INFLUENCE OF SOCIAL MEDIA ON POLITICAL ORIENTATION

Thesis

Presented

By

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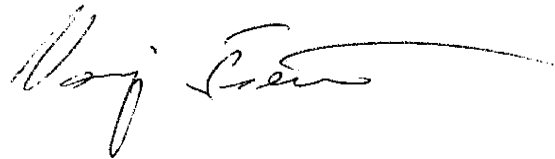
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ABSTRACT

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Harsh Chaudhary

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This research sought to uncover connections among political media, public sentiment, and social media usage, and additionally aimed to determine how political media shape's public opinion in various contexts and across demographics. Nowadays, information is exchanged in new ways, and campaign strategies have dramatically shifted and significantly evolved since India's 2014 general election. With the goal of reaching more people and winning more votes, the majority of prominent political groups have moved their campaign operations online. At this point in time, all of the main political parties in India use social media to spread their electoral outreach messages. The present investigation delves into the connection between political identification and social media, revealing how these elements impact people's political opinions, engagement with news stories, and the beliefs they embrace across time. Furthermore, the investigation examines how social media affects users, including the increasingly rapid and extensive dissemination of data that fosters echo chambers and the propagation of false or misleading content online.

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CHAPTER 1
INTRODUCTION

1.1 Background to the study

Various media platforms are used by political parties and their leaders to pass on their messages and ideas to the public. The majority of people read Newspapers, posters, and pamphlets in the 19th century, while Radio Broadcast and T.V. were used in the 20th century to address everyone in a very short time. (Ahmad et al. (2019)

In 1932, radio broadcast was used as a main medium to send political messages, so Franklin D. Rooswelt used it to deliver 30 evening radio talks, as an American politician from 1922 to 1944. In 1961, John F. Kennedy did the first presidential news broadcast, directed at a specific group of people, which was a momentous event in the USA's broadcast history. Politicians relied mostly on T.V. and Newspapers at the same time as interacting with people to disseminate their messages before the 2008 election. Because of social media, public communication was changed significantly during the election. Using social media, supporters of Obama realized that various political factions could use it to force or motivate themselves with regard to their role in leadership. Rodrigo Duterte decided to use Facebook, whereas Jair Bolsonaro used WhatsApp to succeed in reaching certain political goals in the Philippines and Brazil, respectively. During the twenty-first century, new media's (social media) popularity increased rapidly due to huge social media use on smartphones. (Alami et al. 2019)

Radio broadcasting arrived in India in 1927, followed by the establishment of the nation's first television studios in 1959. Between 1975 and 1976, India successfully conducted one of the world's largest satellite television experiments. During his 2011–2012 anti-corruption campaigns, Anna Hazare became the first Indian political figure to harness social media. In 2014, political parties engaged voters online via social platforms for the first time ever. Thanks to two major digital initiatives, Prime Minister Narendra Modi nearly surpassed Barack Obama in search-engine popularity, a trend that has heightened social media's prominence and encouraged more leaders to connect with

constituents online. Recognizing its power, parties now invest heavily in social platforms to influence public opinion. (Alami et al. 2019)

All political organizations today acknowledge social media's impact on their outreach. The BJP outpaced both the INC and regional rivals by deploying Facebook advertisements, trending Twitter hashtags, and even holographic projections of Modi across India. Political entities increasingly depend on these networks, whose influence expands daily. Blending traditional channels with advanced technologies has only amplified their collective reach.Ahlawat (2013)

Understanding social media as a marketing tool requires familiarity with Web 2.0 principles. As Ahlawat (2013) explains, Web 2.0 enables global users to interact and continuously update shared content. Through dedicated websites and applications, individuals can now publish their own material online.

Below is a concise summary of key social media platforms (Ahlawat, 2013):
- **Facebook:** An online network for users to connect and engage in discussions.
- **WhatsApp:** A Facebook-owned app that allows free texting on mobile devices.
- **YouTube:** A platform for uploading, sharing, and downloading videos.
- **Instagram:** A social network for sharing photos and short videos.

Today, many people receive political news via social media apps such as Facebook, Twitter, YouTube, and others. User-generated content on these platforms can shape public discourse and even influence voting behavior. WhatsApp, in particular, has become a popular forum for discussing current affairs and political developments. By broadening access to campaign messages and traditional advertising, social media further amplifies influence on voters (Rutenberg, 2013).

1.2 Research Problem

A growing number of people are concerned about the impact of social media on politics, which has coincided with the popularity of these platforms.Various types of contemporary media both strengthen and threaten democracies across the world. In the

general elections of 2014, 2019, and 2024 in India, the Bharatiya Janata Party (BJP) and the Indian National Congress (INC) used a combination of conventional and digital platforms to gain electoral majorities. The purpose of this study is to investigate the relationship between people's political views and their online conduct by looking at how political media affects public opinion and community perceptions.

The groundbreaking internet-driven outreach that Barack Obama spearheaded in his 2008 campaign revolutionized the dissemination of electoral messaging and the conduct of campaigns. The 2014 general election in India was hailed as the biggest democratic exercise ever, earning the moniker "#Twitter election" according to Lu et al. (2014). All of the major parties in that election and the ones that followed used internet methods, solidifying the role of social media in India's political apparatus.

1.3 Research Objectives

- To explore the multifaceted relationship between social media and political orientation
- To examine how these platforms impact the way individuals perceive political issues, engage with political content and align with specific ideologies.
- To investigate the rapid dissemination of information which forms echo chambers and to further analyze how the spread of misinformation are just a few of the mechanisms through which social media exerts its influence on masses.
- To understand the dynamics in a time when the political landscape is increasingly shaped by digital interactions.

By analysing existing research and case studies, this thesis paper highlights the implications of social media on democratic processes and civic engagement, providing a comprehensive overview of its impact on political orientation.

1.4 Research Question

- What is the nature of relationship between social media and political orientation?
- In what manner and extent do the social media platforms impact the individuals' perception about political issues?

- How the rapid dissemination of information does form echo chambers and leads to the spread of misinformation amongst masses?

1.5 Research Hypothesis

The following hypotheses are established for testing while keeping in mind the goals set forth for the study.

Null Hypothesis H$_{o1}$: There is no significant impact of social media on political orientation.

Alternate Hypothesis H$_{a1}$: There is significant impact of social media on political orientation.

Null Hypothesis H$_{o2}$: There is no significant impact of social media on political perception.

Alternate Hypothesis H$_{a2}$: There is significant impact of social media on political perception.

1.6 Political Attitude

A mental habit is what disposition is, and it means responding to something with positive or negative feelings. A researcher has found that political views play a bigger role in a key region of mentalities and beliefs (Path 1965). He clearly explains the way political beliefs and mental traits link up among the respondents. When people are optimistic and aware about politics and political scenario, they are more likely to take part in the voting process.

Many studies suggest that viewing political content, whether by watching broadcasts or reading articles, can shape individuals' political views and behaviors, as people often seek reliable information on governmental affairs. Carpini and Keeter (1996) argue that political knowledge is stored in long-term memory through the retention of key facts. This foundational understanding not only makes well-informed and educated citizens more attentive to policies and legislation but also increases their likelihood of voting and

participating in political discussions with others. Individuals can deepen their grasp of legislative matters by engaging with news media, conversing with peers, following political programs online, and exploring various information sources. A comprehensive awareness of political processes tends to motivate more frequent involvement in civic affairs.

Given that the majority of people now access and disseminate political information via digital platforms, this shift is poised to enhance overall political literacy. Consequently, those who are drawn to public-policy topics often articulate their political choices with greater depth and nuance. Moreover, research indicates that active time spent on social media correlates with heightened political interest and a stronger drive to seek out information, benefits afforded by the immediacy and interactivity of digital media. (Agathangelou et al, 2017)

It has been found that political viability is a good sign of strong political commitment and actions. The thought that taking action over government issues may lead to positive results is referred to as political adequacy. This is the reason external and internal efficacies are easy to remember. Belief in being able to act on laws shows that a person is self-viable in democratic nations.The thought that those running the institution and its services are able to meet the needs of the residents, how someone views their ability to grasp regulations and take part in politics is referred to as inner adequacy.Using online media is considered important for people's opinions about ideologies, leaders, and trends. (Bakker and Vreese, 2011)

All political strategies are meant to gain votes, and this becomes possible only when a rival or group tries to sway the behavior of people to support their beliefs. As a result, the pioneers and ideological groups can predict how successful they may be. Any time a person makes a decision in favor of or against a certain set of ideas is known as political support. These activities that individuals carry out to influence or help with government and legislative matters are described as political support (Milbrath and Goel 1977). Generally, those who live in bigger towns and cities are more likely to be involved in determining political outcomes by taking part in decision-making or showing their support. In the eyes of Effing et al. (2011), it could shape the government policy through its impression on a political leader's choices and habits. Usual methods of political support involve, for

example, voting, participating in political events, getting into political discussions, joining political parties, and reaching out to politicians. In the recent times, online political support involves following political figures in various online media platforms, joining discussions online, and becoming part of groups with similar opinions. In different countries, researchers have observed that higher political support and greater use of media usually go together. (Effing et al. 2011) In addition, it is notable that involvement in social media impacts a person's political connection to other countries as well as their own. To sum up, if you care about lawmakers, officials, and legislative matters, you are expected to take part in government affairs.

1.7 Political Party Choice

Trying to secure votes in a tough situation is the biggest goal for any competing political party. Parties are allowed to make certain presentations or come up with unique ways to share their information to win the political choice. Many factors, such as a party's declarations, advertisements, and young campaigning stars, influence people's decisions about whether they agree with the party or not.

Political marketing tactics serve as clear indicators of an organization's objectives and the approaches it employs to reach them. Certain ideological groups might examine citizens' media consumption patterns to determine how these habits influence their choice of political candidates or parties. Selecting the most appropriate channel to convey campaign messages is crucial, as it shapes a well-considered and effective strategy for political advancement. Despite varied media preferences, studies indicate that factors such as political orientation, age, education level, marital status, and income also play significant roles in an individual's decision to support a specific candidate or party. Typically, women demonstrate lower engagement in political affairs than men, while civic participation tends to increase with age.

1.8 Communication Needs

To publish their messages/views and opinions in a timely manner, politicians prefer using the internet, instead of TV news media. A lot of researchers have studied how media viewing affects voting behaviors. In some cases, the knowledge provided by these media about candidates nearly matches the large role that media coverage itself can have on someone's vote. It describes how people find rescue from their needs and desires with the help of media, also points out the role that Twitter gives politicians to market their campaigns to a broad group of people. Having a celebrity presence is important, but what they communicate says a lot too. Hsu and Park (2012) carried out a similar study in South Korea to find out what people think of masses. The kind of data indicates the attitudes of voters toward a certain party or an upcoming politician. One should think twice before revealing one's personal information on the internet to show one's influence.

1.9 Mass Media

In fact, mass correspondence is a process that lets media outlets interact with folks in society and from time to time hear their positive feedback and recommendations. It identifies ways to unite people from different countries by providing new knowledge to share. The term "broad communications" describes the way large-scale communication takes place. Broad communications are media innovations made to reach a large crowd by mass correspondence. Progressive technologies are applied for this form of communication. Along with TV, Radio Broadcast, recorded music, and movies, some examples of transmission media that do their jobs electronically are today's technology. Usually, physical items such as a book, pamphlet, paper, or comics are used in print media.Boyd and Ellison (2007) explained "broad communications" by stating that certain groups send information to many people using modern instruments.

1.10 The relationship between media and society

From the voice of the local proclaimer of old to today's articles, TV reports, and websites, no one can avoid the effects of modern media on society, state- challenges, and administration. It becomes quite clear in the case of developing democratic systems. (Campbell et al, 2011)

Any just society relies heavily on the media, nowadays, media reaches us in many ways, such as through the programs on radio broadcast, the books and magazines/journals we like to read, and the newspapers we regularly check. If it weren't for the media, people in various social groups would end up being separate from legislators, the government, and towns or cities in their vicinity. The progress of networks is influenced by the data stream coming from the media. Without being exposed to a lot of facts, people's ideas and judgments would be limited, affecting how they interpret the world. Many of us are told that today's multinational media creates a world where we are all connected and share the same kind of data. It is obvious that information moves through the media today much faster and more clearly than it did in previous decades, including the time when the term "worldwide town" was coined. (Campbell et al, 2011)

1.11 How do the media impact democracy?

All governance systems that are ruled by the majority should include a free media. The media plays a vital role in the lives of voters, as showed by Thomas Jefferson's statement. Jefferson came forward in favor of selecting leaders through elections. In reference to the media's work under a system of votes, Thomas Jefferson noted that he "rather have no newspapers than no government." The expression is called the Jeffersonians Statement, and Thomas Jefferson made it. Supply and exchange of communications are important features in a majority rule government. What the media shares about politics has an effect on the voting decisions of citizens. They give people an opportunity to talk and work together on friendly issues. We expect them to find out any wrongdoing or mistakes that take place among people in charge. The media encourages this by giving people news, wisdom, and keeping them united together. People living in a country should take part in government decisions in an orderly manner. The basic duties that we can expect the media to handle when it comes to votes are explained in a common paper from Gurevitch and Blumler (1990). To do this, journalists monitor progress in society and politics, highlight the major issues, give everyone a chance to join the discussion from all sides, hold elected officials responsible for their decisions, make sure citizens are aware of and can be involved in political matters, and handle efforts to weaken their freedom. Advances in communications enable individuals to put their ideas into

words. Based on seizing the opportunity, people tend to rely on some of the most powerful ways to discover and analyze the principles and habits of their politicians. It makes sure that lawmakers can consider and address the needs of the people, thus giving everyone the opportunity to join in the open political discussions that support a popularity-based society. It provides useful information to people and regularly monitors the government's actions. No majority-rules democracy administration can operate thoroughly without the media, also known as the "broad communications," which maintains a check on the office of the president. (Chopra, 2014)

In the 1951-1952 general election, the use of votes advanced as people voted in India over a time of four months. When voters cast their votes, there was the biggest attempt using votes at any point. Adults 21 years or older could vote, and the results of the vote were guided by the traditional norms in society. Seventy-five percent of more than 173 million voters were part of the low-wage group. The main problem was that leaders needed to determine how the public would react to this situation. (Dandekar et al, 2013)

Various people doubted that this electorate had the maturity and awareness needed for political voting. Therefore, because India was a standing, multi-religious, illiterate, and immature society, a number of advocates chose innocuous fascisms as a safer way to lead. Certain people considered the decisions to be risky, while others described them as amazing and proof of real faith. (Dandekar et al, 2013)

1.12 Media and elections

It is important for the government to be led by races that form the majority while the media offers support. People participating in political races should carefully learn about each party, the strategies used, who their opponents are, and the steps in political decision making. The significance of a majority rule in politics relies on the freedom of the press. (Dimitrova et al, 2011)

What matters the most is ensuring that electors get all the accurate news they need. People who are running and groups of supporters have the freedom to make their voice heard with the media. When the media reveal the facts on elections, describe the contests, give ideological organizations a way to express their views, make the results public, watch

over the counting of ballots, and analyze the whole process to evaluate its rationality, transparency, and feasibility, it ensures full cooperation in the voting process. The media are now very important in setting political goals, even for people living in parts of the world without advanced technology. (Dimitrova et al, 2011)

Being called the biggest majority-rules government would not be possible for India without having independent media and fair polls. Other organizations that depend on popularity should also be part of the process, but it is the Election Commission of India that has the main job of organizing fair and open elections. The public should depend on the media to track elections because the people's guard dog manages the government. Most of India's media focus a lot on the country's diversity and overwhelming number of Indian families when making general decisions. Having the media take a key role in elections only developed quite recently. In a lot of countries, free-will has been a part of the life for only a short period. Most regions in Asia and Africa ruled by colonizers in the past now have more freedom and sovereignty than in the past century. Interestingly, this has become better lately for countries that once belonged to the Soviet Association. Even nowadays, many nations in Western Europe and Latin America do not allow women to vote as freely as individuals in the US do. The ability for the media to function as news outlets to watch state actions was established in Latin America, North America, and Europe. (Duggan and Smith, 2016)

People found out about politics before through print news and conversations with others in private. Even though newspapers were read by more people decades ago, quite a large part of the population remained left out because they did not have or know how to read them. Because of this, it was important for companies to reach out quickly and address each person by name. There might be hustling where people listen to candidates talk and discuss, as well as open political conversations between different contestants. Plus, party or mission members would visit homes to promote their cause in addition to printing pamphlets and banners. At present, electronic media has replaced these techniques as the main way people receive information in most developed countries. However, young people in other places continue to prefer taking part in direct political talks. When people outside major cities want free access to media, contents produced privately may one day be found

on wider circulation and become available to people in rural areas too. Hence, the media will distribute a great deal of political information to the public through various channels, despite the fact that most people receive their political knowledge from conversations. (Effing et al, 2011)

1.12.1 Social Media and Political Landscape: Before 2014 Lok SabhaElections

The Bharatiya Janata Party (BJP) was the earliest Indian political party to recognize the possible influence of social media platforms on politics as early as 1995. Robust and strategic digital political communication constituted a hallmark of the 2002 Gujarat Assembly elections. Narendra Modi, Gujarat's chief minister, became the first leader to utilize social media channels to engage directly online with citizens. Modi made extensive use of Facebook and Google Plus in 2002 to take part in direct live online conversations and audience engagement. Prime Minister Narendra Modi officially launched his established personal website in February 2005 and later joined Twitter in 2009, both moves widely adhering to Indian social media norms. Moreover, Rahul Gandhi joined the social media platform Twitter in 2015, and the Indian National Congress (INC) launched its official website in 2005. (Chopra, 2014)

Social movements have gained a lot of traction in the modern day because of social media and the internet. Examples of India's noteworthy surge in digital activism include the Nirbhaya campaign in 2012 and the Anna Hazare anticorruption movement in 2011, both of which successfully used social media platforms to raise awareness and rally popular support. These movements signaled a sea change in social media usage, showcasing the platform's capacity to influence public opinion, encourage citizen participation, and cultivate a feeling of group empowerment. After the Anna Hazare protest, the Aam Aadmi Party (AAP) came into being in 2012 and became well-known on social media. Social media thus became a crucial component of India's sociopolitical environment, allowing regular people to express their grievances, call for responsibility, and promote social change. (Narayan and Narayanan, 2016)

Prior to the 2014 Lok Sabha elections, India's political landscape was characterized by a vibrant and diverse party system that reflected the country's socio-cultural makeup.

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The multi-party system that defined India's political landscape had a wide range of political parties that represented various interest-based, ideological, and geographical groups. The Indian National Congress (INC) and the Bharatiya Janata Party (BJP) were India's two main national political parties. (Chakrabarty and Hazra, 2016)

But a sizable fraction of regional political parties was influential inside their respective states and frequently formed coalitions and alliances at the federal level. (Chakrabarty and Hazra, 2016) Dynastic politics, in which leadership roles within political organizations are frequently passed down via family lines, has been a noticeable feature of India's political landscape. Two notable instances are the Karunanidhi dynasty within the DravidaMunnetraKazhagam (DMK) and the Nehru-Gandhi dynasty within the Indian National Congress (INC). (Ketaki, 2019) Beginning in 1947, when India gained its independence, the Indian National Congress (INC) held significant political sway.

The aforementioned organization significantly influenced the development of the nation's political and economic policies. The INC was founded and became well-known because of its historical ties to the liberation movement, which gave the party credibility and garnered a lot of support. Prior to 2014, India's political landscape was characterized by a diverse range of ideological perspectives, including both right-wing nationalist groups and left-leaning Communist organizations. A significant range of ideologies were present in the political discourse, which added complexity and allowed individuals to identify with political parties that shared their views. (Chakrabarty, 2008)

During that time, the Indian National Congress (INC), led by Sonia Gandhi and Manmohan Singh, successfully controlled the dominant party under the United Progressive Alliance (UPA). (Chakrabarty and Hazra, 2016) The INC managed to retain the Prime Minister's office for two consecutive terms between 2004 and 2014. However, a number of issues, such as corruption scandals, a noticeable slowdown in economic growth, and a lack of policy advancement, led to mounting criticism of the government. A series of problems, including the 2G spectrum scandal, the Commonwealth Games controversy, rising inflation, and charges of weak leadership, fueled a general anti-incumbency sentiment toward the UPA government. As a result, a sizable portion of the populace expressed a desire for governmental reform. (Vaishnav, 2017)

In several states, regional political parties held considerable prominence, reflecting India's linguistic, cultural, and ethnic diversity. Organizations like the Trinamool Congress (TMC), DravidaMunnetraKazhagam (DMK), Samajwadi Party (SP), and Bahujan Samaj Party (BSP) have played key roles in national coalition politics due to their strong local bases. Geographical factors were critical in shaping election outcomes. These parties promoted their states' interests, demanding greater autonomy and resource allocation from the central government, and state elections often centered on such issues. Identity-based politics, particularly caste and religion, also exerted a major influence, as parties sometimes sought to mobilize support along these lines, reflecting deep social divisions. (Kumar, 2009)

However, social media's influence on Indian politics is a dynamic and ever-changing phenomenon that continues to reshape the nation's political discourse. Changes in social media consumption patterns before the 2014 elections reflected a shift in political communication and engagement dynamics. Platforms like Facebook, Instagram, WhatsApp, and Twitter have become indispensable tools for politicians and parties to connect with voters. (Narasimhamurthy, 2014) For the first time, parties and candidates leveraged these platforms during campaigns to disseminate their agendas, engage with the public, and share policy information and promises. They also used social media to mobilize supporters and volunteers, creating dedicated pages and groups to recruit activists, broadcast campaign updates, and organize events, particularly to attract younger, tech-savvy voters. (Narasimhamurthy, 2014) Social media amplified issues overlooked by traditional media, fostering public participation and political activism. Individuals organized online rallies, demonstrations, and petitions. Moreover, politicians increasingly turned to these platforms for campaign fundraising, soliciting donations through various digital channels to finance online advertising and outreach efforts. (Barclay et al, 2015)

1.12.2 Lok Sabha Elections 2014

When it comes to the impact of social media on political campaigns, the 2014 Lok Sabha elections in India shifted public perception. Worldwide, political campaigns have begun using the exponential growth of social media platforms to connect with voters on a deeper level and reach a wider audience. Parties running for the Lok Sabha in 2014 made

heavy use of social media. It provided an alternative to traditional media by allowing political parties and their leaders to communicate with the public directly. For the first time ever, political parties used online crowdsourcing in the 2014 elections to figure out how to approach the public. This was a watershed moment in the evolution of political communication. (Kanungo, 2015) The prime ministerial candidate of the Bharatiya Janata Party (BJP), Narendra Modi, made astute use of social media platforms to build his personal brand and engage with the public. Through his extensive use of social media platforms such as Facebook and Twitter, Narendra Modi established himself as an energetic leader who facilitated development and prosperity. A "digital army" of BJP volunteers and backers was established to disseminate the party's ideology over the internet. These individuals were instrumental in creating and disseminating social media content that supported Narendra Modi and his party, and they volunteered their time for free. The party's use of social media for interactive marketing, events, and competitions helped engage voters. Also, to show their support for the BJP, they encouraged their followers to change their profile pictures to "saffron" hue. The social media team of the BJP ensured that the site was engaging, that fresh information was posted often, and that the correct audiences were contacted. National Election Studies (NES) data shows that BJP support increased under Narendra Modi's leadership in 2014. The party continued its practice of using RSS members and several 'panna pramukhs' (electoral sheet leaders) to encourage voters to mark their ballots for them on a single page of the voter list. In a 2014 study, Chhibber and Ostermann (2014) emphasized that the party's strategic efforts, such as "Chai pe Charcha" and "Modi Aanewalehai," together with the tactical dynamics of the war rooms and the usage of 3D holographic technology in the 2014 elections, allowed it to fulfill its voter outreach objectives. (Np, 2015)

To keep voters up-to-date on all of Narendra Modi's campaign activities and speeches, the BJP also took to social media. This meant that party regulations would take a back seat to the candidates and leaders in the campaign, much like a presidential campaign. They documented these events via the use of social media by sharing photos, videos, and comments. Using hashtags and memes, the BJP was able to spark interest in their campaign and get people talking about the prime minister's nomination. He skilfully used trending hashtags related to election problems and campaign subjects by diligently

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monitoring his online presence. (Wallace (2015) To spread the word about their leader, Narendra Modi, and his intentions for India, supporters used hashtags such as #AbKiBaarModiSarkaar, #NaMo, and #ModiWave. With much planning and scheduling, the Bharatiya Janata Party came up with the slogans "Ab ki baar Modi Sarkar" (This time, a Modi administration) and "Achhe din aane wale hai" (Good days are coming ahead). In conjunction with other pre-recorded messages sent to rural areas, the "Har har Modi, gharghar Modi" (Modi in every house) campaign was a smashing success. This strategy was critical in mobilizing the youth vote and expanding the cause's base of support. In addition to reaching out to young people throughout the country using social media and other innovative internet technologies, he is famous for being the first politician to heavily use technology in politics. (Wallace (2015)

Other political groups and their leaders quickly followed suit, seeing the potential influence of social media. The Indian National Congress, headed by Rahul Gandhi, launched a massive online effort to unseat the Bharatiya Janata Party (BJP), the ruling political party in India. Members and officials of the party actively participated in online discussions, disseminated information, and contested the BJP's misinformation via the use of social media platforms like Facebook and YouTube. (Wallace (2015)

Hashtags like #MyCongressManifesto, which is the INC's manifesto, were utilised to communicate with the public and promote the party's aims and agenda for the next term. "Har Haath Shakti, Har HaathTarakki,"(meaning "power in every hand, advancement for everyone") It was the motto of the Congress party. (Singh, 2015) The Aam Aadmi Party (AAP), under Mr. Arvind Kejriwal's leadership, raised funds and rallied supporters using social media. They instructed the volunteers to rally support and disseminate the word about corruption using social media. Social media was a tool the party used to demonstrate its dedication to open politics. They often broadcasted live events, spoke with followers, and provided behind-the-scenes footage on social media. Voters were encouraged to support AAP candidates and leader Arvind Kejriwal via the use of hashtags such as #AAPWave and #Kejriwal4Kashi. The party's motto, "Paanch Saal Kejriwal" (Five Years of Kejriwal), demonstrated the leader's commitment to an open and honest administration. (Ranganathan, 2014)

Many regional parties have joined the cause after seeing the power of social media to mobilise and connect with their constituents. Regional political parties in India certainly made use of social media, but to varying degrees. Several political groups were active on social media, reaching out to local supporters. These groups included the Janata Dal (United), Shiv Sena, and Trinamool Congress (TMC). Hashtags and phrases were also used by regional political parties throughout their campaigns. As an example, the West Bengali Trinamool Congress rallied support and disseminated its political platform using the slogan "Maa, Mati, Manush" (Mother, Land, People). "Ummeed Ki Cycle" (Cycle of Hope) was a campaign slogan of the Samajwadi Party in Uttar Pradesh. (Rao and Mir, 2022)

Of India's 543 Lok Sabha seats, 282 were won by the Bharatiya Janata Party (BJP) and its renowned leader, Narendra Modi, who received 31.1% of the vote in 2014. The victory was a watershed moment for the group. For the first time in 30 years, a single political party won a majority without forming a coalition or alliance, marking a significant shift. With a 38.3% vote share, the National Democratic Alliance (NDA), composed of many regional parties and led by the Bharatiya Janata Party (BJP), won 336 seats. This coalition easily controlled the Lok Sabha, and its leader, Narendra Modi, became the fourteenth prime minister of India. Many seats were lost by Rahul Gandhi's Indian National Congress, according to the election results. There was a marked decline in the party's representation in the Lok Sabha after its 2009 triumph. It lost 162 seats and received 19.3% of the vote, winning just 44. In contrast, people were unconvinced and Narendra Modi's massive popularity proved too much for the BSP, the Left, and other political groups. (Rao and Mir, 2022)

Aspiring voters, social media-driven campaigns, and compelling leaders triumphed against caste-based politics in this election. Votes from scheduled castes, scheduled tribes, and other disadvantaged groups gave it a significant edge in the election. It emphasizes that politicians in India still need skill in navigating the intricacies of administration and policy implementation if they want to keep winning elections, despite the fact that the 2014 elections were a watershed moment in the country's political history. As a result of having to adjust their communication strategies and voter preferences, political parties in India

would face long-term challenges to their democracy as a result of these developments. (Palshikar and Suri, 2014)

The BJP and Narendra Modi's mastery of social media was a major factor in their resounding victory in the 2014 Lok Sabha election. People were quite receptive to the BJP's platform and campaign. They zeroed particularly on the party's claims that it will build an accessible and transparent administrative structure, promote economic development, and apply the principles of good governance. Thanks to the power and reach of social media, the BJP elevated the Modi brand, drew in a diverse audience, and turned the tide of the election in their favour. Social media was widely acknowledged by political parties as a powerful instrument in the 2014 Lok Sabha election for increasing voter turnout, party membership, and message dissemination. Social media's impact on India's 2014 election results demonstrated the growing significance of online campaigns in the country's political landscape. Subsequent elections around the country maintained this pattern. (Palshikar and Suri, 2014)

1.12.3 Interim Period between 2014 - 2019 Lok Sabha Elections

The usage of social media has enhanced the degree of involvement among young voters. The younger generation in India is huge fans of Facebook, Twitter, and WhatsApp, among others. By sharing and learning more, social media sites aided voters. Facebook and Twitter become popular tools for people to stay informed about political news, party happenings, and candidate histories. A wide variety of information and opinions, including those from official and non-official sources, could be presented to users. Here, social media emerged as a formidable rival to more conventional forms of advertising. Now is the time for political parties, leaders, and impartial experts to provide voters with analysis and updates. (Gupta, 2019)

Indians are much more active on social media today than they were in the past. The same holds true for personal relationships, professional dealings, political campaigns, and even leisure pursuits. People in India are increasingly coming out to discuss what they've gone through, forge their own identities, and get insight into the world around them via personal stories and the information shared by friends and family.

Two major government initiatives in India, "Make in India" and "Digital India," aim to promote manufacturing, economic growth, and widespread use of digital technology.   With the goal of luring foreign and domestic companies to set up shop in India, the "Make in India" initiative was launched in September 2014. This initiative seeks to facilitate the success of businesses globally and the creation of employment via the establishment of business-friendly regulations, the modernisation of infrastructure, and the improvement of government processes. Commencing in July 2015, the "Digital India" program aims to use technology to foster empowerment, inclusive growth, and better governance. (Shinshnani, 2020) The effort primarily focusses on expanding access to digital services, e-governance, digital literacy, and digital infrastructure. Their goal is to alleviate financial barriers to access to affordable, user-friendly technology so that everyone, even those in rural regions, may participate in the digital economy. Collectively, these campaigns pushed for more community engagement, the use of social media for business, and the adoption of digital payment systems. (Shinshnani, 2020)

Voter turnout was boosted by the use of social media in the 2015 Delhi Assembly Elections. According to an article in the Hindustan Times, hypermedia has the power to sway opinions and set priorities. According to the study, the Aam Aadmi Party (AAP) had the highest number of engaged Facebook users because they were the winners of the elections. (Kanungo, 2015) The BJP's campaign took a hit due to Kiran Bedi's entrance and his critical remarks regarding the opposing party. But the AAP turned the tables on its opponents by using hashtags like #JawabDoAwam and #Mufflerman to communicate with their supporters, uncover party agendas, and bring their political opponents to light. (Kanungo, 2015)

In India, social media platforms have played a significant role in amplifying under-represented voices and bringing together people with different perspectives. Everyone in India has the freedom to freely express themselves, according to the constitution.   Sharing and receiving information is now much simpler thanks to social media. Indian social media platforms saw a steady influx of fresh topics and conversations throughout time. Candidates, policies, and issues have all become the subject of more free-flowing discourse. This aided in raising public awareness of political issues and facilitated the

dissemination of alternative viewpoints. The use of creative hashtags and campaigns by political parties and their supporters to express themselves and criticise their opponents is attracting a lot of attention. (Kanungo, 2015)

Government agencies and political parties have ramped up their monitoring of social media posts in recent years in an effort to gauge public sentiment and identify issues. By disseminating and exchanging political speeches, news, and campaign activities on a worldwide scale, the platforms significantly affect public opinion. In an effort to entice a younger demographic and win over their votes, some political parties have struck arrangements with famous people and social media influencers. Data analytics for micro-targeting has been used by political parties and campaign strategists to convey distinct messages to different groups of voters. (Narayanan et al. 2019)

In the weeks before the 2019 Lok Sabha election, it was discovered that political parties were using their own WhatsApp groups to disseminate misinformation and content with the intention of causing disruption (Narayanan et al., 2019). With the help of 900,000 "cell phone pramukhs," who volunteered their time to create WhatsApp groups, the BJP and Narendra Modi were able to disseminate information about their development goals, programs, and achievements. (Narayanan et al., 2019) False information and news quickly circulated as the number of social media users increased. The prevalence of unfounded claims and rumours is on the rise, which might lead to their rapid dissemination and make fact-checking more challenging. In order to reach voters, the rival party, Congress, also used WhatsApp groups. In order to have digital media conversations with voters at polling locations, Congress created the "Digital Sathi" app. The Election Commission of India established rules and regulations regarding the use of social media during elections to ensure fairness and prevent the spread of misleading information. 2016 Indian Elections Commission

Following their historic 2014 triumph, Prime Minister Narendra Modi and the Bharatiya Janata Party (BJP) sought to secure a second term in government. Returning to power was the goal of the largest opposition party, the Indian National Congress (INC). Due to the strong influence of regional political parties, multicultural coalitions may be more easily formed.

1.12.4 Lok Sabha Elections 2019

With their resounding victory in the 2019 Indian general elections, the Bharatiya Janata Party (BJP) solidified their position as the country's most prominent political party and elevated Narendra Modi to the position of party chief. A number of cultural and political issues stemming from gender, economics, and caste have been impacted by the proliferation of social media throughout the country. (Mitra et al. in 2022) A number of important topics were addressed during the elections, including the impact of social media on political campaigns and the ways in which regional dynamics impact India's political landscape. (Mitra et al. in 2022) Among the world's most comprehensive democratic procedures, the 2019 Indian general elections stood out. There were a total of seven stages. An unprecedentedly large number of individuals, more than 900 million, cast ballots in these elections. (Mint, 2020)

The advent of social media has lowered the cost and increased the efficiency with which political parties and politicians can reach large audiences with their messages. Candidates for public office may address audiences in both urban centres and more remote areas. Thanks to social media, officials and people can have more direct, real-time conversations. Candidates are able to respond to enquiries, identify problems, and work effectively with voters. Instagram and Snapchat, among others, have done a fantastic job of reaching young people and encouraging them to cast ballots in this year's election. Political parties successfully engaged the younger generation by using creative content and strategic hashtag use to garner their support. They rallied support for their political campaigns, voiced their opinions, and sparked enthusiasm via the use of catchy slogans and hashtags. (Shastri, 2019) The national political discourse was transformed by social media platforms as they highlighted trending topics, popular phrases, specific issues, and policy recommendations. With the use of social media, political parties have found it much easier to organise grassroots initiatives by bringing together campaign supporters and volunteer networks.

To indicate that Prime Minister Narendra Modi and the Bharatiya Janata Party intended to remain in office for another term, the hashtag #PhirEkBaarModiSarkar was utilised. Officials and supporters of the Bharatiya Janata Party (BJP) used the hashtag

#MainBhiChowkidar (watchman) to demonstrate their concern for the nation's welfare after political criticism of #chownkidarchorhai by the Congress Party. Some games, like "Modi Run" and "Kursi Cricket," were allegedly uploaded to the Google Play Store with the intention of enticing BJP supporters to play them, according to a Time of India story. (Shastri, 2019)

The primary project of the Indian National Congress (INC), the NyuntamAay Yojana (NYAY), was promoted using the hashtag #Nyay. Assisting the most financially disadvantaged members of society was the driving force behind this endeavour. The party's commitment to implementing the NYAY agenda upon elected was shown with the hashtag #AbHogaNYAY. The Aam Aadmi Party (AAP) disseminated information on its candidates and their backgrounds and achievements using the hashtag #AAPKeCandidates (Mint, 2019). Full statehood for Delhi was made a campaign goal by the Aam Aadmi Party (AAP), and the hashtag #FullStatehood4Delhi quickly gained traction. (Mint, 2019)

West Bengal Chief Minister Mamta Banerjee, better known as "Didi," has been the target of several online criticisms under the hashtag #DidiKeBolo. The Trinamool Congress (TMC) is only one of many national political groups that has run social media campaigns to learn more about her. In their joint campaign against the BJP, the Samajwadi Party (SP) and the Bahujan Samaj Party (BSP) teamed up in Uttar Pradesh. They promoted their united resistance using the hashtag #Mahagathbandhan. The political scene has been significantly shaped by regional alliances and parties, particularly in states like as West Bengal, Uttar Pradesh, and Tamil Nadu. Many political factions formed regional fronts in reaction to the BJP's hegemony on the national stage. One major opponent of the Trinamool Congress (TMC) in West Bengal was the Bharatiya Janata Party (BJP). Meanwhile, in Tamil Nadu, there was a fierce civil war between the DravidaMunnetraKazhagam (DMK) and the All India Anna DravidaMunnetraKazhagam (AIADMK). The political groups on the far left rallied for their candidates and platform using the hashtag #Vote4Left. The regional parties' use of social media was rapid. The Tamil Nadu-based DravidaMunnetraKazhagam (DMK) party cleverly used the hashtag #DMK4TN to rally additional support for its candidates and policies. In the Andhra

Pradesh state election, the YuvajanaSramikaRythu Congress Party (YSRCP) promoted its candidates using the hashtag #YSRCP. (Krishnar, 2020)

A prominent presence during the campaign was Narendra Modi, the current prime minister and leader of the Bharatiya Janata Party (BJP). Campaign promises revolved on the candidate's commitment to maintaining national security, fostering economic growth, and adhering to good governance principles. Due to the ideological focus of the 2019 election campaign, Hindu ultra-right-wing nationalism rose to prominence via Sabarimala, the Uniform Civil Code, the Citizenship Amendment Bill, the Ram Temple, Article 370, and Article 35A. As part of their platform, they also called for improved border security (Sankalp Patra). What this also shown is that the BJP's goal is to have India's GDP rank third globally by the year 2030. Rahul Gandhi was in charge of the campaign for the Indian National Congress (INC). He zeroed in on important issues including corruption, the stability of the ordinary person's means of subsistence, the problems faced by farmers, the Goods and Services Tax (GST), and unemployment. Various aspects of the NyuntamAay Yojana (NYAY) scheme were discussed in the Congress party's campaign platform, Hum Nibhayenge (We shall satisfy). In their campaigns for office, political parties made care to highlight initiatives like as Ayushman Bharat, PMKISAN, and NYAY. (Gupta, 2019)

Three prominent political figures, Mamata Banerjee of the Trinamool Congress (TMC), Chandrababu Naidu of the Telugu Desam Party (TDP), and Arvind Kejriwal of the Aam Aadmi Party (AAP), have made significant contributions to their respective states and regions via their leadership roles. The formation of regional coalitions and their influence on the national political landscape have allowed them to achieve this. Caste and religious identification were factors influencing voter mobilisation since political parties usually catered to certain communities. (Mehta, 2019)

A lot of people voted because of issues related to women's rights, economic development, and national security. The rescue of wing commander Abhinandan, the airstrikes by India in Balakot, Pakistan, and the 2019 Pulwama terrorist event were all hot topics during the election. By manipulating people's thoughts on social media, they altered the 2019 election's national component. Issues of national security and the struggle against terrorism were central to the BJP's platform. Among the most contentious issues discussed

in the political discourse were rural poverty, issues related to farming, and unemployment. While the opposition challenged the administration on several issues, the Bharatiya Janata Party (BJP) concentrated on its objectives for economic development and transformation. The fact that the opposition mocked the administration's actions on social media with graphic images and videos of violence is another problem. Worries about safety and national security have been heightened by hate speech, particularly by political and religious leaders in Sri Lanka, and by the Easter suicide bombings, which resulted in slaughter between communities. (Mehta, 2019)

1.12.5 Lok Sabha Election 2024

When it comes to political parties, none are larger than the Bharatiya Janata Party (BJP). In 1980, it was initiated. The NDA, the political coalition of India's government, currently counts it among its main parties. On some popular Indian social media sites, the BJP is seen as the party in charge. Digital communication is a tool they know how to utilise to rally support and spread their message. As part of its comprehensive approach, the BJP is courting celebrities with large online followings across a variety of fields, including artists, comedians, and vloggers. Using this way, the tales may reach more people and ensure that even the most remote locations are aware of them. An intriguing aspect of the party's clandestine partnership with this influential group of thinkers is their shared dedication to advancing inclusive development via the use of strategic communications. The BJP has also made a point of releasing new targeted communication apps with the express purpose of making them far more effective, especially on a local level. The BJP is making great strides to strengthen its online profile via strategic ad deployment and fruitful outreach to influential figures. They have come to terms with the fact that social media has become an integral part of modern internet communication. (Thakur, 2023)

Keeping up with other parties that are also using digital channels to engage the public has forced the Bharatiya Janata Party (BJP) to adapt its tactics. They are aware that political discourse often takes place on social media. The ruling party is presently preparing to increase its presence across several platforms in the run-up to the 2024 elections. Following their successful use of social media in the 2014 and 2019 general elections, they are now targeting specialised audiences in smaller towns and cities.The Bharatiya Janata

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Party (BJP) plans to launch two new applications to facilitate communication among party members and to attract supporters who aren't ideologically committed. The Bharatiya Janata Party (BJP) intends to shift its social media strategy to cater to regional languages in order to reach out to individuals throughout the nation, given the increasing use of the internet and social media in India. As the digital world evolves and influencers gain more clout, the party highlights the importance of a well-thought-out plan, solid implementation, and comprehensive outreach. Increasing the party's internet visibility, facilitating citizen-official communication, and combating real-time misinformation have all been priorities for Prime Minister Narendra Modi. (Thakur, 2023)

In preparation for the 2024 Lok Sabha election, the BJP laid forth a comprehensive strategy for social media. Methods for connecting with tech-savvy individuals and expanding one's reach via social media activists were part of it. Since every single one of the party's more than 180 million members had access to the internet, the group felt compelled to actively court its massive online following (Thakur, 2023). The Bharatiya Janata Party (BJP) hoped to showcase the achievements of the administration and its goal of transforming India by 2047 by capitalising on the country's enormous number of internet users, which includes an increasing rural population. Public interest was piqued by social activities, the successful launch of Chandrayaan-3, the resolution of Pasamanda Muslim community issues, the empowerment of women, and the fight against corruption. To bolster its narrative, the BJP also planned to distribute speeches by opposition figures and excerpts from Prime Minister Modi's talks. In order to inform the people on government and party activities, the party intended to set up around 250 call centers throughout the country, which would be manned by trained party members (Thakur, 2023). Women, youth, and voters of the modern era were the primary targets of this comprehensive strategy. Its goal was to ensure that the BJP's message and accomplishments were broadly communicated by rapidly reaching voters using a range of social media platforms and contact centers.

In order to strengthen their social media presence in each state ahead of the 2024 election, the Bharatiya Janata Party (BJP) launched the "Shankhnaad" campaign. This is due to the fact that social media has immense significance and influence (Gohain, 2023).

As a result of the partition of states and union territories, seven distinct zones were established. For each zone, the party designated a prabhari to oversee the campaign and another to coordinate volunteer efforts. Seminars were also hosted by the party at the district and state levels.

1.12.6 Strategy for Engaging Influencers

People in India are talking politics because of all the famous people on social media who are running for office. India has more internet users than any other country in the planet, with around 800 million (Firstpost, 2024). Since more people in India use Instagram and YouTube than any other country, the general election of 2024 was very important. Under Prime Minister Narendra Modi's leadership, the Bharatiya Janata Party (BJP) deftly used the enormous audiences of well-known figures in several fields, such as fitness, fashion, music, and comedy, to spread their political agenda. The BJP's conservative ideology and Hindu culture are often bolstered by these factors. Upon receiving Modi's recognition, folk singer Maithili Thakur shot to fame, while writer and comedian Amit Bhadana gained millions of YouTube subscribers (Firstpost, 2024). The rising influence of social media celebrities like Thakur in Indian politics is nothing new. On social media and video sharing websites, she has millions of devoted fans. At the launching of a Hindu temple in Ayodhya, her art was shared by Prime Minister Modi, which sparked a lot of controversy and brought her fame. Her Hindu devotional songs have made her famous on social media. Thakur was one of twenty-four distinguished individuals awarded at the National Creators Awards by the government. Some have said that Prime Minister Narendra Modi's Bharatiya Janata Party (BJP) relies on the backing of social media celebrities from many fields, including fashion, fitness, and media and culture, as part of its electoral strategy, all the youth are generally crazy about these celebs. In addition, they express concern that influential people may blindly support the ruling party in an effort to increase their own popularity and financial gain. (Paliwal, 2024)

Despite the fact that the BJP's digital campaign was exceptional and touched over 109.7 percent of the population (Paliwal, 2024) Congress persisted in striving for greatness. The Congress established a system whereby members could collaborate with like-minded individuals to produce content that supported their views. There was an ongoing cyberwar

between BJP and Congress members on the X platform. The Congress social media team reportedly posted information within 24 hours after nationwide important events, according to Congress leaders who spoke with India Today (Paliwal, 2024). The Congress used a video release to demonstrate how Arvind Kejriwal, the chief minister of Delhi, was apprehended by the Enforcement Directorate. This time around, the Congress team was just as active in spreading their content via Instagram and WhatsApp groups. The party used a video of the trustworthy and personable Rahul Gandhi to promote their candidate.

1.12.7 Congress: Social Media, YouTube, Instagram, and X

Six point eight million individuals have liked Congress's Facebook page as of April 2024. The party accomplished this by reaching out to people throughout the nation on Facebook. Using its Facebook page, the party attacked the BJP and pointed out its flaws. The party shared details about its previous efforts and achievements on Facebook. In the run-up to the Lok Sabha elections in 2024, the party ran an ardent Facebook campaign. There were 10.4 million people who followed Congress on X. On X, the Indian National Congress (INC) could address its supporters, provide political news, and make announcements. Protests, campaigns, news reports, and their opinions on many political topics were common topics of discussion on X. A growing number of congressional leaders were use X to address other pressing matters, field public enquiries, and lay out their plans for the future of the nation. In general, X was an excellent method for the INC to communicate with the public on a personal level. (Paliwal, 2024)

As of April 2024, the Congress's YouTube following was at 4.62 million. Political news, lectures, rallies, and other messages were disseminated on YouTube by the Indian National Congress (INC). The party posted films of its representatives interacting with the public, promoting the party's policies and programs, and discussing a wide range of topics. Thanks to YouTube's massive user base, the INC was able to reach out to a wide audience in India and beyond. INChas 4.6 million Instagram followers, for its campaign, the Indian National Congress (INC) took use of Instagram's visual nature to reach out to people, provide information, make relationships, and work with influencers. A clever use of Instagram allowed the political party to contact many individuals and influence their views on crucial subjects. They accomplished this by sharing instructional postings, community-

driven articles, interactive historical narratives, campaign materials, and behind-the-scenes moments, among other forms of information. (Paliwal, 2024)

1.12.8 Problems Caused by False Information

Misinformation and misleading information on elections is a common tactic used by networks that undermine democratic processes. Take the 2019 election season as an example. Research on incorrect information on social media revealed that many people were freely sharing misleading material, which the main political parties used to criticise their opponents. he majority of the misinformation on religion, celebrity, nationalism, women, development, and political campaigns originated from accounts associated with the Bharatiya Janata Party and the Indian National Congress (Lakshane, 2024). Additionally, it has been shown that deepfake content is spreading on platforms such as WhatsApp. These artificial intelligence-generated fake films portrayed people saying or doing things they never really did in an effort to fool voters.

The rapid spread of false information is not considered a major element that might impact the next general elections. In spite of YouTube's policies prohibiting false or misleading election-related material, 48 advertisements in Telugu, Hindi, and English were permitted to run, according to a recent study by Access Now and Global Witness (Global Witness, 2024). The rapid dissemination of false information threatens the credibility of elections and democratic norms due to the widespread availability of the internet, the characteristics of digital media, and the sheer number of users in India. In addition to distorting people's perceptions of important topics, spreading false information fosters the growth of echo chambers and erodes faith in established news outlets. Despite efforts to combat disinformation by government-run PIB Fact Check and independent fact-checking sites like Boom and AltNews, the Indian government's legal woes in establishing a Fact Check Unit demonstrate how difficult it is to address this pervasive issue. (Lakshane, 2024)

According to Reuters (2024), two artificial intelligences (AI) produced deepfake films starring Bollywood actors were released last week. The public saw the celebrities expressing their disapproval of Prime Minister Narendra Modi and urging their supporters

to vote for the opposition Congress party. Prior to their removal, some of these videos had amassed half a million views due to their widespread availability. Despite efforts by over two separate Mumbai police investigations, some of these videos remain accessible online. Eighty percent of young Indian voters are receiving a great deal of false information on the top social media sites in the nation, according to the Indian social and media rights organisation Social and Media Matters. Instagram (17.8%), WhatsApp (29.8%), and Facebook (15.8%) were the top three platforms where fake news was spread, according to the report.

CHAPTER 2
REVIEW OF LITERATURE

2.1 Introduction

When the Internet appeared, people began to question what influence politics might have through online services such as social media. Creating, sharing, and communicating using text, photos, and videos is the key thing that defines social media. People can connect with others over the internet via these apps when they use their networks and profiles. Increasing amounts of research about politics on social media are available today to aid and encourage researchers. It has been found by scholars that part of what sets apart traditional media from the internet is that digital platforms have given us totally different and transformative ways to get information. Multimedia technology lets media contact individuals from all over the world, including people from different nations, social groupings, cultures, and political organisations. The next part looks at how social media changes political beliefs by looking at how people think about politics, how they post, delegate, or talk about politics, and how false information spreads online. It also looks at how sharing information digitally on social media changes politics.

2.2 Internet and Politics

Studies have provided major insights about how the Internet is involved in politics since it became available. According to Bimber (1998) and Gibson & Ward (1998), scholars started focusing on Internet interactivity as an important topic for their research in the 1990s. Slaton (1992) and White (1997) explain that experts and scholars described the Internet as a way to achieve direct democracy. If the movement does not fulfill this objective, internet politics might not remain being important. Coleman (2005) noticed that democracy's traditional institutions were not recognized in the country's current circumstances. It was difficult to assess the Internet's political role at first, because politicians and most government systems as well as social and regional groups did not participate much in it because of issues like culture and money.

The fact that more individuals are utilising the Internet had an effect on the study done in schools on this topic. More people were talking about politics because of the Internet, according to Castells and Sey (2004). These shifts are happening now rather than being predicted, according to Coletti and Farrel (2009). Hardy and Sheufele (2005) and Howard (2003) found that having data on how individuals use the Internet for political purposes deepens the dialogue. Numerous methods have been used by researchers to examine the interplay between politics and the internet. Researchers have shown that people are more inclined to become involved in their communities when they have access to information online, which increases their knowledge of political problems and empowers them to make more informed decisions (Bimber, 2001; Howard, 2005; Diani, 2001; Van Aelst&Walgrave, 2002).

Also, researchers delved deep into people's local and personal Internet request habits (della Porta &Mosca, 2005). Authors have taken to the internet in large part because it facilitates communication between citizens and political groups and provides new avenues for political participation (Wright, 2004; Fearon, 1998; Price & Cappella, 2002). More and more people are becoming active in politics these days, which means greater opportunities for democracy.

According to Margolis and Resnick (2000), there are two schools of thought among researchers about the role of the Internet in politics and democracy. One school of thought maintains that online political activities are no different from offline ones. A large body of literature draws findings that are at odds with the main arguments put forward here. After much back-and-forth, the two camps have finally reached an agreement on several cyber-related issues. Though cyber-pessimists have pointed out problems with digital technology as a democratic tool, it might nonetheless help people become involved in politics. The use of digital technology in politics has failed to provide the results that many had hoped for, including more participation and better policies.

2.3 Role of Social Media

While several studies have examined the effects of social media, few have looked at the ways in which new media could affect political campaigns (Han, 2008; Kaplan and

Haenlein, 2010). Peters (2009) defines "new media" as the dissemination of information via innovative means of transmission. Web-based media is referred to as "new media" due to its abundance of innovative ideas across several domains. Internet 2.0, proposed by Kaplan and Haenlein (2010), enables users to collaborate on editing and sharing web content. Social media is built on this principle. Users are actively creating and consuming data, which improves websites, therefore it primarily depends on how people use technology rather than the technology itself, according to Campbell et al. (2011). Media found on the Internet allow anyone to disseminate their own original creations. In 2007, Boyd and Ellison said that users of informal community sites may create a public or semi-public profile, connect with other users, and see how their contact lists compare to others'. But there are some essentials that any social networking site must include. The components include user profiles, content, and a system that allows users to comment, participate, and join legislative debate forums (Steinfield, Ellison, and Lampe 2008, Lenhart et al. (2007), and Boyd and Ellison (2007)). Users of these platforms may create profiles, interact with one another by adding and removing friends, and even see the online profiles of others (Boyd and Ellison, 2007).

When people communicate about politics on social media, they are engaging in political discourse. Researchers examine how people participate in politics via online discourse, debate, and idea exchange in three recent studies: Bakshy, Wrecking, and Adamic (2015), Barthel et al. (2015), and Barnidge (2015). Research by Holt et al. (2013) shows that citizens are increasingly engaging in online conversations with political figures. The way someone views politics, their priorities, and their level of knowledge might all be impacted by these ideas.

2.4 Significance of social media

Web 2.0 is based on the premise that everyone may create and distribute information on the web. Herein lies the foundation of social media. The concepts of "user-generated content" and "Web 2.0" are even more significant than "social media." According to Kaplan and Haenlein (2010), users have the ability to create and manage their own applications and content on Web 2.0. Because of this, the phrase "user generated content" encompasses all forms of material that anybody may access and post.

A noticeable pattern is the ever-increasing user base of social media platforms such as Facebook and Twitter. The social media website Facebook was launched in early 2004 by Mark Zuckerberg. Facebook was first used by Harvard University students whose email addresses ended with harvard.edu. It wasn't until 2006 that Facebook was made publicly accessible. It took Facebook twenty years to become the biggest social media network, but they finally did it. Social media users are more likely to be politically active, according to research by Kittredge and Strandberg (2013). Even if you don't care about politics, a well-organised social networking site may help you get the information you need when you need it. A person's level of political participation in a general election is determined by their voting behaviour and social media activity, according to Mr. Strandberg (2013).

Global membership in the most prominent social media platforms is on the rise. Some of the most well-known social media platforms are included below.

2.5 Facebook

Among the many strong and widely used social media platforms, Facebook is among the most frequented and widely used. In addition, 2.8 billion people use Facebook every month in 2020, according to data from the company's first quarter of 2022. When it comes to mobile apps, no corporation has been at the top for the last decade except Facebook. Facebook originally intended for its users to be able to access the site from any internet-connected device simultaneously. Facebook requires users to register and provide personal information before they may create a profile. "Timeline" is the new name for what was formerly known as a user's profile page on Facebook (Knibbs, 2015). Anyone, not just

friends, may see photos, videos, and messages shared by Facebook users. Facebook users have the ability to securely communicate with other users, as well as follow websites that pique their interest. People from all across the globe are able to communicate and exchange ideas using Facebook's social networking features. In 2008, politicians and famous individuals began to consider this kind of communication, according to Skogerbø and Krumsvik (2015). Facebook advertising were so well-made and reached so many people that individuals all over the world started using it as their primary means of becoming engaged in politics (Bossetta, 2018).

2.5.1 How Facebook is used for politics

A primary goal in developing Facebook was to facilitate user-to-user content sharing, communication, relationship building (both locally and globally), and news consumption. On Facebook, there are several ways for users to join the group. They let people search public spaces, request items from friends, and send and receive messages, photos, videos, and friend lists. Once users have connected with their friends, all of their updates will be shown in the news source box. Furthermore, individuals may reply to any occurrence with location-dependent facts, likes, and comments. "Political use" is defined as any attempt by Facebook users to disseminate or access political material.

Several studies have shown that many people discuss politics with their friends on Facebook, including Stroud (2008), Iyengar and Hahn (2009), and Heatherly et al. (2017). Friends' and family's political posts could be a good source of information for users (Kim, 2011; Semaan et al., 2014). According to Brundidge (2010) and Wojcieszak and Mutz (2009), posting information about local political parties or candidates is an example of utilising Facebook for political purposes.

2.6 Twitter
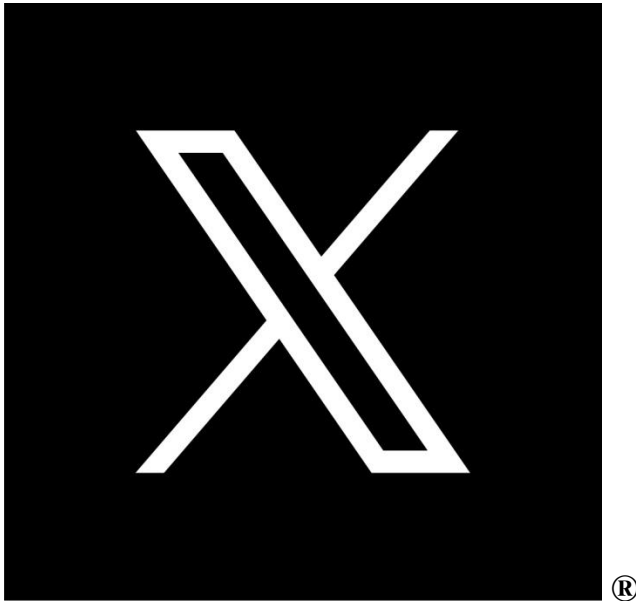
People from all across the globe, including huge businesses and politicians, use Twitter to talk to each other. People who work for the government utilise the platform to communicate about their ideas and plans for important subjects. Twitter has been quite famous in the previous 10 years, since it was out in 2006. In 2012, Twitter had 100 million users and transmitted more than 340 million tweets per day (Twitter, 2012). In that year, its network handled more than 1.6 billion queries (Lunden, 2012). Molina (2017) says that 330 million people were using Twitter in the start of 2019. Because the digital world has grown, Twitter has become an important way to talk to people.

2.6.1 Using Twitter for politics

In 2006, Jack Dorsey launched Twitter. Since there is a character limit of 280 on the software, users are allowed to send quick messages known as Tweets. At this time, 7.9 million people in India are using Twitter. Reuters reports that among Indian social media users, over half obtain their news from Facebook and around 20% from Twitter. Simply stated, according to Hootsuite's Computerised 2019 report, other online platforms were seeing growth in user engagement, while Twitter's usage was declining at a rate of 2.2% every quarter. According to Socialbakers, the most followed political trailblazer accounts are those belonging to Narendra Modi on Twitter and Facebook. Users may create false

Twitter accounts to conceal their conversations or to share the material of others with the world, according to Hargittai and Litt (2011). According to Naaman, Booase, and Lai (2010), people also use Twitter to share their ideas, problems, and current happenings in a snap. Various politicians use Twitter to draw attention to their beliefs, and Geere (2010) examines this phenomenon.

Twitter influences people's opinions on elections and the level of engagement from people of different racial backgrounds, in both online and offline settings (Franz, 2016). Another factor that might influence people's decision to attend and spread information about political events is tweets from emerging artists or political parties (Parmelee and Bichard, 2012). Twitter posts like this have the potential to influence people's political opinions and encourage them to participate in a poll.

2.7 Blogs and Forums

Weblogs and online forums allow users to keep a digital diary, publish content to a global audience, and initiate dialogue with other users (Blood, 2000). The site's extensive database is structured from most recent posts to oldest ones. Blogs were mostly used by people to disseminate information about certain topics before the previous decade. Over the last decade, people have had the opportunity to collaborate on several projects. More people are blogging and participating in online forums as a result of these advancements. Blogs are a great way for educational institutions, nonprofits, and activists to share their knowledge with the world. Every aspect of daily life, from politics and sports to religion and science to art and philosophy, may be found in online blog posts. Posts on a basic blog often include text, images, and links to other websites. Blogs and forums share the ability for users to post comments as one of their main features. There seems to be an exponential growth in the number of blogs published and read daily. More people are becoming involved because politicians and groups have created websites and forums.
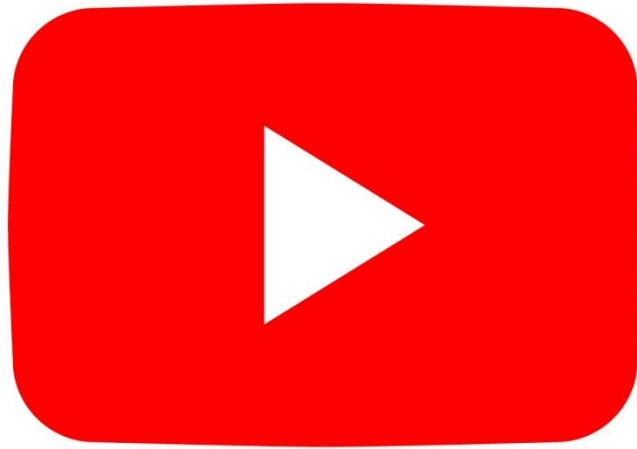
2.8 Youtube

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YouTube went up in early 2005 to allow people share videos with one other. YouTube is the second most visited website on the internet, behind Google. YouTube has 2.5 billion viewers each month and streams roughly one billion hours of video each day (Goodrow, 2022). According to a 2019 research, YouTube gets 500 new movies per minute (Hale, 2019; Neufeld, 2021). A lot of people think that YouTube is where most of today's social and cultural trends started. YouTube could make it easier for lawmakers and regular people to communicate political information. The CNN and YouTube joint venture that was set up during the US presidential debates is a great example of this strategy. Several social scientists have said that YouTube has changed the way we think about politics in a big manner (YouTube News: A New Kind of Visual News, 2012). During the Arab Spring, which transpired last decade, thousands of political debates took place on social media.Seelye (2007) said that Facebook was used to organise events, Twitter was used to organise protests, and YouTube was used by an Arab Spring movement leader to broadcast to the whole world.

2.8.1 Politicians Using Youtube

Members of this site may watch, share, and trade video snippets (Smith, Fischer, and Yongjian, 2012). Also, users may show their interest by leaving comments, offering likes, or designating items as dislikes (Möller, Kühne, Baumgartner, and Peter, 2019). The first political message on YouTube was sent from the US in 2006 (Gueorguieva, 2008). Some scholars have looked at how YouTube affects problems that western governments have to deal with (Vergeera and Hermans, 2013).

Kruikemeier (2014) thinks that YouTube is useful for getting people involved in politics because it enables random messages get to one other. People use YouTube to show their non-engaged and internet-based political participation, as shown by Zhang et al. (2013) and Zhang et al. (2010). Gibson and McAllister (2006) found from their research that political leaders and organisations may get support from the general public by doing activism online. Researchers discovered that using these internet venues for heated debates changes how individuals feel about particular parties and politicians (Gibson and McAllister, 2011).

2.9 Political usage of Whatsapp

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Jan Koum and Brian Acton co-founded the real-time communications platform WhatsApp in 2009. After Facebook bought WhatsApp in 2014, the messaging software quickly rose

to the top spot in terms of use. The social network goes beyond just text and voice chats by letting you exchange media including documents, photos, and videos. A voter's engagement in politics is shown when they engage in political activities using WhatsApp.

Research on WhatsApp has lagged behind that of Twitter and Facebook, despite the fact that Indian political parties have made significant efforts to use the network to disseminate their views (Hitchen, Fisher, Hassan, and Cheeseman, 2019). Since WhatsApp allows political actors to reach out to voters, it's interesting to see how politics and other topics are handled on one of the most popular social media platforms (Statistica, 2018; Sumartias, 2017). According to the study conducted by Valenzuela, Bachmann, and Bargsted in 2019, the way individuals use WhatsApp greatly influences their comprehension of political demonstrations, processes, and concerns. While de Zuniga et al. (2019) notes that Generation X is more politically engaged than Millennials and Baby Boomers, they also note that WhatsApp has a positive effect on conversations around political candidates. Additionally, political organisations send SMS messages more often than other groups (Caetano et al., 2018).

2.10 Political Commitment

According to Eagly and Chaiken (1993), a cognitive disposition that shows up when an individual judges a subject with some favor or disfavor. A person's political attitude shows their views or feelings about politics, different politicians, and policy matters. Expertise and knowledge about the political system can allow one to find an example of political commitment.

Many researchers look at how being committed to politics is influenced by social and environmental aspects in their studies. According to Milbrath and Goyal (1977), the three types of variables that usually affect political commitment are mental, social, and political. Also, in Path (1959), Torgerson points out that politics play a big role in shaping individuals' feelings and opinions, because he connects citizens' attitudes about politics to their mental traits. It is believed by Saad and Salman (2013) that political beliefs, the way people look at politics, and early political leaders contribute to how committed a person is, politically. People, according to this study, use distinct methods to assess

politicians'political conduct (Thongteerapharb, 2014). Still, the review centered on three elements, which are displayed below: political interest, information, and viability.

2.11 Political Interest

Lupia and Philpot (2005) explain that political interest means someone looks for updates about politics much more than information about other subjects. Shani (2009) recorded that political interest refers to people's inner drive to be involved in political topics, whereas Van Deth defined it as feelings of interest that come from government-related issues. Listening to government matters should outweigh the importance of only studying them (Boulianne, 2011). In Stromback and Shehata (2019) studied the connection between political interest and donating. Thomassen and his colleagues (2000) note that a clear understanding of how political processes function, impacts people's involvement in politics, which results in more use of news in different media (Yuan, 2011, and Ksiazek et al., 2010). For this reason, those who care about politics or legislative affairs are required to participate if they want to be informed about the current political process. Furthermore, people's ideas about ideological organizations, leaders, or movements may be positive or negative.

If political systems are efficient, there will be effective political institutions. Campbell, Gurin and Mill (1954) point out political viability as the idea that both social and political change are within reach and each person can make a difference. Experts have realized that believing in their abilities is essential for people to chart the direction of politics (Beaumont, 2011). The authors of this study discovered that collaboration enhances a party's chance of surviving in politics. According to Zhang et al. (2010), if people are attracted to the mission, they tend to become more involved in politics. Various scholars have put forward that political adequacy is made up of external viability and internal viability (Tedesco, 2007). The ability to involve oneself in policy-making is called inward political adequacy, and the capacity to react to the government's actions is referred to as outward political viability. Still, the current review takes the Verba and Nie (1972) definition of political viability as its point of reference, treating inner and outward adequacy in the same way. People who are considered politically viable may become more dedicated mentally to local issues, which might bring them more political followers.

2.12 Political Information

Based on Lee et al. (2014), successful economies need to educate their people, and how educated and qualified their people are seems to influence the country's political standing. As long as political information is hard to find, people in a region will struggle to be involved and enjoy political life (Popkin and Dimock, 1999). Experts have gone through party names, formed alliances, party celebrations, guidelines and rules, international political pioneers, women's concern about government matters, and some more factors to estimate political information (Barabas et al., 2014). Also, since different media provide different information, people's exposure to different media can shape their political views.

People with political interest demonstrate actions, implied or expressed, to support or belong to an ideological group. The topic of political interest can be complicated because it is made up of several interacting factors as seen by Ahmed (1971). One can participate by making choices, collecting facts, going to events, talking with others, donating cash, and meeting those elected. One can join a political party, recruit voters, and take care of the politics needed by an ideological organization. Akinchan indicates that political cooperation in a community is based on actions taken by residents, instead of their existing mindsets and habits.

According to Weiner (1996), political cooperation refers to any planned move (successful or not) directed at public arrangements, how businesses run, or the people who lead them. In addition, Verba and colleagues (1978) suggest that ultimately, this concept looks at how private citizens try to change government employees' behaviors or decisions. According to Milbrath and Goel (1977), political commitment describes people doing things that may affect decisions made by the government. Effing et al. (2011) say that the way a political pioneer acts, influences their choices and stance when coming up with a legislative plan. These explanations point out that individual have a say in politics by exercising their right to vote among other supporting actions.

According to McClosky (1968), political collaboration includes the actions of people to choose leaders and input into making public policies. Other experts, for example Rush and

Althoff (1971), added more procedures, including voting, joining a local constituency, attending government-related events, holding political positions, participating in political gatherings, or talking about important laws and policies.

People pick a political party from a range of options.

Since India uses votes to decide and has parties as familiar brands, a person's decision to back a party is extremely important. In political campaigning, people are often given a chance to pick an ideal political group and potential leaders from among the available choices (Nwanganga et al., 2017). Usually, it means behavior or action by citizens at elections to benefit a certain political unit, up-and-comer, or institution, a study by Okparal, Anuforo, and Achor (2016) reveals. Sturgis et al. (2009) say that marking goes through two steps. Although the "item arranged approach" considers the party's vision on its image, the "purchaser situated method" looks at way and avoidance of brand usage by the general population (citizens).

By taking the buyer-centered approach, we understand the main factors that guide people in choosing to support a political party name (Sturgis et al. 2009). In any case, every ideological organization uses various ways to publicly prove its beliefs through statements and pledges (Achen and Bartels, 2008).

Citizens learn more about a political group when they can access reliable news (Banducci and Semetko, 2003; Banducci et al., 2017), and online party support increases their loyalty to the group (Chong and Druckman, 2007). Joint efforts by parties on the internet enhance a person's voting inclination (Lefebvre, 2014; Fisher et al., 2016). In addition, group projects, party philosophies, communication networks, and cooperating with others are demonstrated as important in voters' decisions.

2.13 Media Use, Policy Attitude and Political Participation

More recent research has shown that the media has a substantial impact on how governments function. The crux of the matter is identifying the methods used by ideological organisations and emerging artists to influence public opinion. Where can one get political news? Is it true that engaging with the media makes people more invested in

political causes? According to many research, which include Bakker and de Vreese (2011) and Larkin and Were (2013), there is a strong correlation between the amount of political news and information that individuals like and depend on and their political support. According to Dimitrova et al. (2014), attending political events is associated with reading or watching news reports about politics in more conventional media. According to Schulhofer-Wohl and Garrido (2013), Brundidge (2010), Scheufele and Moy (1999), and McLeod, Stromback and Shehata (2018), people who acquire their news from television should read newspapers on political subjects, participate in political debates, and seek out knowledge about politics. Researchers Mujani and Liddle (2010) found that the spread of political news via several forms of mass communication, including television, newspapers, radio, and the Internet, is directly related. Research by Wang (2009), Halpern et al. (2017), and Velasquez and Quenette (2018), among others, has shown how the internet enables citizens to remain informed about politics. On the other side, Hoffmann and Lutz (2019) looked at the possibility that self-confidence affects the association between internet usage and political inclinations. There was widespread agreement amongst the experts that stronger political partnerships led to more widespread adoption of internet technologies and greater sustainability. Giving people several ways to become involved makes them more likely to mark requests and cast ballots in elections, say McLeod, Scheufele, and Moy (1999). A large body of research, including both cross-sectional and longitudinal studies (Shah et al., 2001), indicates that the quantity of articles one reads has a substantial impact on one's political views. Sauter and Bruns (2013) discovered that voters' newspaper and internet consumption may impact their voting behaviour.

Since Barack Obama's 2008 victory, decisions have altered drastically, especially due to the proliferation of the internet. There is a lot of paperwork involved with becoming politically active now, including joining organisations, going to demonstrations, and submitting requests (Gil de Zuniga et al., 2009; Bakker and de Vreese, 2011). Research conducted in 2011 by Vitak et al. (2011) indicates a robust relationship between students' political engagement and the amount of time they spend interacting with internet media. Facebook and Twitter, according to Strandberg (2013), had the most influence on political activity among all internet outlets because of the way they portrayed social media. Using 135 individual exam papers, Boulianne (2015) explored the connection between personal

political commitment and the adoption of web-based system administration. She discovered that geographical characteristics and political atmosphere closely associated with 80% of the relationships. Being politically active includes engaging with many types of media, whether they be online or offline. As mentioned earlier, the media play a vital role in transmitting political news; 90% of social media users in West Bengal depend on television and print media more than internet media and complicated news sources for political information. This finding is supported by the IAMAI 2017 Report. Furthermore, the piece plans to examine the total influence of all media.

2.14 Inter-relationship of Social Media, Political Attitude and Participation

It has been shown by several analyses that linking media, political inclination, and political participation depends on people's motivation to get political data. As reported by McLeod et al. (1999) and Kenski and Stroud (2006), people who cooperate in relationships usually take a strong political interest. Getting newsworthy information from different media and word of mouth usually helps us gain discretionary awareness. With the increase in using social media, it is obvious that more cases of legal concerns on informal long-distance platforms will need to be analyzed (Dimitrova et al., 2014). Wang (2009) studied how use of SNS affected investment, as well as people's way of thinking, with consideration for their current financial situation and discussions about politics among friends. It was shown that political style and loyalty to a region/area were closely connected to the content of political editorials meant for one-to-one communication on different destinations. It has also been shown by some researchers that political participation and political consciousness are not linked, as there is a reverse effect (Jung et al., 2011; Yamamoto et al., 2013).

In addition, political interest could assist in creating a good political mindset and habits. Zhang et al. (2010) and Holt et al. (2013) found that higher discretionary interest leads people to take part in more elective activities. Boulianne (2011) noticed that there is a strong link between feeling politically involved and the use of digital news, based on information from prisons. It was found that relying on digital media appeals to people more

interested in politics, which in turn supports the city. According to what Holt et al. said in 2013, children want to take part in online media more and more. In addition, experts state that people of all ages are equally interested and contributive to web-based media. The variables that Hoffmann and Lutz (2019) used to study the self-viability effect were positively correlated with the correlation between internet usage and political engagement. Consequently, there is a dearth of research on the topic of whether exposure to political online media influences viewers' political leanings. Previous studies found that people's political interests were impacted by their usage of online media (Wojcieszak and Mutz 2009; Ahmad, Alvi, and Ittefaq 2019; Brundidge, 2010; Jung et al. 2011), their political beliefs (De Marco, Robles, and Antino 2017), level of political interest (Boulianne 2011; Holt et al. 2013), and viability in politics. In addition, Abdu, Mohamad, and Muda (2017) noticed that Facebook was linked to having a certain political opinion (Papagiannidis and Manika, 2016; De Marco, Robles, and Antino, 2017), being interested in politics (Chan and Guo, 2013; Schmiemann, 2015), and making contributions to governmental issues (Majid and Anwar, 2011; Belvirani and Farouk, 2016). The detailed review of the recent article anticipated a number of factors of social media commitment, people's political attitudes, and free use. Hence, this study looks into how political media found online influences people's political attitude and involvement.

2.15 Social Media's Influence on Political Party Selection

Because elections in India are based on popularity, race/caste is the important link between opinions of citizens and actions by the government (Asher, 1992). It is important to investigate a voter's decision to learn about citizens' behavior and political promotion. It is important for ideological groups to know the reasons behind people's decisions in order to create a successful political strategy. Helping one another on web-based media can influence a person's decision to vote, and joint help from many people and the party can help voters be more dependable on them (Chong and Druckman, 2007); trusting news on the Internet can help people remember which political ideology they are likely to follow (Banducci and Semetko, 2003; Banducci et al., 2017). For this reason, it is necessary to pay attention to how using technology for fun influences people's choices at the polls

(Hillygus and Jackman, 2003). There are other reasons apart from media that can affect the decision made by an ideological group or its rival.

According to a research, things such as a person's orientation, knowledge, age, income, and employment can be important factors that predict how they vote (Burgess et al., 2000). Many scholars state that unlike older people, younger ages are no longer interested in political matters (Wattenberg 2007). So, there is a relationship where age and voting go together (Lau and Redlawsk, 2008). Following the view of Baines et al. (2005), voting habits are mostly not affected by age or whether a person identifies as heterosexual or gay, and they also noticed that people often switch their opinions. In the words of Cwalina, Falkowski, and Newman (2012) who make this argument, an elector's decision may be affected by people close to them like family or friends. Besides, the more people know and the deeper they understand, the more they mature (Campbell et al., 1960). Giving a party a strong incentive may attract people who earn less, instead of those who earn more. The results of experts cited (Kasara and Pavithra, 2015; Lind, 2006) prove that a higher amount of compensation encourages more survey participation. For this reason, many scholars worldwide have examined the effects of employment (Weakliem, 1991), training (Henry, 2005), marital status (Newman, 2012), and income (Kasara and Pavithra, 2015) on people's choice of an ideological group.

Writing points out that an ideological group or competitor might be influenced by such factors as employment, marital status, orientation, training, and income. Socio-economic situations and online media use have been studied when it comes to how people choose their political parties.

2.16 Relevance of Social Media Content

People relied on internet media material much more often during the 2008 US presidential election. When that happened, researchers started trying to figure out how the rise of new media affected the election. Literature reviews show that online media are crucial, however academics in India are dealing with fewer data than usual due to the 2014 general election. Media coverage of elections, regardless of medium, may nonetheless significantly impact voters' commitment to the cause (McLeod, 1999).

More individuals are reached when political leaders use Twitter for electronic campaigns (Vageer et al., 2011). The image they want to portray is much less important than how they look to others. Compared to other politicians, Barak Obama had a superior media image, according to a study by Woolleya et al. (2010) that focused on Facebook material. Hsu and Park (2012) studied the frequency of online media usage by attendees at South Korean public events. They were concerned that consumers might have a poor impression of these MPs. So, the level of satisfaction shows how people feel about a political party or an individual who is newly entering the field. The proliferation of ideas that professionals rely on to back up certain methods is facilitated by web-based media platforms.

An examination of the impact of the media in the modern period makes extensive use of Katz's (1959) purposes and joys method. Theoretically, people factor in their own preferences and likes when deciding what forms of media to take in (Katz et al., 1974; Li et al., 2015). Furthermore, media information is relied upon by people to address their issues and specific interests (Lowery and DeFleur, 1983).

It details the many methods and examples of how people communicate via media. Therefore, it demonstrates how industry professionals differentiate themselves from competitors by publishing new and appropriate goods on various platforms (Tan, 1985). They include: making games enjoyable for players, developing characters and plots, getting together with people, and constantly providing users the same information (Raacke and Securities Raacke, 2008). According to Swanson (1979), this approach examines the usage of new media and how individuals work together to create unique pieces of evidence. Individual Integrative Necessities, Social Integrative Requirements, Mental Requirements, Emotional Requirements, and Strain Delivery requirements are the subgroups of requirements identified by Katz et al. (1973) and Tan (1985).

2.17 Social Media and Political Orientation

From its inception, the internet has undergone tremendous change; the advent of new forms of online communication has altered the internet's function in political discourse. In the realm of online politics, the first BBS software (BBS0029) and continuous mobile phone-based social networking that maintain user contact are currently used tools. Scientists at the highest level swiftly investigate evolution's consequences so that they may conduct fresh assessments.

The proliferation of social media platforms has made it much easier to stay in constant contact with one another, work together, and share ideas with many people. It is worth mentioning that, according per Chadwick (2013), the majority of political party statements and material currently circulate via social media. At any moment, it allows political parties and people to share information with one another. This provides fresh opportunities to study how information spreads via social media and how online political network's function. According to O'Reilly (2005), social media platforms are becoming more important, which implies that Web 2.0 signifies more online contact. "The web as the platform," "many-headed monster," "data is the new Intel Inside," "the death of the cycle," "lightweight," "software beyond the computer," "users on the roof," and "the web as the platform" are some of the main qualities that define Web 2.0. These ideas first emerge in political science, according to Chadwick and Howard (2009).

Web 2.0 features, especially social networking apps, encourage more participation from users, which is the primary advantage. According to Mossberger et al. (2008), social media gives the internet greater impact in politics due to its quick networking, massive online groups, and increasing production of political posts. The study's findings demonstrate that social media's networking abilities do not fully explain its political features. Someone should explain why it's beneficial to always have access to the Internet. Tell me how this kind of social environment is bad for society. Can you tell me how different areas of politics are affected by this situation? Social media sites such as Instagram, Twitter, and Facebook have become crucial due to the explosion of user-generated content and various kinds of online information exchange. Examining how networking technologies on the internet open up new avenues for the distribution of

political information and the moulding of various types of political activity may help shed light on the influence of social media on politics.

2.18 The Influence of Online Platforms on Public Perceptions

We can see the effects of social media in many spheres of society, including politics, marketing, corporate management, and even classroom instruction. People are now more organised and knowledgeable than ever before, and the political landscape is entirely different, all because of social media. Both international and Indian politics have been profoundly impacted by it. Because of their greater internet penetration and improved literacy rates, industrialised nations should be the ones to whom we pay attention to, to understand the effects of social media.

2.19 The intersection of global politics to Social Media

In recent times, social media platforms have played a major role in influencing worldwide political events. Social media has had a tremendous impact on global politics. Increased internet penetration allowed citizens to use social media to influence democratic election outcomes and depose rulers in certain nations. The popular vote for president in the United States is another cornerstone of our democratic system. During his presidential campaigns, Barack Obama's success was influenced by his use of social media. Obama achieved the historic status of the 2008 presidential campaign. As the first Black president, Obama pioneered the use of social media to further his presidential campaign. While Obama was running for president in 2008, his Facebook campaign kept supporters up-to-date and used Twitter to urge them to vote. In 2007, when Obama first announced his intention to run for president, neither Twitter nor the iPhone were widely used. In order to promote himself to the globe, he organised various forms of modern media. [Gunther et al. 2019] is where the results are derived from. For this reason, the United States of America had a distinct social media presence in 2012, with 69% of adults participating in the political scene and 75% of singles subscribing to social media. More people followed President Obama on Twitter and Facebook than Governor Romney did when he was campaigning for president. About 1.8 million people were following Romney's campaign on Twitter, while 12,096,096 liked his Facebook page.

In comparison, Obama had more than 22,654,624 Twitter followers and 32,102,194 Facebook likes. As a result of his unparalleled popularity on social media, Barack Obama became the first president of the United States to be elected in this way. His victory in the most recent election - which he achieved despite a weak economy, a depreciating currency, and a high unemployment rate - made this truth quite evident.

The term "disinformation" describes the practice of spreading misleading links on popular websites; a study and word of mouth account for 75% of the reasons. However, it was shown that misinformation alone does not generate media coverage, even if the model suggests that disinformation is the only factor here that attracts media attention. The domino effect has some unfavourable effects on the 2016 presidential contest for both Trump and Clinton. People stopped talking about and covering Clark as much because of the social media rumours that circulated as Clinton's popularity surged. Clinton followed Trump's lead in supporting conservative causes and being quiet on women's problems because she wanted to concentrate on winning the election. During his 2016–2020–2024 presidential campaigns, Donald Trump increased his online and offline visibility by recognising the complimentary nature of social media and media interactions. According to Clark (2024)

2.19.1 Egypt

After thirty years in power, Hosni Mubarak resigned on January 25, 2011, in response to massive protests in Cairo. The brutal murder of Khaled Mohamed Saeed, a 29-year-old Egyptian man from Alexandria, was brought to light by a Facebook post that Wael Ghonim, a Google marketing professional, came across. In order to channel his frustrations, Ghomin created the "Saeed" Facebook community where people may discuss the current events in Egypt. He gained 2,500 Facebook friends in only three months, up from 300 before. Protesters in Cairo's Tahrir Square chanted "We are all Khaled Saeed" in response to an online campaign on Khaled Saeed's demise (Vargas, 2012). Successive court rulings led to the dissolution of the National Democratic Party and Hosni Mubarak's ouster as president. Online discussion groups gave young Egyptians a voice to express their disapproval of Mubarak's administration.

2.19.2 Philippines

The early 2000s saw the ouster of the Philippines' president, the most visible impact on the administration at the time. Text messages delivered via social media platforms make this task simpler. The pro-Estrada members of the Philippine Congress flatly refused to provide any evidence that may have implicated him in the president's guilt during his trial on January 17, 2001. Anger at the corrupt officials was vented by a group of Filipinos in Manila within two hours after the government's decision. More than one million people flocked to downtown Manila in the days that followed. Politicians chose to let out the facts after being shocked by how fast people were outraged about the issue.   Since Estrada's political career had already come to an end, he was forced to step down.   The removal of the president is now within reach, thanks to social media. According to Shirky (2011), Estrada blames the youth of today, who rely too much on text messaging, for the downfall of his administration.

2.19.3 India

There has been an ongoing internet feud between the Indian National Congress and the Bhartiya Janta Party in India. A number of political groups are launching online campaigns, each with its own ads and materials. The parties involved in the political disagreement have exhausted all avenues of communication. When two tweets are sent at the same time, a response is virtually instantaneous. Congress officials referred to Rahul Gandhi as "Pappu" and Narendra Modi as "Feku." In an effort to downplay the other side's achievements and highlight their own shortcomings, both camps aim to deflect attention from their own mistakes. Proponents on both sides of the debate claim that many people share their views. While Modi's opponents focus on cultivating ties with people via a single channel, he favours a wide range. He uses social media to have meaningful conversations with young Indians and imparts wisdom to them. On several occasions, he has emphasised the need for young people who value democracy to actively participate in politics via social media.

Nowadays, social media is considered mass media due to its ability to reflect current public sentiment on any given political, social, or economic problem. Research on

the processing and sharing of information has been spurred by the proliferation of internet networking. Programmability, which pertains to material uploading and coding approaches, was one of four components of social media logic examined by Van Dijck and Poell (2013). The second is widespread acclaim, which has a profound impact on people's tastes. Connectivity, the third, allows users from different parts of the globe to communicate on a same platform. As for the fourth, datafication allows you to see every single online event.

In 2017, the book "Digital Politicking" was written by Lalancette and Raynauld. In the United States, this tactic was utilised by Trump and Obama, while in Canada, it was used by Justin Trudeau. Every day, political leaders show the world their views, policies, concerns, and ideas via the photos and videos they share on social media. The content is structured on tactics used in persuasive advertising.To illustrate the point, pathos is associated with persuasion, ethos with the public's perception of political leaders, and logos with reasoning and analysis. At the time of voting, people evaluated the leaders' character and leadership style by looking at their Instagram posts and other social media expressions. The study's authors concluded that political leaders use social media to rally followers to action rather than provide information, making it more of a personal campaign than a political one.

Schroeder examined the impact of digital media on culture and everyday life in 2018. The pervasiveness of the term "mediatisation" throughout the web attests to the media's centrality and the extent to which people across the world depend on it. The author contrasted the media landscapes of two developed nations, Sweden and the US, with those of two developing nations, China and India. There is an increase in tech use among the younger generation, and more individuals in underdeveloped nations have access to smartphones and the web. Conventional media remains vital despite the fact that political heavy hitters use new media to communicate with the public during election campaigns. Online platforms have been used by right-wing populist organisations in four countries to express their stances on many matters, including ethnic sentiments and racial discrimination. When it comes to discovering information and interacting with others online, social media platforms like Facebook, WeChat, and Twitter, and search engines

like Google and Wikipedia are also crucial. It examined the coding of massive data sets, which prevents the telling of the truth and gives rise to privacy issues. The use of social media during campaigns has altered the objectives of advertising and marketing in both industrialised and developing countries.

The word "disintermediation" was examined from three angles by Cordoba-Hernandez and Robles-Morales (2020). To begin, political parties actively trying to engage with individuals is an example of disintermediation of agents. In their election manifestos, for instance, political parties encourage citizens to express requests via open dialogue. Second, individuals are becoming politically active via the use of new technologies and the sharing of various forms of material on social media, including videos, messages, and hashtags, which is leading to a decline in the mediated nature of communications. Third, when campaigns or topics get a lot of attention on social media, they influence a wider portion of the public and fewer people pay attention in public places. Consequently, it makes an effort to examine how the advent of new social networking platforms has facilitated communication between the general public and political parties online. The author used a case study technique to examine three different scenarios. Many people are using to social media to voice their opinions and call on the government to pay attention. Additionally, it demonstrated the significant impact of social media, particularly Twitter, on voter sentiment in the 2016 US presidential election.

By reading up on the topic and zeroing in on the technological developments that have influenced contemporary politics, Ripolles and Casero (2022) sought to understand the influence of social media. In addition to influencing the content of communications without considering repercussions, fake news makes data look more legitimate, policy less clear, and verification less probable. During the whole election season, people have been somewhat critical of this on social media platforms like Facebook and Twitter. It discussed the use of bots and mobile devices to generate false opinions in order to increase political participation.

The fact that these platforms facilitate user-to-user communication has prompted some to label them as "opinion generators" (Kaur & Kaur, 2013). Many causes, like the Anna Hazare campaign, the Nirbhaya gang rape case, and the demand for Telangana

statehood, garnered international support via social media platforms like Facebook and Twitter. The government felt pressured to take action because of this. On several continents, social media had a significant role in events such as the Arab Spring and Barack Obama's election as president. While candidates were running for the Karnataka state legislature, many political groups used social media to air their grievances. The BJP was leading the campaign, but they were unable to win because to the "digital divide" they incited among voters. This occurred because Karnataka legislators disregarded the needs of city and town residents. There were roughly twice as many people living in rural areas as there were in metropolitan centres. Most of them couldn't read or write, and they had limited access to modern conveniences.

In the 2014 Lok Sabha elections, the BJP, which had been in power for the last thirty years, won decisively, capturing 282 seats. (Palshikar& Suri, 2014) The campaign zeroed exclusively on Narendra Modi, the most popular political figure on social media, rather than any particular candidates. A non-Yadav candidate for party president in the Uttar Pradesh assembly election was chosen by the BJP in an effort to unite other marginalised communities. Thus, the contest became a class-based event, Dalits and Adivasis also made up a sizable portion of the urban Hindu vote. The Congress Party was unable to overcome the allegations of corruption levelled against it, despite the fact that the BJP's proposal to provide party tickets to those holding district office was a brilliant one, this led to the group's defeat.

According to Pathak and Patra (2015), parties attempted to engage voters using social media, online rallies, fundraising, and other methods during the 2014 Lok Sabha elections. Since they are the public face of the party, researchers determined that the political leader is the most important person in a campaign. There has been a recent uproar over the leader's use of party slogans like "Acche Din" and "Aam Admi" on social media, with many accusing him of pushing party ideology.

In India, the Bharatiya Janata Party (BJP) was reportedly the pioneer in using social media via its official website (Chaturvedi, 2016). As well as trolls who attacked Prime Minister Modi on Twitter, it displays accounts that he follows back. During the 2014 Lok Sabha elections, Hindu ideology was spread via IT cells and the opposition was attacked

personally in social media tweets. The Kashmir conflict, films of cow slaughter, lynchings, and hate speech have all contributed to a worsening of caste and sectarian tensions. An election was called off due of cyberbullying. In light of this, we should be mindful of the opportunities presented by the internet during the next elections in India.

The author discussed the ways in which the AAP and the BJP influence public opinion on political matters via the use of social media (Lal, 2017). The article discusses the process by which online "war chambers" raise public concerns. Party propaganda and criticism reach a large audience via the use of hashtags on social media, such as #AAPWalksTheTalk, #Namo2014, and #ModiInqatar. Ministers and the administration run the risk of making politically charged blunders due to inaccurate remarks and copyright violations. People have been able to use technology to stand out for their rights in incidents like Nirbhaya and Laxmi Acid. People in both cases rallied together on social media to express their disapproval of the government's lack of punishment.Additionally, it discussed how Aadhar cards collect personal data and how the government disregards Internet regulations. According to the Supreme Court, the government's move to require Aadhar for social programs violates people's right to privacy. People in Uttarakhand, Jammu & Kashmir, and Chennai banded together during the floods, and the government found out about the rescue and relief teams. Inspiring people all across the world to make the most of social media while avoiding its negative aspects, celebrity campaigners' stand-up comedy, films, and songs serve as an example.

Four social media platforms, Twitter, Instagram, WhatsApp, and Facebook, were analysed by Lokniti (CSDS, 2019). Between the elections of 2014 and 2019, Twitter's follower count dropped significantly. Compared to the rest of the nation, the east has lower rates of internet access and use. Those most active on social media are young adults (those between the ages of 18 and 35). Use varies according to gender, location, education level, caste, and other factors. On the other hand, no one above the age of 55 is a social media user. It was shown that fewer individuals are using social media to express their political opinions. Voters' perceptions of the BJP reveal how social media could influence their level of political engagement; the party's heavy use of social media contributed to its electoral success.

The mutually beneficial connection between society and the media is explained by Jethwaney and Kapur (2019). Several theories have weighed the benefits and drawbacks of various forms of mass communication, including television, radio, newspapers, the press, and digital platforms, and how voting and voter behaviour have evolved over time. During elections, many don't cast their ballots due to biased comments, inaccurate information, and erroneous information on various problems. The media's prejudice is exposed in this way. Several factors, including the amount of time leading up to the election, variations in media coverage, a candidate's capacity to rule, and the prominence of certain problems, were shown to influence Indian voters' decisions. Concerns about communism, poverty, corruption, and development were the cornerstones of campaign strategies from 1984 to 2014. Slogans reflecting the ideologies of the competing groups were used. "Brand Modi" was the slogan used to rally support for the 16th Lok Sabha election. Advertising in the political sphere was centred on it via posters, advertising, and persuasive speaking. Despite the advancements made in the dissemination of political information online, many still see religious segregation, attacks on politicians, and the proliferation of false news as dangers to modern democracies.

The concept of "political branding," as discussed by Mishra (2020), is designed to assist political actors in their use of social media. The co-creation of political material on social media platforms, including tweets, posts, and photographs, is one of three main focusses. As a second point, storytelling is a great way to engage your audience. In doing so, it takes into consideration how individuals feel when presenting information. Finally, thirdly, certain political groups have used avatars created from computer-generated graphics that include messages.

Despite television being the most trustworthy news source, people flocked to online platforms because to the COVID-19 pandemic, according to digital news study from the Reuters Institute (Newman et al., 2021). A whopping 73% of people's news comes from their cellphones, with 63% of it coming from social networking sites. In India, people love to share news on Facebook, YouTube, and WhatsApp. In this nation, almost 600 million people utilise the internet on a regular basis. In an effort to combat misleading and

inaccurate information shared on social media, fact-checking groups have expanded with the backing of large internet businesses.

The idea of "participatory politics" as a means by which young people might become politically active in the modern digital era was not considered by Kahne (2014). He shifted his attention instead to happenings associated with politics in the realms of lifestyle, civic engagement, demonstrations, and elections. The intended audience consists of young individuals who are active on social media platforms such as blogs, Twitter, and Facebook and who use these tools to stay informed about current events and share their own thoughts and experiences with others. A lot of people thought the new media tsunami was a fantastic opportunity to get people talking, share their views, and even make some money to protest with. The ways in which young people participate in politics, including voting, demonstrations, and election rallies, were attempted to shed light on by Kumar (2014). It was interested in learning how young politicians engage with the youth of today and how their work differs from that of older generations in politics. Thanks to social media, younger generations are better informed about current happenings in politics than previous generations. Nevertheless, geographical location and gender continue to be significant factors in determining political involvement. Overall, voter participation is relatively low, even if younger generations are becoming politically active at a faster rate than older generations. Also covered where the reasons young people aren't interested in politics and the changes in youth voting trends from the 1996–2009 Lok Sabha elections in India.

Democracy, according to Collin (2015), relies on technology, there is a wealth of information available online that can pique the interest of young people, get them involved in decision-making, and make them feel like "good citizens." Youth policies in the United Kingdom and Australia have been compared to see how they prioritise health, education, and infrastructure at the national, state, and regional levels. Many youth-led and non-governmental organisations (NGOs) held seminars, educational programs, and social events to encourage young people to speak out about the difficulties they were facing. Young people now have a platform to publicly express their opinions on issues that affect them, all because of the internet.

Unfortunately, issues affecting India's youth have received little funding in recent years, despite the country having the world's second-youngest population (Joshi and Kunduri, 2017). It is evident that dynastic politics continues to play a significant role in Indian politics, given that the majority of the youthful members of the Indian Parliament are male dynasts from the upper caste. There is a noticeable increase in the number of young voters, with just a little disparity between urban and rural areas. The statistics revealed a gender disparity when considering potential careers: young women put in half the effort that males did. Migrants include young individuals, who seek employment opportunities outside of their own communities. This is why young people's use of social media to organise demonstrations and rallies against political institutions and the government has grown in recent years.

Kaur (2019) used the stories of eight youth leaders to highlight the value of today's youth. To the contrary, more representative elections and the actualisation of democratic principles are outcomes of politically engaged youth.   As evidence, the young political leaders cited personal experiences and opinions on topics such as the beef ban, garbage, plastic, and other issues; the Kashmir conflict between Pakistan and the Indian government; the taboo topics of caste and reservation within families; and land reform initiatives for Dalits. They discussed the negative aspects of the internet, including the fact that some people's views have made them unfriendly to other nations and the fact that college students might be a powerful voice in the battle for civil rights if they were to get actively engaged. The anti-corruption drive, the Congress dynasty's politics, and the Shiv Sena party's ideologies were all up for grabs in the survey. Ultimately, we wanted young people to be able to make choices that would benefit the nation and have a say in political processes.

Voters under the age of 30 have the power to alter the outcome of the next elections, according to the Young India Foundation (2021). Voting was made possible at the age of 18 in 1988. On January 25, we have celebrated National Voter's Day, a day set aside to encourage young people to cast their ballots. In both the 2014 and 2019 Lok Sabha elections, 69% of eligible voters were young Indians. Scientists examined the strategies used by various political groups in their use of social media to influence the voting

behaviour of young people in favour of their respective platforms. According to the article, in order for young people to make informed decisions and show respect for their vote, they need educate themselves about politicians, policies, and objectives.

2.20 The Impact of Social Media-Spread Misinformation on Individuals

A networking site that provides users with news and other personalised material is what social media is, according to Pariser (2011). By surrounding themselves with like-minded people and avoiding those who have different opinions, people may control their own experiences. People who use the internet tend to find material that supports their own opinions, which might lead to feelings of isolation (Stroud, 2010). According to Iyengar and Hahn (2009), people are more likely to maintain their biassed opinions when they are confined to an echo chamber. In the article, Habermas (1989) stresses the need of hearing different viewpoints so that educated people may engage in meaningful debates.

The public becomes increasingly divided due to the perpetuation of ideas via online echo chambers, according to Moller, Trilling, Helberger, and van Es (2018). People who read the same narrative on a topic like climate change tend to grow more split, according to the research, which means that YouTube and Facebook both have enormous echo chambers. This happened to almost 94% of YouTube viewers and 88% of Facebook users. Those who were well-versed on both sides of an issue often felt divided since they only got news from one source, according to Uzzi (2017). This leads to the formation of several political factions.

Extreme and misleading propaganda may gain traction as a result of polarisation (Spohr, 2017). False and misleading information abounds on social media due to a lack of rigorous filtering. The platforms have allowed biassed and emotionally-driven content to have a greater impact on public opinion than factually-based news (Rehm, 2017). Social media undermines democracy because it encourages biassed voting and discourages intelligent individuals from casting ballots, which are crucial for the functioning of a democracy.

Finding and quantifying the impacts of echo chambers has been the primary objective of researchers (Lee, Shin, and Hong, 2018). Although scholars have identified

online echo chambers, internet users continue to encounter a variety of viewpoints (Agathangelou et al., 2017; Scharkow et al., 2020). Some of the organisations deny the reality of climate change, according to Oswald and Bright (2021). Coleman (2017) focuses in on vaccine sceptics, while Cleland (2014) examines racist organisations.

There was an examination of the causes and motivations for echo chambers. Factors such as being part of similar-minded groups, employing biassed systems, believing information that backs up one's opinions, and coping with cognitive dissonance have been identified by numerous researchers (e.g., Dandekar, Goel, and Lee (2013), Franken and Pilditch (2021), Barkun (2013), Zafarani, Abbasi, and Liu (2014), and others). According to studies, there are several factors contributing to the expansion of echo chambers. Even though they confront many social challenges, members of marginalised groups have discovered a platform to express themselves online (Toepfl and Piwoni, 2015). Facts that disagree with one's opinion may be easily overlooked or dismissed in politics (Uzzi, 2017). Despite what Evans and Fu (2018) term as "entry-level actions," an increasing number of individuals are becoming radicals as a result of them.

According to the results, echo chambers don't necessarily have an effect on others around them. A number of strategies that many experts believe drive a wedge between individuals really fail to achieve their goals. Among American Facebook users, 23% were in agreement, while 17% were on Twitter. Twenty percent of respondents said that discussing an issue on social media made them feel differently about it, according to Duggan and Smith (2016). Information gathered by the PEW Research Centre is used in this research. According to Hermida, Fletcher, Korell, and Logan (2012), social media makes it easy to find a variety of news items and is also very user-friendly. Research on the effects of social media on people's political and civic consciousness was presented by Boulianne (2015). Although Yardi and Boyd (2010) noted that social media health communicators employ their own medical categories, they failed to establish a connection between this and homophily as a foundation for echo chambers in their study. New research confirms that echo chambers only serve to further polarise individuals. People are so divided and exposed to biassed news that this is the result, according to Lee, Shin, and others (2018).

A large number of individuals do little to prevent seeing unpleasant comments online, according to recent research. Voters on Reddit seeking political dissenting opinions in the months before the 2016 presidential election included both Trump and Clinton supporters (Morales, Monti, and Starnini, 2021). Those French people who make an effort to learn more about a topic are less likely to get trapped in echo chambers, according to research by Dubois, Minaeian, Paquet-Labelle, and Beaudry (2020). Most participants sourced their news from sources that shared their own political views, according to Masip, Suau, and Ruiz-Caballero. However, a small number of participants did manage to get news from sources that had different political views. People in the UK who are politically engaged don't seem to be influenced by echo chambers on different media outlets.

The amount of political engagement is influenced by social media. According to Yamamoto et al. (2013), Verba made the comment in 1995 that people are politically involved when their voices are heard and choices are taken. One of the primary motivations for becoming involved in politics, according to Kenski and Stroud (2006), is the desire to cast a ballot or encourage others to do so. Voting for president and other actions to attempt to alter government policy are examples of political activity, according to Budiarjo (2009). To be politically active, according to Tang and Lee (2013), one must do many things, such as run for office, donate to political causes, join a political team or party, spread the word, communicate with elected officials, debate issues, sign statements, attend campaign events, and cast a ballot.

According to Polat (2005), more individuals are engaged in politics due to the expansion of the internet. Thanks to the internet and social media, a lot more people are starting to care about politics. For this reason, recent research by Strandbeg (2013) shown that social media usage may increase the likelihood that individuals would become politically active. Therefore, compared to other online platforms, Facebook and Twitter are much more active in political discourse, according to this research.

2.21 Summary of Review of Literature

Social media has made it easier than ever before for people to express their political opinions. There is evidence that young people's engagement in politics has been sparked

by social media on several themes. During that time, the majority of people's news consumption occurred in three places: city clubs, newspapers, and television news channels. As a result of social media, young people may feel pressured to consider political issues and participate in debates over current events. Many young people are devoting their time and energy to finding political solutions and aspiring to higher office. Now that young people can voice their opinions on politics, they have the power to alter the current government. Motivating young people to cast party votes on social media remains a challenge. It may take some time for American strategies to influence voting behaviour in India via social media. There is no denying the rapid growth of social media in India at the moment. Though it may not have much of an impact right now, this movement is rapidly expanding and will increase political literacy in India.

CHAPTER 3

METHODOLOGY

The chapter details the research methodology challenges that researchers faced during this study. The subsequent part details the research design logic followed by explanations about sampling methods and sample characteristics along with sample size determination. The last part of this section presents information about data processing techniques together with statistical tests for research model validation.

3.1 Research Design

A research design gives research the structure it needs to guide it and put its parts in order. The way that research is planned affects how information is gathered, how measurements are made, and how data is analysed. The project will use exploratory and descriptive study methods to undertake cross-sectional research.

A mixed-methods strategy will be used to gather data for the study, which combines qualitative and quantitative research techniques. The theoretical foundation for qualitative research was constructed using secondary sources, including books, journals, articles, and papers. In keeping with its quantitative research methodology, this study relies on structured questionnaires to gather primary data.

3.2 Sample Size and Methodology

The main research goal explores how political social media use affects political attitudes alongside political engagement levels. This research targets the population of New Delhi residents. The sample size is 500 as planned and also advised by the esteemed faculty member and supervisor.

3.3 Data Collection Tool and Method

The study uses a questionnaire that breaks up information into parts depending on factors to assist it reach its aims. These are:

At the start of the poll, individuals are asked how they find out about politics. The people who took part ranked how often they used the media by picking a point on a scale from "Never" to "Frequently."

You need to grade comments on a scale from "Never" to "Always" in the political orientation part of the survey. A score of 5 implies the most participation with politics. It shows how often people vote, how they interact with public officials, how much money they give, how they feel about petitions, what organisations they belong to, how they participate in protests and rallies, how they email politicians, how they visit candidate websites, how they take part in online Q&As with officials, and other things. We choose the things to be tested on this scale based on what Dimitrova et al. (2014) and Gil de Zuniga et al. (2012) had already done.

Political perception is a personality attribute that impacts how someone feels about politics and the people and parties involved. To assess political perception, persons were judged on how well they understood politics, how interested they were in politics, and how effective they were in politics.

The American National Election Studies gave the researcher the questions they needed to develop the Political Efficacy Scale. In short, this scale uses a five-point scale to score responses to questions like "I am well qualified in political affairs," "I understand them more," "I am aware of them better," and "I have some influence on what the government does." The researcher explains how politics and information seeking are related by noting that "people like me have the power to change government actions," "people like me hardly understand politics," and "once a lot of people ask for answers, the government listens." A questionnaire has all of these measures to find out how politically effective individuals are in the population and to check the validity and reliability.

The researcher will use political knowledge scales that other people have already established. The questions were changed to fit the needs of Indian politics. How do Indian citizens pick their members of parliament and state legislators? The researcher thought that accurate answers showed that someone knew enough, whereas skipping or saying "I don't know" showed that they didn't comprehend enough. People ranked how interested they

were in politics at the local, national, and worldwide levels on a scale of one to five in the study tool.

3.4 Validity and Reliability

Scales used for assessing variables should always be precise and applied using suitable approaches agreed by Sekaran (2003). Certain tests were done by the researcher on the prepared questionnaire. The researcher checked if the scale could measure the intended variables accurately. Twenty responses were used to evaluate the dependability of the respondents. The questionnaire is suitable to collect the final data, because each scale's Cronbach alpha surpasses the required value of 0.7.

Table 3.1: Reliability Statistics

Variable	Cronbach's Alpha
Social media usage	0.912
Facebook	0.739
Twitter	0.869
Youtube	0.710
Whatsapp	0.729
Political orientation	0.728
Political perception	0.709

Source: Created by the Author based on Research.

3.5 Statistical Tools

Based on what the investigation requires, the research made use of proper statistical methods to achieve its goals. Both conceptions were measured using a five-point evaluation system for the first part of the research. Regression analysis assisted the study in finding out how political social media affects our political engagement and attitude.

CHAPTER 4
DATA ANALYSIS AND INTERPRETATIONS

Based on the data acquired, the chapters analysed the conclusions presented in the five parts. Following the descriptive data, the research examined how various forms of media influence political views, how political engagement impacts social media, and how social media use influences party choice. Finally, but just as importantly, you must analyse the communication demands of voters, many variations of statistical processes, such as descriptive statistics, correlation, regression analysis, partial least square structural equation modeling, content analysis, sentiment analysis, and so on, were used to gather the required findings. It is normal to present descriptive statistics before moving on to the data analysis meant to achieve the set objectives.

4.1 Descriptive Statistics

Before looking at the final interpretation of results, the respondents' profile should be explained using frequency distribution.

The population of a country is categorized by age, gender, and other similar factors.

Of all the respondents, 66.6% were men and 33.3% were women, according to the graphs given below. We can also state that 33.3% of those taking the survey were aged 18 to 25, with 33.3% aged 26 to 35 and 16.6% of respondents covered the periods from 36 to 45 and over 40. Moreover, approximately a quarter of the sample did not go beyond matric and another portion completed senior high school, one-fourth were graduates, and the last quarter had post-graduate studies and education such as diplomas. When looking at work status, students make up the majority of the survey group at 20%, and self-employed individuals follow with 11.66%. Private sector workers represent 16.6% of the group, while government employees account for just 8.3%. There were 10 percent unemployed and 33.3 percent retired individuals. Every quarter, people shared that they earned less than 10,000 rupees monthly in 25.0% of cases, and between 10,000 and 20,000 rupees, in a similar way, roughly 30.0 % of the respondents said they make between 20001 and 30000 rupees

monthly. Five percent of all respondents reported an income between 3001 and 40,000 rupees per month, and 3.3 percent claimed to earn over 40,000 rupees each month. A total of 75.0% of participants belong in the single marital status, whereas 25.0% are married. Among the surveyed respondents, 37.5% lived in rural areas while 62.5% decided to live in metropolitan areas.

Demographic Profile

Table 4.1: Gender of the respondents

Particulars	Percentage of Respondents
Male	66.67
Female	33.33
Total	**100.0**

Figure 4.1: Gender of the respondents
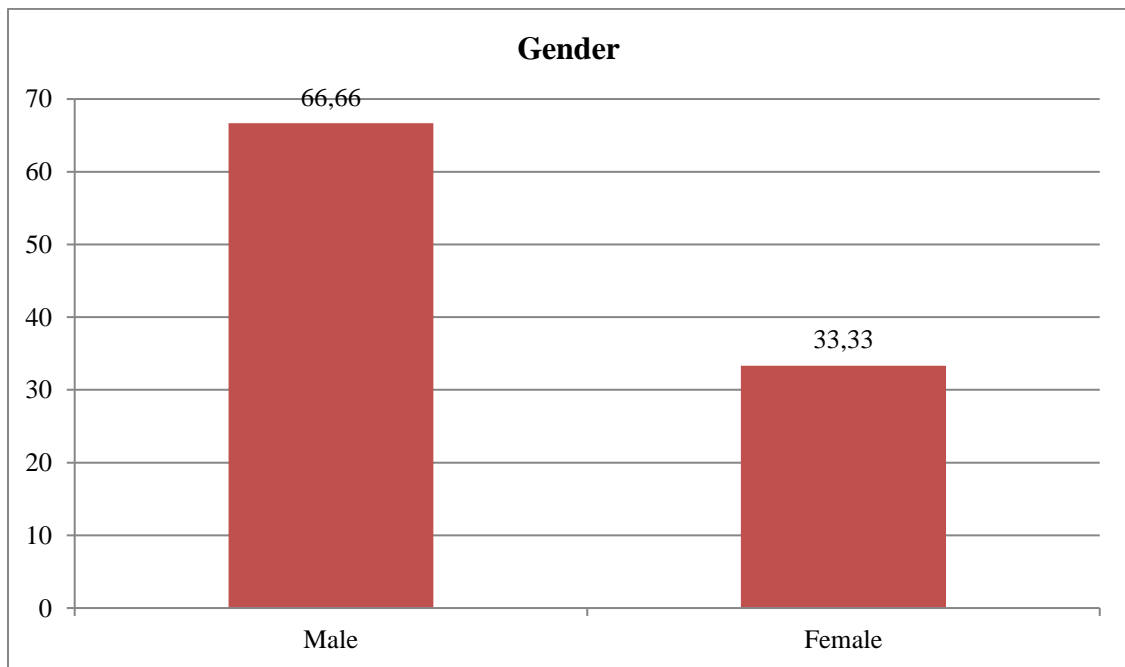
Source: Created by the Author based on Research.

Table 4.2: Age of the respondents

Particulars	Percentage of Respondents
18 years - 25 years	33.33
26 years - 35 years	33.33
36 years - 45 years	16.66
Above 45 years	16.66
Total	**100.0**

Source: Created by the Author based on Research.

Figure 4.2: Age of the respondent
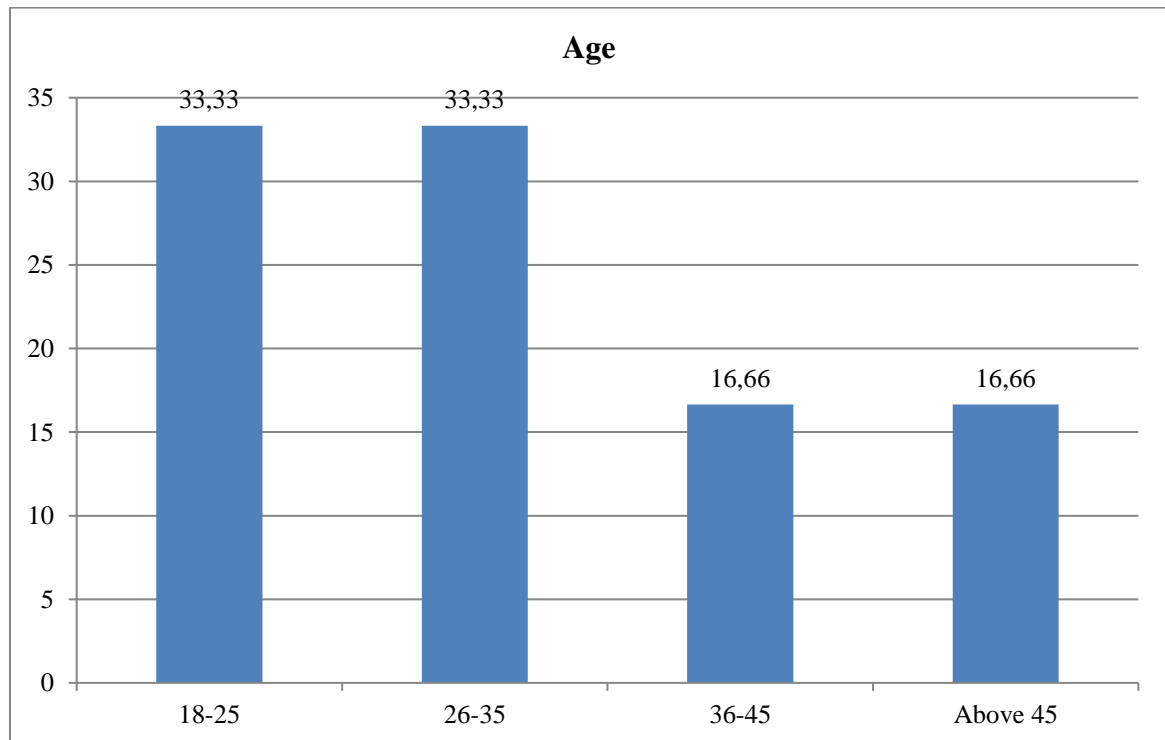
Source: Created by the Author based on Research.

Table 4.3: Educational status of the respondents

Particulars	Percentage of Respondents
Xth	25.00
XIIth	16.6
Graduate	41.8
Post Graduate	16.6
Total	**100.0**

Source: Created by the Author based on Research.

Figure 4.3: Educational status of the respondents
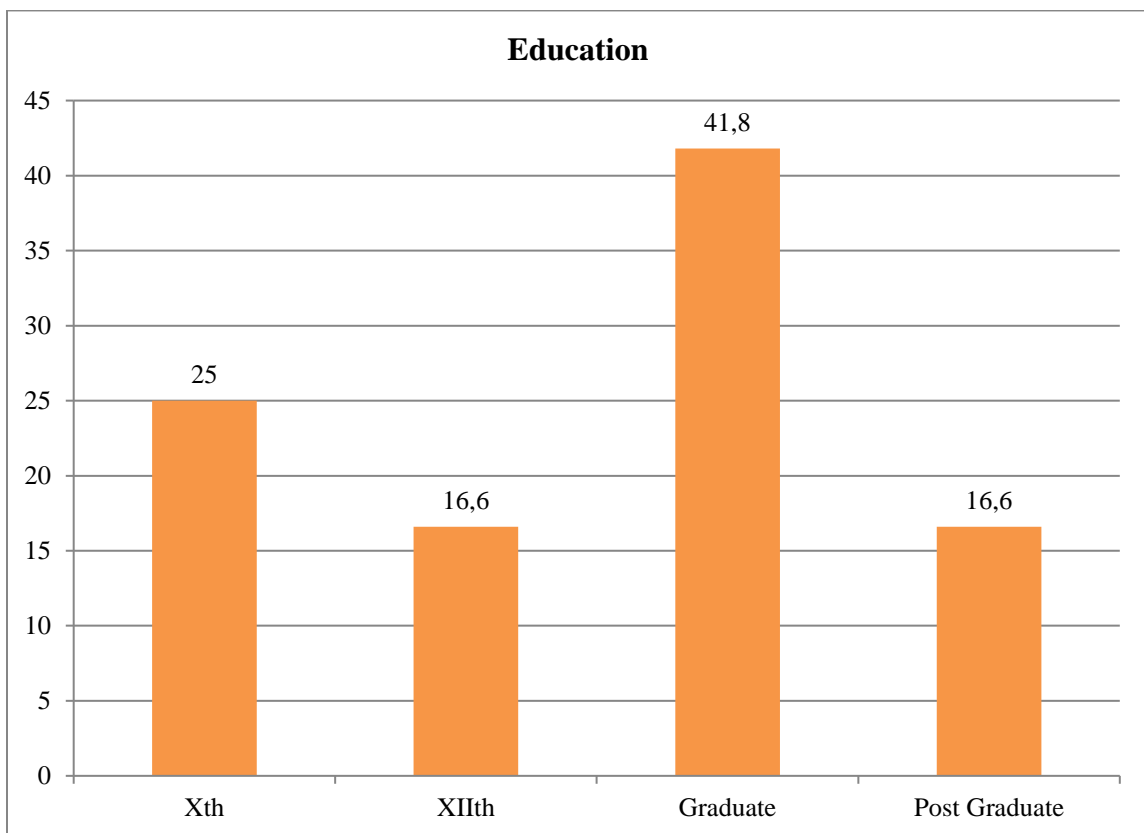
Source: Created by the Author based on Research.

Table 4.4: Occupational status of the respondents

Particulars	Percentage of Respondents
Student	20
Self Employed	11.66
Private Employee	16.6
Govt. Employee	8.3
Retired	33.33
Unemployed	10
Total	**100.0**

Source: Created by the Author based on Research.

Figure 4.4: Occupational status of the respondents
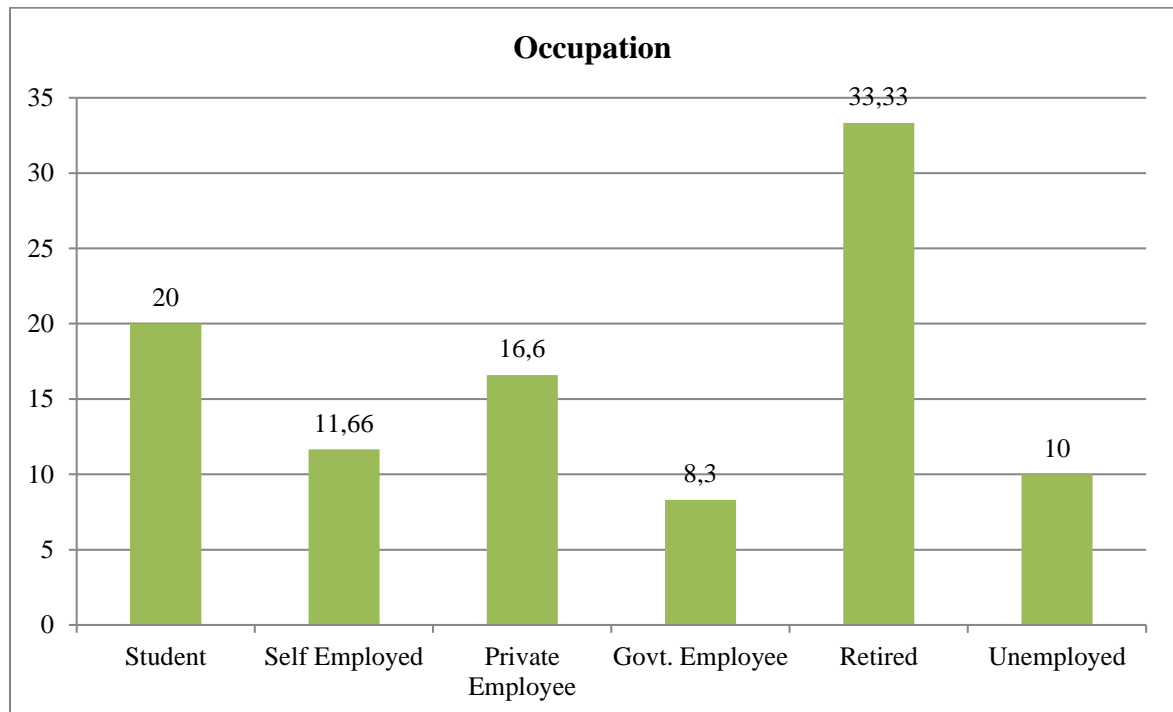
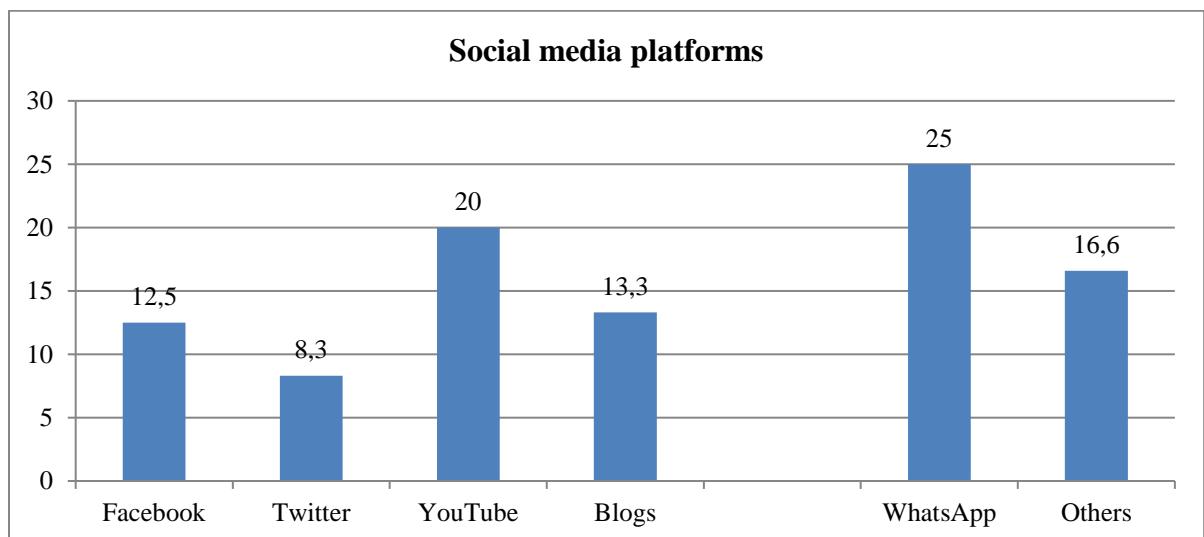**Source:** Created by the Author based on Research.

4.2 Most Used Social Media Platform

Researchers also found it useful to look at people's social media habits. One social media platform that each participant liked most in the last year is up for grabs. The statistics show that the majority of users logged into WhatsApp. Instagram was selected by only 4.16 percent, YouTube by 20 percent, and Facebook by 12.5 percent. Twitter isn't that popular, however; just 8.3% of respondents rated it as their favourite. Additionally, Instagram and WhatsApp are more popular among women than men, although YouTube, Facebook, and blogs are more popular among men. Within the age group of 35 and above, Instagram, WhatsApp, and YouTube reign supreme, while among those 35 and up, Facebook, WhatsApp, and YouTube are the most popular. Since users of all ages frequent YouTube and WhatsApp, it follows that these platforms dominate the social media landscape. According to the survey, almost one-third of respondents use the most popular social media platform more than fifteen times weekly. Twenty percent check it once or twice, thirty percent check it three to four times, and a smaller percentage (12.5%) checks it five to nine times. Across the board, women used the most popular social media platforms at a higher rate than males. However, compared to older users, younger ones are much more active on one particular social media platform.

4.2.1 Social Media User Pattern

Figure 4.5: Social media platforms

Source: Created by the Author based on Research.

Figure 4.6: Frequency of visit
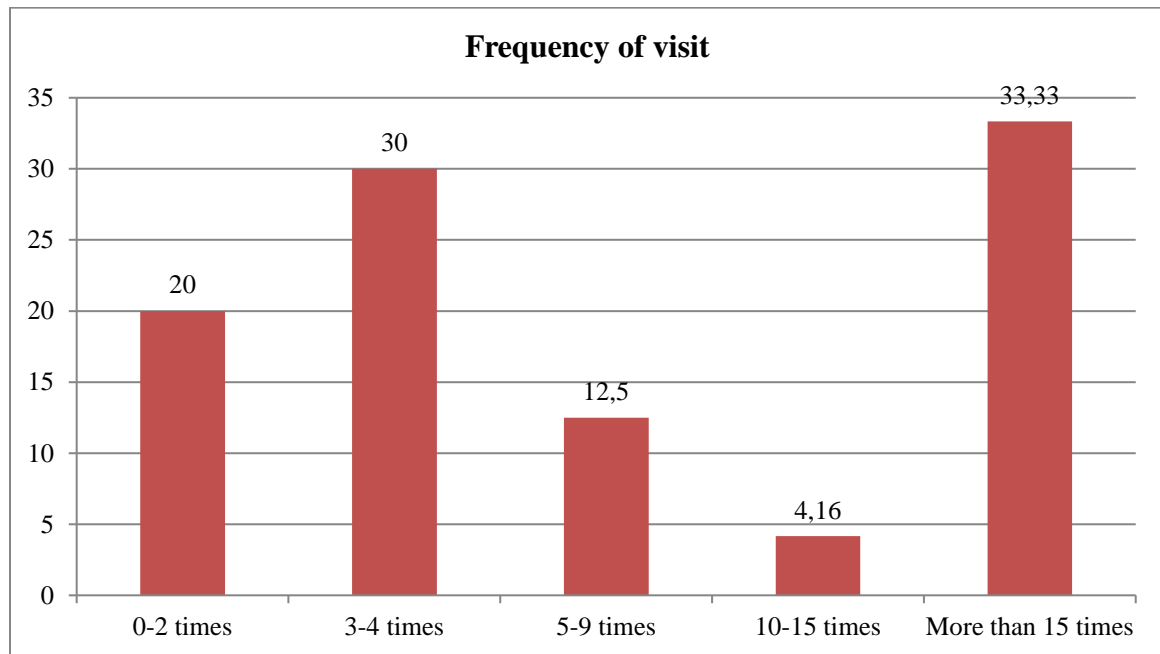
Source: Created by the Author based on Research.

We learnt the typical amount of time people spend on their preferred social networking site via data analysis. It is evident from Table 4.2 that 10.0% of the participants spent fifty minutes to an hour on the most popular social networking site. While 23.3% of visitors spent two to five hours per time, 13.3% stayed less than 30 minutes, and 10.0% spent one to two hours, 33.3% of the group stayed longer. Men and women spend about the same amount of time in clinics. While many young people spend a considerable amount of time on social media, the average amount of time spent on these sites is less than half an hour.

In addition, we analysed the data to determine the most popular media outlets for receiving political news. The chart shows that the most common ways people learn about politics are via television, social media, and those in their own social or familial circles. Candidates also make use of radio broadcasts, which are in third place (x = 1.87), and the least effective methods (x = 2.06). To rephrase, the two forms of media that the majority of people use the most are television (15.26%) and social media (23.8%). Similarly, 12.6% want to talk politics with people they already know and trust. Similarly, most individuals

(0.03%) do not attend political events or volunteer for candidate campaigns only to learn more about the issues. Radio broadcasting was selected as the primary medium by a mere 0.03% of the population.

Figure 4.7.: Different Media Used for Political Information

Different media used for political purpose
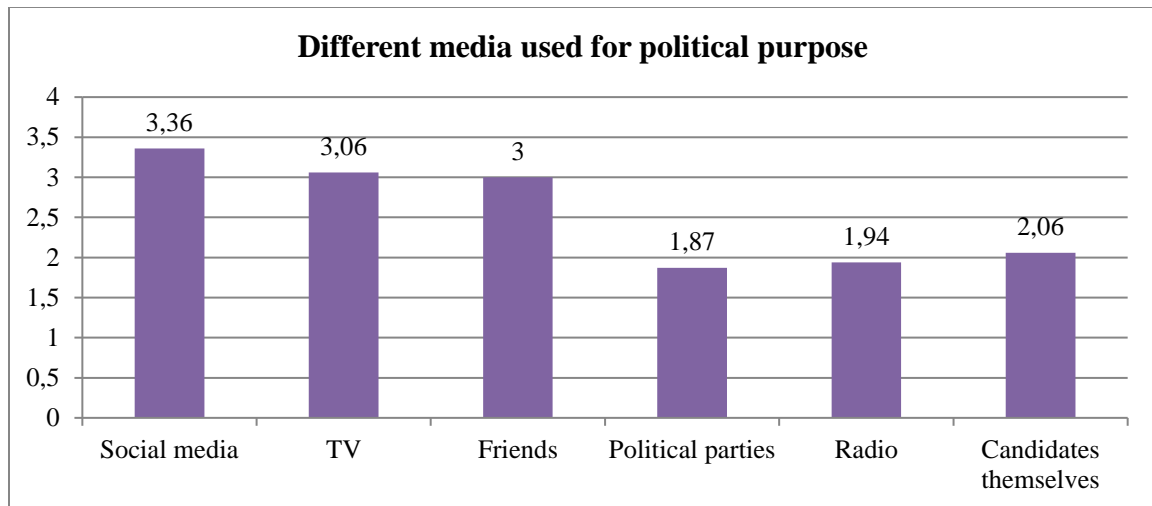
Source: Created by the Author based on Research.

4.2.2 Political Use of Facebook

Researchers looked examined Facebook users' political communication habits to determine the platform's impact on politics. People were less active overall, with numbers ranging from 1.58 to 2.09 across all categories, according to the results. Facebook is most often used for the following activities: sharing media (photos, links, or videos), changing one's status, sending and receiving messages, watching live videos, posting wall comments, liking political party or politician pages, and making event attendance decisions. In conclusion, when individuals encounter political content on Facebook, whether it be from other users or their own postings, they often choose to share, update their status, or watch live streaming on the subject.

Figure 4.8.: Facebook Usage for Political Purpose
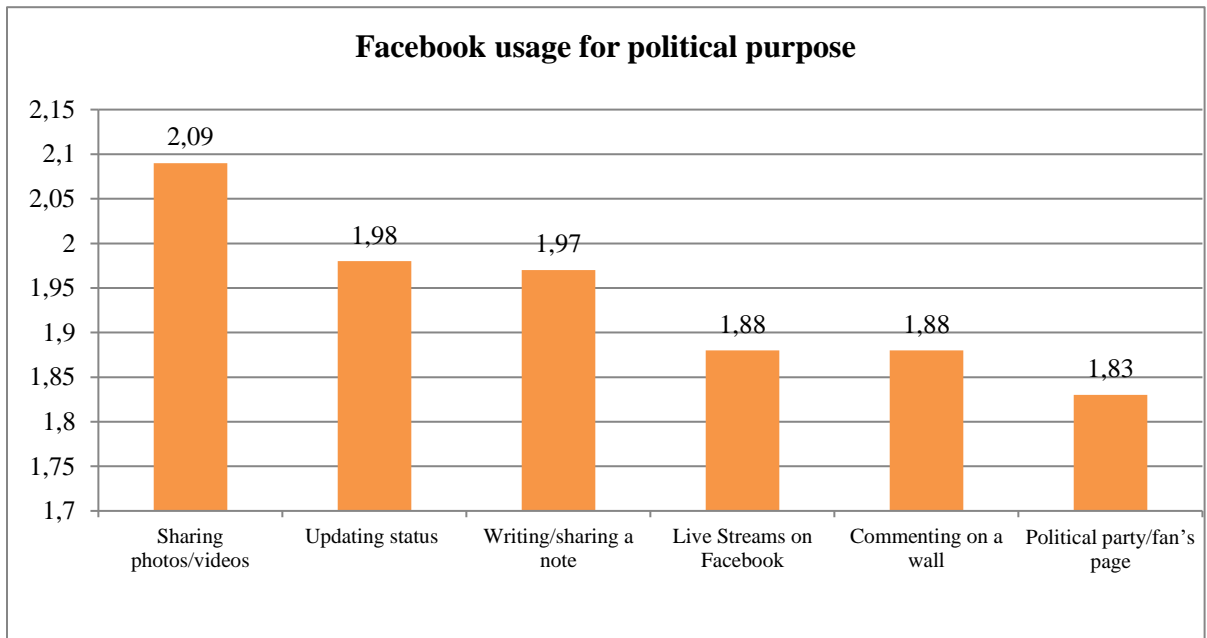
Source: Created by the Author based on Research.

4.2.3 Political Use of Twitter

Politicians and regular citizens alike use Twitter for a variety of purposes. Respondents have used Twitter at a much lower rate compared to other social media sites, despite their high opinion of its significance. Furthermore, we found very few instances of any of the acting-like behaviours we had identified, such as following a politician, taking part in a political debate, or expressing opinions in a political conversation.

Figure 4.9.: Twitter Usage for Political Purpose

Twitter usage for Political Purpose
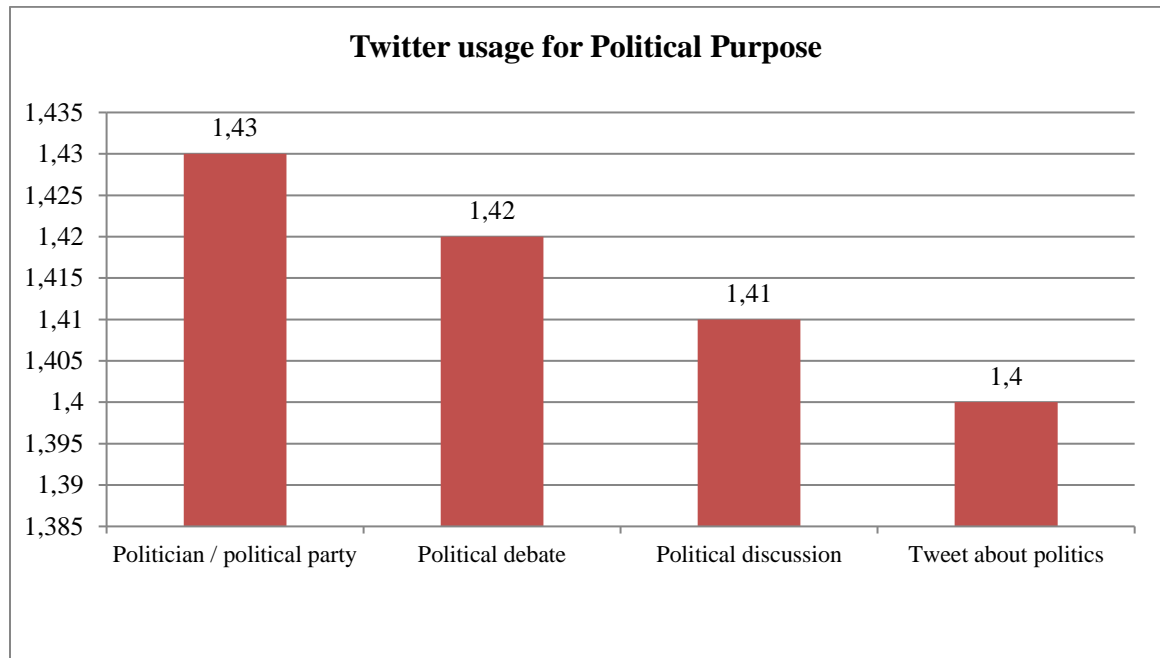
Source: Created by the Author based on Research.

4.2.4 Political Use of Youtube

People may upload and view videos they've created on YouTube. Based on the results of this survey, YouTube is the media platform that people utilise the second most. Averaging out to 2.09 for subscribing to a political channel, 2.08 for sharing, 2.03 for viewing live broadcasts, 1.80 for contributing a remark, and 1.78 for uploading a political video, it became apparent that at least half of the respondents were using YouTube to view live broadcasts and share videos, but very few were really creating their own material or leaving comments. Consequently, users are less concerned with creating their own material and more engaged in seeing and sharing the work of others.

Figure 4.10: YouTube Usage for Political Purpose
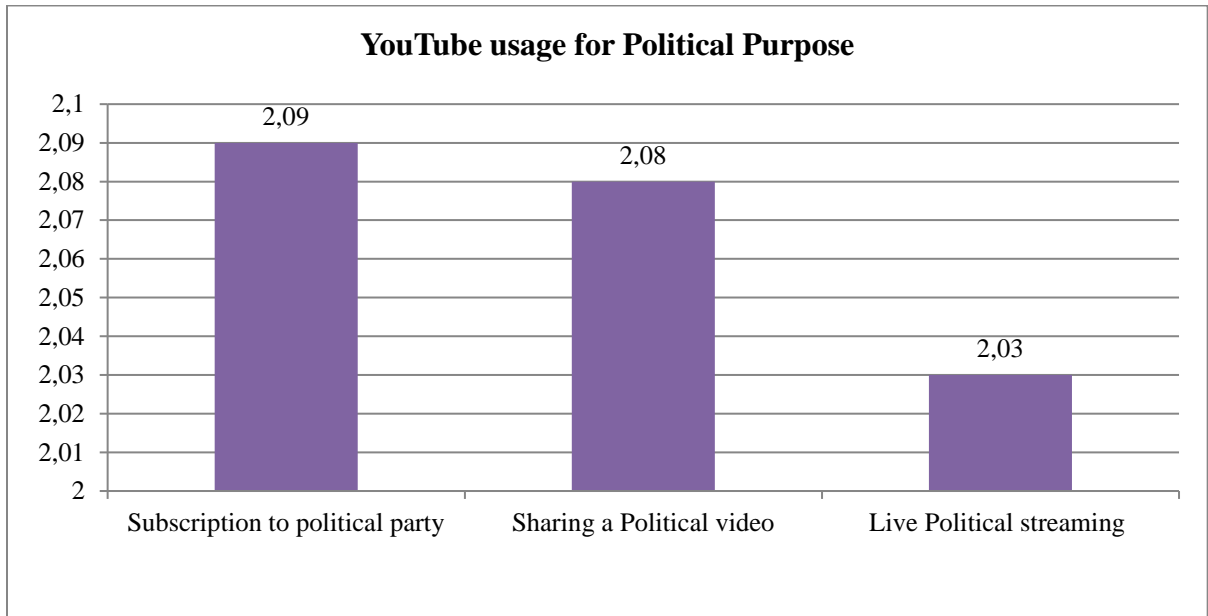
Source: Created by the Author based on Research.

4.2.5 Political Use of Whatsapp

Exchanging photos, documents, and different kinds of content is possible for WhatsApp users, apart from texting and calling. Using WhatsApp mainly, people receive bulletins or photographs about politics, share them with friends, and take part in groups linked to political figures or groups. Giving or sharing political pictures and statements is done by people in groups (27.5%) or alone (29.71%).

Figure 4.11.: WhatsApp usage for Political Purpose
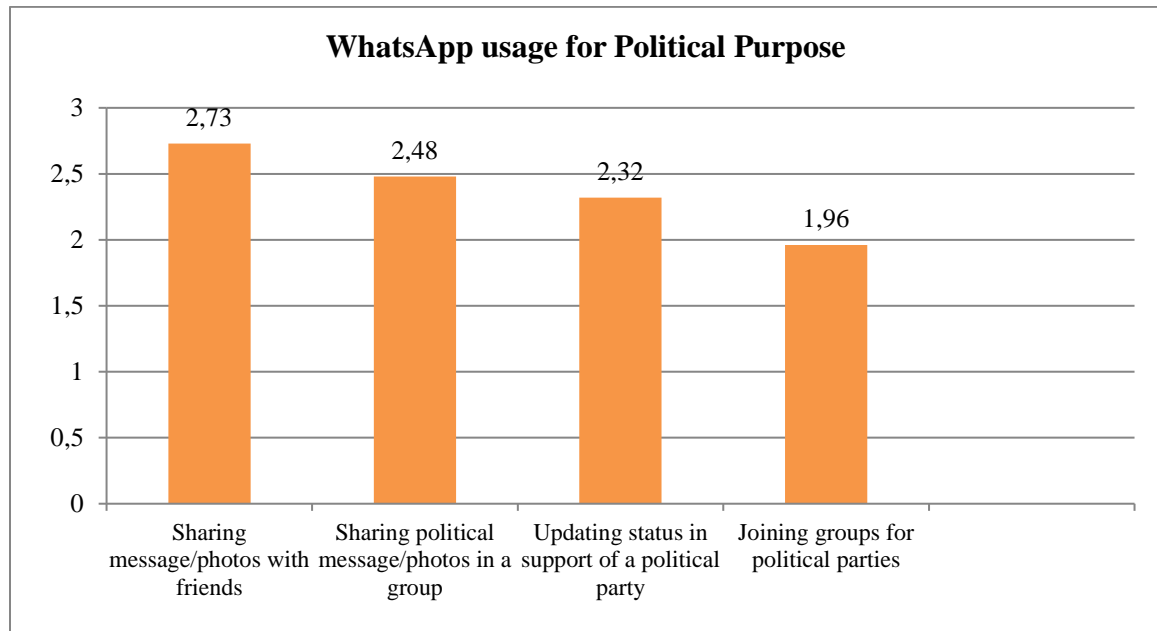
Source: Created by the Author based on Research.

4.3 Relative Influence of Different Media Used For Political

The study explores the role of political attitudes on a person's political participation.

The purpose of this section is to investigate the impact of political media on the public's political ideology. Many other types of media, including online reporting, television, newspapers, social media, radio, and candidates themselves, are regarded as independent variables. The converse is also true; political activity and political attitude are acknowledged as dependent variables. To determine its impact on the outcome, we turned to regression analysis.

REGRESSION - ON THE MODEL FIT

Regression analysis should only be performed on datasets free of multicollinearity. In order to detect multicollinearity, the VIF and tolerance value are used. According to Hair

et al. (2010), when the VIF value is more than 5.0 or the tolerance value is less than 0.2, multicollinearity is present in the data. According to most authors, a significance level of 0.10 is the minimum that should be considered (Tabachnick and Fidell, 2001). However, according to Huber and Stephens (1993), although some have written using $\alpha = 0.20$, others have used $\alpha = 0.26$. Table 4.4 demonstrates that the VIF and tolerance values were below the necessary levels, ruling out the possibility of multicollinearity in the following media: online news/websites, TV, newspapers, social media, radio broadcasts, only running candidates, magazines/journals, political roadshows, hoardings/posters, and friends/relatives.

Table 4.5: Multi-Collinearity Test

	Tolerance	VIF
Digital News	0.676	1.569
T.V.	0.676	1.571
News papers	0.677	1.577
Social Media	0.717	1.396
Radio Broadcast	0.626	1.906
Candidates on their own	0.597	2.011
Magazines/journals	0.627	1.797
Political Roadshows	0.572	2.336
Posters	0.675	1.751
Friends/Relatives	0.779	1.267

Source: Created by the Author based on Research.

Figure 4.12: Multi-Collinearity Test
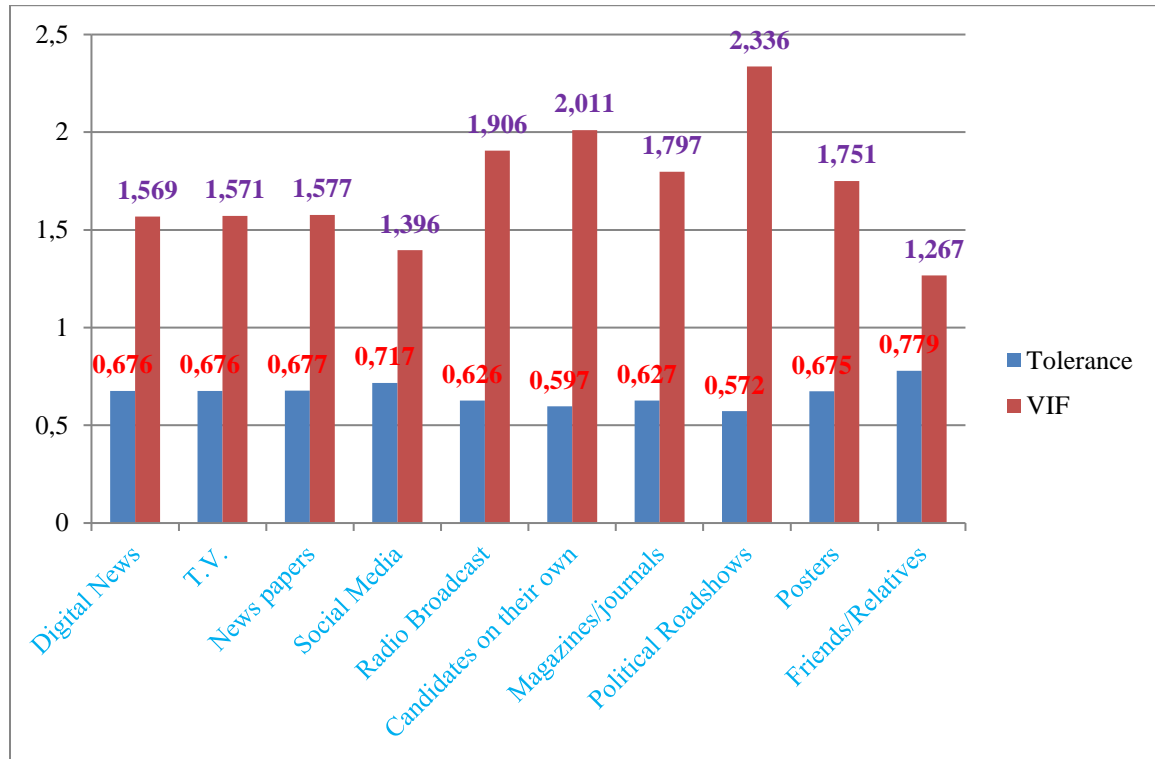
Source: Created by the Author based on Research.

When the Pearson correlation between the variables is less than 0.07, multi-collinearity should not be present (Allison, 1999; Cooper and Schindler, 2003).

4.3.1 How Different Forms of Media Influence Public Opinion on Political Issues

Model 1's regression analysis (Table 5.6) reveals that the following sources account for 17.2% of the variation in beliefs: internet news/websites, radio, social media, newspapers, television, magazines/journals, political roadshows, hoardings/posters, and personal connections. The top three factors influencing political leanings are: direct interactions with candidates (ß =1.269), exposure to information about candidates online (ß =0.955), and the influence of social media (ß =0.977). More engagement with political candidates, online news, social media, and newspapers may lead to a more favourable perception of politicians and political participation. Some people's political views are

positively influenced by attending political events (ß =0.719, t =1.663, P-value >0.0), conversing with friends and family (ß =0.537, t =1.130, P-value >0.06), watching television (ß =0.265, t =0.669, P-value >0.06), or reading scholarly publications (ß =0.33, t =0.579, P-value >0.06). Listening to the news or seeing political ads on billboards or the radio could influence people's political views negatively (ß =-0.102, t =-0.307, P-value >0.06; ß =-0.196, t =-0.306, P-value >0.06). Sufficient evidence exists to support the assertion that the media influences people's political opinions in various ways.

Table 4.6: Regression Analysis (Model 1)

Model 1: Political Attitude	ß	T
Digital News	0.9555*	2.367*
T.V.	0.265	0.669
News papers	0.977*	2.672*
Social Media	1.137*	3.156*
Radio Broadcast	-0.1.2	-0.307
Candidates on their own	1.269*	2.597*
Magazines/journals	0.33	0.573
Political Roadshows	0.719	1.636
Posters	-0.196	-0.306
Friends/Relatives	0.537	1.130

*Confidence level 96 per cent

Source: Created by the Author based on Research.

Statistics show that the majority of media outlets have a negligible impact on the level of political engagement among the general public. It follows that the media does influence public opinion on political issues. Another argument may be that people's perceptions of politicians are significantly impacted by news websites, social media, and internet portals. People believe that new media has a significant role in influencing their political beliefs and perspectives, which is supported by previous research by Wang (2006), Chang (2006), and Wang (2007). Additionally, the majority of individuals who get their

political news online also tend to express their opinions on social media. Even though face-to-face meetings with candidates aren't common, research shows that those that do have stronger political views (x = 2.01).

Figure 4.13: Regression Analysis (Model-1)
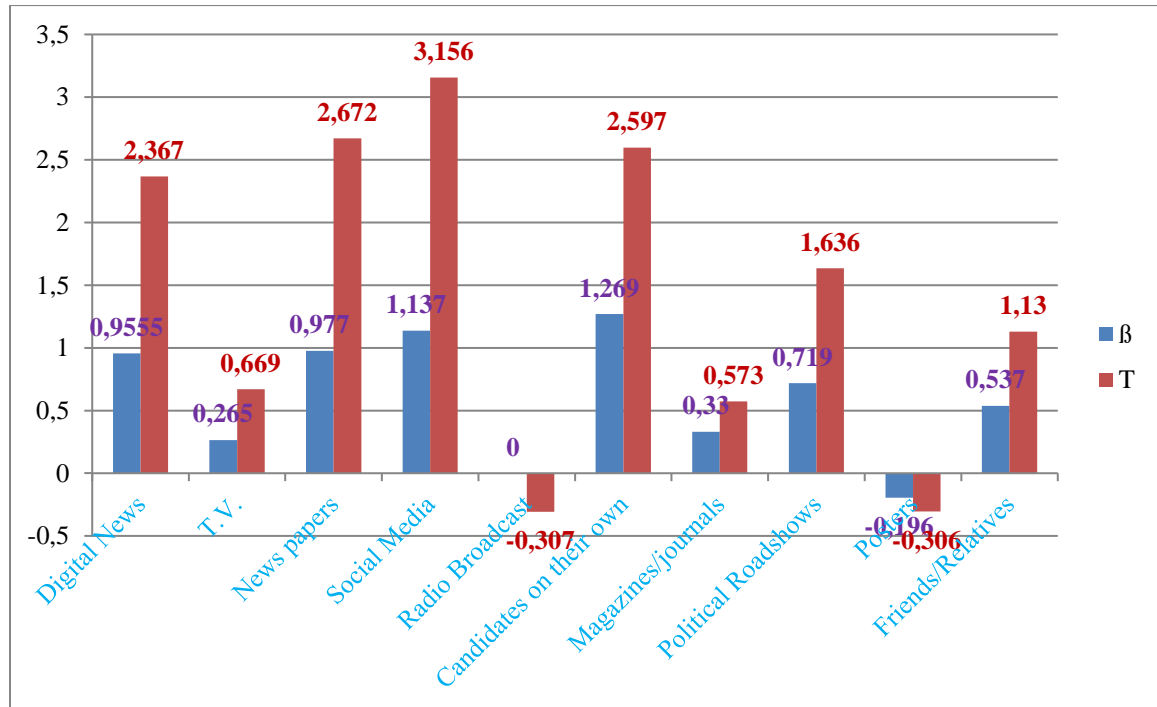
Source: Created by the Author based on Research.

According to the report, politicians might gain the support of certain groups by having direct conversations with them. A person's newspaper subscriptions provide insight into their political leanings (Kaur and Verma, 2017). According to Kononova, Alhabash, and Cropp (2011), experts rank television as the most trustworthy news source, with newspapers and the Internet following closely behind. While many rely on television for their political news, current studies show that viewers' optimism is unaffected by the medium (Stetka and Mazak, 2015) Additionally, despite the widespread idea that attending political rallies shapes one's ideology, more than half of the participants had never attended to one. One way to boost your optimism is to have a political conversation with someone you care about. Ultimately, the way things are portrayed in the media greatly influences people's political opinions. While certain news outlets moderately to strongly influence

public opinion on political issues, others have the exact opposite effect. Thus, although traditional media does influence our political thinking, social media has an even greater impact. With the help of both traditional and modern forms of media, you can do more.

Following this, we took a closer look at how various forms of media influenced people's political opinions. The primary objectives of these studies were to gauge participants' level of political engagement, their perceptions of the efficacy of politics, and their level of political understanding. This study re-examines the data to determine the impact of different forms of media on people's political engagement, productivity, and problem awareness.

4.4 How Different Types of Media Affect Political Interest

After Model 2 was released, researchers could examine how various news sources impact people's level of political engagement. Consistent with what Model 2 predicted, Table 5.7 reveals that media factors account for 12.1% of the variance. There is a stronger and more significant relationship between the impact of social media and online news on politics compared to other forms of media ($ß = 0.716$, $t = 3.273$, P-value 0.06). In terms of candidates' personal relationships, acquaintances and family, newspaper inserts, public demonstrations, and t-tests, there was no effect on voters' likelihood of voting ($ß = 0.617$, $t = 2.215$, P-value >0.06). Research found that individuals were not less inclined to read or listen to political discussions on the radio or in magazines and journals ($ß = -0.166$, $t = -0.666$, P-value >0.06).

Table 4.7: Regression Analysis (Model-2)

Model 1: Political Interest	ß	T
Digital News	0.716*	3.273*
T.V.	0.099	0.532
News papers	0.5	1.573
Social Media	0.392*	1.966*
Radio Broadcast	-0.166	-0.666
Candidates on their own	0.617	2.215
Magazines/journals	-0.056	-0.156
Political Roadshows	0.176	0.73
Posters	0.066	0.29
Friends/Relatives	0.317	1.599

*Confidence level 96 per cent

Source: Created by the Author based on Research.

Figure 4.14: Regression Analysis (Model-2)
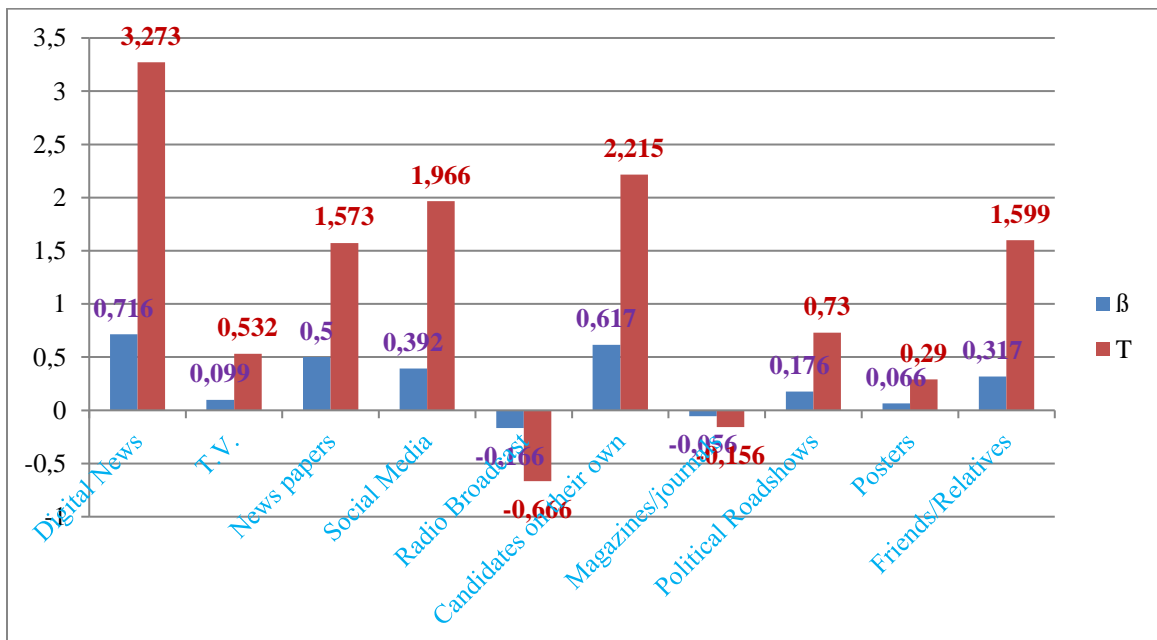
Source: Created by the Author based on Research.

Media coverage affected people's level of political interest, which is consistent with the results of Dostie-Goulet (2009) and Banerjee and Chaudhuri (2017). The influence of new media, particularly social media and online news sites, in piqueing people's interest in politics is growing. Two studies, one by Daekyung and Johnson (2006) and the other by Holt et al. (2013), indicated that people were more piqued in politics after consuming new media over traditional media. Reading news online also makes persons more engaged in politics, according to a 2011 study by Boulianne that used jail data. People don't become as engrossed in politics via periodicals and radio programs as they do from television, outdoor commercials, talking to candidates, or being among other politically active people. Your perspective on politics might shift when you have access to information from a variety of sources. The evidence that keeping up with the news, reading newspapers, and conversing with others might improve your life is weak and unconvincing. The several scholars that argue that these sources should be used to educate individuals about politics include Brundidge (2010), Stromback and Shehata (2017), Schulhofer-Wohl and Garrido (2013), and McLeod, Scheufele, and Moy (1999), among others.

No one disputes that media consumption influences voting behaviour. Indeed, contemporary media does a fantastic job of piqueing people's interest. There are those in politics who believe that sharing knowledge via more modern forms of media is more entertaining. Conversely, the media's ability to pique public interest in politics could determine the extent to which it exerts its influence. The effects of different forms of media are not uniform.

4.5 How Different Types of Media Affect Political Effectiveness

In Model 3, various forms of media are considered independent variables, with political effectiveness serving as the dependent variable. A total of 11% of the variation in political effectiveness may be attributed to the various forms of media, as seen in Table 5.7. Using beta values, we may determine the relative impact of various media on public perceptions of political issues. The top means to receive knowledge about politics were found to be newspapers, social media, and seeing politicians in person. Political roadshows, reading news websites and periodicals, having political conversations with loved ones, and seeing political posters and hoardings are among the other important things. Radio

Broadcast (ß = -0.036, t = -0.119, P-value >0.06) and Television (ß = -0.026, t = -0.097, P-value >0.06) did not significantly impact people's capacity to influence political change.

Table 4.8: Regression Analysis (Model-3)

Model 1: Political Efficacy	ß	T
Digital News	0.070	0.392
T.V.	-0.026	-0.097
News papers	0.377*	2.156*
Social Media	0.667*	3.360*
Radio Broadcast	-0.036	-0.119
Candidates on their own	0.360*	1.660*
Magazines/journals	0.239	1.16
Political Roadshows	0.32	0.799
Posters	0.072	0.356
Friends/Relatives	0.155	0.777

*Confidence level 96 per cent

Figure 4.15: Regression Analysis (Model-3)
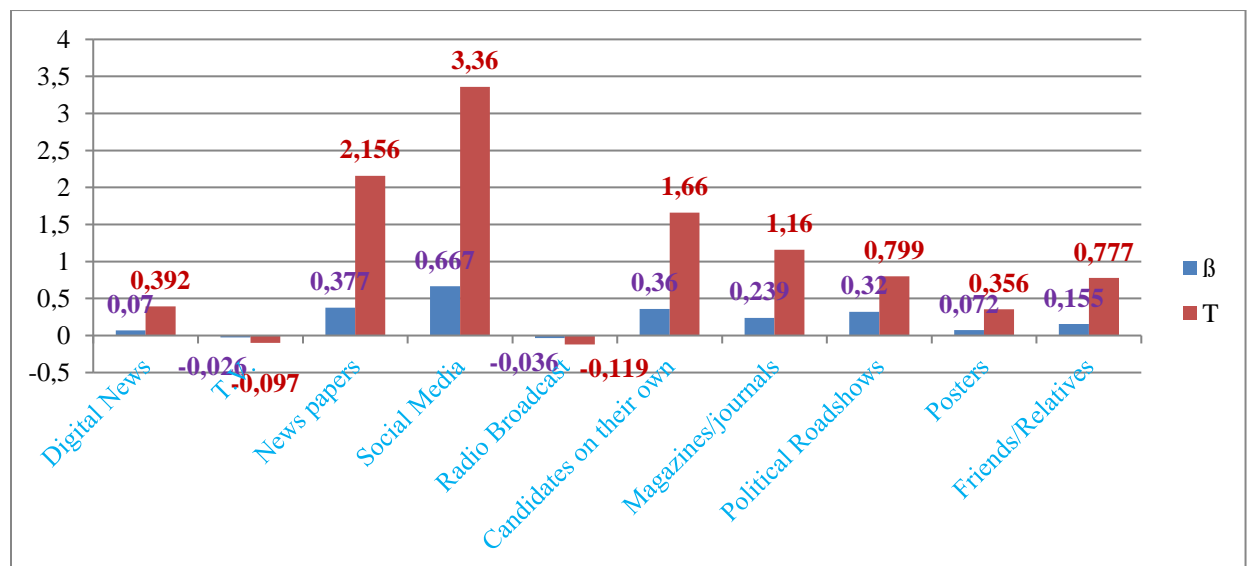
Source: Created by the Author based on Research.

One perspective is that it has to do with one's estimation of the political efficacy of oneself or another. The media may continue to influence people's political views despite all that has transpired. Those who keep up with political news on a daily basis are more likely to believe they can make a difference in politics. Another study that found a correlation between media influence and political effectiveness was Jung, Kim, and Zuniga (2011). It's obvious that conventional forms of advertising aren't as effective as social media marketing. A number of studies have shown that social media use may increase one's chances of political success; for example, Wang (2009), Halpern et al. (2017), and Velasquez and Quenette (2017). According to Hoffmann and Lutz (2019), self-confidence, political engagement, and internet use all go hand in hand.

It was also more beneficial to read the news and speak with lawmakers face-to-face rather than via social media. Research by Moeller et al. (2015) shown that people's interest in politics increases when they read newspapers. Engaging with politicians via social media, newspapers, or conversations boosts confidence in both the candidates' and the public's capacity to be politically active, according to recent study. According to studies, people's level of political literacy is unaffected by either television news or news found online. Internet news had a small but noticeable influence, according to Moeller et al. (2015), whereas television had no effect at all. Reading periodicals, newspapers, and billboards might raise our level of consciousness, but having meaningful conversations with those closest to us could have an even greater impact.

Finally, alternatives to radio and television tend to improve the efficiency of politics. The two most important places to get political news, even if they do have an impact, are newspapers and social media. Social media may have altered the political landscape, but newspapers will continue to play a significant role.

4.6 How social media affects people's knowledge of politics

How different forms of media influenced people's political literacy was an ongoing area of study. In Model 5, we see that people's political awareness is reliant on their exposure to different forms of media. According to Table 5.9, there is a 15.5% effect of various media on the increase of political awareness. The most effective methods to pique

people's interest in politics, according to the research, are political roadshows (ß =0.535, t =2.937, P-value 0.06), social media (ß =0.109, t =1.990, P-value 0.06), and newspapers (ß =0.312, t =2.773, P-value 0.06). Communicating with candidates (ß =0.206, t =2.006, P-value >0.06), viewing television (ß =0.29, t =1.679, P-value >0.06), perusing online news/magazines/journals (ß =0.172, t =1.277, P-value >0.06), and perusing print magazines/journals (ß =0.037, t =0.213) did yield statistically significant results. People may be less politically aware after seeing signs and billboards (-0.5, t = -2.337), but after conversing with others or listening to the radio, the effect was small (-0.033 and -0.023, respectively).

Table 4.9: Regression Analysis (Model-4)

Model 1: Political Knowledge	ß	T
Digital News	0.172	1.577
T.V.	0.29	1.697
News papers	0.312*	2.773*
Social Media	0.109*	1.990*
Radio Broadcast	-0.033	-0.176
Candidates on their own	0.206	2.006
Magazines/journals	0.0737	0.217
Political Roadshows	0.535*	2.937*
Posters	-0.5*	-2.337*
Friends/Relatives	-0.023	-0.126

*Confidence level 96 per cent

Source: Created by the Author based on Research.

Figure 4.16: Regression Analysis (Model-4)
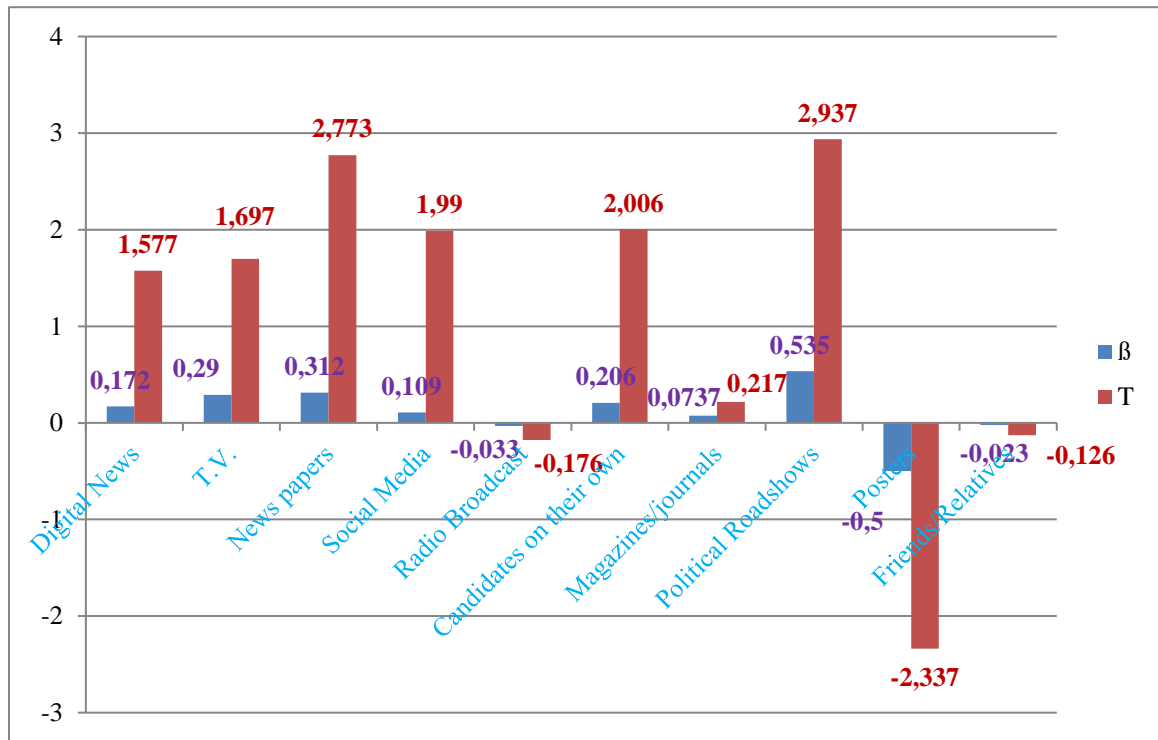
Source: Created by the Author based on Research.

Previous research has shown that those who seek out news from more conventional sources tend to have a better grasp of political issues, thus this makes sense (Jung, Kim, & Zuniga, 2011). According to Model 5, the public is significantly impacted by the way the media portrays politics. Many studies have shown that people get a better understanding of politics via various forms of media consumption. According to studies, those who are more engaged in political discourse tend to have a deeper understanding of the subject (Jung, Kim, and Gil de Zuniga, 2011). However, this study's findings contradict those of Chan (2017) and Kentmen (2010), who posited that individuals become less politically savvy as their time spent on social media increases.

The media significantly impacts the level of political literacy among the general public. Conversely, different forms of media have different impacts on viewers. Many of these things have clear beneficial or negative effects; some even make individuals less politically educated.

4.7 Various forms of media influence

To further understand the impact of various media on political engagement, Model 6 was also proposed. According to Table 5.10, a total of 30.2% of the changes in political activity may be attributed to different forms of media. This suggests that the media may have a significant impact on gauging voter participation. Model 6 demonstrates that voters are significantly influenced by political events (ß =2.676, t =6.66, P-value 0.06). What this implies is that individuals are more motivated to become active in politics when they see political events. Reading the news, going to political events, interacting with candidates, and using social media are all ways that people might get involved in politics. There is also no evidence that people become more politically engaged by viewing television (ß =0.577, t =1.306, P-value >0.06) or reading news articles, portals, or websites online (ß =0.06, t =2.717, P-value >0.06). It basically says that those who watch news on TV or the internet are more inclined to become involved in politics. There was little impact from radio (ß =-0.126, t =-0.277, P-value >0.06) and print media (ß =-0.79, t =-0.196, P-value >0.06). A person's likelihood of becoming politically active decreased (ß =-1.030, t =-2.503, P-value 0.06) in neighbourhoods with more political hoardings and posters. People are really less inclined to become politically active when they see news hoardings or posters, so this is unexpected.

Table 4.10: Regression Analysis (Model-5)

Model 1: Political Participation	ß	T
Digital News	0.06	2.717
T.V.	0.577	1.307
News papers	0.720*	2.566*
Social Media	1.062*	3.277*
Radio Broadcast	-0.126	-0.277
Candidates on their own	1.196*	2.626*
Magazines/journals	-0.079	-0.196
Political Roadshows	2.676*	6.66*
Posters	-1.030*	-2.503*
Friends/Relatives	0.75*	2.170*

*Confidence level 96 per cent
Source: Created by the Author based on Research.

Figure 4.17: Regression Analysis (Model-5)
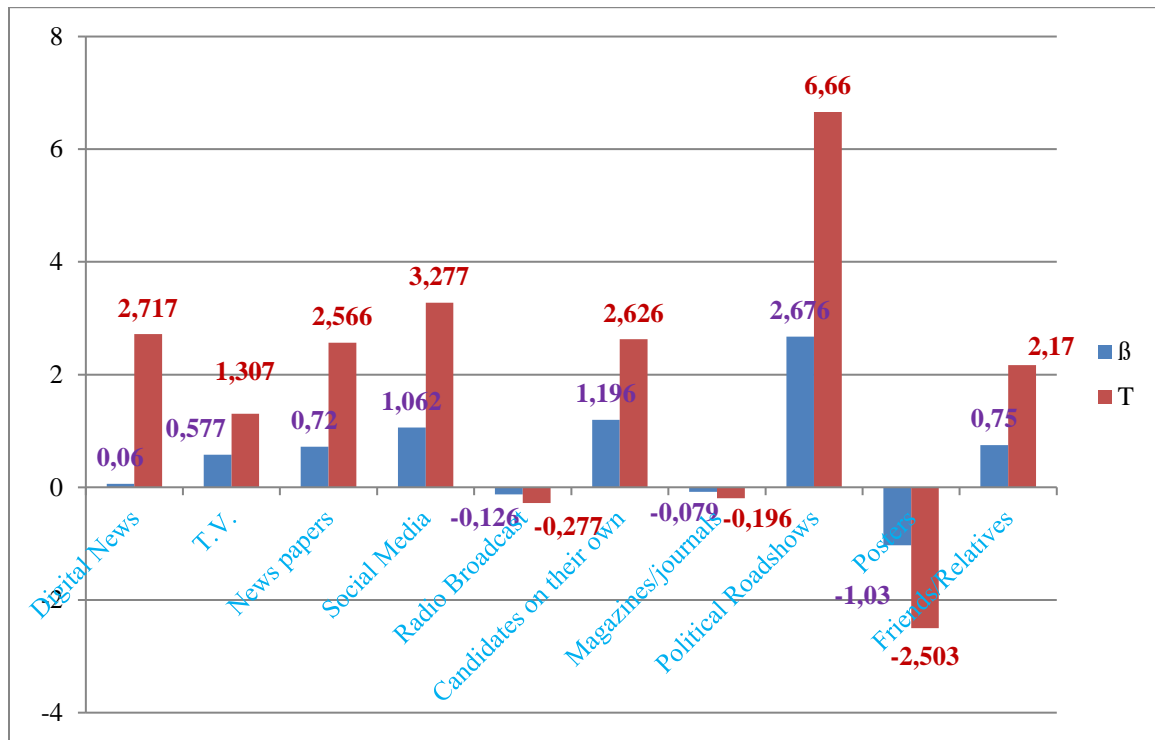
Source: Created by the Author based on Research.

Smart PLS, which provides all the necessary tools for regression analysis, was also used to examine the data. A lot of people's opinions about politics are based on politicians' words and actions, as well as the amount of attention they get in the media and online. However, as compared to politicians, newspapers, and internet news sites, social media has a much greater impact. According to the findings, 26.1% of the variation in political opinions is attributable to variances in media consumption habits. Newspapers, social media, internet news, and political candidates have a significant impact on people's political opinions. In contrast, traditional news outlets, such as newspapers and websites, do not have nearly as much influence on public opinion as social media.

An R-squared value of 0.356 indicates that the media accounts for 35.6% of the variation in people's political opinions. Going to these kinds of events, meeting candidates, using social media, reading newspapers, watching political TV, and talking to family and

friends has the most impact on a person than any other kind of political activity. However, as people share and save knowledge, they often become less involved in politics.

4.7.1 Comprehending

There seems to be a strong correlation between people's political beliefs and the news outlets they follow. Furthermore, several pieces of evidence suggest that the media influences public opinion about political issues. Our opinions of our elected officials could shift as a result of the information we see from news websites and social media. People are more certain of their political opinions when they can discuss and acquire knowledge about politics online, according to three research (Wang (2007), Chang (2006), and Wang (2006)). A growing number of people are expressing their opinions on politics and staying informed about current events using online platforms and social media. Although the majority of individuals do not engage in conversation with political candidates (x = 2.01), the research shown that doing so improved their political opinions. Politicians would fare better if they could establish more meaningful relationships with their constituents, according to this theory. According to Kaur and Verma (2018), newspapers are seen as significant traditional media for gauging people's political leanings due to the extensive coverage of political news they provide. According to Kononova, Alhabash, and Cropp (2011), experts also considered the credibility of various media. Despite the lack of impact on viewers' opinions, the majority of them continued to watch TV for political news (Stetka and Mazak, 2014). Knowing that individuals attend such events may influence their political views even if half of the poll takers had never gone to one before. Political roadshow attendees may wind up endorsing candidates with whom they ordinarily have little to no affinity. Sharing your political views with others you care about may help you feel better.

Dostie-Goulet (2009) and Banerjee and Chaudhuri (2018) are two studies that provide credence to the hypothesis that media exposure piques public interest in politics. It may be inferred from this that the media that individuals consume could influence their level of political engagement. Engaging the public in politics via new media is more crucial than ever before. When compared to more conventional forms of media, studies conducted by Holt et al. (2013) and Daekyung and Johnson (2006) indicated that new media generated

higher interest in politics. People that read political news online tend to be more politically engaged, according to study by Boulianne (2015) that used crime statistics.

When people consume political content via various media such as television, radio, music, magazines, and newspapers, their interest in the subject grows. Thus, your level of political interest may be influenced by the news you consume. Newspapers, television news, and conversations about politics are the greatest ways to pique people's interest in politics, according to experts (Schulhofer-Wohl and Garrido, 2013; McLeod, Scheufele, Moy, 1999; Stromback and Shehata, 2018; Brundidge, 2010). Reading the news, spending time with loved ones, and conversing on the phone all seem to have positive impacts.

Your confidence in other people's political acumen is just as crucial as your own level of political engagement. Therefore, prior research has shown that politicians' performance is unaffected by the media. Media commentators on political issues sometimes have strong opinions about the politicians they cover as well as about themselves. Similarly, Jung, Kim, and Zuniga (2011) demonstrated the media's critical role in shaping citizens' perceptions of their own political agency. The impact of social media is greater than that of traditional media on an individual level. In their investigations of internet use, Wang (2009), Halpern et al. (2017), and Velasquez & Quenette (2018) have all reached comparable conclusions.

Hoffmann, Lutz, and colleagues (2019) examined the connection between self-efficacy, political activity, and involvement in one's community. They discovered a strong correlation between the three traits. It suggests that new media might have both good and bad effects. Those who read newspapers and used social media had stronger faith in the political process, according to research by Moeller, Vreese, Esser, and Kunz (2014). On the other hand, voters reported a greater sense of agency when they read newspapers rather than use social media. People who have regular contact with political candidates, whether via social media, newspapers, or personal relationships, are more inclined to believe that their politicians possess the necessary abilities to successfully manage their election and political campaigns, according to recent research. Internet news seemed to have beneficial

impacts, in contrast to television news, which had no discernible effect (Moeller, Vreese, Esser, & Kunz, 2014). The results show that television does assist a little bit with developing a political sensibility, despite the fact that the internet doesn't impact this much. Smaller forms of media such as publications, billboards, and personal conversations may also influence people's political opinions, just like television.

Additionally, Model 4 suggests that different forms of media have the potential to influence people's political beliefs. Social media political account followers are much more politically savvy than newspaper readers, event goers, or passers-by who just see political posters and hoardings. Additionally, studies have shown that the more time individuals spend consuming traditional media, the more political information they acquire (Jung, Kim & Zuniga, 2011). Consistent with the findings of Alami, Adnan, and Kotamjani (2019), this study also indicated that political awareness is correlated with social media use. People who spend a lot of time on social media are less likely to be politically knowledgeable, according to research by Shafi, Vultee, Chen, and Chan (2017). Newspaper readers were more likely to attend Political Roadshows, according to both Kentmen (2010) and Stromberg (2013). According to a number of studies (De Vreese&Boomgaarden, 2006; Mujani& Liddle, 2010; Shaker, 2009; Anduiza, et al., 2012), voters get a far better understanding of politics via media consumption. However, studies have shown that radio broadcasts do have a small but negative impact on listeners. According to Gil de Zuniga et al. (2011), those who engage in political discourse are seen as possessing a profound understanding of the subject.

Several studies have shown that people's level of political engagement determines the media they consume to stay informed about current events (Bakker & de Vreese, 2011; Gil de Zuniga et al., 2012; Larkin and Were, 2013; Dimitrova et al., 2014). How individuals utilise different kinds of information to become active in politics was examined by Kim & Ball-Rokeach (2009), Shah et al. (2007), and Bennett (2008). According to Sauter and Bruns (2013), individuals are encouraged to become active in politics via both traditional and social media. Both Kaplan (2002) and Gentzkow, Shapiro, and Sinkinson (2011) discovered that people were more inclined to become active in politics if they read

newspapers. Social media use is correlated with political participation, according to Strandberg (2013), Meesuwan (2016), and Chen and Chan (2017). Leaders may more easily communicate with their followers using social media, which may influence their beliefs, interests, knowledge, and behaviour (Wang, 2007; Ediraras et al., 2013; Holt et al., 2013; Ahmed, 2017; Wang, 2012). The study's findings suggest that people become politically active via a variety of channels, including social media, newspapers, political roadshows, meeting candidates, and having conversations about politics at home.

It is evident from examining many models that the media, rather than people's efficacy, attitudes, knowledge, or interest, has the most influence on their level of political engagement. Social media outperforms all other forms of media in terms of aiding the dependent variables in the model. Not only does the newspaper pique people's interest in politics, but it also significantly influences their thoughts, understanding, and sense of agency towards politics. A greater number of people show an interest in politics when they start getting their news about politics via websites, news platforms, and online news. Also, it's more difficult to find fresh news and engage people when they have to search for it on billboards or posters. Rallies excel in both areas.

4.8 How partisans' political engagement on social media influences their political beliefs and actions

Finding out how users of Facebook, Twitter, YouTube, and WhatsApp see political issues, engage with political material, and concur with certain opinions was the second objective of the study. In order to get the predicted results, we used regression analysis.

Evaluation of Deterioration

We accomplished this by constructing five models using regression analysis. Using Facebook, Twitter, WhatsApp, and YouTube as independent variables, the regression analysis examined the political usage of each medium. Participation in politics, outlook, understanding, efficacy, and enthusiasm were among the dependent factors. Normalcy, linearity, homoscedasticity, error independence, and the absence of multicollinearity were examined by experts using various approaches as the foundational assumptions of regression analysis.

The F values of 35.165, 22.518, 25.341, 19.387, and 78.359 for models 6, 7, 8, 9, and 10 are examined first. We may use regression analysis models on this data as the P-value is less than 0.05. The data also demonstrates that all models have normally distributed residuals, as the average for each quarter is 0. According to Flury and Riedwyl (1988) That there aren't any extreme cases is the second premise. The observation may be considered an outlier in the regression if the Mahalanobi's Distance is high. Data points that don't conform to the norm are called outliers, according to Tabachnick and Fidell (2001). These data points may suggest that the data is flawed. No data points stand out, and a boxplot revealed that Mahalanobi's Distance is below average. Both models' normalcy curves for dependent variables demonstrate normally distributed data.

According to Allison (1999) and Cooper and Schindler (2003), the data set that is used for regression analysis has to be free of multicollinearity and have a Pearson correlation value lower than 0.08. Table 4.12 shows that YouTube (r=0.332, P=0.05), Facebook (r=0.252, P=0.05), Twitter (r=0.178, P=0.05), and WhatsApp (r=0.373, P=0.05) are all associated with political interest. Twitter (0.228), WhatsApp (0.285), and YouTube (0.302) were all positively correlated with political knowledge, whereas social media use was positively correlated with political awareness (0.228). Using social media sites including YouTube, WhatsApp, Facebook, and Twitter was associated with a substantial correlation (P < 0.05) of 0.228 in terms of political success. Views on political problems were remarkably consistent across social media users on platforms such as YouTube (r=0.302), WhatsApp (r=0.285), Facebook (p=0.291), and Twitter (p=0.228). Any and all

forms of social media—Facebook, Twitter, WhatsApp, YouTube, etc.—are somehow associated with political engagement. In addition, compared to the average in the industry, the level of correlation between all of the independent variables is lower, at 0.8. This proves that the prerequisites for regression analysis, which are all assumptions, were met.

Table 4.11: Correlation between Social Media, Political Interest, Political Knowledge, Political Efficacy, Political Attitude, Political Participation

	Facebook	Twitter	YouTube	WhatsApp
Facebook	1			
Twitter	0685*	1		
YouTube	0.643*	0.629*	1	
WhatsApp	0.523*	0.430*	0.678*	1
Political Interest	0.252*	0.178*	0.332*	0.373*
Political Knowledge	0.354*	0.305*	0.367*	0.342*
Political Efficacy	0.284*	0.202*	0.326*	0.330*
Political Attitude	0.315*	0.264*	0.415*	0.432*
Political Participation	0.512*	0.441*	0.561*	0.536*

*Pvalue≤0.01

Source: Created by the Author based on Research.

Furthermore, upon closer examination, it became apparent that political participation was more strongly associated with social media platforms such as Facebook, YouTube, Twitter, and WhatsApp than with political attitude, interest, efficacy, or knowledge. Compared to Facebook and Twitter, the political activities on WhatsApp and YouTube are more intimately linked. When it comes to learning politics and being politically involved, similar tendencies may be seen on other social networking platforms. The most robust connection, according to Ekman's findings, was with YouTube; next came Facebook; and finally, Twitter and WhatsApp. No major shifts occur in the distribution of political expertise. Unlike YouTube, Facebook, and Twitter, WhatsApp is clearly

associated with political interest. Because of this, YouTube has stronger correlations with political engagement, outlook, efficacy, and understanding than Twitter does.

The intersection between politics and social media: public opinion and political beliefs. Following confirmation of the link, the researchers investigated the impact of certain social media platforms on users' political beliefs. The fifth regression model, which demonstrates the impact of social media on people's political opinions, is shown in Table 4.13. The independent variables were social media platforms including Facebook, Twitter, YouTube, and WhatsApp. Predictor variables of political attitude account for 18.1% to 21.6% of the overall variation, as seen in Table 4.13. It seems that Facebook, YouTube, and WhatsApp do not have any statistically significant impact on people's likelihood to have a decent political attitude, but Twitter does. Having said that, research has shown that WhatsApp promotes good change more effectively than Facebook and YouTube. Positively influencing political opinions, social media also has a large influence (0.101, t =10.540, p 0.05).

Table 4.12: Regression Analysis (MODEL 6)

Model 6: Political Attitude	β	t
Facebook	0.128*	2.272*
Twitter	-0.147	-1.039
YouTube	0.325*	2.985*
WhatsApp	0.591*	4.688*
Adjusted R2	0.227	
F Value	35.176*	
Social Media	0.101*	10.540*
Adjusted R2	0.192	
F Value	111.075*	

*Confidence level 95 per cent

Source: Created by the Author based on Research.

Figure 4.18: Regression Analysis (Model-6)
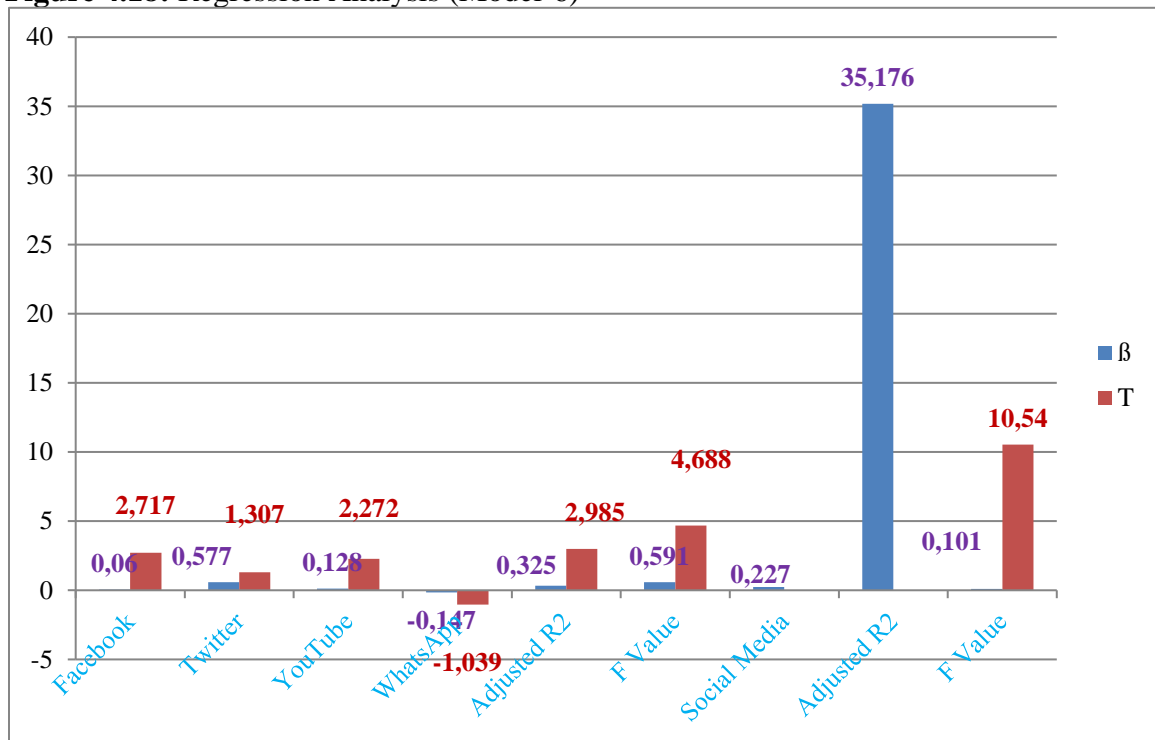
Source: Created by the Author based on Research.

4.9 Political Use of Social Media, Political Interest, Political Knowledge, Political Efficacy

In this part, the researchers considered the potential impact of social media on people's political views. In Table 4.14, you can see Model 7. Among the three models proposed for assessment, this one ranked highest in competence, efficacy, and political interest. No changes were made to models 8, 9, or 10. In terms of overall political interest, the model found that WhatsApp accounts for 10.4%, with Facebook, Twitter, YouTube, and Twitter making up a combined total of 14.8%.

The most effective methods for encouraging individuals to take good actions in politics seem to be WhatsApp (P value 0.05), YouTube (p ≤0.05), and Facebook (p >0.05). By contrast, political interest has been remarkably unaffected by Twitter (=-0.114, t=-1.424, p > 0.05). The general public views WhatsApp as having a more significant positive

impact than YouTube. A higher level of political interest is associated with increased use of social media (r=0.086, t=7.680, p 0.05).

Table 4.13: Regression Analysis (MODEL-7)

Model 6: Political Interest	β	t
Facebook	0.042	1.097
Twitter	-0.114	-1.424
YouTube	0.140*	2.414*
WhatsApp	0.325*	4.646*
Adjusted R2	0.159	
F Value	22.529*	
Social Media	0.086*	7.659*
Adjusted R2	0.115	
F Value	58.986*	

*Confidence level 95 per cent

Figure 4.19: Regression Analysis (Model-7)

Source: Created by the Author based on Research.

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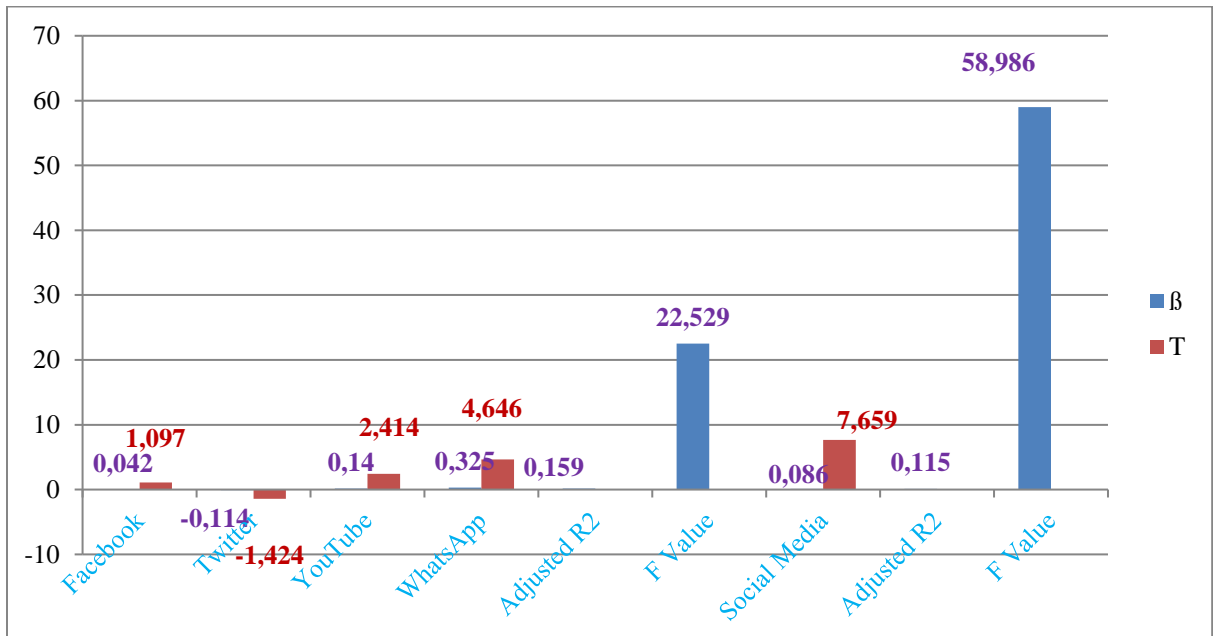
Knowledge of politics, according to experts, significantly influences opinion on the subject. According to the research, individuals become much more politically aware when they use social media. According to the seventh regression model, the amount of time individuals spends on social media had a 16.4 percent impact on their political expertise. The findings indicate that out of all the websites, Facebook, YouTube, and WhatsApp are the only ones strongly associated with political awareness (=0.047, t = 2.72, P value 0.05, =0.17, t = 2.15, P value 0.05, =0.10, t =2.617, P value 0.05). There is little evidence that Twitter is associated with political literacy (=0.042, t = 0.854, P >0.05). Conversely, compared to Facebook and YouTube, WhatsApp has been much more beneficial. According to statistical research, social media significantly impacts academic performance (t = 9.922, p 0.05).

Table 4.14: Regression Analysis (Model 8)

Model 6: Political Knowledge	β	t
Facebook	0.047*	2.62*
Twitter	0.042	0.854
YouTube	0.17*	2.15*
WhatsApp	0.10*	2.617*
Adjusted R2	0.175	
F Value	25.352*	
Social Media	0.050*	9.922*
Adjusted R2	0.175	
F Value	98.244*	

*Confidence level 95 per cent

Source: Created by the Author based on Research.

The impact of social media on political efficacy was also included as a dependent variable. Regression model 9 in Table 4.16 revealed that there were 12.9% and 11.2% differences across Facebook, Twitter, YouTube, WhatsApp, and all other social media, respectively. These sites can potentially aid in competence development; Facebook (0.16, t =2.127, p 0.05), YouTube (0.125, t =2.362, p 0.05), and WhatsApp (1.80, t =3.143, P value 0.05) all show this. A little decline in political intelligence is associated with Twitter

usage (-0.078, t =-1.113, p > 0.05). When compared to YouTube and Facebook, WhatsApp has done a better job of uplifting young people. The use of social media significantly improved people's ability to understand political issues (rg =0.076, t =7.980, p 0.05).

Figure 4.20: Regression Analysis (Model-8)
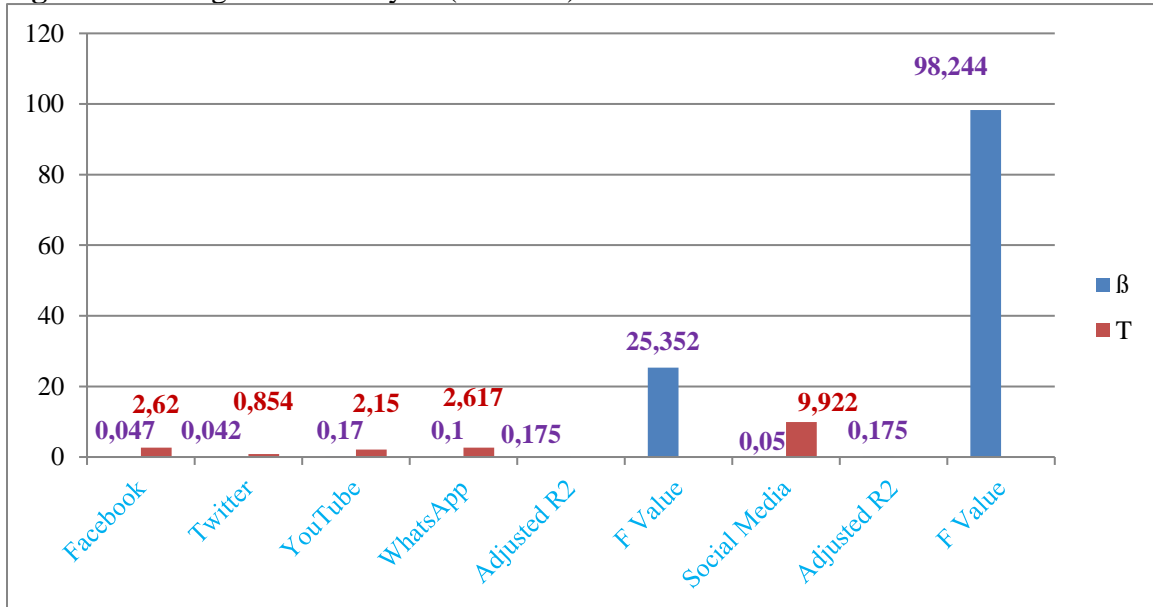
Source: Created by the Author based on Research.

Table 4.15: Regression Analysis (Model-9)

Model 6: Political Efficacy	β	t
Facebook	0.16*	2.127*
Twitter	-0.078	-1.113
YouTube	0.125*	2.362*
WhatsApp	0.189*	3.143*
Adjusted R2	0.130	
F Value	19.398*	
Social Media	0.076*	7.890
Adjusted R2	0.123	
F Value	63.671*	

*Confidence level 95 per cent

Source: Created by the Author based on Research.

Figure 4.21: Regression Analysis (Model-9)
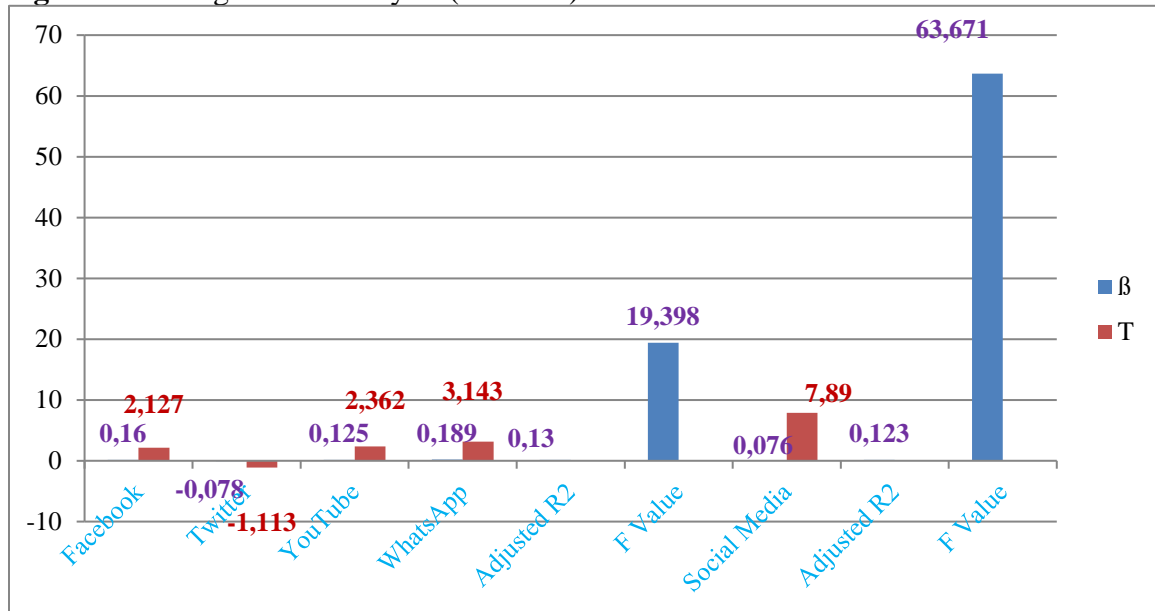
Source: Created by the Author based on Research.

4.10 Political Use of Social Media and Political Participation

An attempt was made to investigate the correlation between political engagement and the ways in which people use social media for such goals. Table 4.17, Model 10's regression, reveals that variation in political activity can be accounted for to the tune of 38.4 percent. Facebook (=0.172, t =3.667, p value 0.05), WhatsApp (=0.566, t =5.275, p value 0.05), and YouTube (=0.372, t =4.025, p value 0.05) were the three social media platforms that positively impacted the model's controllable variables. In terms of people's political engagement, Twitter has a small but non-significant impact (=0.129, t =1.059, p > 0.05). Even if Facebook and YouTube have a lot of users, research shows that WhatsApp has several advantages for customers. By taking a holistic view of the effects of social media on individuals, researchers discovered a 36.4% difference in political engagement. There is evidence that social media may encourage more individuals to becoming politically active; this impact is statistically significant (= 0.268, t = 16.892, p 0.05).

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Table 4.16: Regression Analysis (MODEL 10)

Model 6: Political Participation	β	t
Facebook	0.172*	3.667*
Twitter	0.129	1.059
YouTube	0.372*	4.025*
WhatsApp	0.566*	5.275*
Adjusted R2	0.395	
F Value	78.360*	
Social Media	0.268*	16.892*
Adjusted R2	0.375	
F Value	284.972*	

*Confidence level 95 per cent

Source: Created by the Author based on Research.

Figure 4.22: Regression Analysis (Model-10)
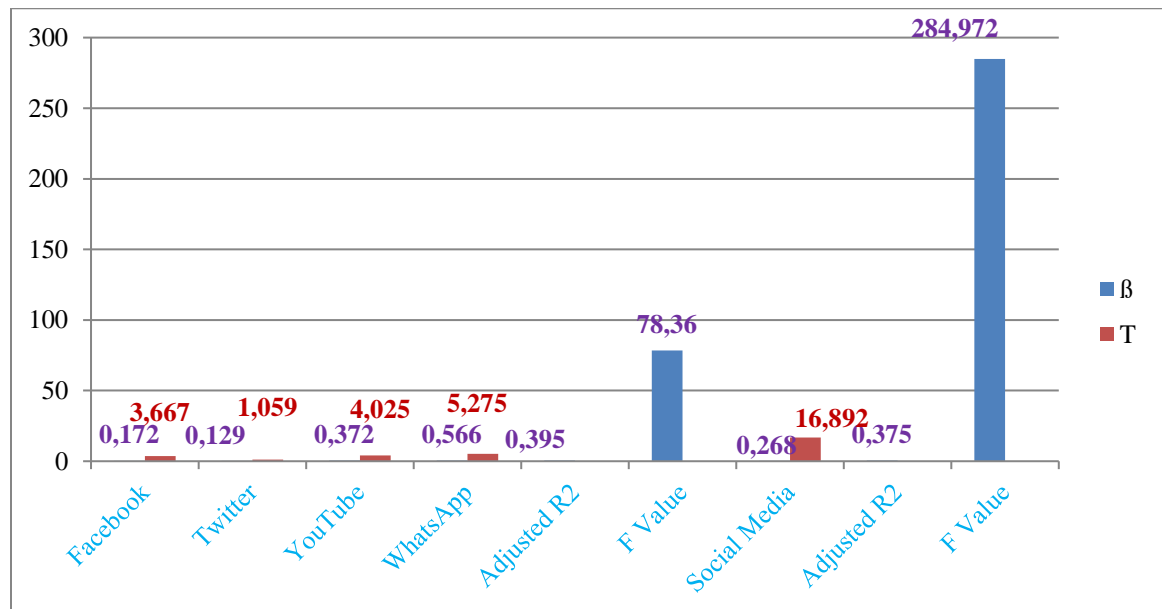
Source: Created by the Author based on Research.

INTERPRETATION

The political news that peoples read on social media may change their interest, understanding, involvement, and sense of belonging to politics. Examining the connections between political engagement, social media use (Facebook, Twitter, YouTube, and WhatsApp), interest, efficacy, knowledge, and attitude was the primary objective of the research. Using social media is associated with positive attitude, interest in politics, success, and knowledge, according to the study. It would suggest that WhatsApp is more politically active than other platforms. The impacts of social media use on all the dependents seem to be significant, particularly in terms of the ways in which it shapes their political opinions and behaviour. Each of Facebook, WhatsApp, and YouTube has served its purpose well. Tweets do not significantly impact political interest, understanding, efficacy, attitude, or engagement, according to experts. According to Ahmad, Alvi, and Ittefaq (2019) and other scholars, social media significantly impact the following four dimensions of political engagement: effectiveness, involvement, attitude, and interest. Gil de Zuniga (2012), Barnidge (2015), Valenzuela (2013), Kenski& Stroud (2006), and Ahmad, Alvi, &Ittefaq (2019) are among the researchers whose work appears in these papers. More important than factors like attitude, knowledge, confidence, and interest in politics was the frequency with which individuals used social media for political purposes, according to the present research. According to Abdu, Mohamad, and Muda (2017), studies have shown that Facebook users are more inclined to be politically engaged, have good opinions about politics, and remain loyal to their party (Chan and Guo, 2013; Schmiemann, 2015). Facebook has shown that there is a good aspect to every political subject. People in developing nations lost interest in politics when they used Facebook for political purposes, according to Njegomir (2016). We find the reverse to be true. In 2016, Njegomir investigated the impact of social media on political engagement on YouTube, Twitter, and Facebook. The research found that Twitter does not significantly affect any of the political variables tested. Nevertheless, when it comes to this, WhatsApp outshines YouTube.

CHAPTER 5
CONCLUSION

5.1 Conclusion

Voters' capacity to make judgements on legislation is significantly impacted by their use of the media. To capture and keep the public's attention towards major legislative problems, careful consideration of media use is vital, as various media effect individuals and their relevance differently. After Narendra Modi's victory in the 2014 general election, new media became the principal weapon for encouraging positive commitment, as both the general public and political entertainers began to utilise it more often.

Watching the news has a significant effect on how people feel about politics. In raising people's political consciousness, almost every medium was helpful, with the exception of radio and television.Despite fluctuations, internet media still outperform newspapers when it comes to disseminating political news. Despite the advances that online media has brought to politics, papers and conventional media continue to play a significant role. For these reasons, it would be a mistake to discount conventional media.

How much people learn about politics is largely influenced by their media consumption habits. The news comes from a variety of places; some are more influential than others, and some may be biassed. In most cases, political events, periodicals, and websites all go hand in hand with political news.

Those that spend a lot of time on social media tend to be politically engaged, intelligent, positive, and cooperative. When it comes to online political activity, many people utilise WhatsApp. Viewing television and streaming films have the greatest impact on people's interest in and views towards politics, according to research. Facebook, WhatsApp, and YouTube have all had significant impacts on people's daily lives. Results show that Twitter has little to no effect on people's political interest, arena of action, information gathering habits, attitude, or approval rating.

Social media platforms like Facebook, YouTube, and WhatsApp have a significant impact on people's political consciousness, practicality, and connections. Research shows that the two most effective platforms for increasing political engagement are YouTube and WhatsApp. A review found that individuals' political leanings influence the series and films they watch online. Many people's party preferences are influenced by their usage of social media, particularly Facebook, WhatsApp, Twitter, and YouTube. When it comes to making decisions, Facebook users must support the BJP. In contrast, AAP tends to target voters who are heavy users of social media platforms such as Twitter and YouTube. Political messaging on WhatsApp, as on other platforms, might persuade people to back INC.

Regardless of one's orientation, level of education, age, income, or occupation, there is a correlation between social media use and a preference for political groupings. Given the rapidity with which people's views may change, the correlation between social media use and membership in political parties is unaffected by socioeconomic status. When it comes to mental health, the BJP does a better job of reaching out to individuals and offering consistent guidance on social media. Twitter, Instagram, and YouTube have brought immense joy to the majority of users. There is a lot of optimism, fear, and faith in the content. Twitter and Instagram users report lower rates of stress, more likelihood of reconciling with others, and stronger bonds with friends and family compared to YouTube users.

The material seems to revolve on hope, expectation, and confidence. More comments that were well-written, predictable, and illuminating appeared on INC thanks, in my view. The BJP and the AAP both have their successes and failures in the just concluded 2024 general elections.

In keeping with the cultural norms expressed in the platform, the Aam Aadmi Party prioritised issues pertaining to youth, women, health, education, business, water, and energy that are essential to everyday life. The BJP primarily campaigns on issues related to business, welfare, growth, improvement, regulation, speculation, ancestral, deceit, and ranching. On the other hand, the INC tackled issues like brute force intimidation, disdainful treatment of people, employment, demonetisation, health care, needs, black money, and

the economy. The paper went on to say that streaming has altered traditional ideas about Indian politics.   Politicians should thus communicate and rally support using new media. Traditional news outlets continue to play a significant role, regardless of how often legislators use the internet for personal benefit.

5.1.1 The relative impact of various political media

Model-1 results show that most media outlets have a limited impact on people's political engagement. It follows that the media does influence people's political opinions. One may also argue that internet portals, news websites, and social media significantly affect the public's perception of political figures. Our findings are in line with those of Wang (2006), Chang (2006), and Wang (2007), which all found that people consider social media and other forms of new media to be very influential in shaping their political opinions and views. In addition, the majority of people who acquire their political news online also share their thoughts on social media. Furthermore, the public's political opinions are greatly influenced by how the media presents certain issues. When it comes to political matters, certain news outlets have a moderate to large influence on public opinion, while others have the exact reverse impact. So, although it's true that conventional media do influence our political beliefs, social media has shown to be considerably more consequential. Politicians and political groups may be more effective if they use both conventional and new media, such as social media.

5.1.2 The impact of various media outlets on public interest in politics

Using Model 2, researchers were able to look at how different news outlets affect people's involvement in politics. As anticipated by Model 2, the results indicate that media attributes that can be changed account for 12.1% of the total variation. The impact of social media and online news outlets on politics seems to be more substantial and positive when compared to other types of media (ß = 0.716, t = 3.273, P-value 0.06). They found that voters' propensity to cast ballots was unaffected by candidates' personal relationships (ß =0.617, t =2.215, P-value >0.06), acquaintances and family (ß =0.317, t =1.599, P-value >0.06), newspaper inserts (ß =0.5, t =1.573, P-value >0.06), and public demonstrations (ß =0.176, t =0.73, P-value >0.06). However, research has shown that being exposed to

political news does not reduce one's interest in reading or listening to magazines or the radio ($ß$ = -0.166, t = -0.666, P-value >0.06). Also, this proves that everyone agrees that media consumption affects voting behaviour; in fact, new media, especially social media, are great at energising audiences. While some in the political sphere argue that new forms of media, such as social media, make information sharing more engaging, the media's capacity to stimulate public interest in politics may determine the degree to which it exerts its effect. You can't generalise about the consequences of media.

5.1.3 The Impact of Various Media on Political Effectiveness

Model 3, which uses political effectiveness as a dependent variable, found that different types of media explain 11% of the variation in this measure. The beta values helped us determine how different media outlets affected public opinion on politics. Newspapers, social media, and in-person encounters with candidates were determined to be the most fruitful political channels. Political road shows, reading newspapers and news websites, having political conversations with friends and family, and seeing political posters and hoardings are other variables. Still, the ability of people to influence politics was unaffected by either television or radio broadcasts. Finally, the influence of media other than radio and television often makes politics more efficient. Regardless of their impact, newspapers and social media remain the most vital platforms for reporting on politics. So, even if social media has an effect on politics, news publications are still influential.

5.1.4 How social media influences people's understanding of politics

Model 5, which included several media as independent variables and used political knowledge as the dependent variable, found that the most effective ways to raise political awareness are political road shows, social media, and newspapers. Also, although talking to candidates, watching TV, reading online news/magazines/journals, and reading print magazines/journals did find outcomes that were statistically significant, people didn't. Finally, the media greatly affects how politically literate the general population is. There is a wide range of good and bad impacts that various forms of media have on their viewers; for example, certain channels have a negative impact on political literacy.

5.1.5 How social media influences people's involvement in politics

According to Model 6's results, media influence is a key factor in predicting voter participation. According to the results, political events inspire people to get involved in the political process. People may get active in politics in a variety of ways, including reading newspapers, attending political events, talking to candidates, and using social media. Moreover, there is zero proof that people's political activity is affected by their exposure to either online news or portals and websites. That people are more likely to become active in politics after seeing news on television or the internet is, basically, what it says. People were less likely to become involved in politics when there were more hoardings and posters around, even if radio and magazines didn't have much of an impact. Unexpectedly, people are less likely to become active in politics after seeing news hoardings or posters. The public's perception of politics is greatly influenced by the words and actions of candidates, as well as by the attention they get in the media and online. The influence of politicians, news publications, and online news channels is dwarfed by social media. The results show that the diversity in political attitude may be explained by people's media intake. Many factors, including newspapers, social media, online news, and candidates, contribute to the formation of people's political views. On the other hand, social media much more influence's public opinion than more conventional news outlets. The impact on an individual is greatest when they participate in these types of activities, meet candidates, use social media, read newspapers, watch political television, and talk to loved ones about politics. On the other hand, as information is preserved and shared, people often become less interested in politics.

Media has a greater impact on people's political activity than on their effectiveness, attitudes, knowledge, or interest, according to multiple models. Moreover, social media is the most effective kind of media in supporting the dependent variables of these models. More than just sparking an interest in politics, the newspaper has a substantial impact on people's perspectives, knowledge, and feeling of agency as it pertains to politics. When people get their political news via websites, news platforms, and online news, their interest in politics tends to expand. Additionally, rallies are better at uncovering new information and attracting people's attention than seeking for it on hoardings or posters.

5.1.6 How political social media usage affects political stance and engagement

The second part of the research was to find out how platforms like Facebook, Twitter, YouTube, and WhatsApp see political problems, interact with political material, and support certain views. The expected outcomes were obtained via the use of regression analysis.

Models 6, 7, 8, 9, and 10 all point to a connection between political interest and sites like WhatsApp, Facebook, YouTube, and Twitter. Social media usage was associated with political awareness, whereas WhatsApp, YouTube, and Twitter were associated with political knowledge. All four of these social media sites, Twitter, YouTube, WhatsApp, and Facebook, had a statistically significant relationship with political efficacy. Twitter, Facebook, WhatsApp, YouTube, and YouTube all have very similar user viewpoints on political issues. Every major social media site, from Facebook and Twitter to WhatsApp and YouTube, has a rather high association with political activity. Additionally, there is less connection between all independent variables than the norm for the industry. All of the necessary assumptions for regression analysis were therefore shown to be true. Rather than being linked to political attitude, interest, efficacy, or knowledge, social media platforms like Facebook, YouTube, Twitter, and WhatsApp were discovered to foster political involvement. Compared to Facebook and Twitter, the relationship between political activity on WhatsApp and YouTube is more obvious. Similar patterns emerge on other social media sites with regard to political participation and understanding. The pattern of political knowledge is quite consistent; we found the highest link with YouTube, next with Facebook, and lastly with Twitter and WhatsApp. Unlike Facebook, Twitter, and YouTube, WhatsApp does seem to be associated with political interest. This explains why, in comparison to Twitter, YouTube is associated with higher levels of political participation, attitude, efficacy, and knowledge.

5.1.7 Peoples' perception about politics and political information

After confirming the link, the researcher looked at how different social media platforms influenced people's political beliefs and the information they gleaned from these platforms. In model 5, the researcher looked at how social media affected people's political

views and knowledge; the findings indicate that factors predicting political stance explain most of the variation. There is some evidence that Twitter influences people's political attitudes in a favourable way, but no such evidence for Facebook, YouTube, or Whatsapp. But studies have shown that social media has a positive impact on people's political attitudes and that WhatsApp is even more successful than Facebook and YouTube in spreading positive change and knowledge.

5.1.8 Political interest, political knowledge, political efficacy

Models 8, 9, and 10 were all following the results of Model-7, one of three models suggested for evaluation reasons in relation to competence, effectiveness, and political interest. The model revealed that out of all political interest, 10.4% is attributed to WhatsApp, while 14.8% is shared across Facebook, Twitter, YouTube, and Twitter. It would seem that Facebook, WhatsApp, and YouTube are the main platforms for influencing positive political action. Twitter, on the other hand, has had almost little impact on public interest in politics. On the other hand, WhatsApp is considered to be more effective in promoting good change than YouTube. In addition, using social media is associated with a statistically significant rise in political interest. Accordingly, the study's authors drew the conclusion that social media use greatly heightens political consciousness. Model-8 demonstrated that the amount of social media exposure correlates with people's political knowledge. The findings show that out of all the sites, Facebook, YouTube, and WhatsApp have the strongest correlation with political awareness, whereas Twitter does not. Yet, WhatsApp's effectiveness has outshone that of YouTube and Facebook. Research shows that social media has a major impact on classroom instruction.

As a dependent variable, research examined the impact of social media on political effectiveness. Model 9's results suggest that social media sites like Facebook, YouTube, and WhatsApp may have a positive effect on users' competence. Twitter users tend to have lower levels of political intelligence. On the other hand, WhatsApp has been more effective than Facebook and YouTube in elevating young people. All things considered; people's knowledge of political concerns was much improved by using social media.

5.1.9 Social media and political participation

There was an effort to look at how people's participation in politics is correlated with their use of political social media. Facebook, WhatsApp, and YouTube were determined to have a positive effect on the model's controllable variables in model 10. When it comes to people's involvement in politics, Twitter has a small but statistically insignificant impact. Despite the popularity of YouTube and Facebook, studies reveal that WhatsApp has a more positive effect on its users. When researchers considered the whole scope of social media's influence, they found a disparity in political involvement of 36.4%. Social media does increase political engagement, but only to a statistically significant degree.

5.1.10 Results of the Hypothesis

Some studies have shown that the political news that individuals read on social media could influence their interest, comprehension, involvement, and feeling of belonging in politics. The major goal of the study was to establish a connection between political involvement, social media usage (Facebook, Twitter, YouTube, and WhatsApp), interest, effectiveness, knowledge, and attitude. The research found that social media use is linked to a good attitude, political engagement, curiosity, effectiveness, and knowledge. There seems to be more political activity on WhatsApp than on other social media sites. The effects of social media usage, especially on political beliefs and actions, seem to impact all dependents, which is crucial. Facebook, WhatsApp, and YouTube have all provided useful assistance. The experts agree that Twitter doesn't have much of an influence on people's interest, effectiveness, knowledge, attitude, or involvement in politics. The statistical results presented above provide support for the following alternative hypotheses: **Ha1:** Social media has a substantial effect on political orientation and **Ha2:** Social media has a substantial effect on political perception.

5.2 Implications

This study emphasizes the significance of new media in influencing political beliefs and engagement. The following conclusions will be useful to scholars, practitioners, and society:

5.2.1 Theoretical Implications

Due to the lack of attention and literature on new media in India, the majority of studies have concentrated on either conventional or social media. On its own, the use of several media for political ends in this study is astounding. The role of the media in governmental affairs will be better understood as a result of this research. It seems that people's media consumption habits determine the extent to which they are interested in legislative matters. By including both historical and contemporary media, this study broadens our understanding of how media influences people's political opinions. While the survey does show that online media is popular, traditional media still play a significant role.

This research adds WhatsApp to the list of platforms that have been previously studied for political activity; nonetheless, it finds that WhatsApp is the largest and most significant medium for shaping political views and wants. Focussing on the most popular over-the-top (OTT) platforms throughout the globe, analysts investigated how social media influences the formation of opinions and interests, as well as the acquisition of information and the level of activity among the general public. Using momentum analysis to pique people's interest in legislation and propel them to take action will be easier. Additionally, similar to how a consumer picks a significant product, voting is a choice between competing political parties or candidates. Similarly, several studies on the relationship between traditional media consumption and voters' ideological preferences have shown that the media may influence voters' choice of political party. Based on socioeconomic factors, this review has provided an outlook on the relationship between internet media and people's political ideology choices. It all started when we made a point of saying that it's crucial to know the goals and needs of the target group when making choices and strategies.

The content of any web-based medium is crucial to its effective communication and promotion. Because social media relies on user-generated content, you should make the most of the available airtime. Content analysis, aided by AI, may provide fresh perspectives on how to comprehend communication requirements.

5.2.2 Practical Implications

Media outlets, political parties or candidates, journalists, and marketers all benefit greatly from understanding the media landscape and voter behaviour. The results of the research will be very important for politicians, political parties, and marketers since their ability to spread their views is dependent on the popularity of various media. In addition, political campaigns that want to target certain demographics should employ social media in addition to more conventional forms of advertising. The evidence suggests that businesses should focus their social media efforts on the most relevant platforms rather than attempting to dominate every single one.

Candidates and parties should disseminate information via a variety of channels to encourage participation in politics beyond just casting ballots. Choosing a social media platform is crucial since people's preferences for the parties are always changing; nevertheless, it is unfair to use factors like gender and money to make selections that benefit particular groups. This frees up time and energy for party leaders, legislators, and marketers to concentrate on other matters rather than worrying about demography. However, in promoting politics on social media, it's important to highlight the positive aspects of each site.

Social media has made it easier for practitioners and political parties to disseminate their messages and ultimately win over a large audience. Political figures should consider the public's communication demands in official papers if they want their relationships to flourish and their popularity to increase. In order to get more accurate and unbiased results, practitioners might use analysis based on machine learning.

Additionally, organisations and individuals working in the media must adopt new media strategies in response to the shift in media consumption habits of political leaders, parties, and voters towards social media. Besides, social media keeps tabs on conventional media, just as traditional media keeps tabs on the news and government. Journalism and the mass media may utilise this data to better understand how voters think and feel about current political campaigns and the strategies politicians use to reach out to them.

5.2.3 Societal Implications

Now that people can talk to one other in both directions on social media, the knowledge gap is narrowing. Many individuals have begun to depend on social media as their primary source for political news instead of traditional media due to the ease and speed of direct communication on these platforms. People are able to quickly voice their political thoughts on social media sites after seeing information online. It would be helpful if parties were to provide organised information while keeping the public's information demands in mind.

5.3 Limitations and Future Scope

People's political views, how much they participate in politics, and their political party choices are positively affected by social media, as the study found. Still, there are some drawbacks, which are as follows:

- Since there isn't a lot of research on social media in India at this time, the researcher couldn't understand much about it.
- It considers political involvement as one unified field instead of separating it into online and offline acts. Online and offline research can be done separately in future studies.
- To gain a better idea of people's communication habits, I chose four major social media applications. Additional platforms will make it easier to examine the structure in detail.
- This study deals only with New Delhi's data, so the results may not apply everywhere. The nationally focused studies can make use of the indicated technique.
- The purpose of this study is to look at the situation at one point in time. The next study might analyze how social media and traditional media are used in elections by examining information from different years.
- While Twitter puts a limit on its rate cap, Facebook does not let its data be freely extracted. This means it is very important to decide when and how to carry out mining.

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ANNEXURE

QUESTIONNAIRE

1. Which social media platform do you use for MOST of your online social networking?

Facebook   Twitter   YouTube   Blogs

Google+   WhatsApp   Others (specify):

2. How many times do you visit your most used social media on an average workday?

0-2 times ☐ 3-4 times ☐ 5-9 times   10-15 times   More than 15 times

3. How much time do you spend on your most used social media on an average workday?

Less than 30 minutes 30 minutes-1 hour 1-2 hours

2-5 hours More than 5 hours

4. How frequently do you use the following sources to get political information?

Information Sources	Never	Rarely	Sometimes	Often	Frequently
Digital News					
T.V.					
News papers					
Social Media					
Radio Broadcast					
Candidates on their own					
Magazines/journals					
Political Roadshows					
Posters					
Friends/Relatives					

5. How often do you use the following?

	Never	Daily	Weekly	Monthly
Facebook				
Twitter				
Online news sites				
Political blogs				
Pinterest				
Websites of political parties				
YouTube				
Instagram				
Mobile apps/widget (apps of political party/leader etc.)				

6. Please mark tick (√) at the appropriate place with respect to the usage against each of the following statements related to your social media.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Social media is the part of my everyday activity					
I amproud to tell people I'm on social media					
Social media have become part of my daily routine					
I feel out of touch when I haven't logged onto social media for a while					

I feel I am part of the social media Community				
I wouldbe sorry if social media are shut down				

7. Please mark tick (√) at the appropriate place with respect to the usage against each of the following statements related to your political activity.

Information Sources	Never	Rarely	Sometimes	Often	Frequently
A. How often did you use FACEBOOK for political activity in the last one year?					
Status updates					
Wall comment					
Posting or sharing a photo/video/link					
Writing or sharing a note					
Joined a political group					
Left a political group					
Clicking option of participation in event ('Going', 'Not Going' or 'May be')					
Clicking "Like" on a political party or politician's fan page					
Befriended a politician on Facebook					
Group Chat about politics					

Sending direct message to a political party/politician					
Receiving direct message from a political party/politician					
Watched live streaming on Facebook					
Live on Facebook					

B. How often did you use TWITTER for political activity in the last one year?

Posting a tweet					
Re-tweeting or quoting a tweet					
Following a politician or a political party					
Mentioning a politician or a political party					
Replying a tweet about politics					
Joining a political debate					
Joining a political discussion					
Sending direct message to a political party/politician					
Receiving direct message from a political party/politician					

C. How often did you use YOUTUBE for political activity in the last one year?

Upload a video regarding politics					
Share a political video					

Subscribe a political channel					
Posting a comment on video posted by political party/leader					
Went Live on YouTube					
Watched Live Steaming about Politics					
D. How often did you use WHATSAPP for political activity in the last one year?					
Joining group of political party/leader					
Sharing a message/photo with friend					
Sharing a political message/photo in a group					
Updating status in support or against politics					

8.Please mark tick (√) at the appropriate place with respect to the usage against each of the following statements related to Political attitude.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I consider myself well-qualified to participate in politics					
I feel that I have a pretty good understanding of the important political issues facing our country					

I feel that I could do as good ajob in public office as most other people					
I often don't feel sure of myself when talking with other people about politics and government					
There are many legal ways for citizens to successfully influence what the government Does					
Under our form of government, the people have the final say about how the country is run, no matter who is in office;					
If public officials are not interested in hearing what the people think, there is really no way to make them listen					
People like medon't have any say about what the government does.					
I'm interested in getting information regarding					

what's going on in politics or public affairs				
I pay attention to information about what's going on in politics or public affairs				
I Join conversation and Listen it with interest				
When there is a discussion in a group about Politics in our country, I generally join the conversation				
Some people don't pay much attention to political campaigns but I do				
I watch any programs about the campaign, debates, discussions				
I generally discuss politics with my family or friends				

Demographics

1.   Name of Respondent …………..……2.   District…………………

3.   Age   18-25 26-35   36-45 Above 45

4.   Gender   Male Female   5.   Area   Rural Urban

6.   Marital   Un-married   Married   Divorcee

Status

7.   Education   Xth   XIIth   Graduate   Post-Graduate Others

8.   Occupation   Student   Self EmployedGovt.Employee

                    Private   Retired   Unemployed

9.   Monthly Income (Rs.)

                    0-Rs.10000   Rs.10001-20000   Rs.20001-30000

                    Rs.30001- 40000   Above Rs.40000

                                                          Thank You!