

A Study on Role of Social Media in Political Awareness in India

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Abstract: The major research question in the proposed study is to find out relationship between the variables of social media and political awareness. The main aim of the study is to find out the role of social media in political awareness in India. The increasing dependence on technology for basic communication also highlights the importance of analyzing how SNs are affecting day to day life of the people. Sites like facebook, twitter and whatsapp are influencing the way users establish, maintain and collative a range of social relationships, from close friendships to casual acquaintances. It is clear from the study that a large number of respondents follow political campaigns on social media and a large number of respondents found it very important. Also the results shows that BJP is the most popular party on social networking sites and the study revealed that Rahul Gandhi is the most popular politician on social networking sites.

Keywords: Social Media, BJP, Rahul Gandhi, Political awareness, social networking sites etc.

Introduction

The real strength of any democracy lies in active participation of its citizens whether it is about taking responsibility for building communities, solving public problems or participating in electoral & political processes. Today when we are living in age of Internet, where Social Media or Social Networking Sites seems to have gained a global reach and where the world's networked population has expanded from the "low million" in 1990s to "low billion" with starting of 21st century. (yojana.gov.in 2013)

Social media or social networking sites have become a popular trend, especially among college students to share their views not only regarding their private life but their social or political life too. It is adopted with a remarkable pace by society at large, from Corporate to Politics, common people to celebrity's activities to policymakers. Social media seems as essential part of their life. There is almost a rush to enter the social media site to connect, reach out & even bring change that is considered significant. In reality, number of people in the world using social media channels is increasing exponentially and the way people connect to each one is transforming.

The democratizing potential and power of this means of communication is now widely understood by governments throughout the world."Social media is viewed as a medium for engaging people in the government's development goals, combating corruption, and empowering citizens. However, it may be true to argue that this medium can fulfill the aforementioned aims because its reach remains limited to fewer than 36% of the population.

"However, it is rapidly expanding because to the widespread availability of low-cost broadband connections and Internet-enabled mobile handsets. According to Kantar IMRB's report, India's internet users are predicted to expand by double digits to 627 million in 2019. The ICUBE 2018 study, which measures digital adoption and use trends in India, stated that the number of internet users in India has increased by 18% annually. Increased broadband availability, low-cost data plans, and government-led awareness campaigns appear to have quickly bridged the digital divide between urban and rural India. It also said that internet usage is more gender balanced than ever before, with women accounting for 42% of all internet users."

Political Awareness

Political awareness is the capacity to recognize various hidden objectives and leverage this information to your benefit. Essentially, understanding the lay of the green allows you to influence more effectively and with greater sensitivity to diverse points of view.

Political understanding belongs to the concept of emotional intelligence (EI). As a leader, the higher you rise in an organization's hierarchy, the more stakeholders you must collaborate with. Each of these groups of people may have distinct objectives, priorities, agendas, and personal styles than you do. They may even have hidden intentions or ulterior objectives that they are unwilling or unable to discuss with you.

The role of media is to guarantee that public responsibility happens, by investigating exercises of government & uncovering maltreatment of power. In completing this role the media is enhancing and somewhat, supplanting crafted by formal delegate establishments.

Media experts for example- researchers, columnists and TV moderators are especially, fit to this role since they are 'outside' politics & have no intrigue other than to uncover inadequacy, debasement or just jumbled reasoning at whatever point and any place it very well may be found. Conversely if open responsibility is left exclusively in hands of expert politicians, it might be obliged by way that the individuals who endeavor to uncover clumsiness or wrongdoing will want themselves, at few stages, to hold government power. This may pollute their intentions, yet it might likewise debilitate them from condemning procedures and practices that they may wish to exploit it later on.

Anyway the media can possibly play out this job viably on the off chance that they are appropriately free and not ruled by government. Law based administration in this way requires either that openly financed media are responsible to an autonomous commission, or that there is a proper degree of rivalry from free or secretly financed media. The case of wikileaks all things considered feature how dubious the media's watch dog' job can be by and by. Political mindfulness is, regardless, only a solitary influential resource which is presumably going to start a resident to make political move.

To complete the picture we will go to two unique resources: loaded with feeling bearing towards the political system (how people experience their own employments in the political strategy), and social heading (to what degree are residents truly prepared to look into political activities). Toward the day's end, we have to raise the issue of what interrelations there are between the degree of political awareness and people's suppositions about their own special ability to affect decisions, similarly as their demonstrate attempts to do as such by political awareness. The two requests will be managed totally in following disseminations. Here I will show a general heading of answers to requests along this line.

A Model Of Political Awareness

Simon Baddeley & Kim James built up a valuable model of political abilities, utilizing 2 measurements: Political viability is essentially founded on online political support. Online exercises unequivocally impacting to political cooperation. Online political exercises and political support are related with each other. This reality is assuming a significant job in decisions, particularly in creating nations like India. Online networking has considerably more potential to control popular conclusion. Internet based life energizes its clients towards political and reinforces disconnected political support. Internet based life is impacting the manner in which applicant battle for their political decision.

1. Reading is the skill that an individual employs to understand their environment. This score ranges from politically aware to 'Politically Unconscious' and assesses the individual's ability to 'Read' the organization's processes, plans (both concealed and explicit), region of intensity, culture, style, and so on. Political ignorance is defined as the inability, or maybe reluctance, to recognize any of these views. The two parts of the bargains may in this way be characterized as 'Cunning' and 'Honest'. The astute individuals are the individuals who comprehend and utilize political force inside an association

and the 'Honest People' are the ones who don't see its reality. This measurements, at that point, depicts a person's attention to politics of association.

2. 'Carrying' refers to the talents that an individual utilizes to understand their online world. The measurement focuses on what the individual does and intends to do with their understanding, or lack thereof. As it is, how will they follow up on it?
3. Baddeley and James offered a scale ranging from 'Acting with Trustworthiness' to 'Playing Mental Games'. This assessment then changes the 'astute/honest' scale to yield four possible 'States': clever, guiltless, smart, and bumbling, each of which can be depicted as a creature. The two states on the left, donkey and fox, both exhibit self-interested. This is what most people mean when they talk about organizational politics. The distinction is in how skillfully the political maneuvering is executed: 'Fox' conduct is adept, but 'Donkey' behavior is not. Baddeley and James emphasized that we all have the ability to engage in all four actions at various times, and that the four states do not identify individuals. In the lower right corner, 'Sheep' actions will not cause harm to others. Those who engage in these actions are generally unaware of organizational politics, but they behave with integrity and in accordance with their ideals. Unfortunately, they will struggle to accomplish anything because they are either unable or unwilling to acknowledge that honesty alone is insufficient.
4. In the top right quadrant, 'ideal' political knowledge is employed to benefit the organization rather than for personal gain. This is referred to be 'wise or owl' conduct.

Objectives Of The Study

1. To examine how social media can be helpful in increasing political awareness.

Review Of Related Literature

Kenski and Stroud, N. (2006) investigated the link between the Internet and political engagement. The study also looked at how the Internet may help people gain political information and engage in civic activities. Using data from the 2000 National Annenberg Election Survey, the researchers discovered that internet access and online exposure correlate with political knowledge and engagement. The findings indicate a favorable and substantial relationship between the Internet, political activity, and online exposure.

Kanagavel, R.L., and Chandrasekaran, V. (2011) explored social media in their paper, namely "Creating Political Awareness through Social Networking- An Empirical Study with Special Reference to Tamil Nadu Election, 2011." The study's major goal was to look at how the growing usage of social media, particularly Facebook, affected young people's opinions and political engagement. The study was conducted in the state of Tamil Nadu. The study's technique involved online observation and a survey. The survey was carried out using a questionnaire. The study's sample consisted of 50 Facebook accounts for online and 110 young individuals aged 18-30 for online surveys. The study's findings revealed that social media users expressed their political ideology/orientation on the information page. Half of them were members of a certain political party, and they actively participated in online debates and disseminated political information in online group forums about the campaign or political topics. This study is apparent. Showed that online activities resulted in offline participation.

In his paper "Rising of Social Networking Websites in India Overview," Ahmad, A. (2011), noted that social networking websites are becoming more popular in India. The primary goal of the study was to examine awareness and frequency of usage of social networking websites in India. According to the survey, visits to SNs surged by 51% over the previous year. The findings revealed that SNs continued to gain significance in India over time.

Ender Yunus (2013) examines the power of social media to raise political awareness in Turkey and organize political protests. This study used social movements in Turkey as case studies to better understand the

function of social media in political movements and offer prospective predictions. It has been observed that social media is becoming an essential component of Turkey's progressive movements. In Turkey, the younger generation is very interested in joining online communities via social networks. These social networks establish connections between individuals that are linked by weak bonds. These linkages enable political information to spread virally and fast throughout these networks. Political news or ideas can be utilized to raise political awareness and even organize political demonstrations. Social media offers an alternative source of knowledge in the eyes of society, in contrast to corporate media's inaccurate and unsympathetic coverage of political events. Given the increasing use of the internet, smart phones, and social media for political reasons, it is expected that the power of social media in promoting political awareness and mobilizing protests about politics would expand in the future.

Garg, R. (2014) mentioned the importance of social media in his work, "The Influence of Social Media in Indian Election 2014- A Study on Voters in Thrissur." The primary goal of the study was to determine the impact of social media on the 2014 assembly elections in Thrissur, Kerala, as well as the elements that influence the choice to vote for a candidate. The study was conducted at Thrissur, Kerala. The study's technique was to collect survey-type data using a questionnaire. The sample size was 60 applicants from the Thrissur district of Kerala. The study's research revealed that in assembly elections, social media communications had no impact on candidate selection; the messages were disregarded as ads. This study found that political orientation in Kerala begins with the family. 98% of respondents got messages from political parties about assembly elections, and 18% had a social media account. 75% of individuals were aware of all the parties running in the elections. According to this study, social media did not necessarily influence voter choice, even if political knowledge was considered high at the time.

Sozhiya, S., and Jasmine, S. (2018) addressed "Political resources of youngsters in Tamilnadu: An analysis" The primary goal of the study was to investigate political engagement and political awareness among youth, as well as the political awareness among youth as a result of civil society groups. The data was gathered from both primary and secondary sources. The approach used was random sampling, with a sample size of only 300 people. According to the findings, young people have little political understanding, but they have a lot of interest in politics. According to this study, Tamil Nadu youth condemned the government for failing to maintain peace and order, as well as for a variety of other issues. According to the study, there was no substantial difference in awareness among Tamilnadu youth owing to civil society groups, since youth engagement in politics is very low and can only be enhanced with the cooperation of these civil society organizations.

Taufiq Ahmad et al. (2019) look at how online political activities affect political efficacy and in-person political involvement among university students in rural Pakistan. Furthermore, this study offers insight on the link between political activity and political awareness. We performed an online survey of 200 male and female undergraduate and graduate students at the University of Narowal, Pakistan. To obtain data, we sent our survey to students using Qualtrics software. The findings show that the vast majority of students utilize social media for political awareness and knowledge. Political efficacy is highly dependent on online political involvement. Furthermore, social media provides an important venue for netizens to engage in real-world political activity. In conclusion, the study's findings indicate that online political behaviors are substantially correlated with political knowledge and offline political involvement. In Pakistan's rural areas, younger people are highly engaged on social media, participating in both online and offline political events. Abed Alhakim Isleem Sal man Alqaraleh et al.'s (2022) study has a number of significant implications; the primary one is that traditional organizations in Egypt should change their perspectives, ideology, and approach in dealing with socialization into politics, along with putting social media to establish channels of communication with citizens, designing federal initiatives for awareness, crowding out virtual entities to attract youth, establishing observatories that are to analyze

The study by Nazir Ahmed Siyal et al. (2023) tries to solve a theoretical gap in understanding how social media influences political awareness. This study investigates how social media enables people to learn about politics outside of school. Talking to others on social media is not the same as undertaking non-political activities. This research is a cross-sectional survey of first-year college students from Sindh's five largest campuses. A total of 977 students answered surveys. The findings indicate that kids might learn about politics through political discussions on social media platforms. The more students discuss politics on social media, the better they comprehend it. Social media activities have limited impact on raising political awareness since they do not involve consumers.

According to Emmanuel Jibb Adams et al. (2024), social media provides an avenue for increased citizen participation in government activities, as well as the emergence and applicability of such mediums in passing public information to citizens, communities, institutions, and governments around the world. The report suggests that efforts be taken to monitor, moderate, or regulate the different social media platforms in order to limit the identified flaws while maximising the fundamental merits of technology in the election process.

Research Methodology

The study had been conducted on the basis of primary as well as secondary data. Primary data had been collected with the help of schedule. Secondary data had been collected from different journals, magazines and newspapers. Stratified random sampling method had been used for sampling of the population. Stratified random sampling is a strategy for examining that includes the division of a populace into littler sub-bunches known as strata, the strata are shaped dependent on individuals' shared properties or attributes, for example, salary or instructive accomplishment.

It is likewise called proportional random sampling or quota random sampling. Stratified random sampling enables scientists to acquire an example populace that best speaks to the whole populace being examined. It includes partitioning the whole populace into homogeneous gatherings called strata. It contrasts from basic random sampling, which includes the arbitrary choice of information from a whole populace, so every conceivable example is similarly prone to happen. The data for the present study has been collected from 600 respondents. The data has been collected through interview schedule and observation method. Simple classification and tabulation have been used to arrive at the findings. Simple percentage has been calculated for the easy understanding of the data.

Data Analysis And Data Interpretations

TABLE 1: EVER FOLLOW POLITICAL CAMPAIGNS ON SOCIAL MEDIA

RESPONSE	N	%
Yes	472	78.67
No	128	21.33
Total	600	100.00

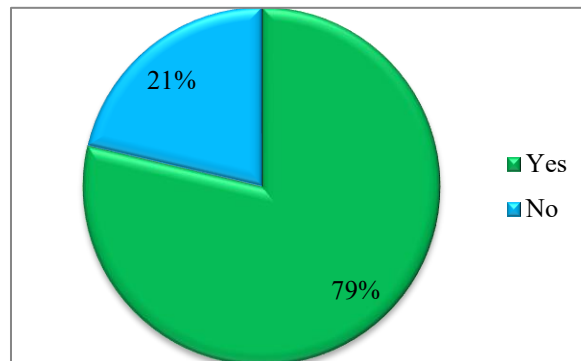


FIGURE 1: % OF RESPONDENT ON EVER FOLLOW POLITICAL CAMPAIGNS ON SOCIAL MEDIA

The table shows that 78.67% of respondent followed political campaigns on social media while rest of the 21.33% of respondents never followed political campaigns on social media. So the data shows that the majority of society is following political campaigns on social media.

TABLE 2: IMPORTANT FOR POLITICAL LEADERS TO BE ACTIVE ON SOCIAL MEDIA

RESPONSE	N	%
Important	450	75.00
Very important	75	12.50
Not important	60	10.00
Can't say	15	2.50
Total	600	100%

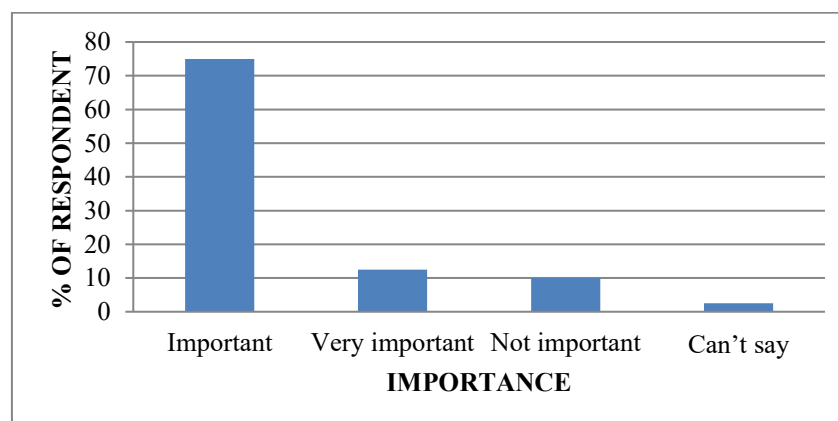


FIGURE 2: % OF RESPONDENT ON IMPORTANT FOR POLITICAL LEADERS TO BE ACTIVE ON SOCIAL MEDIA

The table shows that 75% of respondents told that it's very important for political leaders to be active on social media platform, 12.5% of respondents told that it's very important for political leaders to be active on social media platform, 10% of respondents told that it's not important for political leaders to be active on social media platform while the rest of the 10% of respondents can't say it is important or not for political leaders to be active on social media platform.

TABLE 3: DEPENDING ON SOCIAL MEDIA FOR POLITICAL UPDATES

RESPONSE	N	%
Yes	495	82.50
No	105	17.50
Total	600	100.00

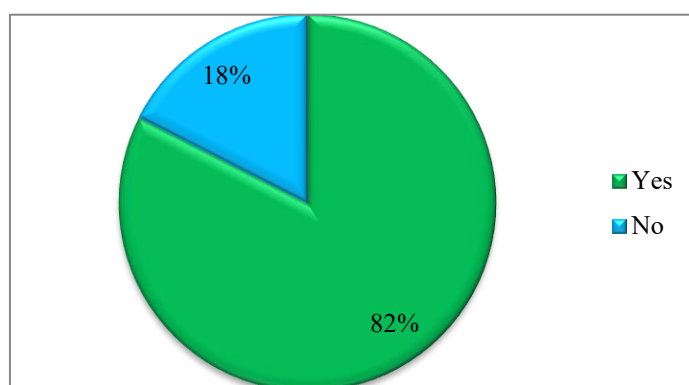


FIGURE 3: % OF RESPONDENT ON DEPENDING ON SOCIAL MEDIA FOR POLITICAL UPDATES

Thus the table shows that the majority 82.5% of respondents accepted their dependency on social media for political updates while 17.5% of respondents denied for their dependency on social media for political updates. So it's revealed that a large number of societies are dependent on social media for political updates in present time.

TABLE 4: WHICH PARTY IS MORE POPULAR ON SOCIAL MEDIA

RESPONSE	N	%
BJP	323	53.83
Congress	217	36.17
AAP	45	7.50
Other	15	2.50
Total	600	100.00

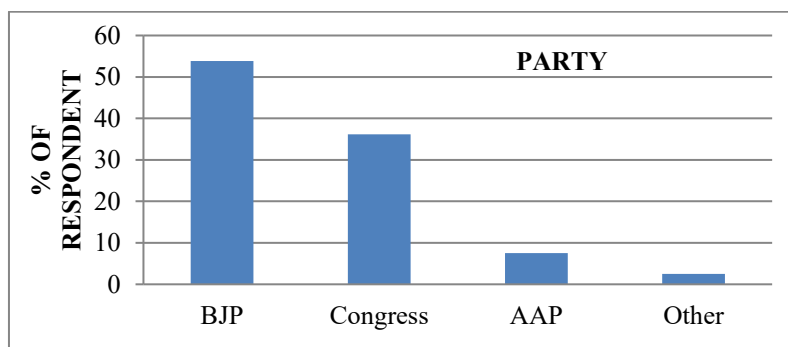


FIGURE 4: % OF RESPONDENT ON WHICH PARTY IS MORE POPULAR ON SOCIAL MEDIA

Above table revealed that the majority 53.83% of the respondents told that BJP is more popular party on social media, 36.17% of the respondents told that INC is more popular, 7.5% of the respondents told AAP is more popular and 10% of the respondents told about other parties.

TABLE 5: POPULAR POLITICAL LEADER ON SOCIAL MEDIA

RESPONSE	N	%
Narendra Modi	231	38.50
Arvind Kejriwal	60	10.00
Rahul Gandhi	270	45.00
Others	39	6.50
Total	600	100%

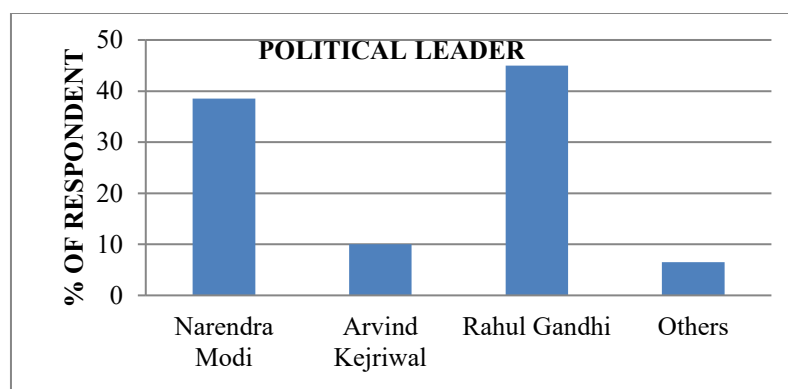


FIGURE 5: % OF RESPONDENT ON POPULAR POLITICAL LEADER ON SOCIAL MEDIA

The above table shows that Rahul Gandhi is the most popular leader on social media because the majority 45.00% of the respondents accepted this fact. 38.5% of the respondents replied that Narendra Modi is more popular on social media, 10% of the respondents replied, that Arvind Kejriwal is more popular than others while rest of the 6.5% of respondents replied about other members.

TABLE 6: ON SOCIAL MEDIA PROVES HELPFUL IN LEARNING MORE ABOUT THEM DURING ELECTIONS

RESPONSE	N	%
Yes	525	87.50
No	30	5.00
May be	45	7.50
Total	600	100.00

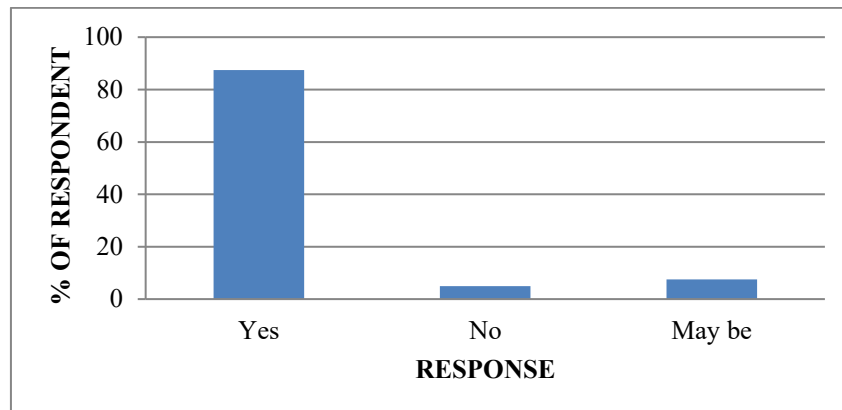


FIGURE 6: SOCIAL MEDIA PROVES HELPFUL IN LEARNING MORE ABOUT THEM DURING ELECTIONS

The above table shows that the majority 87.5% of the respondents accepted the fact that politician's profile pages on social media proves helpful in learning more about them during elections, 5% of the respondents denied from this fact about social media while rest of the 7.5% of the respondents was doubtful about it so they replied that may be the social media proves helpful in learning more about politician's. So the data should that the majority is in favor that politician's profile pages on social media proves helpful in learning more about them during election.

TABLE 7: EVER FOLLOW ANY POLITICAL PARTY ON SOCIAL MEDIA

RESPONSE	N	%
Yes	480	80.00
No	120	20.00
Total	400	100%

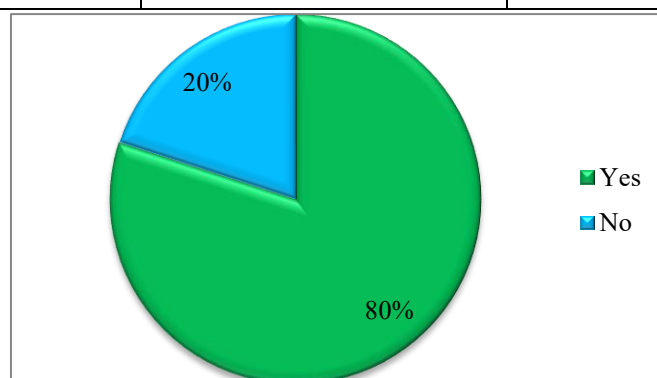


FIGURE 7: % OF RESPONDENT ON EVER FOLLOW ANY POLITICAL PARTY ON SOCIAL MEDIA

Thus the table shows that the majority 80% of the respondents followed any particular political party on social media, while rest of the 20% of the respondents denied to follow any particular political party on social media. So it's clear that the majority of the society never followed any particular political party on social media.

TABLE 8: EVER FOLLOW ANY PARTICULAR POLITICIAN ON SOCIAL MEDIA

RESPONSE	N	%
Yes	480	80.00
No	120	20.00
Total	400	100%

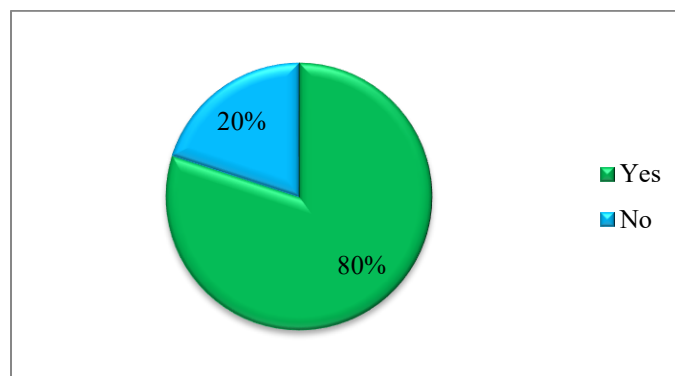


FIGURE 8: % OF RESPONDENT ON EVER FOLLOW ANY PARTICULAR POLITICIAN ON SOCIAL MEDIA

Thus the table shows that the majority 80% of the respondents followed any particular politician on social media while rest of the 20% of the respondents denied following any politician on social media So it's clear that the majority of society is following politician's profile on social media.

TABLE 9: ACTIVE MEMBER OF ANY POLITICAL GROUP ON SOCIAL MEDIA

RESPONSE	N	%
Yes	420	70.00
No	180	30.00
Total	600	100.00

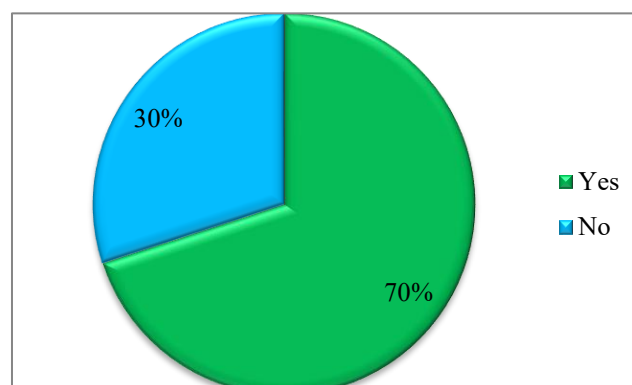


FIGURE 9: % OF RESPONDENT ON ACTIVE MEMBER OF ANY POLITICAL GROUP ON SOCIAL MEDIA

Thus the table shows that 70% of the respondents were an active member of any political group on social media while the rest of the 30% of the respondents were not the active members of any political group on

social media. So the majority of respondents are being an active member of any political group on social media in Lucknow district.

TABLE 10: RECEIVED ANY MESSAGES THROUGH ANY SOCIAL MEDIA

RESPONSE	N	%
Yes	547	91.17
No	53	8.83
Total	600	100.00

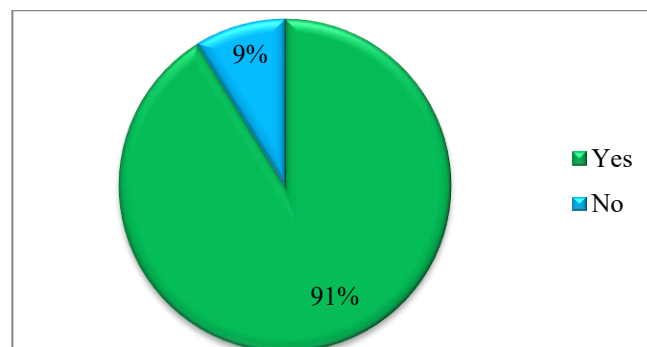


FIGURE 10: % OF RESPONDENT ON RECEIVED ANY MESSAGES THROUGH ANY SOCIAL MEDIA

Thus the table shows that majority 91.17% of respondents received messages from any political party or candidate through any social media before casting their vote while rest of the 8.83% of respondents never receive any message from any political party or candidate through any social media So it's very clear from the data social media is influencing the voting procedure at large scale.

TABLE 11: EVER FORWARD THAT MESSAGE TO YOUR FRIENDS TO MAKE THE AWARE ABOUT THEM

RESPONSE	N	%
Yes	450	75.00
No	150	25.00
Total	600	100.00

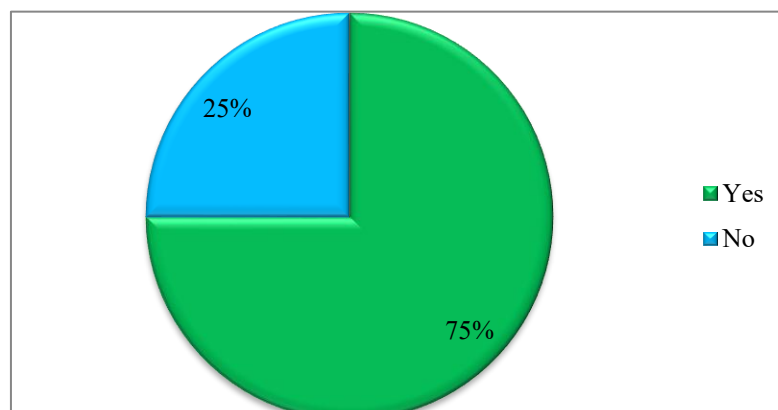


FIGURE 11: % OF RESPONDENT ON EVER FORWARD THAT MESSAGE TO YOUR FRIENDS TO MAKE THE AWARE ABOUT THEM

Thus the table shows that 75% of the respondents forwarded, received messages from any political party or politician to their friends to make them aware about them while rest of the 25% of the respondents never forwarded any message of this type to any of their friends.

TABLE 12: POLITICAL AWARENESS IS GETTING INCREASED AFTER JOINING SOCIAL MEDIA

RESPONSE	N	%
Yes	510	85.00
No	90	15.00
Total	600	100.00

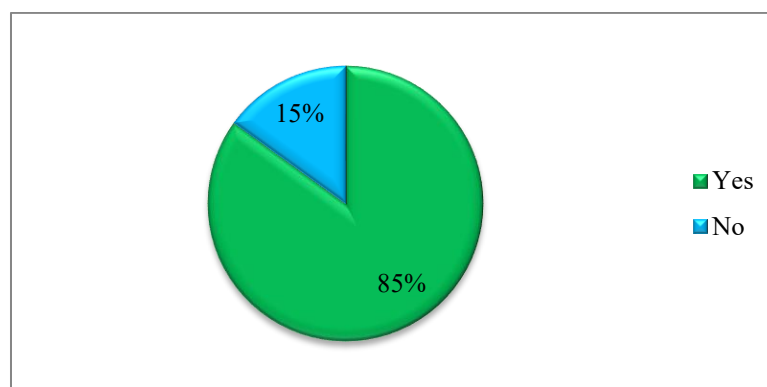


FIGURE 12: % OF RESPONDENT ON POLITICAL AWARENESS IS GETTING INCREASED AFTER JOINING SOCIAL MEDIA

The above table shows that 85% of the respondents accepted the fact that their political awareness is getting increased after joining social media while rest of the 15% of respondents denied from this fact. So the data revealed that the majority of the society is being aware about politics through social media.

Conclusion

From the study it is clear that a large number of respondents follow political campaigns on social media. 75% of the respondents replied that it is very important for a political leader to be active on social media, 12.5% agreed with the fact that its only important not very important, 10% replied that it's not important for political leaders to be active on social media and rest of the 2.5% denied from this fact. So the date shows that a large number of respondents found it very important. The study shows that BJP is the most popular party on social networking sites. The study revealed that Rahul Gandhi is the most popular politician on social networking sites. The majority accepted their dependency on social media. Majority of the respondents are following any particular political party on social networking sites. The study revealed that the majority of respondents are following politicians on social networking sites. Result revealed that a large number of respondents are an active member of any political group. The study shows that 91.17% majority agreed with the fact and 8.83% denied from the fact. Its clear from the data that generally people who receive such kind of messages forwarded that to their friends. And the political awareness is getting increased by social networking sites.

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