਾਉਣ ਵਿਚ ਸਹਾਇਤਾ ਕੀਤੀ/]ਸੋਸ਼ਲ ਮੀਡੀਆ ਨੇ ਸੁਸਥ ਜਨਮਤ ਬਣਾਉਣ ਵਿੱਚ ਮਦਦ ਕੀਤੀ।					

<p>23. Social media plays a negative role also during the election. / ਚੋਣਾਂ ਦੌਰਾਨ ਸੋਸ਼ਲ ਮੀਡੀਆ ਨਕਾਰਾਤਮਕ ਭੂਮਿਕਾ ਵੀ ਅਦਾ ਕਰਦਾ ਹੈ</p> <p>/ਚੁਨਾਵਾਂ ਦੇ ਦੌਰਾਨ ਸੋਸ਼ਲ ਮੀਡੀਆ ਨਕਾਰਾਤਮਕ ਭੂਮਿਕਾ ਵੀ ਨਿਭਾਉਂਦਾ ਹੈ।</p>					
<p>24. Social media helps me to stay in touch with the Politicians. /ਸੋਸ਼ਲ ਮੀਡੀਆ ਰਾਜਨੀਤੀਵਾਨਾਂ ਦੇ ਸੰਪਰਕ ਵਿੱਚ ਰਹਿਣ ਵਿੱਚ ਮੇਰੀ ਸਹਾਇਤਾ ਕਰਦਾ ਹੈ।/ ਸੋਸ਼ਲ ਮੀਡੀਆ ਸੁਝੇ ਰਾਜਨੇਤਾਵਾਂ ਦੇ ਸੰਪਰਕ ਵਿੱਚ ਮੇਰੇ ਮੱਧਮ ਕਰਦਾ ਹੈ।</p>					
<p>25. I often participate in the political debates on Social Media. /ਮੈਂ ਅਕਸਰ ਸੋਸ਼ਲ ਮੀਡੀਆ 'ਤੇ ਰਾਜਨੀਤਿਕ ਬਹਿਸਾਂ ਵਿੱਚ ਹਿੱਸਾ ਲੈਂਦਾ ਹਾਂ। / ਮੈਂ ਅਕਸਰ ਸੋਸ਼ਲ ਮੀਡੀਆ 'ਤੇ ਰਾਜਨੀਤਿਕ ਬਹਿਸਾਂ ਵਿੱਚ ਹਿੱਸਾ ਲੈਂਦਾ ਹਾਂ।</p>					
<p>26. Social Media helps us in selecting the most suitable candidate during elections./ ਸੋਸ਼ਲ ਮੀਡੀਆ ਚੋਣਾਂ ਦੌਰਾਨ ਸਭ ਤੋਂ ਉਪਯੁਕਤ ਉਮੀਦਵਾਰ ਦੀ ਚੋਣ ਕਰਨ ਵਿੱਚ ਸਾਡੀ ਮਦਦ ਕਰਦਾ ਹੈ।/ਸੋਸ਼ਲ ਮੀਡੀਆ ਸਾਡੇ ਚੁਨਾਵਾਂ ਦੇ ਦੌਰਾਨ ਸਭ ਤੋਂ ਉਪਯੁਕਤ ਉਮੀਦਵਾਰ ਦੀ ਚੋਣ ਕਰਨ ਵਿੱਚ ਸਾਡੀ ਮਦਦ ਕਰਦਾ ਹੈ।</p>					
<p>27. Social Media is misleading and irresponsible in context to providing political information. / ਰਾਜਨੀਤਿਕ ਜਾਣਕਾਰੀ ਪ੍ਰਦਾਨ ਕਰਨ ਦੇ ਪ੍ਰਸੰਗ ਵਿੱਚ ਸੋਸ਼ਲ ਮੀਡੀਆ ਗੁੰਮਰਾਹਕੁੰਨ ਅਤੇ ਗੈਰ ਜ਼ਿੰਮੇਵਾਰਾਨਾ ਹੈ। / ਰਾਜਨੀਤਿਕ ਜਾਣਕਾਰੀ ਪ੍ਰਦਾਨ ਕਰਨ ਦੇ ਪ੍ਰਸੰਗ ਵਿੱਚ ਸੋਸ਼ਲ ਮੀਡੀਆ ਗੁੰਮਰਾਹਕੁੰਨ ਅਤੇ ਗੈਰ ਜ਼ਿੰਮੇਵਾਰਾਨਾ ਹੈ।</p>					

	A	B	C	D	E
Kindly tick on right choice	Strongly Agree/ ਜ਼ੋਰਦਾਰ ਸਹਿਮਤ/ ਫ਼ਰਤਾਪੂਰਕ ਸਹਮਤ	Agree/ਸਹਿਮਤ / ਸਹਮਤ	Neutral/ ਨਿਰਪੱਖ /ਨਿਘੜ	Disagree /ਅਸਹਿਮਤ/ ਅਸਹਮਤ	Strongly Disagree /ਜ਼ੋਰਦਾਰ ਅਸਹਿਮਤ /ਫ਼ਰਤਾਪੂਰਕ ਅਸਹਮਤ
28. I have been connected with the political parties through social media for so many years. / ਮੈਂ ਸੋਸ਼ਲ ਮੀਡੀਆ ਰਾਹੀਂ ਰਾਜਨੀਤਿਕ ਪਾਰਟੀਆਂ ਨਾਲ ਬਹੁਤ ਸਾਲਾਂ ਤੋਂ ਜੁੜਿਆ ਹੋਇਆ ਹਾਂ / .ਕਹੁਤ ਸਾਲਾਂ ਤੋਂ ਮੈਂ ਸੋਸ਼ਲ ਮੀਡੀਆ ਦੇ ਜ਼ਰੀਏ ਰਾਜਨੀਤਿਕ ਦਲਾਂ ਤੋਂ ਜੁੜਾ ਹਾਂ।					
29. These days political parties depend on Social media for their electoral success. / ਇਹਨਾਂ ਦਿਨਾਂ ਰਾਜਨੀਤਿਕ ਪਾਰਟੀਆਂ ਆਪਣੀ ਚੋਣ ਸਫਲਤਾ ਲਈ ਸੋਸ਼ਲ ਮੀਡੀਆ ਤੇ ਨਿਰਭਰ ਕਰਦੀਆਂ ਹਨ।/ ਇਹ ਦਿਨਾਂ ਰਾਜਨੀਤਿਕ ਦਲ ਆਪਣੀ ਚੁਨਾਵੀ ਸਫਲਤਾ ਦੇ ਲਈ ਸੋਸ਼ਲ ਮੀਡੀਆ 'ਤੇ ਨਿਰਭਰ ਰਹਿ ਰਹੇ ਹਨ।					
30. Social Media provides information related to candidates and political parties. / ਸੋਸ਼ਲ ਮੀਡੀਆ ਉਮੀਦਵਾਰਾਂ ਅਤੇ ਰਾਜਨੀਤਿਕ ਪਾਰਟੀਆਂ ਨਾਲ ਸਬੰਧਤ ਜਾਣਕਾਰੀ ਪ੍ਰਦਾਨ ਕਰਦਾ ਹੈ। /ਸੋਸ਼ਲ ਮੀਡੀਆ ਉਮੀਦਵਾਰਾਂ ਅਤੇ ਰਾਜਨੀਤਿਕ ਦਲਾਂ ਤੋਂ ਸੰਬੰਧਿਤ ਜਾਣਕਾਰੀ ਪ੍ਰਦਾਨ ਕਰਦਾ ਹੈ।					
31. Social Media provide the authentic information during election campaigns. / ਸੋਸ਼ਲ ਮੀਡੀਆ ਚੋਣ ਮੁਹਿੰਮਾਂ ਦੌਰਾਨ ਪ੍ਰਮਾਣਿਕ ਜਾਣਕਾਰੀ					

<p>ਪ੍ਰਦਾਨ ਕਰਦਾ ਹੈ। / ਚੁਨਾਵ ਪ੍ਰਚਾਰ ਦੇ ਫੈਰਾਨ ਸੋਸ਼ਲ ਮੀਡਿਯਾ ਪ੍ਰਾਮਾਣਿਕ ਜਾਨਕਾਰੀ ਪ੍ਰਦਾਨ ਕਰਤਾ ਹੈ।</p>					
<p>32. Social Media is helping in increasing voter turnout during election. / ਸੋਸ਼ਲ ਮੀਡੀਆ ਚੋਣਾਂ ਦੌਰਾਨ ਵੋਟਰਾਂ ਦੀ ਗਿਣਤੀ ਵਧਾਉਣ ਵਿੱਚ ਸਹਾਇਤਾ ਕਰ ਰਿਹਾ ਹੈ। / ਸੋਸ਼ਲ ਮੀਡਿਯਾ ਚੁਨਾਵ ਦੇ ਫੈਰਾਨ ਸ਼ਰਦਾਨ ਪ੍ਰਤਿਸ਼ਠ ਬਢਾਨੇ ਮੈਂ ਸਦਦ ਕਰ ਰਹਾ ਹੈ।</p>					
<p>33. Social media political campaigning helped any candidate to get more turnouts that help him/her in his/her victory. / ਸੋਸ਼ਲ ਮੀਡੀਆ ਰਾਜਨੀਤਿਕ ਮੁਹਿੰਮ ਨੇ ਕਿਸੇ ਵੀ ਉਮੀਦਵਾਰ ਨੂੰ ਵਧੇਰੇ ਵੋਟ ਪ੍ਰਾਪਤ ਕਰਨ ਵਿੱਚ ਮਦਦ ਕੀਤੀ ਜੋ ਉਸਦੀ ਜਿੱਤ ਵਿੱਚ ਸਹਾਇਤਾ ਕਰਦੇ ਹਨ। /ਸੋਸ਼ਲ ਮੀਡਿਯਾ ਰਾਜਨੀਤਿਕ ਪ੍ਰਚਾਰ ਨੇ ਕਿਸੀ ਭੀ ਤਸ਼ਮੀਦਵਾਰ ਕੋ ਅਧਿਕ ਸ਼ਰਦਾਨ ਪ੍ਰਾਸ਼ ਕਰਨੇ ਮੈਂ ਸਦਦ ਕੀ ਜਿਸਸੇ ਤਸੇ ਅਪਨੀ ਜੀਤ ਮੈਂ ਸਦਦ ਸਿਲੀ।</p>					
<p>34. Do you ever think that any candidate got defeated because of the lack of social media campaigning? / ਕੀ ਤੁਸੀਂ ਸੋਚਦੇ ਹੋ ਕਿ ਕੋਈ ਵੀ ਉਮੀਦਵਾਰ ਸੋਸ਼ਲ ਮੀਡੀਆ ਦੀ ਮੁਹਿੰਮ ਦੀ ਘਾਟ ਕਾਰਨ ਹਾਰ ਗਿਆ? /ਕਯਾ ਆਪਕੋ ਕਭੀ ਲਗਤਾ ਹੈ ਕਿ ਸੋਸ਼ਲ ਮੀਡਿਯਾ ਪਰ ਪ੍ਰਚਾਰ ਨਹੀਂ ਹੋਨੇ ਕੀ ਕਜ਼ਹ ਸੇ ਕੋਈ ਤਸ਼ਮੀਦਵਾਰ ਹਾਰ ਗਯਾ?</p>					

	A	B	C	D	E
Kindly tick on right choice	Strongly Agree/ ਜ਼ੋਰਦਾਰ ਸਹਿਮਤ/ ਫੁਰਤਾਪੂਰਵਕ ਸਹਮਤ	Agree/ਸਹਿਮਤ / ਸਹਮਤ	Neutral/ ਨਿਰਪੱਖ /ਨਿਭਖ	Disagree /ਅਸਹਿਮਤ/ ਅਸਹਮਤ	Strongly Disagree /ਜ਼ੋਰਦਾਰ ਅਸਹਿਮਤ /ਫੁਰਤਾਪੂਰਵਕ ਅਸਹਮਤ
35. Do you think political parties use social media effectively in India? / ਕੀ ਤੁਹਾਨੂੰ ਲਗਦਾ ਹੈ ਕਿ ਰਾਜਨੀਤਿਕ ਪਾਰਟੀਆਂ ਭਾਰਤ ਵਿਚ ਸੋਸ਼ਲ ਮੀਡੀਆ ਦੀ ਪ੍ਰਭਾਵਸ਼ਾਲੀ ਢੰਗ ਨਾਲ ਵਰਤੋਂ ਕਰਦੀਆਂ ਹਨ? / ਕਥਾ आपको लगता है कि राजनीतिक दल भारत में सोशल मीडिया का प्रभावी ढंग से उपयोग करते हैं?					
36. I trust news I get from social media more compared to mainstream media. / ਮੈਨੂੰ ਮੁੱਖ ਖ਼ਬਰਾਂ ਦੇ ਮੀਡੀਆ ਦੇ ਮੁਕਾਬਲੇ ਸੋਸ਼ਲ ਮੀਡੀਆ ਤੋਂ ਪ੍ਰਾਪਤ ਹੋਣ ਵਾਲੀਆਂ ਖ਼ਬਰਾਂ 'ਤੇ ਭਰੋਸਾ ਹੈ। / मुझे मुख्यधारा के मीडिया की तुलना में सोशल मीडिया से मिलने वाली खबरों पर ज्यादा भरोसा है।					
37. I believe that social media is a strong tool for reaching people and creating awareness for political purposes. / ਮੇਰਾ ਮੰਨਣਾ ਹੈ ਕਿ ਸੋਸ਼ਲ ਮੀਡੀਆ ਲੋਕਾਂ ਤੱਕ ਪਹੁੰਚਣ					

<p>ਅਤੇ ਰਾਜਨੀਤਿਕ ਉਦੇਸ਼ਾਂ ਲਈ ਜਾਗਰੂਕਤਾ ਪੈਦਾ ਕਰਨ ਦਾ ਇੱਕ ਮਜ਼ਬੂਤ ਸਾਧਨ ਹੈ। /ਸੋਸ਼ਲ ਮੀਡਿਆ ਨੇ ਸੋਸ਼ਲ ਮੀਡਿਆ ਲੋਗੋਂ ਤਕ ਪਹੁੰਚਣੇ ਅਤੇ ਰਾਜਨੀਤਿਕ ਉਦੇਸ਼ਾਂ ਦੇ ਲਿਓਂ ਜਾਗਰੂਕਤਾ ਪੈਦਾ ਕਰਨੇ ਕਾ ਇੱਕ ਸਫਲਤਾ ਮਾਧਿਅਮ ਹੈ।</p>					
<p>38. Social media has increased women's awareness about political issues. / ਸੋਸ਼ਲ ਮੀਡੀਆ ਨੇ ਰਾਜਨੀਤਿਕ ਮੁੱਦਿਆਂ ਪ੍ਰਤੀ ਔਰਤਾਂ ਦੀ ਜਾਗਰੂਕਤਾ ਵਧਾਈ ਹੈ। / ਸੋਸ਼ਲ ਮੀਡਿਆ ਨੇ ਰਾਜਨੀਤਿਕ ਮੁੱਦਿਆਂ ਦੇ ਬਾਰੇ ਸੋਸ਼ਲ ਮੀਡਿਆ ਦੀ ਜਾਗਰੂਕਤਾ ਵਧਾਈ ਹੈ।</p>					
<p>39. I get informed of some political demonstrations, protests or conferences through social media. / ਮੈਨੂੰ ਕੁਝ ਰਾਜਨੀਤਿਕ ਪ੍ਰਦਰਸ਼ਨਾਂ, ਵਿਰੋਧ ਪ੍ਰਦਰਸ਼ਨਾਂ ਜਾਂ ਕਾਨਫਰੰਸਾਂ ਦੀ ਜਾਣਕਾਰੀ ਸੋਸ਼ਲ ਮੀਡੀਆ ਰਾਹੀਂ ਮਿਲਦੀ ਹੈ। /ਸੋਸ਼ਲ ਮੀਡਿਆ ਦੇ ਮਾਧਿਅਮ ਤੋਂ ਕੁਝ ਰਾਜਨੀਤਿਕ ਪ੍ਰਦਰਸ਼ਨਾਂ, ਵਿਰੋਧ ਪ੍ਰਦਰਸ਼ਨਾਂ ਜਾਂ ਸਮੇਲਨਾਂ ਦੀ ਸੂਚਨਾ ਮਿਲਦੀ ਹੈ।</p>					
<p>40. I learn some news on social media that were not broad- casted in the mainstream media. / ਮੈਨੂੰ ਸੋਸ਼ਲ ਮੀਡੀਆ 'ਤੇ ਕੁਝ ਅਜਿਹੀਆਂ ਖ਼ਬਰਾਂ ਮਿਲਦੀਆਂ ਹਨ ਜਿਹੜੀਆਂ ਮੁੱਖ ਧਾਰਾ ਦੇ ਮੀਡੀਆ ਵਿੱਚ ਪ੍ਰਸਾਰਿਤ ਨਹੀਂ ਕੀਤੀਆਂ ਜਾਂਦੀਆਂ ਹਨ। / ਸੋਸ਼ਲ ਮੀਡਿਆ 'ਤੇ ਕੁਝ ਖ਼ਬਰਾਂ ਮਿਲਦੀਆਂ ਹਨ ਜਿਹੜੀਆਂ ਮੁੱਖ ਧਾਰਾ ਦੇ ਮੀਡੀਆ ਵਿੱਚ ਪ੍ਰਸਾਰਿਤ ਨਹੀਂ ਕੀਤੀਆਂ ਜਾਂਦੀਆਂ ਹਨ।</p>					

Kindly tick on right choice	A	B	C	D	E
	Always /ਹਮੇਸ਼ਾ /हमेशा	Often /ਅਕਸਰ /अक्सर	Sometimes/ ਕਦੇ ਕਦੇ /कभी कभी	Rarely / ਬਹੁਤ ਹੀ ਘੱਟ/ बहुत कम	Never/ ਕਦੇ ਨਹੀਂ / कभी नहीं
41. While online, I mostly search for political contents. / ਆਨਲਾਈਨ ਹੋਣ ਦੇ ਦੌਰਾਨ, ਮੈਂ ਜ਼ਿਆਦਾਤਰ ਰਾਜਨੀਤਿਕ ਸਮਗਰੀ ਦੀ ਭਾਲ ਕਰਦਾ ਹਾਂ।/ ऑनलाइन रहते हुए, मैं ज्यादातर राजनीतिक सामग्री खोजता हूँ।					
42. I exchange my political views on social media. /ਮੈਂ ਸੋਸ਼ਲ ਮੀਡੀਆ 'ਤੇ ਆਪਣੇ ਰਾਜਨੀਤਿਕ ਵਿਚਾਰਾਂ ਦਾ ਆਦਾਨ-ਪ੍ਰਦਾਨ ਕਰਦਾ ਹਾਂ। / मैं सोशल मीडिया पर अपने राजनीतिक विचारों का आदान-प्रदान करता हूँ।					
43. I circulate political posts. / ਮੈਂ ਰਾਜਨੀਤਿਕ ਪੋਸਟਾਂ ਪ੍ਰਸਾਰਿਤ ਕਰਦਾ ਹਾਂ। राजनीतिक पोस्ट प्रसारित करता हूँ।					
44. Political post shared on social media does affect my view point. /ਸੋਸ਼ਲ ਮੀਡੀਆ 'ਤੇ ਸਾਂਝੀ ਕੀਤੀ ਗਈ ਰਾਜਨੀਤਿਕ ਪੋਸਟ ਮੇਰੇ ਦ੍ਰਿਸ਼ਟੀਕੋਣ ਨੂੰ ਪ੍ਰਭਾਵਤ ਕਰਦੀ ਹੈ। / सोशल मीडिया पर शेयर की गई राजनीतिक पोस्ट मेरे विचार को प्रभावित करती है।					
45. I use to delete/block that person who does not think like me. /ਮੈਂ ਉਸ ਵਿਅਕਤੀ ਨੂੰ ਡੀਲੀਟ / ਬਲਾਕ ਕਰ ਦਿੰਦਾ ਹਾਂ ਜੇ					

<p>ਮੇਰੇ ਵਰਗਾ ਨਹੀਂ ਸੋਚਦਾ। / ਮੈਂ</p> <p>ਉਸ ਵਿਅਕਤਿ ਨੂੰ ਡਿਲੀਟ/ਬਲੌਕ ਕਰ ਦੇਵਾਂ ਜੋ ਮੇਰੇ ਵਰਗੇ ਨਹੀਂ ਸੋਚਦਾ।</p>					
<p>46. I use to stick to my own point on social media. /ਮੈਂ ਸੋਸ਼ਲ ਮੀਡੀਆ 'ਤੇ ਆਪਣੀ ਗੱਲ 'ਤੇ ਕਾਇਮ ਰਹਿੰਦਾ ਹਾਂ। / ਮੈਂ ਸੋਸ਼ਲ ਮੀਡੀਆ ਪਰ ਆਪਣੀ ਗੱਲ 'ਤੇ ਕਾਇਮ ਰਹਿੰਦਾ ਹਾਂ।</p>					
<p>47. I had been a part of political campaign on social media. / ਮੈਂ ਸੋਸ਼ਲ ਮੀਡੀਆ 'ਤੇ ਰਾਜਨੀਤਿਕ ਮੁਹਿੰਮ ਦਾ ਹਿੱਸਾ ਰਿਹਾ ਸੀ। ਮੈਂ ਸੋਸ਼ਲ ਮੀਡੀਆ 'ਤੇ ਰਾਜਨੀਤਿਕ ਅਭਿਆਨ ਦਾ ਹਿੱਸਾ ਰਿਹਾ ਸੀ।</p>					
<p>48. My political opinions are based on the information available on social media. / ਮੇਰੀ ਰਾਜਨੀਤਿਕ ਰਾਏ ਸੋਸ਼ਲ ਮੀਡੀਆ 'ਤੇ ਉਪਲਬਧ ਜਾਣਕਾਰੀ ਦੇ ਆਧਾਰ 'ਤੇ ਹੁੰਦੀ ਹੈ। / ਮੇਰੇ ਰਾਜਨੀਤਿਕ ਵਿਚਾਰ ਸੋਸ਼ਲ ਮੀਡੀਆ 'ਤੇ ਉਪਲਬਧ ਜਾਣਕਾਰੀ ਪਰ ਆਧਾਰਿਤ ਹੋਏ ਹਨ।</p>					
<p>49. Social media political campaign has encouraged me for taking part in election process. / ਸੋਸ਼ਲ ਮੀਡੀਆ ਰਾਜਨੀਤਿਕ ਮੁਹਿੰਮ ਨੇ ਮੈਨੂੰ ਚੋਣ ਪ੍ਰਕਿਰਿਆ ਵਿੱਚ ਹਿੱਸਾ ਲੈਣ ਲਈ ਉਤਸ਼ਾਹਿਤ ਕੀਤਾ ਹੈ। / ਸੋਸ਼ਲ ਮੀਡੀਆ ਰਾਜਨੀਤਿਕ ਅਭਿਆਨ ਨੇ ਮੈਨੂੰ ਚੋਣ ਪ੍ਰਕਿਰਿਆ ਵਿੱਚ ਲੈਣ ਲਈ ਉਤਸ਼ਾਹਿਤ ਕੀਤਾ ਹੈ।</p>					

Comprehensive Quantitative Questionnaire for Mps

Name _____

Parliamentary Constituency: _____

Date: _____

Please Tick on the most appropriate option:

1. Which of the followings is the **most** commonly used media in electioneering (Election Campaign)?
A) Electronic Media (TV Radio)
B) Print Media (Newspaper, Magazines)
C) Face to Face (Rallies, Door to Door Interaction)
D) Social Media (Face Book, Twitter, WhatsApp, YouTube)
2. Which media plays a most vital role in opinion making?
A) Electronic Media B) Print Media C) Face to Face
B) D)Rallies E) Social Media
3. In your opinion, which of the followings is the **most widely used** social media app in the electioneering? (Please Give ranks as 1,2,3.....)
A) Facebook B) Twitter C) WhatsApp D) YouTube E) Telegram
4. From how many years you are using social media for Election Campaign?
A) <=1-year b) <=2 years c) <=3 years d) <=5 years
e) More than 5 years
5. What changes you found in 2019 election as compared to previous elections (2009 and 2014).
A) Higher Voter turnout B) Common Man's involvement C) Personality Cult
D) All of the Above
E) None of the Above F) Any Other
6. Which Election was mostly affected by Social Media?
A) 2009 Election B) 2014 Election C) 2019 Election
7. Tick the media having most effective influence on the voters during 2009 General Parliamentary elections.

A) TV B) Radio C) Newspaper D) Magazine

E) Face to Face F) Social Media

8. Tick the media having most effective influence on the voters during 2014 General Parliamentary elections.

A) TV B) Radio C) Newspaper D) Magazine

E) Face to Face F) Social Media

9. Tick the media having most effective influence on the voters during 2019 General Parliamentary elections.

A) TV B) Radio C) Newspaper D) Magazine E) Face to
Face F) Social Media

Kindly Tick the most appropriate option	Always	Often	Sometimes	Rarely	Never
10. How often do you use the social media application “WhatsApp” in political campaign?					
11. How often do you use the social media application “Facebook” in political campaign?					
12. How often do you use the social media application “Twitter” in political campaign?					
13. How often do you use the social media application “YouTube” in political campaign?					
14. How often do you use the social media application “Telegram” in political campaign?					

Kindly Tick the most appropriate option	Never	Less than 1 hour	1-2 hours	2-3 hours	3-4 hours	More Than 4 hours
15. How much average time per day did you give to the Electronic media (TV, Radio) during political campaigns?						
16. How much average time per day did you give to the Print media (Newspaper, Magazine) during political campaigns?						
17. How much average time per day did you give to the Social media (Facebook, Twitter, WhatsApp, YouTube) during political campaigns?						

Kindly Tick the most appropriate option	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
18. Voters feel that the Content of Social Media is Trustworthy.					
19. Social media Contents Validation is must.					

20. Even with the popularity of Social Media the traditional/mainstream media is still useful.					
21. Social Media affected voting behaviour of voters.					
22. Social media helped in building healthy public opinion in political Campaigns.					
23. Social media plays a negative role during the election.					
24 Social media helps me to stay in touch with the Voters.					
25. I often participate in the political debates on Social Media					
26. Social Media helps voters in selecting the most suitable candidate during elections.					
27. Social Media is misleading and irresponsible in context to providing political information.					
28. I have been connected with voters through social media for so many years.					
29. These days' political parties depend on social media for their electoral success.					
30. Social media provides full information about candidate and political parties.					

31. Social media provide authentic information to voters during election campaign.					
32. Social media is helping in increasing voter turnout during election.					
33. Social media political campaign helped you to get more turnouts that helped you in your victory.					

Kindly Tick the most appropriate option	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
34. Do you think that any candidate related to any political party got defeated because of the lack of social media campaigning?					
35. Do you think political parties use social media effectively in India?					
36. Do you think that voters trust news that they get from social media more compared to mainstream media?					
37. I believe that social media is a strong tool for reaching people and creating awareness for political purpose.					
38. Social media has increased women's					

awareness about political issues.					
39. I get informed of some political demonstrations, protests, or conferences through social media.					
40. I learnt some news on social media that were not broadcasted in the mainstream media.					

Kindly Tick the most appropriate option	Always	Often	Sometime	Rarely	Never
41. While online, I mostly search for political contents					
42. I usually exchange my political views on social media.					
43. Voters also circulate political posts.					
44. Political post shared on social media does affect voters' view point.					
45. Voters use to delete/block that person who does not think like them.					
46. Voters use to stick to their own point on social media.					
47. Voters had been part of political campaign on Social media					

48. Mostly voter's political opinions are based on the information available on social media.					
49. Social media political campaign has encouraged voters for taking part in election process.					

Comprehensive Qualitative Questionnaire for Mps

Name: _____

Parliamentary Constituency: _____

Date: _____

1. Which are the media you used to contact voters in political campaigning?

ਸਿਆਸੀ ਪ੍ਰਚਾਰ ਵਿੱਚ ਵੋਟਰਾਂ ਨਾਲ ਸੰਪਰਕ ਕਰਨ ਲਈ ਤੁਸੀਂ ਕਿਹੜੇ ਮੀਡੀਆ ਦੀ ਵਰਤੋਂ ਕਰਦੇ ਹੋ?

राजनीतिक प्रचार में मतदाताओं से संपर्क करने के लिए आप किन मीडिया का उपयोग करते हैं?

2. Which is the most effective media for political campaigning?

ਸਿਆਸੀ ਪ੍ਰਚਾਰ ਲਈ ਸਭ ਤੋਂ ਪ੍ਰਭਾਵਸ਼ਾਲੀ ਮੀਡੀਆ ਕਿਹੜਾ ਹੈ?

राजनीतिक प्रचार के लिए सबसे प्रभावी मीडिया कौन सा है?

3. Are your political party and you used social media for political campaigning?

ਕੀ ਤੁਹਾਡੀ ਸਿਆਸੀ ਪਾਰਟੀ ਅਤੇ ਤੁਸੀਂ ਸਿਆਸੀ ਪ੍ਰਚਾਰ ਲਈ ਸੋਸ਼ਲ ਮੀਡੀਆ ਦੀ ਵਰਤੋਂ ਕਰਦੇ ਹੋ?

क्या आपके राजनीतिक दल तथा आपने ने राजनीतिक प्रचार के लिए सोशल मीडिया का इस्तेमाल किया है?

4. Have you Notice any change in using traditional media in political campaigning after you start using social media in political campaigning?

ਕੀ ਤੁਸੀਂ ਰਾਜਨੀਤਿਕ ਪ੍ਰਚਾਰ ਵਿੱਚ ਸੋਸ਼ਲ ਮੀਡੀਆ ਦੀ ਵਰਤੋਂ ਸ਼ੁਰੂ ਕਰਨ ਤੋਂ ਬਾਅਦ ਰਾਜਨੀਤਿਕ ਪ੍ਰਚਾਰ ਵਿੱਚ ਰਵਾਇਤੀ ਮੀਡੀਆ ਦੀ ਵਰਤੋਂ ਵਿੱਚ ਕੋਈ ਤਬਦੀਲੀ ਵੇਖੀ ਹੈ?

क्या आपने राजनीतिक प्रचार में सोशल मीडिया का उपयोग शुरू करने के बाद राजनीतिक प्रचार में पारंपरिक मीडिया के उपयोग में कोई बदलाव देखा है?

5. There are lots of social media Apps available in social media. Which social media apps you and your party prefer mostly for political campaigning.

ਸੋਸ਼ਲ ਮੀਡੀਆ ਵਿੱਚ ਬਹੁਤ ਸਾਰੀਆਂ ਸੋਸ਼ਲ ਮੀਡੀਆ ਐਪਸ ਉਪਲਬਧ ਹਨ। ਤੁਸੀਂ ਅਤੇ ਤੁਹਾਡੀ ਪਾਰਟੀ ਸਿਆਸੀ ਪ੍ਰਚਾਰ ਲਈ ਕਿਹੜੀਆਂ ਸੋਸ਼ਲ ਮੀਡੀਆ ਐਪਾਂ ਨੂੰ ਤਰਜੀਹ ਦਿੰਦੇ ਹਨ।

ਸੋਸ਼ਲ ਮੀਡੀਆ ਮੈਂ ਬਹੁਤ ਸਾਰੇ ਸੋਸ਼ਲ ਮੀਡੀਆ ਐਪ ਉਪਲਬਧ ਹੈ। ਰਾਜਨੀਤਿਕ ਪ੍ਰਚਾਰ ਦੇ ਲਿਏ ਆਪ ਆਪਣੀ ਪਾਰਟੀ ਦੇ ਕੋਲੋਂ ਸੋਸ਼ਲ ਮੀਡੀਆ ਐਪ ਜ਼ਿਆਦਾ ਪਸੰਦ ਹੈ।

6. What changes you see in your political image after you start using social media in political campaigning?

ਰਾਜਨੀਤਿਕ ਪ੍ਰਚਾਰ ਵਿੱਚ ਸੋਸ਼ਲ ਮੀਡੀਆ ਦੀ ਵਰਤੋਂ ਸ਼ੁਰੂ ਕਰਨ ਤੋਂ ਬਾਅਦ ਤੁਸੀਂ ਆਪਣੇ ਰਾਜਨੀਤਿਕ ਅਕਸ ਵਿੱਚ ਕੀ ਤਬਦੀਲੀ ਮਹਿਸੂਸ ਕਰਦੇ ਹੋ?

ਰਾਜਨੀਤਿਕ ਪ੍ਰਚਾਰ ਮੈਂ ਸੋਸ਼ਲ ਮੀਡੀਆ ਦਾ ਇਸਤੇਮਾਲ ਸ਼ੁਰੂ ਕਰਨੇ ਦੇ ਬਾਦ ਆਪ ਆਪਣੀ ਰਾਜਨੀਤਿਕ ਛਵਿ ਮੈਂ ਕੀ ਬਦਲਾਵ ਮਹਿਸੂਸ ਕਰਦੇ ਹੈ?

7. What change you notice in the political interest and political participation of voters after you start using social media in political campaigning?

ਤੁਸੀਂ ਸਿਆਸੀ ਪ੍ਰਚਾਰ ਵਿੱਚ ਸੋਸ਼ਲ ਮੀਡੀਆ ਦੀ ਵਰਤੋਂ ਸ਼ੁਰੂ ਕਰਨ ਤੋਂ ਬਾਅਦ ਵੋਟਰਾਂ ਦੇ ਸਿਆਸੀ ਦਿਲਚਸਪੀ ਅਤੇ ਸਿਆਸੀ ਭਾਗੀਦਾਰੀ ਵਿੱਚ ਕੀ ਬਦਲਾਅ ਦੇਖਦੇ ਹੋ?

ਰਾਜਨੀਤਿਕ ਪ੍ਰਚਾਰ ਮੈਂ ਸੋਸ਼ਲ ਮੀਡੀਆ ਦਾ ਉਪਯੋਗ ਸ਼ੁਰੂ ਕਰਨੇ ਦੇ ਬਾਦ ਆਪ ਮਤਦਾਤਾओं ਦੀ ਰਾਜਨੀਤਿਕ ਰੁਚੀ ਅਤੇ ਰਾਜਨੀਤਿਕ ਭਾਗੀਦਾਰੀ ਮੈਂ ਕੀ ਬਦਲਾਵ ਦੇਖਦੇ ਹੈ?

8. Approximately how much role (in percentage) the social media plays in winning of Lok Sabha elections for a political party.

ਕਿਸੇ ਸਿਆਸੀ ਪਾਰਟੀ ਲਈ ਲੋਕ ਸਭਾ ਚੋਣਾਂ ਜਿੱਤਣ ਵਿੱਚ ਸੋਸ਼ਲ ਮੀਡੀਆ ਦੀ ਲਗਭਗ ਕਿੰਨੀ ਭੂਮਿਕਾ (ਪ੍ਰਤੀਸ਼ਤ ਵਿੱਚ) ਹੁੰਦੀ ਹੈ।

ਇੱਕ ਰਾਜਨੀਤਿਕ ਦਲ ਦੇ ਲਿਏ ਲੋਕਸਭਾ ਚੁਨਾਵ ਜੀਤਨੇ ਮੈਂ ਸੋਸ਼ਲ ਮੀਡੀਆ ਲਗਭਗ ਕਿਤਨੀ ਭੂਮਿਕਾ (ਪ੍ਰਤੀਸ਼ਤ ਮੈਂ) ਨਿਭਾਤਾ ਹੈ।

9. Besides all these effects, according to you what are the other direct and indirect effects of using social media in political campaigning?

ਇਹਨਾਂ ਸਾਰੇ ਪ੍ਰਭਾਵਾਂ ਤੋਂ ਇਲਾਵਾ, ਤੁਹਾਡੇ ਅਨੁਸਾਰ ਸਿਆਸੀ ਪ੍ਰਚਾਰ ਵਿੱਚ ਸੋਸ਼ਲ ਮੀਡੀਆ ਦੀ ਵਰਤੋਂ ਦੇ ਹੋਰ ਸਿੱਧੇ ਅਤੇ ਅਸਿੱਧੇ ਪ੍ਰਭਾਵ ਕੀ ਹਨ?

ਇਨ ਸਭੀ ਪ੍ਰਭਾਵਾਂ ਦੇ ਅਲਾਵਾ, ਆਪਣੇ ਅਨੁਸਾਰ ਰਾਜਨੀਤਿਕ ਪ੍ਰਚਾਰ ਮੈਂ ਸੋਸ਼ਲ ਮੀਡੀਆ ਦੇ ਉਪਯੋਗ ਦੇ ਅਨੁਪ੍ਰਤੀਕਸ਼ ਅਤੇ ਅਨੁਪ੍ਰਤੀਕਸ਼ ਪ੍ਰਭਾਵ ਕੀ ਹੈ?

10. Are there only positive effects of using social media in political campaigning or negative effects are also there? If so what are these effects?

ਕੀ ਸਿਆਸੀ ਪ੍ਰਚਾਰ ਵਿਚ ਸੋਸ਼ਲ ਮੀਡੀਆ ਦੀ ਵਰਤੋਂ ਕਰਨ ਦੇ ਸਿਰਫ ਸਕਾਰਾਤਮਕ ਪ੍ਰਭਾਵ ਹਨ ਜਾਂ ਨਕਾਰਾਤਮਕ ਪ੍ਰਭਾਵ ਵੀ ਹਨ? ਜੇਕਰ ਅਜਿਹਾ ਹੈ ਤਾਂ ਇਹ ਪ੍ਰਭਾਵ ਕੀ ਹਨ?

ਕੀ ਰਾਜਨੀਤਿਕ ਪ੍ਰਚਾਰ ਵਿੱਚ ਸੋਸ਼ਲ ਮੀਡੀਆ ਦੇ ਉਪਯੋਗ ਦੇ ਸਿਰਫ ਸਕਾਰਾਤਮਕ ਪ੍ਰਭਾਵ ਹਨ ਜਾਂ ਨਕਾਰਾਤਮਕ ਪ੍ਰਭਾਵ ਵੀ ਹਨ? ਜੇਕਰ ਅਜਿਹਾ ਹੈ ਤਾਂ ਇਹ ਪ੍ਰਭਾਵ ਕੀ ਹਨ?

11. Is political campaigning using social media only encourage political participation of voters or discourage some voters also?

ਕੀ ਸੋਸ਼ਲ ਮੀਡੀਆ ਦੀ ਵਰਤੋਂ ਕਰਦੇ ਹੋਏ ਸਿਆਸੀ ਪ੍ਰਚਾਰ ਸਿਰਫ ਵੋਟਰਾਂ ਦੀ ਸਿਆਸੀ ਭਾਗੀਦਾਰੀ ਨੂੰ ਉਤਸ਼ਾਹਿਤ ਕਰਦਾ ਹੈ ਜਾਂ ਕੁਝ ਵੋਟਰਾਂ ਨੂੰ ਨਿਰਾਸ਼ ਵੀ ਕਰਦਾ ਹੈ?

ਕੀ ਸੋਸ਼ਲ ਮੀਡੀਆ ਦਾ ਉਪਯੋਗ ਕਰ ਰਾਜਨੀਤਿਕ ਪ੍ਰਚਾਰ ਸਿਰਫ ਵੋਟਰਾਂ ਦੀ ਸਿਆਸੀ ਭਾਗੀਦਾਰੀ ਨੂੰ ਉਤਸ਼ਾਹਿਤ ਕਰਦਾ ਹੈ ਜਾਂ ਕੁਝ ਵੋਟਰਾਂ ਨੂੰ ਨਿਰਾਸ਼ ਵੀ ਕਰਦਾ ਹੈ?

12. If we talk about 2009, 2014, and 2019 parliamentary elections, what changes you notice in use of social media and its effects?

ਜੇ ਅਸੀਂ 2009, 2014 ਅਤੇ 2019 ਦੀਆਂ ਸੰਸਦੀ ਚੋਣਾਂ ਬਾਰੇ ਗੱਲ ਕਰਦੇ ਹਾਂ, ਤਾਂ ਤੁਸੀਂ ਸੋਸ਼ਲ ਮੀਡੀਆ ਦੀ ਵਰਤੋਂ ਅਤੇ ਇਸਦੇ ਪ੍ਰਭਾਵਾਂ ਵਿੱਚ ਕੀ ਬਦਲਾਅ ਦੇਖਦੇ ਹੋ?

ਅਸੀਂ 2009, 2014 ਅਤੇ 2019 ਦੇ ਸੰਸਦੀ ਚੁਨਾਵਾਂ ਦੀ ਗੱਲ ਕਰਦੇ ਹਾਂ, ਤਾਂ ਤੁਸੀਂ ਸੋਸ਼ਲ ਮੀਡੀਆ ਦੇ ਉਪਯੋਗ ਅਤੇ ਇਸਦੇ ਪ੍ਰਭਾਵਾਂ ਵਿੱਚ ਕੀ ਬਦਲਾਅ ਦੇਖਦੇ ਹੋ?

13. While keeping in mind these effects of using social media in political campaigning, what do you think that what will be the future of using social media in political campaigning?

ਸਿਆਸੀ ਪ੍ਰਚਾਰ ਵਿਚ ਸੋਸ਼ਲ ਮੀਡੀਆ ਦੀ ਵਰਤੋਂ ਕਰਨ ਦੇ ਮਾੜੇ ਪ੍ਰਭਾਵਾਂ ਨੂੰ ਧਿਆਨ ਵਿਚ ਰੱਖਦੇ ਹੋਏ, ਤੁਸੀਂ ਕੀ ਸੋਚਦੇ ਹੋ ਕਿ ਸਿਆਸੀ ਪ੍ਰਚਾਰ ਵਿਚ ਸੋਸ਼ਲ ਮੀਡੀਆ ਦੀ ਵਰਤੋਂ ਕਰਨ ਦਾ ਭਵਿੱਖ ਕੀ ਹੋਵੇਗਾ?

ਰਾਜਨੀਤਿਕ ਪ੍ਰਚਾਰ ਵਿੱਚ ਸੋਸ਼ਲ ਮੀਡੀਆ ਦੇ ਉਪਯੋਗ ਦੇ ਇਹ ਪ੍ਰਭਾਵਾਂ ਕੀ ਹਨ ਜਾਂ ਧਿਆਨ ਵਿੱਚ ਰੱਖਦੇ ਹੋਏ, ਤੁਸੀਂ ਸੋਸ਼ਲ ਮੀਡੀਆ ਦੇ ਉਪਯੋਗ ਕਰਨ ਦੇ ਭਵਿੱਖ ਕੀ ਸੋਚਦੇ ਹੋ?

Objective wise questions asked from voters and MPs

List of Quantitative Questions for Objective 1.

Sr. No.	Questionnaires for voters	Questionnaires for Members of Parliament
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1	Which of the followings is the most commonly used media in electioneering (Election Campaign)	Which of the followings is the most commonly used media in electioneering (Election Campaign)
2	Which media plays a most vital role in opinion making?	Which media plays a most vital role in opinion making?
3	In your opinion, which of the followings is the most widely used social media app in the election campaigning?	In your opinion, which of the followings is the most widely used social media app in the election campaigning?
4	How much average time per day did you give to the Electronic media (TV, Radio)?	How much average time per day did you give to the Electronic media (TV, Radio) during political Campaign?
5	How much average time per day did you give to the print media (Newspaper, Magazine)?	How much average time per day did you give to the print media (Newspaper, Magazine) during political Campaign?
6	How much average time per day did you give to the Social Media (Facebook, Twitter, YouTube, and WhatsApp)?	How much average time per day did you give to the Social Media (Facebook, Twitter, YouTube, and WhatsApp) during political Campaign?
7	Even with the popularity of Social Media the traditional/mainstream media is still useful.	Even with the popularity of Social Media the traditional/mainstream media is still useful.
8	Social media helps me to stay in touch with the Politicians	Social media helps me to stay in touch with the Voters
9	I often participate in the political debates on Social Media	I often participate in the political debates on Social Media
10	I trust news I get from social media more compared to mainstream media	Do you think that voters trust news that they get from social media more compared to mainstream media

11	I believe that social media is a strong tool for reaching people and creating awareness for political purposes	I believe that social media is a strong tool for reaching people and creating awareness for political purposes
12	I learn some news on social media that were not broad- casted in the mainstream media	I learn some news on social media that were not broad- casted in the mainstream media

List of Qualitative Questions for Objective 1.

1. Which are the media you used to contact voters in political campaigning?
2. Have you Notice any change in using traditional media in political campaigning after you start using social media in political campaigning?

List of Quantitative Questions for Objective 2.

Sr. No.	Questionnaires for voters	Questionnaires for Members of Parliament (MPs)
1	How often do you use social media application "WhatsApp"?	How often do you use social media application "WhatsApp" in Political Campaign?
2	How often do you use social media application "Facebook"?	How often do you use social media application "Facebook" in Political Campaign?
3	How often do you use social media application "Twitter"?	How often do you use social media application "Twitter" in Political Campaign?
4	How often do you use social media application "YouTube"?	How often do you use social media application "YouTube" in Political Campaign?
5	How often do you use social media application "Telegram"?	How often do you use social media application "Telegram" in Political Campaign?

6	Social Media affected my voting behaviour.	Social Media affected voting behaviour of voters.
7	Social media helped in building healthy public opinion	Social media helped in building healthy public opinion in political campaign
8	These days political parties depend on Social media for their electoral success	These days political parties depend on Social media for their electoral success
9	Social Media provides information related to candidates and political parties	Social Media provides full information about candidates and political parties
10	Do you ever think that any candidate got defeated because of the lack of social media campaigning?	Do you think that any candidate related to any political party got defeated because of the lack of social media campaigning?
11	I exchange my political views on social media	I usually exchange my political views on social media
12	I circulate political posts	Voters also circulate political posts
13	I had been a part of political campaign on social media.	Voters had been a part of political campaign on social media.
14	Social media political campaign has encouraged me for taking part in election process	Social media political campaign has encouraged voters for taking part in election process

List of Qualitative Questions for Objective 2.

1. Which is the most effective media for political campaigning?
2. Is your political party and you used social media for political campaigning?
3. There are lots of social media Apps available in social media. Which social media apps you and your party prefer mostly for political campaigning.
4. Approximately how much role (in percentage) the social media plays in winning of Lok Sabha elections for a political party.
5. Are there only positive effects of using social media in political campaigning or negative effects are also there? If so what are these effects?

6. Is political campaigning using social media only encourage political participation of voters or discourage some voters also?

List of Quantitative Questions for Objective 3.

Sr. No.	Questionnaires for voters	Questionnaires for Members of Parliament (MPs)
1	The Content of Social Media is Trustworthy.	Voters feel Content of Social Media is Trustworthy
2	Social media Contents Validation is must.	Social media Contents Validation is must.
3	Social media plays a negative role also during the election.	Social media plays a negative role during the election.
4	Social Media helps us in selecting the most suitable candidate during elections	Social Media helps voters in selecting the most suitable candidate during elections
5	Social Media is misleading and irresponsible in context to providing political information.	Social Media is misleading and irresponsible in context to providing political information.
6	I have been connected with the political parties through social media for so many years	I have been connected with voters through social media for so many years
7	Social Media provide the authentic information during election campaigns	Social Media provide the authentic information to voters during election campaigns
8	Social Media is helping in increasing voter turnout during election	Social Media is helping in increasing voter turnout during election
9	Social media political campaigning helped any candidate to get more turnouts that help him/her in his/her victory	Social media political campaigning helped you to get more turnouts that help you in your victory

10	Do you think political parties use social media effectively in India?	Do you think political parties use social media effectively in India?
11	I get informed of some political demonstrations, protests or conferences through social media	I get informed of some political demonstrations, protests or conferences through social media
12	While online, I mostly search for political contents	While online, I mostly search for political contents
13	Political post shared on social media does affect my view point.	Political post shared on social media does affect voters view point.
14	I use to delete/block that person who does not think like me	Voters use to delete/block that person who does not think like me
15	I use to stick to my own point on social media	Voters use to stick to their own point on social media
16	My political opinions are based on the information available on social media	Mosly voters' political opinions are based on the information available on social media

List of Qualitative Questions for Objective 3

1. What change you notice in the political interest and political participation of voters after you start using social media in political campaigning?
2. Besides all these effects, according to you what are the other direct and indirect effects of using social media in political campaigning?

List of Quantitative Questions for Objective 4

Sr. No.	Questionnaires for voters	Questionnaires for Members of Parliament (MPs)
1	From how many years you are using social media?	From how many years you are using social media for election Campaign?
2	What changes you found in 2019 election as compared to previous elections (2009 and 2014)?	What changes you found in 2019 election as compared to previous elections (2009 and 2014)?
3	Which Election was mostly affected by Social Media?	Which Election was mostly affected by Social Media?
4	Tick the media having most effective influence on you during 2009 general Parliamentary elections.	Tick the media having most effective influence on voters during 2009 general Parliamentary elections.
5	Tick the media having most effective influence on you during 2014 general Parliamentary elections.	Tick the media having most effective influence on voters during 2014 general Parliamentary elections.
6	Tick the media having most effective influence on you during 2019 general Parliamentary elections.	Tick the media having most effective influence on voters during 2019 general Parliamentary elections.
7	Social media has increased women's awareness about political issues	Social media has increased women's awareness about political issues

List of Qualitative Questions for Objective 4

1. What changes you see in your political image after you start using social media in political campaigning?
2. If we talk about 2009, 2014, and 2019 parliamentary elections, what changes you notice in use of social media and its effects?
3. While keeping in mind these effects of using social media in political campaigning, what do you think that what will be the future of using social media in political campaigning?

APPENDIX B-DETAIL OF RESEARCH PUBLICATIONS

Paper Published:

1. Social Media's Role in Political Campaigning: Supplement or Replacement for Traditional Media? (Published in UGC Care Journal Juni Khyat, Vol-13, Issue-02, No.05, May: 2024)
2. Changing Trends of Political Campaigning: A Comparative Analysis of 2009, 2014 and 2019 Elections in North India (International Journal of Interdisciplinary Organizational Studies ISSN: 2324-7649 (Print) ISSN: 2324-7657 (Online) Volume 19 No. 1, 2024, Pages 131-145

Link: [The International Journal of Interdisciplinary Organizational Studies \(cg-scholar-organizationalstudies.org\)](http://TheInternationalJournalofInterdisciplinaryOrganizationalStudies.cg-scholar-organizationalstudies.org)

Doi: <https://doi.org/10.5281/zenodo.10846572>
3. Pandemic v/s Politics: Political Aspect of COVID-19 in India (*European Journal of Molecular & Clinical Medicine*, 2020, Volume 7, Issue 7, Pages 6455-6460)
4. Social Media Versus Political Participation in India: An Analysis of Rural Punjab (*European Journal of Molecular & Clinical Medicine* ISSN 2515-8260 Volume 07, Issue 07, 2020, Pages 6278-6282)
5. Can Political Campaigning of Upcoming Elections Be Expected Without Use of Facebook and Twitter in India? (Shod Sarita in 2019) Pages 230-234

Conferences attended

1. Participated in **Doctoral Congress in Mass Communication 2021(DoCoMaCo 2021)**” conference conducted by Xavier University Bhubaneswar on 10th and 11th of April, 2021



2. EDPCC Conference conducted by LPU on Sep. 26, 2020
Paper presented: Social Media Versus Political Participation in India: An Analysis of Rural Punjab (Published in European Journal of Molecular & Clinical Medicine ISSN 2515-8260 Volume 07, Issue 07, 2020)



3. EDIIC Conference conducted by LPU on Sep. 25, 2021
Paper presented: The Indirect effects of Social Media usages in Political Campaigning in India: An Analysis

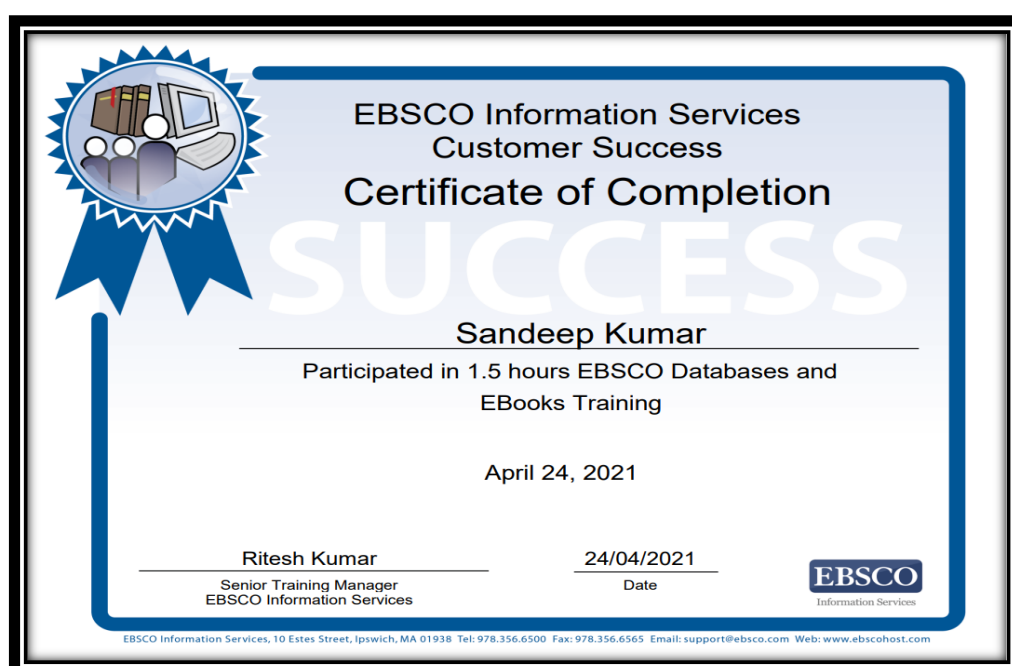


Workshops Attended:

- Attended a 3-days workshop that was conducted by LPU based on **SPSS attended**.
- Attended a **webinar cum Training program on Grammarly software** conducted by LPU on 1.5.2021.
- Attended a seminar conducted by LPU “UN contribution in handling Global challenges” on April 9,2021.



- Attended a **webinar on EBSCO research Databases, E-book Collection and EBSCO Mobile App** on 24.4.2021.



- Attended a webinar on Emerging Dynamics in Middle East and India's Option on July 3, 2021



- Attended a 1-day online Workshop on “Data Analysis using JAMOV” on September 30, 2021.



- Attended a 6-days online workshop based on “**High Impact Journal**” on 1st June, 2023 to 7 June, 2023, conducted by LPU.

