

## **IMPACT OF SOCIAL MEDIA ON POLITICS**

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### **ABSTRACT**

*The internet's growth in the early 1990s led in a rise in the global networked population. The networked public has better information access, more opportunities for public speech, and a greater ability to act in unison. Social media has become a way of life for civil society across the world, including a diverse variety of actors such as regular people, activists, non-governmental organizations, telecommunications firms, software providers, and even governments. A real, visible, and fast social media revolution is taking place in India's political scene. With the upcoming Lok Sabha elections in mind, the purpose of this article is to look at the impact of social media, namely Facebook, Twitter, Google+, and YouTube, on Indian politics. Without a doubt, Indian political parties are contemplating using social media to reach out to voters, but will it have the same effect on the Lok Sabha elections as it did on Barack Obama's presidential campaign. Social networking has become more essential as India's youthful population grows. They are the ones who utilize the internet the most in India. Will India's political environment be altered by the growth of social media and the youth. This article will cover these and other issues concerning Indian politics.*

**KEYWORDS:** *Politics, Political Environment, Social Media, Social Networking.*

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### **1. INTRODUCTION**

Social media is a reflection of real life and is all about having interactions. By allowing users to engage in, comment on, and produce content as a way of interacting with their social graph, other users, and the general public, social media facilitates the interactive web. Social media has evolved as a significant instrument for people to discuss problems of daily life as well as topics of national significance. Facebook, Twitter, and YouTube are not only internet breakthroughs in the twenty-first century, but they are also rapidly developing as influencers and opinion makers. "A set of Internet-based apps that build on the conceptual and technical underpinnings of Web2.0, and that enable the production and sharing of user-generated content," say Kaplan and Haenlein (2010). A platform for creating social networks is a social networking service[1].

These web-based social network services allow users to connect with one another via the Internet. Users may exchange ideas, photos, postings, activities, events, and hobbies with others in their network via social networking sites. As a result, social media is a two-way street that not only provides you with information, but also interacts with you while providing that information and allows you to engage with other visitors. This engagement may take the form of soliciting your feedback, allowing you to vote on an item, or suggesting movies to you based on the ratings of others who share your interests. Like ripples in a pond, social media enables information and views to spread across networks, amplifying ideas and enabling everyone to engage as an opinion leader via media creation and dissemination, rather than simply passive consumption[1], [2].

*1. Classification of Social Media Websites:*

Social networking sites, social bookmarking sites, social news websites, social photo and video sharing websites, and wikis are all examples of social media websites. Add friends, comment on profiles, join groups, and have conversations on social networking sites like Facebook, Hi5, and Last.FM. Del.icio.us, Blinklist, and Simpy are examples of social bookmarking websites[3]. engage by marking webpages and browsing through other people's bookmarks Digg, Propeller, and Reddit are social news websites where users may vote on stories and comment on them. YouTube, Flickr, and other social picture and video sharing services interact by sharing images and videos and commenting on user contributions. Wikis (Wikipedia, Wikia) collaborate by adding new articles and modifying old ones[4].

*2. The Impact of Social Media:*

Education, culture, administration, marketing, companies, and politics have all been affected by social media. News, engagement, learning, and marketing have all had a significant influence on social media. Social media has grown in importance as a news source. Various news stations tweet or provide updates on major events across the globe, and the news spreads rapidly via the networks in ways never seen before. It enables individuals to communicate more often[5].

*3. Movement against Corruption:*

Anna Hazare started a Satyagraha (Fasting for a Noble Cause) campaign to get the Indian Parliament to approve a tougher anti-corruption Lokpal law. When his demand was denied by the Indian government, he began a hunger strike. The campaign drew widespread media attention as well as millions of sympathizers both within and beyond India. Social media sites such as Twitter and Facebook were used to express support. Avaaz, an online signing campaign, received over 10 lakh signatures in only 36 hours. As a result, the government is considering introducing a Lokpal law in parliament[6], [3].

*4. Gang-rape in Delhi:*

In December, a gang rape case in Delhi erupted, causing public outrage to erupt and spill into the streets. The nationwide demonstrations in New Delhi's India Gate neighborhood were a people's movement, and it was the people's scruples that compelled them to come out and seek justice for Nirbhaya. People were mobilized to India Gate thanks to social media. T.V. was undoubtedly broadcasting all developments in the case, but it was the cell phone that kept people seated on the streets up to date. Every piece of news was sent to their phones through Facebook, Twitter, and other social media platforms. On Twitter, individuals received the responses of well-known people who are revered and have a particular position in society, and they were closer than they had ever been. As a result of the huge demonstrations, the government formed the Justice Verma Committee to make amendments to the Rape Law.

*5. The impact of new media on society:*

Two-way communication, easy access to knowledge, constant learning, convergence, content aggregation, remix culture and the ability to transition from goods to services are all possible. Content aggregation contributes to diversity and choice, as well as community, social collectivity, and collaboration. Remixing and digitizing content bridges the distance between user and creator, fostering community, diversity, and choice. Continuous learning, social collectivism, and collaboration, remix culture, and the narrowing of the gap between user and creator are all aided by easy access and dissemination of knowledge.

Nowadays, TV fans may watch their favorite TV shows on their computers' screens. The PC has long outgrown its original purpose and is now used as a television and multimedia center. It is used for downloading TV broadcasts via the Internet, programming digital high-definition

registration, and viewing shows all at the same time. Consumers utilize Apple iPods to create their own music playlists in a converged media environment. They may use personal video recorders to tailor their television schedules. Stock market information, text messages, wallpaper, ringtones, and short-form video are all pulled into the phones of these consumers [7], [8].

On Twitter and Instagram in March, a month before the country's major general elections, Indian Prime Minister Narendra Modi adopted a new title. Narendra Modi was dubbed "Chowkidar Narendra Modi." Members of his Bharatiya Janata Party and allies embraced the term, which loosely translates to "watchman," overnight, pledging their allegiance. Ironically, the opposition had earlier used the same phrase in its anti-Modi corruption campaign, "Chowkidar Chor Hai," which means "watchman is the thief." Modi was not just minimizing the importance of corruption or seeking attention for his campaign when he asserted himself as the watchman. He was also emphasizing the need of defense in his campaign. Modi has portrayed himself as a barrel-chested hawk who stands up to dangers both domestic and foreign, bolstered by a border conflict with Pakistan. After years of preaching about development and good administration, his campaign messaging has become more aggressive, and nowhere is this political bravado more apparent than on social media.

## **2. DISCUSSION**

The social media industry is booming in obtaining the information about events, timetables, and the election agenda is simple. Representatives may engage with voters in real time with social media. On social media, you can get up-to-the-minute updates. It is very difficult on internet to connect local masses and reaching out to individual voters. The Politicians use this to make more noise and are sometimes a way of encouraging polarization. In recent years, two major national parties in India, the Indian National Congress and the Bharatiya Janta Party, have engaged in an online political war. Propaganda is actively utilized against each other on the internet. Every media is being utilized to fight a word war. One tweet prompts an instant response from the other. The most well-known tweets from both sides were the BJP's referring to Rahul Gandhi as "Pappu" and the Congress's referring to Narendra Modi as "Feku." Both parties attempt to minimize their accomplishments while exaggerating their opponents' shortcomings. Both sides claim to have a sizable following.

Political parties now have their own websites, which was not the case a few years ago, and some of them also engage with people via other social media platforms. Every political party now has its own website, and leaders are active on social media, giving people the impression that they are within reach. It is no longer necessary to make appointments or wait for them to speak. At the touch of a button, the leaders may be reached.

Rahul Gandhi, the Congress party's new vice president and one of India's young idols, has interacted with the public via virtually every social media platform except real conversation. He has utilized social networking platforms such as Facebook to communicate with individuals, both famous people and ordinary people. He also has a blog to share his thoughts with others. Bharatiya Janta Party's Mr. L. K. Advani has his own blog. Mr. Shashi Tharoor, a member of the Congress Party, was one of the first politicians to begin using Twitter. Gujarat's chief minister, Mr. Narendra Modi, has interacted with the public via various forms of media. He has used social media to successfully distribute information and stay in contact with India's youthful people. He has often said that the potential of social media should be used to engage young people in the political process [9]. The results of his strategy may be seen in the Gujarat elections.

The key issue now is whether internet campaigns and fan bases translate into votes. Do individuals who voice their opinions on the internet go to the polls and vote? Let's have a look at the Karnataka State Legislative Elections of 2013. It is home to Bangalore's Silicon Valley, where many people use the internet. Karnataka's overall population is 5.273 crore (52.73 million), with

urban populations accounting for 33.98 percent and rural populations accounting for 66.01 percent. Every political group, including the Karnataka Pradesh Congress Party, the Bhartiya Janata Party, the Karnataka Janta Party, and the Janta Dal, was observed utilizing social media to communicate with the public (Secular). The parties established an IT Cell in control of the official Twitter, Facebook, blogs, and YouTube profiles[10].

## **2. CONCLUSION**

Politics has been affected by social media, and people's interest in politics has grown as a result. Political parties have adopted social media as one of the most significant avenues for public relations, and nearly every party now has an official Facebook and Twitter profile where they publish political updates, press releases, and campaign news. Social media has become an important element of politics in recent years, and its rise seems to be unstoppable. Political social media management in India will become more creative and broad in a short period of time, and the days are not far off when social media reaction and engagement will determine a political party's destiny. Any political organization or individual who attempts to avoid or dismisses social media will quickly find it impossible to thrive in the rapidly changing environment of Indian politics.

The young are discussing about political problems, which is a good aspect of social media's rise. Previously, political debates were limited to those who read newspapers, watched news channels, or took part in discussions in village nukkads or clubs. However, social networking has caused India's young to sit up and talk about political problems. They devote time to analyzing and debating politics. They now have opinions on current political events and have a say in administrative decision-making. However, bringing young people together to vote in elections and utilizing social media to aid political parties remains a pipe dream. It may take decades for India to catch up to the United States in terms of social media campaigning and voter impact. The Indian political arena is undergoing a genuine, palpable, and rapid social media revolution. Even if it does not immediately result in significant reforms, it will play an essential role in raising political consciousness, which is a major step forward for a developing nation like India.

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