Study the relation between with Indian politics and social media platforms 'Twitter' & 'Facebook': reference with general elections year 2014 and 2019

Dr. Ruchita Sujai Chowdhary
Assistant Professor, Department of Journalism & Mass Communication,
Khawaja Moinuddin Chishti Language University, Lucknow

Shobha Chaudhary
Research Scholar, Department of Journalism & Mass Communication,
Khawaja Moinuddin Chishti Language University, Lucknow

I.   Introduction:

Twitter and Facebook are two of the most popular social media platforms in the world, and they have had a significant impact on Indian politics in recent years. These platforms have become a powerful tool for politicians and political parties to reach out to voters, engage with them, and shape public opinion.

Twitter allows politicians to communicate directly with their followers and the general public. It is a real-time platform, which allows politicians to engage with their followers and respond to their queries and feedback in real-time. Twitter is also often used by politicians to set trends and shape public opinion. Hashtags and tweets can go viral on Twitter, and politicians can use this to their advantage to create a buzz around their campaign.

Facebook, on the other hand, has become a popular platform for political advertising in India. Political parties use Facebook to target specific demographics and regions with their advertisements, which can have a significant impact on their campaign. Facebook also allows politicians and political parties to engage with voters and share their policies, manifesto, and vision for the future. Facebook is known for its ability to make content go viral, and political parties and candidates can leverage this feature to create buzz around their campaign and mobilize support.

Twitter and Facebook have become an integral part of Indian politics, with political leaders, parties, and their supporters using these platforms to communicate with the public, mobilize support, and shape public opinion. Twitter is a micro-blogging platform that allows users to share short messages, while Facebook is a social networking site that allows users to create profiles, share updates, photos, and videos, and connect with others. These platforms have provided a level playing field for political communication, allowing political leaders to communicate directly with their supporters and bypass traditional media channels. However, social media has also been used to spread fake news and misinformation, which can have a negative impact on Indian politics. The use of social media in Indian politics has been studied extensively, with researchers analysing its impact on voter sentiment, political advertising, and engagement. This essay will examine the role of Twitter and Facebook in Indian politics, with a specific focus on their impact on the general elections of 2014 and 2019.

Social media platforms such as Twitter and Facebook have had a significant impact on Indian politics in recent years. These platforms have become popular tools for political communication, voter engagement, and mobilization. With millions of active users in India, social media has provided a platform for political parties and leaders to communicate directly with voters, share their views and opinions, and mobilize support.

During the general elections of 2014 and 2019, Twitter and Facebook were used extensively by political parties and candidates to reach out to voters and engage with them. Political advertising, data analytics, and viral content were some of the key features used by parties to connect with voters and shape their opinions. However, social media has also been misused for spreading fake news and hate speech, which has had a negative impact on Indian politics.

The emergence of Twitter and Facebook as important tools for political communication has

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changed the way Indian politics is conducted. It has made political communication more accessible, transparent, and participatory, while also posing new challenges in terms of accountability, misinformation, and regulation.

II.   Literature review:

Several studies have been conducted on the impact of social media on Indian politics, specifically Twitter and Facebook, during the general elections of 2014 and 2019. Here are some key findings from these studies:

• Reach and engagement: According to a study conducted by the Centre for the Study of Developing Societies (CSDS), in collaboration with the Konrad Adenauer Stiftung, Twitter and Facebook were found to be crucial platforms for political parties to reach out to voters and engage with them during the 2014 and 2019 general elections. The study found that Twitter was used more by politicians and media personalities, while Facebook was used more by political parties and their supporters.

• Advertising: A study conducted by the Internet and Mobile Association of India (IAMAI) found that political parties spent heavily on advertising on social media during the 2019 general elections. According to the study, Facebook was the preferred platform for political advertising, with around 50% of the total advertising budget being spent on Facebook ads.

• Voter sentiment: Another study conducted by the CSDS found that social media played a significant role in shaping voter sentiment during the 2019 general elections. The study found that social media was an important source of political information for voters, and that it had a significant impact on their voting decisions.

• Misinformation and fake news: Several studies have highlighted the negative impact of social media on Indian politics, specifically the spread of fake news and misinformation. According to a study by the Oxford Internet Institute, during the 2019 general elections, political parties and their supporters used fake news and misinformation to polarize voters and spread false information about their opponents.

III.   Data Analysis:

Analyse the role of Facebook, Twitter and Indian politics with reference of general elections in India.
Twitter and Indian Politics: Facebook has also played a significant role in Indian politics in recent years. Here are some ways in which Facebook has influenced Indian politics:

• Political advertising: Facebook has become a popular platform for political advertising in India. Political parties use Facebook to target specific demographics and regions with their advertisements, which can have a significant impact on their campaign.

• Voter engagement: Facebook has become a platform for voter engagement in India. Political parties and candidates use Facebook to engage with voters and share their policies, manifesto, and vision for the future.

• Data analytics: Facebook has sophisticated data analytics tools that political parties can use to analyse voter data. This can help them understand voter behaviour and preferences, which can inform their campaign strategies.

• Viral content: Facebook is known for its ability to make content go viral. Political parties and candidates can leverage this feature to create buzz around their campaign and mobilize support.

• Accountability: Facebook can be used to hold politicians accountable for their actions. Citizens can use Facebook to raise their voice against political corruption and malpractices.

Twitter and Indian Politics: Twitter has played a significant role in Indian politics in recent years. Here are some ways in which Twitter has influenced Indian politics:

• Direct communication: Twitter allows politicians to communicate directly with their followers and the general public. Political leaders can share their thoughts, opinions, and updates on Twitter, without relying on traditional media.

• Real-time engagement: Twitter is a real-time platform, which allows politicians to engage with their followers and respond to their queries and feedback in real-time. This creates a sense of transparency and accessibility, which can enhance a politician's image.

• Trend-setting: Twitter is often used by politicians to set trends and shape public opinion. Hashtags and tweets can go viral on Twitter, and politicians can use this to their advantage to create a buzz around their campaign.

• Social media activism: Twitter has become a platform for social media activism in India. People use Twitter to raise their voices against social issues, and political leaders often respond to these issues on Twitter.

• Political debates: Twitter is also used to host political debates and discussions. Politicians, journalists, and political analysts often engage in debates on Twitter, which can influence public opinion.

Conclusion: social media has had a significant impact on general elections in India in recent years. Here are some ways in which social media has influenced Indian elections:

• Reach: social media has helped political parties reach a larger audience than ever before. Platforms like Facebook, Twitter, Instagram, and WhatsApp have allowed politicians to connect with voters directly and engage with them on a personal level.

• Dissemination of information: social media has made it easier for political parties to disseminate information about their policies, manifestos, and campaigns. They can also use social media to counter misinformation and fake news.

• Opinion shaping: social media has become a platform for opinion shaping in India. People share their views and opinions about political parties and candidates on social media, which can influence other voters.

• Targeted advertising: social media allows political parties to target specific audiences with their advertising. This can help them reach people who are more likely to support them and persuade them to vote for their candidate.

• Influencer marketing: Many political parties in India have started using influencer marketing to reach younger voters. They collaborate with social media influencers who have a large following and use their influence to promote their party or candidate.

However, social media has also led to the spread of fake news and misinformation, which can have a negative impact on the election process. The spread of false information can polarize opinions and create confusion among voters. Therefore, it is important for political parties to use social media responsibly and for voters to fact-check the information they come across on social media. social media, specifically Twitter and Facebook, have had a significant impact on Indian politics during the general elections of 2014 and 2019. While it has provided a platform for political parties to reach out to voters and engage with them, it has also been misused for spreading fake news and misinformation, highlighting the need for responsible use of social media in Indian politics.

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