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IMPACT OF SOCIAL MEDIA ON SOCIETY



PRINCIPAL

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The Role of Social Media and Indian Politics

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Introduction: India is one of the largest social media using countries of the World. Now days, in every realm of life, the social media is playing the crucial role itself. The media is transforming its vital role in a democratic country India where the citizens quickly successful to get the information from the various fields of life. In every realm of life, we are able to communicate with the use and help of the various types of media. Media has various definitions, where the, "Media simple refers to vehicle or means of message delivery system to carry an ad message to a targeted audience" ("Media - Types of Media, Print, Broadcast, Outdoor, Internet."). Apart from this definition, the media is broadly divided in four major types that are print media (news paper, magazine), broad caste media (TV, radio), outdoor media and the internet which is used to spread the information among the people.

The social media came under the fourth type i.e. internet where majorly various applications are used to spread the information among the target audience. "Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Websites and applications dedicated to forums, micro-blogging, social networking, social bookmarking, social creation, and wikis are among the different types of social media" ("What is Social Media?-Definition from WhatIs.com"). The social media is the umbrella term, where Facebook, Twitter, Google plus, Wikipedia, LinkedIn, Reddit, Pinterest, Youtube, Instagram and Whatsapp are known as the various domains of the social media. All these various apps and applications are frequently used for the spreading the information quickly among many people. Many fields are badly affected by these apps and applications. Among these social media apps and applications, the Facebook, Whatsapp, Youtube and Instagram are regularly used to spread the information. These apps had the deep effect on the youths, where the life style is rapidly changing. These apps are used to change the daily routine life as well as facilitate various things among the people. The social media has made the communication easier than earlier. Within a fraction of second, with a single touch anybody can communicate to any person anywhere in the world. Among many fields of life, it has deep impact on the politics of India.

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Social Media and Indian Politics: The social media is used in the Indian Parliament elections held in 2014, but it's strongly used in the Indian Parliament elections held in 2019. As Shaili Chopra has mentioned the views of Aaron Lee about the importance of the social media in election,

These days, social media waits for no one. If you're LATE for the party, you'll probably be covered by all the noise and you might not be able to get your voice across. It could only mean that if you want to be heard by the crowd, you have to be fast; and on social media, that means you have to be REALLY fast. (Chopra 1)

It showed the gravity of the social media in all sorts of life, especially in politics. It is the very quick source to reach immediately to the thousands of the target audience. It connects the people about the talking, sharing among the targeted campaigners and voters of the particular region. The apps and applications like Facebook, Twitter, Youtube and LinkedIn are frequently used to spread the election campaigns and statements among the target audience. These are the effective applications, where the thousands of audience visit Twitter and the videos on the Youtube on came live to see the leader. The popularity of the leader is also counted by his followers on the Twitter.

The Indian politicians are brilliantly using the social media for the election campaigns and profoundly winning the elections. Primarily, it was questioned that whether the social media will able fetch the voters to the election boot or not? But, past two Indian Parliament elections and various assembly elections from the various states has proved that the social media is becoming the significant tool for win the elections. The social media and website are becoming the resonant to create the Charisma of the leaders among the audience. The social media and websites had made the generation hyper in communication.

Which means the social platforms are excellent place to engage young and urban-who are rarely seen at Indian political rallies-voters. The figures that can change the game-37 percent of the urban Indian voters are online according to Google survey. Nearly 4 out of every 10 urban voters in India are on the Internet, a little less than the 42 percent that are undecided about whom they will vote for in the 2014 general elections, according to a survey by Google India and research agency TNS released in October 2013. (Chopra 2)

This survey showed that, the social media and internet is playing the circumstance changing role in Indian general election held in the centre as well as the state. Among the major social media apps, the facebook has more than "500 million users accounts, facebook is considered to be one of the most popular social media websites, most of

the people use it as a substitute for real life human interaction" ("Social Media and Its Impact Essay"). It is one of the most popular social media websites among the new Internet users of the World. Hence, the social media is became the most popular tool for interaction in the hands of the users. So, it's becoming the man's greatest achievement and accomplishment of the modern world. It is the revolution in the field of communication, because it was never used before for the communication faster like the present era.

According the survey published by V Metu, P K Khandoba and MC Guru, the following are the users of the social media and internet.

SNS	Respondents	Percent
Facebook	63	63
Twitter	24	24
LinkedIn	4	4
Google plus	9	9
Total	100	100

Table 5: Preferred Social Media Sites

Purpose	Yes	No	Total
Entertainment	56	44	100
Creating Groups and Community	49	51	100
To Get Updated News	41	59	100
Sharing Files With Friends and Family	43	57	100
Making New Friends	46	54	100
Connecting With Old Friends	62	38	100
Others	22	78	100

Table 6: Purpose of Social Media Use

Preference	Respondents	Percent
Facebook	32	32.0
Twitter	46	46.0
LinkedIn	07	07.0
Google plus	15	15.0
Total	100	100.0

Table 7: Popular Social Media Format To Consumers Information



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Political Parties	Yes	No	Total
Bharatiya Janata Party (BJP)	93	07	100
Indian National Congress (INC)	69	31	100
AamAadmi Party (AAP)	89	11	100

Table 8: Popular Political Party on Social Media

Political Leaders	Party Affiliation	Yes	No	Total
Narendra Modi	BJP	96	06	100
Dr. Manmohan Singh	INC	73	27	100
Arvind Kejriwal	AAP	65	35	100
Shashi Tharoor	INC	78	22	100
Sushma Swaraj	BJP	67	33	100

Table 9: Popular Political Leader on Social Media (V, et al 3-4)

The above tables of SNS (Social Network Site) users are vividly picture the impact of social media on Indian politics. The table number 5 indicates that, mostly the internet users are using the Facebook for spreading the information in the media. After the Facebook users, mostly the Twitter and Google plus is used by the media users. If we observe and compare the Table number 6 and Table number 7, then we realized that the users are equally interested to use the media to fulfill the political hunger. The social media, especially Facebook and Twitter are frequently used to support the user's political ideologies. But the Table number 8 and 9 are very apt to show the real impact of the using of the social media on the contemporary politics. In the changing scenario of ICT and communication, the social media is the major tool in the hands of the public to express themselves as well as the powerful weapons in the hands of the political parties. "The results show that the use of social media for political activities influences peoples' political efficacy, political knowledge, and political participation" (V, et al 4). The role of Internet and the social media is significantly powerful than the role of mass media and print media respectively. The people are digitally and technically involving in the political processes such as the elections and the speeches and TRP of the Indian leaders.

Conclusion: Thus, the social media is playing the vital role in the contemporary politics of India. The political campaigns, the speeches, the profiles of the various political leaders and their portfolios are openly available on Internet and immediately any positive or negative activity of the leading leader spreads through the social media. The electronic instruments like computers, laptops, tablets and mobiles are made the politicians remote. No need to go in every corner of the nation, but the social media can able to send him to the every corner of the country. Unlikely, the social media is skillfully handled by all political

parties which resulted into win or loss of the elections. The users are between the age of 25 to 35 is also influential in using the social media in Indian election campaign. In future, the social media will be more powerfully and strongly used by the political parties. So, everybody should be very cautious regarding the use of the Internet and the social media. It is the need of the changing time.

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