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## **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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