

**An Analytical Study of the Use of New Media  
by National Political Parties in the General Election  
(in the Context of the Political Trend of Young Voters)**



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A Thesis Submitted to the Vardhman Mahaveer Open University

for the Award of the Degree of

**DOCTOR OF PHILOSOPHY**

**IN**

**JOURNALISM**

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Submitted by

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*Put it up  
K. S.*

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Dated:

Chander Shekhar



## ABSTRACT

Since the first general election in the country till now, continuous changes have been seen in the methods of election campaigns. New Media platforms like Facebook, Twitter, Instagram, and YouTube attracted the youth towards themselves. In such a situation, political parties made New Media a means to make election campaigns accessible to the youth. In the 2019 general election, political parties, especially national political parties, used New Media for the election campaign. The objective of the present study was to conduct **An Analytical Study of the Use of New Media by National Political Parties in the General Election (in the Context of the Political Trend of Young Voters)** for which the Sequential Exploratory design was used among many of the mixed method research designs. This study was divided into two parts. The first part was qualitative, and the second was quantitative. The status of national political parties' official Facebook accounts and official Twitter handle during the 2019 general election were studied. To conduct the study, the Bhartiya Janta Party and Indian National Congress were selected among the national political parties of India. In the second step, from 10<sup>th</sup> March (the first day of the modal code of conduct) to 19<sup>th</sup> May (the last day of polling), the content analysis of 3 posts and three tweets per day from the official Facebook account and official Twitter handle of both NPPs was done. Samples were selected by the use of purposive sampling. A total of 219 posts and 219 tweets were studied by applying checklists. The second part of the study explored the role of election campaign-related Facebook posts and tweets of national political parties in the youth's vote determination. To conduct the study, quantitative data were collected through a questionnaire survey. Delhi was chosen as the population of the study. Multistage random sampling was used for data collection. In the first stage of the sampling, three parliamentary constituencies were randomly selected from 7 PCs of Delhi; in

the second step of sampling, one assembly constituency, each from 3 PC, was selected. A total of 180 Facebook and 180 Twitter users were selected using purposive sampling. The young Delhi voters from the selected ACs filled out a questionnaire. After analysing the data and conducting the whole research, this study has concluded that New Media had helped national political parties to influence young voters in their favour during the 2019 general election. The youth liked the New Media campaign of national political parties during the 2019 general election. This study finds that first-time voters were also the target of national political parties' election campaigns. The Study reveals that New Media would be essential in national political parties' election campaigns. This study will encourage future researchers to find out other aspects of this study.

Key Words: - New Media, National Political Parties, General Election, Election Campaign, Youth.

## LIST OF ABBREVIATIONS

❖ RSS	Really Simple Syndication
❖ BJP	Bhartiya Janata Party
❖ INC	Indian National Congress
❖ CPI	Communist Party of India
❖ CPI	Communist Party of India (Marxist)
❖ NCP	National Congress Party
❖ AITMC	All India Trinamool Congress
❖ BSP	Bahujan Samaj Party
❖ NM	New Media
❖ GE	General Election
❖ NPPs	National Political Parties
❖ NPP	National Political Party
❖ FB	Facebook
❖ OFA	Official Facebook Account
❖ OTH	Official Twitter Handle
❖ IT	Information Technology
❖ LS	Lok Sabha
❖ MP	Member of Parliament
❖ PC	Parliamentary Constituency
❖ AC	Assembly Constituency
❖ ECI	Election Commission of India

- ❖ **AIR**                    **All India Radio**
- ❖ **BBC**                    **British Broadcasting Corporation**
- ❖ **CNN**                   **Cable News Network, US**
- ❖ **DD**                    **Doordarshan**
- ❖ **WWW**                **World Wide Web**
- ❖ **PIB**                   **Press Information Bureau**
- ❖ **PTI**                   **Press Trust of India**
- ❖ **TV**                    **Television**

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# **Chapter 1**

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# **Chapter 1**

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# Chapter 1

## Introduction

### 1.1: Background of the Study

'New Media' is an interactive form of communication. To establish contact, we interact via the Internet, Podcasts, RSS feeds, Social networks (Facebook, Twitter, WhatsApp), Blogs, Wikis, and other online platforms. This method of communication takes the form of a multi-communication dialogue in which readers, viewers, and listeners can immediately share their comments with the author-publisher and others on the published, disseminated, and transmitted content. These comments can be more than one, which means that solid words often turn into discussions. Social Media was discussed for the first time in the nineties when the first Social Media Platform, Geocite, was introduced to the public in 1994. Its purpose was to create a website where people could communicate and exchange ideas. According to Britannica, the first social networking website, SixDegrees.com, was introduced in 1997.

Nowadays, Social networking sites like Facebook, Twitter, Google Plus, LinkedIn, My Space, Pinterest, and Orkut tie the globe together in a single thread. After some time, sites like 'My Space' and 'LinkedIn' emerged. Since its inception in 2004, Facebook has become one of the most well-known social networking sites. Neither Mark Zuckerberg, Dustin Moskovitz, Eduardo Saverin, Andrew McCollum, and Chris Hughes, who brought Facebook to the world, nor Twitter founders Evan Williams, Noah Glass, Jack Dorsey, and Biz Stone could have predicted that these social networks' impacts would be as widespread as they are now. Facebook and Twitter were supported by mobile phones with cutting-edge technology, and in a foresighted way, technical and user-friendly adjustments were made over time. This is a worldwide revolution that has transformed people into not only consumers but also content

creators. At the moment, users of New Media currently create their content. Today videos go viral on the Internet through hashtags, and individuals use hashtags to express their opinions on crucial subjects. Information and communication technologies have made a new type of communication possible. The immense capabilities of this medium soon made it reach every nook and cranny of the world. All forms of media have been incorporated into New Media. Its speciality can be gauged from the name "New Media," which means "New Medium" or "New Age Medium".

N M provides a virtual world through the Internet that users may enter using any Social Media network (Facebook, Twitter, Instagram, etc.). New Media has reached out in today's era, from mass media to mobile phones. A storehouse of information is just a click away. All three types of communication systems can be established through NM, i.e., text, audio, and audio-visual. Today, more than half of the world's population is active users of this new medium, and that percentage is growing every minute. This medium has completely changed the methods of expression that have been going on until now. New Media is all around us now.

Additionally, all administrative preparations are made online. This has increased both transparency and convenience. When it comes to the business world, everyone now, from established corporations to fresh start-ups, understands the importance of NM. As a result, they are embracing NM to drive their customer service, from acquiring new consumers through marketing to reaching out to existing clients with new items. The customer might express their remark by going to the NM page of a particular product or firm. This medium is less expensive than the old medium. The effect of New Media may be seen in the context of numerous social movements. Anti-government protests began in December 2010 in Tunisia and soon spread to the Middle East and Arabic-speaking countries in North America. It became known as the "Arab Spring" by the year 2011. These were demonstrations for democracy. New Media greatly influenced the Arab Spring. As a result, the governments of Tunisia, Egypt, Libya, and Yemen

had to abdicate. Taking India as an example, a campaign against corruption began in India in 2011 under the leadership of social activist Anna Hazare. Time magazine also included this movement in its top 10 news stories. Anna announced a fast unto death at Jantar Mantar in New Delhi. The New Media significantly influenced this movement's widespread popularity for the Jan Lokpal Bill. The explosive growth of the digital revolution has elevated internet-based New Media to a preferred medium for political campaigns worldwide, including in India. The advantage of NM is that it can be accessed globally. Like other communication mediums, it cannot be bound by regional constraints.

Political parties are aware of the increasing influence of New Media on the youth. This is why it was first used to engage new voters during the elections. It was used to woo all the New Media users under a particular strategy. Today, political parties use WhatsApp, Facebook, Twitter, website advertisements, blogs, e-mails, and other New Media platforms for the election campaign. The Aam Aadmi Party was born out of the Anna movement. New Media was extensively used during the movement. The Aam Aadmi Party capitalised on this experience and won three straight Delhi assembly elections. During the 2014 general election, political parties used New Media to sway voters for the first time. New Media improved the voting rate and the awareness of elections among young voters. The BJP was at the forefront of this race, which also benefited in the polls. A similar attempt was made during the 2019 general election, and the results again favoured the BJP.

All political parties have established their IT cells and created a New Media wing. Top professionals were hired, and strategies were developed. Digital Media has become a prominent and accessible means for political parties to campaign. From experience, National political parties will also try to capitalise on it at every level in the upcoming general elections. In such a context, it is crucial to ascertain if the New Media-based election campaign impacted voters. Especially when New Media is making its reach among the youth, this analytical study

seeks to find out the status of the use of New Media by National political parties in the general election to influence young voters in their favour.

## **1.2: History of the General Elections in India**

### **1.2.1: Parliamentary Election in India**

#### **The First Lok Sabha (1952-57)**

After a long struggle for independence, India held its first-ever parliamentary election in 1952. Between 25th October 1951, and 21st February 1952, the first general election lasted nearly four months and was held in 68 parts. At the time, the Lok Sabha had 489 seats but only 401 parliamentary constituencies. Each of the 306 parliamentary seats had only one representative. There were 86 parliamentary constituencies where two candidates could be chosen simultaneously. One MP was elected from the general category, one from the SC/ST community, and eight parliamentary seats were up for ST. There was one such seat that required three MPs to be elected. A total of 1874 candidates competed for office in the first general election. At the time, the voting age was 21, and there were around 17.3 crore voters out of a total population of 36 crores. Aside from the Indian National Congress, led by Jawaharlal Nehru, the election featured 53 small and large parties. 44.87 per cent of eligible voters voted in this first general election. The INC, led by Prime Minister Jawaharlal Nehru, easily won this election. Jawaharlal Nehru also easily won the Lok Sabha seat of Phoolpur. Congress won 364 of the total 489 seats, exceeding the simple majority requirement of 245 MPs. The second was the CPI, which was given 16 seats in its account. The Socialist Party took third place with 12 seats. Four seats went to the Hindu Mahasabha, nine to the Kisan Majdoor Praja Party, and three to the Bharatiya Jana Sangh and the Revolutionary Socialist Party. In contrast, the other seats went to other parties. The Congress received roughly 45% of the vote in the first general election. After the independents, the INC had the largest vote share,

with 16% of the total votes cast. The Socialist Party got 10.59 per cent of the vote, the CPI got 29 per cent, and the Bharatiya Janata Dal was 06 per cent. Following the election, the Congress government, led by Jawaharlal Nehru, was founded with a large majority. He became the country's first prime minister.

### **The Second Lok Sabha (1957-62)**

The second general election in 1957 lasted around three and a half months, from February 24 to June 9. The first general election had 489 seats, which increased to 494 in the second general election. 45.44 per cent of all registered voters exercised their franchise to vote. This election was exceptional in several respects. Atal Bihari Vajpayee was elected to the Lok Sabha for the first time in 1957. He won the Balrampur seat in Uttar Pradesh. This year, the event of booth capturing occurred for the first time. Four national political parties – the Indian National Congress, the Communist Party of India, the Bharatiya Jana Sangh (which later became the BJP), and the Praja Socialist Party participated in the second general election. Also, 11 state-level parties fielded their candidates in different parts of the country. This time also, many independent candidates were trying their luck under the leadership of the then Prime Minister Pandit Jawaharlal Nehru, and the INC again for the government with an intensive victory. Pandit Jawaharlal Nehru, the prime minister then, led the Congress to another overwhelming victory in government formation. 371 of the 494 available seats were won by INC.

### **The Third Lok Sabha (1962-67)**

The third parliamentary election was held in 1962. The voting process lasted from February 16 to June 6. The two-member parliamentary constituencies were abolished by law in 1961, so the same number of representatives from the 494 parliamentary seats were elected to the lower house of Parliament. Out of 21.6 crore voters, 55.42 per cent exercised their franchise. Under



Pandit Jawaharlal Nehru's leadership, the Congress formed the government at the Centre for the third consecutive time. Of the 494 seats, the Congress won a hat-trick of victories by capturing 361. This time its vote share was 44.72 per cent. The CPI, which was at number two, also got stronger, and its seat tally reached 29 this time. It got a total of 9.94 per cent votes. C. Rajagopalachari's pro-free-market Swatantra Party also significantly impacted the election, winning 18 seats with a vote share of 7.89 per cent. The Bharatiya Jana Sangh (predecessor to the current BJP) got 14 seats (6.44%), and the Praja Socialist Party gained 12 seats (6.81%). The unique aspect is that the DMK captured seven seats for the first time by performing impressively in the Lok Sabha elections. The number of independent MPs this time was reduced to 20. The 1962 general election was the last election of Pandit Jawaharlal Nehru. He scored a hat-trick of victory from Phoolpur's seat in UP.

#### **The Fourth Lok Sabha (1967-70)**

The term of the third Lok Sabha is remembered as a period of war, food scarcity, social unrest, and political instability. In addition, there was the Indo-China War in 1962 and the Indo-Pak War in 1965. Nehru died in 1964 after suffering from the shock of the Indo-China war. Gulzarilal Nanda was appointed acting Prime Minister. Lal Bahadur Shastri, who became Prime Minister, died in Tashkent in 1966. Gulzarilal Nanda was established as caretaker Prime Minister once more in 1966. Once again, the responsibility of appointing the Prime Minister fell on the shoulders of Congress President K. Kamaraj. At that time, Congress needed a Prime Minister to listen to the party. Everyone unanimously elected Indira Gandhi as the third Prime Minister of the country. On January 24, 1966, Indira Gandhi took the oath of office as prime minister. India witnessed four prime ministers between 1962 and 1966. The then-main opposition party the CPI split in 1964. At the same time, there was internal bickering within the Congress. Inflation had increased wildly. In June 1966, 7 months before the fourth general

election, Prime Minister Indira Gandhi announced the devaluation of the rupee given the rising fiscal deficit and high oil prices. The fourth general election was fought against political, economic, and social upheaval on every front. After the delimitation in 1963, the number of Lok Sabha constituencies increased to 520 in 1967.

Out of a total of 25 crore voters, 61.4 per cent exercised their franchise. The Congress won 283 seats with a vote share of 40.78 per cent. The uniqueness was that the Swatantra Party of C. Rajagopalachari emerged as the main opposition party, leaving the CPI behind. It won 44 seats with an 8.67 vote percentage. The Bharatiya Jana Sangh (predecessor form of the current the BJP) was at number three, with 35 seats in its account. The CPI was reduced to 23 seats, while the CPM, formed after its dissolution, won 19 seats. The DMK also performed brilliantly by winning 25 seats; others shared the remaining seats. For the first time, the Congress lost power in 6 states, including Tamil Nadu and West Bengal. The DMK ousted the Congress from power in the Tamil Nadu assembly elections, which were held along with the Lok Sabha. Since then, the party has not been able to return to power in the state till date. Similarly, the Congress suffered a major setback in West Bengal, where the Left Front ousted it from power. Like Tamil Nadu, the Congress has not been able to come back to power in West Bengal since then.

### **The Fifth Lok Sabha (1971-77)**

In 1971, elections were conducted for 518 Lok Sabha seats, of which Congress won 352. After this, the Congress formed the government for the fifth consecutive time. A total of 15.15 crore votes were cast in this election. A total of 55.27 per cent of voters had exercised their franchise. The vote percentage of the Congress in this victory was 43.68. The internal conflict within the Congress party gradually got worse. Then in 1969, Morarji Desai was expelled for 'indiscipline'. After this incident, Congress split into two parts: The Congress (O) and the Congress (R). With the help of the CPI(M), Indira led a minority government up to December

1970. She did not want to continue running a minority government. Therefore, she announced a mid-term Lok Sabha election a year in advance. Indira Gandhi used the Garibi Hatao slogan in the 1971 Lok Sabha election, which helped her win a landslide victory. Congress also got more seats in this election than in the previous Lok Sabha elections. In 1967, the Congress had won 283 seats, and after this Lok Sabha election, this figure increased to 352. This election saw the participation of 54 different political parties. The CPI(M) came in second place with 25 seats. The CPI got 23 seats. The Bharatiya Jana Sangh (predecessor form of the current the BJP) got 22 seats in its account.

Whereas Morarji Desai's Congress (O) got 16 seats, the remaining seats were shared by different parties. Meanwhile, on June 12, 1975, the Congress party suffered a significant setback. The Allahabad High Court, while hearing the petition of Indira Gandhi's primary competitor Raj Narayan, found her involved in electoral corruption and declared her election invalid. Indira was accused of misusing government machinery during the election. Instead of resigning, Indira declared an emergency in the country. After this, elections were postponed, and political opponents were imprisoned. The press was also banned. Indira's choice infuriated the populace for the first time, who became increasingly hostile to the Congress.

### **The Sixth Lok Sabha (1977-79)**

Indira Gandhi dissolved the Lok Sabha and called the national election in January 1977. When the Emergency ended after 19 months, it was like a second of freedom for the people. Opposition leaders were released. After this, the Jana Sangh, Congress (O), the Bharatiya Lok Dal, and the Socialist Party united to form the Janata Party, which defeated the Congress. The Janata Party circulated among the populace, proclaiming its arrival as the restoration of democracy. Elections were held from March 16, 1977, to March 19 1977. 60.49% of voters had exercised their franchise. She lost the election, which led to her resignation. In this election, the entire opposition was united under the leadership of socialist leader Jayaprakash Narayan.

The Janata Party could not get the election symbol, so the party contested on the symbol of the Bharatiya Lok Dal, "Haldhar Kisan", in which out of 542 seats, Congress had to satisfy only 154 seats. In this way, the Congress lost approximately 200 seats while the Janata Party gained 295 seats. The CPM got 22 seats, the CPI got seven seats, and others shared the remaining seats. In this election, Indira and her son Sanjay Gandhi both lost.

Morarji Desai was appointed Prime Minister after great deliberation. On March 23, 1977, Morarji Desai took the oath of office as the country's fourth prime minister. Gradually, mutual differences increased in the government itself. In July 1979, a no-confidence motion was moved against the Janata Party in the monsoon session of Parliament. Charan Singh rebelled and withdrew support from the government along with his MPs. On July 28, 1979, Chaudhary Charan Singh took over as prime minister with the support of Congress. However, this government also could only run for a short time. Due to the Congress's lack of support, Chaudhary Charan Singh had to step down as prime minister.

### **The Seventh Lok Sabha (1980-84)**

On January 2, 1978, Indira broke the Congress again and formed a new party. She named it the Congress (I). She referred to it as the honest Congress. The Election Commission froze this symbol when she broke the Congress in 1978. The claw of the hand was later used as the Congress's election symbol. In the January 1980 election, 20.27 crore voter exercised their franchise, and the voting percentage was 56.92%. The Congress (I) won 353 seats out of 542 seats. The Janata Party remained after some parties split and was reduced to 31 seats. Charan Singh's Janata Party (Secular) won 41 seats the CPM got 37 seats, the CPI secured ten seats, and others shared the rest. This election was challenging for Indira's new party, the Congress (I), directly facing the people right after the Emergency. She was confronted with difficult political obstacles from all sides, like Satyendra Narayan Sinha and Karpoori Thakur in Bihar,

Ramakrishna Hegde in Karnataka, Sharad Pawar in Maharashtra, Devi Lal in Haryana, and Biju Patnaik in Odisha. All had a good grip on their field. However, the infighting within the Janata Party and the political instability in the country worked in Indira's favour, and she was elected as the prime minister for a record-breaking fourth term.

### **The Eighth Lok Sabha (1984-89)**

On the day after Indira's assassination in 1984, Rajiv Gandhi took the oath of office as prime minister. With this, he also became the youngest PM of India. Then Rajeev was 40 years old. When the news of Indira's death came, violence occurred across the country, especially in the national capital Delhi. The mob of rioters massacred Sikhs at various places. Lok Sabha elections were held in November 1984 after Indira's assassination. Carried away by emotions, people overwhelmingly voted for Rajiv. Out of 514 Lok Sabha seats, the Congress got a historic victory with 404 seats. At the same time, elections were held on 27 seats, out of which the Congress won 10. The Telugu Desam Party (TDP), the regional party of Andhra Pradesh, also made a mark in this election. This party of N.T. Rama Rao got 30 seats, making it the second-largest party. It was the first regional party to become a national-level opposition party. In the 1984 Lok Sabha elections, 241246887 people voted, and the voting percentage was 63.56%. A total of 37 parties contested the polls. Out of which the vote share of Congress was more than 49 per cent. Bhartiya Janata Party, established on April 6 1980, registered its presence in the 1984 Lok Sabha elections. This was the first election for the party headed by Atal Bihari Vajpayee. The BJP had to settle for only two seats in this election. The CPM won 22 seats, The CPI got 6 seats, The JNP got, 10 seat rest of the seats were shared by other parties.

### **The Ninth Lok Sabha (1989-91)**

The general elections 1989 were fought under the leadership of young Congress leader Rajiv, who faced numerous issues, and the Congress government was losing its credibility and popularity. These crises were both internal and external. The Bofors scandal, rising militancy in Punjab, and the civil war between the Sri Lankan government and LTTE were some issues confronting Rajiv Gandhi's government. Vishwanath Pratap Singh, Rajiv's most prominent critic, held the finance and defence portfolios in the government. Singh was soon sacked from the cabinet and then resigned from the Congress and his membership in the Lok Sabha. He formed the Janamorcha with Arif Mohammad Khan and Arun Nehru and re-entered the Lok Sabha from Allahabad. The Janata Dal was formed on October 11, 1988, by the merger of the Jan Morcha, the Janata Party, the Lok Dal, and the Congress (S) to oppose the Rajiv Gandhi government together. Soon several regional parties, including the DMK, the TDP, and the AGP (Asom Gana Parishad), merged with the Janata Dal and formed the National Front. Together they entered the 1989 election. The election for 529 seats in the Lok Sabha were held in two phases on November 22 and November 26, 1989, 309050495 voters exercised their vote, and the voting percentage was 61.95%.

It won a comfortable majority in the Lok Sabha for the National Front and formed the government with outside support from the Left Front and the Bharatiya Janata Party. The Janata Dal, the largest constituent of the National Front, won 143 seats, followed by the CPI(M) and the CPI with 33 and 12 seats, respectively. Independents and other smaller parties managed to win 58 seats. However, the Congress was still the largest Lok Sabha party with 197 MPs. The BJP made the biggest gain in this election with 85 MPs against two seats in the 1984 elections. Vishwanath Pratap Singh became the 10th Prime Minister of India, and Devi Lal became the Deputy Prime Minister. He held office from December 2, 1989, to November 10 1990. The party withdrew support to the V.P. Singh government after the BJP leader L.K. Advani

launched a “Rath Yatra” on the “Ram Janmabhoomi-Babri Masjid dispute” and Advani was detained in Bihar by Chief Minister Lalu Yadav. Singh resigned after losing the trust vote.

Chandrashekhar created the Samajwadi Janata Party after splitting from the Janata Dal with 64 MPs. He received outside support from the Congress and became India's 11th Prime Minister. He finally resigned on March 6, 1991, after the Congress accused the administration of eavesdropping on Rajiv Gandhi.

### **The Tenth Lok Sabha (1991-96)**

This election was held in an adversarial environment. These were also called 'Mandal-Mandir elections' because of the two most essential election issues - the Mandal Commission and the Ram Janmabhoomi Babri Masjid controversy. 282700942 voters exercised their vote, and the voting percentage was 56.73%. The Congress got 232 seats in the general election. The Bharatiya Janata Party came second with 120 seats. The BJP got the benefit of the temple issue. The Janata Dal got 59 seats, and the CPM got 35 seats. The CPI secured 14 seats, the remaining seats shared by others. The Congress's vote percentage was 36.26, and the BJP got 20.11 per cent votes. On May 20, just before the first phase of polling, former Prime Minister Rajiv Gandhi was assassinated during a rally in Tamil Nadu. After this, the remaining two phases of polling were postponed to 12 and 15 June. This time minor voting was done in all the Lok Sabha elections till now. The condition of the Congress was poor in the elections held before the assassination of Rajiv Gandhi, but it got tremendous success in the later stages. After this, the Congress government was formed at the centre under the leadership of Narasimha Rao.

### **The Eleventh Lok Sabha (1996-98)**

In P.V. Narasimha Rao's government, seven Union ministers resigned due to dissatisfaction. A year before the elections, there were many allegations of corruption against the government.

Rao also faced allegations of corruption. On the other hand, in 1995, Arjun Singh and Narayan Dutt Tiwari separated from the Congress and formed the All India Indira Congress. This time election was held for 543 seats. 34.33 crore voters exercised their vote, and the voting percentage was 57.94%. This was the worst-ever election result for the Congress party and for the first time that a party other than the Congress emerged as the single largest party. The BJP got 161 seats, and its allies also got 26 seats. The Congress had to be content with 140 seats, 92 less than in the last election. The National Front, which included the Janata Dal (46 seats), the Samajwadi Party, and the Telugu Desam Party (16 seats), got two-digit seats. The CPM got 32 seats, the CPI got 12 seats, and others shared the remaining seats. In this situation, on May 15, President Shankar Dayal Sharma invited the BJP to form the government. Atal Bihari Vajpayee became the Prime Minister with the support of some regional parties, but he was forced to resign on the thirteenth day. He needed help getting the support of 200 members in the Lok Sabha. After this, the second largest party, the Congress, offered to form the government. The government was to be created with the help of the Janata Dal, so H.D.

Deve Gowda was made the Prime Minister. He was the Chief Minister of Karnataka at that time. Within 18 months, due to internal discord in the alliance, there was a need to hold elections. The Congress sided with the Second Front to avoid re-election, and on April 21 1997, Inder Kumar Gujral became the Prime Minister. A few days later, Gujral encountered resistance from within his party. Gujral remained Prime Minister for 11 months, out of which he was caretaker Prime Minister for 3 months.

### **The Twelfth Lok Sabha (1998-99)**

In the 12th Lok Sabha elections, the BJP made political stability an election issue. In the election campaign, the BJP discussed eradicating corruption and reviving the country's economy. On the one hand, the Congress talked about encouraging foreign investment, while



the BJP used nationalism as a shield and talked about giving rights to domestic industries. Apart from this, all the parties also made electricity, road, water, and employment their election issue. The election had 4,750 candidates from across the country, with 274 women. Previously, Sonia Gandhi did not want to step into politics. In 1997, the command of the Congress party was in the hands of Sitaram Kesri. In 1997, Sonia Gandhi joined the primary membership of the Congress amid political pressure, and within a few days, Sitaram Kesri was ousted, and Sonia Gandhi was appointed the President of the Congress.

There was 61.97 per cent voted in the election. After the election, the BJP became the single-largest party with 182 seats, and NDA had 252 seats. The Congress (141 seats) and its allies got 165 seats. The CPM won 32 seats at number three, and the Samajwadi Party won 20 seats. The BSP got five seats, the CPI secured 9, the Janta Dal got 6, and others shared the remaining seats. The unique aspect of the election was that the Congress received around 1% more votes than the BJP. On March 15, President K.R. Narayanan invited Atal Bihari Vajpayee to form the government. With a coalition of 41 parties, under the leadership of Atal Bihari Vajpayee, the BJP formed the government. Although this government also fell after 13 months. On April 17 1999, the motion was debated in the Lok Sabha and was followed by voting. Vajpayee's government lost because of one vote.

### **The Thirteenth Lok Sabha (1999-2004)**

Election to the 13<sup>th</sup> Lok Sabha was held in September–October 1999. This time the command of the Congress was in the hands of Sonia Gandhi, although she did not get success. She contested from the Amethi seat of former Prime Minister Rajiv Gandhi and became a first-time MP. She served as the opposition leader in the 13th Lok Sabha. The election was held only a few months after the Kargil War. During the Kargil War, Atal Bihari Vajpayee served as acting prime minister. 3716 crore voters exercised their right to vote, with a 59.99% turnout. The

election result favoured the BJP (182 seats), and the NDA alliance got 269 seats. In addition, the Telugu Desam Party (29 seats), which was not a part of the alliance, supported the NDA. Performance of the Congress was poor, and it got only 114 seats, although it got back some seats in Uttar Pradesh. In 1998, the Congress was wiped out from Uttar Pradesh. The performance of the Communist Party in this election was not good. The CPI got only four seats and ceased to be a national party. The CPM performed well, got 33 seats, the J.D. (U) got 21 seats, the BSP got 14, and others shared the rest.

### **The Fourteenth Lok Sabha (2004-09)**

The Atal Bihari Vajpayee government had created history. He became the country's first non-Congress Prime Minister who completed his term. In his last term, Atal looked downright unbeatable. The opposition had neither a strong case against him nor a charismatic personality like him. Full of confidence, the Atal government decided to go for early elections. This decision was taken in the spectacular performance of the BJP in the state assembly elections in late 2003. In 2003, the BJP ousted the Congress from power in three central Hindi belt states – Madhya Pradesh, Rajasthan, and Chhattisgarh. 'India Shining', 'Bharat Uday', and 'Feel Good' were the government's slogans before the elections. 'Rathayatri' Lal Krishna Advani once again mounted the chariot and took out 'Bharat Uday' Rath Yatra. A unique feature of this election was that for the first time in India, votes were cast through Electronic Voting Machine (EVM) in the Lok Sabha election.

When election was held, even political pundits were surprised by the results of election. Nearly every pre-election poll projected the NDA government would return under Atal's leadership, but the outcome was the contrary. The BJP-led NDA had to face defeat. 389342364 voters exercised their franchise, and the poll percentage was 58.07%. Under the leadership of Sonia Gandhi, the UPA emerged as the single largest alliance but remained far behind the majority.

Out of 543 seats, the UPA got only 218 seats, 54 short of the required seats for a simple majority. Congress share was 145 seats. However, this was offset by outside support from the Left Front (59), the Samajwadi Party (36), and the Bahujan Samaj Party (19). After the election, the Congress President Sonia Gandhi decided not to become the Prime Minister due to protests. She then shocked everyone by nominating Dr. Manmohan Singh in her place.

### **The Fifteenth Lok Sabha (2009-14)**

In 2009, the country saw the 15th Lok Sabha election. This election was held in 5 phases between 16 April 2009 and 13 May 2009. The loan waiver was done just before the elections, and the Third Front spoiled the opposition's work, the BJP. Because of this, the Congress had gained 61 seats as compared to 2004. In this election, the United Progressive Alliance made a grand comeback and formed a government called the UPA 2. Seven national, 34 state level and many registered parties contested the elections for 543 seats in the Lok Sabha. National parties included the Congress, the BJP, the Communist Party of India, the Marxist Communist Party, the Bahujan Samaj Party, the Nationalist Congress Party, and the Rashtriya Janata Dal. A total of 8070 candidates tried their political luck.

The Congress-led UPA had won 262 seats in the 2009 general elections. Of these, the Congress had won 206 seats. The Congress party did better in Uttar Pradesh, West Bengal, Kerala, Tamil Nadu, and Rajasthan than in the 2004 Lok Sabha election. Apart from this, the NDA won a total of 159 seats. Out of these, the BJP got 116 seats. In the general election of 2009, the vote share of the UPA was 37.22 per cent, and the vote share of the NDA was 24.63 per cent. The Congress received 28.55 per cent of the vote, while the BJP received 18.80 per cent. The BSP got only 21 seats. The CPI got 4 seats, and the CPI(M) won 16 seats. The NCP got 9 seats, and the RJD got 4 seats. Following this election, Congress re-elected Dr. Manmohan Singh as Prime Minister.

### **The Sixteenth Lok Sabha (2014-19)**

General elections to the 16th Lok Sabha in India was held in nine phases from 7 April to 12 May 2014. This was the first time the Lok Sabha election was held in nine phases. The average voter turnout in all nine phases was around 66.38% which is a record. Be it the matter of maximum voting or the longest election; many records were created in this election. The results of this election were also shocking. The National Democratic Alliance (NDA) came to power with 336 seats, while the BJP became the single-largest party by winning 282 seats. This was the first time in the country's political history that a non-Congress party came to power with an absolute majority. Despite getting a clear majority in the BJP-led NDA government formed under the leadership of Narendra Modi, the BJP made its allies partners in power. In this election, the BJP got about 31 per cent votes, while NDA got 38.5 per cent. This election turned out to be a 'nightmare' for the country's oldest and longest-serving Congress party. The Congress got only 44 seats, and the Congress-led UPA was reduced to 59 seats. Congress was unable to obtain eligibility to serve as Leader of the Opposition. At least 54 seats (10% of total seats) are necessary.

### **The Seventeenth Lok Sabha (2019-24)**

Election was held nationwide in seven phases from 11 April to 19 May 2019 to constitute the Seventeenth Lok Sabha. The results of the election were declared on 23 May. Modi's magic worked this time, and all the opposition's claims failed. During the Lok Sabha election 2019, the Bharatiya Janata Party formed the government with a clear majority. Narendra Modi broke his record and won from the Varanasi seat. However, Smriti Irani of the BJP defeated Rahul Gandhi for the Amethi seat. The loss of this seat was a big blow to the Congress. However, the Congress President Rahul Gandhi reached the Lok Sabha from the Wayanad seat in Kerala.

The Bharatiya Janata Party unexpectedly won 303 seats alone. While the Indian National Congress, the oldest national political party, got only 52 seats. The BJP secured 37.69% votes, while the NDA's combined vote share was 45%. Among other National political parties, the All India Trinamool Congress got 22 seats; the Bahujan Samaj Party gained 10 seats; the Nationalist Congress Party got 05 seats; the Communist Party of India got 02 seats; the Communist Party of India (Marxist) got 03 seats. Thus in this election, the National Democratic Alliance (NDA) got 353 seats, the UPA got 92, and others got 97 seats. It is worth mentioning that in the 17th Lok Sabha, 78 women members were elected. On May 30, 2019, Narendra Modi was sworn in as the Prime Minister of India for the second time.

<b>Election year</b>	<b>Single largest party</b>	<b>Lok Sabha</b>	<b>Prime Minister of India</b>
1951–52	Indian National Congress	First	Jawaharlal Nehru
1957	Indian National Congress	Second	Jawaharlal Nehru
1962	Indian National Congress	Third	1.Jawaharlal Nehru 2.Guljarilal Nanda 3.Lal Bahadur Shastri 4.Indira Gandhi
1967	Indian National Congress	Fourth	Indira Gandhi
1971	Indian National Congress	Fifth	Indira Gandhi
1977	Janata Party	Sixth	1. Morarji Desai 2. Charan Singh
1980	Indian National Congress	Seventh	1.Indira Gandhi 2. Rajiv Gandhi
1984	Indian National Congress	Eighth	Rajiv Gandhi
1989	Indian National Congress	Ninth	1.V. P. Singh 2.Chandrashekhar

1991	Indian National Congress	Tenth	P. V. Narasimha Rao
1996	Bharatiya Janata Party	Eleventh	1. Atal Bihari Vajpayee 2. H. D. Deve Gowda 3. I. K. Gujral
1998	Bharatiya Janata Party	Twelfth	Atal Bihari Vajpayee
1999	Bharatiya Janata Party	Thirteenth	Atal Bihari Vajpayee
2004	Indian National Congress	Fourteenth	Manmohan Singh
2009	Indian National Congress	Fifteenth	Manmohan Singh
2014	Bharatiya Janata Party	Sixteenth	Narendra Modi
2019	Bharatiya Janata Party	Seventeenth	Narendra Modi

Table no.1.1 Journey of Lok Sabha election in India

### 1.2.2: History of the Election Campaign in India

A political campaign is a well-organized attempt to sway opinions among a particular group. In democracies, political campaigns are usually used to refer to election campaigns in which legislators are elected or referendums that are resolved. The most high-profile political movements in modern politics are centred on general elections and candidates for head of state or head of government, generally a president or prime minister (Wikipedia, 2010, December). During the 1952 elections, most public meetings and door-to-door campaigning took place. Lord Birdwood, a British analyst, wrote in his essay *On the Continent Decides* that "the walls of Delhi were painted with posters of the election campaign, travelling, and even here (Fazal, R., 2023, January). West Bengal voters made excellent use of the election campaign. The words "vote for Congress" were scribbled on the backs of roaming cattle. Although the Congress parties campaigned publicly, the Communist Party was the only one allowed to campaign on radio. That was on Radio Moscow, not All India Radio. This radio station promoted the

Communist Party via its Tashkent transmitter. A Madras-based weekly for educated people published a translation of an article in Pravda that portrayed the reigning Congress party as a landlord party. It stated that the only alternative was the Communist Party, which all Indian workers should support and get the support of progressive people (Fazal, R.,2023, January). Songs and music, especially street plays, were performed in many elections after independence. Touring nationwide was a powerful medium for the election campaign (Chaturvedi, J. 2017, Feb 14). In the year of the first Lok Sabha elections held in the country, the candidates used to go among the public in bullock carts and campaigns.

Not only that, but the contestant used to spend the night in the village before leaving with his supporters the next day. The name of the candidate and the party were written on the iron sheet as an appeal to win the election. For the first time, the election slogan emphasizes preserving and expanding democracy. All parties utilized this slogan to solicit votes. Many people passionate about freedom did not run in the elections but actively participated in the campaign. This method was repeated in subsequent coming polls. The 1957 election saw the use of gigs and bullock carts. Candidates used to distribute pamphlets to encourage people to vote in elections. Before the elections, parties would produce electoral manifestos, copies of which were handed to city dignitaries, and discussions would occur, but it no longer does. Due to restricted transportation options, the candidates used handwritten messages on postcards to reach voters. Wall writing is still practised, but only before the announcement of elections. Smaller meetings used to be more common during political campaigns, but today more money and time are spent on larger gatherings. During the election campaign, young people would sing patriotic songs and urinate people to vote for the protection of democracy. They would then urge people to vote for their party's candidate.

Previously, during an election campaign, loudspeakers attached to aces or rickshaws would broadcast pledges and claims and provide information about meetings and demonstrations in

support of the party and the candidate (Jagaran,2022, Jan). They used to build election vehicles in the 1962 Lok Sabha elections by pasting posters on carts. The change in the campaign came from the third election held in 1962. Then jeeps started appearing in the election campaign. Mike-Bhonpa was not present at the time. That's why parties start yelling loudly when standing near the throng. Black and white pamphlets, slogans with crude writing on walls, and party and candidate names written in ink on cloth banners used to be the propaganda medium. In 1977, party candidates used to campaign by bicycle.

Very little expenditure was incurred in the election. Some used to donate 10 paise and some up to 20 paise to contest the election. During the campaign, jeeps and cars used to come, and crowds gathered on the roadside to see. Supporters used to handwrite the candidate's name, the party's name, and the election symbol for the people. Prominent people used to hold a meeting after the candidate's name was announced. Which candidate to vote for was decided in that meeting. Hands were raised to know the opinions of the people. Everyone used to vote in favour of the candidate whose hand was raised more. Everyone used to support the decision, which was taken unanimously and openly. By the 1980s, flex boards, hoardings, colourful posters, and handbills had replaced it (Jagaran,2022, Jan).

In the decade of 1980s, in the election campaign, the convoy of vehicles started filling the streets of the village. For the first time, people had placards of the parties in their hands. Pamphlets were also distributed. Such an intense atmosphere was created that, in 1980, Congress returned to power again. Before the nineties, all parties sent the party's election symbol and candidate's photo to the voters through badges made of tin. Badges were also distributed in large quantities, which caused much craze among children. They used to roam around wearing their shirt. Big posters and hoardings were also used in the earlier election campaign. As soon as the 21st century came, fundamental changes occurred in the election campaign. There was much publicity through road shows and rallies. Sonia Gandhi also did



many roadshows, which benefited her in the form of a big victory, and the NDA's hi-tech campaigns like India Shine and Bharat Uday also failed. But exactly a decade later, the method of promotion took on digital forms. The BJP took advantage of this and moved towards digital campaigning. The hi-tech promotion started.

The support of digital vans started being taken. LCDs were later installed in vehicles and sent to LS constituencies. These screens display the promises and achievements of the parties concerned. The speech of the big leader is shown. After the strictures of the Election Commission, parties reduced their election campaign budgets, and the growing interest in New Media among the youth gave political parties the option of spreading propaganda on Social Media through the Internet. Now the election stir is on Social Media sites instead of the streets. Completely dependent on Facebook, Twitter, Instagram, and even WhatsApp for promotion. Digital marketing is divided into two parts. One is the production process, and the other is the promotion process. In the production process, videos of the candidates were shot with high-quality cameras. The parties' manifesto, work, essential achievements, etc., are made in the video, and its publicity is spread. Videos were delivered to voters with the help of mediums like Facebook, WhatsApp, YouTube, and Instagram.

The 2014 LS elections were special in many ways; they changed the trend and the nature of election campaigning. The method of campaigning has wholly altered. In a way, the election campaign was fought through election rallies, meetings, door-to-door campaigns, and media campaigns, as well as on New Media. The BJP has gone ahead of all the parties in the New Media campaign. Brand Modi reached every household through New Media under the strategic leadership of Prashant Kishor. It has become easy and accessible to send political messages through Facebook, Twitter, and WhatsApp on smartphones. Several rallies for the BJP's prime ministerial candidate, Narendra Modi, were held simultaneously. These rallies were not physical but virtual. Modi appeared in several LS constituencies at the same time. Looking at

the results of 2014, this strategy worked in the 2019 LS elections as well, and once again, riding on the New Media campaign, the BJP managed to win a landslide victory.

### **1.3: Introduction of Indian National Political Parties**

Humankind has organized itself into groups and more significant forms. The political party is one such human organization. In the modern era, the ideal government is run through one or the other representative body. Political parties are necessary for all representative governments and institutions. A political party is an organized body of people with shared principles and goals regarding the country's political system. The main objective of political parties is to obtain and maintain political power. The political party that runs the government is called the ruling party. There can be more than one ruling party in a coalition government. The political party that sits in opposition and criticizes and analyses the ruling party's actions in general or on specific issues is called the opposition party. A political party should have the following essential characteristics (NIOS, Vyavhar mein loktantra):

- It should be an organized body of people with formal membership.
- It should have clear policies and programs.
- Its members must agree to its principles, policies, and programs.
- It should aim at attaining power through democratic means.
- It should have clear and acceptable leadership.
- It should focus on broad issues and broad government sectors.

'Political Parties and Election Symbols 2019 handbook' of the ECI sets a mandatory parameter for a political party in India-

- "Political party" refers to an association or body of individual Indian citizens registered as a political party with the Commission under Section 29A of the Representation of the People Act, 1951.

According to the Vikaspedia website, the law (The Representation of the People Act 1951 Section 29A) sets down certain conditions for a political party to form and get registered by the Election Commission of India (ECI):

- It must consist only of Indian citizens.
- It must identify as a political party formed solely to fight elections to the Parliament and State Legislatures.
- Must be composed of at least 100 registered voters.

After independence, many political parties were born in India, of which only a few got the status of a National political party. Political parties are classified into three groups, i.e. National political parties, regional political parties, and unrecognized political parties. The election commission's recognition of parties enables them to receive specific benefits, including allocating symbols, time for political broadcasts on radio stations, television and facilities for receiving electoral lists. These parties are permitted to field 40 "star campaigners" during elections. Each National political party is assigned an election symbol exclusively reserved for it throughout the country, even in states where it is not contesting elections.

### **1.3.1: Criteria of the National Political Party**

According to 'the Political Parties and Election Symbols 2019 handbook' of the election commission of India, a political party shall be eligible to be recognized as a National political party if, and only if, any of the following conditions are fulfilled:

(i) The candidates nominated by the party in any four or more states in the most recent GE to the House of People or the Legislative Assembly of the State concerned have received at least 6% of the total valid votes cast in each of those States in that general election; and, in addition, it has returned at least four members to the House of the People. At those above last general election from any State or States; or

- (ii) The party gained at least 2% of the total number of seats in the House of People in the most recent general election, with any fraction over half being counted as one.; and at least three States, including at least one, have chosen representatives from the party's candidates; or
- (iii) At least four States have recognized the party as a State party.

Only 7 National political parties were contesting the GE 2019. It is vital to provide a brief overview of National political parties' journeys in the Lok Sabha elections so that the ups and downs of these NPPs' electoral journey in the Lok Sabha elections can be comprehended.

### **A. The Bharatiya Janata, Party**

The Bharatiya Janata Party is a National political party. The lotus is the BJP's election symbol. The Bhartiya Janta Party was founded on April 6, 1980, at a workers' convention held at New Delhi's Kotla Maidan to make India a capable nation. Atal Bihari Vajpayee was elected as the Bharatiya Janata Party's first president. The BJP became active in national politics with its inception. Non-Congress parties again came on a common platform on the issues of Bofors and corruption. In the 1989 GE, the INC faced a heavy defeat under the leadership of Rajiv Gandhi. The BJP extended outside support to the National Front government formed under the supervision of V.P.Singh. In the 1996 GE, the BJP got 161 seats in the LS.

The BJP got 85 seats in 1989, 120 in 1991, and 161 in the 1996 GE. For the first time, under the leadership of Atal Bihari Vajpayee, the BJP government took oath in 1996, but due to a lack of sufficient support, this government could run only for 13 days. After this, in the general elections of 1998, the BJP won 182 seats. The National Democratic Alliance (NDA) government under the leadership of Atal Bihari Vajpayee was sworn in. Still, the All India Anna Dravida Munnetra Kazhagam (AIADMK) withdrew support, and the government fell by one vote during the vote of confidence in the LS. In the 1999 GE, the BJP again won 182 seats,

and the NDA got 306 seats. Once again, the BJP-led NDA government was formed under the leadership of Atal Bihari Vajpayee. For 10 years, the party played an active role in the opposition. Under the leadership of Narendra Modi in 2014, the motto 'Sabka Saath, Sabka Vikas' was adopted, and the BJP government was formed with an absolute majority for the first time in the country. The BJP broke the record of 30 years by winning 282 seats in the 2014 LS election. After the Congress in 1984, the BJP became the first party to win enough seats to form a government. The BJP got 31 per cent of the total votes in the election.

The BJP won an unprecedented victory in the 2019 Lok Sabha elections and won 303 seats alone, garnering 37.36 per cent of the vote. So far, the BJP has governments in 17 states. The BJP has 92 seats out of 245 seats in the RS. The BJP is the largest political party in the country in terms of vote percentage, representation in Parliament, and primary membership of around 11 cr. J.P. Nadda is the national president of the BJP.

## **B. The Indian National Congress**

The Indian National Congress is the oldest political Party in India. 'The hand' is the election symbol of the Congress party. The current President of this Party is Mallika Arjun Kharge. The INC was established on December 28, 1885, in Bombay's 'Gokuldas Tejpal Sanskrit College building. Its founder' A.O. Hume' and Vyomesh Chandra Banerjee, were made the first president. There were a total of 72 members in the Indian National Congress. At this conference, on the suggestion of Dadabhai Naoroji, the name of the 'Indian National Union' was changed to 'Indian National Congress. The Congress won 264 seats in the first general election of independent India in 1951-52.

The Congress got 371 seats in the 1957 general elections. Indira Gandhi became PM in 1962 by winning 361 seats. The Congress won 283 seats in the 1967 general elections and the fifth general election in 1971 despite strong opposition to Indira Gandhi. Indira's fort collapsed in

the 1977 general election, and only 153 seats were secured. The Congress created history by winning 415 seats in the 1984 general elections following the assassination of Indira Gandhi. After the assassination of Rajiv Gandhi, the Congress got 244 seats in the 1991 general elections. In the general elections of 1996, the seats of Congress decreased and came down to 140. The Congress got only 141 seats in the 1998 general elections, reduced from 141 to 114 seats in the 1999 general elections; the Congress returned to power with 145 seats in the 2004 general elections. On the issue of foreign origin, the opposition created a ruckus regarding Sonia Gandhi. Seeing this, Sonia Gandhi refused to become the Prime Minister, and Manmohan Singh became the country's Prime Minister. In the 2009 general elections, Manmohan Singh was re-elected as PM with 206 seats. The opposition raised many cases related to corruption and scams against the Congress.

In the country's 16th General Elections held in 2014 amidst falling credibility among the public, it happened for the first time that a non-Congress government came to power with a thumping majority. This election was an embarrassing performance for Congress. The Congress was reduced to 44 seats with a 19% vote share. Congress, which got 44 seats in 2014, could increase only a few seats in 2019 and reach only 52 seats with a 19% vote share. Sonia Gandhi, Rahul Gandhi, Priyanka Gandhi, Mallika Arjun Kharge, and Ashok Gehlot are among its prominent leaders. Currently, the Indian National Congress has 31 members in the Rajya Sabha. As of now, the Indian National Congress (INC) has government in 4 states Chhattisgarh, Rajasthan, and Himachal Pradesh, Karnataka; on the other hand, it has an alliance in 3 different states, i.e. in Tamil Nadu with the Dravida Munnetra Kazhagam, in Bihar with the Janta Dal United (JDU) and the Rastriya Janta Dal (RJD), in Jharkhand with the Jharkhand Mukti Morcha respectively.

### **C. The Bahujan Samaj Party**

The Bahujan Samaj Party is a National political party of India. According to the ECI, the BSP's election emblem is an elephant. The Party aims to give the Bahujans, including the Other Backward Classes, Scheduled Castes, Scheduled Tribes, and minorities, their rightful place in society. Bhimrao Ambedkar's humanistic and Buddhist philosophies inspire the Party's ideology. The Party was formed on April 14 1984, by Kanshi Ram, once a charismatic leader of Dalits. Mayawati took over as the B.S.P. president in 1993 due to Kanshi Ram's ill health. The Party had 4 members in the 9th Lok Sabha, 3 in the 10th Lok Sabha, 11 in the 11th Lok Sabha, 5 in the 12th Lok Sabha, and 14 in the 13th Lok Sabha. The number was 17 in the 14th Lok Sabha and 21 in the 15th Lok Sabha. BSP had no representative in the 16th Lok Sabha. The BSP returned in the 17th Lok Sabha, and 10 MPs reached its Lok Sabha. The main base of the BSP is Uttar Pradesh, and the Party has also formed a government in this state several times with the support of other parties. The Party's strength proliferated with the Uttar Pradesh assembly and Lok Sabha seats. In 1993 after the assembly elections, Mayawati allied with the Samajwadi Party President Mulayam Singh Yadav as Chief Minister. On June 2 1995, she withdrew support from his government.

Mayawati won support from the Bharatiya Janata Party to become Chief Minister on June 3 1995. In October 1995, the BJP withdrew its support, and fresh elections were held after a period of President's rule. In 2003, Mayawati resigned from her government. In 2007, Mayawati began leading a government formed by the BSP with an absolute majority for a full five-year term. Mayawati has been the national President of the Party for many years. Mayawati has served as Uttar Pradesh's Chief Minister four times. Its other leaders include Satish Chandra Mishra and Dr Suresh Mane.

#### **D. The Communist Party of India**

The Communist Party of India was founded on December 26, 1925, in Kanpur, at the inaugural Party Conference. The Communist Party of India's electoral symbol is corn ears with a sickle. According to the Constitution of the Communist Party of India, it seeks a socialist society in which equal opportunities for all and the guarantee of democratic rights clear the way for the abolition of all forms of exploitation, including caste, class, and gender exploitation, as well as exploitation of man by man, a society in which a few will not appropriate the wealth produced by the toiling millions. The Party's performance in the first general elections could have been more spectacular, but it emerged as the main opposition party, winning 16 seats in the Lok Sabha. The CPI concentrated on strengthening its presence, particularly among organised-sector workers. The All India Trade Union Congress's labour organisation had good worker penetration. The CPI strengthened its position in some states. The CPI won 27 seats in the second general election. After the 1957 assembly elections in Kerala, the EMS CPI government was formed under the leadership of Namboodiripad. It was the first elected communist government in the world. The CPI won 29 seats in the third GE. The CPI was still the second-largest Party in Parliament after the Congress. The CPI performance declined in each election; Party won 23 in the 1967 parliamentary elections, 23 in 1971, 7 seats in 1977, 10 in 1980, 6 in 1984, 12 in 1989, 14 in 1991, and 12 in 1996; it won 9 seats in 1998, 4 in 1999, 10 in 2004 and 4 in 2009. In the late nineties, the CPI had paid much attention to strengthening the politics of secular and the non-BJP, the non-Congress parties. Together with the Left Front led by the CPI (M), it opposed the neo-liberal policies of the Congress. After the 1996 Lok Sabha elections, no party got a majority. The government of the single largest Party, the BJP, needed help to prove its majority in the Lok Sabha after this united front government was formed under the leadership of Deve Gowda.



Taking a historic decision, the CPI decided to join this government. In this way, despite being a part of the Left Front, it displayed its political autonomy. Its leaders joined the United Front governments (HD Deve Gowda and Inder Kumar Gujral). The Left Front supported the United Progressive Alliance (UPA) government in 2004. It tried to ensure this government works according to its joint minimum program. In 2008, the Left Front withdrew support to the UPA government on the issue of the nuclear deal with the United States. The performance of the Left Front in the 2009 general elections was much worse than in the 2004 general elections. The reason for this was the decline in the performance of the Left Front in West Bengal. Incidents such as the forcible land acquisition by the state government and the use of force to suppress protests, especially in places like Singur and Nandigram, tarnished the image of the Left Front. This also affected the electoral performance of the CPI, and it won only four seats in the Lok Sabha compared to 10 in 2004. In the 2014 GE, the CPI got only 1 Seat, and in the 2019 GE party secured only two seats. The CPI has only 2 seats in Rajya Sabha. The CPI has a strong presence not only in West Bengal but also in states such as Bihar, Chhattisgarh, Tamil Nadu, Kerala, Tripura, and Manipur. During the 2019 general election, it was the national political Party. The ECI. It has removed the CPI's recognition as a National political party due to a deterioration in its election performance.

#### **E. The Communist Party of India (Marxist)**

The Communist Party of India (Marxist) was founded in Calcutta on November 7, 1964. According to the Constitution & The Rules of CPI (M)," The Communist Party of India (Marxist) represents the revolutionary vanguard of India's working class. Its goal is to establish a proletariat dictatorship to achieve socialism and communism. The Party is directed in all of its actions by the thought and principles of Marxism-Leninism, which offers the toiling masses the proper path to the end of man's exploitation by man and their complete emancipation. The

Party continues to raise the banner of proletarian internationalism." The Party's flag is red, with a crossed hammer and sickle in white at the Centre of the flag.

According to the Party's website, "The membership of the Party was 118,683 at the time of its formation, which has grown to 985,757 in 2021. In the last few elections, the CPI (M) has won an average of 13% of the seats. The CPI (M) got 19 seats in its first GE held in 1967, 25 seats in 1971, 22 seats in 1977, 37 seats in 1980, 22 seats in 1984, 33 seats in 1989, 35 seats in 1991, 32 seats in 1996, 32 seats in 1998, 33 seats in 1999. The CPI (M) performed well in the 2004 GE and got 43 seats, the Party's highest performance. The CPI (M) Performance declined in the 2009 GE; the Party got only 16 seats. Again in 2014 GE the CPI (M) was disappointed with its performance and secured nine seats. In the 2019 GE, the CPI (M) won only three seats. The CPI (M) was uninterruptedly heading the Left Front government in West Bengal from 1977 until May 2011. The Left Front government led by the CPI (M) stayed in power in Tripura till 2018. Currently, the CPI (M) has five members in the RS and rules a state government in Kerala. The CPI (M) represents Kerala, Tripura, Bihar, Rajasthan, Himachal Pradesh, Odisha, Tamil Nadu, Maharashtra & Assam. Sitaram Yechury, Prakash Karat, Manik Sarkar, Pinarayi Vijayan, B.V. Raghavulu, and Brinda Karat are the famous leaders of the CPI (M).

#### **F. The Nationalist Congress Party**

After being expelled for questioning the authority of Italian-born Sonia Gandhi to lead the Indian National Congress (INC), on May 20, 1999, Sharad Pawar, P.A. Sangma, and Tariq Anwar, together with hundreds of followers, gathered at No. 6, Gurudwara Rakab Ganj Road, New Delhi, on May 20, 1999, to launch the new Party. Sharad Pawar was elected President of the NCP, and P.A. Sangma and Tariq Anwar were appointed General Secretaries. The NCP's election symbol is an analogue clock showing 10:10. The watch is blue with two feet and an alarm button. It is made on the tricolour of the Indian flag. At the time of the formation of the

Nationalist Congress Party on May 25, 1999, the political situation in Delhi was alarming and adverse. Still, Sharad Pawar believed in his vision and his people. The political ideology of this new Party was considered the inspiration of Chhatrapati Shivaji Maharaj. Pawar underlined his progressive political and social consciousness by following the path Mahatma Jotiba Phule, Rajashi Shahu Maharaj, and Mahamanav Dr Baba Saheb Ambedkar laid down for the common good. Respect for the Constitution, protection of democratic values, commitment to social justice for the neglected and deprived masses, socialisation of the interests of the poor peasants and workers, women empowerment, and child welfare remained the core of the NCP's ideology. Elections were declared just two months after the formation of the Nationalist Congress Party, and the Nationalist Congress Party joined hands with the Indian National Congress in Maharashtra. In 2004 and 2009, the NCP was a part of the UPA government led by Prime Minister Dr Manmohan Singh. The NCP got eight seats in the 13th GE, 9 in the 14th GE, and 9 in the 15th GE. NCP got six seats in the 2014 GE, while NCP got 41 seats in the 2014 assembly elections. The Party won 4 seats in the 2019 GE. The Party has five seats in the LS after winning the by-election. There are four seats in the Rajya Sabha.

However, one of its founders, PA Sangma, left the NCP on June 20 2012, over the issue of contesting the presidential election. Dissatisfied with Sharad Pawar's backing for Prime Minister Narendra Modi on the Rafale deal, he left the Party and resigned from Lok Sabha membership in 2018. According to the NCP, the Party has 2000000 members across the country. On the national level, the NCP is active and has shown its influence in states like Goa, Nagaland, Meghalaya, Manipur, Assam, Gujarat, Kerala, Bihar, Odisha, Jharkhand, and Arunachal Pradesh. The NCP is led by Sharad Pawar, Ajit Pawar, Jayant Patil, Chhagan Bhujbal, Praful Patel, and Supriya Sule. During the 2019 general election, the NCP was a national political party. Due to its poor performance, ECI has revoked its status as a National political party.

## **G. The All India Trinamool Congress**

Trinamool Congress was one of the seven national parties of the country during the GE 2019. Due to its underperformance, the ECI has revoked its status as a National political party. However, its main area of influence is West Bengal, where its government has been formed for the second consecutive time. Mamata Banerjee created it on January 1, 1998, after being in the Congress for 26 years. Banerjee is also the current Chief Minister of West Bengal. Banerjee has served as the Railway Minister twice at the Centre and as the Minister of numerous other departments. It won 34 seats in the 2014 Lok Sabha elections with a vote share of 3.84 per cent. It is currently the fourth largest Party in the Lok Sabha, the lower house of the Parliament, with 23 Lok Sabha MPs, with a vote share of 4 per cent in the 2019 Lok Sabha elections. The Trinamool Congress, under Mamta's leadership, defeated the Communist Party of India-Marxist Left Front government that had ruled West Bengal for 34 consecutive years. The Trinamool Congress has 13 MPs in the Rajya Sabha. The AITMC is the ruling Party in WB, according to the number of MLAs in the Vidhan Sabha. It has good representations in Tripura, Manipur, and Arunachal Pradesh. The AITMC has one MLA in Assam and 1 MLA in Uttar Pradesh. The "twin flowers in the grass" is the AITMC's election symbol, as approved by the Election Commission of India. 'Ma Maati Manush' is the political slogan of the AITMC. Mukul Roy, Sudip Bandyopadhyay, Partha Chatterjee, Kanwar Deep Singh are the big leaders of the AITMC.

### **Note-**

On April 10, 2023, the Election Commission granted National political party recognition to the Aam Adami Party while withdrawing the National political party status from the Trinamool Congress, the NCP, and the Communist Party of India (CPI).

<b>Sr. no.</b>	<b>National Political Party</b>	<b>Year of establishment</b>
1.	Bhartiya Janata Party	1980
2.	Indian National Congress	1885
3.	Communist Party of India	1925
4.	Communist Party of India (Marxist)	1964
5.	All India Trinamool Congress	1998
6.	Nationalist Congress Party	1999
7.	Bahujan Samaj Party	1984

Table no.1.2 List of National political parties of India in the 2019 general election.

## **1.4: Journey of Mass Communication**

### **1.4.1: Meaning of Mass Communication**

Mass communication is a method through which a sender (individual, group, or organisation) conveys a message to a sizable audience or group utilising a channel or communication medium. Communication channels can be divided into conventional, print, digital, and New Media. A sender, a message, a channel, and finally, receivers are required for communication to be successful. Still, once that process is finished and the receiver responds to the message, the feedback process begins; after that, the receiver switches roles, and the cycle repeats. Noise or ambience are communication barriers when the sender or recipient fails to interpret the message. This can harm communication, or the receiver can approximately decipher the message. The nature of the medium, noise, can be classified into two types. They are known as noise and semantic noise, respectively. Channel noise occurs during media transmission, but

in print media, noise may include jumbled words, misprints, typos, etc. Any mechanical failure may jeopardise the core goal of any message, which happens if the message is not received in its original format. Semantic noise can occur due to education level, age, socioeconomic background, linguistic obstacles, and experience.

(Littlejohn, S. A., 2005) Describe mass communication as the procedure by which media organisations generate and distribute messages to large numbers of people, as well as the method through which these messages are sought out, utilised, comprehended, and influenced by the audience, according to Smith, Lasswell, and Casey, who says what, through what channels (media) of communication, to whom, [and] what will be the results (B.L. Smith, H. D.,2015). We are interested in who controls what content, for whom, in what medium, and the outcomes when we study mass communication. The mass media consists of a working group arranged around some means to communicate the same message to a huge number of people roughly simultaneously.

Mass communication is the process by which mass-produced messages are transmitted across large, unidentified, and diverse masses of recipients. The writing of the book must have begun the journey of mass communication—the most potent tool for mass communication for sharing knowledge, education, and pleasure. Around 5,500 years before Johan Gutenberg built the printing machine in the second part of the fifteenth century, humans began writing books by hand. The 42 Lines Bible, published by Johan Gutenberg, is regarded as the first machine-printed book. Then came the field of newspaper publishing. The first newspaper in history was founded in 1625, and it took a long time for technique, style, and others to emerge after that. The newspaper developed into a potent form of mass communication in the 19th century. The development of another significant mass communication tool revolutionised the audio-visual communication medium.

When major societal issues were brought up on a large screen by cinema in 1895, the presentation of ideas and concepts became a reality. The radio emerged in 1920, whereas television was developed in the 1930s. The Internet, the most recent mass medium instrument, has transformed the method by which people communicate. The mobility and velocity of information transmission have enhanced. It used to take a long time for a message to travel to another area. Messages sent overseas were considered impossible or exceedingly hard to reach, but mass communication has been essential in transmitting information on a vast scale. Data may be transferred to every part of the globe in one second. Every significant and noteworthy event can now be broadcast live. Today, newspapers, radio, and television are essential in almost every home. The Internet has brought forth a new revolution in mass communication. With the merging of the internet and computer techniques, information and entertainment tools have now been combined into tiny phones.

#### **1.4.2: Traditional Media**

Folk media culture is alive and well in India. It is regarded as traditional media because of its proclivity to transmit information to a community or a larger audience. It is one of the earliest modes of mass communication. It's been used for social and religious purposes. This medium is undoubtedly highly close to the receivers' hearts, providing more benefits than current mediums. Messages are clear, direct, and generally colloquial dialects, so there is no risk of noise or interruption when receiving exact messages. The traditional Indian media combines discourse, dance, singing, clowning, and moralising Keertana, Folk Music, Drama, Jatra, Opera, Tamasha, Nuked, Nautanki, Khayal, Street Theatres, Alha, Painting, Storytelling, Puppetry, Motifs, and symbolism, Ramleela are few examples. It simultaneously conveys information to multiple masses through song, drama, dialogue, etc. Governments and non-governmental organisations still use traditional media to reach people in rural areas. Mainly to

distribute information on any scheme, permutation of any pandemic, etc. The Department of Outreach, previously known as the Song and Drama Division, is a particular unit within the Ministry of Information and Broadcasting.

The corporate world, on the other hand, uses conventional media to influence buyers for their future or current arrivals. The Nautanki is a traditional north Indian play performed on an open stage to entertain people. Equally, The Ramlila celebrates the Ramayana story by performing the Biography of Lord Rama, also known as "Maryada Purshottama Shri Ram", on an open stage. The Bhavai is Gujarat's oldest type of folk theatre. Devotional music forms such as bhajan based on classical raga are performed in a Bhavai. 'Nagada' is a well-known tradition of conveying messages from one location to another by banging a drum with a stick. Puppetry is also the most ancient type of folk media, particularly in Rajasthan.

The Puppet Show features one or more Puppets dressed in traditional attire. Someone shakes their hands between each section of the story, and background conversations may be heard. Some types of puppetry include shadow, glove, rod, and string puppetry. When creating levels was not practised then, folk music told stories from the past, present, and future. For this, people used to be singers. People turned to singing as a source of information sharing and amusement, primarily when other forms of mass communication still needed to be developed. Many significant stories were passed down from one generation to the next. It will be written many years from now. Even when writing became a common practice, folk singing continued in culture. Similarly, Patachitrakath is well known in West Bengal and the surrounding areas and tells stories using palm leaf artwork.

### **1.4.3: Print Media**

Print media is one of the oldest modes of mass communication. The manuscripts' history reveals that print mediums have been utilised for message transmission since prehistoric times.



Messages and news were frequently given to the messenger by the pigeon. When block printing developed, words started to emerge on wood and clothing. However, Gutenberg did not create the press, which gave the print medium new life and made it seem like it had significantly increased power; nowadays, handwritten news is printed with a machine.

Regarding journalism, the press can be justified by mass media like a book, newspaper, magazine, newsletter, leaflet, or pamphlet. The press is the location where reading materials are printed. Thousands of newspapers and periodicals are published each day all around the nation. Information is read on daily occurrences ranging from minor to severe incidents and extensive research. Data is continuously exchanged. Although they are a crucial component of mass communication, leaflets, pamphlets, and newsletters are typically employed for advertising or other deliberate publicity. These commercials are often used as content with a particular target audience. Advertising often includes hoarding, posters, and banners. Newspapers and magazines receive about 80% of their income from advertising. Since the invention of television and radio, the significance of all print media has remained steady. Even today, it is counted as the most significant trusted and favourite medium of mass media. The print media has changed considerably over time. It has also established a presence on the Internet. Print media is still the most popular way to communicate information and messages.

### **i. Book**

Books were written by hand until Gutenberg invented the printing press. Paper and gunpowder were both created by the Chinese. China also produced the first printed book, the Diamond Sutra, and the first moveable type of technology. The Koreans also published a Buddhist book called the Jikji in 1377. In 1450, Johannes Gutenberg created history by inventing the printing press, revolutionising printing technology. He used his metalworking abilities to construct a steady and methodical press. The Gutenberg Bible has been referred

to as the first mass-produced book. Book prices had dropped, and people began purchasing them, encouraging others to produce them. Books have been the medium of idea communication from the beginning of book publication, but in the nineteenth century, books became a weapon of mass communication. It serves as a platform for presenting and exchanging ideas, facts, observations, etc.

There are many books available today covering a variety of subjects and tongues. It is a reliable source of instruction and information that promotes greater literacy. Books can be an entertainment tool because they contain images, cartoons, graphics, and scripts. Books can serve as everlasting documents as well. Examples include religious texts, legal texts, constitutional texts, and records of the federal or state governments. It is a means of comprehending the people, community, society, and customs. There are four types of books: trade, paperback, text, and professional.

## **ii. Newspaper**

The newspaper has long played a vital part in mass communication. It was the ideal medium for sharing and disseminating information to individuals before the development of the Internet. According to experts, newspapers began around five centuries ago in Europe. Germany launched the first newspaper in the world. Julius Caesar Assange is credited with creating the first daily newspaper. He published the first newspaper, Acta Diurna, which referred to the day's happenings. It was a stone or metal strip with news stories printed on it. "In the sixteenth century, fairs and shops in West Germany and other European countries were sold with fattening news slips. War news, spectacular news, and court stories were published on these slips. Newsletters first appeared in European commerce centres throughout the medieval period. It used to be mostly business news, and everything was handwritten. Johannes Gutenberg invented the metal letter machine in 1439. Around 1450,

he also released the first printed book, Constant Mistle, and Bible, known as the Gutenberg Bible. Dr Arun Jain claims in his book Patrakarita or Patrakarita (Journalism and Journalism) that in 1969, a book called 'Avish Relation Oder Zetung' was discovered in Germany using the Open Type approach. A copy of the same year's 'Strasvarg Relations' was also found. Portuguese missionaries established the printing press in India in the sixteenth century. In India, journalism is similarly thought to have begun with the publication of a newspaper. James Augustus Hickey published India's first newspaper in 1780 AD. The 'Bengal Gazette' is its name.

Meanwhile, newspapers such as 'Calcutta Carrier,' Asiatic Mirror,' and 'And Oriental Star' were published in Bengal, while 'Madras Carrier,' 'And Madras Gazette' were published in Madras; in Bombay, various publications such as 'Herald,' 'And Bombay Gazette' began to be published in English. The 'Calcutta General' was edited by the British businessman James Silk Berkigham' in 1818. According to experts, the present form of the press is provided by James Silk Berkigham. The East India Company established its first printing press in Bombay in 1684 AD. J.C Marsh began publishing the monthly 'References' in April 1818, in partnership with Liliun Carey, on May 23, 1818. This Bengali newspaper is the first daily newspaper published in the Indian language. This letter contains articles in both Bengali and English.

The referendum started as a weekly "news mirror" (Dr. Arun) in early April 1818. The establishment of a national press in India is thought to be led by Raja Rammohan Roy. He not only published Mirat-ul-Akhbar and Samvad Kaumudi, but he also established the nation's first journals with a progressive national bent. The first Hindi newspaper in India, Udand Martand, was established in Kanpur in 1826, marking another milestone in history. The Telegraph was then published in 1844, followed by The Times of India in 1861, and

The Hindu, a monthly newspaper, in that order. The first Hindi daily, Samachar Sudha Varshana, was published in 1854. The evolution of newspapers is still ongoing.

Particularly in a very democratic nation like India, where journalism is referred to as the fourth pillar of democracy, newspapers are referred to as the voice of the people. By bringing up important topics, newspapers do their part to engage readers. They were asking the government for information on various concerns. Newspapers come in multiple formats, including daily, weekly, and fortnightly newspapers. The typeface, style, flair, and writing in newspapers have all changed from black and white to colour. The newspaper can sway opinion. It has been the most effective tool for information transmission. What we once called an "internet-era newspaper" is still essential today. The New York Times, The Wall Street Journal, The Washington Post, The Guardian, Dawn, Yoiuri Shuimbun, Daily Mail, The Times, The Global Times, and so forth are some of the well-known newspapers in the world. Indian newspapers are printed in a variety of languages. The Times of India, The Hindustan Times, The Hindu, The Pioneer, The Telegraph, The India Express, and more are available in English. At the same time, newspapers like Dainik Bhaskar, Rajasthan Patrika Navbharat Time, Hindustan, and many others are available in Hindi.

### **iii. Magazine**

Erbauliche Monaths-Unterredungen, also known as Edifying Monthly Discussions, was the first magazine ever published and was released by Johann Rist in 1663. He was a poet and theologian from Germany. Many people throughout Europe were motivated by this publication to start their magazines or journals. Early works included the English Philosophical Transactions (1665) of the Royal Society, the French Journal des Sçavans (1665) of Denis de Sallo, and the Italian Giomale de'letterati (1668) of Francesco Nazzari. In the 18th century, both men and women had high literacy rates. As a result, the Athenian

Mercury, recognised as the first magazine designed specifically for women, initially debuted in 1693, spurring female authors to publish books for female readers. The culture of newsmagazine publishing emerged with the establishment of Times magazine in 1923. According to Encyclopaedia Britannica, some early Indian periodicals include "Weekly of India (1880), the Statesman Weekly (1924), Current Events (established 1955); Thought (1949), Akhand Anand (1947), the Weekly Akashvani (1936), Dharmayug (1950). Newspapers have different approaches to writing stories and articles and a different presenting style and format overall. Magazines can be divided into many categories: weekly, biweekly, quarterly, monthly, annual, etc. Magazines are segmented into various types based on the reader's preferences.

This indicates that many publications on the market are relevant to your interests, such as those for women, men, kids, and senior's citizens, and they may be further divided into categories like political, business, sports, competition, medical, lifestyle, real estate, and current affairs. The three main goals of magazine publication are to inform, educate, and entertain; however, the heart and soul of any magazine is its editorial content and advertising. A solid editorial piece can sway readers and change the fundamental problem. These magazines include India Today, Outlook, and The Times. The experimental process is still ongoing, and examples include periodicals available online and on CD and podcasts. The magazine has no language boundaries; you may read it in whichever language you wish. The magazine is capable of providing in-depth information on any topic. The article covers every facet of any incident or news. As a result, the magazine is also known as a powerful medium of mass communication for disseminating information.

#### **iv. Newsletter**

Companies utilise a newsletter as a communication tool to share information with their subscribers, clients, agents, etc. A newsletter is a news report written or electronic about a business or institution created to inform its members, clients, staff, or other subscribers of information or knowledge. It covers a significant subject that is pertinent to its audience. Volunteers and staff members see some internal publications. where outside publications are created for particular interests or advocacy groups. We all typically receive several newsletters from the brands, businesses, groups, or organisations we follow daily. A newsletter is a component of a business development strategy in which an e-commerce site or other firm promotes a product through a piece of writing or a press release styled with either straightforward or elegant fonts, languages, photographs, etc. Businesses use marketing strategies to promote events or run remarketing campaigns. The newsletter serves a few distinct goals to keep in touch regularly. Boost traffic, distribute the material to niche audiences, and draw more traffic. Today, newsletters are frequently utilised for advertising. It may be sent by email or printed mail. Another instrument for mass communication that aims to inform and persuade its intended audience is advertising. Print communication includes pamphlets, flyers, hoardings, banners, and posters, whereas electronic communication includes audio jingles, drama, and video advertising capsules. Online advertising is becoming increasingly significant because of its potential, convenience, and velocity.

#### **1.4.4: Electronic Media**

The most powerful and effective medium for mass communication is electronic media. Before the advent of modern media, this form of expression was meant to serve as the hub of mass communication. Electronic media can be defined as a collection of several mass

communication technologies, categorised as a computer, telephone, radio, etc. It could be a digital or analogue communication channel. Education and information are spread mainly through electronic media. A knowledge-based society has been aided by it. The reach of electronic media is flexible. The gap between rural and urban areas has been closed. Electronic media can now reach remote locations with news, entertainment, and educational content. However, it is also assisting them in propagating and disseminating information about their civilisation and culture worldwide. Several channels available today may be sorted by interest, sex, language, and age. The entertainment sector has changed as a result of television. Especially now that Direct to Home television transmission has been digitalised.

Today's viewers have various options, including channels for children, women, tours and travel, fitness, food, movies, news, music, spirituality, and education. Radio, on the other hand, has some benefits. The radio is easier to use because of its adaptability. It is an effective instrument for informing its listeners wherever they are and whenever they want. The importance of radio has remained strong even today. Radio plays a significant role in remote places without access to television. Information exchange has become more accessible and less expensive. It is now simpler to instantly share information with millions of individuals simultaneously. Regular services and a well-organised setup allow us to divide electronic media into two categories.

1. Radio

2. Television

#### **1.4.4:1. Radio**

The history of radio begins with James Clerk Maxwell, who discovered the theory of electromagnetism in 1873. In the 1880s, Heinrich Rudolf Hertz discovered electromagnetic waves, including radio waves. In the late 1880s, he began his experiments by sending and

receiving waves. Heinrich Hertz proved the transmission of electricity via electromagnetic waves. It is known as the fundamental radio building block. Today frequency measurement is named after him, i.e. the Hertz. In 1892 Nikola Tesla transmitted electromagnetic energy wirelessly. In St. Louis, Missouri, Nikola Tesla gave the world's first public demonstration of radio in 1893. Despite this, Guglielmo Marconi is credited with inventing radio communication. Because Guglielmo Marconi invented the radio, termed the device, in 1896. In 1896, he filed the first wireless telegraphy patent in England.

On the other hand, Tesla applied for a patent for his simple radio in the United States in 1897, which was approved in 1900. In 1901 Marconi successfully transmitted the first transatlantic signal from Ireland to Canada. The first radio news report was broadcast by the New York Station in 1916 during the US presidential election. In Pittsburgh, Pennsylvania, in the United States, KDKA was the first commercial radio station ever broadcast. In 1920, it first started airing. In Madras Presidency Club, India, radio was first introduced in 1924. The club worked on radio broadcasting for three years until closing in 1927 because of financial issues. Indian Broadcasting Company, Bombay, and Calcutta attended the pilot on July 23, 1927. It came under the administration of the Indian government in 1932. The Indian Broadcasting Service section was created. It was given the new name All India Radio (AIR) in 1936, and the communication department took charge of it. In the north zone (Delhi), east zone (Calcutta), northeast zone (Guwahati), west zone (Mumbai), and south zone (Chennai), AIR constructed 5 regional headquarters. The Ministry of Information and Broadcasting renamed All India Radio 'Akashvani' in 1957.

Vividh Bharati began operating in the nation. The country had only six radio stations and 18 transmitters when it achieved independence. At the time, AIR covered barely 2.5% of the country and reached only 11% of India's population. The country's commercial radio service began in 1967. From its Mumbai headquarters, it started with various Indian and commercial



services. All India Radio's external service branch began airing services for overseas sources. All India Radio currently operates approximately 500 broadcasting centres (PIB,2023) around the country, covering nearly 92% of the country's land and 99.19% of the total population. Terrestrially, AIR creates programming in 179 dialects and 23 different languages (AIR website, 2023). India is a cosmopolitan, multilingual nation, and AIR offers broadcasting services on FM, Medium Wave, and Short Wave. Radio has evolved as well according to the times. Radio has gone digital in today's digital age. It can be found in electronic gadgets like smartwatches, cars, and phones. The difficulty of setting the channel frequency is no longer necessary, as it was in the past.

### **1.FM Radio**

Transformation in radio was in full swing. Consequently, FM broadcasting started on July 23rd 1977, from Chennai (called Madras). Radio transmission has been opened for the private sector – Radio City is called India's first private FM station. It was started in 2001 in Bangalore. At present more than 200 stations are in operation. It has increased the level of infotainment. Delivery of news, audio programs presentation, and quality of auto and live programs have improved. By the mid-1990s, 31 AM and FM stations were broadcast nationwide. 85 FM and 73 wave stations were created in 1994 to connect the country. According to TRAI's "Indian Telecom Services Performance Indicator Report" for April-June 2022, only 388 private FM Radio channels were operational in 113 cities by 36 private FM Radio operators as of June 30th, 2022 (PIB,2022). AIR FM coverage is at 62% (PIB,2023).

## **2. Community Radio Channel**

Community radio is a type of radio broadcasting in which listeners are drawn from the same demographics, such as students, villagers, women, farmers, and business owners. It is exclusively focused on that area. It can only spread inside a particular region. Community radio is a non-profit, non-commercial service that is frequently utilised for educational and informational purposes. According to the TRAI's "Indian Telecom Services Performance Indicator Report" for the April-June 2022 quarter, only 366 Community Radio stations were operating as of June 30th, 2022 (PIB, 2022)

## **3. Web Radio**

In 1993, the first Internet radio service was launched. Tune in Radio, iHeart Radio, and Sirius XM are popular internet web radio stations. It is powered by software that allows you to run the numbers of the world's radio stations.

### **1.4.4:2. History of Television in India**

The journey of television invention is vast and includes experiments and inventions. That is why it is called the group of stories. The foundation started in 1873 when the photoelectric effect was successfully discovered by Joseph May. A few years ago, a new invention emerged: the cathode ray tube with a fluorescent scene in 1897. The Russian physicist Constantine Perskyi first used the term "television" in 1900, a French word. Philo Taylor Farnsworth successfully demonstrated the first television signal transmission on September 7, 1927, with his scanning tube. He is credited as the creator of the first entirely electronic television that worked. The first mechanical television, the first colour television, and the first electronic colour television picture tube were all created and demonstrated by Scottish engineer John Logie Baird.

The Ford Foundation and UNESCO contributed to developing instructional television in India. UNESCO proposed financial aid for developing India at a summit held in Delhi in 1965. With this funding, a transmitter was erected at Delhi's All India Radio Building in 1958, where television programs were subsequently aired. The studio of All India Radio was initially used as there were no studios. Experimental films were screened in the studios of All India Radio and broadcast on television through video cameras. On September 15 1959, the first television program aired in the country. The agenda was circulated through the country's first television transmitter in Parliament Street, Delhi. There was a low-power transmitter and only 21 community television sets. The auditorium of the Akashvani Bhavan was used as a television studio. The broadcast service was named Doordarshan. This country's first broadcast could be seen up to 25 kilometres around—programs aired for a total duration of 1 hour on Tuesdays and Fridays. In 1965, a regular telecast of Doordarshan started. The Hindi News Bulletin was launched on August 15 1965, and the English News Bulletin in 1967. On January 26 1967, "Krishi Darshan" was founded. On August 1, 1975, a Satellite Instructional Television Experiment (SITE) was launched with the assistance of an American satellite for one year, assisting in the broadcast of area-specific programs in 2400 villages throughout six Indian states.

Doordarshan and All India Radio were split on April 1, 1976. On January 1, 1977, the advertisement aired for the first time on Doordarshan. On April 10 1982, the country's first communications satellite, inset 1-A, was launched from Cape Kennedy, US, followed by the second communication satellite, inset 1-B, on August 30 1983, which connected all of the country's television centres to the satellite. Colour broadcasting was launched for the first time in the country on April 25 1982. National broadcasting began on August 15 1982, and Doordarshan became a national broadcaster. On August 15 1982, the Independence Day parade became India's first colour live telecast program. Colourful telecasts of the Asian Games also

became possible. DD India, an international channel, was launched in 1995. Doordarshan now maintains 34 television channels. Six national and one international channel, DD India, have been turned into English News networks.

Additionally, 16 regional language satellite channels are being transmitted. There are only a few hours of programming on 11 state networks. Today, 99 per cent of the landmass and 92 per cent of the population are accessible to Doordarshan. Sixty-seven studio centres are available for internal programs at Doordarshan. From its inaugural program, Hum Log (1984), to Buniyaad (1986–87), Doordarshan has experienced a golden period. The first epic or spiritual programs were broadcast, such as Ramayana (1987–1988) and Mahabharata (1988–1999), and other programs with various tastes, such as Chitrahaar and Rangoli. Doordarshan is still renowned for its coverage of significant national events, like as the march from India Gate on January 26 and the live broadcast from Lal Quila Delhi on August 15. All India Radio and Doordarshan are currently a part of "Prasar Bharti", the independent broadcasting corporation of India, thanks to a 1990 act of parliament. However, Prasarbharti assumed administrative control of All India Radio and Doordarshan on November 23, 1997. Doordarshan now uses 67 broadcasting facilities to distribute its programming. Doordarshan broadcasts three-tier programs at the local, state, and federal levels.

#### **A. Cable and Satellite Channels in India**

Cable News Network, or CNN, is America's most popular television network. Its popularity and prominence were boosted even further by providing international live coverage of the Challenger crash. CNN broadcast the Gulf War live for 24 hours in 1990. In India, dish antennas were used to monitor the satellite transmission. The cable channel was extended to metros such as Delhi and Bombay via Eshel Cable and Siti Cable. Overseas Indians created Star TV STAR (Satellite Television Asian Region) from Hong Kong in 1991, and

five satellite stations began to appear in Asia. Star Plus, Prime Sports, BBC, and MTV have been transmitting their signals one by one between other stations. Following then, ATN began broadcasting throughout India. Rupert Murdoch, the CEO of Sky News, acquired the star. In 1990, the country entered a new phase of liberalisation. In 1992, Eshel Group launched Zee TV. Star and Zee TV launched the 24-hour entertainment channel E-L TV in 1994. In 1992, Zee TV first launched a half-hour Hindi bulletin. After this, many other half an hour news or current affairs programs started on DD. The country's first news channel Jain Television started in 1994. In 1999, Zee Tele Film started a 24-hour news channel. After this, many other news channels like Aaj Tak, Star News, and NDTV were flooded. In 2004, DD Metro was renamed DD News, and Doordarshan's 24-hour channel aired. The emergence of satellite channels like Star TV, CNN, ATN, ZEE TV, CNBC, and others encouraged cable operators-diversify their operations by targeting middle-class audiences. Todnumerous channels cater to various tastes, such as entertainment channels (Doordarshan National, Star, Zee tv, Sony, Sony Sub, & Colours, etc.) News channels (DD News, Aajtak, ABP News, Zee News, Republic Bharat, Times Now, etc.) Music channels (MTV, Etc, 9X Jalwa, B4U Music, Mastiii, etc.) Sports Channels (DD Sports, Star Sports 1-3, Sony Ten 1-3, etc.), lifestyle, tour, travel, History, Discovery, and National Geography channels. This journey always continues as new channels keep coming up with new ideas and concepts; consequently, the expansion of the cable industry increases day by day from the lower to the upper class.

## **1.5. Gradual Developments in New Media**

### **1.5.1: The Computer Evolution**

Abacus is a name for the initial stage in the creation of computers. Although ABACUS was the first mechanical calculator, it could not divide and multiply numbers. A calculator known as "the Napier Bonus" was invented by Sir John Napier in 1616. All types of calculations, including addition, subtraction, division, and multiplication, may be performed by it. Pascaline is a mechanical device that Blaise Pascal created in 1642. Pascaline inspired Charles Babbage, a British mathematician who started the first mechanical computer in 1822. In addition to being termed the Analytical Engine, it is also dubbed the Differential Engine. Charles Babbage is widely recognised as the computer's father since his innovations laid the framework for the following computer revolution. In 1937, he conceived the automated computer, which Herman Hollerith completed. He invented artificial memory and the computer capable of computation according to the program using a punch card. In 1941, The great scientist "Konrad Zuse" invented a fantastic tool called "Zuse-Z3" based on Binary Arithmetic and Floating-point Arithmetic. It was called the first electronic computer. In 1941, Astanasoff and Clifford Berry developed an electronic machine called ABC, a compact form of Astanasoff Berry computer. ABC was named the first automatic electronic digital computer. A US military school constructed the Electronic Numerical Integrator and Computer ("ENIAC") in 1946 at the University of Pennsylvania. The structure of this high-speed electronic computer was based on the decimal arithmetic system. It was the original programmable general-purpose electronic digital computer, from which the modern computer eventually emerged. Computers shrank in size as technology advanced, from desktop to laptop to tablet to mobile. The computer revolution also impacted other forms of communication, including the telephone, radio, television, photography, radio, and newspapers. Digitalising it was simple now that all media

content has been transformed into numerical data. Thus, it was possible to compute text, images, sounds, graphics, and moving images.

### **1.5.2: The Journey of the Internet**

Until the Internet, a computer was simply a calculating device that could accomplish some tasks at the same time. Late in the 1960s, the "Advanced Research Projects Agency Network," or ARPANET, was established. Leonard Kleinrock is widely recognised as the most extraordinary computer scientist of the ARPANET era. All of the testing undertaken on their ARPANET technology resulted in the birth of the Internet in 1969. Now, one computer is linked to the others via Internet. Ray Tomlinson transmitted the world's first Email in 1971. In the language of computer technology, this technology is known as Arpanet Network. Notably, the world's first website was also developed in the European laboratory known as CERN. On August 6, 1991, the website "Info.cern.ch" became life. Sir Timothy John Tim Berners Lee invented the World Wide Web. He used networking to connect multiple websites and make travelling from one site to another simple. It was now possible to send hypermedia documents from one end to the other thanks to the development of the Hyper Text Transfer Protocol, which was now an application-layer protocol. Sharing photos, sounds, text files, and other things was simple. Microsoft Internet Explorer was developed in 1995, and Google released its Search Engine in 1998, revolutionising Internet searching and paving the path for other companies.

### **1.5.3: Early Stage of New Media**

Some consider the blog to be the birthplace of Social Media. Lizard.com, a website, was founded in 1998. This website enabled people to submit comments through an easy-to-use interface for the first time. The users took it up, and the number of blog authors outnumbered the capacity. Justin Hall established "Links.net" as the first blog in 1994. Jorn Barger created

the term "weblog" in 1997, but programmer Peter Merholz altered it to "blog" in 1999. Following this, a plethora of websites offering choices for writing blogs arose. Even now, blogging is a popular pastime among the general public. (K., D.,2018) described in his book, as of February 2011, 15.6 million blogs had come into existence worldwide, out of which the number of Hindi blogs was around 50 thousand, out of which 5 thousand bloggers were active. Darcy DeNucci invented the term "Web 2.0" in 1999. Web 2.0 allows more than one person to exchange ideas through the application. Web 2.0 was the revolution in creating applications that enable users to send messages in text, images, videos, sound, etc. It helped to open more platforms, including social networking sites, blogs, Wikipedia, video-sharing sites, web applications, etc.

Web 2.0 technologies such as Facebook, Myspace, and YouTube enabled political parties to engage and interact with potential first-time voters to be perceived as fresh, inventive, and in touch, ultimately increasing youth participation in politics (Macnamara, J. 2008). The development of Web 2.0 technology provided an opportunity for political campaign practitioners to communicate with first-time voters (Montgomery, 2008). In the journey of Social Media technology, breakthroughs were occurring quickly. When we turned the pages of the social networking site's history, the first name was SixDegrees.com, founded in 1997. This was where they could express themselves freely and have fun with their buddies. On June 22, 2004, a software scientist named Orkut Yukkoken created a social networking site named Orkut. For the first time, the globe had a place where users could freely share their feedback and messages, or anyone registered on the site could swap or save any tunes and music, files, documents, etc. In reality, Google-owned Orkut set the groundwork for a social networking site and revolutionised Internet apps. Mark Zuckerberg founded Facebook in a small room at Harvard University on February 4, 2004, quickly surpassing all other Social Media networks. YouTube is the next name to emerge in the evolution of New Media. It was started in February



2005 by three ex-PayPal employees. On June 28, 2011, Google also launched Google Plus, a social networking site meant to offer users a platform to construct a profile page to communicate with friends.

## **1.6: Emergence of New Media**

### **1.6.1: Definition of New Media**

New Media refers to communication mediums that use digital technology. A software application that allows users (individuals, groups, or masses) to communicate by text, photo, video, hyperlink, emoji, and other means using the Internet and computer technology. It is a form of virtual communication in which communities, sometimes known as online communities, are formed. Where people with similar interests can meet. Social networking platforms are provided by companies such as Facebook, Twitter, Snapchat, Instagram, Telegram, and LinkedIn. In general, "New Media" refers to interactive digital media, including two-way communication and involving some computation, as opposed to "old media" such as the radio, telephone, and television.

These older media, which were not dependent on computer technology in their original form, now use computer technology and internet tools, such as newspapers, radio, television, magazines, etc. Websites, human-computer interfaces, virtual worlds, virtual reality, audio and video, gaming on computers, computer animation, streaming video, special effects in cinema and net movies, OTT platforms, and interactive computer installations are all examples of New Media. Remediation is the defining characteristic of the new digital media, according to Bolter (D. J., 1999). The authors claim, "We will argue that remediation is the defining characteristic of the new digital media." The portrayal of one medium in another is referred to as remediation.

The Cambridge Dictionary defines "New Media" as goods and services that deliver news or entertainment via computers or the Internet instead of more conventional channels like television and newspapers. Today's "New Media" mediate information in ways that are very simply processed, saved, edited, retrieved, hyperlinked, and—possibly most radical of all—easily searched for and accessible. Additionally, they are digital, connected, and cross-connected. 2010 (Robert K. Logan).

According to the Oxford Dictionary, New Media is "a method of mass communication that uses digital technology like the Internet.". Further, it also describes that it is productions and services providing information and entertainment using the computer of the Internet and not by traditional methods such as television and newspaper.

New Media has provided the freedom to create a virtual community in which there is no need to come to the place where the person is explicitly interviewed. Still, with the help of Facebook or other New Media applications, a virtual society comes into being, and you can start a conversation with each other about numerous topics. This technology appears to be significantly more accessible and inexpensive. Globalisation is the outcome of the development of New Media. Globally, distances between people have decreased as a result of electronic communication. The advent of universally interoperable audio-visual and elliptic language is what we are currently witnessing., which will blur the lines between both private and public communication, mass communication, and personalities. According to (Mathur, P. K.,2012), New Media democratises New Media content production, publication, distribution, and consumption. New Media provides the liberty to form a virtual community, such a virtual community in which there is no need to come to the location where the person is interviewed expressly. Still, a virtual society comes into being with the help of Facebook or other New Media applications. You can also start a conversation with each other about numerous topics. This technology appears to be significantly more inexpensive and accessible.

### **1.6.2: The Concept of New Media**

The term "New Media" has taken on new significance. New denotes novel, while media refers to a mode of communication. This resulted in a new medium of communication, which quickly became the means of mass communication. The digital revolution of the previous decade has given rise to a media that is not only distinct from traditional media but also global. Besides radio, TV, and newspaper analogues, this media has digital technology. Personal computers, for example, use binary digits for processing. Computers store data as numbers and process it in discrete steps from age to the next. New Media is an umbrella phrase that encompasses all digital communication channels—hard disc, CD, DVD, Blu-ray, USB drive, and other digital media. Internet websites, blogs, portals, Wikipedia, Email, and so on are examples of online media. Furthermore, Social Media, which encompasses all social networking sites such as Facebook, Twitter, Snap Chat, WhatsApp, YouTube, LinkedIn, Instagram, Podcast, and so on, is the most efficient medium. They are referred to collectively as New Media. The abbreviation of that technology is digital technology, which is new since it differs from other modes of communication in terms of technology. Scholars feel the Internet would only be complete with New Media, mainly Social Media. To appreciate and benefit from NM, you must have an email address registered on these websites. Social networking services like this allow you to convey your message worldwide. Provides for the exchange of photographs, videos, text, and audio. There is plenty of storage space because the data is preserved on the cloud, i.e. remotely on another server. By downloading, one may store this data on their device, such as a computer, mobile phone, or laptop. In terms of Facebook users, India is First. Social Media users can like, comment, and share published material.

You can include criticism, appreciation, and so on. Simultaneously, thanks to the Internet and new technologies, your message reaches the faraway individual. It offers a virtual world where

you can form groups, play games, make friends, talk, and form relationships. New Media is a platform where you can either connect or disconnect. This computer-based medium is often called cyber, online and internet media. Since the advent of communication technology, the term "New Media" has become widely used. On the strength of its reach and practical capacities, Social Media has revolutionised the world of communication. By building a virtual society, New Media provides a flexible choice for people of broad importance to stay connected and obtain information. Statista.com (Petrosyan, A., 2023) states, "There were 5.18 billion internet users worldwide as of April 2023, making up 64.6% of the world's population. 59% of the world's population, or 4.8 billion people, used social media out of this total.

The Hindu newspaper (T.H., May 4) published data from a joint report by industry body IAMAI and market data analytics firm Kantar, which said: 759 million people access the internet at least once every month, making them 'active' users. The estimate is that there will be 900 million by 2025. The survey predicts that by 2025, there will be 900 million internet users in India. Most internet users access the Internet using their mobile devices; According to Oberlo.com, the number of smartphone users will be reached 6.8 billion worldwide in 2023, according to predictions, representing a 4.2% yearly growth. According to reports, 7.1 billion smartphone users will be worldwide by 2024.

### **1.6.3: Types of New Media**

Alan Turing and Charles Babbage would not be amazed by the computing speed, or perhaps the microchip." They'd be startled to learn that their "computing" devices host communities that meet and interact via listserv, MOOs, and MUDs. New Media is novel on three levels; according to Pranjaldhar and Krishnakant (2018), these three levels represent the following features of media technology: the first is artefacts, the second is communication-related operations, i.e., communicative behaviour, and the final one is the social framework or

organisation. These four streams can be seen in recent New Media studies. Four directions are formed. The fourth portion is related to the parallel sociological means of economic dimensions, whereas the historical, psychological, and micro-sociological sections are considered from an ethnographic point of view. The Internet is the foundation of New Media. Internet apps include Twitter, Facebook, WhatsApp, YouTube, Google Plus, blogging, Instagram, Tumblr, Flickr, and more. In addition to making new friends using these programs, you can quickly communicate your thoughts, opinions, suggestions, recollections, etc., to many people and receive feedback in return. Internet consumers have access to one such forum thanks to New Media.

This has demonstrated that Marshall McLuhan's idea of the world as a global village is accurate. Every class can establish a group, engage in conversation, and plan a symposium. The New Media has also transformed several significant industries, including commerce, PR, politics, education, and chat. Information dissemination is becoming more swift and mobile thanks to New Media. Today, when running on the pitch or walking down the street, you may stay up to date with all kinds of information with the touch of a finger. Twitter, Facebook, or WhatsApp can reach a large audience with any news or event. It's known as going viral. Politicians, renowned people, and prominent figures increasingly express themselves on Twitter today. Researchers should continue to develop their theoretical frameworks to investigate the socio-political implications associated with these novel means of communication despite the knowledge that New Media are embedded in a web of social contexts that may vary from one national experience to another (Aziz Douai, A. O.,2013). As it is used now, the phrase "New Media" describes a group of interactive, digital media distinct from the electric mass media (Logan, R. 2010). The multimodal and digital forms of communication on desktop and laptop computers, phones, tablets, and other devices are New Media.

Any digital media form qualifies as New Media, including blogs, podcasts, music, and newspaper articles. Any internet-based communication, including websites, emails, mobile devices, and streaming apps, can be categorised as New Media. The New Media Institute claims that "New Media" is a blanket word to describe everything related to the Internet and the interaction of technology, images, and sound. The definition of New Media is constantly evolving and will continue to do so in the future. New Media is continually changing and morphing. According to (Flew, T. 2008), New Media is "New Media," which is digital and frequently modified, networkable, dense, compressible, and interactive. "Those digital media that are interacting, incorporate two-way interaction, and involve some sort of computing" is called New Media (Logan, R., 2010).

#### **1.6.4: Digital Media**

Digital media includes any media that may be encoded in machine-readable formats. Data from digital media can be modified, copied, archived, and distributed electronically. Data is translated into the binary language (0–1) and digitally stored on DVDs, Blu-ray discs, Pen drives, hard drives, etc. 0 and 1, or off and on, are the only two values that computers can distinguish between at the most fundamental level, making computers digital machines. There isn't a straightforward way to represent all the intermediate values, like 0.25. Every piece of information a computer processes must be digitally encoded as a series of zeros and ones. When a compact disc is inserted, the CD player gets the digital data, converts it to analogue, and then sends it to the amplifier and speakers. Originality in Digital data's 0s and 1s represent more than just on and off states.

They are easily altered, saved, and quickly and flawlessly regenerated digitally. A computer file's one-millionth duplicate retains all of its original characteristics. Books can now be purchased digitally online or in DVD or Pen drive format. We can now take and save images

and movies and even share these files on Social Media through technological advancement. With digital compress technology, data may be preserved on a USB drive and an external hard drive in a tiny size, allowing for greater mobility and flexibility in accessing information. Cloud technology is another technological innovation in which users connect to servers remotely over the Internet. This technology allows unlimited storage and the ability to read, update, and share information at any time and location. Data availability can be quick, and there is a non-linear mode. "cloud" refers to the Internet. "cloud computing" refers to storing, accessing, and exchanging data, applications, and computing power in cyberspace.

Cloud architectures may enable users to quickly and easily take full advantage of more significant volumes of storage and computing power; they also provide easy access to centrally located data accessible via any compatible device a user wishes to implement; they can give a backup to locally stored data; and they enable individuals to quickly and easily share their data with other people, they continued. They also pose a slew of concerns about security, privacy, interoperability, and dependability because when people rely on "the cloud," they hand over control of their data to unnamed third parties in faraway places.

### **1.6.5: Online Media**

Online media is the most effective type of New Media. Internet and digital media are both components of online media. It is a medium that allows for the immediate transfer of data and prompt receipt of a response. Digitally preserved data, such as images, movies, documents, and so on, are saved, modified, or shared in online media on websites associated with the Internet. Online media has made it all-pervasive and intense in this age of information technology, when information, entertainment, education, etc., have all gone digital. Many possibilities have become available today, including e-banking, e-shopping, e-education, e-entertainment, e-marketing, e-bidding, and e-trading. In the sphere of information transmission, there have also

been numerous changes. Almost every newspaper, magazine, TV channel, and radio station now provides online services. Online newspapers, books, and periodicals are available. TV shows and films can also be viewed online. Aside from YouTube, numerous other options, such as Hotstar, Netflix, and Amazon Prime, have made internet entertainment more accessible. An infinite number of songs will be available online, whether radio stations or podcast music. Message exchanges are now simple. The length of a mile is divided into seconds. Saving data online has also become simple, as it has been shared with others using services such as V-transfer and Google Drive. Communication technologies that present or transfer data via the Internet or the World Wide Web. After 2000, a new era began, with the globe entering a new millennium. India, too, had undergone various developments, including those in communication. Computer literacy was quickly becoming a prerequisite for today's youngsters.

Yahoo, Gmail, Rediff mail, Hotmail, and other web portals provide access to electronic mail, also known as Email. Numerous blogging sites allow users to upload photographs, videos, and texts. Data rates were exorbitant at the time, internet bandwidth speed was poor, and access to cybercafé or the Internet was difficult. Zimmer believes that new internet technologies may and must be used by anyone to organise and exchange knowledge, connect within communities, and express themselves. It claims to unleash creativity, democratise media production, and honour the individual, all while embracing the power of cooperation and social networks (Zimmer, M. (2008).

#### **1.6.6: Social Media**

The term "Social Media" is formed from two words: "social" and "media." The term "social" refers to society. In contrast, media refers to a medium. Social Media is a type of mass media where everybody can share their opinions. Numerous publications, academic articles, and



experts have characterised Social Media in various ways. The secret is to interact, listen, and create connections. Social Media can best describe a group of novel online media sharing most or all features: participation, openness, conversation, community, connectedness (Kaplan, A. M., & Haenlein, M. 2010). Social Media is described as a series of Internet-based apps that support the creation and exchange of user-generated content and are founded on the conceptual and technical underpinnings of Web 2.0. (Clix. Co.,2013, 11 21). Additionally, Social Media platforms that are highly interactive and allow for the sharing, co-creation, discussion, and modification of user-generated material depend on mobile and web-based technology. (Mathur, P. K. 2012)

People utilise Social Media platforms such as Facebook, Twitter, LinkedIn, Instagram, Myspace, and YouTube, among others, to build, share, and exchange information and ideas in a virtual community and network. With improvements in mobile technology and the Internet, Social Media use has become more ubiquitous, accessible, and familiar in recent years. The circular communication model proposed by (Osgood, C. E.,1954) says that communication is an ongoing activity. The sender of the communication becomes the recipient of the message at the very next moment in this procedure. Wilbur Schram created a model to make the communication process more transparent in 1971, in which feedback was vital. As a result, Social Media can be defined as apps and websites which allow users to produce and exchange content or involve themselves in social networking. The words 'create,' 'share,' and 'participate' are crucial here. Thus, social networking platforms allow users to contribute fresh content. The user creates the website's material. On Facebook, for example, users submit a status update with photographs, videos, or text.

In contrast, on Twitter, users upload and Tweet their statuses. Therefore, users create their content on social networking sites, known as User Generated Content (UGC). According to (Kaplan, A. &. 2010), Social Media is a group of Internet-based applications based on the

technological and ideological pillars of Web 2.0, which enable the sharing of user-generated content and creation. Social Media refers to a range of social networking sites and resources that individuals use to exchange information, including profiles, opinions, insights, experiences, and media, as well as to have online conversations and connect. Social Media is defined as "a kind of electronic communication" (such as social networking and microblogging websites) via which users construct online communication to trade information, ideas, personal messages, and other content." The internet lexicon defines Social Media as "websites and applications used for social networking." Web-based applications that allow users to do the following:

1. Create a public or semi-public profile inside a restricted framework.
2. Include other users with whom they have a connection.
3. View and navigate their connections and those made by others throughout the system are social network sites.

These connections can take many forms and have different names depending on the location (Ellison, D. M. 2007).

### **1.6.6:1: Types of Social Media**

With the emergence of Web 2.0, every individual can now converse online, resulting in the proliferation of user-generated content. According to (Kaplan, A. &. 2010), user-generated content results from the various ways people utilise Social Media.

All forms of media, from the phonetic alphabet to the computer, are advancements for humanity that impact both his environment and him profoundly and permanently. M. McLuhan (1969).

According to a historical pattern, the information age's primary functions and activities are increasingly centred around networks (Castells, M. 2010).

The spread of networking logic has significantly changed the operation and resulted in processes of production, experience, power, and culture. Networks make up the new social morphology of modern civilisations. Creating shared or partially shared accounts, browsing and connecting with other user accounts, and making these interactions or connections public are all made possible by social network sites, which are web-based applications (Boyd, D. M.,2007). Popular social networking websites include Facebook, Twitter, Google +, Tumblr, and LinkedIn. These websites all have incomparable features for connecting with other users and exchanging stuff, but each has different core goals.

### **A. YouTube**

In 2005, YouTube launched as a stand-alone website; however, Google acquired it in 2006. San Bruno, California, serves as the home base for the American online video-sharing website YouTube. The service was founded in February 2005 by three ex-PayPal workers, Chad Hurley, Steve Chen, and Jawed Karim. Google purchased the website for US\$1.65 billion in November 2006; it is now a subsidiary of Google. The following statement is from YouTube: "Our beliefs are built on four fundamental freedoms that define who we are. Everyone deserves a voice, and the world is better when we listen, share, and build community through our stories—predomination, freedom of expression, information, and opportunity. Data on the YouTube website indicates that over 2 billion monthly logged-in users access the site each month. More than a billion hours of video are viewed daily, resulting in billions of views. Over 70% of YouTube viewing occurs on mobile devices. More than 100 nations now have localised versions of YouTube.

Eighty different languages are available for users to use when navigating YouTube. Users can access various items on YouTube, including music, movies, TV shows, comedy specials, and other types of content. Unique videos can be found on YouTube's server.

Anyone in India who is at least 18 years old can register (Sign up), although it's not required since YouTube also lets you play and download music without registering. You are now automatically signed in if you use any Android-powered mobile device by registering your email address with the device. You can also access YouTube Live from the website. "Broadcast Yourself" is the motto of the YouTube website; thus, you can stream any event live there as well. Any video content on YouTube is available for liking, commenting, and sharing.

## **B. WhatsApp**

WhatsApp is a free messaging Social Media application that makes exchanging messages, and phone calls simple, safe, and reliable. It supports text, photographs, videos, documents, location exchange, voice and video calls. WhatsApp gives you the option of starting a group. With chat, you can exchange messages, photographs, and videos with 256 individuals simultaneously. You can transmit docs up to 100 MB and video files up to 16 MB. Groups can also be muted, and notifications can be customised. WhatsApp audio and video calls use the phone's Internet connection rather than voice minutes, so you won't have to pay high calling fees. WhatsApp was started just like SMS. Today it is available on phones worldwide. WhatsApp Business is a free downloadable app that has been created keeping in mind the owners of small businesses.

Easily connect with your customers using tools to automate, sort, and quickly reply to messages. You can run it on WhatsApp Web and WhatsApp Browser. Customers also trust it because messages and calls in WhatsApp are protected from encryption from beginning to end, which means that WhatsApp or any other third party can neither read nor listen to them. There are more than 2 billion people monthly using WhatsApp in 180 countries. In

2009, Jan Koum and Brian Acton founded WhatsApp. WhatsApp joined Facebook in 2014 but is still functioning as a separate app.

### **C. LinkedIn**

A professional network allowing professionals to connect, make friends, develop their abilities, and find employment prospects is what the professional website LinkedIn seeks to give. There are 930 million LinkedIn users globally in over 200 countries and territories. "The mission of LinkedIn is simple: connect the responsible professionals to increase their productivity and success," claims LinkedIn. LinkedIn's adventure began in Reid Hoffman's living room in 2002. LinkedIn was first publicly available in 2003. Microsoft acquired LinkedIn in December 2016. Any user can register by logging into their account. LinkedIn allows you to establish a profile, upload photos, and connect with others. Users can send and accept friend requests from any registered professional in this section. Messages can also be used for conversations, and any problem can be discussed. It also assists you in finding new work prospects and improving your abilities.

### **D. Telegram**

The cloud-based messaging service Telegram is available for mobile devices and desktop computers. Speed and security. 2013 the iOS version of Telegram was released, and on October 20th, 2013, the Android alpha version was released. In 2022, Telegram ranked in the top 5 most downloaded apps globally, and it currently has over 700 million active users per month. Telegram claims its messaging service is "speedy, easy to use, and completely free. Anyone can use Telegram simultaneously on all their devices, and all smartphones, tablets, and desktops will automatically sync users' messages. The Telegram development team is situated in Dubai. You may transmit messages, images, videos, and files in any

format (doc, zip, mp3, etc.) with Telegram. Unlike WhatsApp, Telegram allows you to establish groups with up to 200,000 members and channels with an endless number of individuals. Telegram offers end-to-end encrypted voice calls, just like WhatsApp. Telegram makes it easy to communicate with significant communities. Anyone can join Public groups by clicking on the group link.

Telegram has added unique features to make the user experience more enjoyable, such as an animated gif search, a photo editor, and an open sticker platform. A user does not need to be concerned about mobile space because Telegram offers cloud support and cache management features that allow it to take up no space on your phone. Telegram is compatible with cell phones, tablets, PCs, and laptops: Pavel Durov and his brother Nikolai back Telegram. Pavel provides financial and ideological support to Telegram, while Nikolai contributes technologically. The telegraph reads, "Nikolai designed a unique custom data protocol that is open, secure, and well-suited for use with various data centres. As a result, Telegram offers speed, security, and dependability across any network.

### **E. Instagram**

A social networking website, Instagram, where users may share photos and videos. Famous as "Insta". Users can follow other users' feeds and share photos, videos, stories, and live videos. In October 2010, Facebook released Instagram, a Kevin Systrom and Mike Krieger product. Insta just introduced IGTV, a platform for lengthier videos. You may create a business profile on Instagram using Instagram. As of today, it has over one billion users. Another excellent feature of Instagram is the ability for users to link their Instagram accounts to other social networking sites. It allows users to create "Reel" videos that last between 15 and 90 seconds. It also gives you a story option where users can share their videos for 24 hours. This is the new way of communication. Youngsters are going crazy

day by day. Almost every smartphone user in India is believed to have this App. Instagram account is also used for commercial purposes. People are called actors, and entrepreneurs use Instagram for their publicity. Instagram is also being used to raise funds for noble causes. Overall, the Instagram account has many good things that attract young users in India and worldwide. As of January 2023, India had a million Instagram users, the largest Instagram audience in the world.

## **F. Facebook**

On this date in 2004, Mark Zuckerberg created Facebook in a tiny room at Harvard University. Dustin Moskovits, three pals, Eduardo Saverin, and Chris Hughes founded it with Mark Zuckerberg. Harvard University published a magazine called Facebook to introduce students, so Mark titled his website after it. Today, Facebook is utilised for promotion, publicity, information transmission, entertainment, and communication. It has completely transformed the world of social networking sites. Users found a way to send their friends photographs, videos, and text messages. Any post might be shared, commented on, or liked, making conversation or feedback more exciting. According to (Wilson, Gosling, &Graham,2012, p.204), Facebook is such a platform that has grown so ubiquitous in life that it is critical to examine both the negative and positive consequences of this platform on society. By default, users in the same "network" can view each other's profiles on Facebook unless the profile owner has elected to block permission to those in their network. One of the main ways SNSs set themselves apart from one another is through structural differences centred on visibility and access. Facebook completes the mass communication convergent model. Facebook accounts may be created quickly and easily. Visit Facebook.com and complete the registration form with your name, surname, phone number or email, password, date of birth, and gender. Once you have entered the written

code, you will have successfully registered as a user. Your account will be prepared once you have finished the procedures, such as filling out your profile information and uploading your profile (Display) image.

Users may now communicate, send friend requests, and locate their pals. You must check in with your email address and password each time you visit the Facebook page. Several alternatives, including Friends, Groups, Videos, Events, Games, Jobs, Live Videos, and Messengers, are available after logging into the Facebook page. These selections are located right below the profile option on your left. You will see the icons for messenger, alerts, account-related information, and the log-out option on the right side. Facebook's wall is a place where you can express yourself. You may view your Facebook friend's messages and respond by liking, commenting, and sharing.

You can also submit photographs, texts, and URLs in this section. The user also has access to Facebook Messenger, which allows them to communicate with their pals. Facebook, like WhatsApp, will enable you to change your status for one day (24 hours), which appears in the centre of the Facebook page above. You can also use Facebook Live to broadcast live.

Users can create personal profiles in which they can provide the following:

- Information such as work and education, personal skills, relationship status, family member details, and basic information such as gender and date of birth.
- Contact information such as email id and website details.
- Live events.

It also allows you to create a personal or business page that can be used as a profile. We can also build groups, join groups of interest to them, add other Facebook users based on relationships or shared interests, and categorise friends" (Chauhan, P. (2015). India has nearly 315 million Facebook users alone, making it the leading country in audience size.



As of the first quarter of 2023, Facebook has 2.98 billion active monthly users, making it the most popular Social Media platform globally (Dixon, S., 2023).

## **G. Twitter**

Twitter is where people go to find out what's happening around the globe and what is being discussed right now; this is how Twitter can be described. The adage "When it happens, it happens on Twitter" is another well-known one. The man known as the father of Twitter is Jack Dorsey. A microblogging platform called Twitter was launched in July 2006. Evan Williams, a partner in Dorsey and Odeo's podcasting firm, founded Aribus. Dorsey launched Twitter as a public website. Initially, the user only used 140 characters to broadcast mocking messages. Dorsey penned the phrase "Just Setting Up My Twitter" in his opening tweet. Visit [Twitter.com](https://twitter.com) to use Twitter.

Users find a new window when they click the Signup link. Please fill it out with the necessary details, including your name, phone number or email address, date of birth, and password. After completing the information, your Twitter account will be available. To register, you must include @ in front of the user id, such as "@csdevtalla". You can now follow your friends, famous people, and other people. You can search for persons, topics, or phrases in the Twitter search box just to the right of the screen. The Whom to Follow option and what's trending on Twitter is also available. You may access several choices on the left side of the screen, including home, hashtags, tags, notifications, messages, bookmarks, pinned lists, and profiles. You can discover all the tweets from the people you follow on the side in the centre. Tweeter messages can also be modified for mobile devices. If you want to Tweet someone, you can retweet with comments or tweet the message from that person's Twitter handle. However, for this message to reach the intended recipient or recipients, you must include that person's Twitter account address, such as @csdevtalla, in

your tweet, which your tweet has referenced. A hashtag (#) can be used to turn an issue into a campaign in a tweet. The frequency with which this hashtag is used will continue to be connected to that goal.

Hashtags are a convenient way to combine and categorise tweets, and they help individuals follow topics in which they are interested. Hashtags were first used on Twitter in 2007. Instead of reading through their Twitter stream, anyone searching for a specific topic can immediately see pertinent tweets. A hashtag can be used if you're discussing a particular subject. Use hashtags like #TrumpUKVisit, #Wimbledon, #CMIWorld, #vocalforlocal, and #covid19 as examples. You can tweet images, text, videos, external links, and more. Even today, you may use Twitter to stream your event live. You can follow anyone on Twitter, and anyone can follow you.

The tweeting level substantially increased over time, whether due to the US election, the unease following the Iranian presidential election, or other significant events. Twitter was more than just a microblogging platform because many prominent celebrities, politicians, activists, etc, used it. Today Twitter has become essential for public statements from politicians or other notable figures in India. The first tweeter raised the word limit to 140 characters or 280 words. The Statista.com website estimates that as of December 2022, more than 368 million monthly active users were using Twitter globally. On October 27, 2022, business tycoon Elon Musk acquired American Social Media corporation Twitter, Inc. Twitter is also planning to give their users voice and video calling facilities.

<b>Sr. No.</b>	<b>New Media Platform</b>	<b>Year of Establishment</b>
1.	LinkedIn	2003
2.	Facebook	2004
3.	YouTube	2005

4.	Twitter	2006
5.	WhatsApp	2009
6.	Instagram	2010
7.	Telegram	2013

Table no.1.3 List of Famous New Media Platforms

## 1.7: The Significance of New Media

### 1.7.1: Impact of New Media

The M-15 movement with its camps and protests in Spain in 2011, In early 2011, the alleged "Arab Spring" in the Middle East, the "Occupy Wall Street" movement that started in New York in 2011, the street protests in the Philippines in 2001, Barack Obama's election as president of the United States in 2008, the annulment of the results of the phoney elections in Moldavia in 2009, and the revocation of the results in the United States in 2011 all had one thing in common: Social Media. The world has used the Internet for 6H 43M and has spent 2H 24M on Social Media, according to the Digital 2020 study. 98% of users access Facebook on a mobile device. The Statista.com website estimates that as of December 2022, more than 368 million monthly active users were using Twitter globally.

India has nearly 315 million Facebook users alone, making it the leading country in audience size. As of the first quarter of 2023, Facebook has over 2.98 billion active monthly members, making it the most well-liked social network available worldwide (Dixon, S., 2023). According to some experts, New Media includes websites, email, podcasts, video games, virtual worlds, Wiki encyclopaedias, other mobile devices, interactive televisions, and blogs. New Media have impacted every field. We live in a virtual world where we can engage in online marketing and

shopping. With just one click, banking services and essential services can be added. During the Corona transition period, many options for e-education, such as Zoom, Google Meet, and many online education classes, were used. There were many webinars. The most effective form of New Media is Social Media which establishes a virtual society. Today, many options like WhatsApp, Twitter, Facebook, and LinkedIn provide users with options like creating groups of common interest, communicating, and sharing their photos and videos. Talking about politics, today, every political party, whether it is a national party or a regional party, all have its website. All party activists also appear on Social Media.

The party has Twitter and Facebook accounts to communicate with its followers and voters. Today every prominent politician has a Twitter account. Twitter is used to make political commentary on every significant event. During elections, Social Media platforms like Twitter and Facebook are often used. Thanks to application software, you can now watch T.V. shows even if you are not in front of a television screen. Every big and small newspaper now has an e-edition, and numerous websites have been formed to offer news from all news channels and publications to readers online. You may also read international newspapers online. Many FM channels are available to listen to online. Music has progressed from CD to online. You can listen to thousands of new and classic music on an online playlist. Podcast apps have established a new universe of music in which songs may be listened to with a single click. The video calling service has greatly reduced geographical distances. New Media technology can bring the world closer together. Capability to initiate and maintain a global dialogue and exchange information. It gives rise to a community that is not there but exists, continuing together and reacting. Treatment is provided in remote rural areas using New Media technologies without hospitals and doctors. Doctors are fine-tuning critical operations by electronically connecting them. The major election rallies are held on the virtual platform.

The Internet and New Media technology foster a work-frame culture at home. Our perspective has become global because of the broad span of modern media technology. One of the most essential communication tools is Social Media. We cannot imagine our lives without it. The spread of the Internet has brought the entire world together on a single platform. We may now communicate with anyone in another city or nation. With the photographs and videos that flood Social Media platforms like Facebook and Twitter, one is continually updated on family and friends (Barve,2016). New Media, as opposed to old or traditional media, is dubbed "New" because it gives people control over their messages. In terms of speed, accuracy, approach, and variety of alternatives, New Media is likewise novel. People can engage with several people simultaneously via New Media, and they can personalize their communications while doing so. Digital, convergence, interaction, hyper textual, and virtual are the five main components of New Media. Manovich, L. (2002) defined five types of numerical representation in New Media: modularity, automation, variability, and cultural transcoding. Now, the question of mainstream media is being decided by New Media. With the power of digital media, the events of the Arab coups in Egypt and Tunisia have pushed the entire globe to the forefront. New Media have undoubtedly influenced digital culture. Where virtual reality attempts to regulate physical reality. According to (Mathur et al.,2012, p. 28), The Zapatista Army of Chiapas National Liberation launched the first movement against the Mexican government in 1994, calling for "work, land, housing, food, medical care, educational autonomy, liberty, freedom, equality, and harmony in which New Media was used comprehensively and successfully to unite people. Political parties in industrialized nations use New Media substantially more frequently. In today's digital democracy, everything from the government to the administration of all offices, businesses, and institutions is done online.

Every government department and ministry has its official Facebook pages and tweeter handles. You can speak directly to the concerned department, ministry, office, or any other

organization or institution regarding your problem, suggestion, or complaint. New Media provides a single window system for everything you do. New Media has coined a new language today, increasingly connected to the inclusion of select people called Tagging. All things are said in short form, reaching more and more people through the hashtag is given the form of a campaign or viral, what is known as a trend. (Lev Manovich,2002) It is preferred since it can better communicate stereoscopic objects and sensations. According to (Mathur et al., 2012), media content is becoming more widely produced, published, distributed, and consumed. (Neuman, W. R.,1991) asserts that we are experiencing the emergence of globally interlinked multimedia and digital worlds. This will blur the difference between personalities, mass communication, and public and private communication. According to (Kellner, D., 1999), New Media, particularly the participatory capacity of the Internet, gives a platform for a contemporary government sector where citizens can participate in well-informed non-hierarchical discussions regarding their societal system. New Media has made the ability to create a virtual community possible. In this type of community, members are not required to congregate somewhere physically. Still, they can communicate about various topics using tools like Facebook, Google Meet, Zoom, and other New Media. This technology appears to be significantly more accessible and inexpensive. Globalization is the outcome of the development of New Media. The world has smaller distances between people because of electronic communication. Even in India, every political party has a Social Media account, especially on Facebook and Twitter, and many of the world's most prominent and well-known politicians use Social Media (a crucial New Media platform). Today, one of the most successful means of spreading consumer culture is New Media.

India leads the world in audience size with approximately 315 million active Facebook members. As of the first quarter of 2023, Facebook has about 2.98 billion active monthly members, proving it the most preferred online social network worldwide (Dixon, S., 2023).

According to some experts, New Media includes websites, email, podcasts, video games, virtual worlds, Wiki encyclopaedias, other mobile devices, interactive televisions, and blogs. New Media have impacted every field. We live in a virtual world where we can engage in online marketing and shopping. With just one click, banking services and essential services can be added. During the Corona transition period, many options for e-education, such as Zoom, Google Meet, and many online education classes, were used. There were many webinars. The most effective form of New Media is Social Media which establishes a virtual society. Today, many options like WhatsApp, Twitter, Facebook, and LinkedIn provide users with options like creating groups of common interest, communicating, and sharing their photos and videos. Talking about politics, today, every political party, whether it is a national party or a regional party, all have its website. All party activists also appear on Social Media. The party has Twitter and Facebook accounts to communicate with its followers and voters. Today every prominent politician has a Twitter account. Twitter is used to make political commentary on every significant event. S.M. applications such as Twitter and Facebook are also widely used during elections. Thanks to application software, you can now watch T.V. shows even if you are not in front of a television screen. Every big and small newspaper now has an e-edition, and numerous websites have been formed to offer news from all news channels and publications to readers online.

You may also read international newspapers online. Many FM channels are available to listen to online. Music has progressed from CD to online. You can listen to thousands of new and classic music on an online playlist. Podcast apps have established a new universe of music in which songs may be listened to with a single click. The video calling service has greatly reduced geographical distances. New Media technology can bring the world closer together. Capability to initiate and maintain a global dialogue and exchange information. It gives rise to a community that is not there but exists, continuing together and reacting. Treatment is

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### **1.7.2: How New Media Can Influence Young Voters**

India is a country of youth, and the world's largest youth population resides in India. In such a situation, several youths aged 18-19 get their names registered as voters every year in the Election Commission. Stating this fact and noting its specificities is essential to understand the nature of electoral campaigning today. In India, more than half of the population is under 25 years old, and two-thirds are under 35 (Sharma, 2017). There were 2.31 crore first-time voters in the 2014 Lok Sabha election, whereas 15 million new voters were registered in the 2019 lok sabha election. No political party can take the ever-increasing number of new voters lightly. Every political party wants to catch these voters to bring them into power. Therefore, all political parties left no stone unturned to get the support of young voters, especially new voters. The youth have their thinking. There were their issues, and political parties tried their best to capitalize on them. "(Williams & Gulati, 2013; Miyawaki, 2014) studies have established that the use of new media by candidates will be more common in competitive seats where voters have a high level of access to the Internet. India's youth have become addicted to Social Media. Not just the youth, but users of all ages, are connected via Social Media, and the number of users is expanding daily. Thus, to reach this population and connect with people, political parties in India are also taking the New Media route. Political communication in India is rapidly transforming due to the rise of Social Media.

According to an ADG Online report (PTI 2019,12 May), Social Media messages influence youth more. According to the survey, more than half of voters impacted by Social Media are under the age of 25 years. According to the study results, almost 40% of youths (18-24 years old) kept up with political developments on at least one of the five Social Media platforms – Facebook, Instagram, ShareChat, WhatsApp, and Twitter. "Social Media continues to be a space dominated by young voters (18-22 years old), also known as "first-time voters" by election analysts, who use it the most frequently. According to Lokniti's survey results, even

26 to 35-year-olds do not utilize Social Media platforms as regularly as 18 to 22-year-olds or 23 to 25-year-olds. While it was discovered that 26% of 18–22-year-olds and 23% of 23–25-year-olds were very active on Social Media, the percentage of 26–35-year-olds who were highly susceptible was only 15% (CSDS, 2019).

All political parties established war rooms in the 2014 and 2019 Lok Sabha elections. They employed specialists in New Media. All information about the youth was gathered. They were discovered on websites, emails, and Social Media platforms like Facebook, Twitter, WhatsApp, YouTube, LinkedIn, and others. They used Social Media to run a campaign organized to win over young voters. Nearly all major political parties created their own Social Media teams, or "cyber warriors" or "cyber armies," as the media refers them. They extensively utilize Social Media and application space to disseminate their campaigns across the electorate, particularly first-time and young voters who will probably be on these platforms (CSDS, 2019). All New Media sites, including Facebook, WhatsApp, Twitter, LinkedIn, and YouTube, encouraged young people to take political oaths.

## **1.8: Use of New Media in Election Campaigning**

### **1.8.1: Influence of New Media in International Elections**

How political parties presently utilize New Media to spread their agendas and programs, get more adherents, and generate buzz in their favour has favourably affected the impact of New Media in politics. The use of New Media in political campaigns is becoming significant. It all began with the U.S. presidential election 2008 when Barack Obama campaigned against John McCain for the first time. Obama and his campaign team fully embraced the power of Social Media at this time, which was starting to gain popularity. The Obama campaign set up Twitter accounts and Facebook sites. His campaign's outreach to the nation's young was extraordinarily

successful. Obama was widely discussed online. He used the Internet for his political campaign page, blogs, emails, and other venues. Compared to McCain, Obama employed ten times as many online staff members, had five times as many Facebook friends, twenty-four times as many Twitter followers, four times as many YouTube viewers, and over three million visitors to his website, [barackobama.com](http://barackobama.com).

"The U.S. Presidential election 2012 results demonstrated how important Social Media is to politics. Seven Republican candidates competed on Social Media during the Republican primaries to spread the word about and garner support for their election campaigns. The conflict continued after that. Barack Obama and Mitt Romney used Social Media during their general election campaigns to broaden their fan bases, boost participation, and expand their reach. More than 10 million tweets were generated during the first discussion between the two contenders" Rajput, H. (2014). Information and communications technologies (ICTs) have discovered a place as a direct communication channel for political parties and candidates (Gibson et al.,2002). This usage evolved from simple "emulations" of previous types of media, such as using candidate websites as static online "brochures" or electronic billboards." Recently, digital media has become more fundamental to the campaign process, with a broader range of digital channels, more professionalization, and reintegration of online channels into core marketing plans (Chen et al., 2010).

(Ellison, D. M.,2007) *Facebook* is a participatory media tool that can engage with electors similarly to traditional media. According to a recently released Pew survey, 39% of U.S. people and 66% of Social Media users participate in at least one of eight civic or political events (Rainie et al., 2012). Since individuals who utilize Social Media for political reasons are more inclined to cast ballots or contribute to a campaign (Kim, Y.2008), political scientists and communication academics recommended that politicians capitalize on the immense scope of influencing electors and campaigning via Social Media (Utz, S. 2009). With the aid of 35,000

groups coordinated by the My Barack Obama website, a highly prominent Facebook page, plus 1,800 YouTube videos, Barack Obama's campaign for president in 2008 managed to gather \$500 million in donations Learmonth, M. (2009). The Obama campaign raised US\$1.1 billion for the 2012 election, of which US\$690 million came from internet contributions (Mason, M. &.2012, December 7). The influence of New Media has altered political campaigning practices in the U.S. and other regions of the world. The 2007 Australian federal election established innovative tendencies for upcoming election campaigns. The transmission of party policy to the first-time voter population further illustrated the quick development of New Media using Web 2.0 technology (Howell, G. &. 2010). The 2007 Australian federal election used New Media strategies to educate and communicate policies on a level typically associated with the 18–24 age group and to attract young voters (Howell, G. &. 2010). In 2007, then-Prime Minister John Howard led the digital transformation of election campaigns, becoming the first Australian Prime Minister to use New Media to engage with voters through an individual website (Macnamara, J. 2008)." In July 2007, before the declaration of the 2007 federal election, Howard revolutionized the electoral campaigns by uploading a video to the social networking site YouTube." The Liberal Party drew tremendous observation and opinions online and in mainstream media. In response, the then-opposition leader, Kevin Rudd, created web films, a tactic that drew considerable attention and criticism (Howell, G. &. 2010).

If we look into the emergence of New Media in the Australian political system, we find that The first campaign website in Australia emerged in the 1996 federal election. Two main political parties, the ALP was the most forward-thinking in terms of utilizing the Internet as a campaign weapon. Both main parties had poured enormous money into their campaigns by the time of the 2001 federal election. They were able to communicate with interested voters through the Internet. The total use of New Media, particularly Social Media powered by Web 2.0, which allows access to communication among contenders, parties, and electors, dubbed

the 2007 federal election "Australia's maiden Web 2.0 election" (Howell, G. &. 2010). According to (Chen, W. 2010), the 2007 election in Australia was also known for using Digital Media. Then Opposition leader, Kevin Rudd, used digital campaigning to attract the voters; he was placed at the front and centre of a slick presidential-style website. He powerfully used social networking services and online videos. This was the beginning of political campaigning in Australia. According to Kissane (2008), the 2007 Australian federal election was the first occasion when online political advertising and the technologies associated with Web 2.0 switched to the mainstream. He further said that the Australian Labour Party (ALP) was rated as having a highly efficient web presence for every aspect of internet-based campaigning. The ALP's Kevin07.com.au marked the election campaign to Australia's online community such a way that was unmatched in this or any prior election with a website that adopted social networking tools, organized online videos, comprised conventional blog posts from leading party statistics, and created on contributions from users for content.

In many spheres of human activity, "real space" has given way to "cyberspace" as we move into the "global village" of the twenty-first century (Ramanathan, S,2008). Numerous politicians and political observers considered the 2011 general election in Singapore a "watershed" election. It is commonly accepted that Social Media's effect is the primary cause of the lost votes. Political micro-targeting, often known as paid, customized advertising, enables political actors to connect with particular voter groups without worrying about the length of their content being deemed inappropriate by users or platform algorithms. Politicians are using Social Media platforms more frequently. Executable programs are called "bots" when they automate user interaction with material or other users. Social Media networks employ social bots to perform tasks and imitate human users (Howard, P. N. 2018). "They are automated Social Media accounts that publish, tweet, or messages of their own volition. Bot profiles frequently miss essential account information like screen names or profile images.

These accounts are called "Twitter eggs" since the Social Media platform's default profile photo is an egg. While Social Media consumers access Social Media through front-end websites, bots access the platform directly via a mainline, code-to-code relationship, primarily through the open application programming interface (API) of the platform, uploading and analyzing data in real-time" (Howard, p. n. 2015).

The Mitt Romney campaign was charged with purchasing thousands of Twitter followers during the 2012 election campaign to appear more prominent (Coldewey, D.,2012). According to (Howard, P. N. 2018), "President Trump invested \$70 million in advertising on Facebook". The association between political discourse and online participation is made all the more enjoyable by the characteristics of the Internet as a discursive medium with newer technologies like podcasts and blogs (Homero et al. (Gil et al., 2010). "a study of blogging in various countries, including the U.S. and Japan, found that public opinion "influencers" read blogs at a much higher rate than the general population (Group, E. (2007)."

At a minimum, the Internet facilitates many-to-many, one-to-many, and many-to-one types of communication, which, when combined, may take the behaviour of expressive participation to a place not easily achieved by more traditional means throughout the 2017 federal elections; the use of Social Media undoubtedly resulted in some previously unheard-of developments in Germany's political landscape. Every political party in Germany has a Twitter account that it uses to engage with its followers immediately and directly. (Papakyriakopoulos, O. H. 2018) They discovered in their research that the German far-right party AfD (Alternative für Deutschland) dominated Social Media. The right-wing political group successfully reached more people on Facebook and Twitter. It is possible that these outcomes contributed to some of their electoral success in 2017.

(S. Schelter, F. B. 2016) stated that "the rise of the AfD can be linked to an amount of Social Media coverage and user participation that is unparalleled in the history of Social Media. He

also discovered "online manipulation mechanisms that targeted the German election process on Twitter." The final observation is that Social Media sites accurately portray the German political structure. This is confirmed by the behaviour of Twitter users who retweet political parties and Facebook users who like the sites' postings." "Using networking sites to both directly promote the party and gain secondary promotion within the networks of those who befriend or become fans of the party is seen as an important way of reaching potential voters." Aside from that, the invitation to join the site and participate in debates helps to the development of involvement. This strategy is simply a method for developing resources" donations, members, and volunteers (Lilleker, Jackson,2011)."

In France, New Media has also impacted the political campaigning procedure." Throughout the 2007 presidential campaign, numerous internet blogs, news portals, websites, and virtual discussion forums were launched and multiplied. 40% of Internet users, or 20% of French voters, stated that information found on the Internet would affect their vote. As a result, for the first time in French politics, the path and potential conclusion of the election between Ségolène Royal and Nicolas Sarkozy could have been decided on the Internet. Parallel to this, the 2007 presidential campaign in France saw the emergence of a new-fledged 'e-marketing' or 2.0 marketing (Bayger, 2007).

In 2007, Nicolas Sarkozy of the centre-right UMP party defeated socialist candidate Ségolène Royal in the French presidential election." Social Media significantly impacted the election's outcome: more than 40% of Internet users claimed that chats and other Internet activity influenced their voting decisions (Auvinen et al., 2012). Obama's election campaign in 2008 influenced U.K. political parties to use Social Media in their campaigns. They employed veteran Obama campaign strategists to develop a Social Media and digital strategy. David Cameron established MyConservatives.com, a website to empower supporters by providing

them with contacts and tools to campaign on their own, as an early indicator of new digital techniques.

Along with T.V. debates, politicians hoped that Social Media would improve their ability to speak directly to voters without the intrusive intervention of traditional media (Newman, 2010). This was the first Social Media election in the United Kingdom." 'Conservative Party's Cash Gordon, Liberal Democrat's Labservative.com, Tweet minister election platform, and political party fan pages are some instances of high-level campaigning during the 2010 election in England.

### **1.8.2: Use of New Media in the General Elections of India**

Politicians hoped that Social Media would improve their ability to communicate directly with electors without the intrusive interference of conventional media, thereby complementing the TV debates (Newman, 2010). The first Social Media election in the UK was this one. 'Conservative Party's Cash Gordon, Liberal Democrat's Labservative.com, Tweet minister election platform, and fan pages of political parties are a few instances of exceptional campaigning throughout the 2010 election in England,' according to one observer, there were 1,616 parties enrolled with the Indian Election Commission. Six national political parties, 47 state political parties, and other registered but unrecognized parties make up this total. The Indian National Congress (INC), also known as the Congress, the Bhartiya Janta Party (BJP), and a few other National political parties, including the Samajwadi Party (SP), the Bahujan Samaj Party (BSP), the Aam Aadmi Party (AAP), formed the third front in the 2014 election. The political parties spent roughly \$30,500 crores on these elections, the second-highest amount in the world (after the \$7 billion spent on the 2012 US Presidential elections). In 2014, 65% of the population of India was under the age of 35, and 50% was under the age of 25, according to the Indiaonlinepages.com website. This group either attends college, works in



various businesses such as IT firms, BPOs, research institutions, and other industries, or is an entrepreneur.

Regarding gathering or disseminating information, television and radio have virtually distanced themselves from one another due to their busy schedules. Social Media platforms supported by internet application software, like SNS, play a crucial part. These platforms have significantly increased the flexibility of the information-gathering and dissemination processes. The younger generation is tech aware and enjoys being up-to-date on issues and trends, making it feasible using laptops, desktop computers, or their preferred network-connected mobile devices. The British think tank Demos stated in November 2011 that Social Media has contributed to the surge in right-wing party support in Europe over the past ten years.

Right-wingers marketed on Facebook and allied themselves with the younger generation. The usage of New Media in the 2014 Lok Sabha elections was also unprecedented. After the US election, the 2014 Lok Sabha election was dubbed the world's most expensive election. India had about 250 million internet users in 2014. There were more than 560 million users online. In addition, this election. "New Media election" was also used to characterize this election. Political comments, political discussions, campaigning, information sharing, fundraising, etc., were conducted via New Media. Each party maintained a separate official New Media account, such as one on Facebook, Twitter, Instagram, YouTube app, etc. Even most political figures used New Media, particularly Social Media, to communicate with constituents. They used New Media to connect with their supporters. The Bharatiya Janata Party vigorously used New Media to promote its prime ministerial candidate Narendra Modi and win the support of the young. The outcome was unequivocally BJP's unexpected victory. The current prime minister, Narendra Modi, was highly active on Social Media. In terms of followers, he was ahead of several world leaders. The ease of obtaining information, input, and accessibility made this choice appealing to voters. The ability to convey multimedia content such as photos, video,

audio, graphics, text, hyperlinks, and so on has propelled this medium ahead of others. On Social Media, there was a hashtag war: #Ab ki bar Modi Sarkar, #Acche Din Ane Wale Hain from the BJP, and "Kattar Soch Nahi Yuva Josh " "Main Nahin, Hum" from the INC. The election was being fought more via Social Media than the actual world. The BJP, the Congress, the AAP, and other political parties focused on ensuring their hashtags were trending on Twitter. Posts and tweets on Facebook and Twitter were being updated. New videos were continuously being added to YouTube. While the BJP planned 3-D virtual rallies in towns and cities for their Prime Ministerial candidate Narendra Modi, party leaders engaged in weekly Google Hangouts talks.

To monitor party activities across India's 92000 villages, the BJP built up "Social Media war rooms with laptops and volunteers. Early in May 2014, The BJP's prime ministerial candidate, Modi, had about 3.9 million followers on Twitter, illustrating the continuing growth of New Media platforms. Arvind Kejriwal, the head of the AAP, had roughly 1.8 million followers, compared to 55,000 for Rahul Gandhi, the party vice president and a latecomer to Social Media (Rodrigues et al., 2015). Journalists used New Media as their primary political news and information source throughout the 2014 election. In addition, the Aam Aadmi Party (AAP)'s victory in Delhi showed how successful Social Media use can be on the electoral front. In addition to raising over 100 million rupees (1.6 million USD) online for the party, passionate supporters and strategists also used a Facebook application called Thunderclap to reach out to 3.5 million individuals and urge them to vote (Biswas et al., 2014). The two most searched-for politicians in the 2014 and 2019 Lok Sabha elections were Rahul Gandhi of the Congress, and Narendra Modi, candidates for prime minister of the Bhartiya Janta Party. Nearly every political party established its war room for the Lok Sabha election campaign, where election plans were developed and implemented. Nearly all significant political parties had an IT Cell where some Social Media specialists worked. Other political parties utilized the same tactics

in the 2019 general elections, and nearly all of the main parties heavily embraced New Media for their election campaign compared to the 2014 LS election; political activity on Social Media increased significantly during the 2019 LS election.

According to the ADG Online research (PTI 2019, 12 May), political parties used social media platforms to affect 30% of 150 million first-time voters. Social Media helped spread political messaging to 50% of first-time voters, while the remaining 20% were conscious of the nation's development efforts. The results of the 2014 LS election made it abundantly evident that New Media can sway public opinion. Many experts predicted that New Media would again play a key role in the 2019 general election. With this lesson in mind, every political party utilized New Media heavily for the 2019 general election. Twitter, Facebook, Instagram, YouTube, WhatsApp, and email, among other services. Election campaigns have flooded New Media platforms in a big way. Particularly between the Congress and the BJP, there was a battle of hashtags. Plenty of sarcastic posts, remarks, protests, messages, and announcements were published daily on Social Media to alert the electorate and followers. Both Nationalist political parties employed aggressive Social Media messaging during the 2019 Lok Sabha elections. Modi Hai Toh Mumkin Hai and Main Bhi Chowkidar Hu were two well-known slogans used by the BJP. Still, the Congress came out with the campaigns "Ab Hoga Nyay" and "Chowkidar Chor Hai; in its campaign for the 2019 elections, the Rahul Gandhi-led Indian National Congress brought up charges of possible scams against Narendra Modi in the Dassault Rafale Jet deal and coined the slogan "Chowkidar chor hai" (translated as "The watchman is a thief"). This was done to counter the Prime Minister's claim that he was the "Chowkidar" (watchman) of the country. During his rallies, Rahul Gandhi repeatedly emphasized the phrase on Social Media sites like Twitter. Just one month ahead of the elections, on March 16, Mr Modi created a counter-argument via a "tweet," calling everybody who is battling corruption a "Chowkidar" and creating a tagline: "Main bhi Chowkidar" (CSDS, 2019). (Sadashivam, D. T.

2019, March 21) Before the 17th Lok Sabha election, or until March 2019, the BJP had 10.7 million Twitter followers, the INC had 4.96 million, and the AAP had 4.79 million. Similar numbers were found on Facebook: the BJP had 15.68 million followers, the INC had 5.25 million, and the AAP had 3.56 million.

It demonstrates how political parties were involved in Social Media. Plans were made to exploit Social Media to sway users, particularly young voters. (Prakash, A. 2019, April 12) Stated the scenario of New Media consumers throughout the 2019 general election in India, that the number of users for the majority of Social Media sites is among the highest ten in the world; for example, WhatsApp had 200 million users in India, Twitter had 7.65 million users, Facebook had 300 million users, and 41 million people watch YouTube monthly. According to (CSDS, 2019), Facebook had almost four times as many users in the 2019 general election as it had in the last general election. This data shows that New Media outlets wielded significant power, and political parties exploited it for political gain. Social Media is taking on a new role in Indian democracy. With the shifting politics of political parties and politicians, they found a new method for reaching out to a young inspired audience. In the 2014 elections, the BJP practically had a stranglehold on Social Media. The BJP and its Prime Ministerial candidate Narendra Modi utilized Social Media and demonstrated how other political parties could influence public perception. In the 2019 general election, the BJP was at the forefront of Social Media campaigning and disseminating political messages to its voters. The political party now has a presence on Social Media, and the BSP supremo Mayawati's late arrival on Twitter in 2019 shows how crucial Social Media is for political parties. Political parties used significant data analytics approaches to reach out to the masses. In general elections, New Media emerged as the most flexible and frequent source of political happenings, outperforming conventional mediums.

### **1.8.3: NPPs Election Campaign on New Media to Influence the Young Voters**

Forget about television and print advertising campaigns. Forget car rallies, general assemblies, billboards, banners, corner meetings, pad yantras, and door-to-door campaigns. These are also highly traditional and, as a result, uninteresting propaganda for young Indian voters. The war of the ballots in the 2014 general election was fought not only on the road, street, or elsewhere but also in cyberspace via Social Media. Political parties, candidates, and campaign managers were using SM platforms such as Facebook, Twitter, and YouTube to lure young Indian voters, which had never been done before. It is a clever technique to reach Indian youth with mobile phone access. India is a young country, with 66 per cent of the people under the age of 35. They not only use Social Media once or twice a day, but they also utilize their phones on a second-by-second basis. Smartphone use is growing more common among Indian youth. The speed of 4G technology has increased, as has the enjoyment of using New Media. Infected Social Media users have the same followers as the younger generation. In any case, India has a mobile phone ownership rate that exceeds the total number of voters.

Barack Obama's 2008 US presidential campaign has been considered the first in which Social Media usage had a significant impact. The centrepiece of the web-based campaign was "my.barackobama.com," a well-designed, adaptable, and dynamic website. However, a new age of political campaigning began in India in 2014. "The 2014 general election in India saw the highest voter turnout in the country's history, with 554 million people exercising to elect the 16th L.S." Anti-incumbency feeling was stoked by accusations of corruption and stagnant policy against the United Progressive Alliance (UPA) administration led by the Indian National Congress (INC). The young population of India, approximately 65 per cent of whom are under 35, was especially hungry for change. The 2014 election was also the first in which political parties took Social Media users seriously as voters, employing cutting-edge technology and novel approaches to voter outreach. For the first time, top Indian public relations firms,

advertising agencies, marketing corporations, Social Media analytics, citizen volunteer groups, non-resident Indians, and offline campaigners joined forces to support their preferred political party (Mahapatra, S. &. 2019).

The 2014 general elections were historic in many ways. The Bharatiya Janata Party made unprecedented use of Social Media. Narendra Modi became India's first Social Media Prime Minister after massive campaigning on Social Media. Aggressive campaigning on Social Media transformed traditional electioneering into a quick, adaptable, and simple method of political communication. The Lok Sabha elections in India have traditionally been regarded as the world's largest advertising festival. The election saw the participation of over 100 political parties from all around the country. The 2014 Lok Sabha election has also been called the "New Media" or "Social Media" election. All political parties, including the BJP, ran aggressive Social Media campaigns during this period. Aside from the typical election campaign, this was a new sort of propaganda spread on political party websites and Social Media accounts. Increased sales of other gadgets, such as cell phones, PCs, laptops, and tablets, as well as increased internet connectivity, have increased the reach of social networking sites. The BJP also made significant investments in political outreach through digital platforms. The party decreased its expenditures for conventional media advertising because of the BJP's extensive utilization of Social Media (Murali, V.,2019). (Hari, V. E. 2019, May 25).

In 2019, Rs57 crore was spent on Facebook and Google platforms, with the BJP investing most of it in political advertisements. In 2019, Rs57 crore was spent on Facebook and Google platforms, with the BJP spending the vast majority on political advertisements. The Centre for Media Studies in New Delhi estimated that the Bhartiya Janata Party (BJP) 's (the country's winning party) 2014 parliamentary election campaign spending totalled Rs. 30,000 crores, triple the amount spent during the country's 2009 national election. To increase the impact of a branding campaign, Team Modi flooded print, electronic, and Social Media with the themes

of his speeches on the shortcomings of the UPA government, and in the process, Modi's reputation was cleared of the stain of the Gujarat riots by choosing not to talk about or comment on them.

The Congress, too, hired serious ad companies to portray its programs and objectives and reflect on their anxieties if the BJP was elected, but it came up short. "The party relied extensively on WhatsApp, adopting a multi-step distribution model that included official networks, state units, middle layer intermediaries (Bhakts), well-wishers, and local influencers." Politicians and ministries also established their Social Media teams, each with a Social Media manager to collect and post images from rallies or events (Murali, V.,2019). "Brand Modi" was formed and aggressively marketed with the tagline "Ab Ki Baar, Modi Sarkar." "Brand Modi" was formed and carefully and effectively pushed in 2014 with the slogan " Ab Ki Baar, Modi Sarkar". In 2014, sophisticated Social Media advertising altered Modi's persona from a regional, right-wing politician to an influential, development-driven nationalist leader. "One of the centrepieces of the BJP's electioneering was its use of technology in campaigning." Life-size 3D digital representations of Modi, known as holograms, were deployed for advertising in areas he could not visit. Digital and lighting technologies developed sets/stages for him to address the audience and deliver remarks via holograms. The experience was said to be so realistic that people who witnessed the events were left stunned and perplexed when the sets and hologram vanished. This contributed to Modi's "wave" in 2014 (Katju, M. 2019, MAY 07). According to (PTI,2015), the BJP spent more money on election marketing than any other political party, spending over Rs. 714 crore in the 2014 parliamentary election. By the formally released Election Commission numbers, the Bahujan Samaj Party (BSP) spent Rs. 30 crores, the Nationalist Congress Party (NCP) spent Rs. 51 crores, and the Congress spent Rs. 516 crores.

Of course, the party is anticipated to run with a strong nationalist platform. In its campaign, the BJP tried to embrace a potent form of nationalism. The BJP had plenty of chances during the Pulwama terror attack, which occurred soon before the 2019 local government elections, to promote nationalism among voters explicitly. However, Congress was also developing a plan to increase its online visibility since digital war rooms were established in each state and district and run by specialized Social Media teams. To communicate with electors, the INC party also distributed a WhatsApp number. Parties also used data analytics to strengthen their ties to voters and workers. The data analytics division of Congress tried to broaden the party's support. The Congress party updated its Social Media presence before the general election in 2019 and improved its Twitter presence. Rahul Gandhi used Social Media aggressively; he frequently questioned the ruling party through his Twitter account. To communicate with its supporters, the BJP employed the Namo App, which Congress released as the Shakti App. Political parties' election campaigning via New Media in the 2019 general election was in full swing. According to (Quraishi et al., 2019). people were receiving communications from political parties before casting their ballots. Approximately 40% of respondents reported receiving poll-related communications on their mobile phones immediately before voting day. Social Media and IVRS were also significant expense categories.

#### **1.8.4: Use of Facebook in Indian Parliamentary Elections**

Modi received the most daily average likes during the campaign, followed by the INC and Arvind Kejriwal—49,589, 21,720, and 13,307, respectively. This information was revealed in the study "Facebook 'Like' as a Predictor of Election Outcomes," written in 2014 and published in the Asian Journal of Political Science. They obtained a proportionate number of votes. Between all three parties, the BJP received the most votes (17,16,37,684). The Congress came in second (10,69,35,311), while the Aam Aadmi Party came in third (1,13,25,635). According



to Vaisakh E Hari (May 25, 2019), "the ratio of the average total number of 'likes' registered by each party on Facebook—BJP (58.60 per cent), Congress (25.67 per cent), and AAP (15.73 per cent)—were very much in line with the election results."

"During the 2009 elections, there was only one active politician with 6000 Twitter followers." During the 2014 Lok Sabha election, Social Media became the preferred platform for individuals to participate in and obtain political-related material. According to the study, 29 million people in India generated 227 million interactions—posts, comments, shares, and likes about the Indian Lok Sabha elections on Facebook between the day elections were declared and the day polling ended. In addition, 13 million people interacted with Narendra Modi 75 million times. It illustrates that Facebook had a significant impact on the election. Without any question, it was India's first general election in which technology and open-access Internet platforms were used to such a broad extent to communicate, develop discussions, share, mobilize views, and engage the public (Narasimhamurthy, N.,2014). Consider Facebook: During February and March of 2019, the BJP reported spending the most across political parties, yet seven among the highest ten advertisers on the site's list were organizations that supported the party. These included "My First Vote for Modi", as well as "Bharat ke Mann ki Baat", and "Nation with NaMo."

### **1.8.5: Use of Twitter in Indian Parliamentary Elections**

Even though Gandhi only tweeted 1,497 times between June 2017 and May 2019, in comparison to Modi's 8,201 tweets, Gandhi's degree of interaction per tweet grew with time. While Gandhi surprised many by outperforming Modi in average interaction per tweet regarding retweets and likes (Mehta, N. 2019), Modi's cumulative metrics for involvement undoubtedly remained far higher. Social Media's audience has grown along with the Internet's overall reach. The growth of Social Media has resulted in the emergence of numerous

platforms. The most popular Social Media site is Twitter. Twitter's significance in shaping public opinion can be judged by how frequently news, ideas, videos, and events trending on Social Media platforms are discussed in news outlets and public discourse nationwide. Like Twitter, this forum for expressing ideas is also popular among young people. It is the most well-known microblogging social networking site that enables users to send information via short messaging service messages or from mobile applications. As of 2015, Twitter has more than 320 million active users who publish 500 million tweets every day on average. Twitter enables candidates to easily connect with their supporters, gather them, and influence the country's course. Most Twitter users are easily visible and available, even to viewers who are not mentioned. They were retweeting aids in the spread of political news. As a result of Trump's tweets being retweeted roughly 12 million times compared to Clinton's 5.5 million retweets, he defeated Clinton in the 2016 US presidential election.

Additionally, according to N S M Noor et al. in the 2019 issue of the Journal of Physics, Conf. Ser. 1366, 012004, Trump acknowledged that Twitter had become a crucial platform for his electoral win. Given Twitter's expanding audience, all major National political parties used it in their election campaign strategies for the 2019 Lok Sabha elections.

Through their official Twitter accounts and the Twitter handles of other politicians, the BJP and Congress, in particular, communicated their ideas with the general public. A dedicated Social Media unit was established, and a plan for the Twitter election campaign was developed there. Twitter served as a forum for open discourse and democratic debate. During the 2019 general election, the hashtag #LokSabhaElections2019 was viral among Twitter users. More than 396 million Tweets were sent from January 1 2019, to May 23 2019, an almost 600% increase over 2014. Twitter was utilized extensively during the campaign season by candidates and political parties to interact with Indian voters both at home and abroad (TwitterIndia). Voters also used the medium to ask candidates questions directly.

The BJP likewise utilized a party-centralized account the best. That is to say, throughout the election period, the party's primary account, BJP4India, tweeted more than 150 times a day, and eight of the top 10 accounts for the frequency of tweets, including six official party accounts, were all affiliated with the BJP.<sup>3</sup> Retweeting other political figures or state party accounts at suitable times, like just after a remark from a key leader's personal Twitter account, was a significant component of this tweeting activity. During the election period, the INC's main national account tweeted roughly 20 times per day (Pal et al., 2019). Other National political parties, besides the BJP and the Congress, were preparing for election campaigns on Twitter. Prior to the 2019 elections, every prominent political party created a Twitter account. More than 1 million people followed a group of around 30 politicians, including most party leaders (Pal et al., 2019). Both in terms of the number of tweets they send out and the average number of times they are retweeted, Modi is a dominant figure. Conversely, Rahul Gandhi tweets far less frequently yet receives far more retweets than Modi.

Similarly, Akhilesh Yadav and Mayawati tweeted less frequently than some other significant politicians, but their tweets were extensively retweeted (Pal et al., 2019). Similarly, according to Twitter, India@NarendraModi garnered the most mentions during the #LokSabhaElections2019, and the @BJP4India handle earned 53% of those mentions, together with the accounts of its NDA colleagues. The @INCIndia account, including the Twitter handles of other United Progressive Alliance members, received 37% of the mentions. Here are the leaders mentioned the most on the platform throughout the election season. While development was an essential campaign subject, the study revealed that only 3.13% of Modi's tweets were about India's development, while Gandhi devoted 5.42% of his tweets to the same topic. Another hot theme in India's 2019 election campaign was nationalism. Both candidates expended more "Twitter" energy criticizing each other's real and perceived wrongdoings,

touting the merits of their political coalitions and how broad their backing is than on issues concerning India's economy and national development (Mazumdar et al., 2020).

As in any town square, Indians took delight in a broad range of subjects of the disc the platform to debate the most critical issues via Hashtags, Replies, and Retweets." Throughout the six weeks of the election, from April 11 to May 19, national security was the most discussed poll-related topic on Twitter, followed by religion, jobs, agriculture, and demonetization. Following the massive win of the Bharatiya Janata Party (BJP) and its leading campaigner Prime Minister Narendra Modi, in the #LokSabhaElections2019, celebrities and leaders took to Social Media to express their congratulations'(TwitterIndia).

### **1.9: Statement of the Problem**

An analytical study of the use of New Media by National political parties in the general election (in the context of the political trend of young voters).

### **1.10: Objectives of the Study**

1. To find out the status of Facebook posts sent by national political parties from their official Facebook account during the 2019 general election.
2. To find out the status of tweets sent by national political parties from their official Twitter handle during the general election 2019.
3. To explore the role of election campaign-related Facebook posts of national political parties in the youth's vote determination.
4. To explore the role of election campaign-related tweets of national political parties in the youth's vote determination.

### 1.11: Research Questions

1. What is the status of National political parties' Facebook posts sent through the official Facebook account during the general election 2019?
2. What is the status of national political parties' tweets sent through the official Twitter handle during the general election 2019?
3. Did the Facebook posts related to the election campaign by the national political parties play any role in determining the youth's vote?
4. Did the tweets related to election campaigning by national political parties play any role in determining the youth's vote?

### 1.12: Operational Definitions

- **New Media** –Facebook, Twitter
- **National Political Parties**-The Election Commission of India certified only seven National political parties of India in the 2019 general election. There were the Bhartiya Janata Party, the Indian National Congress Party, the National Congress Party, the Communist Party of India, the Marxist Party of India, the Bahujan Samaj Party, and the All Trinamool Congress. In this study, only the Bhartiya Janata Party and the Indian National Congress Party were considered National political parties. The ruling party is the BJP, and the INC is India's oldest National political party.
- **Youth** – The National Young Policy-2014 recognizes the 15–29 age range as India's young; however, because the country's minimum voting age is 18, the research refers to the 18–29 age range as India's youth at the time of the 2019 GE.

### **1.13: Rational of the Study**

The introduction of new technologies has resulted in remarkable changes in human communication. People's communication methods have shifted due to the Internet's capabilities. Since the introduction of WEB 2.0, social networking sites have provided a new platform for people to interact with one another. These services let users converse, video chat, and send images, videos, and document files, among other things. Even live broadcasting is possible with these New Media applications. The next stage or iteration of the Internet's development, Web 3.0, has the potential to be just as revolutionary and usher in major paradigm shifts as Web 2.0. The core tenets of Web 3.0 include decentralization, transparency, and greater user usefulness (The Investopedia team, 2022). Young people spend much time on social Facebook, WhatsApp, Twitter, Instagram, and YouTube are examples of New media outlets.

New Media has also closed the divide between rural and urban areas. Political parties have begun to take advantage of this attachment of youth in this situation. The National political parties used New Media to sway the youth during the 2019 general elections. The current study investigates how National political parties developed a New Media campaigning strategy. What sort of messages were sent and received. How New Media was marketed to young people and how it affected them. How the messages were delivered to the youth to make a future assessment, and how the New Media can contribute to the forthcoming Lok Sabha elections. This study will help understand how the National political parties used New Media to conduct their election campaigns and how effectively they could sway young people's voting decisions in their favour. These New Media electoral efforts may or may not effectively sway young voters. Consider how well-liked New Media is among teenagers and how effectively they communicate. This study may show how New Media are used in politics, including their importance in future general elections.

#### **1.14: Delimitation**

The youth of India is the universe of this study. As Delhi is the capital of India, young people from all across the country dwell here. Most of the National political parties have their headquarters in Delhi. Considering this, the youth of Delhi are the population of this study. According to the standards set by the Central Government of India in the Nation Youth policy-2014, those aged 15 to 29 fall within the youth category. However, because the voting age in India is 18, the study considered the age group of 18 to 29 as youth. As a result, only voters aged 18 to 29 at the time of the general election 2019 and listed as Delhi voters were sampled. The study adopted multistage random sampling. In the first stage, three LS constituencies were chosen at random from the seven LS constituencies in Delhi; in the second stage, one Assembly constituency was selected at random from each of the three LS constituencies; and in the final step, 60 Facebook and 60 Twitter users were chosen at random from each Assembly.

The study's sample size was 180 Facebook and 180 Twitter users. In LS 2019, the Election Commission recognized only seven National political parties. Out of these, the country's oldest National Party Indian National Congress and the ruling National political party in the centre, the Bhartiya Janta Party, were taken as a sample for the study. The official Facebook account and Twitter handles of these two National political parties have been studied. In which the content analysis of their Facebook posts and tweets has been assessed right from the beginning of the Model Code of Conduct on March 10 2019 and the last day of voting on May 19, 2019.

## Chapter 2

### Review of Literature

Literature is crucial in the execution of research. The researcher is guided by the literature analysis, which also aids in suitable preparation and completion of the research project. The literature on any topic significantly influences how well research initiatives are carried out. Through the literature analysis, the researcher receives guidance that helps appropriately plan and complete the research project. In addition to providing a way, literature also widens it. The researcher's knowledge broadens their intellectual horizons. The term "literature review" describes the pursuit of an expedition to examine the study of previous studies by the researcher, which aids in discovering uncharted territory. The knowledge increases the mental horizon of the researcher. It's also helpful to realise that studies previously covered by other researchers demonstrate the facts of recent research and unresolved problems. It enables the researcher to discover the unexplored area utilising the available information, see the primary issue, and offer an objectives framework. The chapter on the review of literature contains studies relevant to research work. This study is carried out to conduct an analytical study of the use of New Media by national political parties in the general election (in the context of the political trend of young voters). Researchers in the worldwide and traditional studies framework have already conducted certain studies. Still, there have been merely a small number of reviews or small amounts of research conducted in the context of using New Media by leading political parties to influence young voters' votes in general elections.



**Knautz & Baran (2016)** provide extensive knowledge of Facebook in their book *Facts of Facebook*. This book also provided the readers with a lot of research work. The research was carried out in Germany. It explains how Facebook works. How teenagers and adults befriended one other on Facebook and how they unfriended each other. How young people are becoming addicted to Facebook. The author has provided much information, statistics, and examples in images and tables to support their studies. The findings of this book proved helpful in present studies to better understand youths' actions on Facebook. The strategies used to send multimedia and text posts on Facebook can be related to campaigns produced by India's National political parties. This book helps to understand how these posts affect young voters before voting.

**Eisenhauer (2013)** studied a critical hypertext analysis of Social Media, examined text action and text automation within Facebook to understand how software intervention works during the communication flow between Facebook users and how they interact with each other, how Facebook software technology transmits users' pictures, video, and text. This book is the outcome of the author's scholarly work. This book discusses Social Media and social networking sites, creates an understanding of Web 2.0, and builds the relationship with Social Media emergence; this book describes a critical hypertext analysis of Facebook's software service. It also helps to understand the actions, uses, and activities of Facebook applications. Hence the content of this scholarly work helps to understand Social Media through a deep understanding of Facebook.

**Gwyneth Howell & Bruce D. Silva (2010)** studied New Media, first-time voters, and the 2007 Australian federal election. This research project sought to answer the question: Did the Australian Labour Party and the Liberal Party of Australia's New Media strategies in the 2007 Australian federal election influence first-time voters? The exploratory approach was employed in the investigation, and the researcher chose convenience sampling of the non-

probability method to perform the study. To gather data for the analysis, researchers visited ten New Media sites, five from the Labour Party and five from the Liberal Party, which included their official party's websites and support websites. A sample of young voters between 18 and 24 were interviewed after the content of the political party's websites was carried out. Three sections of a questionnaire, a total of 64 questions, were created. 56 of the 64 questions were evaluated using a five-point scale.

The remaining questions only required notional answers. The study's population was university students aged 18 to 24 in Sydney, Australia. These candidates ran for the first time in the 2007 Australian federal election. The study indicated that young people in Australia are not interested in political activities. Still, New Media has reversed the trend and exposed Australian youth to political activities, particularly first-time voters. It has provided people with the opportunity and flexibility to comprehend political gimmicks in a relaxed setting. In Australia's 2007 federal election, New Media were utilised to sway voters between 18 and 24. According to the research, political parties did not succeed in their hoped-for efforts to appeal to young people, particularly first-time voters. The websites of political parties were also not frequently accessed by young voters, in addition to this. Although the study draws comparisons between the two parties, it also highlights that an online reputation is crucial to a political party's use of New Media to promote. Due to its lack of online credibility, the Australian Liberal Party could not sway the opinions of even one respondent. Still, the Australian Labour Party had more success convincing the views of first-time voters. Most first-time voters steered clear of direct interaction with political parties' online strategies. To learn more about the ideologies underlying the ideas and policies of each political party involved in an election, these respondents used New Media platforms run by outside organisations.

A comparison study on the adoption and use of digital media in election campaigns in Australia, Canada, and New Zealand was undertaken by Chen, Peter, and Smith in 2010. This

study examines how political parties strategically used technology and New Media in three special elections in their country. In this study, purposeful sampling was performed, and a sample of electoral districts was taken. All candidates from the designated community were subjected to a content analysis to assess their use of digital media. The content of campaign sites, party mini-sites, and third-party content hosting sites was examined for this purpose. Second, the research performed a survey to assess the candidate's digital literacy, knowledge of how to use digital media and its impact. Third, semi-structured interviews with officials from the primary and minor parties were scheduled. According to research, the success of political party candidates is closely related to the widespread and wise use of digital media. According to research, South Korean Roh Moo-hyun and Barack Obama employed extensive and comprehensive digital media to achieve political victory. This study demonstrates the significance of comparing election campaigns by political parties and candidates in different countries in digital media. This study also shows the importance of location and context. It emphasises that the form of a country's digital media election campaign is determined by its demography and political culture.

**Rajput & Himanshu (2014)** conducted studies on Social Media and Politics in India: A Twitter Usage Study Among Indian Political Leaders; according to research, the combination of the internet and New Media has made it the most accessible means to contact, connect, and spread messages to voters. New Media has emerged as a new communication instrument. The study looks at the role of Twitter and Facebook during the US presidential elections and revolts in Arab countries. The study analyses Twitter's position in the Indian political landscape critically. For the study, only verified Twitter accounts were used. This study anticipated that Twitter and other New Media would be essential in the Indian political system. According to the survey, political parties can only afford to ignore the influence of New Media because the

majority favours it. Like conventional media, New Media has become equally vital to political parties. The BJP and INC are working hard to spread their messages through modern media.

Conversely, regional parties such as AAP have attempted to sway young voters. According to the research findings, New Media power has favoured the BJP and its lawmakers. Every candidate must be cautious when tweeting or retweeting because any incorrect or false post might affect a party's or candidate's identification or victory. When interacting via New Media, the party must establish a code of behaviour. According to the study, the usage of New Media will expand in general elections, ushering in a new era of political campaigning.

**Tham and Zanuddin (2014)** studied the 13th General Election in Malaysia: Political Communication Battle and Public Agenda on Social Media. The quantitative method was utilised to acquire data for this study. Content evaluation of The United Malays National Organization, the Malaysian Chinese Association, the Malaysian Indian Congress, the People's Justice Party, the Democratic Action Party Malaysia, and the Pan-Malaysian Islamic Party were six political groups that were researched. They posted on Facebook between April 20 and May 6, 2013.

The research occurred from 9 a.m. to 2 p.m. and from 8 p.m. to midnight. A total of 3685 samples were chosen from the political parties' Facebook pages, blogs, and YouTube channels. According to the study's findings, the six political parties extensively used Facebook. This study investigated how Social Networking Sites (SNS) such as Facebook, Twitter, Blogs, and YouTube have massively revolutionised media. This study also demonstrates how political parties influenced voters during the 13th Malaysian general election campaign using social media sites like Facebook, blogs, and YouTube. This study discovered that political parties made extensive use of Facebook. All major topics were discussed on Social Media, particularly on Facebook. According to the survey, Facebook was an effective participatory media tool in

the 13th Malaysian general election. Social Media can connect with voters in the same way that conventional media does. This study's outcomes can increase knowledge and comprehension of political parties' Social Media usage in general elections.

**Salaman, Ali, & Hasim Safar (2011)** studied New Media and democracy and the changing political landscape in Malaysia. According to the study, the usage of the internet and ICT was witnessed for the first time in the Malaysian general election in 2008, and the opposition party used it more extensively than the ruling party. In Malaysian election history, New Media has altered the procedure and practice of political campaigning. New Media had penetrated the country's political scene. According to the study's findings, every government should be aware of the impact of New Media. Because of the Internet, New Media has become a substitute platform. In Malaysia, New Media enabled the birth of democracy. End-to-end communication is possible with New Media since gatekeeping is unnecessary. Anyone can post their grievances or propose to the relevant respected position. In Malaysia's general election in 2008, New Media, mainly blogs, significantly affected political campaigning. The new press has successfully educated and informed people about political issues. Anyone can provide feedback because the information in New Media is based on an argument or comment. According to the study, digital media has also offered political parties a unique opportunity to publicise their political campaigns. As a result, they are not only reliant on traditional media. Finally, this research shows how the emergence of New Media in election campaigning has impacted the political landscape in Malaysia. According to the study, New Media will be more beneficial for opposition parties to provide views or feedback.

**Douai, Aziz, and Anthony, Olorunnisola (2013)** explored New Media and the issue of African democracy. The study analyses the role and significance of media, particularly New Media, in the growth of democracy in Africa. The researchers conducted an in-depth review of

historical observations of African democracy emergence, particularly in countries such as Canada and the United States. This study also stated that no democracy can thrive without the presence of the media because democracy is based on transparency and diversity. The media is usually helpful in protecting these ideas. This study investigates the role and significance of communication technology in changing Africa's political and social landscape. According to research, New Media is a platform with various political voices. The penetration of ICT has improved the ability of New Media to influence the African political process. It has allowed the general public a voice, as well as opposition groups, to speak out against the government and ruling party. This study will aid in ongoing research to better comprehend the international status of New Media and determine how New Media is transforming the political landscape globally.

**Nwoye, K.O., and Okafor, G.O. (2014)** researched New Media and political mobilization in Africa: The Nigerian experience. The study used a case study of Nigerians' experiences with New Media. According to the survey, New Media is a powerful platform for spreading knowledge and creating a mandate among people in Nigeria and Africa. It can mobilize individuals in support of their political rights. New Media is urgently needed to strengthen political principles in Nigeria and Africa. The research suggests that Nigerian authorities must establish an environment where citizens can directly communicate with the government using New Media, where people can express their political and social perspectives. The function of New Media is critical in Africa because government control over media is in full swing, and this is where New Media comes in. Regarding political consciousness, the role of New Media in the political system can be significant. According to the research, Facebook and Twitter are two of the most essential and powerful New Media tools that have altered the political scene.

**Fuentes, Juan, L.S. (2016)** researched a Political Communication Systems Approach to investigate the deliberation and conversation between political elites and Social Media users during the Guadalajara election. Midterm electoral campaigns were held in Mexico from April to June 2015 to elect central and state deputies, five governors, and the president of the 2,417 Mexican municipalities, with some elections being especially noticeable in Guadalajara, the country's fourth-largest economy. The postings and tweets from the candidate's Facebook and Twitter accounts were used as data. Likes, shares, favourites, and retweets were analyzed. The research chooses the qualitative research designs suitable for the study. These observations were conducted at 9:00 a.m. every day from the beginning to the finish of the election, from April 5th to June 3rd, 2015. The researcher attempted to construct a model of the political communication system through this study to explore the role and importance of political communication. This study's proposed model has specific political interaction, conversation, and infusion definitions. The study used the midterm election, which included three months of political campaigns, online surveillance, and text analysis. This study reveals three significant findings, the first being that political discussion and communication are rare uses. This study's second most important finding was that the candidates' political campaigns can regulate political communication. Finally, research demonstrates evidence of political interactions between political leaders and New Media users during election seasons. According to research, New Media can alter the landscape of political campaigning. This study also highlighted the potential of New Media to bridge the gap between political parties, candidates, and citizens in a democratic society.

**Yang and DeHart (2016)** studied Social Media Use and Online Political Participation Among College Students During the 2012 Election in the United States. The survey sample consisted of 4,556 US college students. After the 2012 election, researchers wanted to look at the influence of Social Media in shaping users' physiologies for political involvement. An online

questionnaire survey was used to perform the research. According to the study, Social Media is essential in raising political knowledge and encouraging people to participate in politics. According to the study, social capital, political self-efficacy, and Facebook groups are three positive markers that predict users' political activity. Facebook and Twitter are the two most popular New Media channels among teenagers. This, in turn, leads to youth political participation. While browsing political engagement, the Social Media group and users' political interests play a vital role. They were interested in political leaders' pages and activities, wrote a message to a friend or shared a post, discussed political parties' movements, and so on. Because this study was done among students from southeastern universities aged 18 to 26, it may assist in understanding the political will and awareness of young Social Media users and the significance and value of New Media in the political engagement of young Facebook and Twitter users.

**Sriram & Arulchelvan (2014)** analyzed New Media Communication Strategies for Election Campaigns: Indian Political Parties' Experiences. This study looked at the usefulness of New Media in political campaigning during elections. The study employed content analysis, surveys, and in-depth interviews. This study discovered some previously unknown facts that could alter the style and strategy of political campaigning. According to the study, every major party attempted to influence voters by utilizing existing instruments of New Media at the time, such as the Internet, Television, and Mobile Phones. According to the study, New Media has assisted Indian political parties in capturing the attention of many people through simple, inexpensive, and quick campaigning. In this study, the quantitative research method was applied. Content analysis of political parties' blogs, websites, and other sources was carried out. To acquire data from voters, internet questionnaires were done. The study included 150 voters between 18 and 70 who used New Media. In this investigation, the random sampling technique was applied.



Experts from political parties and the press were also interviewed in-depth. The 2009 legislative elections imposed a time limitation from April 10th to May 25th. The study concluded that every political party now uses New Media for campaigning. Political parties employed new press in the legislative election by sending out messages, manifestos, party plans for the future, and so on. According to the survey, around 48% of respondents, especially young people, knew the websites of political parties, while 52% did not. A New Media effort contacted a large number of voters. The unique feature of this message is that the user can read it at any time and from any location without having to store it physically. It aided voters in understanding the parties' goals and strategies. This study emphasizes that New Media can revolutionize India's election strategy, planning, and campaigning methods. Now, this study has produced a plethora of relevant information that must be researched, and it can also aid in current research in understanding the differences between prior and currently available New Media technologies.

**Coleman, Morrison & Svennevig (2008)** studied New Media and Political Efficacy. Focus group discussions took place in the Leeds area to investigate the way a wide range of respondents communicate and represent political power structures, both within their local communities and beyond, based on political influence, in their local communities and beyond, building on findings from a series of nine nationally-representative panel surveys. The report examines the following four themes brought up in focus groups: First, the mechanisms by which people form trust in their immediate surroundings and how these relate to a widening gap between the political and local spheres; second, the perceived potential of the Internet for gathering useful information and connecting with like-minded others; third, the gap between the participants' feelings of relating to their community and their capacity to influence local affairs by selecting responsible political representatives. Fourthly, the significance of the World Wide Web as an arena for representational demonstration is a way of asserting unity in the

absence of physical connection. The theoretical ramifications of this research are discussed in the paper's conclusion, and the role of the media in producing "confidence-building devices" that could improve political efficacy is also discussed. This study analysed how these new interactive communication channels between voters and elected officials could increase people's perceptions of political effectiveness. By looking at political efficiency and how it relates to communication usage. After summarising the results from focus groups in which researchers investigated how citizenship is envisioned and practised in a digitally interactive media environment. To help future research and policy agendas about the connection between New Media and political efficacy, the study presents some preliminary conclusions at the end of the paper. According to specific claims, most people still live locally. Thus, looking at aspects of daily life is essential to find proof that democratic participation is functioning effectively. This research leads us to believe that, in situations where direct experience of involvement is constrained, political efficacy primarily results from experiential involvement with authority, frequently of a very routine, localized kind, and mediated experiences and narratives of political power.

**Stetka, Surowiec, & Mazák (2019)** evaluated the engagement of Facebook users and Facebook subs by political parties in the Czech and Polish parliamentary elections in their paper on Facebook as an instrument of political advertising and electors' involvement: contrasting Czech and Poland. Political parties across both democratic nations utilize Facebook in various ways for election campaigns. Czech parties used Facebook to mobilize voters, whereas Polish political parties employed it to share election campaign information. On Facebook, Polish and Czech voters are harshly critical of the parties they support; significant variations in online political engagement in election campaigns have been discovered among men and women. According to research, men outnumber women in Facebook comments throughout the election campaign. The study's primary goal was to emphasize the influence of

Social Media in political campaigns. According to the report, Social Media usage in political advertising has grown and shows developments in election campaigning. The research results may aid in providing information regarding voter behaviour during the electoral campaign during the current study.

**Aadea & Metkara (2020)** conducted a descriptive study titled Role of Social Media in Political Management in India. The objective of this study was to learn about the function of Social Media in Indian politics, the significance of Social Media in political campaigns, and the impact of Social Media on electoral behaviour. A random sample was taken. Secondary data was gathered from a variety of websites. The study looked at the 2014 Lok Sabha elections. According to the study, the BJP's win was due to its electoral campaign on Social Media. The survey said that every political organization, including the BJP, spent astronomical sums of money on social media for election campaigns. The analyses show that social media was quite effective in the 2014 Lok Sabha elections, and every party tried to court it. The study found that Social Media has become a significant mode of communication. It has also encouraged Social Media users to become politically conscious and active. They can provide feedback on any political message by clicking like or commenting. Any post or status can be added. Any post or tweet can be shared. According to research, adolescents in rural and urban regions are spending more time on Social Media sites, which is why there was a flood of Social Media campaigns in the 2014 general election. This 2014 study can be helpful in present studies.

**Pratyush, Paras, Sarma, & Tanaya Hazarika (2023)** conducted a study on using Twitter in election campaigning by political parties during Assam Elections 2021. A try has been made to assess the significance of media. Throughout the election campaign of Assam's two major political parties, the technology employed on Twitter and its tweets was examined. The main electoral promises of both political parties were contrasted in this. A regression-based

technique will be utilized for this percentage study. This critical study seeks to answer this question by analysing promises. Is there any political party that extensively uses Twitter during the election campaign? Did, and how successful it was in the election campaign. The state of Assam is studied, and its political past is presented. Media evolution The political season has evolved due to introduction of New Media channels.

To comprehend the strategies, an analysis of the literature was conducted. The data was collected from the official Twitter Handle of the INC and the BJP for this purpose. The official Twitter Handle's content has been analysed. Three hundred forty-one tweets were picked, with the INC choosing 126 tweets and the BJP choosing 215 tweets for electoral campaign-related tweets. To be completed, election topics have been separated into four sections. Concerns and developments at the state level, Content on elections and campaigns, Rhetoric directed at opposition parties, Using Microsoft Excel percentage analysis, content, and tweets were categorized by official party hashtags. According to study outcomes, the BJP campaigned extensively in the elections, whilst the Congress did not.

The promotion was mild. The BJP has utilized the faces of societal figures. According to the study, the BJP extensively used Social Media throughout the elections. The BJP attempted to highlight its achievements. The electoral campaign has helped the BJP as much as the Congress. Rally photos and videos, as well as political gatherings, as seen through the Congress, attempted to generate an adverse atmosphere during its campaign. The development that occurred for the state under Tarun Gogoi's tenure was highlighted. INC also makes use of Social Media. Throughout the election campaign, the INC maintained its voice raised.

**Dhar, Pranjali & Krishnakanta (2018)** have published a book on New Media for India. Bharatiya Gyan Peeth released it in 2018. The linked book has researched the expanding influence of New Media in the modern day and its effects on the nation moving forward on India's development journey. The book has ten chapters, each aiming to spark conversation on

a different aspect of digital media. What is the New Media? The first chapter answers this query by defining New Media and outlining the benefits of New Media through several examples. Hacktivism and WikiLeaks... Through the WikiLeaks incident, the author discusses the latest tendency in journalism known as activism, which combines "hacking" and "activism." a result of the WikiLeaks controversy. The development of a field of journalism where news is hacked and presented to the public in detail to give them truthful and correct information. The mediating relationship between New Media, social norms, and worry has been attempted to be explained. With the help of statistics, a clear image of how the New Media has sparked popular movements in Iran, Tunisia, and other Arab nations, as well as in India and America, has been shown. Using New Media has led to the creation of a unique education course. Applications like Facebook, Twitter, YouTube, and Skype primarily focus on computer, information, and multimedia technology, making education a requirement to operate. Through the chapter Background of New Media, the author has tried to cover the journey of origin and development of communication in 19 pages, from historical means of communication to newspapers, radio, television, computers, and their applications. Considering New Media as an enterprise, it focuses on its economic, especially business aspects.

It puts forward the discussion on regulating free-flowing New Media with many examples. Through the warrior chapter of New Media, the author has put forward the life introduction of the inventors who have made incomparable contributions to the development of the information revolution and new communication mediums, considering them warriors. The expectations of ordinary people, particularly impoverished users, towards New Media in the era of liberalization have also been discussed, in addition to describing how New Media and the information revolution are related. The author has clarified the significance of discussing New Media in the final chapter to highlight the necessity of considering its usage, value, and a broader viewpoint in new contexts in light of the New Media's expanding influence in the

modern period. Overall, the book's author separated his in-depth examination of New Media into several chapters and attempted to underline key themes methodically.

**Mathur, K. Prashant (2012)** studied Social Media and Networking –concepts, trends, and dimensions. *Social Media and Networking: Concepts, Trends, and Dimensions* was published by Kanishka Publishers in 2012. This book shares essential information about many facts related to Social Media with its readers. The nine chapters in the textbook answer crucial questions about different Social Media topics. Discuss social changes in the functioning, technology, and ever-changing Social Media trends. The author has attempted to study the interrelationships among social relations, social studies, media studies, communication studies, and New Media. Basics of Social Media Background and Social Media Overview The interrelationship and importance between social information communication software and the social web have explained the development of Web 2.0 technology and the study of user content, the difference between applications such as blogs, microblogs, and Wikipedia, Study of social networks and social networking facilities; study of virtual communities by New Media applications; use of Social Media sites for security; use of Social Media for marketing; and detailed information about all the essential facts related to Social Media as provided in the book. Overall, this book is the right choice for readers interested in or interested in this field, making the future of Social Media. The author has shared important information about Social Media among the readers in a very organized manner. The author has also tried to explain technical things in simple language. The author has also successfully explained the changes coming to Social Media.

**Gupta (2017)** researched "Bharat Mein Television Samachar Chennelon Ki Prabhavsheelta" (Chayaneet Channel Ka Tulnatamak Adhan). The study aimed to determine the popularity of television news channels in India and the status of the news and advertisements they broadcast

by analysing their programming. To find out how the information impacts news outlets. How prevalent are the news networks in Jaipur? What topics are being covered by television news channels? Why are developmental news stories being overlooked in favour of breaking news? These inquiries formed the basis of this study article. The methodology of this research is descriptive, and the scientific method has been adopted in different phases of the investigation. Jaipur City has been chosen as the research area. Through random sampling, 1000 voters were selected from the Jaipur Municipal Corporation's Electoral Roll of 2015.

Along with this, four Hindi news channels have been selected for the study. Primary and secondary data have been obtained in the research. The interview method has been used to get feedback from T.V. professionals and mass communication students. The schedule has been prepared. On the other hand, the questionnaire method has been used to check the credibility of news channels. Data from T.V. channels, the Ministry of Information and Broadcasting annual reports, information exchange centres like United Nations agencies, libraries, standard publications, and research journals have been collected. In Jaipur City, 58 per cent of people watch the news, and the remaining 42 per cent watch other programs. The study concluded that people in Jaipur City prefer to watch the news more than other programs.

**Paritosh Singh and Praveen Kumar (2019)** conducted a study to understand the theoretical and practical features of newspapers; examine the growing influence of political involvement in newspapers; explore the causes and effects of increased commercialism in newspapers; and analyse the role of newspapers in public opinion formation. This study employed exploratory and explanatory research approaches. The purposive sample method was used to analyse 100 participants. The sample was divided into four age groups: adolescents (18-30), adults (31-45), adults (46-60), and seniors (60 and up). Primary data has been collected in the research through an interview schedule and questionnaires. Research has concluded that there is a change in the role of newspapers, as well as political pressure increasing on them; the rate of advertisement

in newspapers and magazines has increased; its basis is the effect of commercialism; credibility in the news published in newspapers is registering a decrease than before; The report published in the newspapers is being distorted; the youth are resorting to television for information, while the older age group still depends on newspapers to get information. Social Media has yet to become a reliable means of getting information among people. While today more and more political parties, newspapers, magazines, and T.V. news channels are also active on New Media, more and more news is being received faster through this means. Therefore, further research can be done on this conclusion: how far the New Media has reached among the youth and how much they use it to get the news.

**Alka & K.K. (2017)** studied the impact of mass communication on youth. In this study, the role of mass communication in the child of Rewa Municipal Corporation and how the child is affected by mass media. For the research in Ward No. 5 of the Reeve Municipal Corporation region, information was collected from 50 young people, and 20–35 educated youth was taken. The convenience sampling method was adopted. Primary data for the study the researcher is presenting was gathered via questionnaires and interviews. The children were asked three questions to collect data and make deductions. The findings of the studies and research indicate that the mass media has had a considerable influence on the lives of young people. The kids have become more aware due to the knowledge being spread among them. A truth that has emerged from the research is that, in addition to mass media's influence on the youth, these mediums have also worked to educate youth about various topics. The mass media have also contributed to improving the economic situation and played a good part. The study suggests that mass communication tools should be available to spread information as widely as possible in rural areas. The youth will gain more if employment information is distributed widely in rural areas. Youth goal-setting can benefit from the use of mass media. The study's findings



above will aid in understanding how young people behave when using New Media in the researcher's ongoing investigation.

**Rai, Deepak (2016)** organised research to study the increasing distance from youth books after using Social Media. It explored the psychological interrelation between the use of Social Media and time, the tendency of youth's involvement in Social Media, and the increasing distance from books after using Social Media. The numerical method has been used in the research. Twelve respondents using Social Media were selected. Rural-urban students and media professionals were included. In the study presented by the researcher, primary data was collected through a questionnaire tool. Data was collected from the respondents through a questionnaire on the online survey website. Only nine out of 13 gave their opinion. Research points to the conclusion that a majority of Internet users use Social Media sites. Most people are active on Facebook, and a few users use Twitter. It comes out from research that many people check Social Media sites in half an hour. One-third of the respondents believe that even before using Social Media sites, they read very few books. Still, the research results show that Social Media sites have affected people's reading habits. According to research, only a quarter of users visit Social Media sites through the Internet. The figures obtained in the study say that the youth consume 4 G.B. of data every month. That is, the child is using internet data excessively. The research results have proven effective in promoting knowledge in the research currently being done by the researcher.

**Upadhyay & Prakash (2016)**, In their research called "The Impact of Social Media on Society," Social Media's positive and negative effects and the relevance of Social Media in society have been studied. Research says that Social Media has made it easier to influence information in society. This medium has been essential in spreading education, health awareness, and news. Digital India is vital to providing Internet facilities in rural areas through

E-Kranti. Social Media has made life easier for people. You can use critical facilities like ticket booking, shopping, banking, and exchanging information with a single click. There are infinite areas like education, health, the market, and agriculture where Social Media plays a role. Realising the importance of Social Media, the government is also launching several mobile apps, one after the other. The research concludes that Social Media has provided a cheap, accessible, and meaningful platform for communication in front of Internet users. Through this, you can not only exchange information with more than one person at the exact moment. Still, you can also give feedback to them, but despite the infinite positive possibilities, many negative aspects of Social Media must be solved. There are also many negative aspects, like terrorism, obscenity, and fraud, that raise questions about the credibility of Social Media. Today, amidst the increasing influence of Social Media, efforts are being made to review the content coming from Social Media and correct its negative side.

**Pooja & Vandana (2018)** researched the role of communication technology in rural areas, in which the role of government institutions in communication technology development and non-government institutions in communication technology development was studied. The research discusses the contribution of communication technology, especially the media. Research says that for basic facilities like education, health, and employment in rural areas, the media can play its role by using new modern means of communication to reach the information being run by the government at the remote rural level. Reflects the development of knowledge and technology in rural India and outlines how the dissemination of information has affected various areas of rural life. The research article shows how the development of science and technology has attracted the whole world as well as the media, i.e., various mediums of mass communication such as print and electronic (radio, television, and the web), and their level is also essential in the journey of scientific development. They give place to the studies in their

newspapers, radio, and television programs. Along with this, the article also draws attention to how the media can play an essential role in the dissemination of information at present.

**Rakesh & Narendra (2017)** studied the use and impact of news in New Media with particular reference to the Raipur Division. This study investigated the socio-economic condition of the participating respondents, the presentation of information in New Media, the use of news in various formats, and the impact of news communicated in multiple formats. The article focuses on the merits and importance of New Media. According to the report, expanding New Media is very broad and quick. Every aspect of life is connected to the New Media in one way or another. All types of like-minded people create virtual groups based on their interests.

Along with humour and sarcasm, messages and information are also exchanged. With unbiased analysis and fearless criticism, the New Media and awakening public opinion for the redressal of societal defects also suggests its diagnosis. The study confirms that the New Media has influenced every area today, so the Raipur division of Chhattisgarh is no exception.

**Rachna (2016)** researched to examine the impact of media on Indian youth and children (a discussion); she studied the development of New Media and the effect of media on youth and children. The presented article, referring to the journey of the emergence and development of media, draws a blueprint from print media to Social Media and, at present, the product of New Media. Amidst the widespread influence of New Media, there have been many positive and negative effects on youth. All of these facts have been thoroughly examined in the paper. New Media works as a medium of communication. The contribution of the media to social awareness has always been invaluable. The percentage of positive news is also less visible in the newspapers. T.V. channels are lost in the illusion of TRP competition. The effort should be to keep positive things in front of the children's overall development goal.

**Poonam (2015)** examined the role of media in sociocultural change, in which the role of media in socio-economic transformation and the changes in media mediums were studied. The research article links the differences in various media with their effects on society. After radio and television, Social Media's impact on our lives and our thinking-understanding tendency has also been mentioned. It has also been said that media or mass communication has made human life simple and knowledgeable by joining with technology. Who has new news for everyone? Who is aware of all the happenings in the world? How is the role of media becoming visible in the context of sociocultural change? While the press is delivering beneficial improvements to society through its programs, some of its content is also causing problems such as negativity, hatred, and malice. In such a situation, when the virtual world has been created in the form of Social Media, and we can keep the severe to-serious and light-to-light issues at any time, wherever, with the help of our mobile, laptop, or computer, then in such a situation, we can keep serious to serious and light to light matters at any time, wherever. It must be observed whether the resolution of the media's essential goals and purposes can be preserved in the face of increased commercialisation.

**Suresh (2015)** discovered that the Internet has given wings to information. This new kind of journalism has increased the intensity with which information is communicated. Information about an event does not require any specific formality; it must be presented." The author is currently more influenced by internet journalism's all-around use and importance; in his opinion, the reader is no longer a reader but a publisher who picks which news to read, when, and how. The shackles of traditional means have been broken for a journalist and readers. The Internet has given him the ability to access the newspapers of the entire world with the tap of a finger. When the reader selects and reads news and e-newspapers based on his need, want, or choice, they no longer rely on the newspaper they receive in the morning. By collaborating with technology, a journalist can efficiently deliver news to readers. It also emphasises

journalism's and journalists' changing roles in multimedia and convergence. The author has attempted to convey the knowledge gained from his deep experience in the form of an educational course through the book. The author argues that Hindi websites are registering an unexpected growth of 341 per cent, which gives the author hope that Hindi websites will affect society in the future. Using his creative style, the author has crafted his experiences related to internet journalism into a book that will prove to be a guide for students studying internet journalism. The author deserves appreciation for providing an option to the students in the form of a book in Hindi. At the same time, the publisher should also be appreciated for publishing a book on such an important subject. This book will prove to be a milestone in understanding and moving forward in this broad field for the students who are getting skills in internet journalism in reality as per the author's imagination.

**Abhijit Mazumdar, Bhavna Wal & Umana Anjali (2020)** explored how Prime Minister Narendra Modi and Congress leader Rahul Gandhi used Twitter. They presented interesting findings from a study. The study title is 'Tweeting to Win: Analysing Social Media Use in India's 2019 National Election'. The study included tweets from both leaders, Modi and Gandhi, and analysed them quantitatively and qualitatively using the 'En Vivo' Technique. The researchers found that Modi did a great job attracting the urban middle class to the election campaign and energising his party workers. In contrast, Rahul Gandhi could have been more successful in using Twitter to articulate an alternative plan for India. Through statistical analysis, the researchers identified three important topics where Modi tweeted more than Rahul: Nationalism, culture, and political alliance. Rahul Gandhi tweeted about the dismal state of India's economy and tried to convey that all is not well in the country.

**Saifuddin, Jaidka, Kokil, Cho, and Jaeho (2016)** studied the 2014 Indian elections on Twitter: A comparison of political party campaign techniques. To illustrate the thematic,

functional, and interaction styles of their Twitter campaigns, the researchers have provided a multi-level manual and computer-aided study of 98,363 tweets sent by eleven political parties during the two months leading up to the polls. Content analysis was used to collect the data. A macro study of the association between election results and the number of first-time voters and data on internet availability at the state level is added to this analysis. Research indicates that although established parties utilised Twitter to support their offline strategy, up-and-coming parties used it for advertising and media validation.

Additionally, it has been noted that the winning party's election performance is strongly correlated with its use of Twitter to engage voters, the high number of first-time voters, and the availability of the Internet. Twitter has not yet been thoroughly studied as a political communication tool. Although some academics have demonstrated the constructive role of the medium in enhancing political engagement and transparency between politicians and voters in Western nations, there is a lack of knowledge regarding its function in technologically backward democracies. This study addressed this issue, and while it might be early to predict the true democratic potential of the medium, the findings paint a promising future.

Additionally, it has been noted that the winning party's election performance is strongly correlated with its use of Twitter to interact with electors, the high number of first-time voters, and the availability of the Internet. Twitter still needs to be thoroughly studied as a political communication tool. Although some academics have demonstrated the constructive role of the medium in enhancing political engagement and transparency between politicians and voters in Western countries, there is a lack of knowledge regarding its function in technologically backward democracies. While it may still be too early to estimate the full democratic possibilities of the medium, this study addressed it, and the results point to a bright future. Nearly all of the main political parties in India's 2014 general elections participated in Twitter election campaigning, demonstrating the significance of Web 2.0 technologies in today's

geopolitical panoramas. Given that Internet access is restricted to urban hubs, the potential of the Internet to bring about significant societal and political changes in India can be challenged; however, the growing number of Internet users in the nation—currently at 321 million—and results indicate that the future looks encouraging. Twitter was a versatile tool for the BJP and the AAP's campaigns. With its emphasis on economic growth, good governance, and the promise of jobs, the BJP won over the 120 million young voters crucial to its election success. In the end, the research found that Twitter was mainly utilised to educate users; followers about campaign developments and party promotions in real-time. Retweets were the most prevalent post type used by most parties to disseminate breaking news or postings by their party leaders.

**Reveilhac and Morselli (2022)** studied the influence of social media use on elected legislators: data from politicians' use of Twitter throughout the last two Swiss legislatures. Historical Twitter data of Swiss politicians during the election period were taken for the study. The research indicates that it is highly improbable that what politicians post (or fail to post) on Social Media will affect the outcome of elections. However, it could also be assumed that politicians' effectiveness depends more on their communication strategy than just how often they use Social Media. Politicians may enhance visibility and solidify public image by implementing specific interactive communication strategies. The study reveals by analysing historical data; we may create a comprehensive picture of past patterns in political communication. It is still uncommon to find studies that cover such a wide variety of public figures' Twitter usage. The endeavour is critical because it helps us to discover which communication strategies politicians believe are most effective, adding to the polled opinions of the value of Social Media. Furthermore, we may add to the vast body of research on political candidates' electoral success by focusing on political achievement. Politicians are now engaged in continual campaigning, and their efforts on Social Media outside of the volatile election seasons demonstrate that they wish to be held more accountable and increase (offline)

popularity. In this regard, this study is one of the few that allows researchers to determine how and whether good offline results from Social Media interactions can be achieved.

**Udanor, C., Aneke, S., and Ogbuokiri, B.O. (2016)** explored over 5,000 data points from Twitter accounts using the Twitter Search Network of the Apache NodeXL data discovery tool to investigate how Social Media influences politics and governance in poor countries. Sociograms were displayed using algorithms like Fruchterman-Reingold, Harel-Koren Fast Multiscale, and Clauset-Newman-Moore that examine Social Media indicators. The outcomes of Nigeria's general election 2015 demonstrate the power of Social Media and its ability to help predict trends that may impact developing economies. This work has practical consequences for stakeholders making wise decisions based on estimations and is transferable to any other world region. This work has implications for both the natural world and the wider society and can be utilised to influence decisions. It is not just limited to Nigeria or underdeveloped countries; it can be used worldwide. As evidenced by the #NigeriaDecides Twitter network, citizens have taken control of the blogosphere during the 2015 general election by writing, commenting, and reporting on various themes, including politics, society, human rights, disasters, candidates, attacks, and other community-related issues.

The originality/value of the study resides in the fact that other decision-makers in government, business, and politics can use the methods described here to access big data, including Social Media data, and learn from it. Three problems are addressed in this study, the need for real-world user data, appropriate tools and methodology for extensive data analysis, and user behaviour prediction using social networks. This study discusses using APIs and tools to analyse unstructured data and draw inferences from microblogs to make informed decisions. Also mentioned are Nigeria's general election in 2015 and its 8% Social Media penetration. Last, the data is real-time, live information from genuine people.



**Kahne, J., & Bowyer, B. (2018)** conducted a study. According to this, FD online activity was the most prevalent and supported subsequent participation in online politics, whereas ID online activity increased offline political activity. Network size also interacts with FD and ID online activity to keep offline political action and ID online activity to support online participatory politics. Two hypotheses for the association between weak ties and online and political activity should be tested in future research: exposure to more political content and recruitment activities. It was discovered that FD activity, but not ID activity, promoted higher participation in online participatory politics, implying that the quantity of friendship-driven activity, rather than the number of "friends," is what is essential for practising the skills required for online participatory politics.

The study's emphasis on porous boundaries between political and non-political activities increases the degree to which borders can be easily crossed and the possibility for online political involvement. Being involved in politics entails being exposed to more political content and being recruited. This study examines panel data from two waves of the Teens Participatory Politics Survey, a nationally representative sample of American teens. It reveals that online behaviour influenced by friends and interests has varying relationships with political engagement. To encourage political involvement, the extent of young people's social networks interacts with both FD and ID online activity. The relationship between offline political action and online political participation was statistically significant, while the relationship between the two was likewise favourable but not statistically significant. Future research should look into the variables that could be causing these relationships. Weak ties in extensive social networks can influence youth political engagement and development in the digital era.

**Jungherr, A. (2016)** has done a study that tracked interactions between politicians and other users on Twitter during Queensland's 2012 election to look for trends in political activity and campaigning. With the LNP predicted to win, Social Media campaigning has become necessary

for state-level elections. The two major parties employed different Social Media tactics, with the ALP using Twitter very actively and the LNP using it to reach a few people. Smaller parties utilised Twitter to foster communication amongst their accounts, although fans and opponents used their handles without expressing support or opposition. This casts doubt on Twitter campaigning's capacity to influence election results. Similar individuals followed Bligh and Newman on Twitter, indicating the limited utility of electoral sentiment initiatives. Any attempt to anticipate election results should be approached cautiously, as Twitter demographics rarely represent the general population. #qldvotes was dominated by a small clique. Focusing on politicians @mentions and other relevant accounts may provide a more diverse cross-section of the political conversation on Twitter around elections. A detailed semantic analysis is necessary to find the primary themes and emotions portrayed in these accounts and study how they might influence the account holders' political fortunes. Analysis of the Queensland election in 2012 reveals a variety of Twitter campaigning tactics but their failure to influence political discourse. A similar study of similar elections is required if this is particular to this election.

**Larsson, A. O., & Moe, H. (2014)** analysed political actors' use of Twitter during the 2011 and 2013 Norwegian elections presented in this article. It looks for use variations between the two elections and makes suggestions for the normalisation and equalisation assumptions. More minor political and other actors use Twitter more frequently than their more well-known counterparts, despite what the volume of traffic driving the tweets from high-profile politicians might suggest. We tracked and analysed changes in Twitter usage throughout two election campaigns using the normalisation and equalisation hypotheses. The "Twitterati" are urban, educated people who utilise Twitter. In 2013, Twitter remained a platform for "underdog" politicians and political groups. Major parties increasingly use Twitter-specific communication techniques, but no national leaders currently use them, suggesting that an anonymous person

may gain influence and visibility. Political actors use Social Media on a "middle road" between normalisation and equalisation, with more established competitors overshadowing less established ones due to their excellent financial resources. According to the Study, environmental parties are reproducing the actions of earlier supporters of this philosophy.

**Surjit & Manpreet (2013)** revealed that since the internet's creation in the early 1990s, more people are logged on to networks globally. The more connected population is more likely to have access to knowledge, have more opportunities to speak in front of groups, and be better equipped to work together to complete tasks. A wide range of actors, including ordinary people, activists, non-governmental organisations, telecommunications firms, software developers, and general governments, are actively involved in Social Media on a global scale. The Social Media revolution in Indian politics is real, tangible, and accelerating. This study investigates the effects of Social Media, primarily Facebook, with the upcoming Lok Sabha elections in mind. India-related political content can be found on Facebook, Twitter, Google+, and YouTube. The study shows that Indian political parties seriously consider using Social Media to engage with voters. The study focused on determining if it would have the same effect on the Lok Sabha elections as on Obama's Presidential election.

Social Media has grown in importance as India's youth population has grown. They are the most significant internet users in India. Will the effect of the youth and Social Media on Indian politics turn the political tide? This study examined these and other political issues in India. A hitherto unheard-of empowerment and engagement of the "Aam Aadmi" to express political ideas has been made possible by the emergence of Social Media. The emergence of Social Media has had the positive effect of increasing political conversation among young people. Before, political discussion was restricted to those who read newspapers, watched news broadcasts, or participated in conversations in village clubs or Nukkads. Social networking, however, has abruptly compelled young Indians to sit up and participate in political dialogue.

They discuss politics and study at their own pace. They now have opinions about recent political developments and influence how decisions are made in the administration. However, encouraging young people to participate in political activism and using Social Media to support political parties. It could take decades for India to catch up to the US regarding voter impact via Social Media. India is going through a real, tangible, and accelerating political Social Media revolution. It may take time to produce noticeable improvements, but it will be essential in boosting political knowledge, which is a huge step forward for a growing country like India.

**Lu, Y., & Myrick, J. G. (2016)** carried out a study on surveyed Cross-Cutting Facebook Exposure and Political Participation: Unravelling the Effects of Emotional Responses and Online Incivility was the subject of a 2016 study by Yanqin Lu and Jessica Gall Myrick. Breaking Social Media news exposure may lead to low-cost interaction, tempered by online rudeness and wrath. This study analyses the effects of Facebook-based cross-cutting exposure on political activity by exploring the causal relationships between emotional responses and online rudeness. Cross-cutting Facebook exposure encourages participation in low-cost political activities, implying that it has the potential to deepen deliberative democracy and increase participation through organising low-cost political activities. Cross-cutting Facebook exposure positively impacts cost-effective campaigning via the mediation of anger and a negative impact on high-cost political engagement via fear. Anger and fear can moderate the relationship between media use and political outcomes, lending credence to differential vulnerability to media impacts. This study considers the effects of emotional reactions and online rudeness to expand our understanding of how cross-cutting exposure to SNSs affects various forms of political activity.

**Michael Jones (1998)** accomplished a study titled *Different Paths: Gender Immigration and Political Participation*. This study was based on eighteen months of fieldwork in New York City's Queens neighbourhood in 1991-1992. The perspectives of male and female immigrants on settlement and return differ significantly, which has been explained mainly by gendered discrepancies within household immigration strategy. However, these distinctions can help to explain why immigrant organisations' organisational structures and political views differ by gender in the host country. The thesis presented in this article provides a theoretical underpinning for the empirical findings reported in various contexts by authors who have researched the organisation and mobilisation of immigrants in the modern United States. These researchers have noted that immigrant women are frequently more interested in community-building activities than men, but they have yet to explain why. As an example, consider first-generation Latino immigrants in Queens.

This study describes why men and women would pursue different political methods due to their immigrant experiences and the social benefits they seek from organisational life. Women are more commonly the intermediaries between the immigrant community and the rest of society, whilst men are more likely to remain involved in first-generation immigrant organisations. This finding underscores the need for more research that considers gender in the context of immigration. Furthermore, understanding gender differences should encourage the idea of re-examining the more significant issue that has always plagued immigration research. Instead of asking whether the immigrant experience is one of ruptures or continuities, ask when and under what circumstances immigrant socialisation continues, changes, or splits.

**Kim Strandberg (2013)** investigated if the Social Media Revolution was an instance of history repeating itself. Social media use in the 2011 Finnish parliamentary elections. This study investigates the usage of Social Media by politicians and voters during the 2011 Finnish parliamentary election campaign. The analysis is based on three datasets:

- 2315 fielded candidates using several SM websites
- Survey findings from the 2011 Finnish election study
- Survey data from a Finnish panel

The findings show that online electoral trends are mostly normalised despite candidates' broad use of Social Media. Voters' use of Social Media during the election was similarly exceedingly minimal and had little to no influence on their ballot choice.

On the other hand, the absence of political importance in attempting to explain solid Social Media use departs from long-standing patterns used to describe political engagement. Low use among residents indicates future change, whilst high use among candidates indicates no change. In the 2011 Finnish election, Social Media was part of a "long-tail" strategy with specific target populations in mind. The campaign audience's 'long tail' ended because it had little influence on voting decisions but was still relevant to some voters. The state of the art in online campaigning is still being determined. Still, as newer generations of voters use the internet and Social Media by default, the online arena will become a more important forum for political campaigns.

**Ella S. Prihatini (2020)** researched women and Social Media during Indonesia's parliamentary elections. During Indonesian legislative elections, this study explores how elected female MPs in Indonesia used Social Media during the 2019 parliamentary elections—the study of how female elected officials utilise Instagram and Twitter uses qualitative and quantitative methodologies. Personal accounts of female legislators are offered to augment the research findings. According to the results, most politicians do not focus digital campaigning on Social Media platforms, despite the potential electoral benefits. With over 50% active users, Instagram is popular among parties, whereas Twitter is substantially less popular in Indonesia, demonstrating the general public's preference for Instagram-active users. This study explores the role of Social Media in Indonesian politics using qualitative and quantitative approaches.

This study examines how female elected Indonesian MPs used Instagram and Twitter during the 2019 parliamentary elections. According to the survey, Instagram is more popular because of its visual aspects, such as photographs and videos. These findings are essential for providing information regarding Social Media usage and female politicians in other developing countries.

**Karen & Tobias (2014)** conducted a study titled *Face to Face (book): Social Media, political campaigning, and the unbearable lightness of being there*. Politicians' interactions with the public are altering due to Social Media, which allows them to broadcast their messages to anybody who wants to hear them. New Zealand's Parliament members were questioned about their motivations for using Social Media as a political communication tool during a general election campaign. According to the research, most politicians use Social Media to spread information and make themselves visible and 'cool' to the public. Politicians use Social Media to increase their public visibility, communicate with constituents, and be regarded as using a popular communication channel. According to the Study, it is more of a one-way flow than a dialogic process. This paradox is likely the result of a lack of time, competence, a preference for traditional political communication, a desire to control information flow, and an understanding of the need to adapt to changing circumstances. Most MPs believe Facebook is becoming an increasingly important tool for communicating with constituents, and others believe it signals a fundamental shift in how politicians and the general public communicate. However, most research studies show a one-way flow of communication and a lack of interest in actively communicating with the public, which contradicts this position. This study reveals that Several human and technical factors influence politicians' usage of Social Media. Grant Robertson's statement exemplifies the pragmatic thinking that characterises many interviewees' ambivalence towards Facebook and other Social Media platforms, underlining that any communication strategy that does not require human connection would never provide a "gut feeling."

**Dimitrova, D. V., Shehata, A., Strömbäck, J., and Nord, L. W. (2014)** investigated the impact of digital media on political awareness and election campaign involvement using panel data. Using panel data from Synovate's pool of web survey participants, this study explored the impact of digital media use on political engagement and knowledge. Controlling for baseline political and media variables, three forms of digital media use were explored. The premise was that increased use of digital media would improve political knowledge and participation. When age, gender, education, political interest, general knowledge, and attention to politics in traditional media are all considered, the effects on political learning are minor. Reading the News online has a significant and positive impact. Political party websites, mainly Social Media, provided substantial and favourable results. The study suggests that future research should investigate which digital media use types affect political participation and learning.

**Michael, Bossetta (2018)** researched the digital architectures of Social Media: by comparing political campaigning on Facebook, Twitter, Instagram, and Snapchat in the 2016 United States Presidential Election. The digital infrastructures of Facebook, Twitter, Instagram, and Snapchat were compared using qualitative and quantitative data. Data was collected from five campaigns' Social Media profiles. According to this study, paying attention to a platform's digital architecture is a valuable heuristic for cross-platform research. According to the survey, campaigns published much of the same material across various Social Media networks, emphasising that campaigns must generate unique content for each channel. As Facebook's dominance in the 2016 election cycle demonstrates, cross-platform research can help evaluate if and why material is platform-specific. Facebook was the most enticing Social Media platform for political campaigns due to its open network structure, hyperlinking, and lack of video length restrictions. Campaigns used algorithms and paid advertising to reach potential voters outside their following organic networks. Because of Facebook's matching, targeting,



and analytics suites, high-resource campaigns could split-test messaging to voters in critical geographic locations.

Because of functional differences, Instagram was used more frequently than Snapchat. The study suggests that future research should focus on the content and timing of messages delivered through these and other emerging platforms. Digital infrastructures are undergoing rapid and revolutionary change, as evidenced by Snapchat's update to give advanced statistics to campaigns during the general election. The Trump campaign collected emails through Snapchat, and future academics should look into how changes in a platform's digital architecture affect campaign practice over time. Data from many sources should be used to confirm the impact of offline dynamics on digital communication.

**Kajsa Falasca, Mikolaj Dymek, and Christina Grandien (2017)** carried out studies on Social Media election campaigning: who works for whom? A conceptual investigation on digital political labour. This study proposes the concept of "digital political labour" (DPL) as a viable paradigm for investigating political communication and Social Media. It emphasises two critical components of DPL: audiences who contribute free work to develop political campaign material and users who function as advertising targets and bearers. It suggests that supporters of a political party's causes knowingly announce their support and prefer to be the topic of political advertisements. However, the level of exploitation differs between supporters and political parties. Facebook users operate as missionaries of political messages and meaning. Facebook users act as political messages and meaning missionaries. The study suggests that the practical information thoroughly investigates UGC's qualitative character. It is a new arena for understanding relationships between political parties and their broader context of digitally mediated follower/audience involvement rather than just a measurable "Return on Investment" justification.

**Widhi Asthini (2020)** studied Sharing Economy in Election Campaigns through Social Media. Amid the Covid19 epidemic, a Democratic party ran simultaneous regional head elections in 2020. Because of societal limits, community mobility, and the necessity to control the spread of the virus, societal media has largely superseded conventional kinds of election campaigning. The sharing economy is mentioned in this article because it is widely held that elections are more closely watched from a political standpoint. The age of disruption has impacted politics, democracy, and, in particular, election management. This study addresses the practice of spreading election-related material via Social Media. The goal is to raise awareness that Social Media campaigns are more than just political campaigns and to contribute to discussions about this. However, economic activity takes advantage of the concept of collaboration. The subject of this article is Bali's six districts, which voted in the general election at the same time in 2020. The conclusions of the conversation show that the Social Media platform used for the campaign impacted how the sharing economy was exercised during the campaign. This study was conducted in six districts and cities within the Bali province. This research's documentation study utilised Social Media, documentation, and a search for relevant literature. The secondary data were described using a descriptive and interpretive narrative.

According to the discussion's description, selecting the Social Media platform for campaigning is the first stage in bringing the sharing economy into action during an election campaign on Social Media. Second, have the creative team design, manage, and disseminate Social Media content for the intended by-election participants. This is described as a sharing economy since digital platform providers share and sponsor access to campaign material-watching services. Voters can use Social Media even if they are not the proprietors. Because it can be difficult to accept anything that by-election candidates publish on Social Media, the general public may be encouraged to vote intelligently. The study suggests voters must use additional techniques to investigate election participants' dependability, competency, and capability. This study's

authorship is limited because it primarily comprises a literature study examining secondary material referring to relevant concepts and theories.

**Wani & Alone (2014)** surveyed the Impact of Social Media on the Election System. Following the 2014 Assembly elections, India experienced the most significant political revolution in its history. Mr Narendra Modi was total to blame for the demise of the reigning party, the Congress, which had ruled for ten years. Nobody would deny that Social Media was heavily used during elections in India for the first time. According to the research, Mr Narendra Modi is the most popular and engaged Twitter user. Twitter and other well-known social networking sites and news network exit polls played a critical role in Mr Modi and the BJP party's victory. The primary purpose of this study is to understand how Social Media affects Indian politics. Social Media is the primary source of information retrieval. Massive amounts of unstructured textual data acquired from Social Media can be analysed and shown as user relations in real-time using the text mining sector.

With its broad use, Social Media has the potential to be a formidable weapon for influencing public opinion and creating agendas. The current research study investigates the significance of Social Media use and growth in Indian politics and its implications on public engagement in politics in general. The study's primary goal is to study the expansion of Social Media as a tool for voter outreach—the second influence of people using Social Media throughout the election campaign on polling results. Due to the increasing use of Social Media, the current study mainly focused on using Social Media as a tool for election campaigns. India is one of the world's most technologically advanced countries, with over 65% of its youth under 35. Social Media is an essential component of these young people's life. The paper primarily examines briefly the most popular Social Media platforms among young Indian people, as well as the many techniques that are now being used to study how Social Media influences world politics.

The paper also discusses how users use social networking sites and what motivates scientists to mine the enormous amount of unstructured data produced by users' comments, classify this mined data, and ultimately determine the real-time relationship between the users' comments and the existing parties. The study concluded that verifying the user's changing feelings before and after the election is feasible. The research could be improved by categorising the user's gender and correlating it with real-world demographics. It may also contain the capacity to determine whether the user is a bot or a human. The research may also use machine learning techniques to create a program that automatically categorises tweets and examines their sentiment.

**Narayanan, Kollanyi, Hajela, Barthwal, Marchal, & Howard (2019)** conducted a study on News and information over Facebook and WhatsApp during the Indian election campaign. In India's national election, voters now rely heavily on Social Media platforms for political News and information. In contrast, phoney News on Facebook typically includes links to sensational, extreme, and conspiratorial news websites and visual content. Positively, we hardly ever came across any pornographic material, gore, or hate speech in any platform sample. The study examined more than 116 public WhatsApp groups and over 130 public Facebook pages connected to these entities. Our notable findings include that the Samajwadi and Bahujan Samaj Party (SP-BSP) post very little sensational, extreme, or conspiratorial information compared to the INC and the BJP, which distribute more than a quarter and a fifth of junk news, respectively. Among the visual information posted in the sample of WhatsApp groups, a third of the BJP's photographs, a quarter of the INC's photographs, and a tenth of the SP-BSP's photographs were labelled as divisive and conspiratorial. Comparing the two platforms, the study observes that fake WhatsApp news primarily takes visual content.

In contrast, fake News on Facebook typically includes links to sensational, extreme, and conspiratorial news websites and visual content. Positively, on any platform sample, we seldom encountered hate speech, graphic violence, or pornographic content. India has more polarising political News and information than any other country. However, encryption and ethical standards make joining and retrieving data from WhatsApp groups difficult.

**Butt, Saleem, Siddiqui, Saleem, & Awang (2021)** conducted a study on Social Media's influence on youth e-participation in national political elections. "Electronic Participation," sometimes known as "E-Participation extended with E-Voting," uses Social Media to mobilise people to vote in a nation's general elections. Pakistan has a rich and diversified population due to the various languages spoken there and its culture, legacy, political makeup, and religious sects. Pakistan's national politics reflect the halls of semantic political gatherings. Most political parties utilise Social Media as a platform to advertise election campaigns while contacting every individual voter in the nation. After publishing the election timetable, the increase in Social Media usage often reaches its peak quickly. This study focuses on Social Media and its impact on politics, particularly around the time of general elections at the federal level. Social Media has allowed people to impact every aspect of modern life collectively. The impact of Social Media on politics and voting intentions among young people who use Social Media seems vital and imaginative to handle unique developments in the country's future election process. The present offers several chances to reduce difficulties, corruption, and disturbances in favour of fair, transparent, and organised changes that will advance the nation's future. Using Social Media to mobilise voters, the digital medium with "Electronic Participation," or E-Participation expanded with E-Voting, produces fair and transparent results. Today, everyone can affect every aspect of life thanks to Social Media. Social Media significantly impacts politics, particularly during national general elections. The study found that to handle new developments in the following election process for the country, the impact

of Social Media on politics and voting intentions among young people utilising the social web becomes vital and inventive. It promises excellent governance and participatory democracy. It offers Social Media monitoring of political instability and evolving political views.

**Kapoor& Dwivedi (2015)** researched that the 2014 prime ministerial elections in India saw the Bharatiya Janta Party defeat the Indian National Congress by majority votes. Narendra Modi was elected the 15th prime minister. The 2014 Indian prime ministerial elections saw the rise of Social Media campaigning, with Modi's use of Social Media being seen as the country's first Social Media election. Post-election, the Modi government sent out thank-you notes to cyber volunteers and invited them to register with the government. Social Media and election campaigning tactics from the Obama US-presidential campaign created a two-way dialogue between Modi and the voter. The recent political success attributed to the NaMo campaign, which cost the BJP over £500m. Reportedly educated newly elected BJP members on the increased use of Social Media. The Obama-Modi comparative trend is still growing, with both leaders being heavily influenced by Obama's presidential campaign and their personalities and governance styles. Both men grew into power despite modest backgrounds and were seen fighting for the commoner. The study concluded that Modi's use of Social Media and US-inspired tactics has redefined election campaigning in India, leading to a departure from conventional strategies. The INC's 2014 election fiasco has taught other Indian political parties that they must either deliver or perish, and upcoming candidates must stand by their promises or suffer the same fate as the INC.

**Paulo Rita (2023)** conducted a study on Social Media discourse and voting decision influence: sentiment analysis in tweets during an electoral period. This study investigated Social Media content's potential as an election predictor and its impact on voters; choices. It tested two hypotheses: whether Twitter sentiment analysis can accurately predict election outcomes and

whether tweet sentiment positively influences voting intentions. The study used a UK General Election sentiment analysis using supervised and unsupervised learning techniques. Results showed a negative association between the Conservative Party's negative sentiment on tweets, while the unsupervised method showed no positive correlation between tweet sentiment and voting decisions. However, the study's shortcomings, including underrepresenting the general population and younger generations, hindered the validity of the two hypotheses. The study highlights the underrepresentation of the general population in Social Media predictions, particularly among younger generations. The study suggests that post-election poll indicates a clear political preference, suggesting Social Media should support electoral forecasts. However, the neutral attitude of tweets limits data collection, and Twitter API restrictions may need to be revised for in-depth research.

## **Chapter-3**

### **Methodology**

- 3.0 Introduction
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## Chapter-3

### Methodology

#### Introduction

The methodology is the guideline of the research. It is a series of activities done by the researcher to find answers to the research question and fulfilling the research objectives. It contains research techniques specially designed for a concerned research problem. Research methodology is a way for a researcher to explain how they intend to conduct their research." It's a methodical, logical approach to solving a research challenge. A methodology describes a researcher's approach to the study to provide trustworthy, credible results that fulfil the researcher's goals and objectives. It includes what data they will gather, where they will collect it, and how it will be collected and evaluated (Team, I. E., 2022). The systematic approach to carrying out research is referred to as research methodology. The term is typically understood to comprise research design, data collection, and data analysis, while numerous methods are employed in different types of research. Research methodology is designed to inform: Why a research study has been undertaken, how the research problem has been identified, how and why the hypothesis has been developed, what data have been gathered and what specific method has been accepted, why a particular technique of data analysis has been employed, as well as a host of similar additional queries are typically answered when we speak of research methodology regarding a research problem or study (Sam Goundar, March 2012). "*Research methodology is a way to solve the research problem systematically.* It may be thought of as a science that studies how scientific research is conducted. In it, we look at the many stages a researcher could take" (C.R. Kothari, 2004).

Your research approach examines and describes how you will gather and analyze data. The methodology chapter, an essential section of any thesis, dissertation, or research paper,

discusses what you did and how you did it, allowing readers to judge the validity and dependability of your research and dissertation subject. S. M. George, 2022. An approach for systematically resolving the research challenge is known as the research methodology. Results collection, statistical analysis, interpretation, and conclusion-making about the research results are all part of the process. It serves as a guide that must be followed to finish the study. It resembles a house builder's blueprint (Murthy & Bhojanna, 2009, p. 32).

According to (Pamplona, F.,2022), *Research Methodology is an organized framework utilized to solve the research problem by applying the best and most feasible methods while aligning with the aim and objectives of the study. The methodical, theoretical examination of the approaches used in a field of research is known as methodology. It includes the academic examination of the body of procedures and rules related to much knowledge.* According to (Irny Suzila Ishak, R. A.,2005), it frequently includes ideas like paradigms, theoretical frameworks, steps, and either qualitative or quantitative procedures. *Research methodology is a way to solve the research problem systematically.* It is a science that studies how scientific research is conducted. In it, we look at the numerous processes a researcher takes when examining a research subject and the reasoning behind them (Mimansha Patel, N. P. 2019). This chapter describes the conceptual framework and practical work of the research problem. This chapter also discusses the appropriate methods for present research. The methodology section helps to conduct all research activities systematically after the problem statement and literature review. This chapter seeks to provide a thorough explanation of the precise processes that were taken. This chapter describes the layout of the studies and the particular method which the researcher adopted. This chapter includes objectives, research questions, tools, sampling technique, population size, and data collection process.

### **3.1: Objectives & Research Questions**

The present research is an analytical study of the use of New Media by National political parties in the general election (in the context of the political trend of young voters). For this purpose, the following objectives and research questions were identified.

#### **3.1.1: Objectives of the Study**

1. To find out the status of Facebook posts sent by National political parties from their official Facebook account during the general election of 2019.
2. To find out the status of tweets sent by National political parties from their official Twitter handle during the general election of 2019.
3. To explore the role of election campaign-related Facebook posts of National political parties in the youth's vote determination.
4. To explore the role of election campaign-related tweets of National political parties in the youth's vote determination.

#### **3.1.2: Research Questions**

1. What is the status of National political parties' Facebook posts sent through the official Facebook account during the general election of 2019?
2. What is the status of National political parties' tweets sent through the official Twitter handle during the general election of 2019?
3. Did the Facebook posts related to the election campaign by the National political parties play any role in determining the youth's vote?
4. Did the tweets related to election campaigning by National political parties play any role in determining the youth's vote?

### 3.2: Methodology Snapshot

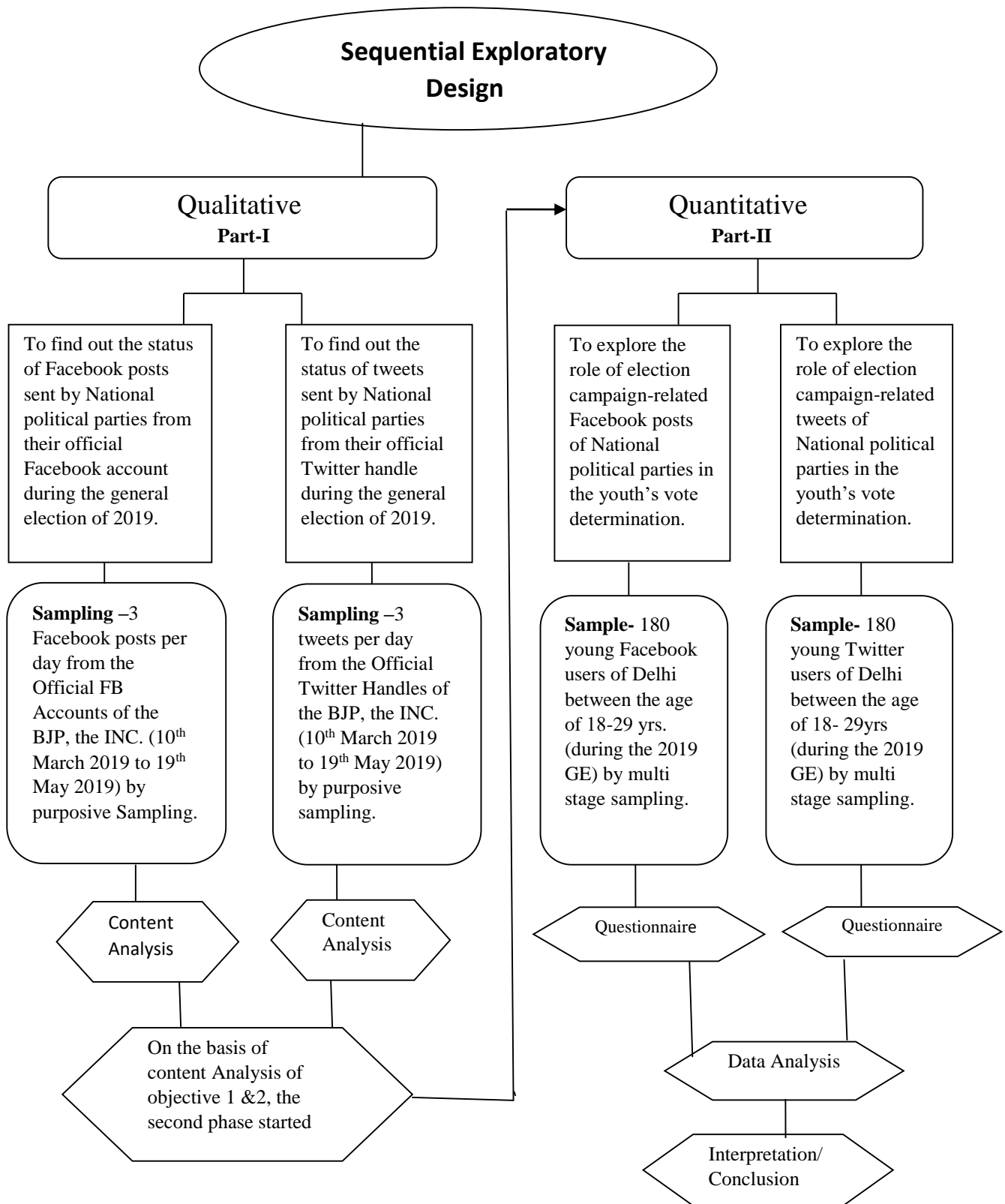
Sl. No.	Objectives	Sample	Tools/Techniques used	Analysis used
1.	To find out the status of Facebook posts sent by National political parties from their official Facebook account during the general election of 2019	Purposive Sampling: 3-3 Facebook posts per day from the Official FB Accounts of the BJP and the INC. (10 <sup>th</sup> March 2019 to 19 <sup>th</sup> May 2019) by purposive sampling	Checklist (NPPNMIC-F)	Checklist Analysis
2.	To find out the status of tweets sent by National political parties from their official Twitter Handle during the general election of 2019	Purposive Sampling: 3 tweets per day from the official Twitter handles of the BJP and the INC. (10 <sup>th</sup> March 2019 to 19 <sup>th</sup> May 2019) by purposive sampling.	Checklist (NPPNMIC-T)	Checklist Analysis
3.	To explore the role of election campaign-related Facebook posts of National political parties in the youth's vote determination.	Sample-180 young Facebook users of Delhi between the age of 18-29yrs (during the 2019 GE) by multi-stage sampling.	Questionnaire	Questionnaire Analysis

4.	To explore the role of election campaign-related tweets of National political parties in the youth's vote determination.	Sample-180 young Twitter users of Delhi between the age of 18-29yrs ((during the 2019 GE) by multi-stage sampling	Questionnaire	Questionnaire Analysis
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Table No. 3.1: Methodology: An Overview

### 3.3: Diagrammatic Representation of Methodology:

Table no.3.2: Graphical Presentation of the Research Process



### **3.4: The Research Design Selected for the Present Study**

The present study, "An analytical study of the Use of New Media by National political parties in the general election (in the Context of the political trend of young voters)", is a sequential exploratory Research. The focus of this study is to find out if the use of New Media by National political parties in the general election 2019 influenced young voters to vote in favour of the concerned political party. The researcher has found that few studies related to the present research have been conducted. As a result, the researcher has determined that a mixed-method study design is appropriate for achieving the current study. Mixed-method research is relevant when the study gathers qualitative and quantitative data. This research study method is gaining popularity among modern researchers and is utilized in various research projects. (John W. Creswell, V. L.,2007, p5) The methodology focuses on acquiring, evaluating, and integrating quantitative and qualitative data in a single research or set of studies. Its core idea is that combining quantitative and qualitative methodologies yields a better grasp of research challenges than either strategy alone." " A mixed-methods study collects or analyses quantitative and qualitative data in a single study where the data are collected simultaneously or in order, are prioritized, and include data integration at one or more stages in the research process (John W. Creswell, V. L. 2002).

According to (Bouchrika, I.,2023), *a modern method sprung from combining traditional quantitative and qualitative approaches*. According to (Moss, J. B.,2012), mixed-methods necessity originated from its ability to assist researchers in viewing social interactions and their complexities more clearly by integrating both qualitative and quantitative techniques while simultaneously recognizing the constraints of both methods. The idea of triangulation in social science is another well-known aspect of combined approaches. Triangulation allows researchers to use various quantitative and qualitative methods in a single study to present multiple findings regarding the same issue. Mixed methods research is a method of doing an

investigation that involves gathering both quantitative and qualitative data, combining the two types of data, and employing various designs that could include philosophical presumptions and theoretical frameworks. This type of study is predicated on the fundamental premise that combining qualitative and quantitative methods yields a better knowledge of a research problem than each method. In its simplest form, mixed-method research entails collecting quantitative and qualitative data. There is a method of study that incorporates both forms of data using various designs, as well as theoretical procedures and philosophical frameworks. The mixed method is the idea that combining qualitative and quantitative methods can give a study problem a more thorough insight than any other method. In one or more studies concentrating on the same underlying phenomena, mixed methods research combines quantitative and qualitative data collection, analysis, and interpretation (Onwuegbuzie, N. L., 2004).

The mixed approach offers a complete picture by noticing trends, generalizations, and in-depth information on participants' opinions. A mixture of diverse methods and sequential exploration was appropriate after examining several mixed-methods studies and methodological reviews; as a result, the researcher determined that the mixed-method sequential exploratory approach was right for the current ongoing investigation. According to (John W. Creswell, V. L., 2018), the first phase is qualitative and ends with the analysis yielding codes or additional conceptual themes. The second quantitative phase, which may involve conducting a survey or another type of quantitative data collection, is guided by the analysis findings. The theory development version, where the main goal of the mixed methods study is to build theory, and the instrument-development variant, where the main goal is to produce an improved instrument to test a hypothesis, are the two main variations of the exploratory design. Exploratory research is extremely helpful in solving research topics that have not been well examined in the past and for which there is little publicly accessible information or literature. Therefore, carrying out



exploratory research may aid in improving our comprehension of the issue from the participants' points of view.

### **3.4.1: Exploratory Nature of the Study**

Exploratory research is an approach; researchers use to better understand an issue before attempting to quantify mass reactions into statistically inferable data. Exploratory research, as the name implies, seeks to elucidate research topics rather than provide definitive answers to existing problems. This research is typically conducted to investigate an issue that has yet to be fully characterized. Exploratory research, undertaken to establish the nature of the problem, is not designed to produce conclusive evidence but to help us better understand the situation (Saunders, M., Lewis, P., & Thorn Hill, A. 2012).

The exploratory approach only explores the study issue in various degrees of depth rather than attempting to offer definitive, final answers to the research questions. According to a statement, exploratory research is the initial study that is the foundation for more conclusive research. Even the choice of the research design, sampling strategy, and data collection method might be aided by it (Singh, K. 2007). According to (Brown, R.B., 2006), exploratory research "tends to tackle new problems on which little or no prior research has been done." The most common primary data collection technique in exploratory studies is unstructured interviews. Exploratory research is good at setting the foundation for subsequent research. Exploratory research begins with a basic notion, and the results are used to discover connected difficulties with the research topic, which can be used for future research on the same topic. The investigation process in exploratory research differs depending on the discovery of a new date or insight. An exploratory study is undertaken in the early stages of a problem (Bhasin, Hitesh, 2020). The fundamental purpose of the exploratory design is to generalize qualitative findings from the first phase to a larger sample acquired during the second phase. Like the exploratory design,

the two-phase exploratory design seeks the outcomes of the first qualitative methodology to assist in developing or guiding the second quantitative method. Gathering, analysing, and interpreting data about known designs, systems, models, or abstract theories or subjects is what exploratory research comprises. To gain understanding, these inquiries mainly rely on inductive reasoning. Exploratory research seeks patterns and arrives at a broad theory behaviour as the experimental technique proceeds from a general theory to an understanding of individual events. The emphasis is not on establishing new designs or models but on perspective and relative relevance (Edgar, T., 2017).

### **3.5: Source of Data**

The research was based on primary as well as secondary data. The Oxford Advanced Learner's Dictionary defines a primary data source as "*a document, and so on, that contains numerical and non-numerical information, obtained directly by a researcher from surveys, observation, and not taken from other books, etc.*." In contrast, a secondary source of data is a book or other source of information in which the writer obtained the report from somewhere else rather than collecting it themselves.

The following is the data-gathering source:

#### **A: Primary Source**

Checklists and questionnaires were used to gather primary data. Checklists were used to collect qualitative data from the official Facebook accounts and Twitter handles of the BJP and the INC through content analysis and Two different questionnaires surveys of all demographic groups of young Facebook users and Twitter users, including students, teachers, engineers, doctors, lawyers, IT professionals, employees, unemployed and homemakers were used to gather quantitative data.

## B: Secondary Source

Most secondary data was gathered from the official websites of ECI, all NPPs, the BJP and the INC's official Facebook accounts and Twitter handles. Data was also collected from Facebook, Twitter, books, websites, research papers, articles, and newspaper reports.

The following methods were used in the present study.

1. Content analysis of the Official Facebook Accounts of the BJP and the INC have been done.
2. Content analysis of the Official Twitter Handles of the BJP and the INC have been done.
3. Survey of young FB users of Delhi
4. Survey of young Twitter users of Delhi

### Purposive sampling for qualitative data analysis: PART –I

Sampling chart for objectives 1 & 2

Data have been collected from 10<sup>th</sup> March to 19<sup>th</sup> May 2019

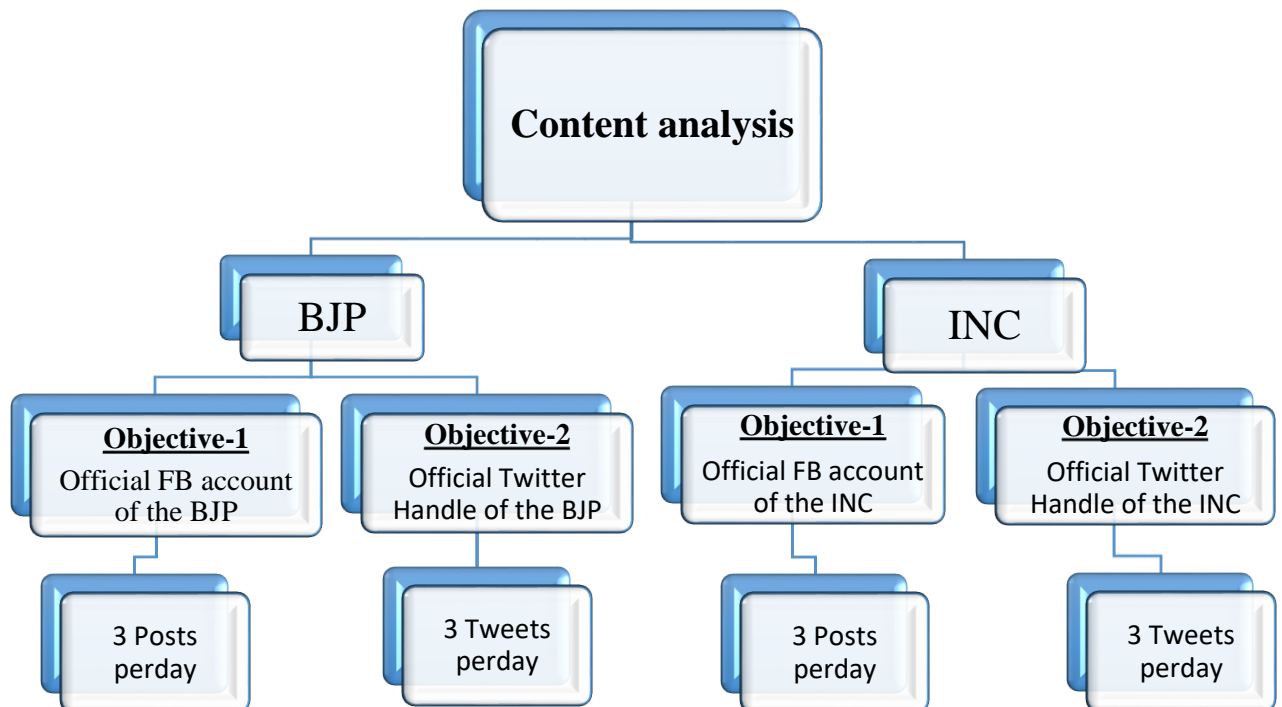


Table no. 3.3: Diagram of the sample collection process for content analysis

### **3.6: Objective 1.**

**To find out the status of Facebook posts sent by national political parties from their official Facebook account during the 2019 general election.**

#### **3.6.1: Content analysis of NPPs' OFA**

The first objective of this research was to find out the status of Facebook posts sent by National political parties from their Official Facebook Accounts during the 2019 general election. A content analysis of the BJP and the INC's official Facebook accounts (OFA) was conducted. The main focus of this objective was to collect qualitative data. A research technique called qualitative content analysis allows for the introspective interpretation of data content through a methodical coding and theme or pattern identification procedure. It is an approach of empirical methodological controlled analysis of texts within their communication content, following content analytic rules and designs step by step without quantifications to generate theory" (GN Shava, 2021). The researcher created a checklist consisting of New Media-related items. The name of the checklist was "National Political Parties' New Media Intervention Checklist for Facebook (NPPNMIC-F)". Before starting the data collection, the checklist was sent to various experts for validation. The checklist was modified according to the feedback. The main objective of the checklist was to collect Qualitative data from BJP and INC's Official Facebook Accounts.

#### **3.6.2: Sample**

To find out the status of National political parties' OFA. Samples were drawn from the National political parties recognized by the Election Commission of India. According to the ECI website, during the 2019 general election, India had seven National political parties. The entire list is provided below-

<b>Sr. no.</b>	<b>National Political Party</b>	<b>Year of Establishment</b>	<b>Official Facebook Account</b>
1.	Bhartiya Janata Party	1980	<a href="https://www.facebook.com/BJP4India">https://www.facebook.com/BJP4India</a>
2.	Indian National Congress	1885	<a href="https://www.facebook.com/IndianNationalCongress">https://www.facebook.com/IndianNationalCongress</a>
3.	Communist Party of India	1925	<a href="https://www.facebook.com/communistpartyofindia/">https://www.facebook.com/communistpartyofindia/</a>
4.	Communist Party of India(Marxist)	1964	<a href="https://www.facebook.com/cpimcc">https://www.facebook.com/cpimcc</a>
5.	All India Trinamool Congress	1998	<a href="https://www.facebook.com/AITCOfficial/">https://www.facebook.com/AITCOfficial/</a>
6.	Nationalist Congress Party	1999	<a href="https://www.facebook.com/NCPSpeaks/">https://www.facebook.com/NCPSpeaks/</a>
7.	Bahujan Samaj Party	1984	<a href="https://www.facebook.com/Mybspindia/">https://www.facebook.com/Mybspindia/</a>

Table no. 3.4 Details of the Official Facebook Accounts of National political parties.

Purposive sampling was appropriate for studying the status of National political parties' OFA. India's oldest National political party, which is the Indian National Congress (INC) and India's ruling party, named the Bhartiya Janta Party (BJP), were selected as samples. Between 10th March and 19th May 2019, three posts from each Official Facebook Account of National political parties were taken per day as a sample.

Sr. No.	National Political Party	Year of Establishment	Official Facebook Account
1.	Bhartiya Janata Party	1980	<a href="https://www.facebook.com/BJP4India">https://www.facebook.com/BJP4India</a>
2.	Indian National Congress	1885	<a href="https://www.facebook.com/IndianNationalCongress">https://www.facebook.com/IndianNationalCongress</a>

Table no. 3.5: Sample NPPs for Objective 1

### 3.6.3: Tool

To collect the qualitative data researcher created a checklist named "National Political Parties' New Media Intervention Checklist for Facebook (NPPNMIC-F)." This tool was specially designed to study the status of the National political parties' OFA. It was created to examine the level of National political parties' influence on young voters through their OFA. It also looks at National political parties' use of New Media for election campaigning. It was devised to analyse the quality of messages conveyed to young voters during the election campaign on New Media by NPPs. Some items are mainly related to New Media for election campaigning by National political parties. A checklist is a "list of actions, tasks, or behaviours organized systematically to allow the evaluator to record the presence or absence of each listed item" (Brigette Hales 1, M. T., 2008). Webster's Dictionary defines a checklist as "a list of items that need to be verified or done." The description captures the practical aspect of a checklist for "ticking off" completed tasks and serves as a reminder of what remains to be done. "A checklist

usually consists of a list of action items or criteria that are organized sequentially, enabling the user to record the presence/absence of each item listed to guarantee that all are taken into account or completed" (Reijers, Leopold Recker, 2017). The Checklist was used to collect qualitative data, which began with subjects. In the first step of the study, the Checklist was physically and electronically distributed to the ten experts for pre-testing and validation purposes. The response was edited, and an updated checklist was used for the content analysis. The Checklist had 12 items which were focused on different fields i.e.-Facebook posts' language, the format of the Facebook posts, the target age group of the posts, likes in the Facebook posts, comments on the Facebook posts, Facebook posts shared, publicity in the Facebook posts, youth issue raised in the Facebook posts, the hashtag used in the Facebook posts attempts to communicate with the youth, the Facebook posts directly appealed to the child to vote for the party, youth faces are used in promotion for the election campaign.

#### **3.6.4: Procedure**

Qualitative content analysis can investigate virtually any communication materials, including narrative responses, open-ended survey questions, interviews, focus groups, observations and print media such as articles, books or manuals (Shannon, 2005). To conduct the content analysis, a checklist was prepared by the researcher. Most of the questions were multi-choice with a yes or no answer option. The Official Facebook Accounts of the Indian National Congress Party and the Bhartiya Janta Party were studied. Days were sampled from the commencement of the model code of conduct period on March 10th, 2019, to the day of the last phase of polling on May 19th, 2019. The Content of 3 Facebook posts per day each from the BJP and the INC's official Facebook Account was analysed. Qualitative data was gathered throughout the process. Answers were recorded on the Checklist by ticking yes or no. If a post from the National Political Party's Official Facebook Account was found in Hindi, the

researcher selected yes in front of the Hindi option, and if it was not found, it was ticked no. This process was followed for all 12 options accordingly.

### **3.7: Objective. 2**

#### **2. To find out the status of tweets sent by National political parties from their official Twitter handle during the general election 2019.**

Data is facts, numbers, characters, or symbols defining an object, concept, state, scenario, or other aspects. They offer data and figures used to build various measuring scales and serve as raw materials for analysis. They also make the study's findings available to the public. Data collection is one of the most crucial aspects of research. Good data is essential for obtaining insight into an existing problem or opportunity. The lack of good data limits the effectiveness of other data tools. Data is crucial at all stages of the entire process" (*icndbm.cikd.ca.*,2019).

##### **3.7.1: Content Analysis of NPPs' OTH**

To find out the status of tweets sent by National political parties from their official Twitter handle during the general election 2019. A checklist was built based on predefined parameters to conduct a content analysis by collecting qualitative data from the BJP and the INC's Official Twitter Handle (OTH). The study technique of "content analysis is used to find patterns in recorded communication. You can undertake content analysis by methodically gathering data from a collection of written, spoken, or visual texts. Researchers employ content analysis to learn more about communication content's goals, messages, and outcomes. They can also conclude the authors and readers of their analysing texts. Content analysis can calculate the frequency of occurrence of specific words, phrases, ideas, or concepts in a collection of



historical or contemporary literature" (Luo, A.,2019). "Qualitative content analysis is a valuable alternative to traditional quantitative content analysis when the researcher works in an interpretive paradigm. The goal is to identify important themes or categories within a body of Content and to provide a detailed description of the social reality created by those themes/categories as they are lived out in a particular setting. Through careful data preparation, coding, and interpretation, the results of qualitative content analysis can support the development of new theories and models, as well as validating existing theories and providing thick descriptions of particular settings or phenomena" (Y Zhang, 2005). The process of qualitative content analysis is frequently initiated during the initial phases of data collection. This initial engagement in the analytical method will be beneficial. Researchers go back and forth between idea formulation and data gathering, and it may help steer your three following data collection efforts toward sources that are more beneficial for answering the research questions (Matthew B. Miles, 1994). The primary goal of this tool was to examine the NPPs' OTH to determine their influence on young voters in the 2019 general election. The qualitative data was gathered using the Checklist.

### 3.7.2: Sample

To fulfil this objective purposive sampling was used. At the time of the 2019 general election, there were seven National political parties in India. The complete list is given below-

<b>Sr. No.</b>	<b>National Political Party</b>	<b>Year of Establishment</b>	<b>Official Twitter Handle</b>
1.	Bhartiya Janata Party	1980	@BJP4India
2.	Indian National Congress	1885	@INCIndia
3.	Communist Party of India	1925	@cpofindia

4.	Communist Party of India(Marxist)	1964	@cpimspeak
5.	All India Trinamool Congress	1998	@AITCofficial
6.	Nationalist Congress Party	1999	@NCPspeaks
7.	Bahujan Samaj Party	1984	@bspindia

Table no. 3.6 Details of the Official Twitter Handles of National political parties.

To conduct the study, two National political parties, i.e. the BJP and the INC, were selected using purposive sampling. The content analysis of the Official Twitter Handles of the BJP (@BJP4India) and the INC (@INCIndia) was done. From the period between 10th March and 19th May 2019, Per day, three tweets from each of the OTH of both NPPs were chosen randomly as the study sample.

Sr. No.	National Political Party	Year of Establishment	Official Twitter Handle
1.	Bhartiya Janata Party	1980	@BJP4India
2.	Indian National Congress	1885	@INCIndia

Table no. 3.7: NPPs selected as sample for objective 2

### 3.7.3: Tool

"Research Tools" generally make research and associated tasks easier. *"Research Tools" enable researchers to collect, organize, analyses, visualize, and publicize research outputs* (Ale Ebrahim, N.,2016). "A data collection or research tool is used to assess a variable

or gather data to address a research question. Careful selection of data-gathering instruments can assist the researcher in meeting objectives and saving time. Any research is just as good as the data that drives it; selecting the correct data-collection technique can make all the difference" (icndbm.cikd.ca.,2019). The researcher created National Political Parties' New Media Intervention Checklist for Twitter (NPPNMIC-T) to collect the qualitative data. Firstly, the checklist was sent to the expert for validation purposes. Some suggestions were received by the experts included in the checklist, and then the final content analysis was conducted. This tool was specially meant to study the use of New Media for election campaigning by National political parties in the 2019 general election. This tool also evaluated NPPs' efforts to influence young voters' vote determination. It also explored the way messages were conveyed to young voters. The checklist contained 12 elements that were focused on various fields, i.e. Tweet's language, format of the tweet, target group of the tweet, likes in the tweet, Retweets in the tweet, Replies in the tweet, publicity in the tweet, youth issues raised in the tweet, the hashtag used in the tweet, attempted to communicate with the youth, the tweet directly appealed to the youth to vote for the party, youth faces were used in the promotion.

#### **3.7.4: Procedure**

Content analysis is a research tool used to identify the existence of specific words, themes, or concepts within qualitative data. Researchers can use content analysis to measure and analyses the existence, meanings, and correlations of specific words, themes, or concepts (Columbia Mailman School of Public Health). Systematic and transparent data processing processes are used to support accurate and trustworthy inferences. Some phases are similar to those used in classic quantitative content analysis, while others are unique to this method (Tesch, 1990). The primary goal of this objective was to find out the use of Official Twitter Handle by National political parties to influence young voters in general elections. It also explores the kinds of

content that NPPs were spreading through New Media platforms. To fulfil this objective, a content analysis was conducted by the researcher. A checklist was set up with some criteria. Most of the questions were multi-choice with a Yes or No answer option. The official Twitter handle of the @BJP4India and the @INCIndia was studied during the content analysis. Three tweets per day from each National political party's (NPPs) official Twitter handle (OTH) were taken. The answer was recorded on the checklist by ticking Yes or No. If the tweet contained a #hashtag, the researchers placed a tick mark in front of yes; if it did not, it was marked as no. This procedure was followed for all 12 options accordingly.

**Quantitative Data Analysis: PART -II**

Sampling chart for objectives 3 & 4:

Multistage random sampling with purposive sampling

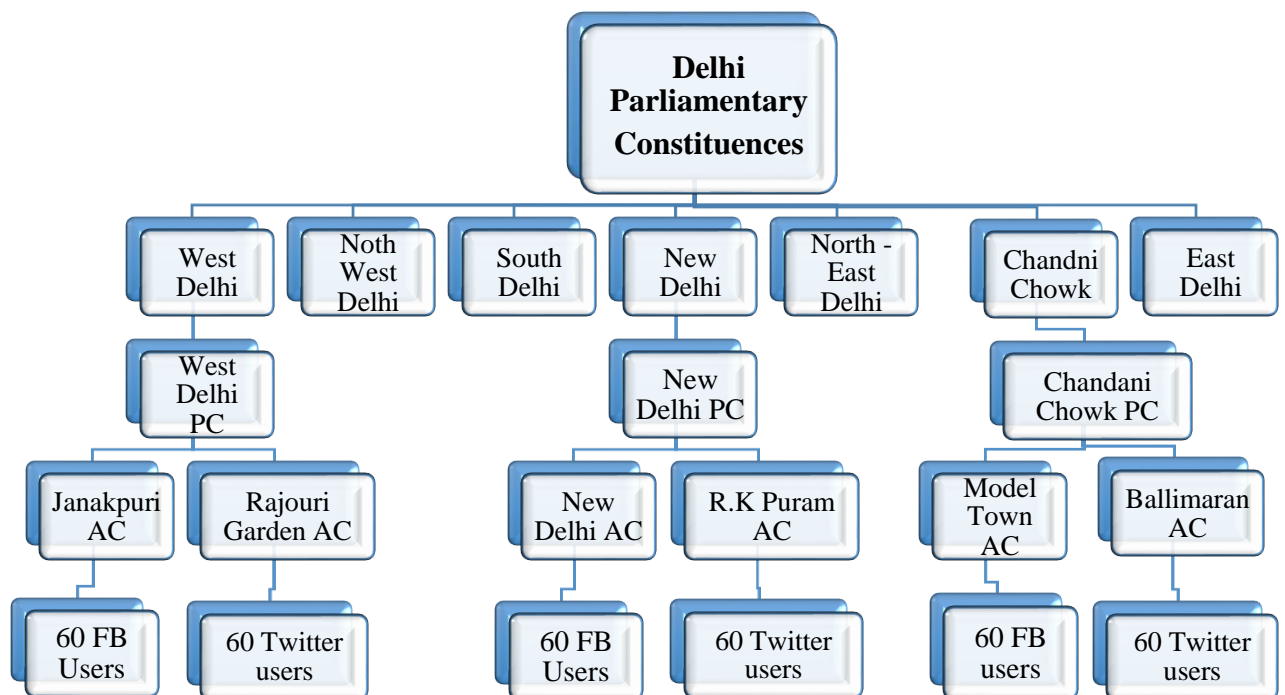


Table no.3.8: Diagram of the sampling and data collection process for the questionnaire

### **3.8. Objective. 3**

**To explore the role of election campaign-related Facebook posts of national political parties in the youth's vote determination.**

#### **3.8.1: Survey of Young Facebook Users**

India is a country where almost 65 per cent of the population is below 35yrs of age. They are a voter too. So every political party wants to acquire the most votes from the youth since they can change voting trends and margins of victory; this is why National political parties implemented several techniques to influence the youth in the 2019 GE. New Media gave people the option to reach out to millions of people at the same time. New Media's growing popularity among the youth led to a virtual society. In which people share the moments of their personal life and provide a platform to communicate on many issues related to the political, economic, strategic, and public interest. It was initially utilized experimentally by national political parties in 2014, and it saw significant success in the 2019 general elections with an even more aggressive campaign. NPPs sent political campaigns to every youth segment, urging them to vote in their favour. The IT cell was founded, and the war room was built.

A vast number of human resources and professionals were deployed. So it is essential to explore the effectiveness of the New Media campaign done by National political parties to influence the youth to vote in their favour, particularly on Facebook. It is also equally important to measure the effects of the NM election campaign on the youth. Therefore, the third objective of this study was to explore the role of election campaign-related Facebook posts of National political parties in the youth's vote determination. This study attempted to analyse the impact of these campaigns on youth. This objective also tried to explore the influence on youth's vote determinations. It also highlighted the NPPs' youth-centric election campaigning during the 2019 general election. The researcher developed a questionnaire to collect quantitative data to

accomplish this objective. The questionnaire contained all of the criteria required to determine the objective.

### **3.8.2: Sampling**

"Collecting data from each participant in a group study is rarely possible. You replace it with a sample. The sample is made up of the people who will take part in the study. To draw correct conclusions from your data, you must carefully evaluate how you will select a sample representative of the group. This is a sampling method (McCombes, S.,2019, September 19). To achieve this purpose, Delhi was chosen as the population of the study. Delhi is the capital of India, and the majority of the NPPs have their headquarters in Delhi, making it an excellent location for this study, which focused on NPPs and their usage of NM in GE. There are many central universities and many training institutes that make Delhi an education hub. People hailing from every state in the country have settled in Delhi; thus, Delhi can be considered a small sample of Indian citizens. After selecting the population of the study, a multi-stage random sampling was carried out for sampling. In the first stage, a lottery mechanism randomly selected three PCs out of seven in Delhi. For this, the names of all seven PC seats were written on seven slips. These slips were sealed in a box and thoroughly shaken to ensure they were all mixed; then, three slips were picked from the box to select three PC seats in Delhi. That is how the PC seats in West Delhi, New Delhi, and Old Delhi were chosen randomly.

The West Delhi Parliamentary constituency is one of seven Parliamentary constituencies in Delhi. This constituency was formed in 2008 in response to the recommendations of the Delimitation Commission, which was formed in 2002. The West Delhi LS seat includes Ten Assembly seats of Madipur, Rajouri Garden, Hari Nagar, Tilak Nagar, Janakpuri, Vikaspuri, Uttam Nagar, Dwarka, Matiala, and Najafgarh. According to the ECI, West Delhi Lok Sabha(PC) seat had 237,644 voters in 2019, with a voter turnout of 60.82%. Pravesh Verma of

the BJP was elected to the Lok Sabha seat of West Delhi. The food and beverage industry, Asia's largest furniture market, and numerous important educational institutions, offices, and tourist attractions are centred in West Delhi.

The Chandni Chowk parliamentary constituency is also one of seven parliamentary constituencies in Delhi. This constituency came into existence in the year 1956. This PC also has ten assembly constituencies, including Adarsh Nagar, Shalimar Bagh, Shakur Basti, Srinagar, Wazirpur, Model Town, Sadar Bazar, Chandni Chowk, Matia Mahal, and Ballimaran. The BJP's Dr Harsh Vardhan was elected to this PC seat. According to the ECI, the Chandni Chowk PC had a total of 156,2283 voters and a voter turnout of 62.78% in the 2019 Lok Sabha elections. The Chandni Chowk Lok Sabha seat is Delhi's first and smallest Lok Sabha seat. This seat comes from the Old Delhi area. Where many important places of Indian history like the Red Fort, Old Fort, Jain Temple, Gaurishankar Temple, and Gurudwara Sheesh Ganj Sahib are present. Several notable markets include Sadar Bazar, Chawdi Bazar, Chatori Gali, Khadi Bawdi, and educational institutes.

The New Delhi PC seat is also included in the seven parliamentary constituencies of Delhi. This constituency came into existence in 1951. Karol Bagh, Patel Nagar, Moti Nagar, Delhi Cantt, Rajinder Nagar, New Delhi, Kasturba Nagar, Malviya Nagar, RK Puram, and Greater Kailash Assembly constituency seats come under this PC. According to the ECI, the seat had 1617470 voters and a voter turnout of 56.91% in the 2019 general election. In the current government, Minister of State Meenakshi Lekhi was elected from this seat on the BJP ticket. The New Delhi PC seat is in the country's National Capital Region.

The Parliament, Supreme Court, Rashtrapati Bhavan, Foreign Embassies, Indian Army Headquarters, all Central Ministries, the House of the Prime Minister, Central Ministers, and Chief Ministers of the States, as well as the residences of government employees and other important people, are all located here. In addition, there are numerous educational and training

institutes and markets, such as Connaught Place, Karol Bagh, Sarojini Nagar, and Dilli Haat. The selection of New Delhi, Old Delhi, and West Delhi PC in the first sampling stage covers Delhi geographically, economically, politically, educationally, population-wise, and from the perspective of the young.

One Assembly Constituency in the three Lok Sabha Constituencies was randomly selected in the second phase. There are ten Vidhan Sabhas (ACs) in each of the designated PCs, but only one Vidhan Sabha was to be chosen; the lottery technique was also used for this. To begin, the names of West Delhi's ten assembly constituencies were scrawled on ten slips of paper. These were also put in a box and shaken well, and then Janakpuri assembly was selected. The Janakpuri Assembly Constituency had 185556 voters at the time of the 2019 general elections, according to the ECI. Janakpuri Assembly Constituency is one of Delhi's 70 assembly constituencies. It is considered a highly upscale area near the Army Cantt.

Similarly, the New Delhi assembly constituency was selected through random sampling from the New Delhi Lok Sabha seat. According to ECI data, the total number of Lok Sabha voters in the New Delhi Legislative Assembly seat in the general election 2019 was 143708. This region is politically significant because it has the headquarters or offices of all major political parties. Think tanks from all political parties and residents from various country sections are present here. The young population is likewise higher.

In the same way, the Model Town AC was randomly selected from the Chandni Chowk Lok Sabha seat. According to ECI data, the total number of Lok Sabha voters in the Model Town Assembly Constituency in the 2019 general election was 165684. Because of its proximity to Delhi University, it attracts many young people. It was founded in 1950. A model Town is a massive area separated into blocks and colonies. The Model Town region is also regarded as an upscale district, with government buildings and many politicians and entrepreneurs. Let's look at all three assembly seats obtained in the second phase of the sampling. These are



important areas with many government and private offices, including Delhi University, other educational institutions, and training institutes, from the perspective of the youth, which gives the researcher the optimum sample. In the final stage, 180 young Facebook users were selected for the study, in which 60 young Delhi FB users were chosen randomly from each of the 3 ACs. The sampling includes Delhi residents between 18 and 29 years (during the 2019 general election). It was also noted that the respondents must have voted in the 2019 GE. Youth categories like students, unemployed, and employed were taken as samples.

### **3.8.3: Tool**

A questionnaire solicited feedback from Delhi's young voters to accomplish this goal. The questionnaire was named "Questionnaire to Explore the Role of the NPP's Facebook Posts in the Youth's vote determination". The questionnaire has some characteristics such as the instructions, easy to understand, easy to fill, not too long questionnaire, standardized data format and easy for the researcher to collect and analyze data. The questionnaire was divided into three Parts, i.e. A, B, and C. The responders were asked 33 questions. The questionnaire had been structured with set parameters measuring the influence of NPPs' FB posts on youth's vote determination.

#### **Items of the questionnaire:**

Do you use the Internet? On average, how much time do you spend on Facebook per day? On average, how many political posts did you receive per day during the 2019 general election? On average, how much time per day was spent reading the Facebook posts of National political parties? What was the format of the National political party's Facebook posts? In which language were the Official Facebook Accounts of National political parties mostly posted? What kind of election promotions were found in National political parties' Facebook posts?

How did you react to the National political party's election campaign-related Facebook posts? How many friends do you have on Facebook? Are you a follower of any National political party on Facebook? What kind of Facebook posts do you like to read? Which issues related to youth were raised by National political parties through their election campaign on Facebook? Was there an attempt to influence a particular youth in the National political party's Facebook posts? Which National political party do you like the most? Which National political party did you vote for in the 2019 general election? Which National political party's Facebook posts do you find more effective? Which National political party's election campaign-related Facebook posts did you like the most? Which National political party's election campaign-related Facebook posts had the most youth-related issues? What were the problems on your mind when voting in the 2019 general election? During the 2019 general election, what attracted you to the National political party's Facebook posts? Did National political parties influence the youth to vote in their favour through the New Media? Did these election promotional materials on Facebook play any role in developing political understanding among youth? Did you get information about the big issues of the 2019 general elections through Facebook? Did National political parties appeal to young voters through Facebook to vote in their favour? Did the Facebook campaigns of National political parties play any role in determining your vote? Did you visit any National political party's official Facebook Account during the 2019 general election? Did you see any youth icons in the National political parties' election campaign on Facebook? Did you like the first-time voter appeal in the National Political Party's Facebook posts during the 2019 general election? Is New Media proving effective in election campaigning for National political parties? Does Facebook play an important role in election campaigning for National political parties in the 2019 general election? Will the use of New Media in general elections also prove to be effective for National political parties in the future? Does Facebook play an important role in election campaigning for National political parties in

the 2014 general election? Do you believe New Media played an important role in election campaigning for National political parties in the 2014 general election? When making a questionnaire, it was noted that the questions were well-balanced and should cover all parameters. There were steps taken to construct validity. A pilot study of 30 young Delhi Facebook users was done to determine the reliability of this questionnaire. This questionnaire was also sent to the 15 experts personally and through online mode; after including suggestions and corrections, an updated questionnaire was finalized. The tool's reliability for objective three was measured at .710, indicating relatively good reliability.

<b>Cronbach's Alpha</b>	<b>Cronbach's Alpha Based on Standardized Items</b>	<b>No. of Items</b>
.710	.710	33

Table No.3.9: Reliability Statistics

### **3.8.4: Procedure**

After finalizing the sample size and tools, the research progressed to the next study stage. Under this, only those respondents were to be selected who were voters in Delhi, whose ages were between 18 and 29, who voted in the 2019 GE, and who were Facebook users. In such a situation, purposive sampling was used to fulfil this objective. For this, 60 Facebook users were purposively selected from each of the three randomly selected assemblies. Contact was established both online and in person. Only individuals who met all four eligibility requirements were contacted. During the data collection process, around 230 persons were contacted, out of which 180 Facebook users agreed to respond. Google Forms were sent to the

respondents with the help of WhatsApp and Email. Personal communication was also used to obtain feedback from respondents at home, the office, college and the market by online, or offline. Among about 180 respondents, many youths were pursuing higher education like PG and PhD in Delhi University, IP University, IIMC, IGNOU and many private educational institutions. This questionnaire was also used to collect responses from young people working in government and private offices. IT, media professionals, Lawyers, self-employed individuals, doctors, engineers, and other professionals and job seekers were also surveyed. An attempt was made to obtain responses from youth at each level. During the data collection process, male and female respondents were covered.

### **3.9: Objective No. 4**

**To explore the role of election campaign-related tweets of national political parties in the youth's vote determination.**

“Sabka Saath + Sabka Vikas + Sabkavish = Vijayi Bhart”.

Prime Minister Narendra Modi's tweet about the BJP's phenomenal win in the 2019 general election was the most retweeted and liked tweet of 2019. Twitter's microblogging network declared this tweet to be India's golden tweet. According to (Twitter India) From January 1st to May 23rd, 2019, Twitter witnessed more than 396 million Tweets on the platform, representing a nearly 600% increase from 2014. On Counting Day, 3.2 million Tweets were registered, with one-third occurring between 3 and 4 p.m., the same time Prime Minister Modi tweeted. Throughout the campaign, politicians and political parties utilized Twitter to engage with Indians worldwide, while citizens used the platform to voice their opinions. It shows the impact and importance of Twitter in the 2019 GE. There was a massive circulation of

election campaign-related tweets. BJP and all other NPPs tried hard to communicate with their voters through this platform. In Ancient times, the pigeon played the role of messenger, but now in today's era, this white bird has almost replaced it. Just a single click on the tweet button can simultaneously transmit a tweet to millions of users. This power of disseminating messages attracted the political parties. A unique New Media team was created for this specialized task. It started in the 2014 GE, and after the success of this experiment, it was repeated by the NPPs in the 2019 GE. Every NPP had its IT cell where many experts were working on spreading the political campaign. Twitter itself accepted that there was a bombarding of political tweets, and Twitter had become the warfare of NPPs during the 2019 general election.

### **3.9.1: Survey of Young Twitter Users**

This objective was focused on the impact of the NPPs' tweets on youth's vote determinations. For this, a questionnaire was prepared to collect the quantitative data. The questionnaire had all the criteria which need to accomplish the objective.

### **3.9.2: Sampling**

To achieve this objective, Delhi was selected as the Population of the study. As this study focused on NPPs and their usage of NM in GE. Delhi has been felt suitable for this study because most NPPs have their headquarters in Delhi. Delhi is the Capital of India. There are many central universities and many training institutes that make Delhi an education hub. People hailing from different states have settled in Delhi. So heterogeneous data can be collected; in this way, Delhi can also be called a small sample of the country's residents. After selecting the population of the study, a multi-stage random sampling was conducted for sampling. Three Parliamentary constituencies out of seven in Delhi were randomly selected in the first stage.

Three of Delhi's seven PC seats were chosen by a lottery mechanism. The names of all seven Lok Sabha seats were inscribed on seven slips for this purpose. These slips were sealed in a box and thoroughly shaken to ensure they were all mixed; then, three slips were picked from the box to represent three PC seats in Delhi. That is how the PC seats in West Delhi, New Delhi, and Old Delhi were randomly selected. The West Delhi parliamentary constituency is one of seven PCs in Delhi. This constituency was formed in 2008 in response to the recommendations of the Delimitation Commission, which was formed in 2002.

The West Delhi LS seat includes the Assembly seats of Madipur, Rajouri Garden, Hari Nagar, Tilak Nagar, Janakpuri, Vikaspuri, Uttam Nagar, Dwarka, Matiala, and Najafgarh. According to the Election Commission of India, there were 237,644 voters in this PC in 2019, with a voter turnout of 60.82%. Pravesh Verma of the BJP was elected to the Lok Sabha seat in West Delhi. The food and beverage industry, Asia's largest furniture market, and many important educational institutions, offices, and tourist attractions are centered in West Delhi. The Chandni Chowk Lok Sabha Constituency is one of Delhi's seven PCs. This constituency came into existence in 1956. Adarsh Nagar, Shalimar Bagh, Shakur Basti, Trinagar, Wazirpur, Model Town, Sadar Bazar, Chandni Chowk, Matia Mahal, and Ballimaran come under the assembly. Dr. Harsh Vardhan of the BJP won the election from this Lok Sabha seat. According to the ECI, in the 2019 Lok Sabha elections, the Chandni Chowk Lok Sabha seat had a total of 156,2283 voters and saw a voter turnout of 62.78%. Chandni Chowk Lok Sabha seat is the first and smallest Lok Sabha seat in Delhi. This seat comes from the Old Delhi area.

Where many important places of Indian history like the Red Fort, Old Fort, Church, Jain Temple, Gaurishankar Temple, and Gurudwara Sheesh Ganj Sahib are present. Other well-known markets exist, such as Sadar Bazar, Chawdi Bazar, Chatori Gali, Khadi Bawdi, and educational institutions. The New Delhi Lok Sabha seat is one of the seven parliamentary constituencies of Delhi. This constituency was established in 1951. Karol Bagh, Patel Nagar,

Moti Nagar, Delhi Cantt, Rajinder Nagar, New Delhi, Kasturba Nagar, Malviya Nagar, RK Puram, and Greater Kailash assembly constituency come under this PC. According to the ECI, the seat had 1617470 voters and a voter turnout of 56.91% in the 2019 general election. In the current government, Minister of State Meenakshi Lekhi was elected on a BJP ticket to this seat. The New Delhi PC seat is in the country's National Capital Region. The country's Parliament, Supreme Court, Rashtrapati Bhavan, Foreign Embassies, Indian Army Headquarters, all Central Ministries, the House of the Prime Minister, Central Ministers, and Chief Ministers of the States, as well as the residences of government employees and other important people, are all located here. Apart from this, many educational and training institutions and markets like Connaught Place, Karol Bagh, Sarojini Nagar, and Dilli Haat exist. In the first sampling stage, Delhi has been covered geographically, economically, politically, educationally, population-wise, and from the youth perspective in New Delhi, Old Delhi, and West Delhi. After this, 1 Assembly constituency from the 3 Lok Sabha constituencies was randomly selected in the second phase.

There were 10 Vidhan Sabhas (AC) in each of the selected Lok Sabha seats, out of which only one Assembly constituency was to be selected; for this also, the lottery technique was used. First, the names of the ten assembly constituencies of West Delhi PC were written on ten slips. These were also put in a box and shaken well, and then the Rajouri Garden assembly was selected. Similarly, the lottery system also selected one assembly constituency from each of the two PCs. According to the ECI, the total number of AC voters in the 2019 general election in the Rajouri Garden Assembly Constituency was 177742. Rajouri Garden Assembly Constituency is one of the 70 assembly constituencies in Delhi. It is regarded as a fairly affluent area. There are some educational institutes and commercial areas. R.K Puram Legislative Assembly constituency was selected through random sampling under the New Delhi Lok Sabha seat. The total number of Lok Sabha voters in the 2019 general election of the R.K. Puram

Legislative Assembly constituency was 155287. Due to its proximity to the south campus of Delhi University, many youths can be seen there. Ballimaran constituency was selected through random sampling on the Chandni Chowk Lok Sabha seat. According to ECI data, the total number of Lok Sabha voters in the Ballimaran Assembly Constituency in the 2019 general election was 135572. The Ballimaran neighborhood is part of Old Delhi. Let's look at all three assembly seats obtained in the second phase of the sampling. We can see that these are important areas with many government and private offices, including the Delhi University South campus area, other educational institutions, and training institutes, which provide the researcher with an ideal sample. In the final round, 180 young Twitter users were chosen for the study. 60 young Delhi Twitter users were randomly selected from each of the three ACs. The age group of 18 to 29 years (during the 2019 GE) of Delhi residents was included in the sampling. It was also noted that the respondents must have voted in the 2019 GE and were Twitter users. Different youth categories, such as students, unemployed, and employed, were selected as samples.

### **3.9.3: Tool**

To achieve this objective, a questionnaire was constructed to take the opinion of the youth voters of Delhi. The name of this questionnaire was “Questionnaire to Explore the Role of NPP’s Tweets in the Youth’s Vote Determination”. The questionnaire has some characteristics such as the instructions mentioned, easy to understand, easy to fill, not too long questionnaire, and standardized data format. It was also easy for the researcher to collect and analyses data. The questionnaire was divided into 3 Parts, i.e. A, B, and C. 33 questions were asked of the respondents.



### **Items of the questionnaire:**

Do you use the Internet? On average, how much time do you use Twitter per day?

On average, how many political tweets did you receive per day during the 2019 general elections? On average, how much time per day was spent in reading the tweets sent by National political parties? What was the medium of tweets from National political parties? In which language were the Official Twitter Handles of National political parties mostly tweeted? What kind of election promotions were found in the tweets of National political parties? How did you react to the National political party's election campaign-related tweets? How many followers do you have on Twitter? Are you a follower of any National political party on Twitter? What kind of tweets do you like to read? Which issues related to youth were raised by National political parties through their election campaign on Twitter? Was there an attempt to influence a particular youth section in a National political party's tweets?

Which National political party do you like the most? Which National political party did you vote for in the 2019 general election? Which National political party's tweets do you find more effective? Which National political party's election campaign-related tweets did you get the most? Which National political party's election campaign-related tweet had youth-related issues the most? What were the issues in your mind when voting in the 2019 general election? During the 2019 general election, what attracted you to the National political party's tweets? Did National political parties influence the youth to vote in their favor through the New Media? Did these election promotional materials on Twitter play any role in developing political understanding among youth? Did you get information about the big issues of the 2019 general elections through Twitter? Did National political parties appeal to young voters on Twitter to vote in their favor? Did the campaign of National political parties on Twitter play any role in determining your vote? Did you visit any National political party's Official Twitter Handle during the 2019 general election? Did You like the first-time voter appeal by the National

political party's tweet during the 2019 general election? Did the youth icon attract you to vote for that particular NPP? Do you think New Media proving effective in election campaigning for National political parties? Do you think Twitter played an important role in election campaigning for National political parties in the 2019 general election? Do you think the use of New Media in general elections will also prove to be effective for National political parties in the future? Do you think Twitter played an important role in election campaigning for National political parties in the 2014 general election? Do you think New Media played an important role in election campaigning for National political parties in the 2014 general election?

When making a questionnaire, it was noted that the questions were well-balanced and should cover all parameters. There were steps taken to create validity. To establish the reliability of the questionnaire, a pilot study on a group of 30 young Delhi Twitter users was conducted. This questionnaire was also sent to the 15 experts personally and through online mode; after including suggestions and corrections, an updated questionnaire was finalized. The tool's reliability for objective four was measured at .710, indicating relatively good reliability.

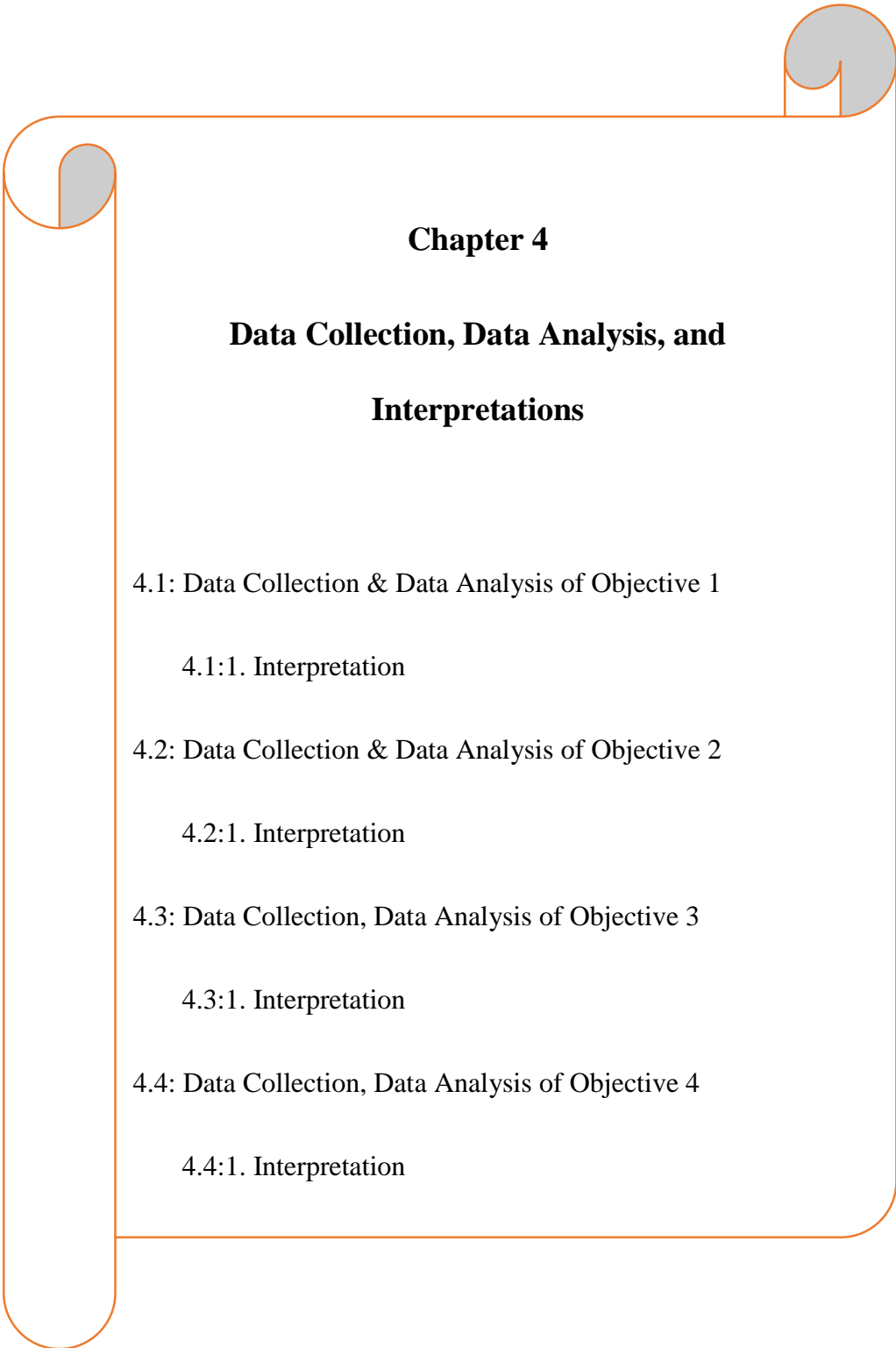
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No. of Items
.710	.710	33

Table No.3.10: Reliability Statistics

### 3.9.4: Procedure

The sample size selection is a guide to accessing the data for the research, while the tool acts as a bridge between the research and the respondent in obtaining the data. The objective was

to study the role of National political parties' election campaign-related tweets in youth's vote determination. Therefore, only respondents who had voted in the 2019 general election and were residents of Delhi between 18 and 29 were chosen. Additionally, it was made sure that the respondents used Twitter. To fulfil this objective, it was considered convenient to use purposive sampling. 60 Twitter users were purposefully selected from each of the three randomly selected constituencies. Delhi Twitter users were contacted both online and in person. Only Twitter users who met all of the above eligibility criteria were selected. At the time of data entry, it was already clarified to the respondent that they could fill out the questionnaire only if they were eligible. Data collection was a lengthy process. During this data collection process, the researcher went to each assembly constituency area, and communication was established by locating Twitter users. Personal contact was made by visiting places like home, the office, the market, and educational institutions. About 250 youths were contacted for data collection, of which 180 Twitter users agreed to respond. Google Forms were sent to the respondents with the help of WhatsApp and email. In the data collection process, responses were taken either online or offline. All 180 respondents were Delhi's young Twitter users. Some were students pursuing higher education at all major universities in Delhi, like Delhi University, IP University, IIMC, IGNOU, and private educational institutions. Employed youth were also taken care of in the collection of data. An attempt was made among the respondents to represent every segment of the youth; on one side, a sample of students was taken, and on the other, representation was given to unemployed youth and homemakers. Aside from that, feedback was gathered from people in every industry, including business owners, doctors, IT professionals, engineers, journalists, lawyers and office workers. Criteria of male and female respondents were also taken care of.



## **Chapter 4**

### **Data Collection, Data Analysis, and Interpretations**

4.1: Data Collection & Data Analysis of Objective 1

4.1:1. Interpretation

4.2: Data Collection & Data Analysis of Objective 2

4.2:1. Interpretation

4.3: Data Collection, Data Analysis of Objective 3

4.3:1. Interpretation

4.4: Data Collection, Data Analysis of Objective 4

4.4:1. Interpretation

## **Chapter 4**

### **Data Collection, Data Analysis, and Interpretations**

Data collection is the process of acquiring and quantifying information about various variables. It is a systematic method that helps solve a single or several research problems. The researcher can use it to analyse findings and test hypotheses. Data collection is one of the most critical phases of research. Even with the best study design in the world, you must gather the necessary data to ensure your project is successful. Properly executing the difficult data collection task takes careful planning, dedication, tenacity, patience, and other qualities. Data collection begins with defining what type of data is required, afterwards selecting a sample from the population. You must then utilise a specific instrument to gather data from the specified selection (Kabir, S. M.,2016). The current study's research technique was covered in the preceding chapter. This chapter offers information about data collecting and analysis. This chapter attempts to analyse the NPPs' use of New Media during the general election from the perspective of the political trend of young voters. To collect data, proper instruments and methodologies were used. In the context of the present study, data was gathered through content analysis of the BJP and the INC's Official Facebook Account (OFA) and official Twitter handle (OTH) with the help of a checklist tool. Responses from young Facebook and Twitter users were taken through separate questionnaires. All youth categories were included during the data collection: jobless youth, students, teachers, IT experts, doctors, engineers, laymen, media personnel, and the unemployed.

# **Content Analysis**

## **Qualitative Study Part-I**

### **4.1:1 Data Collection, Data Analysis**

#### **Objective 1**

- 1. To find out the status of Facebook posts sent by National political parties from their official Facebook account during the general election of 2019.**

This study aimed to see how active NPPs were on New Media during the 2019 general election. The objective was to explore the use of Facebook as a medium for conveying election-related promises made by NPPs to young people. It has been observed that New Media played an essential role in the 2019 general election. The 2019 GE also saw a significant spread of election campaign-related posts. The study intended to provide an in-depth analysis of the NPPs' strategy to influence youth voters in their favour through their OFA. To do this, a Facebook checklist tool with 12 parameters was developed to undertake a content analysis. To achieve objective 1 of this research, a content analysis was done to investigate the situation of the OFA of the Bhartiya Janata Party and the Indian National Congress Party. This checklist was used to analyse both parties' Official Facebook Accounts (OFA).

**Item 4.1:1.1A: BJP- FB Posts' Language**

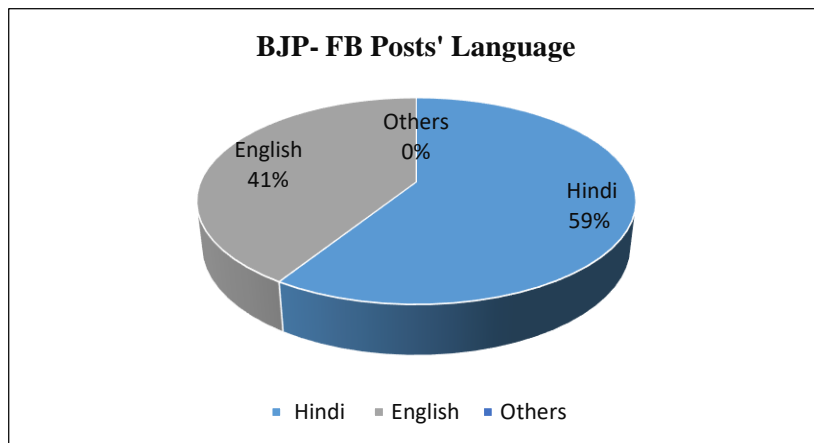


Figure 4.1. BJP- FB Posts' Language

Figure 4.1 indicates the language used in the Facebook posts by the BJP in the 2019 GE. The study observed that 59% of the Facebook posts were done in Hindi. However, only 41% of the posts from the BJP's OFA were done in English, and there was no post in the regional language during the content analysis.

**Item 4.1:1.1B: INC-FB Posts' Language**

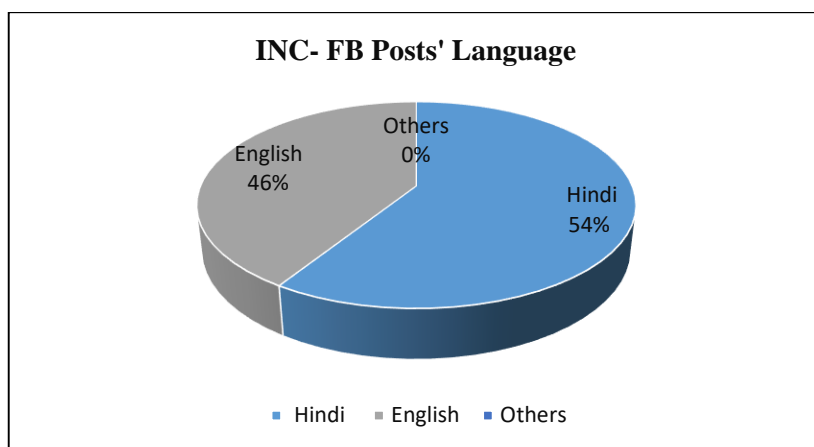


Figure 4.2. INC-FB Posts' Language

Figure 4.2 depicts the language used in the Facebook post by the INC in their election campaign during the 2019 GE. After the Content analysis of the INC's OFA., the research revealed that only 54% of posts were posted in the Hindi language, 46% were found in the English language and no posts in the regional language.

**Item 4.1:1.2A: BJP- Format of FB Posts**

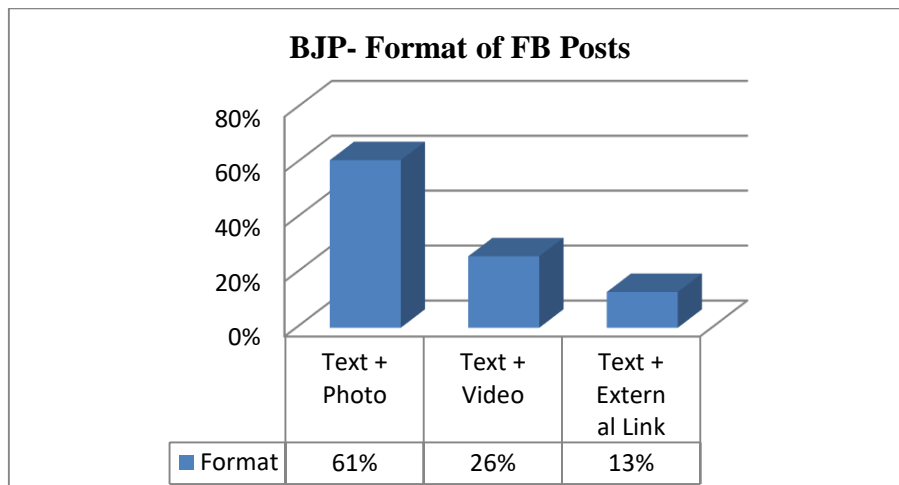


Figure 4.3. BJP- Format of FB Posts

The format of the BJP's Facebook posts during the 2019 general election is depicted in Figure 4.3. According to the study, the BJP's OFA posted 61% of the posts in Text+Photo format. A Text + Video format was used in 26% of posts, and a Text + External link format was used in 13%.

**Item 4.1:1.2B: INC-Format of FB Posts**

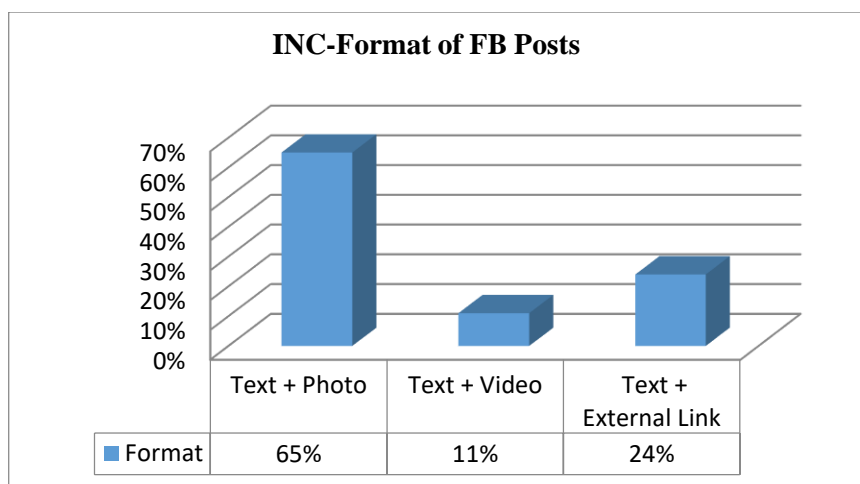


Figure 4.4. INC-Format of FB Posts

Regarding the INC, figure 4.4 shows that 65% of FB posts from the INC's OFA were done in Text+ Photo format, 11% in Text+ Video format, and 24% in Text+ External link format.



**Item 4.1:1.3A: BJP- Target Age Group of FB Posts**

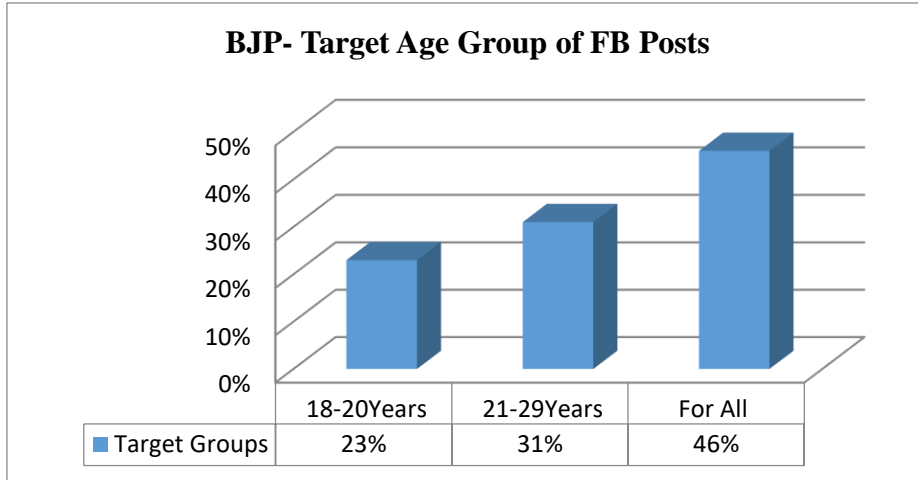


Figure 4.5. BJP- Target Age Group of FB Posts

The third parameter of the content analysis was identifying the target groups of the NPPs’ FB posts during the 2019 GE. The findings of this research show in Figure 4.5 that 23% of the BJP’s OFA posts targeted voters between the ages of 18 and 20, while 31% were focused on voters between the ages of 21 and 29 and 46% were targeted at all voters.

**Item 4.1:1.3B: INC-Target Age Group of FB Posts**

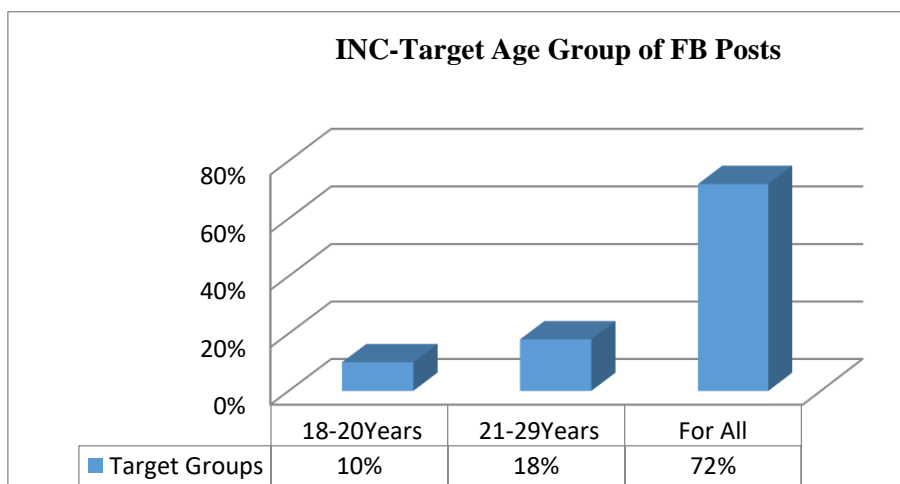


Figure 4.6. INC-Target Age Groups of FB Posts

Figure 4.6 shows the target age group of the INC’s election-related Facebook posts in the 2019 GE; during the content analysis, it was found that just 10% of posts from the INC's OFA were directed at voters between the ages of 18 and 20, while 18% of posts were focused at voters between the ages of 21 and 29, and 72% of posts were targeted at all voters.

**Item 4.1:1.4A: BJP-Likes on FB Posts**

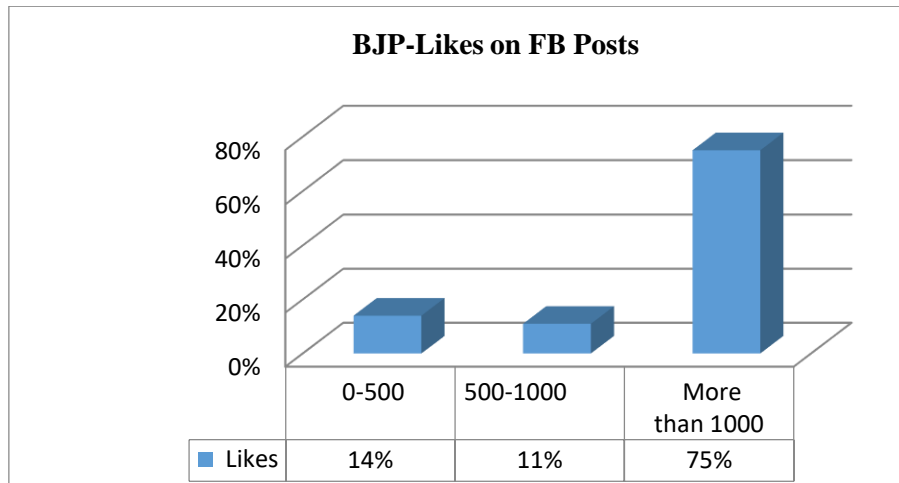


Figure 4.7. BJP-Likes on FB Posts

Analysing the number of Facebook likes on posts is the fourth criterion of content analysis. Figure 4.7. reveals that only 14% of posts of the BJP’s OFA got between 0 and 500 likes. 11% of posts got 500 to 1000 likes. On the other hand, 75% of posts received more than 1000 likes.

**Item 4.1:1.4B: INC-Likes on FB Posts**

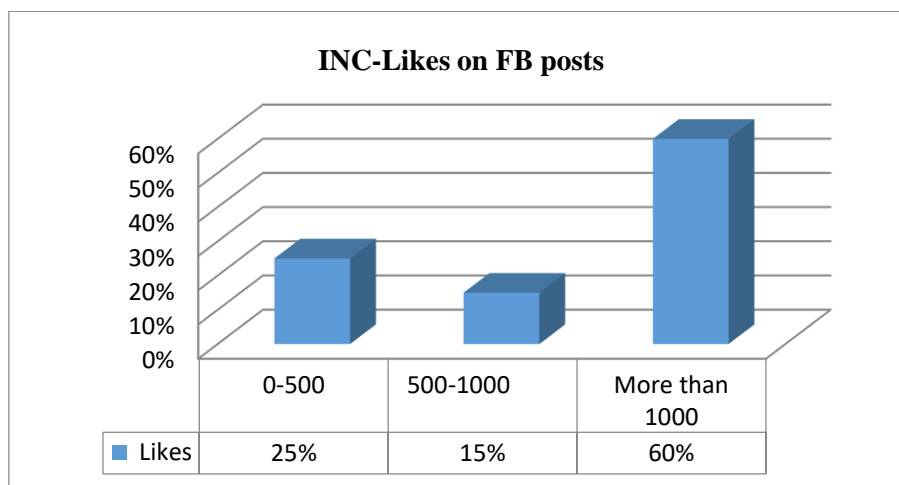


Figure 4.8. INC-Likes on FB Posts

Figure 4.8. reflects research analysis that 25% of total posts of the INC’s OFA got between 0 and 500 likes. 15% of posts received a response between 500 and 1000 likes, while 60% received more than 1000 likes.

**Item 4.1:1.5A: BJP- Comments on FB Posts**

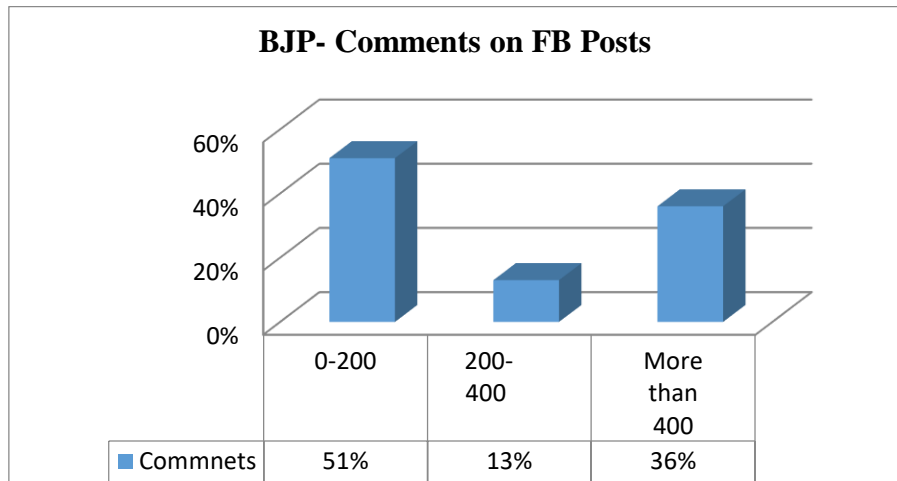


Figure 4.9. BJP- Comments on FB Posts

5th important parameter was the number of comments received by the NPPs' posts during the 2019 GE. According to figure 4.9, the BJP’s OFA posted, only 51% of the total posts related to the election campaigning got 0 to 200 comments. Whereas 13% of posts received 200 to 400 comments, 36% got more than 400 comments from users.

**Item 4.1:1.5B: INC- Comments on FB Posts**

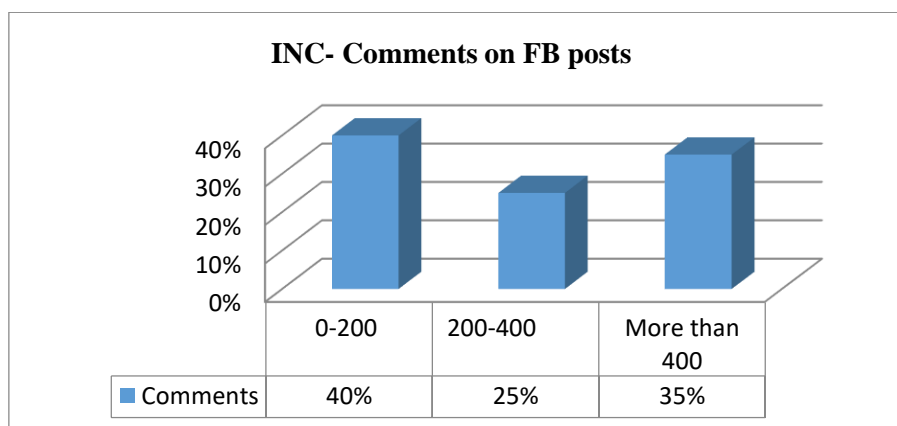


Figure 4.10. INC- Comments on FB Posts

Regarding the INC’s OFA, Figure 4.10 shows that just 40% of the total posts on the INC's OFA received 0 to 200 comments related to the election campaign. Whereas 25% of posts received 200 to 400 comments from voters, 35% received more than 400 comments.

**Item 4.1:1.6A: BJP- FB Posts Shared**

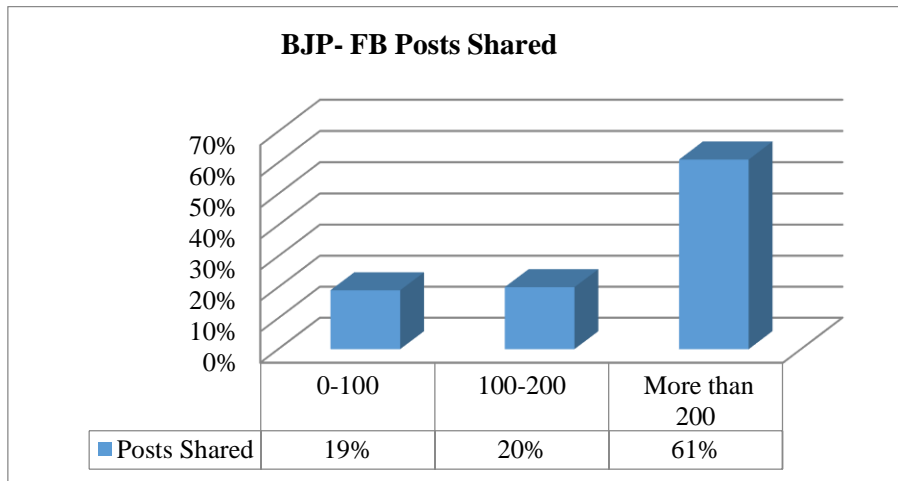


Figure 4.11. BJP- FB Posts Shared

Figure 4.11. shows the number of shares in the BJP’s FB posts during the GE 2019. 19% of the BJP’s OFA posts got 0 to 100 shares by the users, whereas only 20% out of the total posts got 100 to 200 shares, and 61% of posts got more than 200 shares by the users.

**Item 4.1:1.6B: INC- FB Posts Shared**

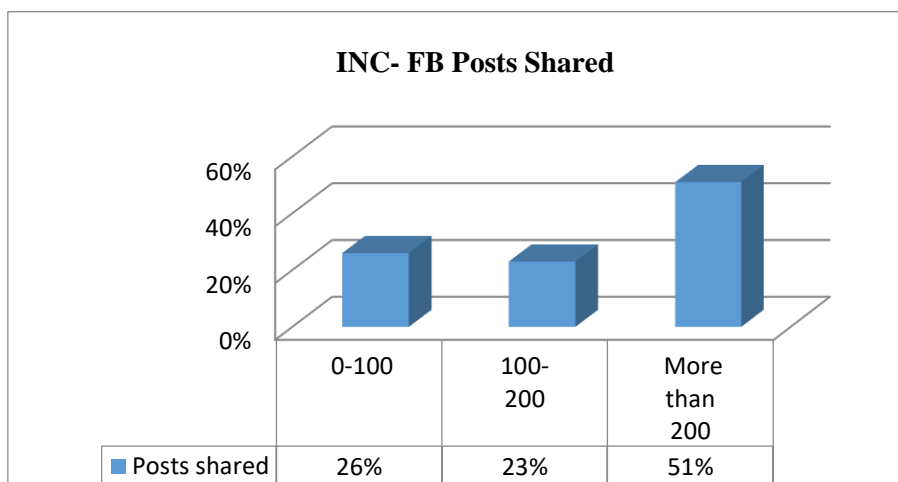


Figure 4.12. INC- FB Posts Shared

Figure 4.12. depicts the numbers of shares in the INC’s FB posts during the 2019 GE; after analysing the INC’s OFA, it was found that only 26% of the total posts got 0 to 100 shares by the users, whereas only 23% out of the total posts got 100 to 200 shares and 51% posts got more than 200 shares.

**Item 4.1:1.7A: BJP- Publicity in FB Posts**

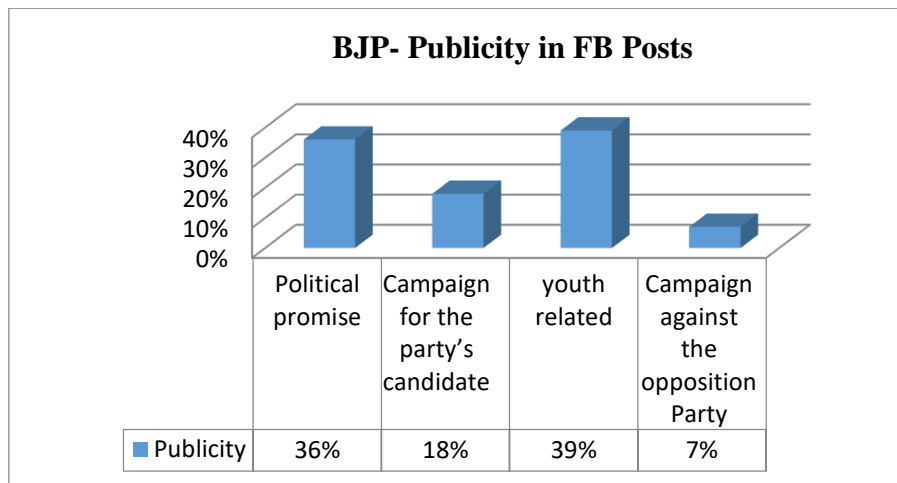


Figure 4.13. BJP- Publicity in FB Posts

Figure 4.13. reflects publicity in the BJP’s FB posts in the 2019 GE. After the systemic data analysis, it was observed that 36% of posts of the BJP’s OFA were from political promises. 18% were related to the campaign for the party’s candidate. While 39% of posts were youth related. 7% of posts were related to the campaign against the opposition party.

**Item 4.1:1.7B: INC-Publicity in FB Posts**

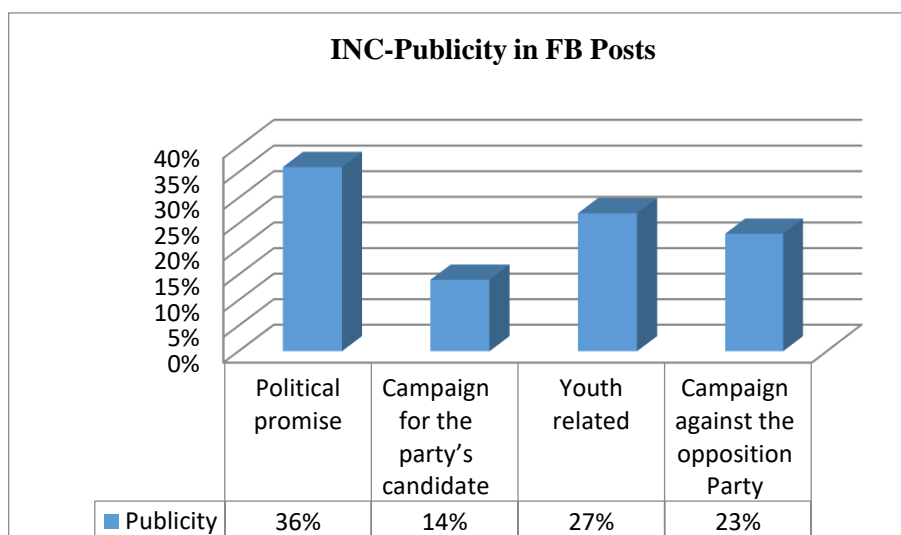


Figure 4.14. INC-Publicity in FB Posts

Regarding the INC, Figure 4.14 shows that only 36% of posts from their OFA were based on political promises. 14% of posts were related to the campaign for the party's candidate, 27% were youth-related, and 23% were related to the campaign against the opposition party.

**Item 4.1:1.8A: BJP-Youth Issue Raised in FB Posts**

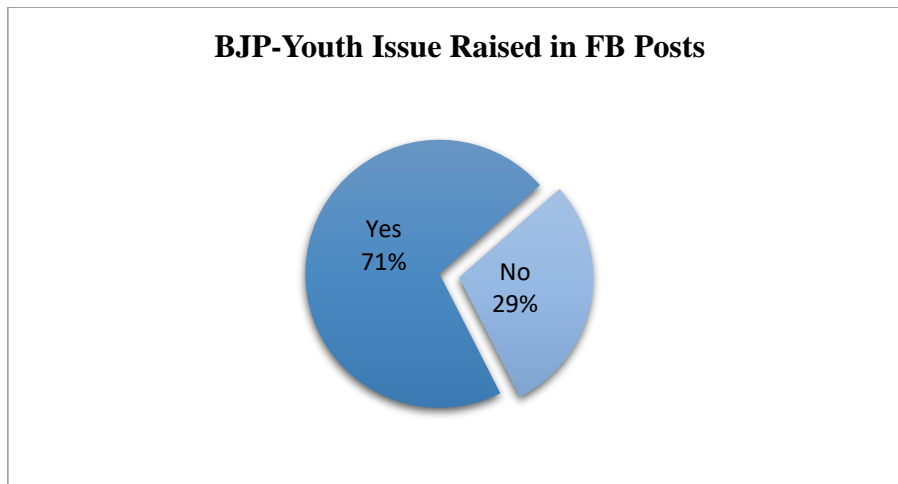


Figure 4.15. BJP-Youth Issue Raised in FB Posts

Figure 4.15. describes the result of content analysis of the BJP's OFA that 71% of posts were related to youth issues and 29% were related to all.

**Item 4.1:1.8B: INC-Youth Issue Raised in FB Posts**

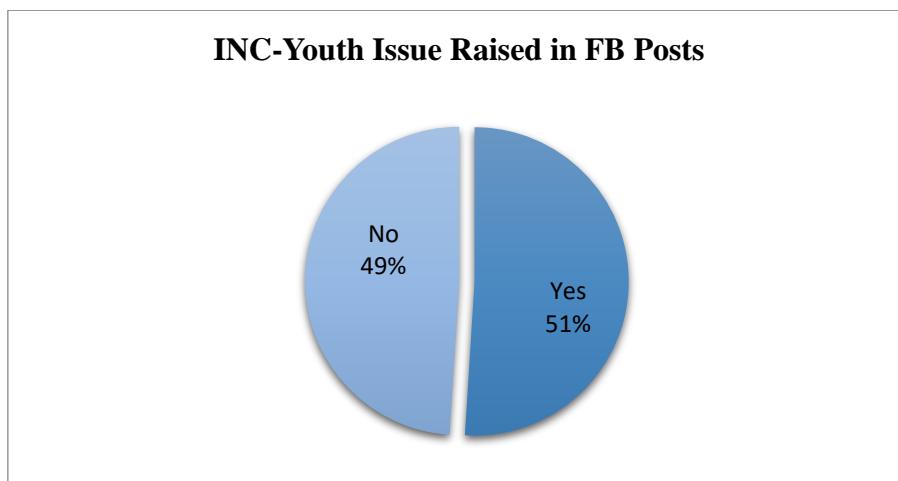


Figure 4.16. INC-Youth Issue Raised in FB Posts

On the other hand, the INC lagged far behind in raising youth issues. According to Figure 4.16, only 51% of INC's OFA posts were linked to youth concerns, whereas 49% were dedicated to all issues.

**Item 4.1:1.9A: BJP- Most Youth Issues Raised in FB Posts**

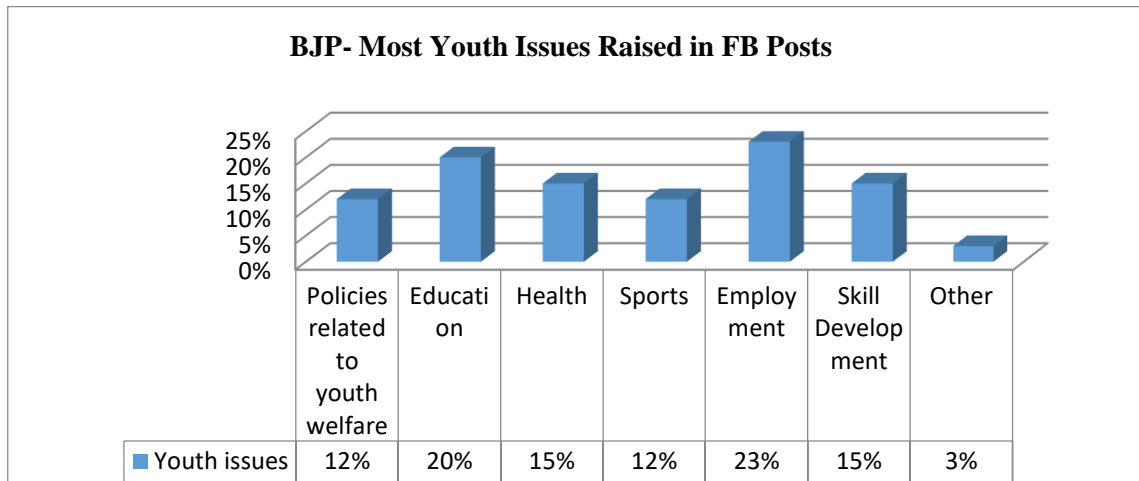


Figure 4.17. BJP- Most Youth Issues Raised in FB Posts

Figure 4.15 depicts the BJP's 71% posts, which are divided into seven parts. Figure 4.17 depicts the seven most important youth concerns mentioned by the BJP on their election campaign-related FB posts during the 2019 GE. Out of 71% youth-related posts, 12% were related to youth welfare policies, 20% were related to education, 15% were related to health issues, 12% were from sports, 23% were related to employment, 15% were related to skill development, and 3% were related to other issues.

**Item 4.1:1.9B: INC- Most Youth Issues Raised in FB Posts**

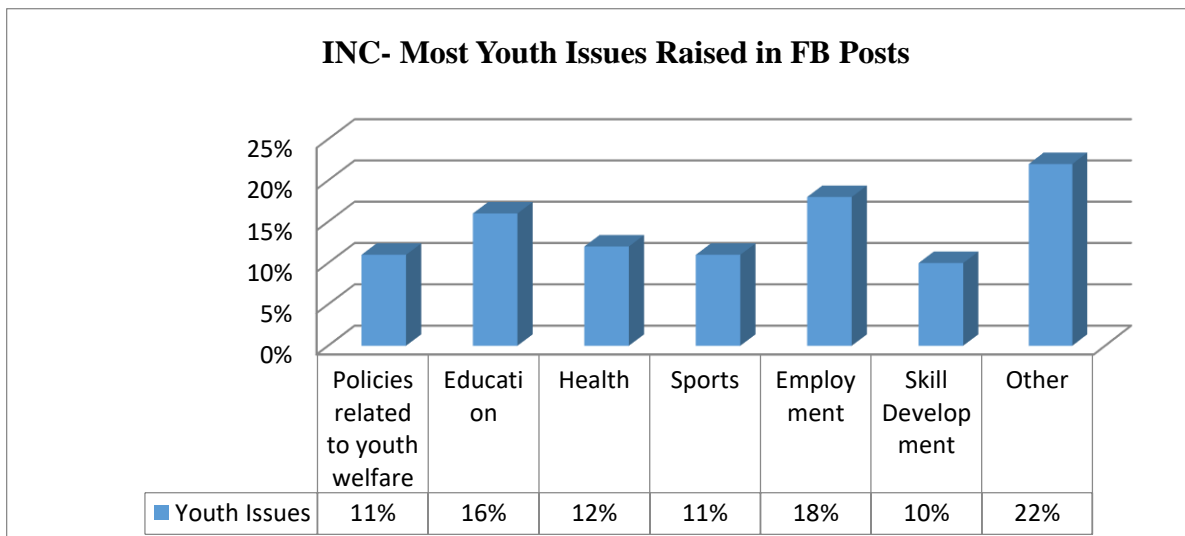


Figure 4.18. INC- Most Youth Issues Raised in FB Posts

Figure 4.16 depicts the BJP's 51% posts, which were further divided into seven parts. Figure 4.18 illustrates the top seven youth-related concerns mentioned in INC's Facebook posts during the 2019 general election. Figure 4.18 shows that 11% of posts were related to policies related to youth welfare, 16% were related to education, 12% were linked to health issues, 11% were related to sports, 18% were related to employment, 10% were associated with skill development, and 22% were related to other.

**Item 4.1:1.10A: BJP-Hashtag Used in FB Posts**

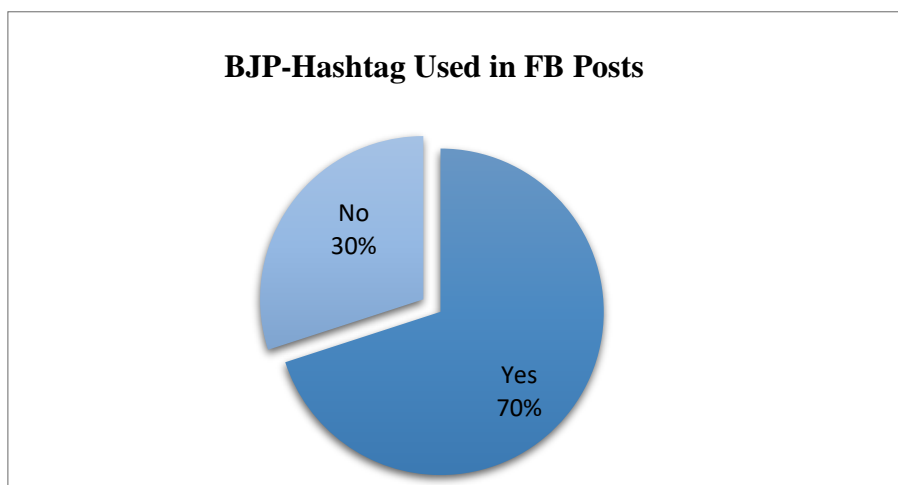


Figure 4.19. BJP-Hashtag Used in FB Posts



hashtag (#) is similar to a hyperlink, which creates an algorithm and connects you to any Facebook campaign's trending post. Using hashtags is a method of spreading your posts. Additionally, you can use Facebook search to examine your posts. If you include a hashtag in your post, it will spread to specific users following it or engaging in related activities on Facebook. Figure 4.19 illustrates the haste used in BJP's Facebook posts. After evaluating the BJP's OFA, it was found that 70% of all posts during the 2019 GE included a hashtag. While only 30% of posts overall were missing a hashtag.

**Item 4.1:1.10B: INC-Hashtag Used in FB Posts**

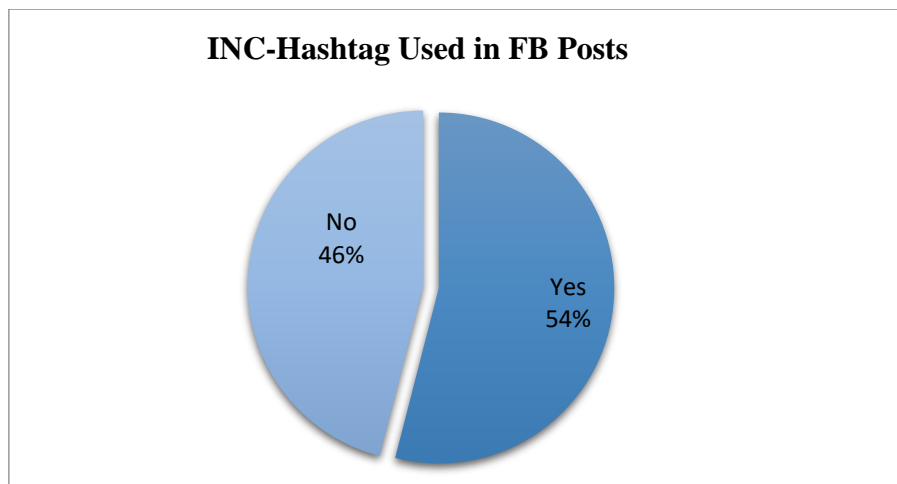


Figure 4.20. INC-Hashtag Used in FB Posts

Regarding the INC's OFA, Figure 4.20 demonstrates that only 54% of posts were found with the #hashtag, whereas 46% were discovered without any hashtag.

**Item 4.1:1.11A: BJP- Posts Attempted to Communicate with the Youth**

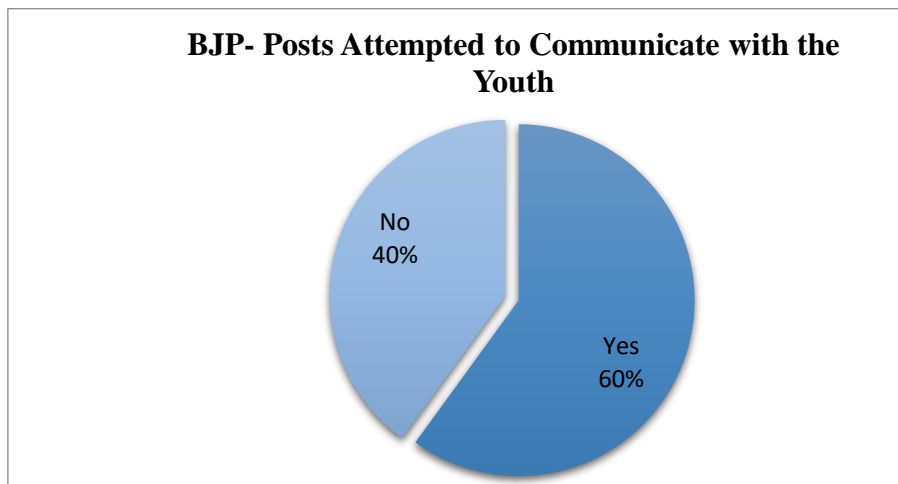


Figure 4.21. BJP- Posts Attempted to Communicate with the Youth

Figure 4.21 depicts the BJP’s election campaign-related FB posts, which attempted to communicate with the youth in the 2019 GE. Just 60% of the BJP's OFA posts were intended to reach young people. 40% of the remaining posts had no direct communication with young people.

**Item 4.1:1.11B: INC-Posts Attempted to Communicate with the Youth**

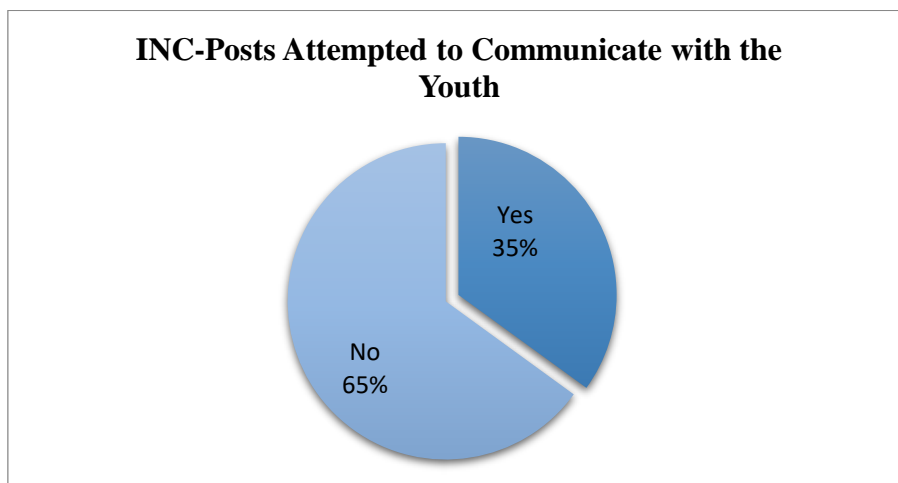


Figure 4.22. INC-Posts Attempted to Communicate with the Youth

Regarding the INC's election-related Facebook posts, Figure 4.22 reveals that just 35% of them were intended to reach out to young voters. Only 65% of the remaining posts had no direct contact with young people.

**Item 4.1:1.12A: BJP- Vote Appeal to Youth in FB Posts**

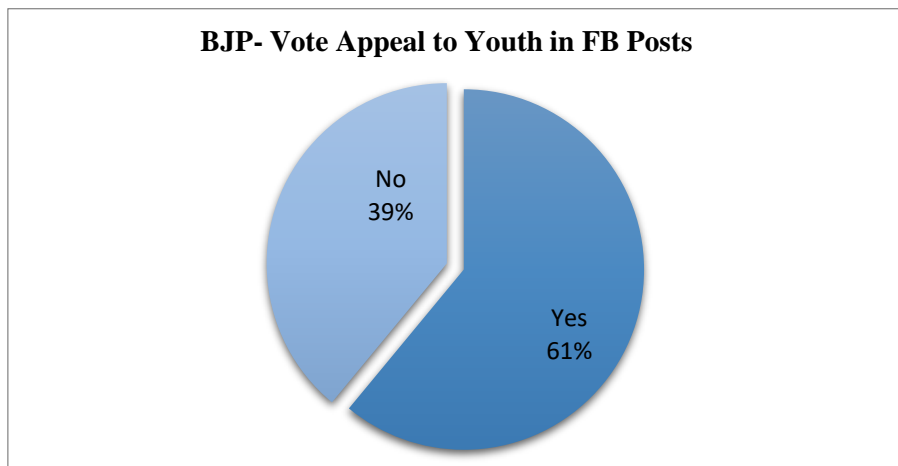


Figure 4.23. BJP- Vote Appeal to Youth in FB Posts

Regarding the BJP's OFA, Figure 4.23 shows that 61% of posts directly appealed to the youth to vote in the party's favour. While 39% of posts related to votes appealed from all.

**Item 4.1:1.12B: INC- Vote Appeal to Youth in FB Posts**

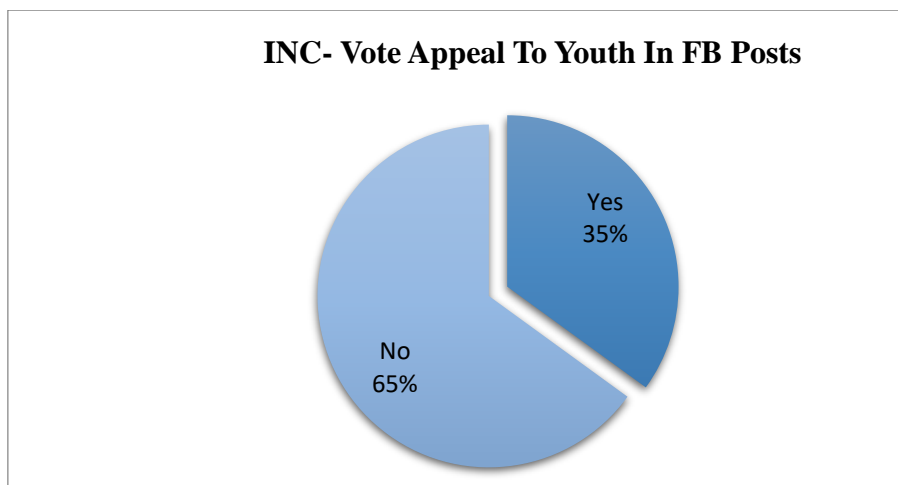


Figure 4.24. INC- Vote Appeal to Youth in FB Posts

On the other hand, figure 4.24. INC's OFA was concerned that 35% of posts tried directly appealing to the youth to vote in the party's favour. While 65% of posts were related to vote appeals from all.

**Item 4.1:1.13A: BJP-Youth Face Used in Promotion**

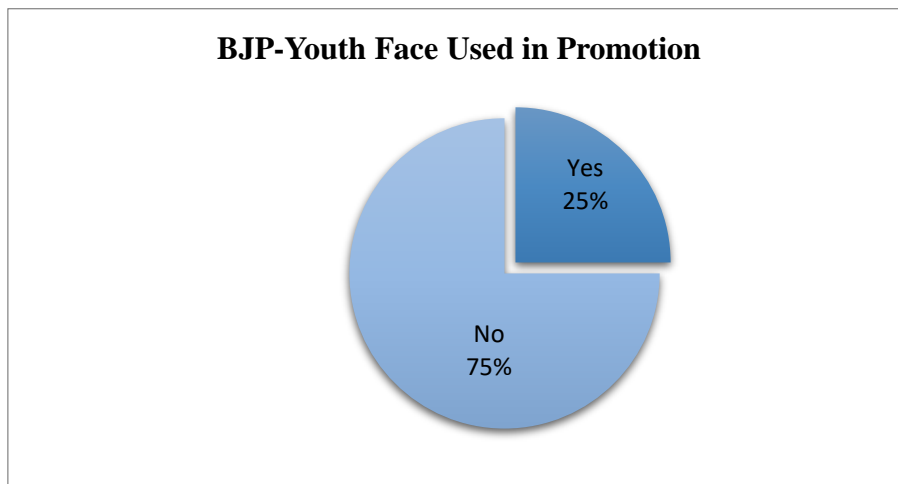


Figure 4.25. BJP-Youth Face Used in Promotion

Figure 4.25. shows the status of the BJP’s promotional FB posts in which youth faces were used in the 2019 GE. The study observed that youth faces were used in only 25% of the total posts of the BJP’s OFA, and 75% of posts had no youth face.

**Item 4.1:1.13B: INC-Youth Face Used in Promotion**

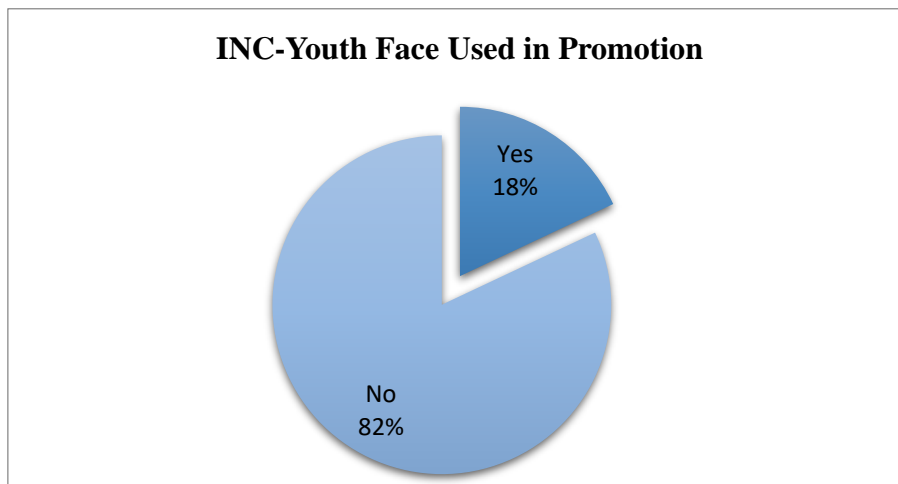


Figure 4.26. INC-Youth Face Used in Promotion

Figure 4.26 shows that the INC ran ahead in using youth face on their election campaign in New Media platforms. According to the survey, the INC used youth face for the election campaign through its OFA in 18% of the total postings, whereas 82% of the posts had no youth face.

## **4.1:2. Interpretation**

### **i. Status of OFA of the NPPs in the 2019 GE**

If the GE 2014 was an important turning point for election campaigning on New Media, then the 2019 election campaign was remarkable. This research focused on the status of the NPPs' OFA during the 2019 general election. Content analysis of the BJP and INC's OFA was carried out on 12 parameters for this purpose. This study sought to provide an overall view of NPPs' OFA.

One of the parameters of our content study shows that election-related Facebook posts were typically in Hindi and English. The BJP had 59% of the Facebook posts in the Hindi language. The INC had 54% of its posts in the Hindi language. It means The BJP and The INC were more focused on Hindi users. It might be because the Hindi belt had more seats. Both parties attempted to communicate with English users. According to the study, 41% of the BJP's OFA posts were in English, while the INC trailed with 46%. It is logical to assume that the BJP and INC also attempted to reach English voters. According to the data, if we look at the big picture, NPPs prioritised Hindi and English in their Facebook posts. While the NPPs' state unit was launching an electoral campaign in their native tongue on Facebook. Another criterion was used to investigate the content of these Facebook posts. There were different types of Facebook posts found in their OFA. The study reveals that as far as the BJP's OFA was concerned, 61% of posts were in text+photo format, while the INC's OFA had 65% of Facebook posts in text+photo format. Here, photo means memes, graphics, images, etc. According to the content analysis results, graphics and memes were highly used in Facebook posts by NPPs. The BJP used this format to show the success of their government, new achievements, a report card of performance, and a campaign against the opposition parties. While the INC used this format to attack the ruling government's policies, other NPPs did the same. Memes played an important role in New Media campaigning for NPPs. These memes mocked the opposition party and its

candidates. Only 26% of posts in the BJP's OFA were in text and video format, while only 11% of posts in the INC's OFA were in text and video format. These videos included shooting films, relying on campaign videos, and state of the leader videos. This more than one-minute video was produced to highlight the parties' achievements, a strong will for development, criticism of opposition parties, and promotion of their manifesto. These were high-quality HD videos created for the election campaign in New Media. Due to the space limitations on Facebook, the easiest way to take users to another website is known as an external link. The content analysis found that only 13% of posts in text+external link format was available in the BJP's OFA. While the INC's OFA had 24% of posts in text+external link format. This study highlighted the prospect that other NPPs might employ a similar format in the 2019 GE. These hyperlinks provided access to various articles, research papers, newspaper clippings, videos, YouTube, and website links. The user just had to click it once. All NPPs had some target voter groups other than the vote bank. The study reflects that young voters, especially new voters are the prime focus of all the NPPs. The study described that only 23% of posts from the BJP's OFA were targeted at 18 to 20 years old users, 31% of posts from the BJP's OFA were targeted to users aged 21 to 29, and 46% to all users. On the other hand, 10% of posts on the INC's OFA were targeted at users aged 18 to 20, 18% were targeted at people aged 21 to 29, and 72% were targeted at all users.

This fact shows how the NPPs closely fought GE 2019 among the youth. Another important parameter was finding out the publicity used in the NPPs' Facebook posts. This parameter was divided into four criteria: political promises, campaign for the party candidate, youth-related, and campaign against the opposition party. After studying the official Facebook accounts of both parties, it was observed that the BJP's official Facebook account had 36% posts on political promises, 18% posts were related to the campaign for the party's candidate, 39% posts were youth-related, and 7% posts were related to the campaign against the opposition party.

As far as the official Facebook account of the INC was concerned, only 36% of the total posts were based on political promises; 14% of posts were related to the campaign for the party's candidate; 27% of posts were youth-related; and 23% of posts were related to the campaign against the opposition party. It shows that NPPs focused on political promises, mostly to improve voters' necessities, plans, and roadmaps for development after their victory. The defending political party, which means the BJP, came with its report card and future strategy for development. Opposition parties were similarly showing their thoughts and plans in front of voters. The BJP was more focused on its accomplishments as a ruling party, such as all development works and schemes, India's diplomatic leadership, Prime Minister Narendra Modi's vision, and so on. On the other hand, opposition parties were playing their role by refusing the BJP's report card, manifesto, and all claims. All NPPs opposed the BJP's policies, facts and figures, and statements, even the role of PM Narendra Modi. Interestingly, the study finds that the BJP was the only NPP that had adopted the best technique to attract young voters in their favour.

Data says that 39% of posts were related to the youth, which means just less than half of the posts had content for the youth. If we understand how many youth issues were raised in that 39% of posts, then research replies that 71% of such posts were found on the BJP's official Facebook account during the 2019 GE, while 29% were not related to youth issues. This indicates that the BJP was attempting to gain the trust of the youth. It can be assumed that the BJP played differently regarding the New Media election campaign. The INC was far behind the BJP with 51% of such posts. It means other parties were also running at the same speed. As a result, other NPPs found it difficult to catch up to the BJP on this front. Another follow-up inquiry was about the youth-related concerns addressed in the posts. For this, seven criteria were chosen, including policies related to youth welfare, education, health, sports, employment, skill development, etc. These are all very authentic and basic concerns for every

youth's development. According to research, the BJP prioritised youth employment, education, and skill development over health. Most posts from the BJP's official Facebook account focused prominently on these issues, after which sports, youth-related policies, and other issues were raised. Employment was a core issue for youngsters, and the BJP also tried to touch on this issue. The BJP came with employment data, followed by entrepreneurship. The BJP includes employment opportunities with ongoing development projects in infrastructure development, setting up industries, FDI, etc. The BJP emphasised a new education policy and the establishment of new IITs, AIIMS, IITs, NITs, and other new institutions. Skill India, Digital India, Make in India, Mudra Yojna, and other entrepreneurship schemes were the major triumphs of the BJP government, and the BJP was roasting this issue in their favour as a skill development initiative. Similarly, sports were also an issue where the BJP advocated for the execution of initiatives such as the Khelo India Initiative, schemes for athletes, performance in international sports activities, and improving sports facilities, among others. On the other hand, the INC focused heavily on job and education issues. Of course, these were the INC's natural political stances, especially when campaigning for the election. The INC brought up the issue of youth unemployment on its official Facebook page. The INC emphasised the decreasing level of education and the education system. By providing a fact sheet, the INC also attempted to contrast the current state of education with that of the UPA administration.

The INC tried to trap the BJP on employment health, skill development, and youth policy matters, but the number of posts was less than the BJP posts. Similarly, it can be assumed that other NPPs also adopted the same strategy. Every opposition party criticised the BJP's claim of development. Another parameter was to see whether the NPPs used the #hashtag in their official Facebook posts in the 2019 GE. The research found a massive war between the BJP and the INC, and the hashtag was a weapon for them to poke each other. The study finds that the BJP utilised hashtags in 70% of its posts, while the INC's official Facebook account used



hashtags in 54%. The INC referred to the then-Prime Minister and BJP Prime Ministerial Candidate in the 2019 General Election as Chokidar Chor Hai. Similarly, when it was analysed whether NPPs tried to communicate with the youth in New Media campaigns on Facebook, it was observed that the BJP had done 60% of the posts to communicate with the youth, while the INC had only 35%. Another parameter was to analyse whether the NPPs' Facebook posts from its official Facebook account directly appealed to the youth to vote for their party. attempted to persuade young voters to vote in their favour, and 61% of posts came from their official Facebook accounts. While the INC was far behind the BJP. The INC had only 35% of the most appealing posts for young voters. Here the picture looks quite different; the research data shows that the INC was not very interactive and not appealing to young users to vote in their favour. The INC's New Media campaign approach raises many questions about its strategy. It might be a lack of strategy or overconfidence that the INC's PM candidate, Rahul Gandhi, was considered a young politician so that youth would come to him, or it may be due to the INC being busy with other issues. As a result of intense pressure, opposition parties worked hard on other facets of campaigning. Problems with caste and religion, anti-incumbency, foreign policy, or international diplomacy were more important to them.

Another study parameter was to analyse the use of youth icons by NPPs during the GE 2019. The study revealed that the BJP used youth icons in 25% of their posts, while the INC used youth icons in 18%. It can be assumed easily because the BJP knew the popularity of their prime ministerial candidate, Narendra Modi. It can be inferred from the study that there was a great misbalance in the INC's New Media election campaign. On one side, they were using youth icons; on the other, they were neither communicating nor appealing much to young voters to vote in their favour. On the other side, the BJP looked quite balanced; they had full faith in Modi's popularity, but still, the BJP appealed to young voters to cast their vote in the party's favour and communicate with them too.

## **ii. Feedback from the Users**

Another aspect of content analysis was studying the status of responses given by the users. For this, some criteria were decided by the researcher. The numbers of likes, shares, and comments were analysed during the content analysis process. It was found that 75% of the BJP's posts got more than 1000 likes. This indicates that the users received the content of the party's posts well. Because most Facebook users were young, it may be argued that these posts were more appreciated by the younger generation. The study explores that the BJP appeals to the youth to vote in the party's favour. It may also be expected that the reach of the BJP's posts was massive. On the other hand, the INC was looking behind the BJP. The INC posts also got more than 1000 likes in 60% of the posts, which means the INC was still in a fight with the BJP. This theory also works for the INC the way it worked for the BJP: young users also liked their posts. The number of users appreciated all the INC issues or promises raised during the 2019 GE. It was found that there was a tassel between both parties. The BJP got more than 400 comments on 36% of the posts, and the INC got more than 400 comments on 35%, but that doesn't mean it was a favourable condition for the INC. There was a considerable debate going on in the comment section. It was like warfare for the NPPs. The BJP or ruling government supporters were denying the INC claims; personal comments on Rahul Gandhi and other prominent leaders were going on; some comments were on the INC's policy; some jokes were there in the comment section; and debate on some burning issues was also found during the content analysis.

On the other hand, INC leaders and other party supporters also commented on the BJP's posts. There were comments on the BJP's policies, personal comments on Narendra Modi, poverty, unemployment, anti-incumbency issues, etc. In between, young voters also put their questions and support in the comment section of posts. It means the New Media also gave voters a

platform to ask questions and oppose parties according to their political understanding. It was also a platform for NPPs to get feedback from users. "Share" was another parameter chosen to understand the feedback of users. This parameter concentrated on the share option to gauge how many posts users shared throughout the 2019 GE. The response was divided into three categories: 0-100, 100-200, and more than 200. It was found that 19% of the BJP's OFA posts got 0 to 100 shares from users. Whereas only 20% of the total posts got 100 to 200 shares, 61% got more than 200 shares from users. This means posts from the BJP's OFA were getting a good response from the users. Their messages were circulated by their supporters, other users, or the BJP; this was encouraging because sharing posts is essential. It may be possible that after watching that post, some Facebook friends did the same and forwarded it to their friends. After watching that post, some Facebook friends might visit the BJP's official Facebook account. Ultimately, it was a win-win situation for the BJP that the users circulated their posts. It helped the BJP reach out to the maximum number of people. Sharing posts is like a chain. If someone shares a post, then it is shared by another user.

Similarly, the INC got a similar response. The study reveals that 51% of the INC's OFA posts got more than 200 shares. It means the INC's Facebook posts were also being circulated significantly. This was a far better performance by the INC than the other NPPs, excluding the BJP. Maximum numbers of users were getting the INC's Facebook posts. It might be inferred that their content was more attractive or impressive for the users. This section of user feedback clearly shows that both the NPPs were getting responses from their followers and Facebook users, but almost in every section, the BJP got ahead, and in some sections, the INC looked better. It might be assumed that other NPPs had a similar situation. It might be possible that it was concerted into the votes for them.

#### 4.2:1. Data Collection, Data Analysis

##### Objective 2

**To find out the status of tweets sent by National political parties from their official Twitter handle during the general election of 2019.**

In this objective, an attempt is made to examine the status of NPPs' tweets from their Official Twitter Handle (OTH) during the 2019 general elections. Here the main focus of the study was to conduct in-depth research on the use of OTH by NPPs to influence young voters in their party's favour. In this context, data was gathered through content analysis of the BJP and the INC's OTH with the help of the checklist tool.

##### **Item 4.2:1.1A: BJP- Tweets' Language**

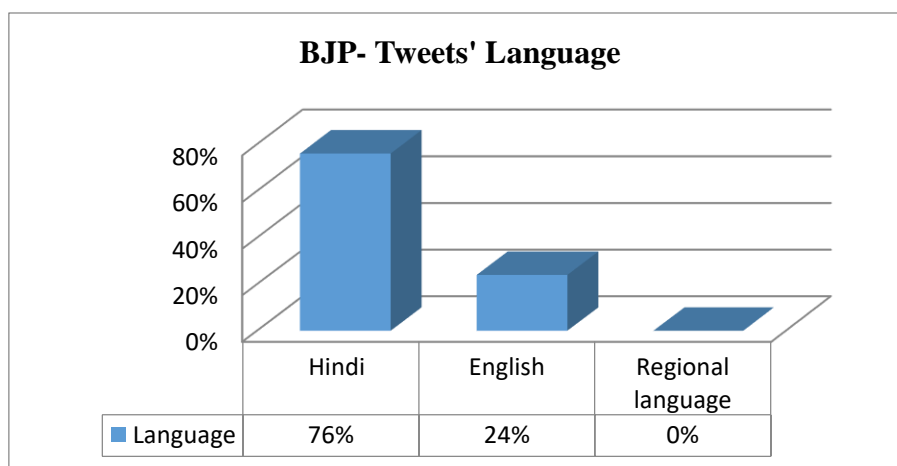


Figure 4.27. BJP- Tweets' Language

Figure 4.27 indicates the language used in the tweets by the BJP in the 2019 GE. The statistical analysis of the study reveals that 76% of the tweets from the BJP's OTH were in Hindi. However, only 24% of the tweets from the BJP's OTH was in English, and no tweet in the regional language was found during the content analysis.

**Item 4.2:1.1B: INC-Tweets' Language**

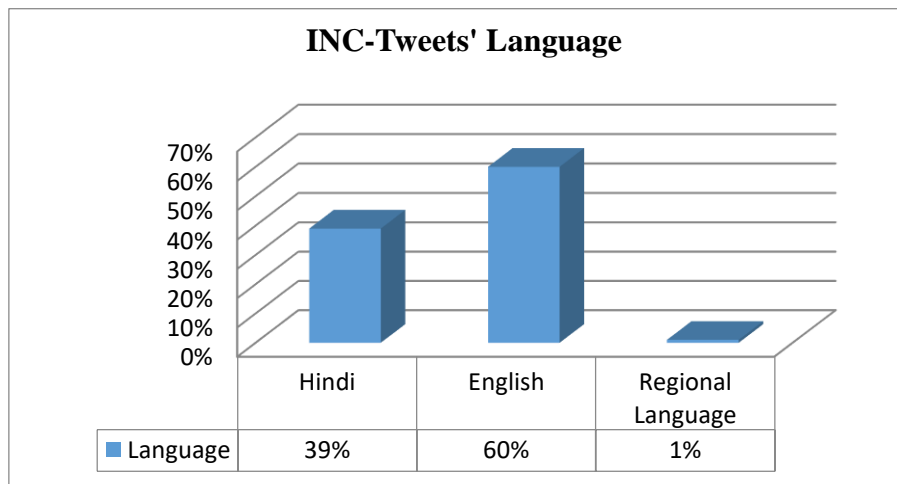


Figure 4.28. INC- Tweets' Language

Figure 4.28 depicts the language used in the tweets by the INC in their election campaign during the 2019 GE; after the Content analysis of the INC's OTH, it was observed that only 60% of the tweets were tweeted in the English language, 39% of the tweets were found in the Hindi language, and 1% of tweets were in a regional language.

**Item 4.2:1.2A: BJP- Format of Tweets**

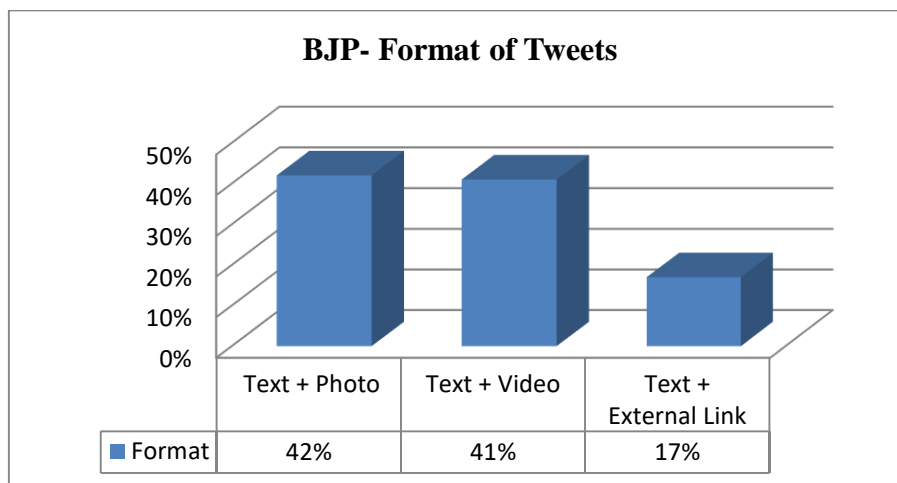


Figure 4.29. BJP- Format of Tweets

Figure 4.29 shows the use of different format of the BJP's tweets in the 2019 GE. The study reveals that the BJP's OTH did 42% of tweets in Text+ Photo format. 41% of tweets were in Text + Video format, while 17% of tweets were found in Text+ External link format.

**Item 4.2:1.2B: INC- Format of Tweets**

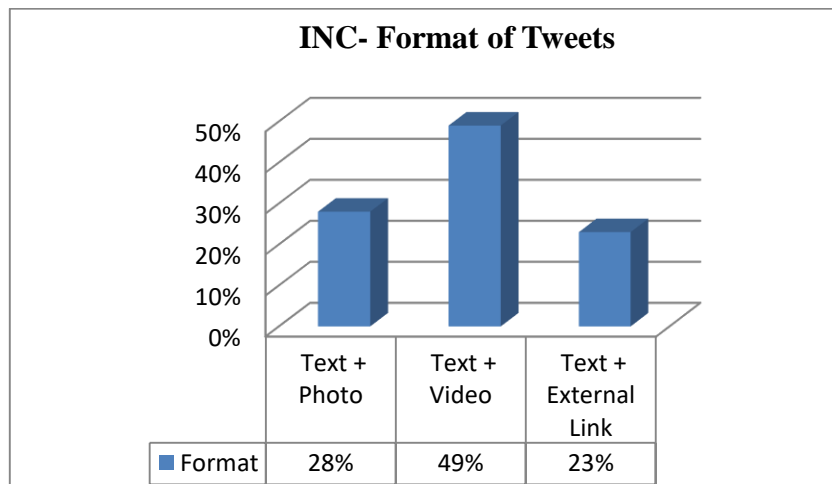


Figure 4.30. INC- Format of Tweets

As far as the INC was concerned, the figure 4.30 indicates that 28% of tweets from the INC’s OTH were in Text+ Photo format,49% were done in Text + Video format, and 23% were found in Text+ External link format.

**Item 4.2:1.3A: BJP-Target Age Group of the Tweets**

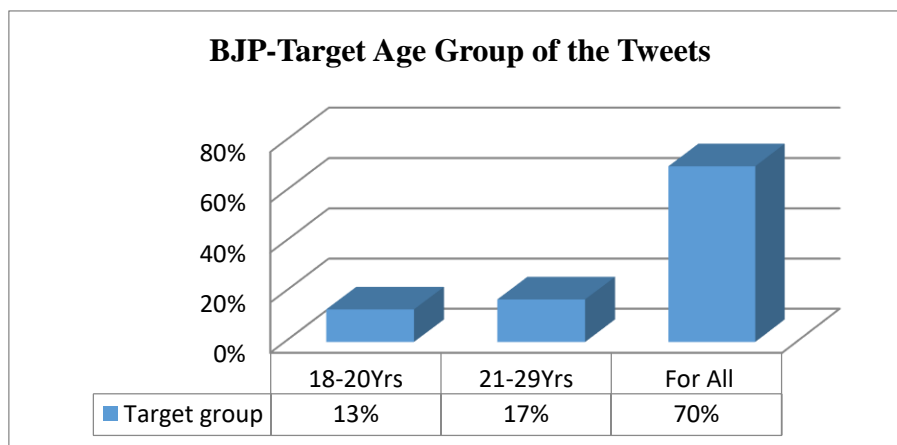


Figure 4.31. BJP- Target Age Group of the Tweets

The third parameter of the content analysis was to determine the target groups of NPPs’ tweets in the 2019 GE. The data in Figure 4.31 describes that 13% of tweets from the BJP’s OTH were targeted at the age group of 18 to 20 years, 17% of tweets were targeted at the age group of 21 to 29 years users, while 70% of tweets were targeted to all users.

**Item 4.2:1.3B: INC-Target Age Group of the tweets**

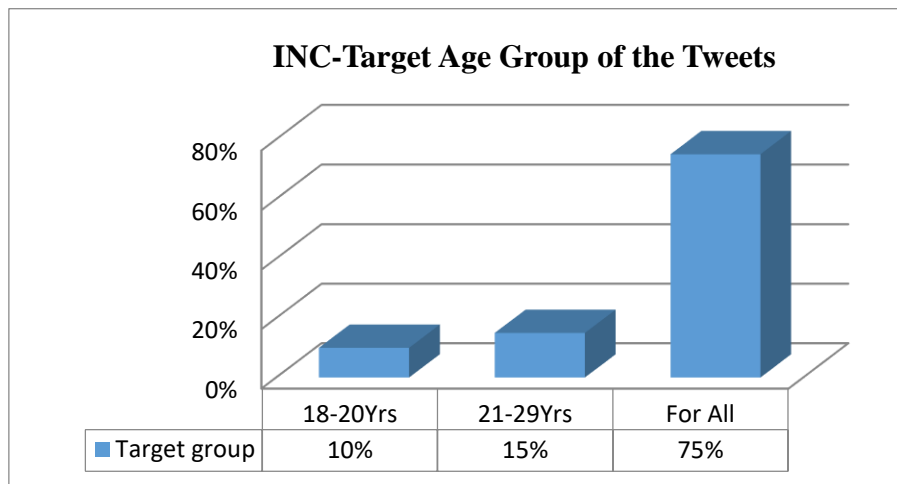


Figure 4.32. INC- Target Age Group of the Tweets

According to Figure 4.32, the study came out with the fact that 10% of tweets from the INC's OTH were targeted at the age group of 18 to 20 years users, while 15% of tweets were targeted at the age group of 21 to 29 years users on the other hand 75% tweets were targeted to all users.

**Item 4.2:1.4A: BJP-Tweets Liked by the User**

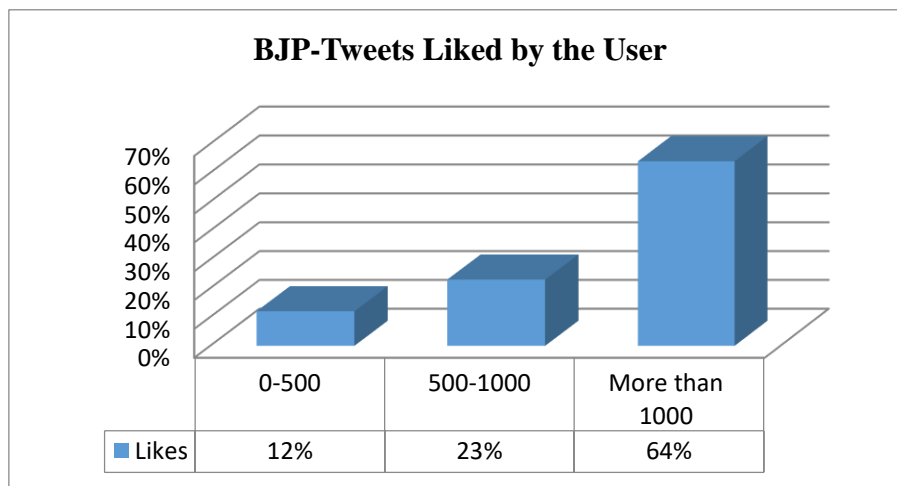


Figure 4.33. BJP- Tweets Liked by the User

Figure 4.33 depicts the position of BJP's tweets liked by the user in the 2019 GE. The study says that only 12% of the total tweets of the BJP's OTH got between 0 and 500 likes. 23% of tweets were liked between 500 and 1000 in numbers; on the other hand, 64% of the tweets received more than 1000 likes.

**Item 4.2:1.4B: INC's Tweets Liked by the User**

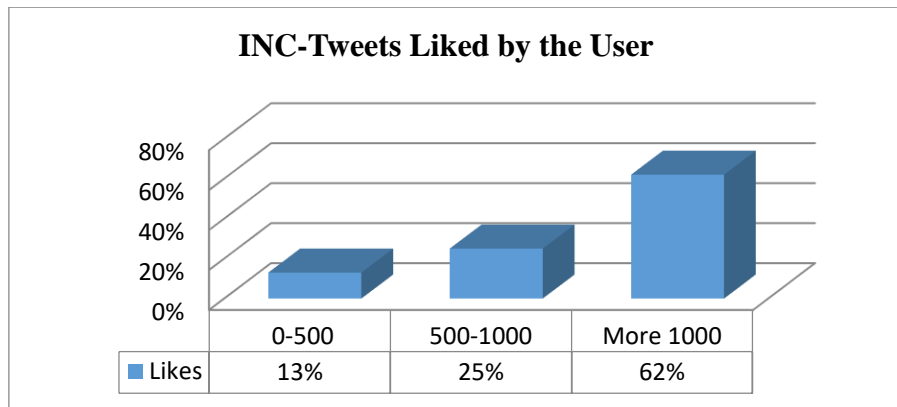


Figure 4.34. INC's Tweets Liked by the User

The data in Figure 4.34 describes that the INC performed differently as compared to the BJP. The study explores that only 13% of the total tweets from the OTH of the INC got between 0 and 500 likes. 25% of tweets received between 500 to 1000 likes; on the other hand, 62% of the tweets got more than 1000 likes.

**Item 4.2:1.5A: BJP- Number of Retweets**

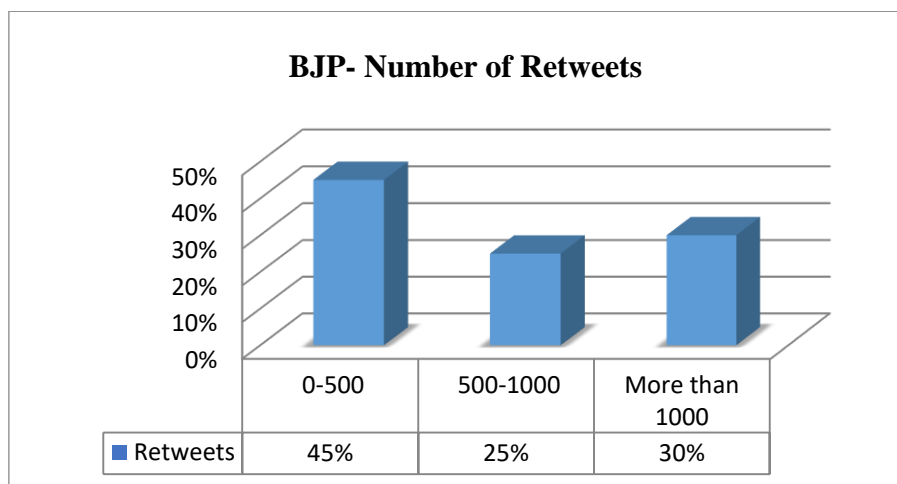


Figure 4.35. BJP- Number of Retweets

The 5<sup>th</sup> important parameter of this content analysis was to know the status of Retweets that NPPs tweets got in the 2019 GE. Regarding the BJP's tweets, figure 4.35 shows that only 45% of the tweets related to the 2019 GE got 0 to 500 Retweets. At the same time, 25% of tweets



received between 500 and 1000 Retweets and 30% of tweets got more than 1000 Retweets from the users.

**Item 4.2:1.5B: INC- Number of Retweets**

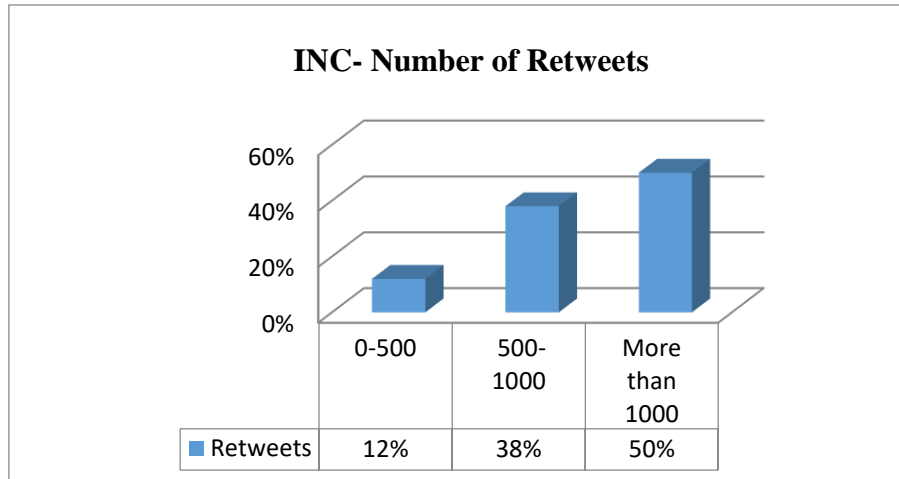


Figure 4.36. INC-Number of Retweets

The study explores that the OTH of the INC was also getting responses from the users and supporters. The data provided in Figure 4.36 describes that only 12% of the total tweets of the INC got 0 to 500 Retweets related to the 2019 GE. Whereas 38% of tweets received 500 to 1000 Retweets and 50% of tweets got more than 1000 Retweets.

**Item 4.2:1.6A: BJP- Tweets got Replies**

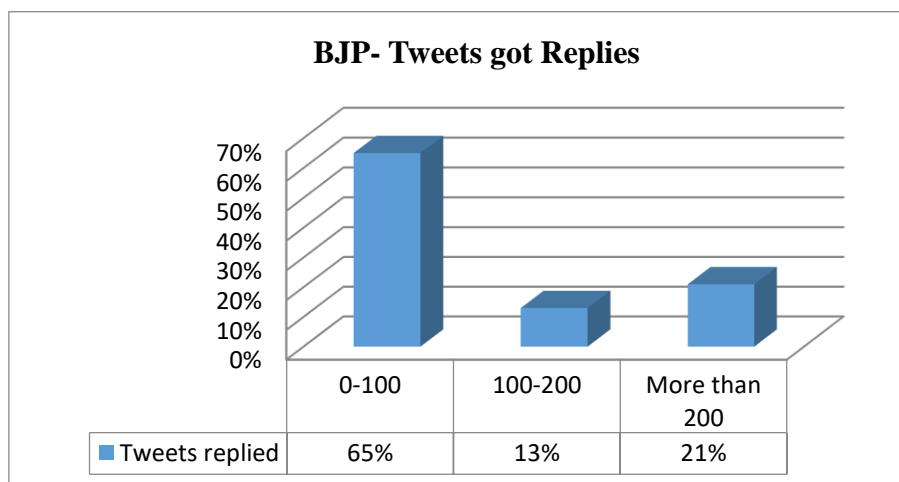


Figure 4.37. BJP- Tweets got Replies

The data in Figure 4.37 also revealed that 65% of tweets of the BJP’s OTH got 0 to 100 “Replies,” whereas only 13% out of the total tweets got 100 to 200 “Replies,” and 21% of tweets got more than 200 “Replies” by the users.

**Item 4.2:1.6B: INC- Tweets got Replies**

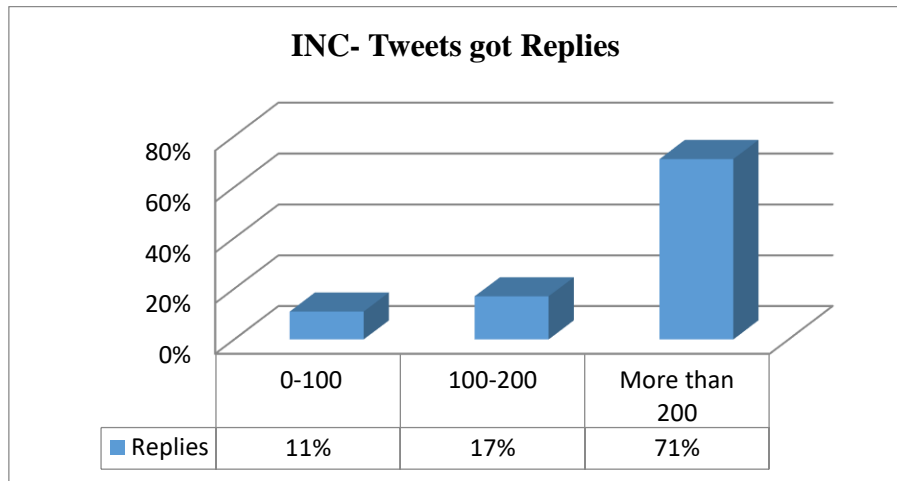


Figure 4.38. INC- Tweets got Replies

Whereas the outcome of this content analysis shows a different picture of the INC tweets. After studying the INC’s OTH, figure 4.38 shows that only 11% of the total tweets got 0 to 100 “Replies,” whereas only 17% out of the total tweets got 100 to 200 “Replies,” and 71% of tweets got more than 200 “Replies”.

**Item 4.2:1.7A: BJP- Publicity in Tweets**

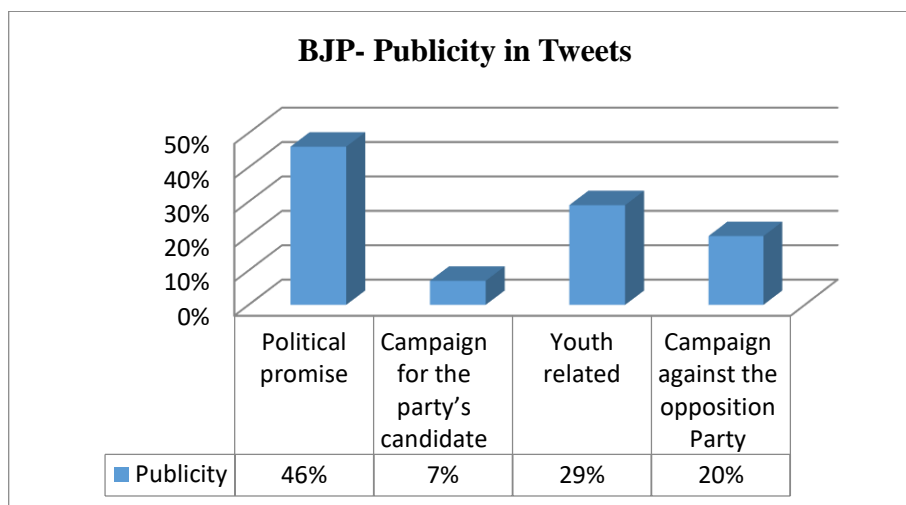


Figure 4.39. BJP-Publicity in Tweets

One of the major queries this study explores is the kinds of publicity NPPs’ tweets had during the 2019 general election. Figure 4.39 indicates that 46% of tweets of OTH of the BJP were political promises, 7% were related to the campaign for the party’s candidate. While 29% of tweets were youth related. 20% of tweets were related to the campaign against the opposition party.

**Item 4.2:1.7B: INC- Publicity in Tweets**

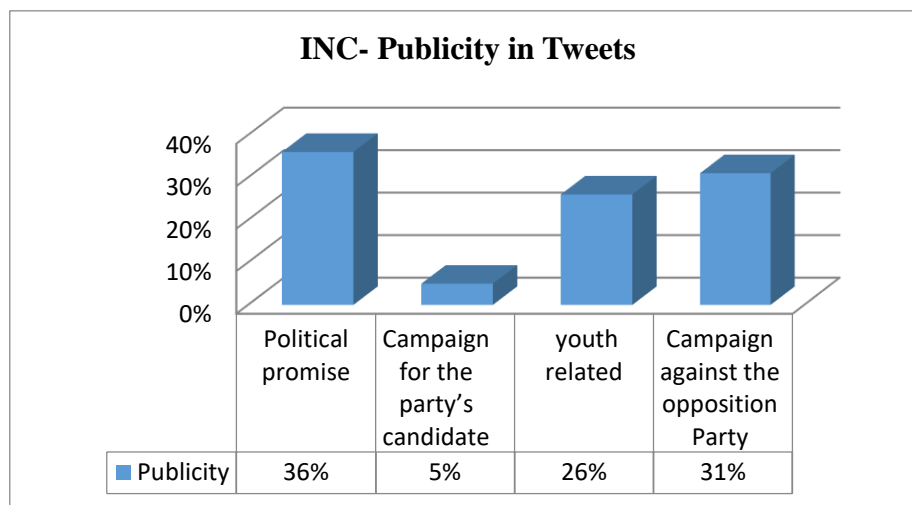


Figure 4.40. INC- Publicity in Tweets

The study of obtained data in Figure 4.40 shows that 36% of INC tweets were based on political promises. 5% of tweets were related to the campaign for the party’s candidate, 26% were youth-related issues, and 31% were related to the campaign against the opposition party.

**Item 4.2:1.8A: BJP-Youth Issues Raised in Tweets**

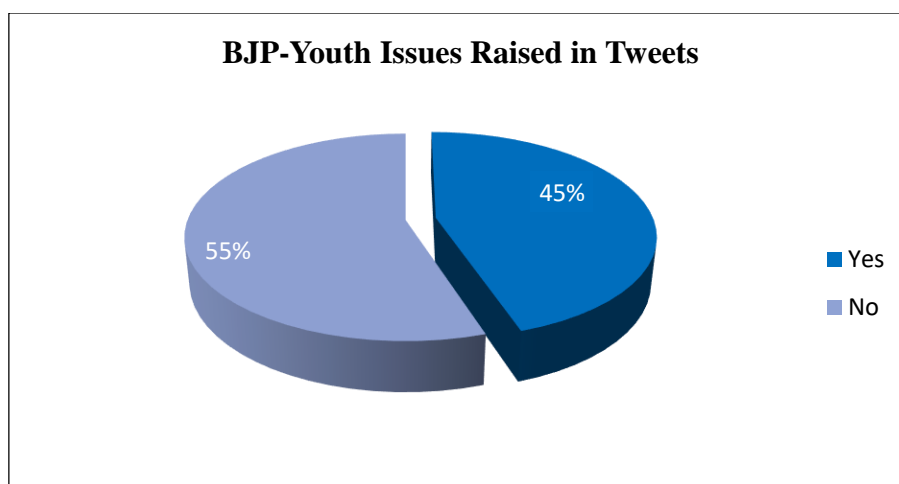


Figure 4.41. BJP-Youth Issues Raised in Tweets

Figure 4.41. shows that out of the overall tweets, 45% of tweets were related to youth issues, and 55% were related to all users.

**Item 4.2:1.8B: INC-Youth Issues Raised in Tweets**

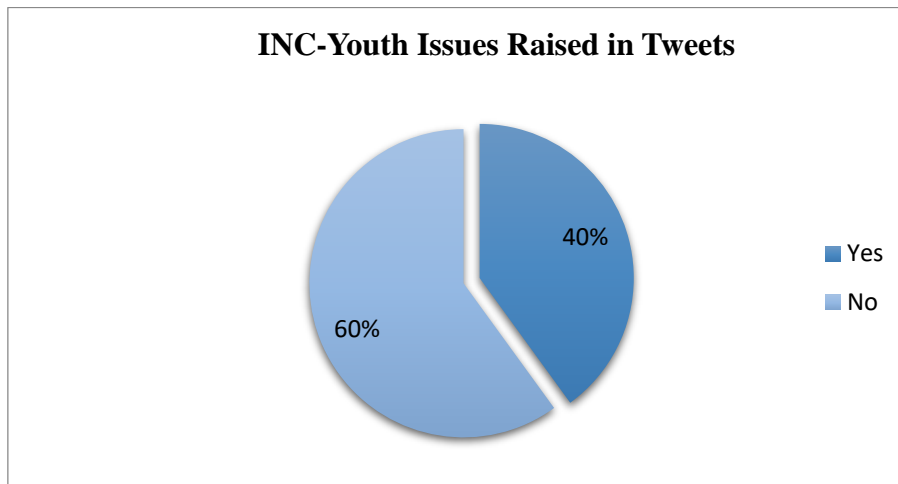


Figure 4.42. INC- Youth Issues Raised in Tweets

According to the outcomes of the content analysis, Figure 4.42 projects that only 40% of the total tweets of the INC were related to youth issues, and 60% of tweets were related to all users.

**Item 4.2:1.9A: BJP- Most Youth Issues Raised in Tweets**

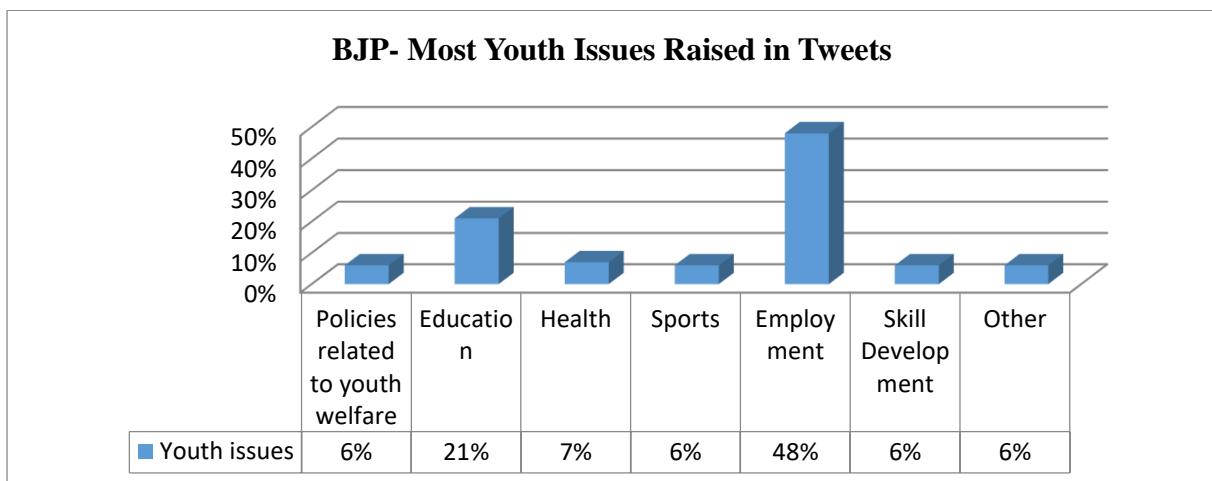


Figure 4.43. BJP- Most Youth Issues Raised in Tweets

45% of the BJP’s OTH tweets, depicted in Figure 4.41, were further divided into 7 parts; Figure 4.43 shows these 7 most crucial youth issues BJP raised on their election campaign-related tweets during the 2019 GE. Out of which, 6% of tweets were found to policies related to youth welfare, 21% of tweets were related to education, 7% of tweets were related to health issues, 6% of tweets were from sports, 48% tweets were related to employment, 6% tweets of skill development and 6% tweets were related to another issue.

**Item 4.2:1.9B: INC- Most Youth Issues Raised in Tweets**

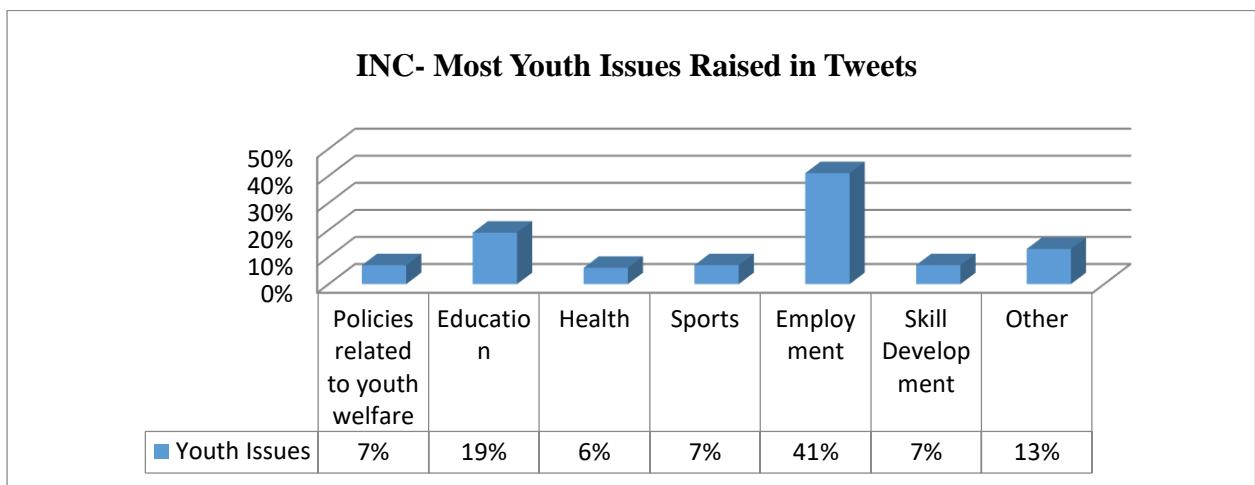


Figure 4.44. INC- Most Youth Issues Raised in Tweets

This study says that 40% of the total tweets of the INC, depicted in Figure 4.42, were related to youth issues. Figure 4.44 shows this 40% of tweets were further divided into 7 parts, out of which 7% of tweets belonged to the policies related to youth welfare, 19% of tweets were related to education, 6% tweets were related to health issues, 7% of tweets were from sports, 41% were related to employment, 7% of tweets were from skill development and 13% of tweets were related to other issues.

**Item 4.2:1.10A: BJP- Tweets with Hashtag**

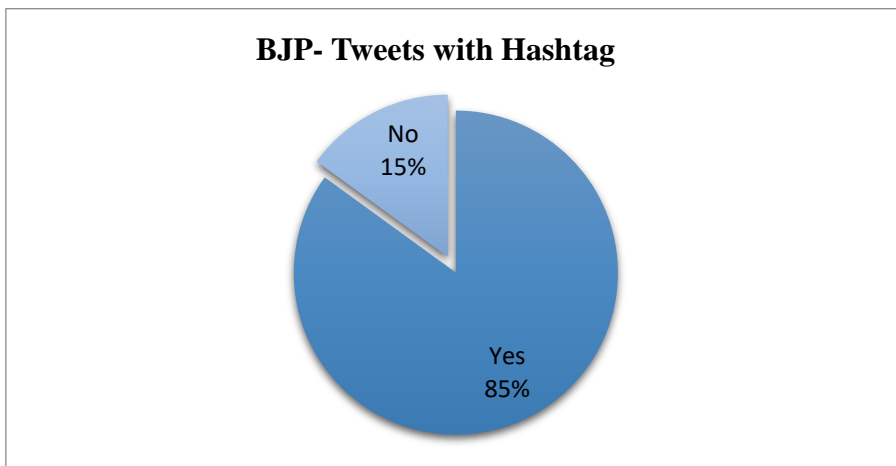


Figure 4.45. BJP- Tweets with Hashtag

A hashtag (#) functions as a hyperlink that establishes an algorithm and links user to any campaign-related tweets currently trending on Twitter. Using a hashtag is a method of spreading tweet. Additionally, users can look for their tweets in a Twitter search. Tweets will spread to specific users using the same hashtag or following related subjects if you include a #hashtag. Figure 4.45 from the BJP's OTH shows that during the 2019 general election, hashtags were used in 85% of tweets. While only 15% of all tweets lacked a hashtag.

**Item 4.2:1.10B: INC- Tweets with Hashtag**

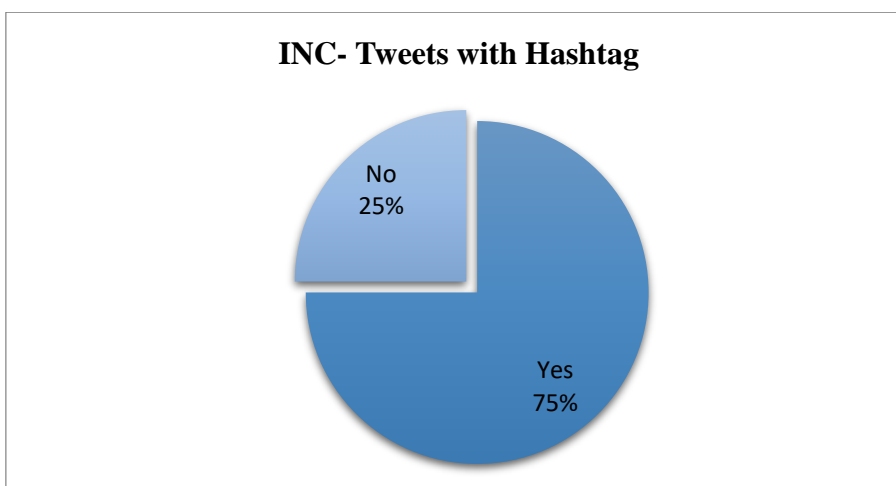


Figure 4.46. INC- Tweets with Hashtag

As far as the INC's tweets were concerned, Figure 4.46 shows that only 75% of the tweets used hashtags. At the same time, 25% of overall tweets were without hashtags.

**Item 4.2:1.11A: BJP- Tweets Attempted to Communicate with the Youth**

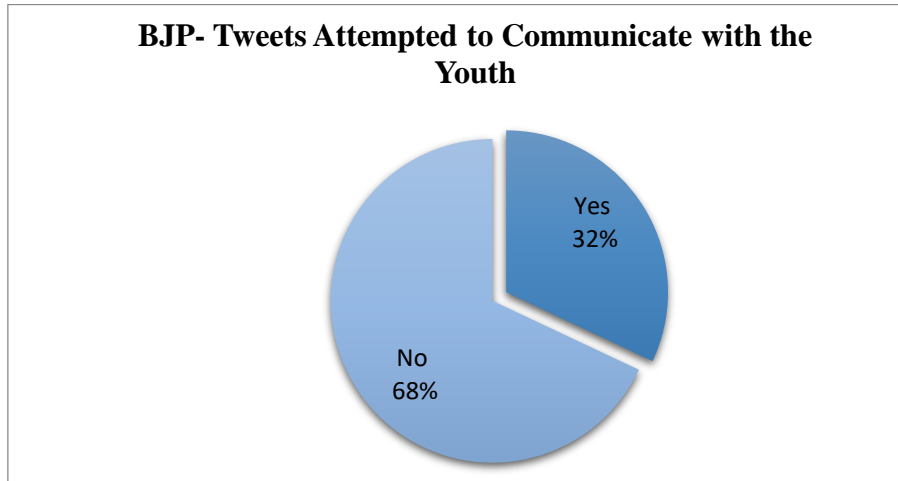


Figure 4.47. BJP- Tweets Attempted to Communicate with the Youth

Figure 4.47 projects that only 32% of tweets of the BJP were targeted to communicate with the youth. The remaining 68% of tweets had no direct communication with the youth.

**Item 4.2:1.11B: INC - Tweets Attempted to Communicate with The Youth**

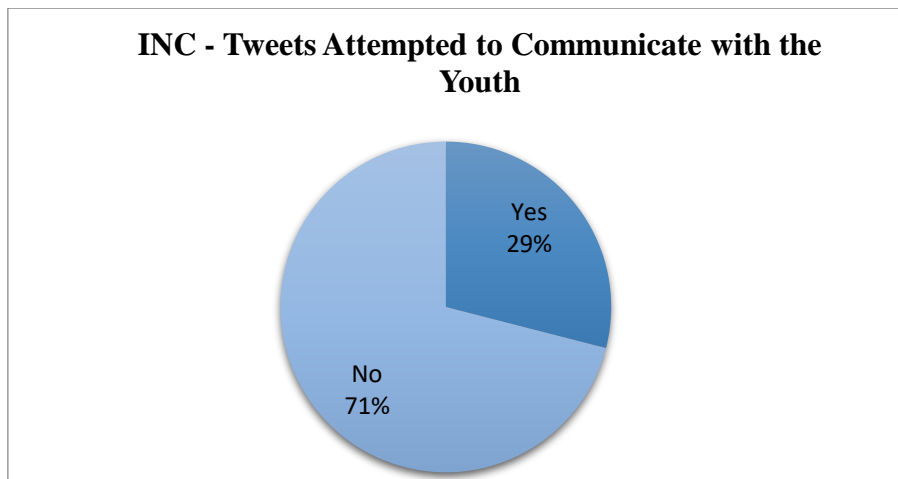


Figure 4.48. INC - Tweets Attempted to Communicate with the Youth

Figure 4.48 reveals that only 29% of tweets of the INC were targeted to communicate with the youth, and 71% had no direct communication with the youth.

**Item 4.2:1.12A: BJP- Vote Appeal to the Youth Through Tweets**

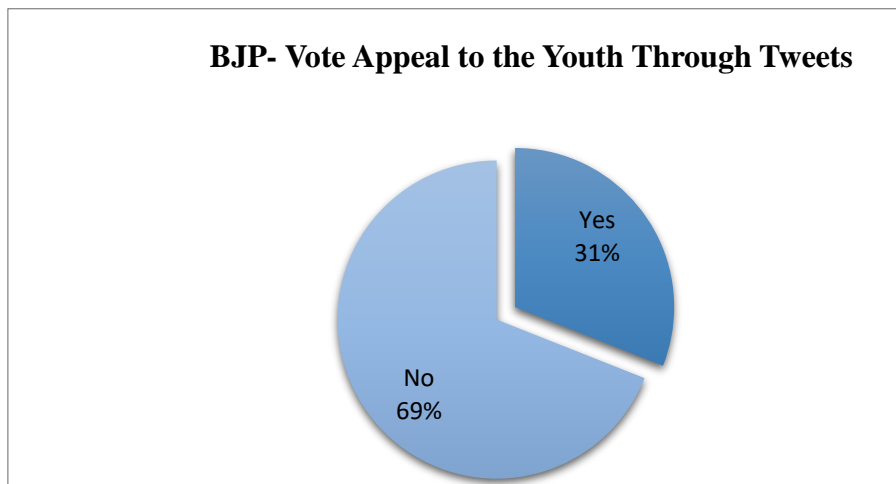


Figure 4.49. BJP- Vote Appeal to the Youth Through Tweets

Figure 4.49 reflects the status of BJP's vote, appealing tweets to the youth voters. According to the findings of this study, 31% of the BJP's tweets attempted to directly appeal to the youth to vote in the party's favour. In contrast, 69% of tweets were for everyone.

**Item 4.2:1.12B: INC-Vote Appeal to the Youth Through Tweets**

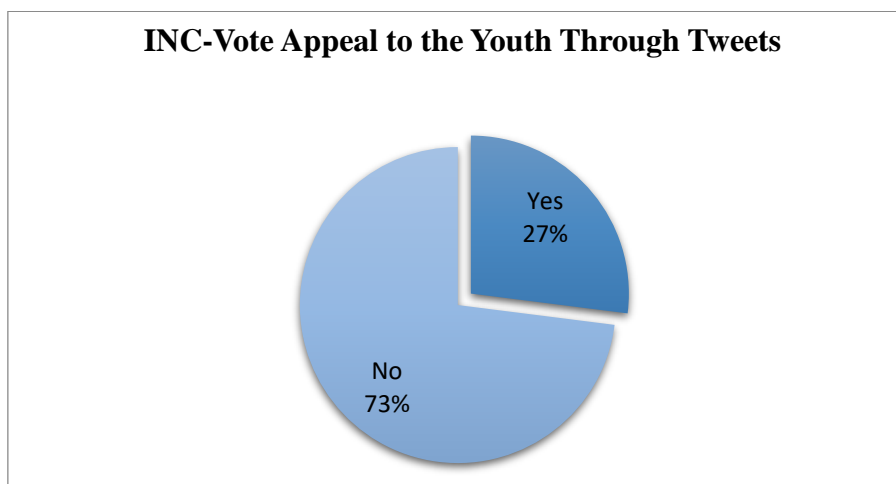


Figure 4.50. INC-Vote Appeal to The Youth Through Tweets

Regarding the INC's tweets, Figure 4.50 shows that 27% attempted to appeal to the youth to vote in their favor directly. While 73% of tweets were connected to everything.



**Item 4.2:1.13A: BJP-Youth Faces Used in Tweets**

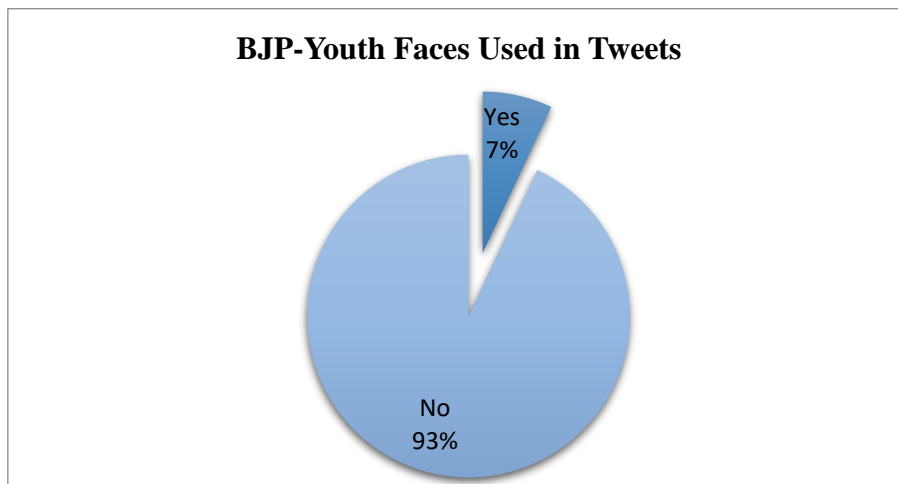


Figure 4.51. BJP-Youth Faces Used in Tweets

According to the data in Figure 4.51, the content analysis of the BJP's OTH shows that youth faces were utilized in 7% of election campaign-related tweets, and no youth faces were used for the party's promotion in 93% of tweets.

**Item 4.2:1.13B: INC-Youth Faces Used in Tweets**

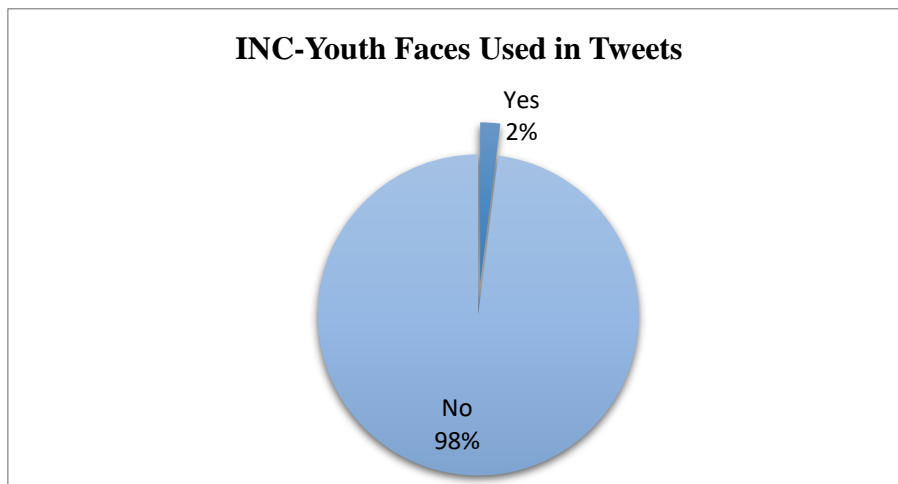


Figure 4.52. INC-Youth Faces Used in Tweets

Figure 4.52 depicts the status of INC's promotional tweets that employed youth faces in their election campaign during the 2019 General Election. According to the content analysis of the INC's OTH, youth faces were used in only 2% of election campaign-related tweets, and 98% of tweets had no youth faces used to promote the party.

### **4.2:1. Interpretation**

#### **i. Status of the NPPs' Official Twitter Handles**

The second objective of this research aimed to study the status of NPPs' OTH at the time of 2019 GE. This objective was also focused on the tweets the NPPs tweeted to attract young voters. To conduct this study, a content analysis was done on 12 parameters. The ruling Bhartiya Janata Party and the oldest NPP, The Indian National Congress, were selected for content analysis. The first parameter examines the tweet's language. While conducting content analysis, the study found that 76% of the tweets were available in Hindi in the BJP's OTH. While 39% of Hindi tweets were available in the INC's OTH. On the other hand, only 24% of tweets in the BJP's OTH were found in English. While the INC's OTH had 60% tweets in English and only 1 per cent tweets in regional language were found. It means that the BJP was trying to attract Hindi preferring users, and the INC was trying to catch the attention of English users. It is understandable because the BJP had a strong hold on the Hindi belt, whilst the INC had a stronger hold on English-speaking areas such as the northeast, Bengal, and southern states than the BJP. The regional state body was running a campaign on Twitter in their respective language, but as far as the national level was concerned, their OTH was lagging. It might be possible that both parties could not afford to tweet in different languages on national platforms, so they broadly limited themselves to Hindi and English. The study describes that both the NPPs tried their best in their strong area.

It doesn't mean they were not focusing on tweets in other languages. The INC was tweeting in regional languages also, but it was less sufficient. The impact of language is more important. The second point of this content analysis was to find out the nature of the tweets. This parameter has been divided into three categories: text+ photo, text + video, and text + external links. The study reveals that most tweets in text + photo were available in the BJP's OTH. The INC was far behind in tweeting text+ photo format. This indicates that the BJP focused more on sending

tweets with text +photo. Photo refers to memes, pictures, and visuals with text. Meme was used very often in the 2019 GE. On the other hand, tweets in text + video format were also available in the BJP's OTH. These videos were shot films, ads, rally videos, jokes, animated videos, etc. Their duration ranged from one to thirty minutes. The BJP trailed in the use of tweets with external links, whilst the INC prioritized tweets with text and video. where some stuff was posted with a video link. The INC was likewise well-positioned to use the text+ external link style tweets. A text detailing the topic with one hyperlink directed viewers to a new webpage in this fashion. There was an article, a speech, a YouTube link, a story, research, newspaper clippings, and videos on that page. Due to Twitter's limited size, this was the ideal option for political parties to take their followers to a different location where they could read infinite articles or view long-form videos.

The study also discovered no significant difference between the two NPPs regarding the targeted Twitter user groups. The BJP and the INC had the highest number of tweets for all users; that was the inclination of both the NPPs on all users. No party wanted to ignore this section which was more than 29 yrs. old, because the number of such voters was higher than the above mention other categories. Of course, youth was important for the NPPs because the numbers of young voters could change the result's fate. Especially the new voters, i.e.18- 20 yrs. old, were blank and yet to develop political understanding, so they were more on target of NPPs. The age group from 21 to 29 yrs. was also an important target for the NPPs. Both parties were trying equally to attract young users in their favour. If both groups (18-20 and 21-29 years) of young users have been considered, even then, this figure reaches 30% of the BJP and 25% of The INC. It is clear from the research that the BJP paid more attention to attracting young users than the INC. More tweets were done to match their expectation to create a belief among the youth. One of the primary questions addressed in this study is the type of publicity in the NPPs' tweets during the 2019 general election. According to the data analysis, the BJP

and the INC had the most tweets about political promises. That indicates most of their tweets focused on their respective parties' policies, the ruling government's successful projects and anti-incumbency, Ideas for a New India, and future development policies. The BJP's OTH had 29% of tweets related to youth, and 26% of tweets in the INC's OTH were available during the Content analysis. It means the second largest interest of the BJP was youth voters. Attractive tweets were being created for them. There were tweets related to the campaign against the opposition parties also.

The BJP was raising issues against the INC and other NPPs. Some tweets were a counterattack on opposition parties. The BJP was comparing their success to the INC's government. Even the INC was also doing the same in their tweets. Some graphics, animated videos, shot films, and pictures were found in both parties' OTH. The INC's second largest interest was running a campaign against the opposition party. The tweets mostly contained blame games and dissatisfaction with the ruling party. Only a small percentage of tweets related to the campaign for the party's candidate were available in both NPPs' OTH. It was a YouTube link to a rally in support of the party's candidate in the tweets. Research shows that NPPs have made the most political promises in their OTHs. The BJP tweeted 46% of political tweets, while The INC transmitted 36%. It was clear that the main focus of the NPPs was political tweets. In this, especially, all the parties put their development plans and the road maps of success. Mainly public lucrative promises were made. The ruling party, the BJP, counted its actions. Along with this, a blueprint was presented about the plans to be brought in the future. On the other hand, the INC kept the work done during its government in front of the voter through tweets; apart from this, they kept their thoughts about what they would do if they came to power. It can be inferred that more or less a similar strategy might have been adopted by other National political parties. Rallies in favour of the party candidate were broadcast live on Twitter. No campaign specifically for party candidates appeared through the official page on Twitter. Research shows

that the BJP did more youth-related tweets while the INC was slightly behind. 29% of tweets were found in the BJP's OTH on youth-related issues. While the INC did 26% of tweets on issues related to the youth. In this way, it can be inferred that other NPPs also gave place to youth issues in their tweets. Apart from this, research says that The INC was more attackers of opposition parties than the BJP.

In this, too, the tweets of the INC showed that most of the tweets were against the BJP. When questions were raised on the policies and plans of the ruling government, actions were described as unfair and inadequate. Similarly, other NPPs may have used Twitter to criticize the ruling party, but the BJP campaigned against political parties in extremely small numbers. This means the BJP was completely focusing on political issues and youth-related issues. While other NPPs were busy tweeting against the ruling party, which was a natural election campaign strategy. Another significant finding in this study is that the BJP raised more youth-related issues than the INC. It means that the BJP was more vocal about youth issues than the INC. According to the findings of this study, 45% of the BJP's OTH tweets were about youth issues. These 45% of tweets were further divided into seven categories. This indicates that the BJP had a big employment issue in their tweets; similarly, the INC was trapping the BJP on this ground. The BJP tweets ensured the number of vacancies given to the youth and what next they would open. Education was also a big issue for the BJP. The BJP disseminates information about how many IIMs, the government was establishing IITs, AIIMS, NITs and new academic institutions. While the INC's 40% tweets on youth were further divided into 7 parts.

The INC's tweets denying the BJP's claim of employment opportunities further the INC's tweets were exposing the situation of unemployment. According to the tweets, the second most important issue for the INC was Education. 19% of tweets were found on the INC's OTH. This means the INC was attacking the BJP on these important fronts of youth interest. Talking about the issues in the tweets, most of the issues were related to the youth. Another important

parameter of this content analysis was understanding the NPPs' communication with the youth. The research reveals that 32% of tweets of the BJP's OTH were targeted to communicate with the youth, and only 29% of tweets were tweeted through the OTH of the INC. It means more than one-fourth of the tweets were used to communicate with the youth. The supplementary question tried to determine how many tweets directly appealed to the youth to vote for the party. Regarding the BJP's OTH, 31% of tweets tried directly appealing to young voters. Regarding the INC's OTH, 27% of tweets tried directly appealing to the youth to vote in the party's favour. It means here, the BJP had more mileage than the INC. Every third or fourth tweet directly appealed to young voters to vote. It can be assumed that other NPPs also tried to do the same things. This content analysis says that youth face was used in 17% of the BJP's election campaign tweets. It indicates that the BJP placed more faith in PM Modi's image and appeal among young voters. On the other hand, the INC used only 15% of tweets containing youth faces. The INC also depends on Rahul Gandhi's Image as a youth leader, but here problem arose for the INC because they communicated less to the youth in the tweets.

## **ii. Feedback from the Users**

The outcome of this objective would only have been completed with knowing the status of feedback that these tweets got. To conduct this study, three parameters were examined: likes, replies, and retweets. An important parameter of content analysis was to explore the number of tweets that get "Likes". The study says that only 12% of the BJP's OTH tweets got between 0 and 500 "Likes" from the users. The INC performed differently as compared to the BJP. The study explores that only 13% of the tweets of the INC's OTH received between 0 and 500 "Likes" from the users. On the other hand, 64% of tweets of the BJP's OTH received above 1000 "Likes" from users, and 62% of the tweets of the INC got above 1000 "Likes" from users. This study revealed that the INC's tweets were getting more user responses. Some concerns

about jobs, poverty, or education may affect the user's psyche. Because there were a lot of young Twitter users, it's logical to infer that they liked the INC's tweets as well. Data shows the BJP ahead in the "more than 1000 likes" category, but the INC also looked comfortable. The second parameter of getting a response was measured. The "reply" option was divided into three categories: 0-100, 100-200, and more than 200. Data collection through content analysis shows that 65% of the BJP's OTH tweets got 0 to 100 replies from users or followers. The INC only received 11% of the total tweets from 0 to 100 replies.

It means the BJP was getting normal responses to their tweets, but the INC was getting more responses than the BJP. Only 13% out of the total tweets of the BJP received 100 to 200 replies, whereas only 17% out of the total tweets of the INC got 100 to 200 replies. This means Some tweets of the BJP and the INC were getting slightly reasonable amounts of response. As far as the bigger picture was concerned, 21% of tweets received more than 200 replies from the users or the BJP followers, and 71% of tweets of the INC received more than 200 replies. Which means the INC was in a far better position than the BJP. The picture was different. The INC got more replies to their tweets because of many debates in that section. Both parties' supporters had too many conversations there. At the same time, the BJP had few as compared to the INC. There were some remarks on both parties' policies and personal comments on their top leaders like Narendra Modi, Rahul Gandhi, Amit Shah, J.P. Nadda, Sonia Gandhi, Priyanka Gandhi, and others. It can be assumed that other NPPs also had this experience. The "Retweet" button was the second option for measuring feedback or response. This study separated "Retweet" into three categories: 0-500, 500-1000, and more than 1000. In 50% of tweets, the INC received more than 1000 Retweets.

Whereas the BJP's 60% tweets got over 1000 "Retweets". The BJP received 15% of the "Retweets" between 0 and 500. In comparison, the INC received 12%, "Retweets" measured between 0 and 500. Whereas the INC received 38% of the "Retweets" in the 500 to 1000

retweets category, the BJP received 25% of the "Retweets" in the 500 to 1000 retweets category. Despite this, the INC had difficulty obtaining votes.

## Quantitative Study Part-II

### Questionnaire Survey

#### 4.3:1. Data Collection, Data Analysis

##### Objective 3

2. To explore the role of election campaign-related Facebook posts of National political parties in the youth's vote determination.

##### Age of Respondents

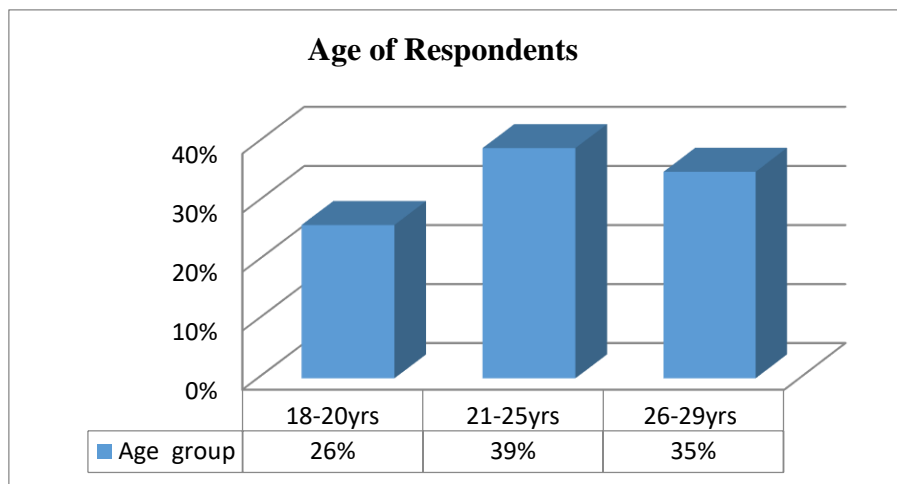


Figure 4.53. Age of Respondents

This objective was mainly focused on studying the effects of the NPPs' election-related Facebook posts on youth's vote determination. Therefore, the study is required to include the appearance of youthful Facebook users. The questionnaire's young respondents (Facebook



users) were broadly classified into three groups. First-time voters were defined as Facebook users who were between the ages of 18 and 20. Facebook users between the ages of 21 and 25 were categorized as either young adults just starting in the workforce or students in higher education. Facebook users between the ages of 26 and 29 were deemed to be working or self-employed individuals who were politically knowledgeable. Figure 4.53 shows that among the young Facebook users who responded to the survey, 26% were between the age of 18 and 20, 39% were between the age of 21 and 25, and 35% were between the age of 26 and 29.

**Item no.4.3:1.1: Time Spent on the Internet by the Youth (Per Day)**

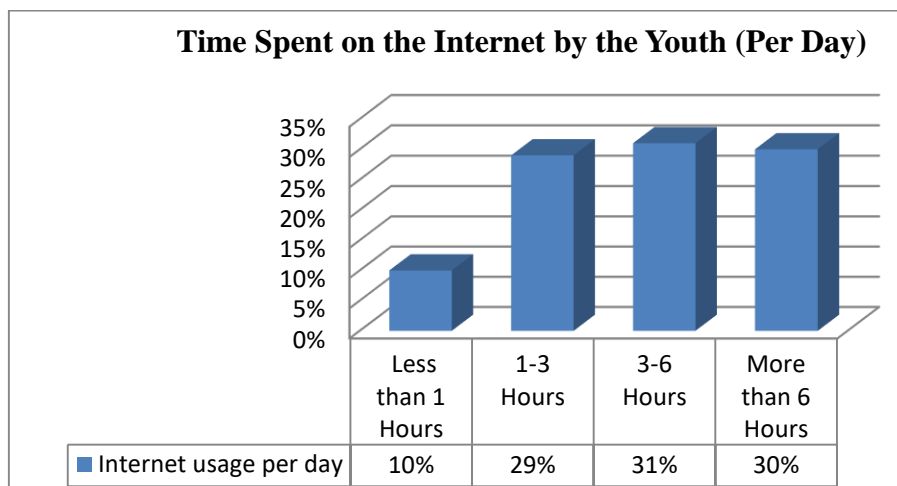


Figure 4.54. Time Spent on the Internet by the Youth (Per Day)

Figure 4.54 shows the time per day spent by young Facebook users on the internet. 10% of the youth admitted spending less than an hour on the Internet daily. 29% of youth admitted spending between 1 and 3 hours on the internet. 31% of youth use the internet between 3 and 6 hours daily, while 30% spend more than 6 hours on the internet.

**Item no.4.3:1.2: Facebook Posts Users Like to Read**

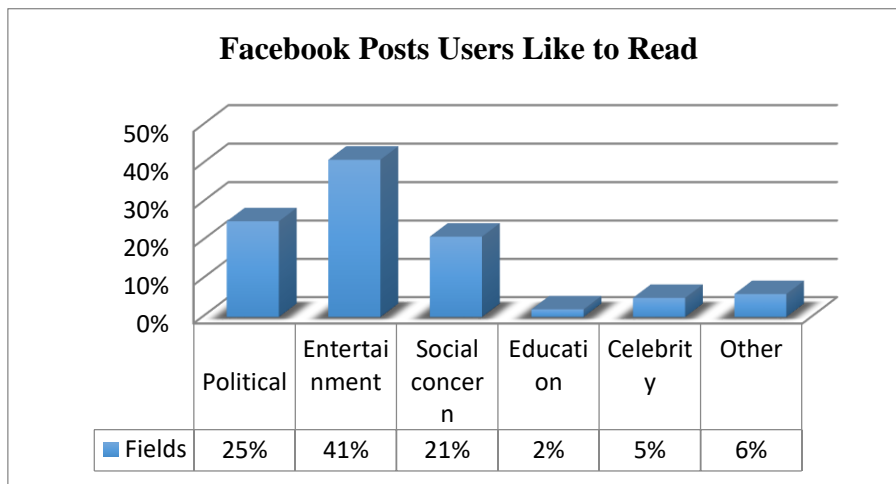


Figure 4.55. Facebook Posts Users Like to Read

Figure 4.55 depicts responses from the young users to item number 2 of this objective, in which 25% of young Facebook users replied that they like to see political posts on Facebook. 41% of the youth responded that they liked entertainment posts, while 21% only liked to see posts about social concerns. 2% of youths like to see education-related posts, 5% like celebrity posts, and 6% like to see other posts.

**Item no.4.3:1.3: Time Spent on Facebook by the Youth (Per Day)**

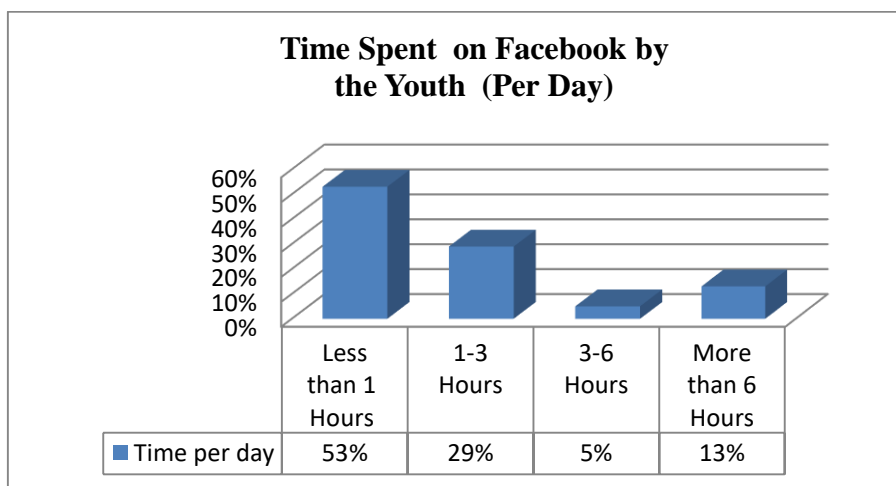


Figure 4.56. Time Spent on Facebook by the Youth (Per Day)

Figure 4.56 shows the youth responses for item number 3, in which 53% of youth said they spend less than 1 hour on Facebook daily. While 29% of youth spend 1 to 3 hours per day. 5% of youth spend 3 to 6 hours daily. 13% of youth spend more than 6 hours on Facebook per day.

**Item no.4.3:1.4: Election Campaigning Facebook Posts Received by the Youth (Per Day)**

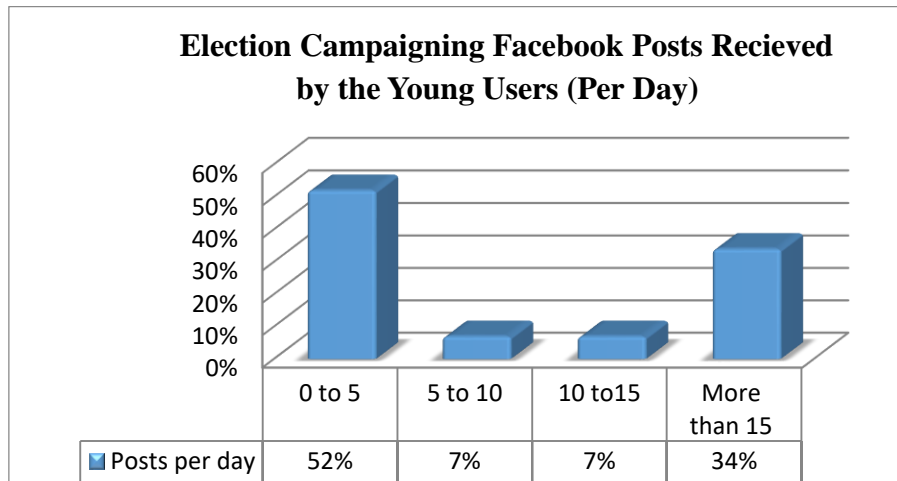


Figure 4.57. Election Campaigning Facebook Posts Received by the Youth (Per Day)

Figure 4.57 shows the status of NPPs' election campaigning Facebook posts received by the youth daily during the 2019 general elections. 52% of the youth received 0 to 5 posts per day. 7% of the youth got 5 to 10 posts daily. While 7% of the youth got 10 to 15 posts per day, 34% received more than 15 posts from the NPPs.

**Item no.4.3:1.5: Time Spent Reading Political Posts by Young Users (Per Day)**

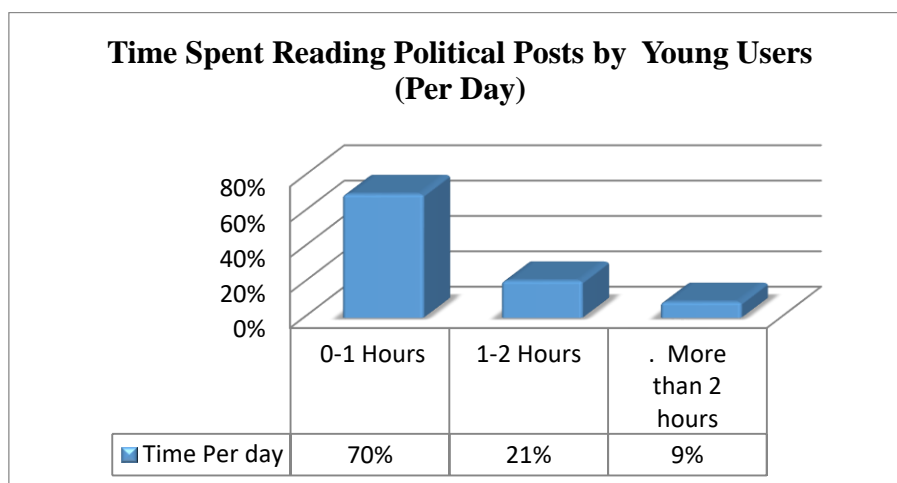


Figure 4.58. Time Spent Reading Political Posts by Young Users (Per Day)

Figure 4.58 depicts the time spent per day by young users reading the political posts of NPPs during the 2019 general election. 70% of youth spent 1 hour or less per day, 21% spent 1 to 2 hours daily, and 9% spent more than 2 hours daily.

**Item no.4.3:1.6: Format of the NPPs' Posts**

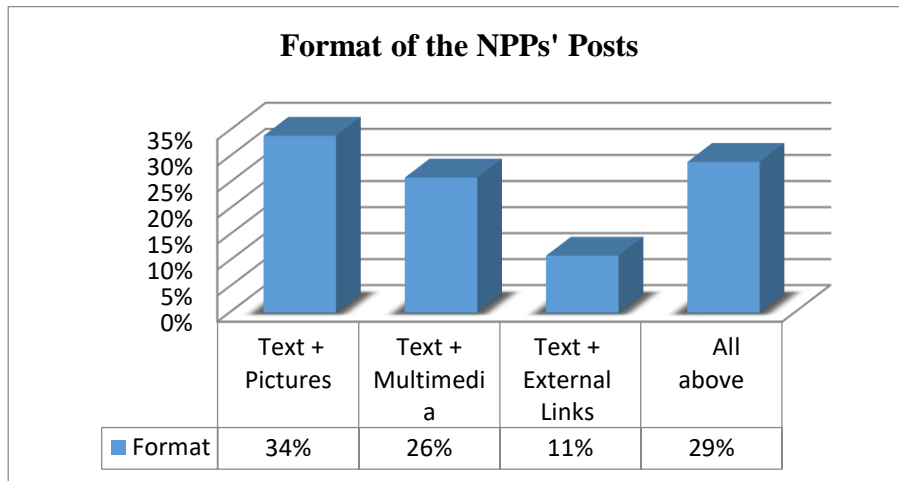


Figure 4.59. Format of the NPPs' Posts

Figure 4.59 reveals that 34% of youth thought NPPs used the Text+Picture format during the election campaigning on Facebook, while 26% of youth said posts in the Text+Multimedia format were made, and 11% of youth said they received posts in the Text+External links format. However, 29% of young people said NPPs used the aforementioned strategies in their election campaign posts.

**Item no.4.3:1.7: Mostly Used Language on NPPs' Posts**

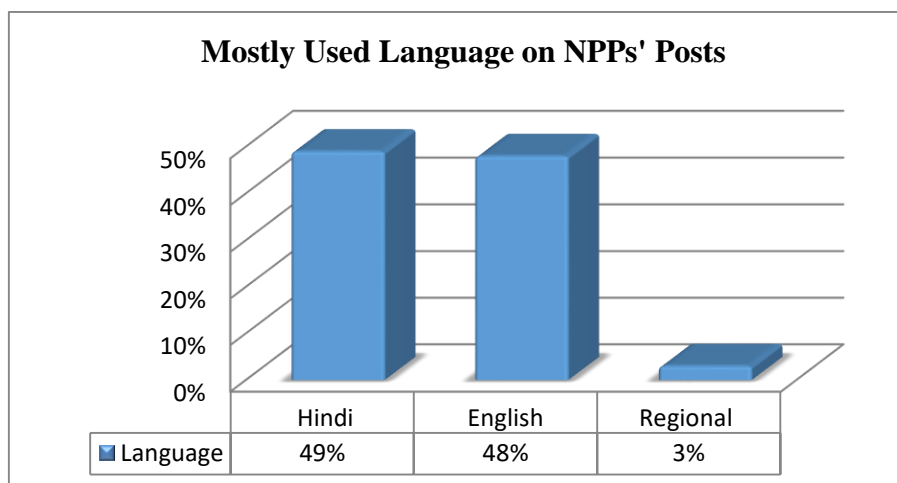


Figure 4.60. Mostly Used Language on NPPs' Tweets

Figure 4.60 depicts that 49% of the youth received posts in the Hindi language from the official Facebook account of the National political party in the 2019 general election. 48% of the youth received posts in English, while 3% received posts in the Regional Language.

**Item no.4.3:1.8: Types of Publicity in NPPs' Posts**

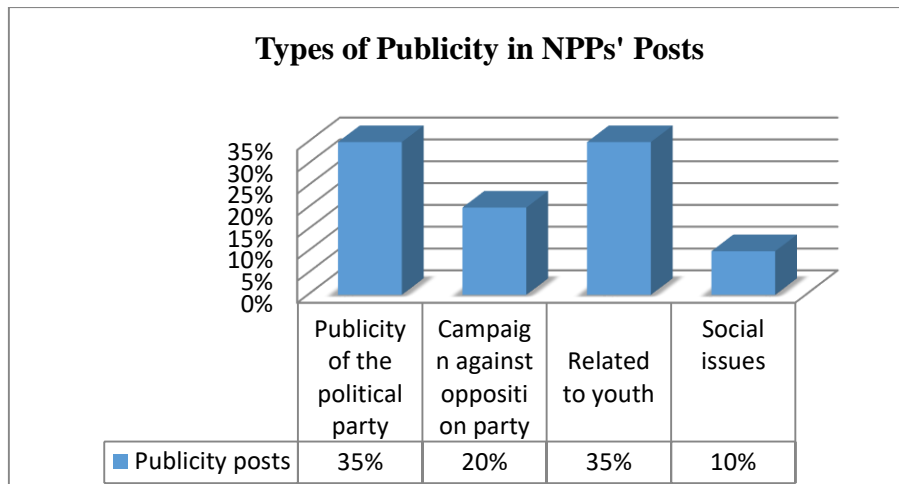


Figure 4.61. Types of Publicity in NPPs' Posts

Figure 4.61 shows the types of publicity used by NPPs on Facebook during the 2019 general election. 35% of the youth believed that most posts related to the publicity of the political party. 20% of the youth replied that most posts had campaigned against the opposition party. 35% of the youth responded that the posts had youth-related issues. 10% of the youth responded that the posts had social issues.

**Item no.4.3:1.9: Users' Friends on Facebook**

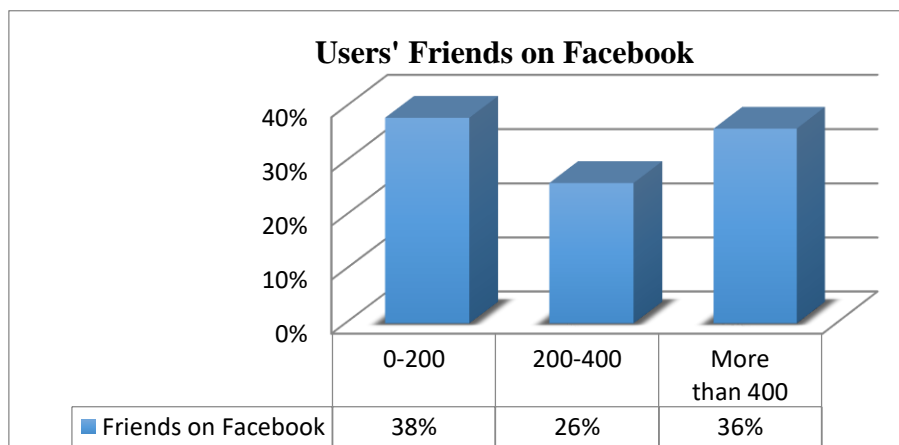


Figure 4.62. Users' Friends on Facebook

Figure 4.62 indicates that 38% of youth have between 0 and 200 friends on Facebook. 26% of youth have 200 to 400 friends, and 36% have more than 400 friends on Facebook.

**Item no.4.3:1.10: Response to NPPs' Posts by the Users**

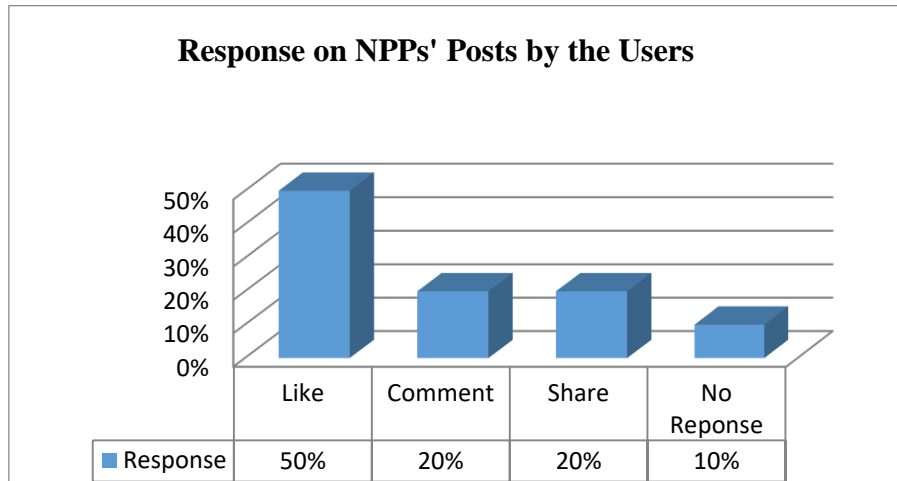


Figure 4.63 Response on NPPs' Posts by the Users

Figure 4.63 displays the responses of the youth to item no.10. In which 50% of the youth liked the NPPs' posts, and 20% commented on them, 20% of young people shared the posts 10% did not respond.

**Item no.4.3:1.11: NPPs' Followers on Facebook**

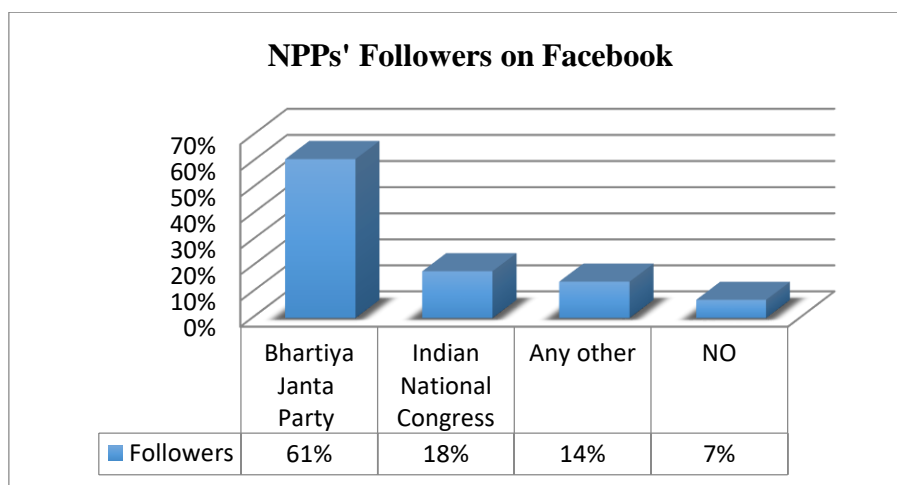


Figure 4.64. NPPs' Followers on Facebook

Figure 4.64 shows the NPPs' followers on Facebook. 61% of youth said they were followers of the Bharatiya Janata Party on Facebook. 18% of youth were followers of the INC, 14% were followers of other parties, and 7% were not following any party on Facebook.

**Item no.4.3:1.12: Most Youth Issues Raised in NPPs' Posts**

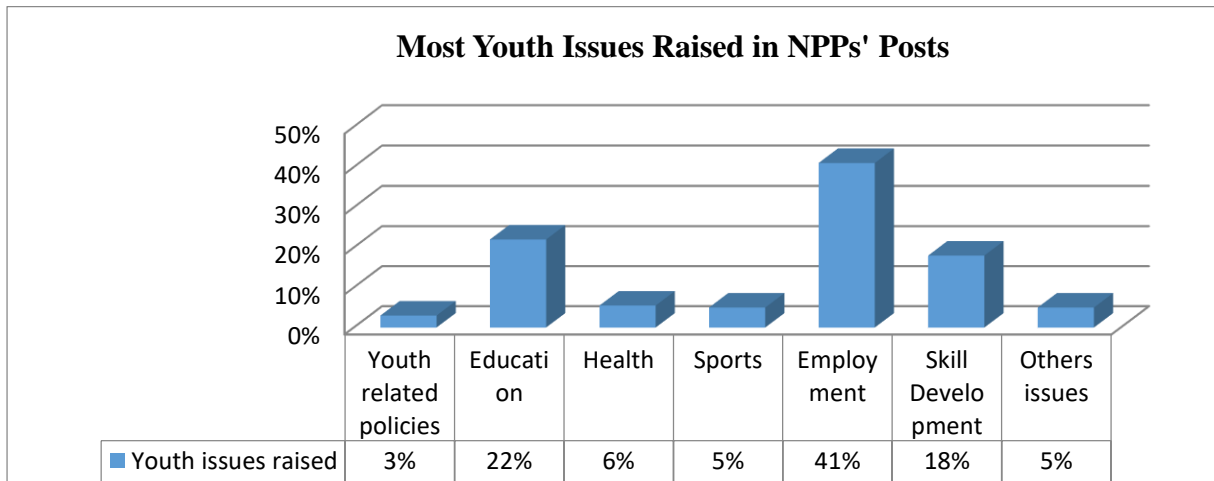


Figure 4.65. Most Youth Issues Raised in NPPs' Posts

Figure 4.65 describes the most crucial youth issues raised in NPPs' posts. 3% of respondents believed that youth-related policy issues were raised. 22% of youth replied about youth education. 6% of youth said health was the issue, 5% of youth responded sports, 41% of respondents thought youth employment was the issue, and 18% believed skill development was the issue. While 5% of youth felt that the posts raised other youth issues.

**Item no.4.3:1.13: Target Age Group of NPPs' Posts**

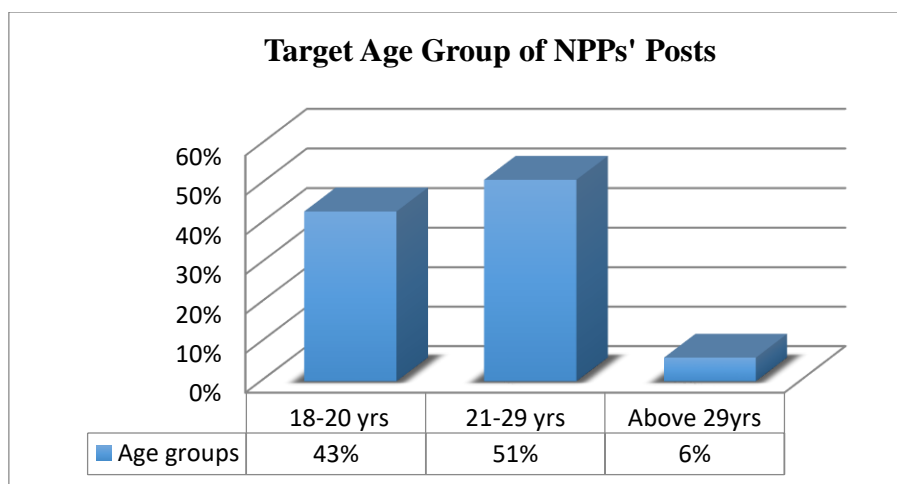


Figure 4.66. The Target Age Group of NPPs' Posts

Figure 4.66 shows the responses of the youth; 43% of the youth said that NPPs' posts sought to influence users between the ages of 18 and 20 years. 51% of opinionators thought NPPs targeted users between the ages of 21 and 29 years. 6% of the youths said the posts were intended to impact people above the age of 29 years.

**Item no.4.3:1.14: Youth's Response to the NPPs' Appeal to First-Time Voters**

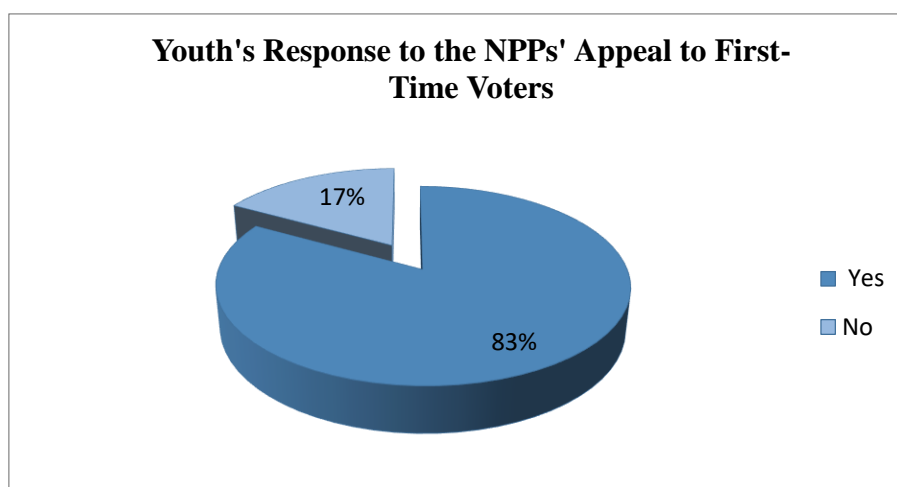


Figure 4.67. Youth's Response to the NPPs' Appeal to First-Time Voters

Item 14 depicts youth reaction to the NPPs' appeal to first-time voters. Figure 4.67 shows that 83% of the youth responded yes to the question, while 17% responded no.

**Item no.4.3:1.15: NPPs' Posts Users Received Per Day**

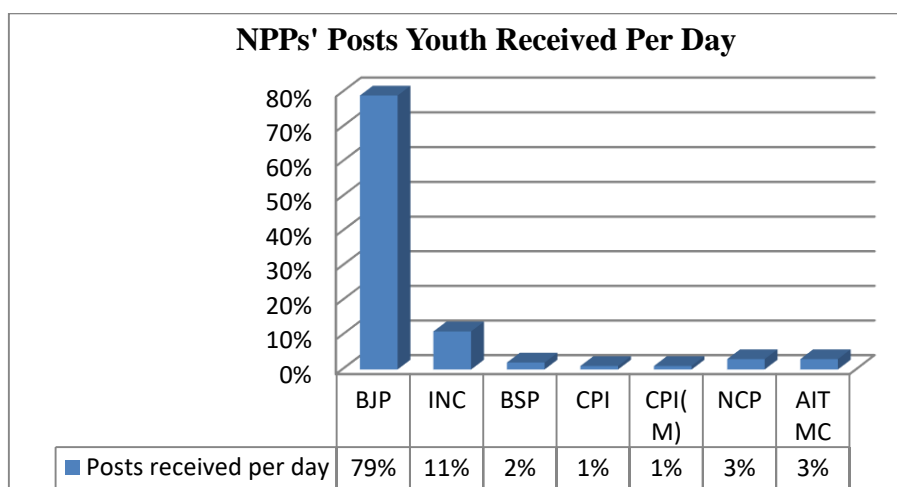


Figure 4.68. NPPs' Posts Youth Received Per Day



Figure 4.68 shows the NPPs' posts users received per day. 79% of the youth responded in favour of the BJP. 11% rated the INC's posts the most. 2% of youth responded in favour of the BSP, while 1% responded in favour of the CPI. 1% of youth-rated the CPI (M)'s posts the most, 3% favoured the NCP posts, and 3% replied to the AITMC's posts the most.

**Item no.4.3:1.16: Youth-Related Issues on NPPs' FB Posts**

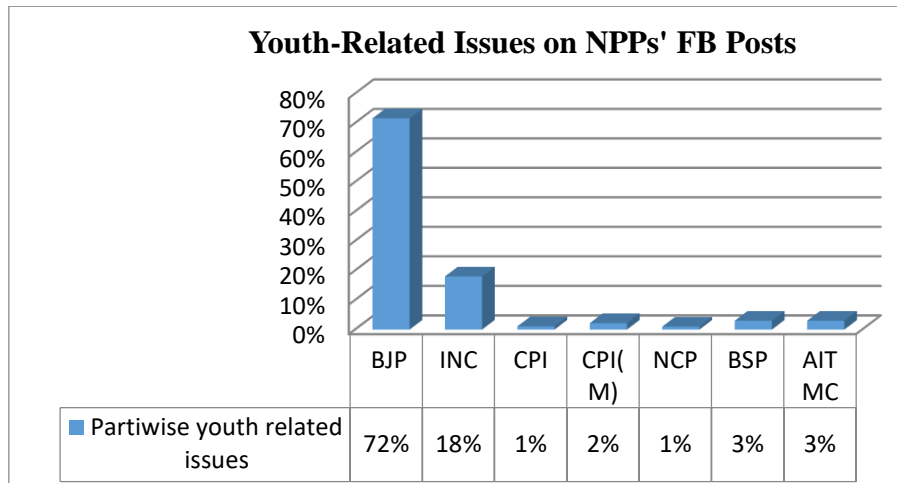


Figure 4.69. Youth-Related Issues on NPPs' FB Posts

Figure 4.69 outlines youths' responses to the NPPs' Facebook posts concerning youth-related issues. 72% of the youth replied in favour of the BJP, 18% of the youth said the INC, 1% of respondents replied to the CPI, 2% of the youth found the CPI (M), and 1% of the youth responded for the NCP, 3% of the youth said the BSP and 3% of the youth gave their opinion in favour of the AITMC.

**Item no.4.3:1.17: Most Attractive Things on NPPs' Facebook Posts**

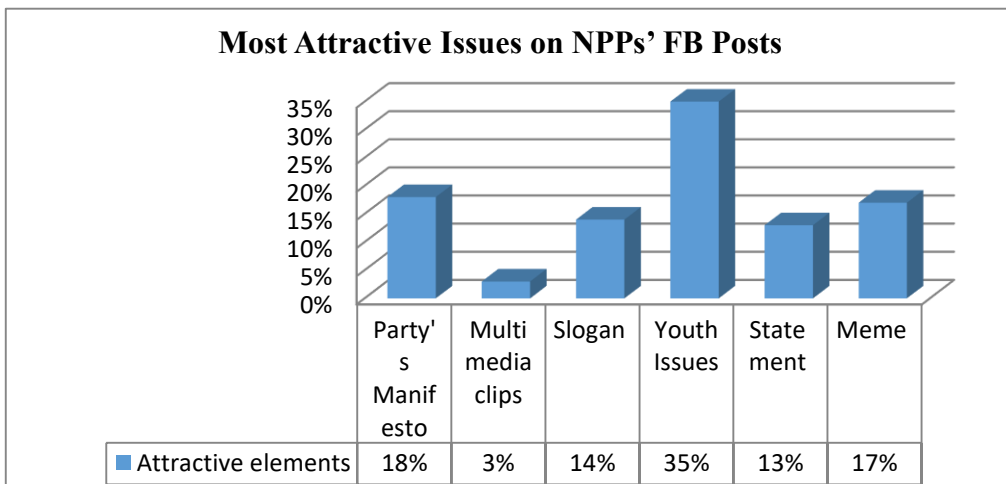


Figure 4.70. Most Attractive Things on NPPs' Facebook Posts

Figure 4.70 depicts the most appealing aspects of the NPPs' Facebook posts as perceived by the youth. 18% of youngsters stated the party manifesto drew them in, 3% said multimedia clips, 14% said NPPs' slogans and 35% said youth issues. 13% of youth felt statements of national leaders attracted them, and 17% of youth replied that memes were more attractive.

**Item no.4.3:1.18: Favourite NPP of the Youth**

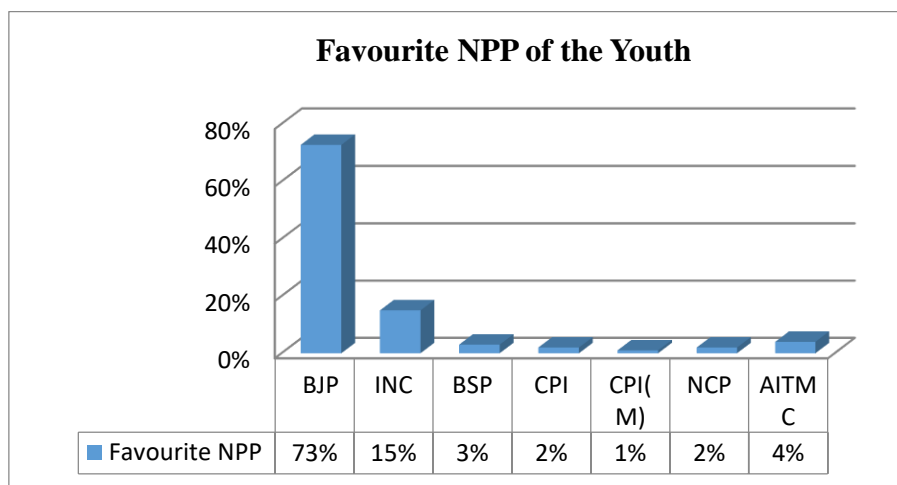


Figure 4.71. Favourite NPP of the Youth

Figure 4.71 gives a picture of the favourite the NPPs of the youth. 73% of youth answered in favour of the BJP, 15% of youth preferred the INC, 3% of youth said the BSP and 2% of youth

liked the CPI, while 1% of youth stated the CPIM as their preferred party, 2% of youth expressed their opinion in favour of the NCP, and 4% of youth liked the AITMC.

**Item no.4.3:1.19: Issues on Young Voters' Minds at the Time of Voting**

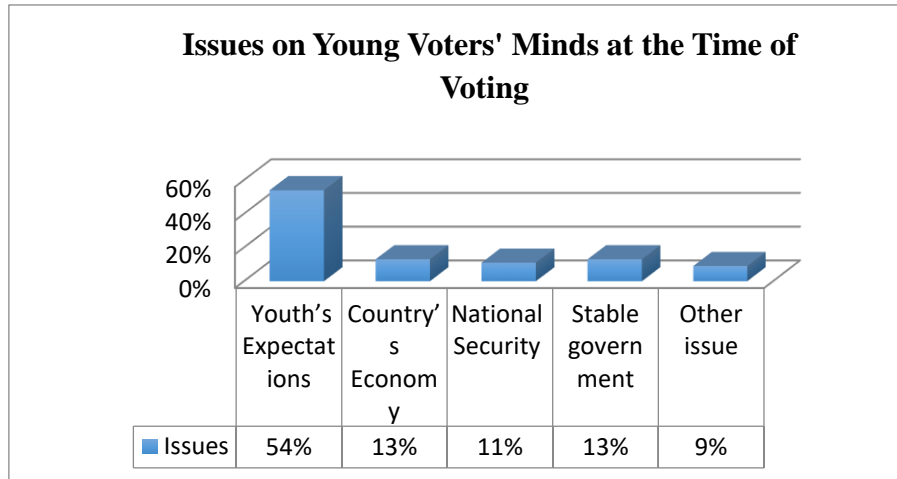


Figure 4.72. Issues on Young Voters' Minds at the Time of Voting

Figure 4.72 shows issues in young voters' minds when voting. 54% of respondents had youth expectations in their minds; 13% of youth kept the issue of the country's economy at the time of voting; 11% of youth said that national security was the issue; 13% of youth responded to the issue of stable government; and 9% of youth replied that other issues were on their minds at the time of elections.

**Item no.4.3:1.20: Effective Facebook Posts by NPPs**

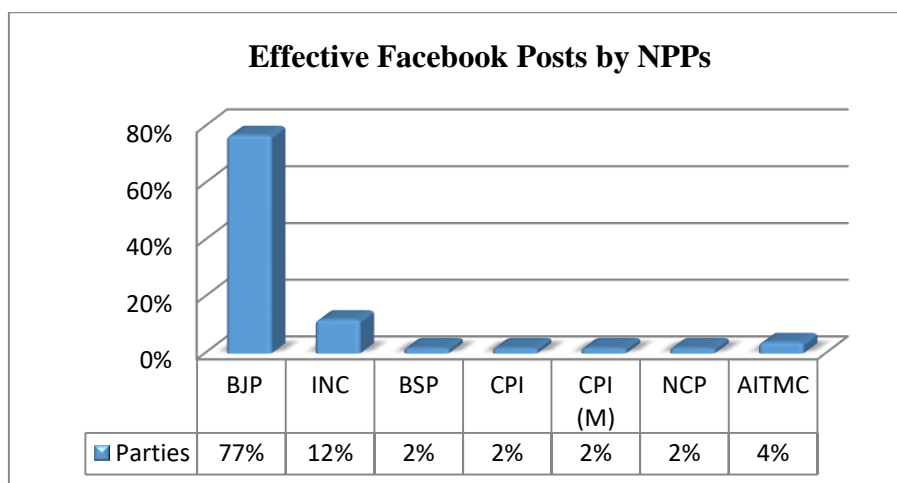


Figure 4.73. Effective Facebook Posts by NPPs

Figure 4.73 depicts youths' responses to effective Facebook posts by the NPPs. 77% of the youth said the BJP had the most effective posts, 12% of opinionators replied in favour of the INC, 2% responded to the BSP, and 2% felt the CPI's posts were more effective. In comparison, 2% of youth believed the CPI(M) had the most effective posts, 2% of respondents replied the NCP and 4% said the AITMC had the most effective posts during the 2019 GE.

**Item no.4.3:1.21: Party-Wise Voting in 2019 GE**

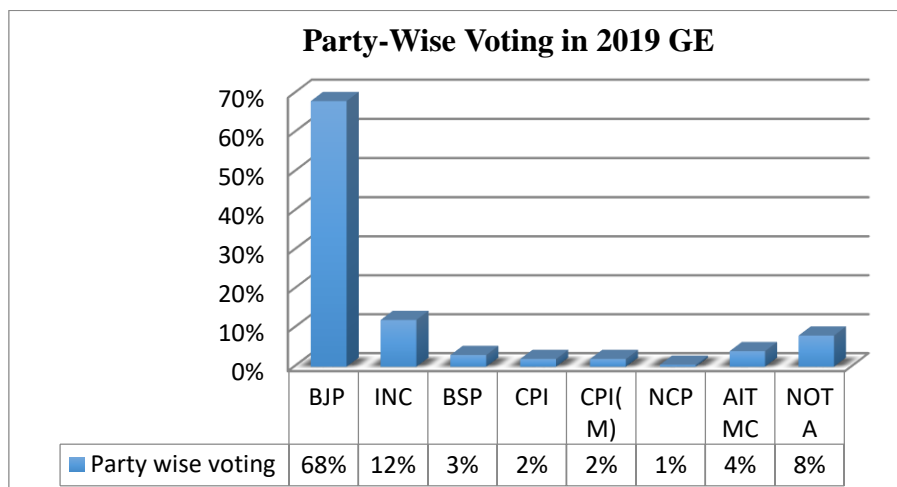


Figure 4.74. Party-Wise Voting in 2019 GE

Figure 4.74 indicates party-wise voting in the 2019 GE by youth. 68% of youth answered in favor of the BJP, 12% of youth said that they voted for the INC, 3% of youth voted for the BSP, 2% of respondents voted for the CPI, 2% of youth voted in favour of the CPI(M) and 1% opinionated voted in favour of the NCP. In comparison, 4% of youth voted for the AITMC, and 8% of the respondent chose NOTA.

**Item no.4.3:1.22: NPPs Used NM to Influence Young Voters**

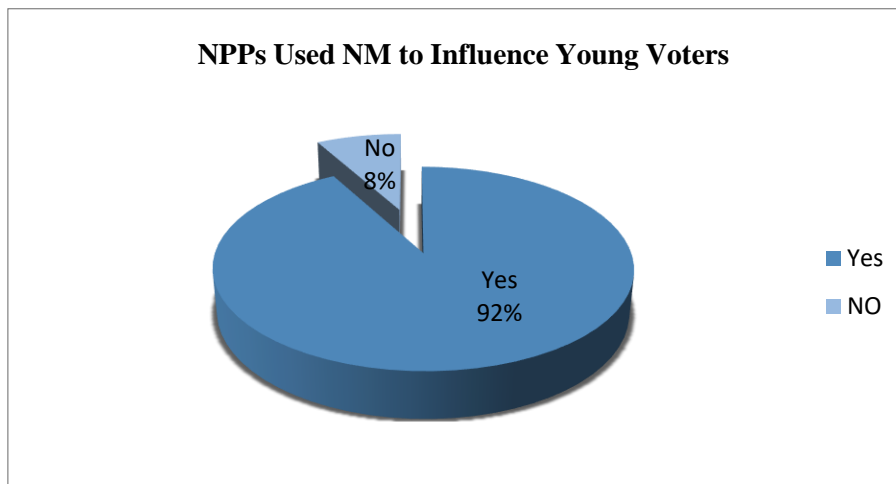


Figure 4.75. NPPs Used NM to Influence Young Voters

Figure 4.75 depicts youths' responses to NPPs' use of NM to influence youths during the 2019 general election. In response to item 22, 92% of youths said "yes," whereas 8% said "no."

**Item no.4.3:1.23: NPPs' Posts Developed Political Understanding**

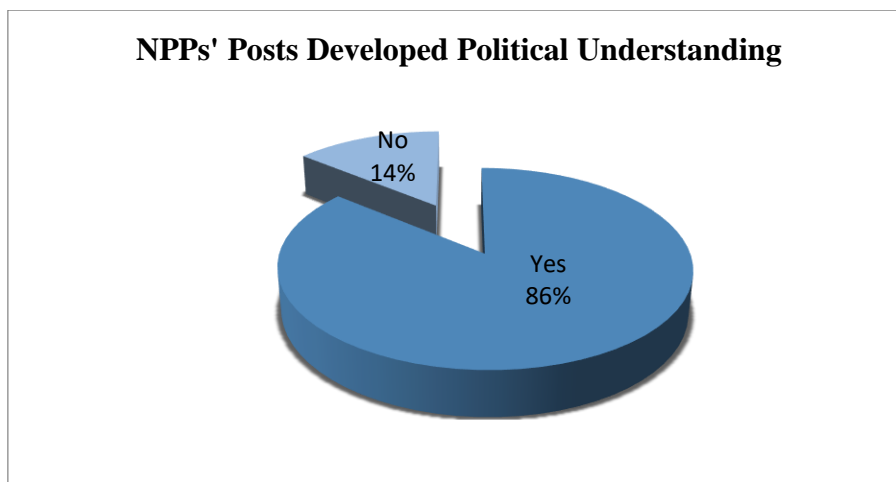


Figure 4.76. NPPs' Posts Developed Political Understanding

Figure 4.76 describes youths' response to developing political understanding through NPPs' election campaign-related posts. So 86% of youth answered "yes," and 14% answered "no".

**Item no.4.3:1.24: NPPs Appealed to Youths to Vote in Their Favour**

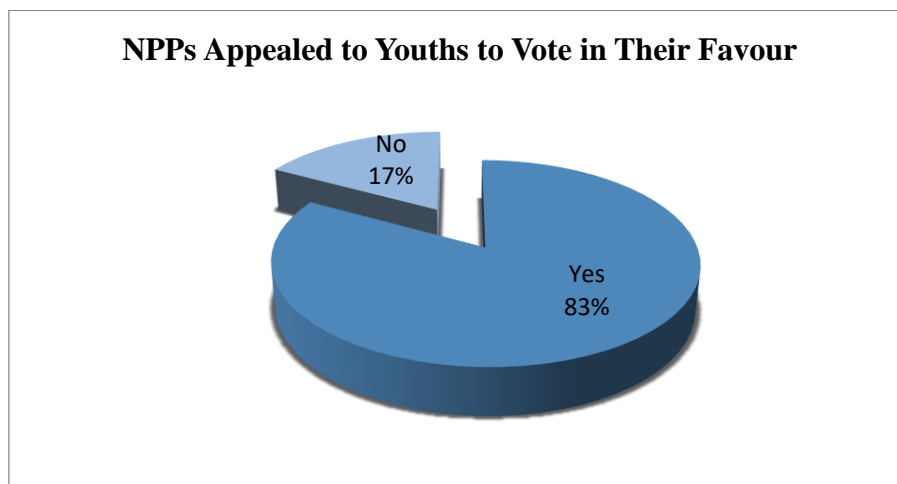


Figure 4.77. NPPs Appealed to Youths to Vote in their Favour.

Figure 4.77 shows the youths' response to the NPPs' appeal to the youths to vote in their favour.

83% of youth answered "yes," while 17% answered "no".

**Item no.4.3:1.25: Young Users Visited NPPs' OFA**

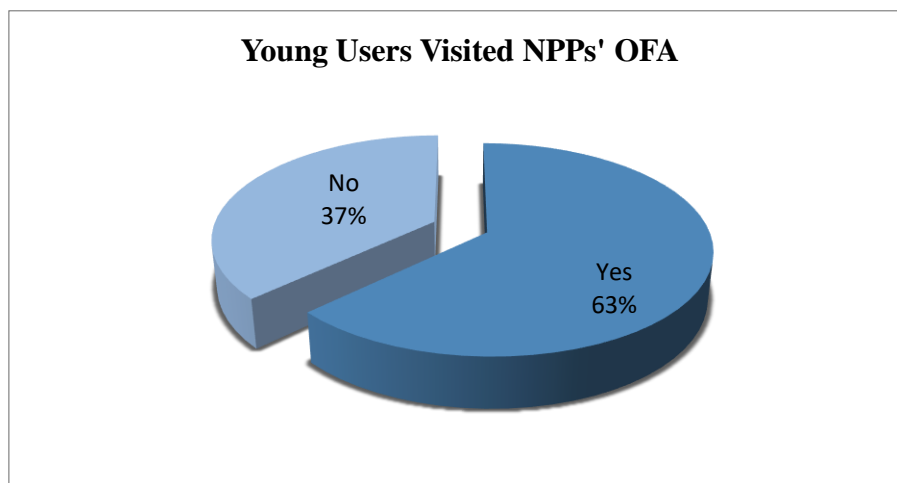


Figure 4.78. Young Users Visited NPPs' OFA

In reply to item 24, Figure 4.78 shows that 63% of respondents answered "yes", and 37% of opinionators answered "no".

**Item no.4.3:1.26: Facebook's Role in Determining Youths' Votes**

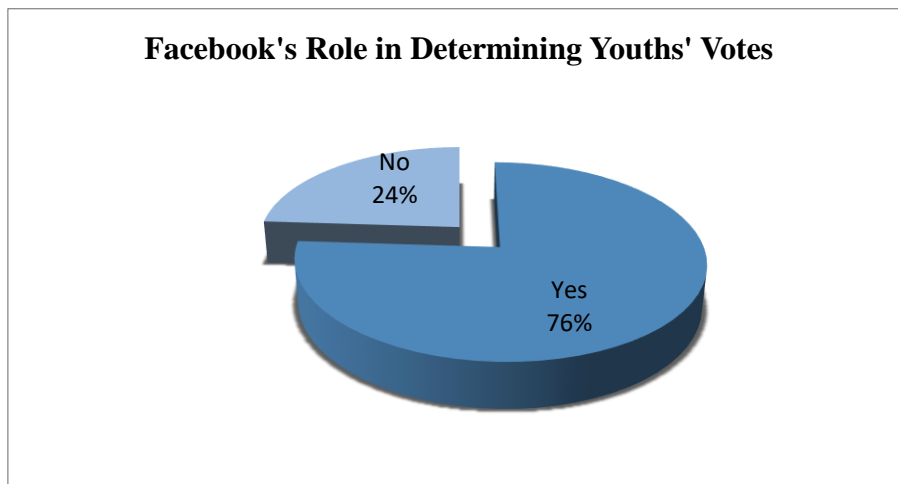


Figure 4.79. Facebook's Role in Determining Youths' Votes

Figure 4.79 shows the response of youth to item number 26. 76% of youth answered "yes," while 24% answered "no".

**Item no.4.3:1.27: Youth Icon's Vote Appeal Motivated Youth to Vote**

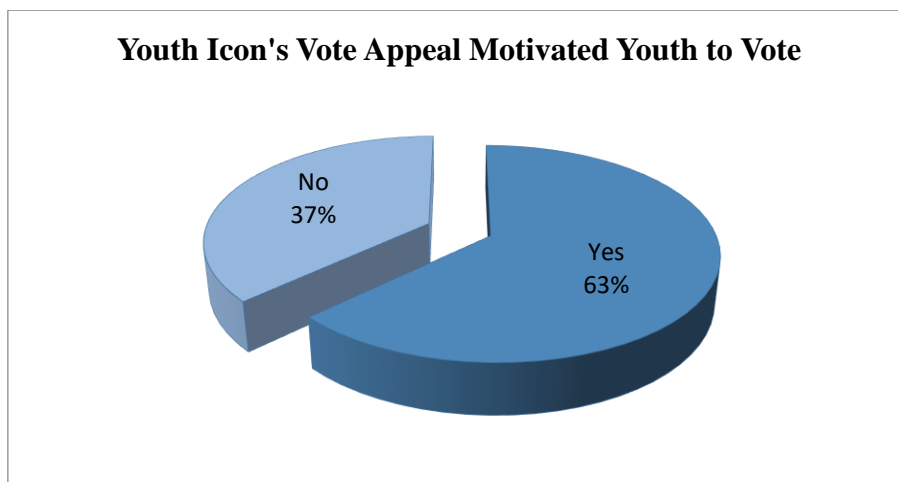


Figure 4.80. Youth Icon's Vote Appeal Motivated Youth to Vote

Figure 4.80 shows the response of youth to item number 27. In response, 63% of respondents said "yes," and 37% of youth replied "no".

**Item no.4.3:1.28: Facebook's Role in Election Campaigning**

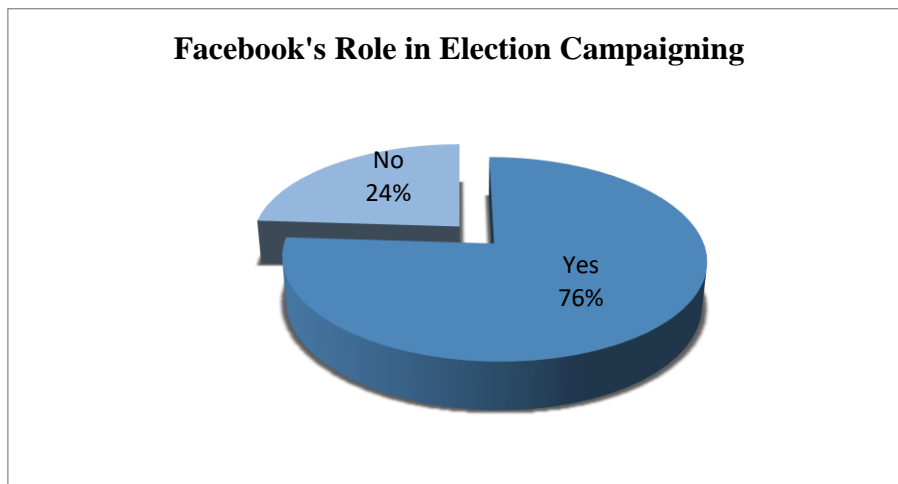


Figure 4.81. Facebook's Role in Election Campaigning

In response to item 27, Figure 4.81 reflects FB's role in election campaigning during 2019 GE. 76% of youth replied "yes", and 24% said "no."

**Item no.4.3:1.29: New Media is Proving Effective in Election Campaigning**

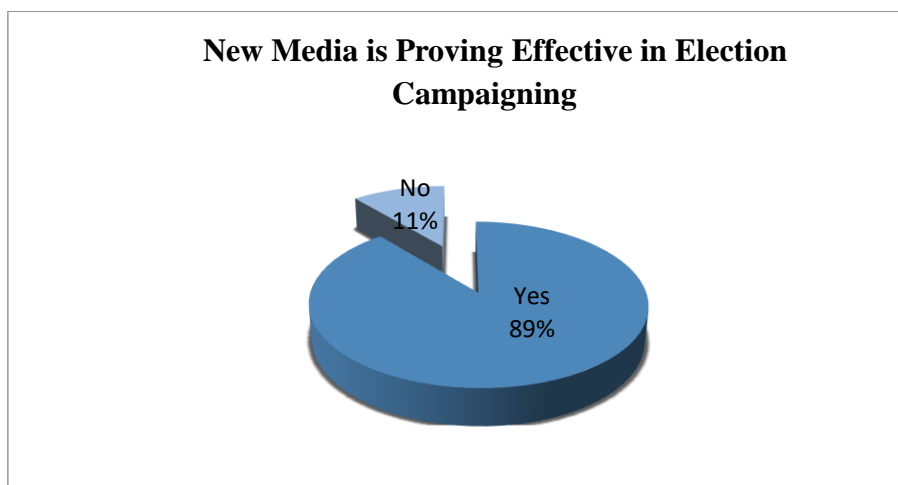


Figure 4.82. New Media is Proving Effective in Election Campaigning

Figure 4.82 shows the response to the effectiveness of New Media in election campaigning. In response to item no.28, 89% of youth answered yes, while 11% of youth answered no.



**Item no.4.3:1.30: Effects of New Media on Future GE**

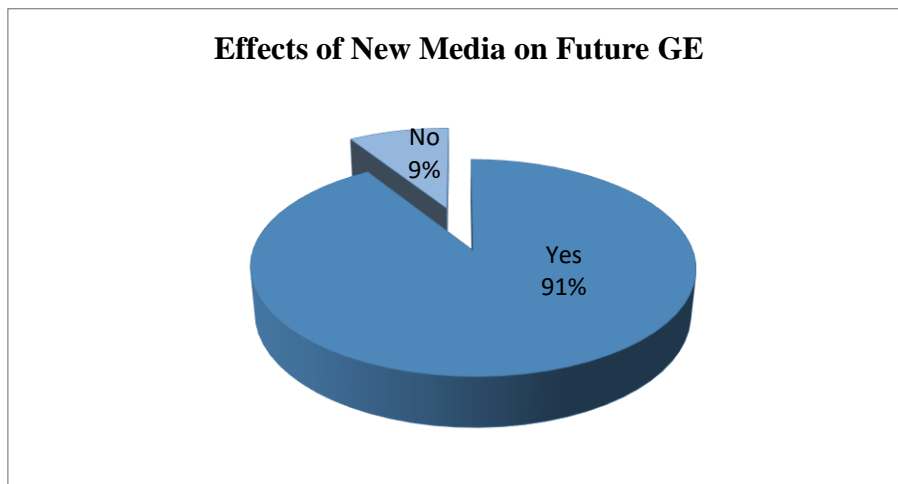


Figure 4.83. Effects of New Media on Future GE

Figure 4.83 projects the probability of the effects of NM in a future general election. In response, 91% of youth replied "yes," and 9% answered "no".

**Item no.4.3:1.31: FB Helped to Know the Big Issues of the GE**

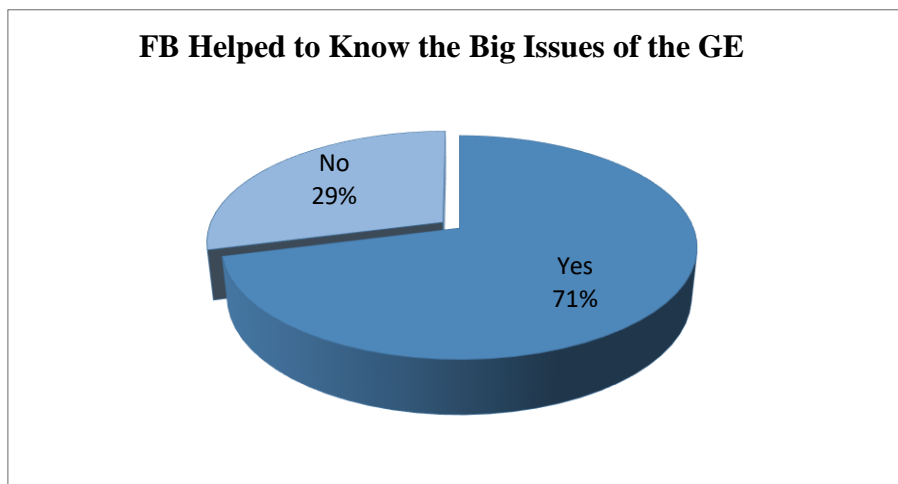


Figure 4.84. FB Helped to Know the Big Issues of the GE

Figure 4.84 shows the response of youth to item no 31. In response, 71% of youth answered "yes", and 29% answered "no".

**Item no.4.3:1.32: Facebook's Role in the 2014 GE**

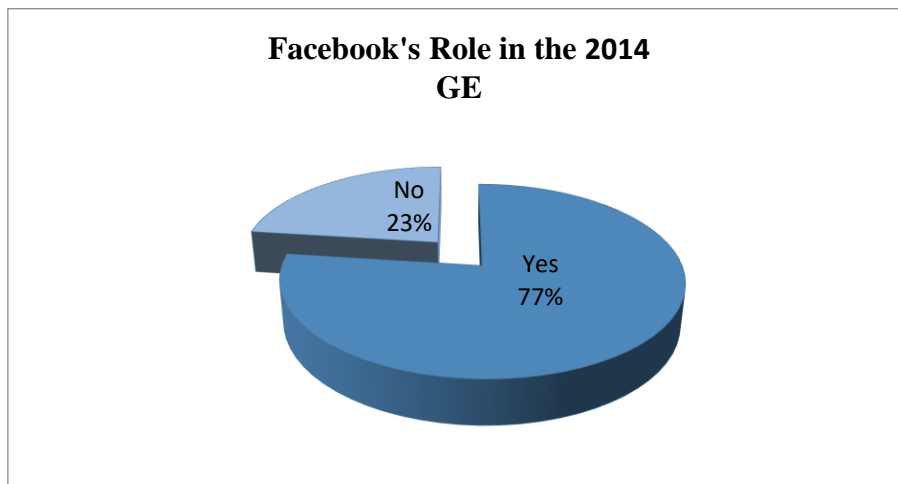


Figure 4.85. Facebook's Role in the 2014 GE

Figure 4.85 shows the youth's response to Facebook's role in the 2014 GE. In reply to item no. 32, 77% of youth answered yes, and 23% of youth answered no.

**Item no.4.3:1.33: Use of NM Proved Effective for NPPs in 2014 GE**

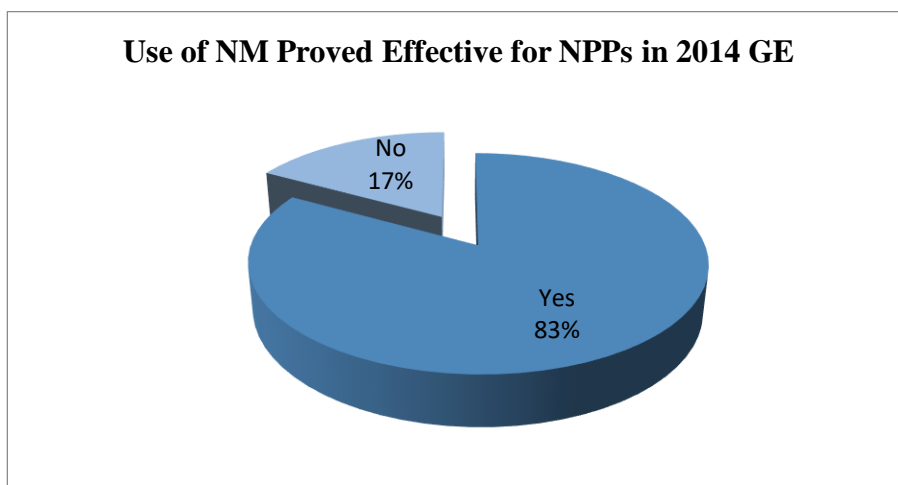


Figure 4.86. Use of NM Proved Effective for NPPs in 2014 GE

Figure 4.86 shows the youth's response to the NM role in the 2014 general election by NPPs. 83% of youth responded "yes," and 17% replied "no."

### **4.3.1. Interpretation**

According to the data analysis, the youth spend the most time online, between 3 and 6 hours daily. The proportion of Internet users spending more than 6 hours daily is approximately the same. It indicates that young people make substantial use of the Internet daily. Youth spend the least time online (1 to 3 hours or less than 1 hour), but they account for over 40% of all users. Regarding Facebook, however, recent data shows that most Internet users spend less than an hour on the site. The amount of young individuals using Facebook is slightly lower during one to three hours. While the proportion of children who spend more than three hours daily on Facebook is quite small. The majority of users want to spend less time on Facebook. According to the study, young people prefer to view entertainment content on Facebook postings, such as songs, music, film scenes, shooting films, and entertaining videos. Aside from that, young people are fascinated by political changes. Young people are less likely to be interested in exploring social concerns. On the other hand, the younger generation likes fewer posts about education and celebrity.

Other fields, such as medicine, athletics, and economics, prefer a lower percentage. Data obtained from the research shows that in the GE 2019, youth received NPPs' 0–5 posts daily to influence them to vote in favour of the party. While 13% of youth believed that they received more than 15 posts in a day, if we linked this to youth's reading habits, the study found that youth spent less than 1 hour reading election-related posts, while less than half the number spent 2 hours or more. It can be implied that the youth gave less than 1 hour of their internet time to these promotions, but looking at the Facebook time consumption of the youth, it is known that there was a similarity between the times spent reading the posts of NPPs and the time spent on Facebook. This indicates that the youth read these posts while using Facebook. These posts may have reached the youth. According to the study's findings, NPPs utilized more posts with text+ pictures, meaning that NPPs used such posts to reach out to the youth, in which

the topic was conveyed through text with appealing pictures or graphics. Graphics of famous NPP leaders were used in these images. Memes were used extensively to troll the opposition in most posts. This allowed the parties to compare themselves to one another. Most posts displayed the party's successes and included text and multimedia. This included audio and video posts. In this style, 1 to 5-minute films about the party's achievements were presented, as well as statements from senior party leaders and live telecasts of public meetings and rallies. There were modified clips, troll videos, and edited videos of many news facility debates. This was the best HD-quality shoot and was properly treated in relation to the election campaign. A very small percentage of posts containing text+ videos and external links were circulated. It primarily contained links to YouTube live and extended videos of rallies, meetings, and other events.

There were additional links to newspapers, blogs, and websites. It can be assumed that NPPs tried to influence the youth in every possible way during the election campaign on Facebook. Language plays an important role in communication. Therefore, the data obtained during the research indicates that NPPs used more posts in the Hindi language during the election campaign on Facebook but gave equal importance to the English language. While posts in the local language were being posted at the state level. This can mean that NPPs were trying to attract and create dialogue with users of both languages. As far as publicity was concerned, the study explores those NPPs who did most of the postings on their parties' publicity. Posts linked with youth issues were being circulated the most. In between, posts related to campaigns against the opposition party and social issues were also being spread by the NPPs. The reach of a post on a New Media platform like Facebook is determined by the number of friends a person has. According to the study, most young FB users had 200 or fewer friends, and an equal number of youth responded that they had 400 or more FB friends. In contrast, only a quarter of youth responded that they had 200 to 400 FB friends, implying that the shared posts

would have been widely spread. When evaluating the distribution of the post to the youth, the percentage of youth who are followers of the OFA or NPPs must also be considered. In the study, 61% of the youths responded that they follow the OFA of the BJP. While 18% of respondents were following the INC, 14% of the youth responded that they follow other parties, which include the BSP, CPM, CPI, NCP, and AITMC. While 7% of opinionated people said that they do not follow any party on Facebook, it can be inferred that the number of young followers of the BJP was higher, which would have given it an advantage in getting the votes of young voters. Research data shows the impact of the NPPs' posts on youth. 50% of youth surveyed said they liked the NPPs' election campaign posts. It can be inferred that the youth would have liked the issues raised by the NPPs, which would have benefited the NPPs in gaining the interest of the youth.

The youth expressed their opinion on the posts, whether favouring or against any NPPs. New Media allowed young voters to communicate with and speak to the NPPs amid the election campaign Facebook. Additionally, 20% of youth shared these posts with their other Facebook friends. This might have increased the chances of sharing the election campaign-related posts with other Facebook friends. 10% of respondents admitted that they read the posts but did not respond. It can be taken to mean that the youth scrolled through these political posts but did not show any seriousness and moved on to another post. This could be due to their disinterest in politics, mistrust of NPPs, or disinterest in election voting, or they would prefer to remain neutral on such posts. According to the response given by the youth, it is known from the research that most of the posts were related to employment for the youth. While almost half of the posts were related to the skill development of the youth. Apart from this, the youth believed that another big issue was related to education, in which the NPPs gave information about the old institutions opened during their governments and promised to open new institutions after

victory. The new steps taken for education were mentioned in these posts. The NPPs focused more on these three issues. Apart from this, NPPs also raised health, sports, and other issues, but according to the youth, they received very few posts related to these. The study reveals that most posts were related to 18 to 20 years old. This group assumed first-time voters, and NPPs tried their best to influence the group through Facebook posts. While the second-highest number of posts were related to youths in the age group of 21 to 29. This section of youth was believed to be trainees or looking for employment. While posts related to the age group of 29 years were not posted much. When youth were asked whether they agreed with the NPPs' appeal to first-time voters, the maximum number of young FB users replied yes. Most youths considered the BJP their favourite NPP, followed by the INC and other NPPs. This makes it clear that the BJP was much more popular among the youth than other NPPs. The research shows that according to the youth, they received the maximum number of posts from the BJP during the 2019 GE, followed by the INC and other parties. Study shows that the BJP was ahead of other parties in the election campaign through their OFA.

According to the survey, the NPPs' election campaign manifestos, which contained all its aims and promises, were popular among young people. The NPPs' election campaign on OFA featured several catchphrases that the young found appealing, including chowkidar chaur hai, main bhi chowkidar hoon, aayega to Modi hi, and ab hoga nyay. Many statements from senior leaders of NPPs were going on daily in which all the parties kept making allegations and counter-accusations about each other. Through OFA, NPPs kept reaching the youth. The youth also found these posts attractive. As per the feedback from the youth, they most liked the posts made by the official Facebook account of the BJP. The INC and other NPPs followed it. According to the opinions of the youth during the study, it was found that the youth's expectations were at the top of their minds at the time of voting. An important issue, like forming a stable government, was also on the minds of the youth. After that, issues like the

economy of the country and national security were also on their minds at the time of casting their votes. During the 2019 GE, a maximum number of youth voted in favour of the BJP, followed by the INC. The study shows that the NPPs have influenced youth to vote for the party through their election campaign on OFA. Whereas these posts helped the youth develop political understanding, they would have been able to choose the right party for themselves among the parties. The youth believe that the NPPs used the support of Facebook to get votes in their favour. The youth admitted that the NPPs used the OFA for this. 76% of respondents in their answer believed that NPPs' election campaign-related posts on Facebook influenced the youth to vote for that party.

Youth icons used in posts by the NPPs influenced youth to vote. These youth icons were young actors, sports personalities, cinematographers, and celebrities. Many youths admitted that they visited the OFAs of NPPs in the run-up to the 2019 general elections. It can be inferred that the youth showed interest in the posts of NPPs. The youth replied that the use of Facebook by the NPPs played an important role in the 2019 GE. Similarly, when asked about using New Media, the youth responded that NM is very beneficial in election campaigns. The youth's response suggests that the cheap, easy, and far-reaching potential of campaigning will also prove beneficial in the coming general elections. The youth kept getting informed about the issues so that they remained aware of every big news story in the election, and this must have naturally played a big role in their vote determination. Research describes that the BJP's Facebook posts were more effective during the 2019 GE. It means youth found it more impressive and impactful. The 2014 general election was a landmark in the use of New Media. In their response to the current study, 83% of the youth agreed that Facebook was the most effective medium of campaigning for the NPPs in the 2014 GE and similarly more effective in the 2019 general election. The NPPs increased their use of Facebook for campaigning and sent messages to

young people via OFA. The study revealed that New Media had been a very effective medium in the 2019 GE and will continue to be effective in the coming general elections.

#### 4.4:1. Data Collection, Data Analysis

##### Objective 4

To study the role of national political parties' election campaign-related Tweets in youth's vote determination.

### Age of Respondents

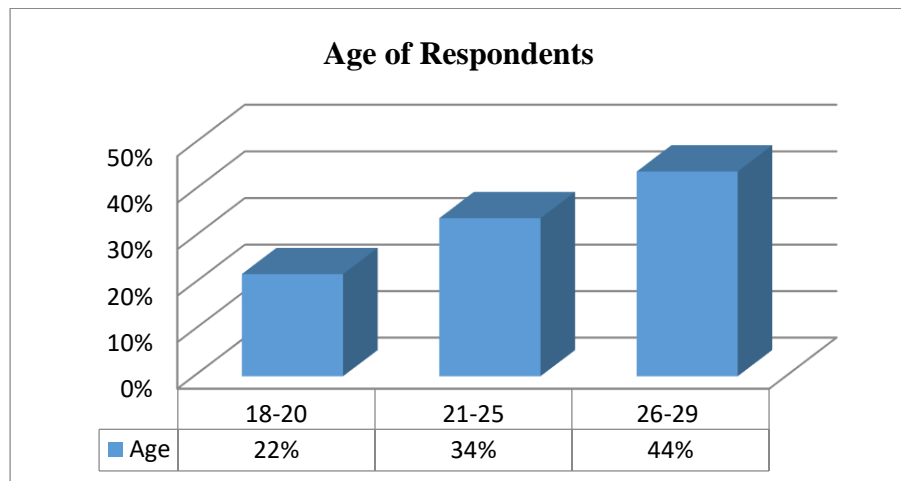


Figure 4.87. Age of Respondents

This research was mainly conducted to study the effect of NPPs' election campaign-related tweets on youths' vote determination, so it was necessary to have all the semblance of young Twitter users in it. The young Twitter users who responded to the questionnaire were divided into three categories: Young Twitter users aged 18–20 were considered first-time voters. Young Twitter users aged 21–25 were regarded as higher education students or youth who had just obtained employment. Young Twitter users in the age group of 26–29 were considered politically intelligent. Apart from this, the youth of this age group were supposed to be engaged



in employment or self-employment. Unemployed youth have also been kept in this category. While taking data for the research, women and men were included in the youth category. Young Twitter users who responded to the questionnaire were 22% in the age group of 18–20 years, 34% in the age group of 21–25 years, and 44% in the age group of 26–29 years.

**4.4:1.1: Time Youth Spend on the Internet (Per Day)**

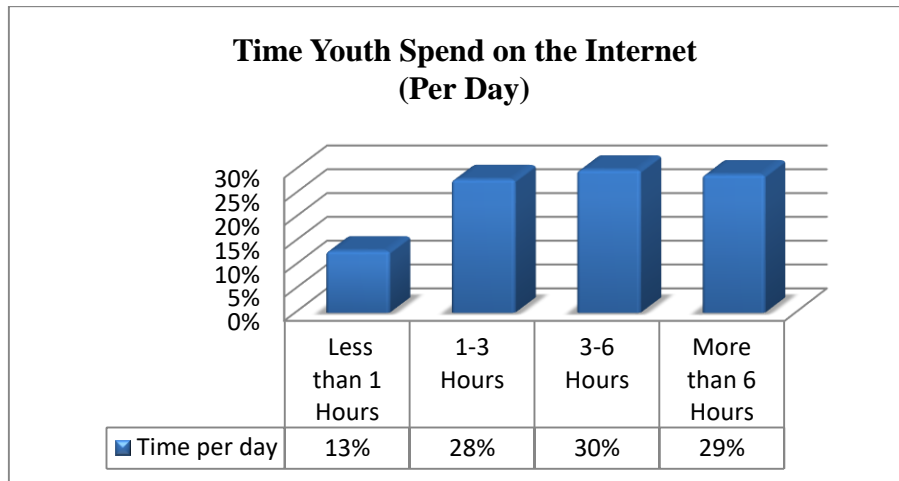


Figure 4.88. Time Youth Spend on the Internet (Per Day)

Figure 4.88 reveals that 13% of youths responded that they use the internet less than an hour per day, 28% of youth replied that they use it between one and three hours, 30% of youth said that they use the internet between three and six hours, and 29% of youth spend more than six hours per day.

**4.4:1.2: Time Youth Spend on Twitter (Per Day)**

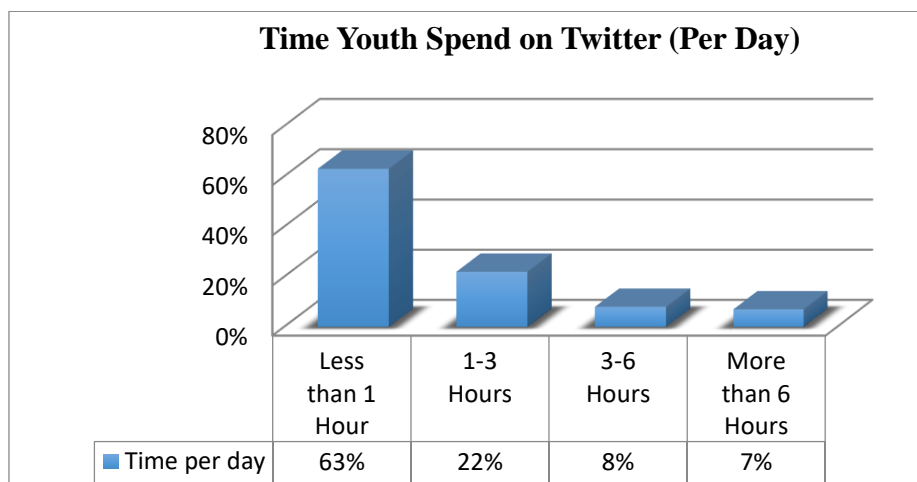


Figure 4.89. Time Youth Spend on Twitter (Per Day)

In reply to Item No. 2, Figure 4.89 depicts that 63% of youth said they spend less than 1 hour on Twitter, while 22% replied that they use it for 1 to 3 hours daily. 8% of youth answered that they use Twitter between 3 and 6 hours per day, and 7% agreed that they use Twitter for more than 6 hours.

**4.4:1.3: Tweets that Youth Like to Read**

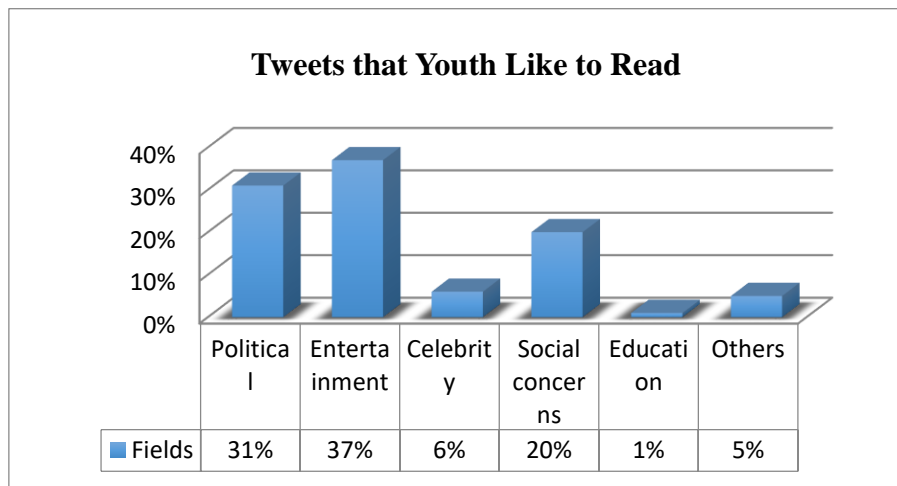


Figure 4.90. Tweets that Youth Like to Read

In response to Item No. 3, Figure 4.90 shows that 31% of the youth replied that they liked to read political tweets, while 37% of the youth replied that they wanted to read entertainment-related tweets; 6% of the youth liked celebrity tweets; 20% of the youth liked tweets about social concerns; 1% of the youth read education-related tweets; and 5% of the youth read other kinds of tweets.

**4.4.1.4: Election Campaigning Tweets Received by the Youth (Per Day)**

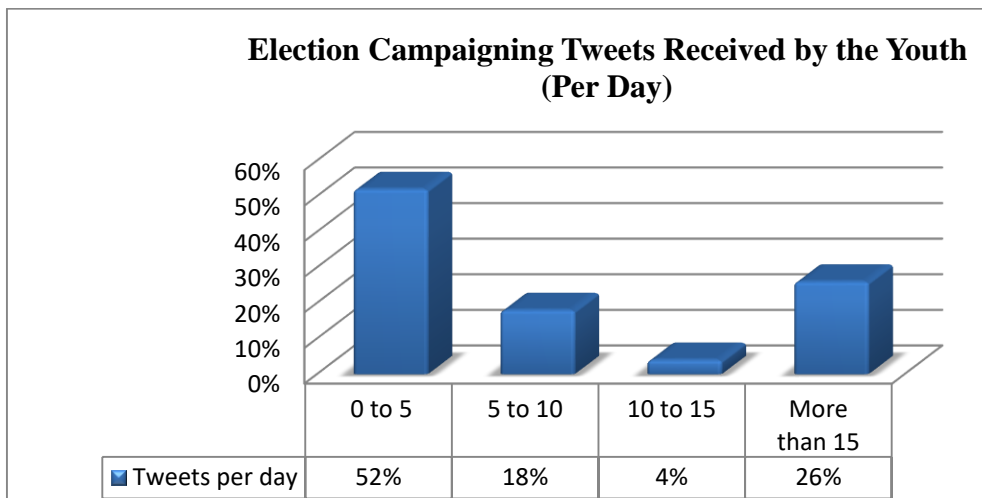


Figure 4.91 Election Campaigning Facebook Posts Received by the Youth (Per Day)

In response to question no. 4, Figure 4.91 reveals that 52% of youth said they received 0 to 5 political tweets per day from NPPs' OTH, 18% said they received 5 to 10 tweets per day, 4% stated they received 10 to 15 tweets per day, and 26% claimed they received more than 15 tweets per day.

**4.4.1.5: Time Spent Reading the NPPs' Tweets (Per Day)**

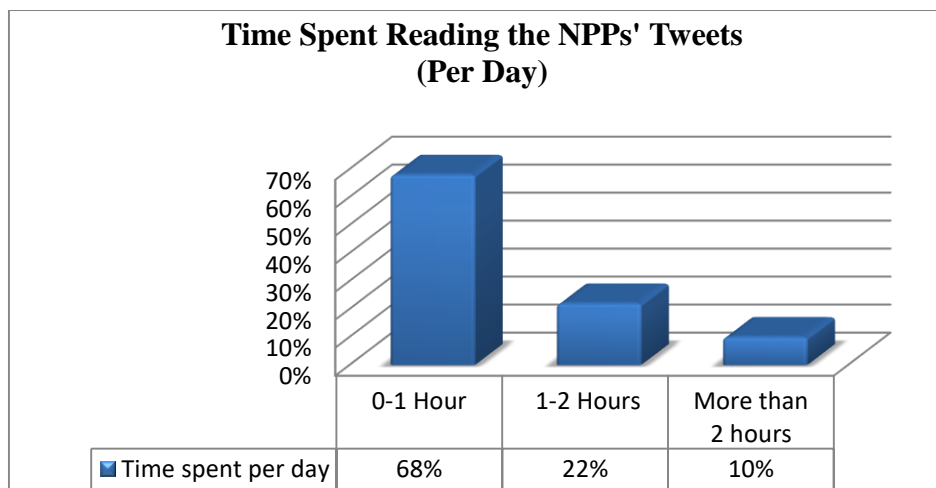


Figure 4.92. Time Spent Reading the NPPs' Tweets Per Day

Figure 4.92 depicts that 68% of youth replied that they spent 0 to 1 hour per day reading the NPPs' tweets during 2019 GE, while 22% of youth spent between 1 and 2 hours reading the tweets, and 10% of youth spent more than 2 hours per day reading the NPPs' tweets.

**4.4:1.6: Format of NPPs' Tweets**

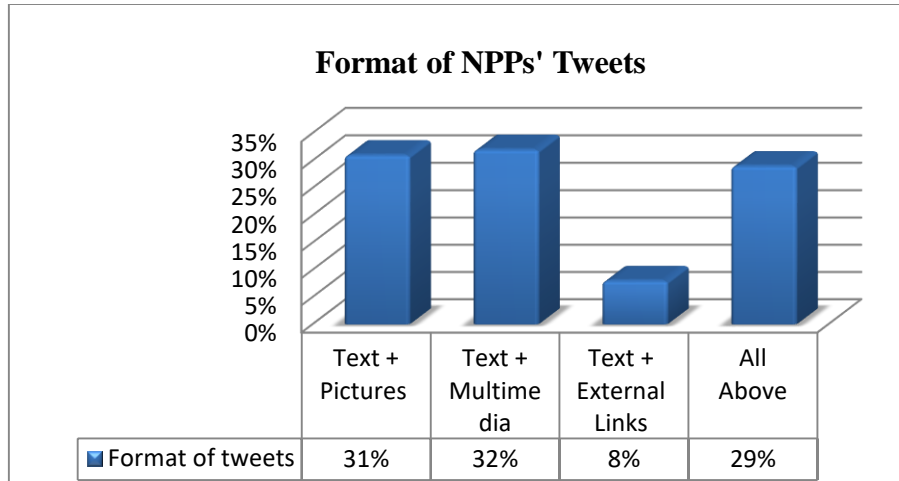


Figure 4.93. Format of NPPs' Tweets

Figure 4.93 shows the format of NPPs' tweets. 31% of youth answered that they got Text + Pictures on NPPs tweets; 32% of youth replied that Text + Multimedia format was used by NPPs in their tweets; 8% of youth replied that they got tweets with Text + External link format; and 29% of youth said that all above formats were being used in the tweets by NPPs during the 2019 GE.

**4.4:1.7: Mostly Used Language on NPPs' Tweets**

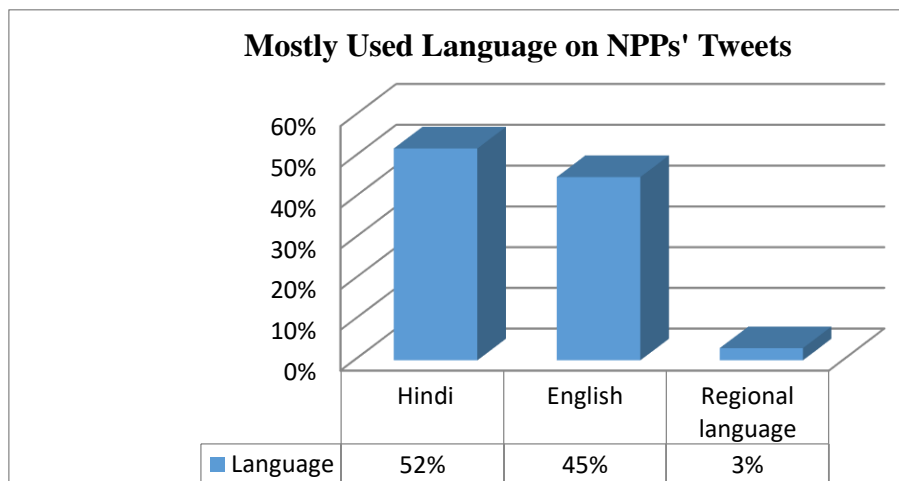


Figure 4.94. Mostly Used Language on NPPs' Tweets

Figure 4.94 highlights the youths' response to the mainly used language by the NPPs in their tweets during the 2019 GE. In answer to Item No. 7, 52% of youth replied that tweets were mainly in Hindi, 45% agreed that tweets were mainly in English, and only 3% answered that tweets were in the regional language.

**4.4:1.8: Types of Publicity in NPPs' Tweets**

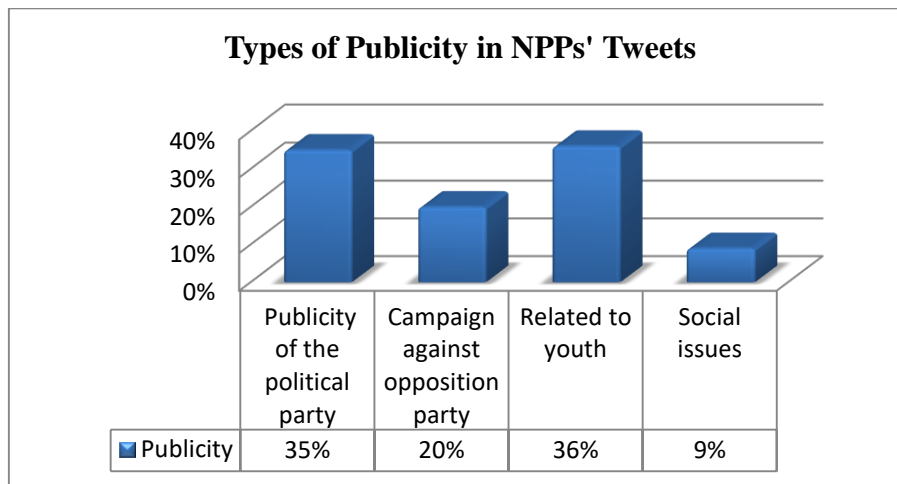


Figure 4.95. Types of Publicity in NPPs' Tweets

In response to Item No. 8, Figure 4.95 shows that 35% of youth believed that publicity for the political party was found in the tweets of NPPs. 20% replied that a campaign against the opposition party was found in the tweets, 36% of youth responded that there were youth-related issues in the tweets, and only 9% of youth agreed that they found social issues.

#### 4.4.1.9: Response of Youth to NPPs' Tweets

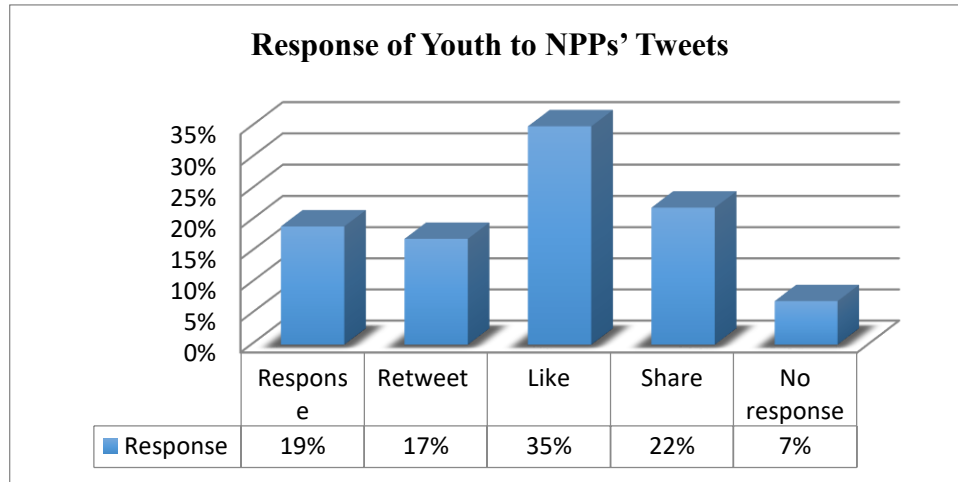


Figure 4.96. Response of Youth to NPPs' Tweets

According to Figure 4.96, 19% of young people acknowledged that they replied to NPPs' tweets; 17% of youth retweeted NPPs' tweets; 35% of youth liked the tweets; 22% of youth shared the tweets; and 7% of youth didn't responded to NPPs' tweets.

#### 4.4.1.10: Youth's Followers on Twitter

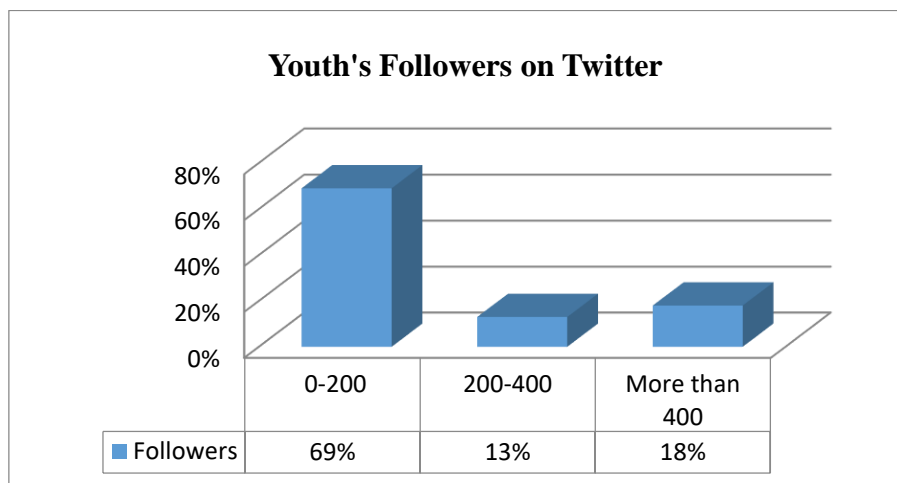


Figure 4.97. Youth's Followers on Twitter

Figure 4.97 highlights the youths' response, in which 69% of the participants opined that they have 0 to 200 followers on Twitter, 13% of youth have between 200 and 400 followers, and 18% have more than 400 followers.

**4.4.1.11: Young Followers of NPPs on Twitter**

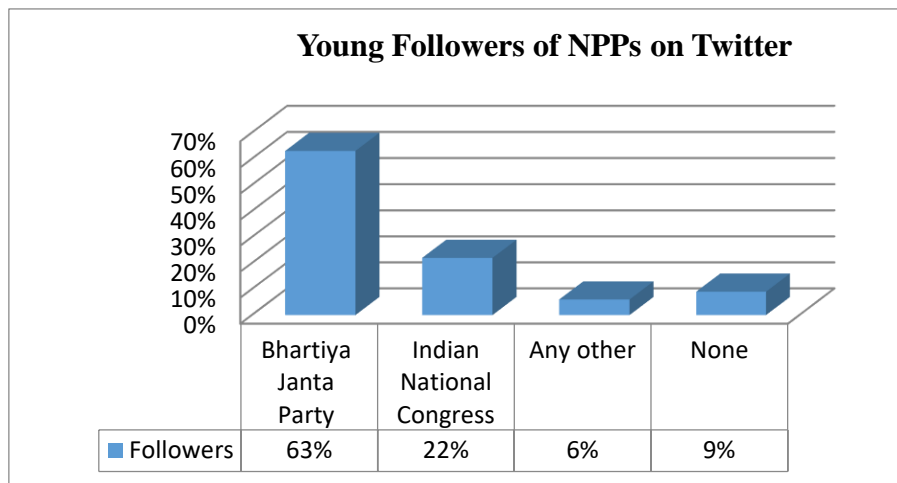


Figure 4.98. Young Followers of NPPs on Twitter

Figure 4.98 shows that 63% of youth agreed that they follow the BJP on Twitter, while 22% of respondents replied that they follow the INC, 6% of youth follow other NPPs, and 9% do not follow any party on Twitter.

**4.4.1.12: Youth Issues Raised by NPPs on Twitter**

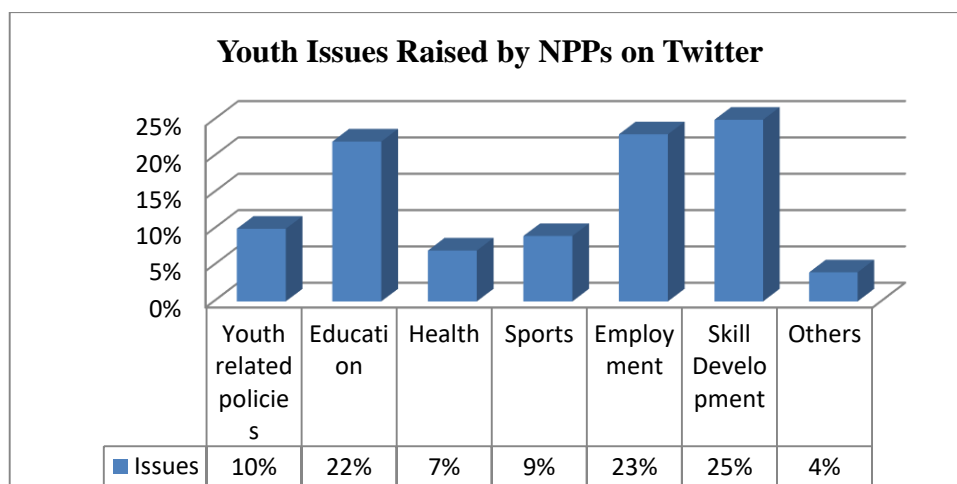


Figure 4.99. Youth Issues Raised by NPPs on Twitter

Figure 4.99 depicts youth attitudes toward issues presented by NPPs during the 2019 general election. Responding to Item No. 12, 10% of young people believed that youth-related policies were mentioned in NPPs' tweets. 22% of youth said an education issue was raised, 7% said a health issue was raised, 9% said a sports issue was raised, 23% said an employment issue raised, 25% said a skill development issue was raised, and only 4% said other issues were raised during the 2019 GE.

**4.4:1.13: The Target Age Groups of NPPs' Tweets**

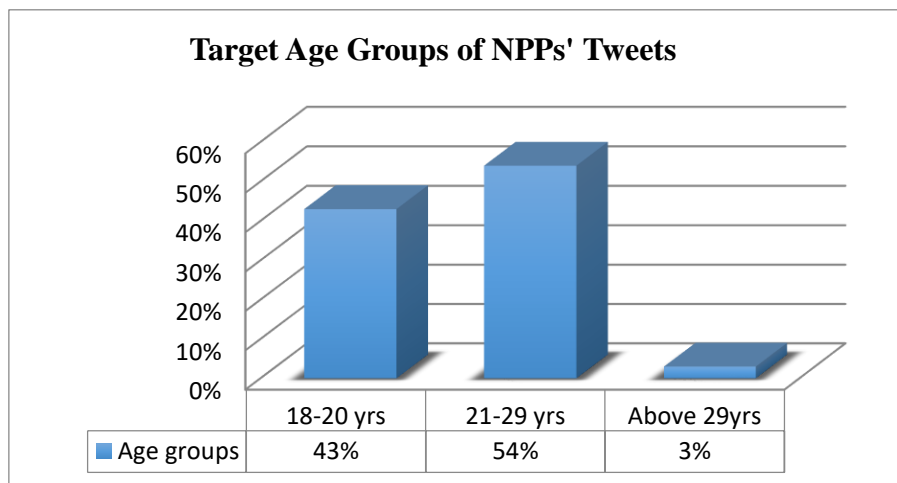


Figure 4.100. Target Age Groups of NPPs' Tweets

Figure 4.100 reveals that 43% of youths responded that NPPs targeted the 18 to 20-years-old age group in their election-related tweets, 54% of youths agreed that the 21 to 29-years-old age group was targeted, and only 3% of youths agreed that the over-29-years-old age group was targeted.



#### 4.4.1.14: Youth's Response to the NPPs' Appeal to First-Time Voters

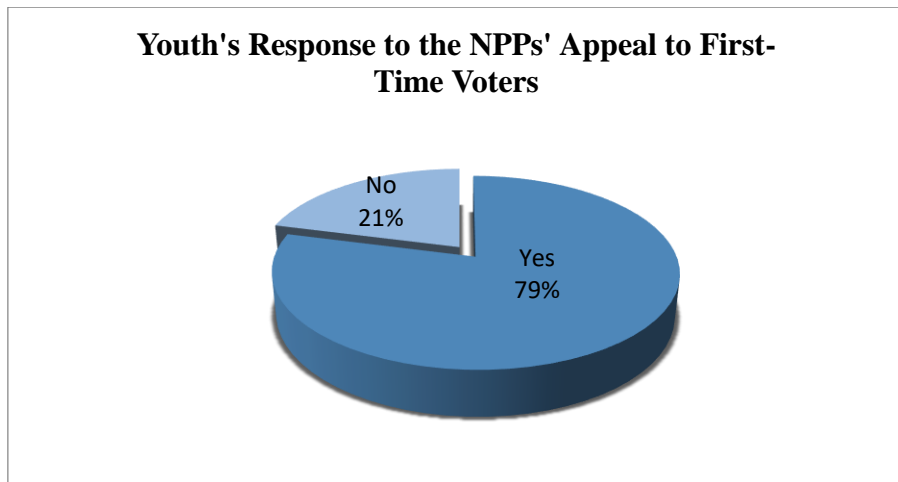


Figure 4.101. Youth's Response to the NPPs' Appeal to First-Time Voters

Figure 4.101 shows youth's response to the NPPs' appeal to first-time voters. The above figure shows that 79% of the youth agreed they liked NPPs' appeal to first-time voters, while 21% responded "no".

#### 4.4.1.15: NPPs' Effective Tweets in the 2019 GE

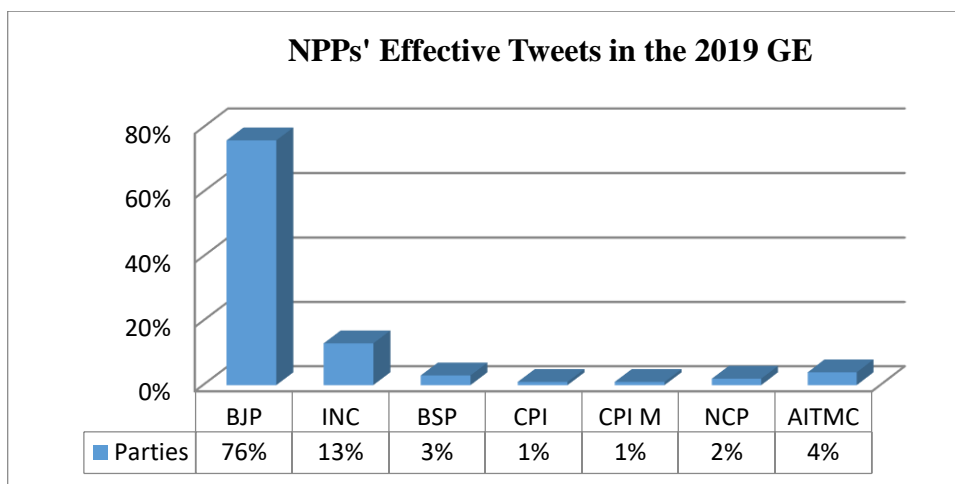


Figure 4.102. NPPs' Effective Tweets in the 2019 GE

Figure 4.102 reveals that 76% of young people thought the BJP's tweets were more effective, whereas 13% thought the INC's tweets were effective, and 3% believed the BSP's tweets were effective. 1% of young people said the CPI's tweets were effective; 1% found the CPI(M)'s

tweets were effective; 2% claimed the NCP's tweets were more effective; and 4% felt the AITMC's tweets were effective.

**4.4:1.16: NPPs' Tweets Youth Got (Per Day)**

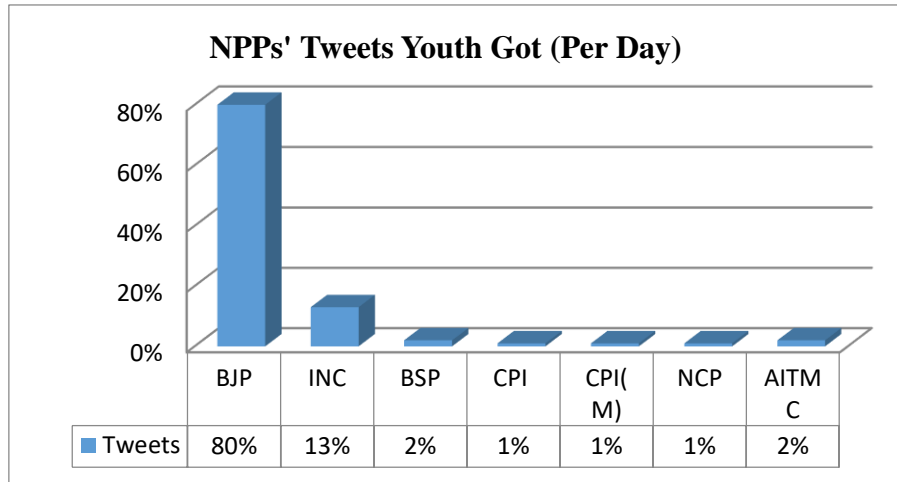


Figure 4.103. NPPs' Tweets Youth Got (Per Day)

Figure 4.103 shows that 80% of youth said they mostly got the BJP's tweets during the 2019 GE, while 13% said they got the INC's tweets the most. 2% of youngsters said they received more tweets from the BSP than other NPPs. 1% of youths received the most tweets from the CPI, whereas 1% received the most tweets from the CPI(M), 1% received the most tweets from the NCP, and 2% received the most tweets from the AITMC.

**4.4:1.17: Most Youth-Related Tweets by NPPs**

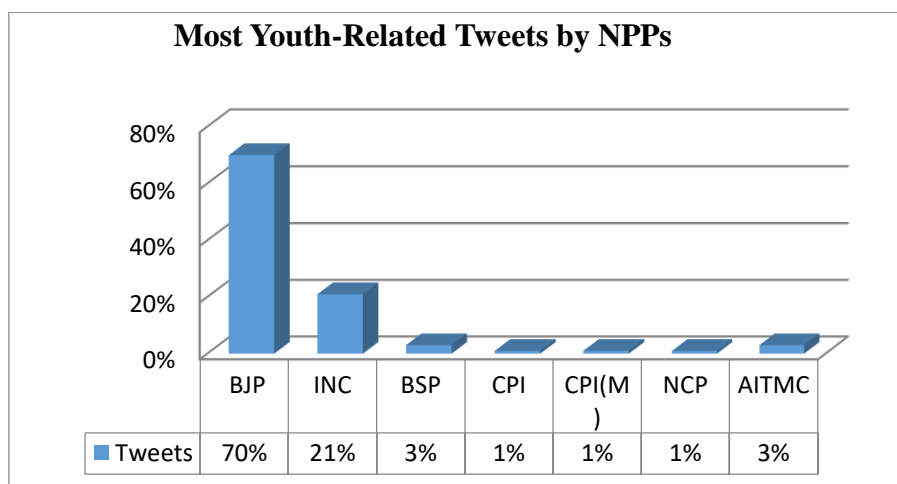


Figure 4.104. Most Youth-Related Tweets by NPPs

Figure 4.104 highlights the youths' opinions on most youth-related tweets by NPPs. 70% of youth responded that the BJP mostly raised youth issues on their tweets, while 21% opined that the INC raised more than other the NPPs. 3% of youth replied that the BSP raised youth issues the most.1% answered in favour of the CPI, and 1% of youth admitted that the CPI(M) raised youth-related issues.1% said that the NCP had more youth-related tweets, while 3% said that the AITMC raised youth issues.

**4.4:1.18: Youth's Favourite NPP**

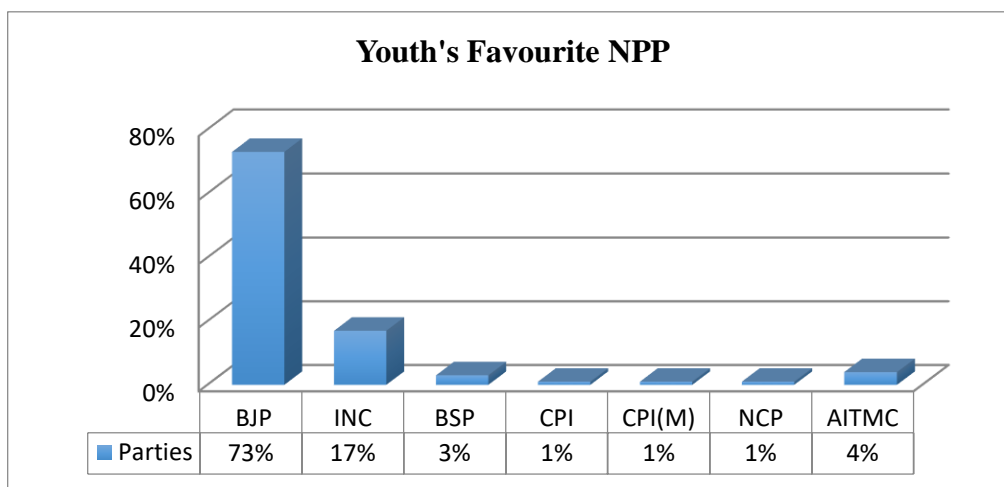


Figure 4.105. Youth's Favourite NPP

In answer to Item no.18, Figure 4.105 outlines Youth's favourite NPP.73% of the youth liked the BJP,17% youth Liked the INC,3% youth liked the BSP,1% youth liked the CPI,1% youth liked the CPI(M), 1% youth liked the NCP while 4% of the youth liked the AITMC as a favourite party.

**4.4:1.19: Issues on Young Voters' Minds at the Time of Voting**

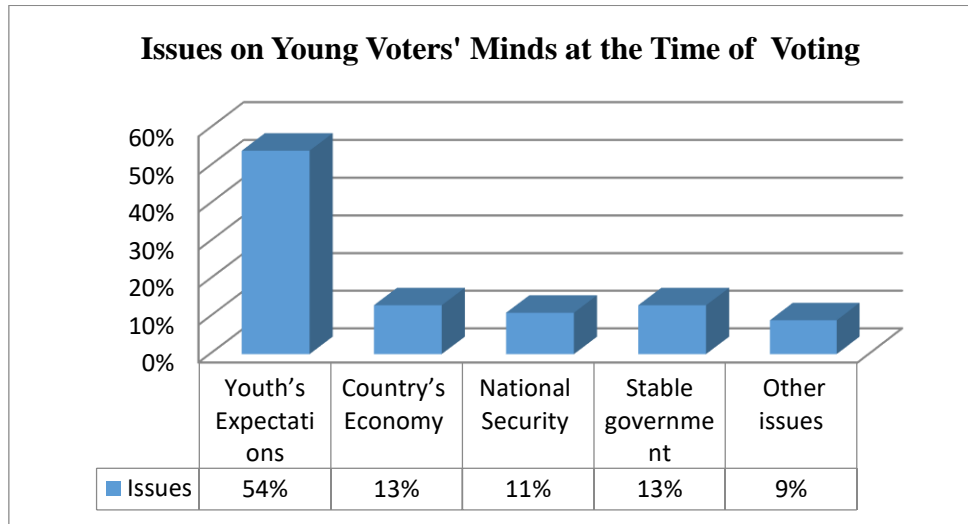


Figure 4.106. Issues on Young Voters' Minds at the Time of Voting

Figure 4.106 depicts the issues on young voters' minds when voting during the 2019 GE. In response to Item No. 19, 54% of respondents said youth's expectations were on their minds at the time of casting their vote; 13% replied country's economy, 11% of youth answered national security; 13% replied stable government; and 9% of youth opined that other issues were on their minds at the time of casting their vote.

**4.4:1.20: Attractive Things on NPPs' Tweets**

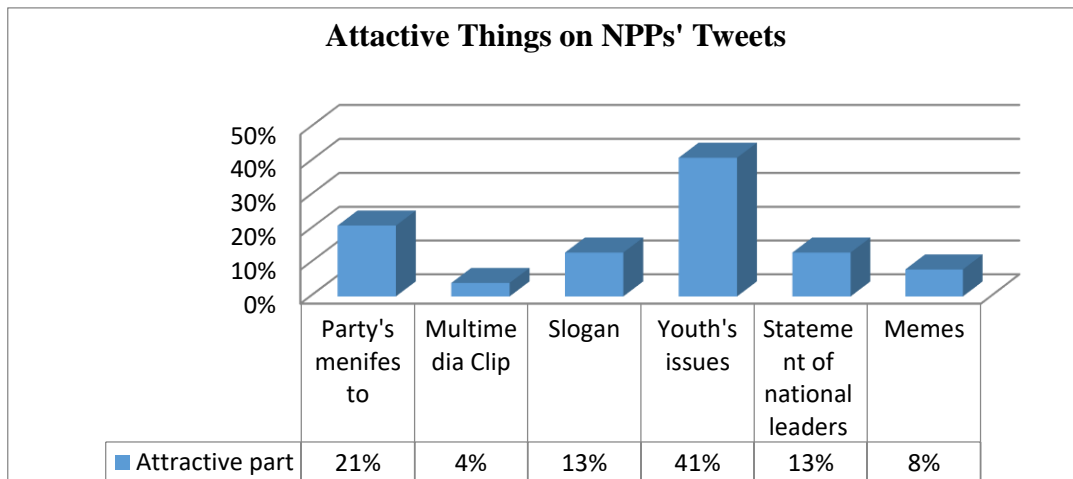


Figure 4.107. Attractive Things on NPPs' Tweets

Figure 4.107 reveals that 21% of teenagers thought the party's manifestos were appealing, whereas 4% said multimedia clips were attractive. In tweets, 13% of youths felt slogans were more interesting. 41% of youth believed youth concerns were quite appealing, 13% claimed statements from national leaders were intriguing, and 8% said memes were interesting.

**4.4:1.21: Party-Wise Vote in the 2019 GE**

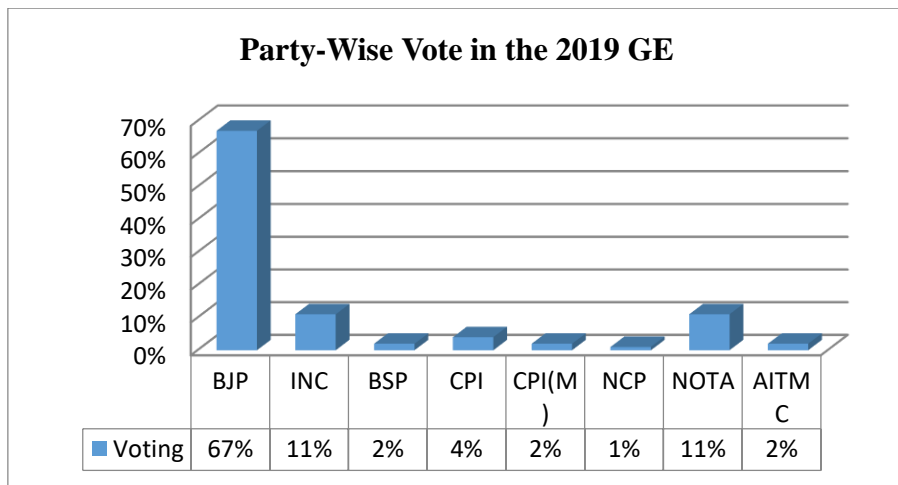


Figure 4.108. Party-Wise Vote in the 2019 GE

In response to item no.21, figure 4.108 shows that 67% of youth voted for the BJP, 11% for the INC, 2% for the BSP, 4% for the CPI, 2% for the CPI(M), 1% for the NCP, 11% youth chose NOTA and 2% for the AITMC.

**4.4:1.22: NPPs Used NM to Influence Young Voters**

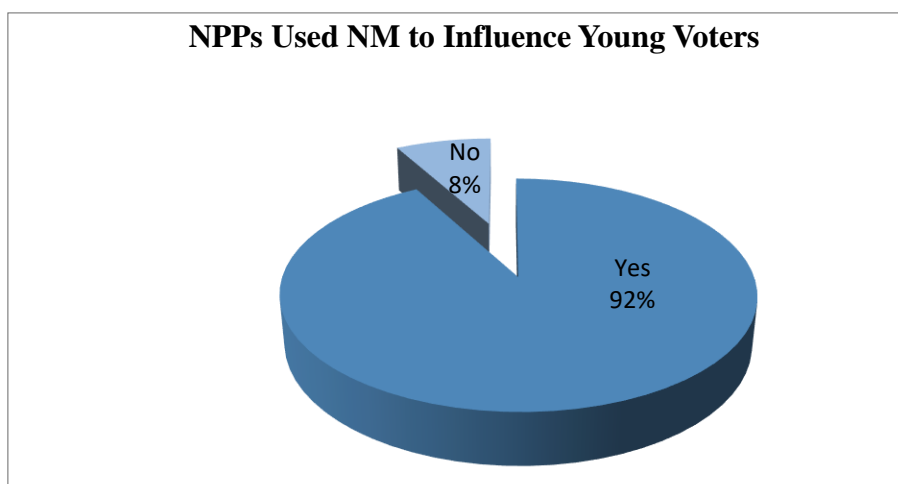


Figure 4.109. NPPs Used NM to Influence Young Voters

Figure 4.109 reflects the youths' opinion on the usage of NM by NPPs to influence young voters. In response to Item No. 22, 92% answered "yes," while 8% opined "no."

**4.4:1.23: Twitter's Role in Developing Political Understanding Among Young Voters**

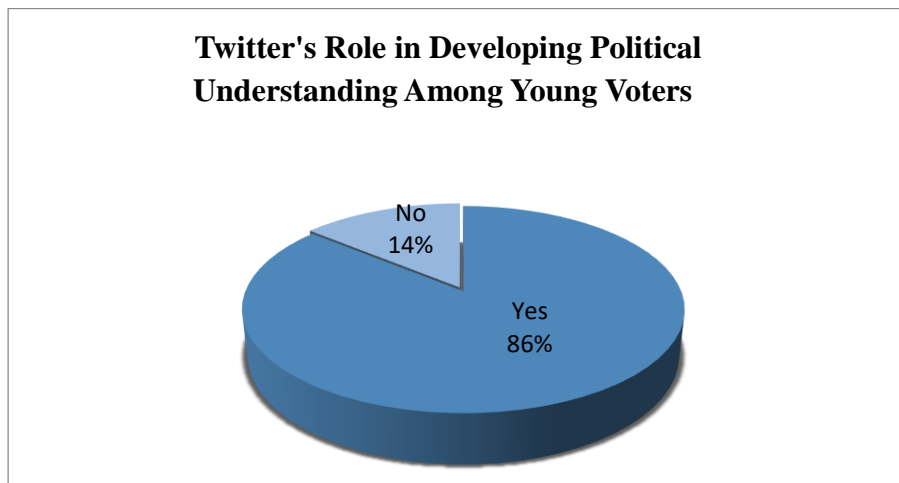


Figure 4.110. Twitter's Role in Developing Political Understanding Among Young Voters

Figure 4.110 depicts the youths' perspectives on Twitter's significance in growing political understanding among young voters. In response to Item No. 23, 86% of youth responded "yes," whereas 14% responded "no".

**4.4:1.24: Youth Visited NPPs' OTH During the 2019 GE**

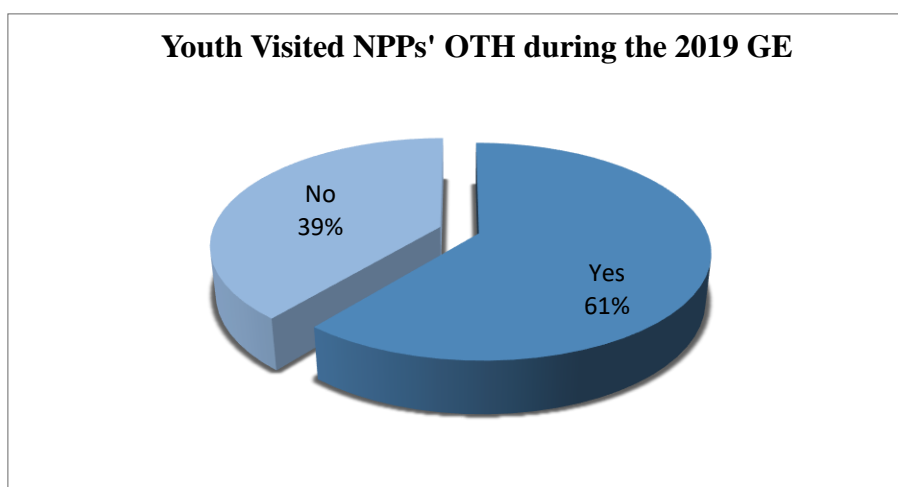


Figure 4.111. Youth Visited NPPs' OTH during the 2019 GE

Figure 4.111 shows that youth visited NPPs' OTH during the 2019 GE. In answer to item no. 24, 61% of youth replied "yes," while 39% of youth answered "no".

**4.4:1.25: Twitter's Role in Election Campaigning for NPPs**

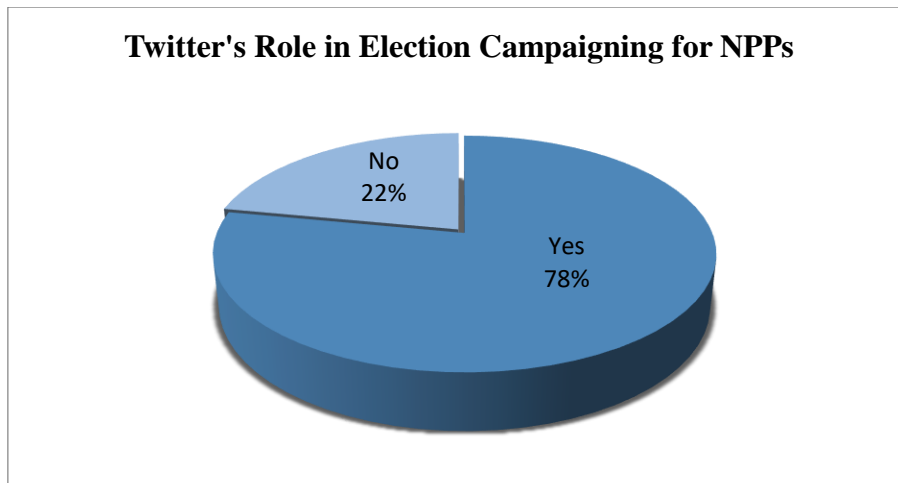


Figure 4.112. Twitter's Role in Election Campaigning for NPPs

Figure 4.112 shows youths' responses to item number 25; 78% of youth said "yes," and 22% opined "no".

**4.4:1.26: Youth Icon's Vote Appeal on Twitter Motivated Youth to Vote**

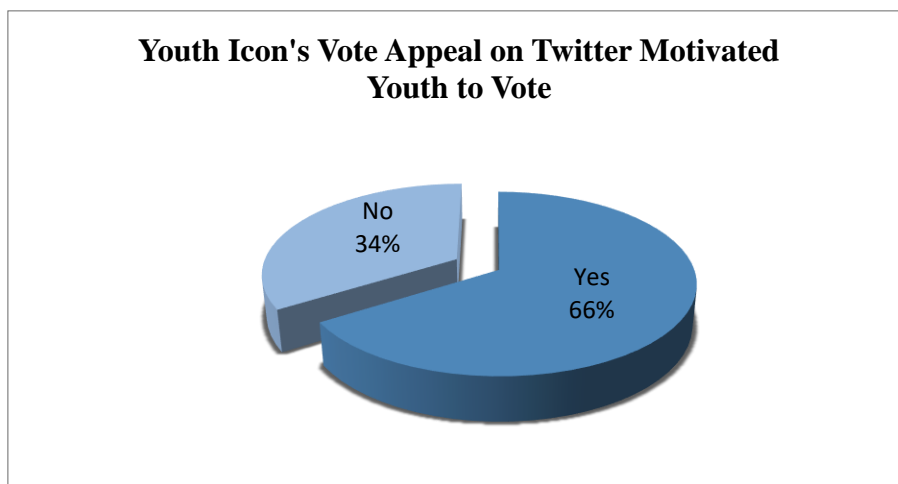


Figure 4.113. Youth Icon's Vote Appeal on Twitter Motivated Youth to Vote

Figure 4.113 shows the youths' opinion on Youth Icon's vote appeal on Twitter, which motivated them to vote in favour of any NPP. In reply to Item No. 26, 66% of youth opined "Yes". On the other hand, 34% of youth answered "no".

**4.4:1.27: Effects of New Media on Election Campaigning**

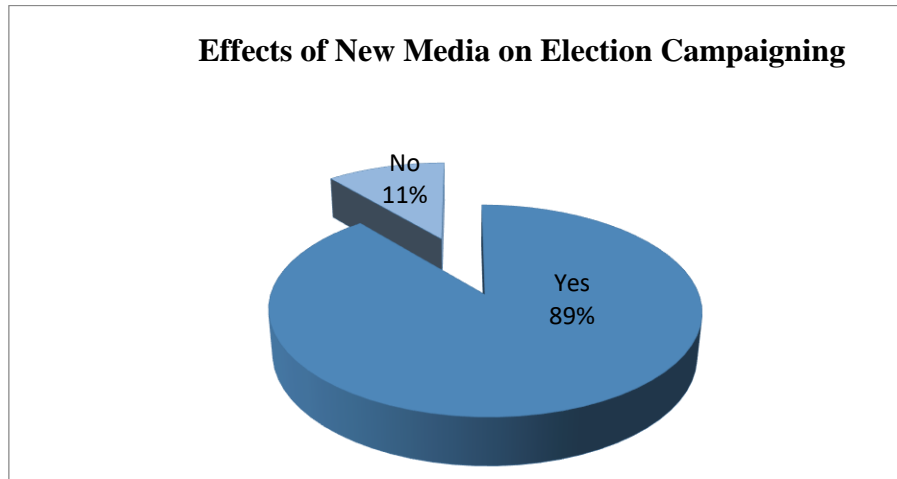


Figure 4.114. Effects of New Media on Election Campaigning

Figure 4.114 shows the youth's response to New Media's effects on election campaigning for NPPs during the general election of 2019. In answer to Item No. 27, 89% of youth responded "yes," while 11% opined "no".

**4.4:1.28: New Media Prove to be Effective in the Future**

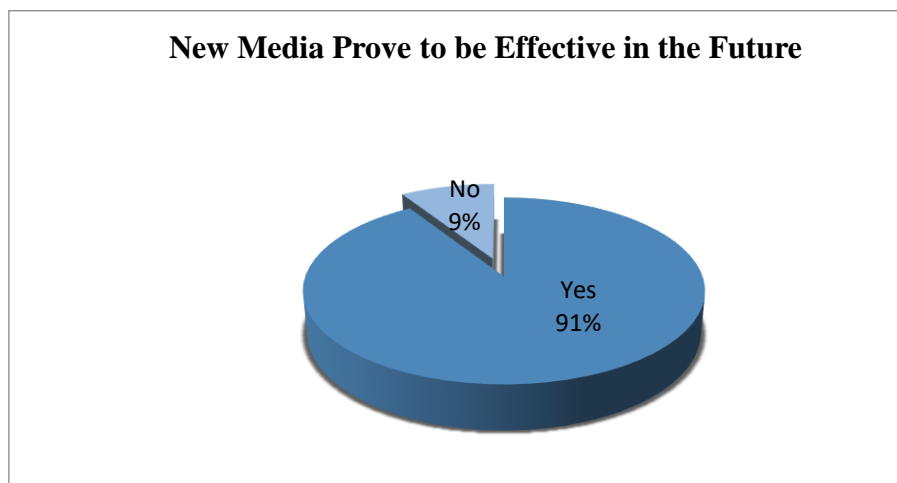


Figure 4.115. New Media Prove to be Effective in the Future



Figure 4.115 depicts the youths' perceptions about the role of New Media in the next general election. In response to Item 28, 91% of youth said "yes," and 9% said "no".

**4.4:1.29: Twitter Helped to Inform Big Issues in the 2019 GE**

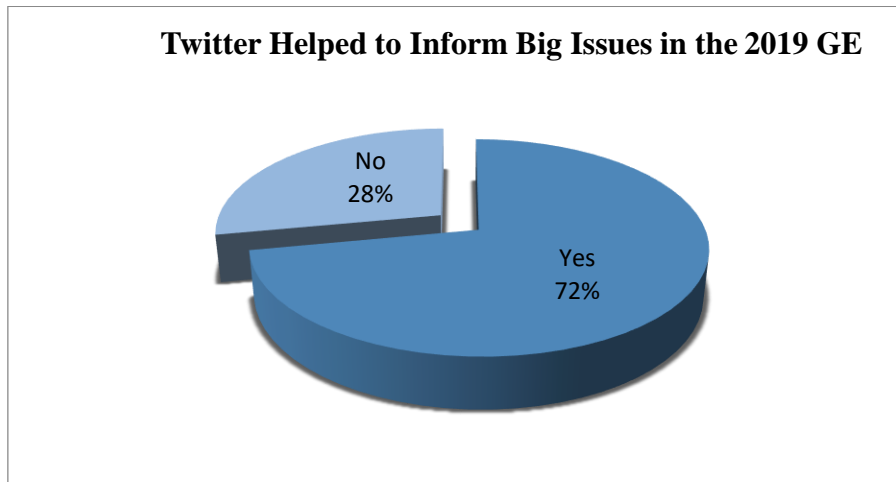


Figure 4.116. Twitter Helped to Inform Big Issues in the 2019 GE

Figure 4.116 illustrates Twitter's importance in informing young voters about important issues during the general election of 2019. 72% of youth responded "yes" to Item No. 29, while 28% of them gave "no" answers.

**4.4:1.30: Twitter's Role in the 2014 GE**

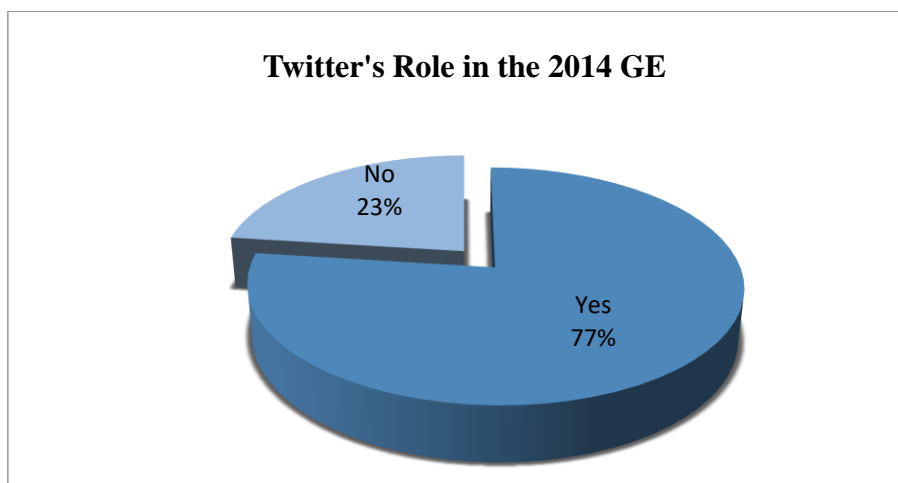


Figure 4.117. Twitter's Role in the 2014 GE

Figure 4.117 represents the youths' opinion on Twitter's effects in the 2014 general election. In reply to item no. 30, 77% of youth responded "yes", and 23% of youth replied "no".

**4.4:1.31: Effects of NM in 2014 GE**

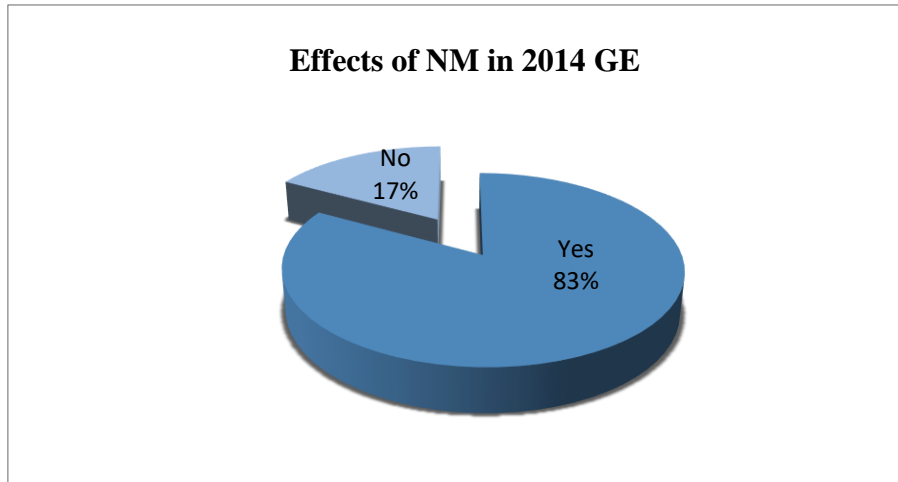


Figure 4.118. Effects of NM in 2014 GE

Figure 4.118 represents the youths' opinion on NM effects in the 2014 general election. In reply to Item No. 30, 83% of youth responded "yes", and 17% replied "no".

**4.4:1.32: NPPs' Appeal to Young Voters through Twitter**

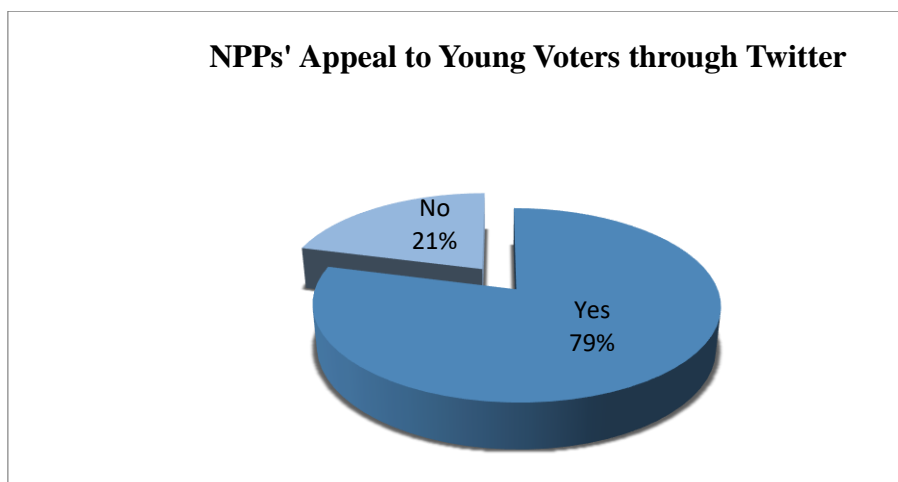


Figure 4.119. NPPs' Appeal to Young Voters through Twitter

Figure 4.119 reflects the youth's response to item 32, in which 79% said "yes". On the other hand, 21% of the youth opined "no".

#### 4.4:1.33: Twitter's Role in Determining Youth's Vote

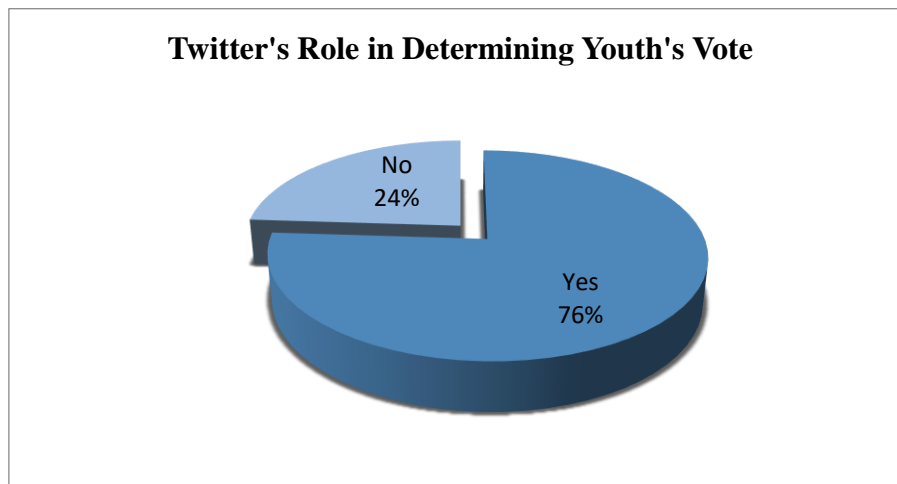


Figure 4.120. Twitter's Role in Determining Youth's Vote

Figure 4.120 shows youths' responses to Item No. 33, in which 76% of youth answered "yes" and 24% responded "no."

#### 4.4:1. Interpretation

The current study reveals that most youths use the Internet for more than three hours every day—about 59% of the total respondents—and the number of youth who use the Internet for less than three hours is lower, at about 41%. Regarding Twitter time, most youths spend one hour or less on the platform. While one-fourth of the respondents spend between one and three hours daily on Twitter. The number of young Twitter users for three or more hours is almost 15%. It can be inferred that the number of young people who use Twitter is enormous. According to the research findings, when using Twitter, youth want to view entertainment tweets such as songs, music, film scenes, shooting films, and entertaining videos. 31% of youth like to read political tweets. Tweets about social issues are also popular among young people. It includes tweets about social organisations, tweets about burning problems in society, tweets containing some developmental information about society, and tweets about social causes and social movements. The study reveals that youth do not see celebrity and education tweets much.

Even youth do not like to see other tweets much; it includes art and culture, health, sports, economics, business, religion, technology, etc. This indicates that the youth are more interested in knowing about the events and daily activities related to entertainment and politics. At the same time, tweets related to other issues are also less liked by the youth. The study explores that youth mostly received about five or fewer tweets daily from OTH of the NPPs in the 2019 general elections. While one-quarter of respondents received more than 15 tweets per day. The study revealed that NPPs' OTH did more than 15 daily tweets during the election campaign. The number of youths who received between 5 and 10 tweets in a day was 18%, indicating that the NPPs were engaging in aggressive campaigning but also keeping in mind that the youth shouldn't become irritated by constant tweets. During the campaign, Twitter was bombarded with election-related tweets. Research reveals that most youths spent less than an hour reading these tweets, while 22% of respondents spent 1 to 2 hours. Very few respondents spent their time reading the NPPs' election campaign tweets. Some of the tweets had video links and external links.

There were numerous blogs, news reports, agency reports, and articles, all of which took time to read. The number of people who gave more than 2 hours to tweets was 10%. Considering total youth broader, it can be called a good figure. An equal number of youth admitted receiving more Text+Picture and Text+Multimedia tweets. In Text+Picture format, information was given through text in a tweet, and a picture was attached to it, in which some figures or details were given. It used to be a photo, meme, or graphic information. The NPPs used these tweets to compare themselves to the opposing party, to give information about any of its programs with the face of its big leader, and to house the points of the party manifestos or election issues. The NPPs used these tweets to show their comparison with the opposition party, to give information about any of its programmes with the face of its big leader, and to house the points of the party manifestos or election issues. On the other hand, Text+ Multimedia was used to

introduce the subject in text, and videos or audio clips were added to it. In this, a press conference of a party's senior leader, Twitter live, a statement of a big leader, supporters' opinions, a clip from a promotional short film, a rally, or a public meeting included. Its duration ranged from 30 seconds to 15 minutes. Tweets with a Text+ External link received less attention. External links were added in this format. There were numerous blogs, news reports, agency reports, articles, and YouTube links. In which the links to meetings, rallies, and YouTube Live were kept. Many youths also admitted that they were equally getting tweets in all three formats.

This can be interpreted to suggest that political parties used imaginative images, multimedia clips, and external links in their election campaigns. The study explores that the NPPs took special care of the language during the election campaign on Twitter. Research shows that most of the tweets by NPPs were in Hindi. This can be attributed to the fact that there were more Lok Sabha seats in the Hindi belt and that most of the party's followers speak Hindi, so the NPPs tweet a lot in Hindi. According to the study, less than half of the NPPs' daily tweets were in English. From the point of view of votes, English is the second accepted language in the South and North East; people there take advantage of English to know national-level news. Aside from that, some tweets were done in the regional languages through the OTH of NPPs. NPPs had given the responsibility of making comprehensive tweets in regional languages to their regional unit, so tweets from all the party's state- or district-level Twitter handles were going viral. The study describes that youth believed most NPPs' election campaign-related tweets raised youth issues. After this, the most-raised issue was the publicity of the political party. Much campaigning was done against the opposition parties, while social issues were raised less. From this, it can be inferred that the NPPs placed more emphasis on the youth so that their votes could be influenced. NPPs gave equal importance to the promotion of their parties. Very few tweets were tweeted by NPPs on social issues. It is only natural for such

party-centric campaigning to take place during elections. When youth were asked how they reacted to NPPs' tweets, many admitted they liked them. This can mean that NPPs succeeded in making a place in the minds of the youth, and the strategy under which the tweets were made was successful. The youth also shared these tweets with their other followers. It can be inferred from this that these tweets also reached other youth. The youth also retweeted and replied to the NPPs' tweets. From this, it can be understood that the youth actively responded to these tweets. Some youths replied that they did not react to these tweets at all. Now the circulation of the tweets might depend on the number of share counts. The study found that most youths had 200 or fewer Twitter followers.

The number of youth with followers between 200 and 400 is quite low, and the number of youth with followers over 400 is slightly larger than this; yet, when viewed in a broader context, this number is enormous. The more followers a tweet gets, the more popular it will be among young people. Very few youths followed any party other than these two National political parties. Whereas some youths did not follow any political party on Twitter. This means there was more craze for the BJP among the youth on Twitter. While the INC had fewer youth supporters than the BJP. This could be because the INC is less active on Twitter than the BJP. Currently, the OTH of the BJP has 19.9 million followers. While the OTH of the INC currently has 9.2 million followers. This situation also says a lot about how much difference there is still in terms of Twitter followers between the two NPPs. The INC will have to increase in this area. The ruling party, i.e., the BJP, claimed to employ the youth, while the opposition parties denied their claims with unemployment figures. The opposition party also promised to employ the youth if they came to power. Concerning youth issues, the study explores that NPPs raised the issue of skill development aggressively, the BJP provided the data in their favour, and tweets show the opening of the Jan Dhan account, Mudra loan, and Make in India helped skill development and entrepreneurship. On the other hand, NPPs, especially the INC, denied the

BJP's figures and made their promise aggressively. After this, the third-largest issue for youth raised by NPPs was education. On the other hand, NPPs, especially the INC, denied the BJP's figures and made their promise aggressively. After this, the third-largest issue for youth raised by NPPs was education. The ruling party said that they had given education to the largest number of youth and established educational institutions. In contrast, the opposition said that better education means are not available to the youth. The youth also expressed that NPP made claims on their OTH to make a youth-related policy.

At the same time, there was less discussion of issues such as health, sports, and other issues such as the vast field of arts and culture, the security of girls, and the overall development of youth. This youth comprised those pursuing higher education or those seeking or currently employed. After this, most tweets were related to the youth voting for the first time. They were between the age of 18 and 20. An appeal was also made to first-time voters, which was liked by many youths, too, while a quarter of the youth did not like it. This can be inferred that the NPPs' tweets were successful in reaching out to young first-time voters. According to the study, youth found the BJP's tweets more attractive. While the INC and other NPPs were far behind. This means that the BJP raised issues more effectively, or the messages sent in their tweets were more effective and better displayed than those of other NPPs. Where the INC lagged far behind and could not raise the issues effectively. A few youths found the tweets of the BSP, the CPI, the CPI (M), the NCP, and the AITMC effective. When youths were asked which NPPs' tweets they came across the most, the study revealed that most tweets came from the BJP, followed by the INC and other NPPs, which means the BJP was campaigning very aggressively on Twitter. The study explores that the BJP mostly raised youth issues from their OTH, the INC was less than half the size of the BJP, and other NPPs such as the BSP, the CPI, the CPI (M), the NCP, and the AITMC trailed by a wide margin. This means that the youth believed that the BJP targeted them the most. When asked which party was their favourite, the

youth replied that the BJP was their favourite, followed by the INC. There was a contest between both parties in the election, and in such a situation, the youth considered the BJP a more preferred party than the INC. In such a way, it can be known for whom the youth might have voted. Other NPPs like the BSP, the CPI, the CPI (M), the NCP, and the AITMC were considered by very few youths as their favourite NPPs. The study finds that youth's expectations were on their minds when voting, while the country's economy and electing a stable government were equally on their minds. Youth were less concerned with national security and other matters, such as sports, arts, entertainment, development, anti-incumbency, social, religious, and ideological issues.

This could imply that youth-related issues were still top of mind. The young people responded that they considered the tweets' discussions of youth-related issues more appealing. While one-fourth of the survey participants preferred the NPPs' manifesto. Youth enjoyed political party leaders' statements and NPPs' slogans equally; on the other hand, memes provided by NPPs also appealed to youth, although multimedia tweets were not more appealing to youth than other types of tweets. This means that the youth liked the tweets related to them and were more aware and focused on their interests and concerns. When asked which party they voted for in the 2019 GE, the youth expressed their opinion in favour of the BJP. The study explores that youth voted more in favour of the BJP. The main opposition party, the INC, was voted for by the youth as the second-most preferred party. While the BSP, the CPI, the CPIM, the NCP, and the AITMC were left behind, even with the NOTA option. Some questions were also asked of the youth in the context of yes and no. The study revealed that to attract youths to their side in the 2019 GE, NPPs tried to influence them in their favour through tweets. The research also found that the tweets from the NPPs' OTH helped youth develop political understanding. More than half of the respondents replied that they had visited the Twitter handle of the NPPs during the general elections of 2019. It can be inferred that the youth also kept an eye on the activities



by visiting the Twitter handle of the NPPs. While some respondents admitted that they did not visit the Twitter handle of NPPs. The study also explores how Twitter played an important role in campaigning for the NPPs in the 2019 general election. It can be deduced that the tweets on Twitter proved beneficial for NPPs, through which they could connect with the youth during the election campaign and convey their message to them. The youth believed that the videos and pictures in which the NPPs used youth icons or youth faces during the election campaign on tweets were also helpful in influencing the youth to vote in favour of that party.

Still, some respondents denied that the youth icon's appeal for votes was useless in getting votes in favour of the NPPs. Most respondents believed that New Media was an effective way of campaigning for NPPs. While a minimal number of youths denied it. Most youths believed the New Media would effectively campaign for the NPPs in the upcoming general elections. The study reveals that the youth believe that New Media will be used in the coming elections and will be very effective. Nearly three-fourths of the respondents agreed that the election campaigning they received from Twitter helped them stay informed about the major issues during the 2019 general elections. The advantage was that they were aware of major political events during the election and could decide their vote. A quarter of the respondents denied that they were aware of major incidents. When asked about the role of Twitter in the 2014 general election, the youth said that Twitter played an important role in the 2014 general elections for the NPPs. While approximately one-quarter of the youth denied this. Regarding the New Media, the youth also responded that in the 2014 general elections, the New Media played a very influential role for the NPPs. While a small percentage of respondents denied this, this can mean that many young people believe that in the general election of 2014, New Media played a big role in campaigning for the NPPs. Three-quarters of respondents agreed that the NPPs appealed directly to youth for votes in their Twitter campaign. While about a quarter of the youth denied it. It can mean that the NPPs directly communicated with the youth to vote in

favour of their party in the general election and tried to make them vote in favour of their party.

The study explores the idea that Twitter is important in youth's vote determination. Three-quarters of respondents replied yes, and about a quarter answered no.

## **Chapter-5**

### **Conclusion and Discussion**

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##### **5.1.1: Objectives of the Study**

##### **5.1.2: Research Questions**

#### **5.2: Conclusion and Discussion**

##### **5.2.1: The Status of NPPs' Facebook Posts on OFA during 2019 GE**

#### **5.3. The Status of NPPs' Tweets on OTH during 2019 GE**

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#### **5.5: Use of Facebook by National Political Parties for Election Campaigns**

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#### **5.7: The Role of New Media in the 2019 General Elections**

#### **5.8: Impact of NPP's New Media Election Campaign on Youth in the 2019 GE**

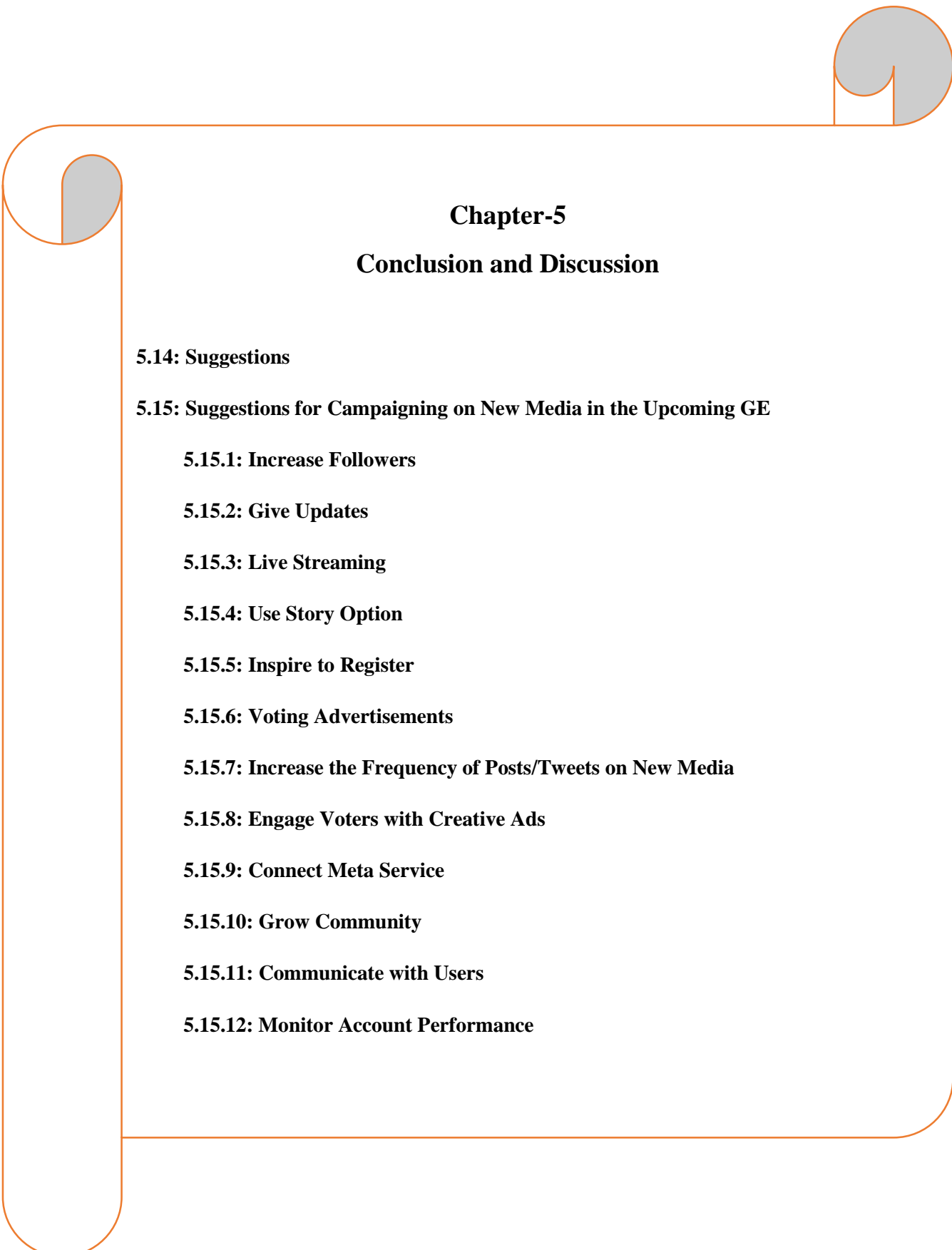
#### **5.9: The Role of New Media in the 2014 General Elections**

#### **5.10: Role of New Media in Assembly Elections**

#### **5.11: Facebook's Role in the Upcoming General Elections**

#### **5.12: Twitter's Role in the Upcoming General Elections**

#### **5.13: The Role of New Media in Upcoming General Elections**



## **Chapter-5**

### **Conclusion and Discussion**

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**5.15: Suggestions for Campaigning on New Media in the Upcoming GE**

**5.15.1: Increase Followers**

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**5.15.4: Use Story Option**

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**5.15.6: Voting Advertisements**

**5.15.7: Increase the Frequency of Posts/Tweets on New Media**

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**5.15.10: Grow Community**

**5.15.11: Communicate with Users**

**5.15.12: Monitor Account Performance**

## **5.1: Introduction**

The purpose of this research was to study the use of New Media by national political parties in the general election in the context of the political trend of young voters. Previously, four chapters have been discussed. The overview of all elements related to the research study has been discussed in the first chapter, "Introduction". In chapter two, "Review of Literature," previous study concerns with the present research were discussed. Several studies on the role of Facebook and Twitter in political campaigning have been conducted globally. Still, little research has been shown in India—specifically, the role of New Media in youth's vote determination. The study's objectives and research questions were defined in the Methodology Chapter. The methodology, sampling parameters, sample size, tools, and data-gathering technique for the present study have all been explained. In chapter four, "Data Collection, Data Analysis, and Interpretations," the collected data were analyzed and interpreted. The research study has four relative objectives and four research questions.

The following objectives and research questions were identified for this study:

### **5.1.1: Objectives of the Study**

1. To find out the status of Facebook posts sent by National political parties from their official Facebook account during the general election of 2019.
2. To find out the status of tweets sent by National political parties from their official Twitter handle during the general election of 2019.
3. To explore the role of election campaign-related Facebook posts of National political parties in the youth's vote determination.
4. To explore the role of election campaign-related tweets of National political parties in the youth's vote determination.

### 5.1.2: Research Questions

1. What is the status of National political parties' Facebook posts sent through the official Facebook account during the general election of 2019?
2. What is the status of National political parties' tweets sent through the official Twitter handle during the general election of 2019?
3. Did the Facebook posts related to the election campaign by National political parties play any role in determining the youth's vote?
4. Did the tweets related to election campaigning by National political parties play any role in determining the youth's vote?

This research used a mixed-method sequential exploratory design, as described in the Methodology Chapter. The first objective was focused on finding out the status of NPPs' official Facebook accounts (OFA) during the 2019 GE, and for this purpose, the OFAs of two NPPs were selected for data collection. The official Facebook accounts of the BJP and the INC were analysed for qualitative data. To undertake the content analysis for qualitative data collection, a checklist, NPPNMIC-F (National Political Parties' New Media Intervention Checklist for Facebook), with twelve different criteria, was designed. The data analysis process was completed after the data was collected. The second objective was determining NPPs' official Twitter handle (OTH) status during the 2019 GE. For this purpose, the OTH of two NPPs was selected for qualitative data collection. The official Twitter handles of the BJP and the INC were analysed to gather the data.

To undertake content analysis for qualitative data gathering, a checklist, NPPNMIC-T (National Political Parties' New Media Intervention Checklist for Twitter), with twelve different criteria was designed. After collecting the data, the data analysis process was done. Part I was based on qualitative methods; after the completion of Part I of the research study,

Part II was started, which focused on quantitative data. The third objective was to find out the opinion of young Facebook users about the role of national political parties' election campaign-related Facebook posts in youth's vote determination. 180 Facebook users of Delhi from 3 different assembly constituencies under three parliamentary constituency seats were selected as samples for this objective. A questionnaire was developed for data collection. The items of the questionnaire had 33 questions. After collecting the data, the data analysis process was done. The fourth objective was to find out the opinion of young Twitter users about the role of national political parties' election campaign-related tweets in youth's vote determination. 180 Twitter users of Delhi from 3 different assembly constituencies under three parliamentary constituency seats were selected as samples for this objective. A questionnaire was created to collect data. The questionnaire contained 33 questions. The data analysis process was completed after the data was collected.

## **5.2: Conclusion and Discussion**

This chapter summarizes the research and explains the conclusions collected from the field research using content analysis and questionnaires.

### **5.2.1: The Status of NPPs' Facebook Posts on OFA during the 2019 GE**

This study found the ever-increasing popularity of New Media among youth-led political parties to use New Media to influence young voters. With this in mind, National political parties started to promote the election campaign agenda on New Media to sway young voters' support. In the Indian context, 2014 began the election campaign war in New Media, but the 2019 general elections witnessed the next level of campaigning on New Media. Almost all the national parties had their official Facebook accounts through which they launched their election campaigns. According to (Napoleoncat.com.,2019, February) almost every young person had

excessive internet access on their phone, most of whom were Facebook users. "In February 2019, India had 303 820 000 Facebook users, accounting for 21.2% of its total population". As a result, all national parties hired a large New Media campaign team for the 2019 general election. Facebook has evolved into a tool for political parties to use during election campaigns. Suddenly, an election campaign became a New Media campaign.

Followers and other users were sent public rallies, memes, slogans, graphics presentations, and films. The current study aims to understand better how National political parties use the Facebook platform to influence young voters. For this, the researcher analysed the official Facebook accounts of the BJP and the INC. The outcome of this research shows that both parties planned a strategy to influence young voters. They tried to make Facebook posts more relevant to young voters. The Hindi and English languages were extensively utilized in the campaign to capture the attention of all voters. The research explores that most posts were targeted to all voters, but those were also intended to influence 18- to 29-year-old young voters. Mainly first-time voters were targeted in the political party's election campaign strategy. The election in 2019 was being fought on the platform of New Media. With the advent of mobile, the reach and accessibility of Facebook increased. When a post is made on Facebook, users give feedback in three ways. Like, comment, and share. Users who are pleased or agree with the post click the like button. To assess youths' reactions to NPPs' election-related posts, an analysis of "likes, comments, and shares" of posts was done. Regarding the likes, the study finds that both parties got more than thousands of likes on most posts, but the BJP was still far ahead. It shows that users liked the issues of NPPs during the 2019 GE. The study reveals that in about 50% of the postings, both parties received 200 or fewer comments, while those with more than 400 comments were remarkably comparable. This demonstrates that there weren't many comments made. Most of the remarks were made by supporters or opposition party members. The young followers expressed their support through comments and participated in



the ongoing debate in the comment section. Through comments, the youth got an opportunity to convey their views to the political parties and raise their demands during the democratic process. Both parties have been almost identical in terms of posts shared. Sharing a post now means a lot during election campaigning when each vote is important to the parties. A maximum of 200 posts might be shared at once. Over 200 people shared 61% of The BJP and the INC postings. It may be assumed that if a user had at least 200 Facebook friends, this post would have been shared with those 200 friends and more.

In addition, information for sharing less than 200 has also been gleaned from the study; with this data, it is possible to conclude that NPPs' election-related posts have reached lakhs in number. The study suggests that they should boost their share from 200 to a maximum of 1000 in the upcoming general election. NPPs must broaden and strengthen the New Media Cell to reach a younger population. In the future, in general elections, NPPs will be able to use New Media effectively in the LS or other elections only by drastically increasing the number of shares to disseminate the posts widely. More shares will help reach young voters and influence them to vote for the party. Youth will also be important for political parties in the coming general elections. According to the research, youth preferred the BJP's Facebook posts over those of the INC and other NPPs. As a result, the BJP successfully maintained better communication among the youth.

It can be deduced that the BJP successfully influenced the youth in its favour. According to the research data, the BJP received greater support through user comments, but the INC did not lag. The contest between both political parties was interesting during the 2019 GE. Supporters and young voters expressed their support in the comment option of Facebook posts by both parties. Dialogues had also occurred on many subjects, but the BJP was far ahead. Usually, users do not comment on posts quickly. According to the study's statistics, users expressed higher interest in the BJP's Facebook posts than other NPPs in the comment section. While the

BJP's messages garnered more interest from young people than those of the INC, perhaps the INC was unable to connect with this group and share its viewpoints. There were mainly four types of posts in the GE 2019, i.e., political promise, campaign for the party's candidate, youth-related, and campaign against the opposition party. The NPPs ran their electoral campaign on New Media based on these four crucial issues. Political promises dominated the majority of posts made by NPPs from their OFA.

The BJP titled its manifesto Sankalp Patra and set a target of making Sakshat Bharat by 2022. BJP promoted the name Sankalp Bharat se Sakshat Bharat and the Ayushman scheme, which offers free treatment for up to 5 lakh rupees under the health scheme. Similarly, the BJP proclaimed that "the prize stabilization fund has been established," as promised in the 2014 general election. BJP promises to pass a law to ban Triple Talaq, scrap Article 35A, stopping illegal immigration in the Northeast in a few posts. Like the BJP, the INC made political promises to their followers and young voters through OFA. In its Facebook posts, the INC reminded people of schemes like the Right to Information Act, the Right to Work, the Right to Education, and the Right to Food. On the other hand, the INC promised to provide broadband facilities to all villages by 2021, including roads, bridges, water supply, sanitation, electricity, and schools in rural areas. Even Congress ran a New Media campaign called "AB HOGA NAYAY."

The study describes that the emphasis of the NPPs was mainly on political promises. Both political parties were prominently raising the same political issues. NPPs also prioritized youth concerns through their Facebook posts at the same time. Employment and education were the two major issues of the political parties because these were directly connected to the young voters. Regarding employment, Congress challenged the BJP's promise of providing two crore jobs yearly and attacked it by holding demonetization and the flawed GST responsible for losing four crore jobs. By stating, "After having achieved the historic 45-year high, we aim to

break 70 years' record in employment", the INC announced its intention to fill 34 lakh government positions and offer permanent work to young people."

A 33% reservation for women in government positions was also offered to entice young female voters. On the education front, the BJP utilized its slogan, "Transforming Education, Empowering Yuva Shakti," emphasizing the number of IITs, IIMs, IIITs, and NITs established between 2014 and 2019. It also mentioned 20 institutes designated as Institutes of Eminence, grants of 16 crore rupees for self-employment under the Mudra loan scheme, and so on. In contrast, the INC focused aggressively on education and the Sarva Shiksha Abhiyan issue, though it also recalled the construction of IITs, IIMs, and AIIMs between 2004 and 2014. The Congress promised to spend 6% of the budget on education in its electoral manifesto. This would have helped both NPPs among the youth. The NPPs also understood this natural demand of the youth and raised these issues through Facebook posts; their biggest impact was seen on the youth. Both the NPPs addressed these issues prominently. This study suggests that in future LS or assembly elections, the entire focus of the NPPs should be on youth issues. Apart from this, it is necessary to understand the psychology of youth while creating election campaign material on Facebook.

NPPs should appropriately present their concerns to appeal to young people. The promises should not be so tempting that the youth cannot believe them. Both parties threw all their might at the youth to build confidence among them. While political parties blogged about voters' basic problems and built a dialogue with the youth. This study shows that the 2019 LS election was at its peak; a war of words broke out between all the NPPs, including the BJP and the INC. This war was soon fought on the New Media platform as well. The BJP addressed Rahul Gandhi as Naamdaar and Modi as Kaamdaar. The study suggests that NPPs need to broaden their scope in future elections. If NPPs want more and more users to connect, then the posts'

content should be such that it affects more people. Subjects should be such that they can make an impact on youth. Any topic related to youth can be raised prominently.

The NPPs also understood this natural demand of the youth and raised these issues through Facebook posts; In the 2019 GE, both the NPPs addressed these issues prominently. In addition, it's important to comprehend young people's psychology when writing Facebook election campaign posts. To attract young people, NPPs need to portray their issues correctly. The youth shouldn't find it difficult to believe the promises because they are too alluring. The unique approach of the New Media platform for young people must develop resources for the election campaign. In addition, research on brand-new topics affecting youth should be conducted. It is important to bring up concerns that affect young people. Youth-related social studies must be completed for this. After that, a professional approach is required to introduce the New Media campaign to the youth. Doing so will benefit the NPPs.

Research revealed that most of the posts on the official Facebook account of NPPs were related to youth. The study suggests that the youth's linguistic barriers and intellectual level must also be considered while preparing the promotional material. If the posts are in video format for the youth, their effect can be seen more clearly. The study explores the fact that both NPPs aggressively used the hashtag. The BJP was ahead of the INC in using hashtags. Narendra Modi was the face of the election campaign for the BJP in the 2019 GE, and the INC was continuously attacking him by calling him "Chowkidar Chor Hai". The INC was trying to trap him on the Dassault Rafale deal issue. It went viral on Social Media with the hashtag #ChowkidarChorHai. In response, the BJP launched a bigger campaign called #MainBhiChowkidar. Similarly, many hashtags like #PhirEkBaarModiSarkar, #AyegaToModiHi, #NamumkinAbMumkinHai, #ModiHaiToMumkinHa, and #swasth\_Bharat\_Sashakt\_Bharat were flooded. In response, the INC took its election campaign forward on Facebook through several hashtags like #MainHindustanHoon, #FekuModi, #JayegaToModiHi, #MeraVote

INCKo, #CWillDeliver, and #HogiINCKiJeet. The INC released its manifesto with the hashtag #INCManifesto2019. The BJP launched a campaign called #IndiaVotesForNamo on Facebook to influence the youth. Through this, the youth were encouraged to vote for the party. An attempt was made to instil confidence in them that the BJP was standing with the youth. On the other hand, the INC tried to influence the youth in its favour through hashtags like #MyVoteForINC and #AbHogaNyay. The study suggests that NPPs can also use hashtag tools in big ways in the upcoming general elections. Hashtags also play an important role in making the issue viral in a second. There will be a need to use it better in the coming GE.

The basic objective of this research was to find out whether the NPPs tried to influence the youth to vote for their party through the Facebook posts they made. According to the findings of the research, 60% of the posts tried to make contact with the youth. While only 35% of INC's posts attempted to foster communication with youths. The situation is expected to be more or less similar for other NPPs. The biggest reason for the BJP's victory could be that it maintained a constant dialogue to woo new and young voters in its favour. The BJP worked to catch the pulse of the youth. Collected data through proper research and then maintained youth access. In which other parties were left behind. According to the research, if this has been a trade, then in the upcoming general elections, all NPPs need to take a lesson from it and conduct a New Media campaign by doing proper research on new voters and young voters in the upcoming general election.

This study further suggests that youth should be made aware of the issues of NPPs to decide which party can solve their problems better. Interacting with the youth for NPPs cannot be a one-day job; a continuous effort has to be made. For this, messages have to be communicated continuously by feeding data. The NPPs will also have to survey youth to get information about what kind of political ads or posts they want to see. So that the youth can be influenced more

attractively. The research found that 61% of the total posts of the BJP were appealing to the youth to vote in favour of the party.

The BJP posted: "Kaam jhuke na desh ruke navote kar, Imaandar netrutva ke liye bharsemmand sarkar ke liye phir ek baar modi serkar, "Jago utho or matdan karo, "Keval tareef nahi vote karo. This means the BJP appealed to the youth to vote for the party. For the BJP, the outcome was favourable. However, in posts made from its official Facebook account, the INC could only compel 35% of the youth to vote for their party. While the INC urged people to support Congress by voting for them and themselves. Between the two parties, this was a significant disparity. It is obvious that the BJP made an effort to engage with young people through Facebook posts personally; in addition to addressing their issues, these posts solicited their votes. However, just 35% of the posts from the INC's official account urged young people to cast their ballots directly, even though this was an effective BJP approach. Other political parties' conditions are expected to be more or less similar. The BJP not only raised the issues of young voters and communicated with them but also appealed for direct votes.

The research results will require political parties to communicate directly with young voters and appeal to vote in favour of the party in future general elections. Facebook posts need to be directly target oriented. Instead of forcing the youth to think in favour of the party with their content. Votes should be appealed directly to the youth in the ad or posts. Vote appeal should be made to the youth immediately after the schemes or promises are shown in the posts. There should be posts directly related to the youth and appealing to voters. Research shows that none of the NPPs used young faces extensively during Facebook posts in the general election. Not many young faces were seen in the graphics or videos in the posts. research findings suggest that more and more young faces should be used in graphics or videos on youth issues in the future So that youth can get more attached to the posts. They can feel themselves in the posts

by awakening them to the posts. The party will benefit; the youth will follow the party raising their issues, which might be converted into votes. The election campaign on Facebook looks incomplete without the use of young faces. The NPPs will need to improve further on this in future general elections.

### **5.3. The Status of NPPs' Tweets on OTH during the 2019 GE**

The 2019 general election was not only just a repetition of 2014, but it was more than that. Every single national or regional party in India adopted Twitter for election campaigning. Because of the reach and speed of spreading messages. Twitter facilitated democratic dialogue and functioned as a platform for public discourse. From 1st January 2019 to 23rd May 2019, Twitter recorded more than 396 million Tweets, a roughly 600% increase from 2014. This was due to the level of dialogue around the #LokSabhaElections2019, including Tweets from candidates, political parties, individuals, and the news media. On Counting Day, 3.2 million Tweets were registered, with one-third occurring between 3 and 4 p.m., when Prime Minister Modi tweeted. Politicians and political parties utilised Twitter to engage with Indian residents across the country and around the world during the campaign. Citizens, on the other hand, used the opportunity to direct their questions to the candidates. Throughout the #LokSabha Elections 2019, @NarendraModi was the most discussed figure, and the @BJP4India account, along with the handles of its National Democratic Alliance colleague, received 53% of the mentions on Twitter. The @INCIndia handle and the handles of other United Progressive Alliance members earned 37% of the mentions. Here are the leaders referenced the most on the platform throughout this election season (Twitter India). The research reveals that during the election campaigning on Twitter, the most attention was given to the language. If we consider the data obtained from the content analysis of the Bharatiya Janka Party and the Indian National Congress, then "@BJP4India" made a maximum number of tweets in the Hindi language.

Whereas "@INCIndia" made the maximum number of tweets in the English language. It can be deduced that the BJP especially focused on the voters of the Hindi belt, while the INC tried to reach out to the voters in the English-speaking states as well. Most parliamentary seats were present only in the Hindi belt states, so one can guess that the BJP tried to balance it by tweeting in English while focusing on the Hindi-speaking voters. At the same time, the Congress's focus remained on English-speaking voters in Hindi-speaking states; although most of the tweets were originally done in Hindi, messages were broadcast in English, too. Like Facebook, Twitter was also the biggest weapon of election campaigns for National political parties in the 2019 LS elections. Tweets were continuously made from the official Twitter accounts of all National political parties to woo the voters. IT and New Media cells of National political parties were actively working on it. The team of New Media experts was engaged in profiling and collecting data on voters present on Twitter. Through this, many algorithms were set. Twitter messages were made viral according to the psychology of the voters.

The research explores that the BJP emphasized sending photos with texts and video messages with text. Some tweets included external links with text that originally contained links to articles or videos. The BJP laid more emphasis on photos with text and video with text. In these tweets, along with the text message, some pictures or graphics were used related to it. There was a massive trend of memes. In which the combination of image and text was used sarcastically. It was used mostly against the opposition party. On the other hand, the INC emphasized tweeting videos with text messages instead of photos with text. In these tweets containing text + photos, National political parties used to raise some issues related to promoting their party. Where the BJP counted the achievements of its previous tenure in these photos. At the same time, the INC had shown the government's shortcomings through this. It contained portraits of the main leaders of both the major National political parties. There were symbolic pictures associated with a particular



subject. These images were prepared according to the psychology of the users. Similarly, video messages with text included 1 to 5 minutes of film or live speeches. In these, political parties conveyed their messages to the users through a short film. The BJP used this video film to show the impact of its achievements.

At the same time, the INC tried to show its flaws through the film as a protest against the government's policies. Similarly, other opposition national political parties tried to convey their words to users through video films. Better sound, acting, and picture forced the voters to think in their party's favour. It can be inferred that this strategy will also be effective in future LS elections. The research suggests that the shorter the length of the video messages in the upcoming LS elections, the better the dissemination of the message and its usefulness will be. Users do not like videos too long due to the paucity of time, so the message remains futile. In such a situation, attempts to send messages through tweets of National political parties can be unsuccessful and ineffective, so the time limit of videos should be controlled. Videos must be connected to users for the message to be effective. It shows that both NPPs also pushed their efforts to influence young voters. First-time voters are supposed to be eager to vote, but family and friends can influence political understanding and decision-making. So political parties also tried their best to influence young voters in the 2019 GE. The success of a tweet in influencing or engaging users can be gauged from three feedback options. One of which is the "like" option. When users are satisfied or agree with a tweet, they like it. From this, an estimate can be reached of how many people were directly affected by a tweet or how many people agreed with that tweet. More than 1000 people liked most of the tweets by NPPs in the LS elections. It can be deduced from this that tweets reached more than 1000 users, and others would also have access to them.

By learning from the data, national political parties must increase their popularity in the upcoming general elections. Mutually, around 30% of tweets from the BJP's OTH were dedicated to youth, whereas only 25% of the total tweets from the INC's OTH were focused on youth. It shows that both NPPs also pushed their efforts to influence young voters. The election campaign will be contested on Digital and New Media channels based on the experience of the COVID-19 crisis. Another cause for this could be a lack of time and easy access to technology. Therefore, all National political parties must work on a comprehensive strategy. For this, they have to pay more attention to the language and content of their tweet. Another feedback option on Twitter is "Retweet," i.e., users press the Retweet option when they completely agree with it. In this way, the user also tweets that tweet exactly. This goes to followers, which is how the tweet gets more likes, retweets, and replies. In such a case, the research implies that political parties must engage the New Media campaign with a unique approach for the future general or LS elections. They must concentrate on gathering input from genuine users or voters on their election campaign tweets. This will require an increase in the number of followers.

Users can also be appealed to retweet the tweet if they like it. Research revealed that the INC got more retweets than the BJP. The reply is another way to get feedback on Twitter. From the number of responses received to those tweets by National political parties from their official accounts, it can be estimated what the response to these tweets was among the users. Most of the replies were related to dialogue. There was a constant debate between the BJP and the INC group on many burning issues related to the election in the reply section. However, the same was the case with the reply section of the tweet done by the BJP, but during the content analysis, it mostly showed messages from cadre voters and followers. The position of other NPPs was almost the same. Research shows that most political promises were made on Twitter during the election campaign.

In these, women's security, national security, a welfare scheme for farmers and lower-class people, development in villages, and a health scheme like Ayushman Yojana were shown to be effective. On the other hand, the INC promised "Greebi per war 72 hazar" and "Ab hoga Nayay" and a higher GDP if they came to power, while the INC also promised to implement the minimum income scheme. In its tweets, the INC urged that "we will build a nation where promises are honoured". The research explores that the second-highest number of tweets from the BJP were related to the youth. After that, most of the tweets were done for campaigning against the opposition party; in its tweet, the BJP called the manifesto of the INC a "Dakosla Patra." The BJP addressed the INC as Naamdar; Rahul Gandhi was called a liar; whereas the BJP commented on the INC's ruling period as "Satta bhog ke 55 saal". The BJP cursed non-BJP previous governments on many issues like education, farmers, health, employment, and poverty. On the other hand, for the INC, attacking the opposition party was the second-most important part of its election strategy. The INC used the terms for the BJP as "failed modinomics" and "Tum Se Na Ho Payega" in its tweet.

The INC targeted the BJP on issues of black money, the Rafale deal, Nirav Modi's fraud, Modi's closeness to Adani-Ambani, cheating farmers, and frying pakodas. The INC appealed to voters not to be fooled by the BJP. Where the campaigning in favour of the party candidate decreased. On the other hand, the INC made the maximum number of tweets on political promises during the election campaign on Twitter. A quarter of the tweets were related to youth. There was minimal campaigning for the party's candidate. It is known from the research that the main emphasis of the NPPs was on the promotion of their party, and the parties were also attacking each other with allegations in the election battle.

The increasing number of comments in the comment section can understand this. Amidst all this, the NPPs were also very serious about getting the support of the youth. Research shows that while the BJP was more vocal about youth issues, it was the third-biggest issue for the INC. In the research, an attempt was made to understand the issues related to youth. According to the findings, both national parties made youth employment a priority. On the issue of employment, the BJP campaigned through tweets that "1.40 crore youth got employment, the Modi government is empowering enterprises, the Modi government is showing the path of self-employment to youth, and 17.09 crore rupees under the Pradhan Mantri Mudra Yojana will encourage self-employment. An amount of Rs 8.25 lakh crore was allocated to the beneficiaries.

The BJP also claimed in their tweets that 76.48 lakh jobs were created in 17 months in the formal sector. On issues related to education, the BJP tweeted that "in 55 months, the number of medical colleges has reached 499. The BJP claimed that for imparting quality education to ST children, Eklavya Model Residential Schools had been set up in tribal areas. In its promises related to skill development, the BJP tweeted that "Rs 260 crore was released for the establishment of 2171 Atal Tinkering Labs in Schools; Rs 665 crore was sanctioned to establish 7 Research Parks; and 77 new and existing incubators were supported. 17025 new startups have been approved in 499 districts, and 166385 jobs will be generated". In its tweets, the INC took a jab at the BJP's Pakodas and called upon the youth to decide love over Pakodas. the INC also promised to fill 22 lakh vacant government jobs in one year and give 10 lakh jobs at the panchayat level. The INC alleges a loss of 1 crore jobs under the BJP rule and promises 33% reservation to women on jobs. The youth were assured they would not need permission for three years to start a business. No youth will remain unemployed and claim to make life happy for the youth. INC

mentioned the IIMs, IITs, NITs, and AIIMS opened by their government in response to promises related to education-related issues.

The INC took credit for implementing the RTE Act. The INC tweeted that they would get free education and fly new flights. On the issue of skill development, INC talked about opening skill development institutes along with ITIs, polytechnic institutes, and incubation centres in the past. The research explores that there was a #hashtag war between the BJP and the INC. The INC addressed the then Prime Minister and the BJP's prime ministerial candidate in the 2019 GE, Narendra Modi, as Chokidar Chor Hai. It was made viral on New Media with the hashtag #ChowkidarChorHai. In response, the BJP launched a bigger campaign called #MainBhiChowkidar.

Similarly, many hashtags from the BJP, like #PhirEkBaar ModiSarkar, #AyegaTo ModiHi, #NamumkinAb MumkinHai, #ModiHaiTo MumkinHai, and #swasth\_harat\_Sashakt\_Bh arat, were flooded. Hashtags were used in 85% of the BJP's tweets. The INC released its manifesto with the hashtag #INCManifesto2019. In response, the INC took its election campaign forward on Twitter through several hashtags like #MainHindustanHoon, #Feku Modi, #JayegaToModiHi, #MeraVoteINCKo, #INCKWillDeliver, and #HogiINCKiJeet.

The hashtag was used in 77% of the INC tweets. The BJP launched a campaign called #IndiaVotesForNamo on Twitter to influence the youth. An attempt was made to instil confidence in them that the BJP was standing with the youth. On the other hand, the INC tried to influence the youth in its favour through hashtags like #MyVoteForTheINC #AbHogaNyay. Based on the research data, this analysis concludes that hashtags will undoubtedly be effective in the general elections to be held shortly. In the 2019 elections, hashtags played a larger part in generating an election environment. The NPPs will also use this tool in the upcoming general elections. Hashtags also play an important role in making the issues viral in a second. It will need to be used better in the future. The study

reveals that both the BJP and the INC have tried to communicate with the youth through their tweets. The BJP tweeted many tweets, i.e., "Modi government with youth from education to employment; Modi government with women from the birth of a daughter to old age; Youth of Bengal wants #ModiAgain!" asked the youth, "Who approved the first Tribal University in Andhra Pradesh, this Chowkidar of yours?" Prime Minister Modi tried to interact with the youth. He also urged that "we are fighting the elections for the development of the youth".

In response, the INC urged the youth, "Congress is your party, your voice, and your strength. When you vote for Congress, they vote for you. Giving respect to women is our priority. The lives of the youth will be happy. A tweet of Rahul Gandhi's youth dialogue went viral, in which a video clip of Rahul was shown in which he was addressing a girl, "Don't call me sir, call me Rahul." At the same time, both parties also directly appealed to the youth to vote in favour of their party. The BJP tweeted, "All the first-time voters, have you pledged your vote for Modi? "Young people who are voting for the first time are going to vote for Kamal", while the INC appealed through Twitter to save their children from frying Pakoras and vote for Congress for the safety of women. Vote for Congress; vote for you". It can be deduced that all National political parties made efforts to attract and solicit votes from the youth, but in terms of data, the BJP was ahead of all of these parties. In the future, NPPs should look into this and make a strong direct pitch to consumers to vote for their party. The study suggests all tweets must have an appeal to casting their vote in their party's favour. Otherwise, the tweet may miss the objectives. Accordingly, youth should be encouraged to seek votes in favour of their party. Efforts should be made to seek votes from the youth directly. To reach out to the youth, they have to attract them through the content of their tweets. Regarding using young faces in the election campaign, both parties have used young faces in very few tweets. It shows they believed more in their election

campaigns, like PM Modi for the BJP and Rahul for the INC. Research suggests that youth-related issues should be raised in larger numbers for the upcoming general elections. So that the youth can agree with the ideology of the party. Young voters using Twitter should be extensively studied, and data should be prepared.

#### **5.4. Facebook Addiction Among Youth**

Research shows that most youths spend 3–6 hours online daily. About the same percentage of youth said they spend more than six hours online. This may mean that young users spend a lot of time on the Internet. There can be many reasons for this because the Internet has become a complete part of our daily lives. On the other hand, when it comes to New Media platforms like Facebook, the youth say they use the site for an hour or less. This can take from a minute to an hour. At the same time, many youths talk about spending 1 to 3 hours on Facebook. While very few young people spend more than six hours on Facebook, research says that youth prefer the most entertainment-related posts on Facebook. In which there are updates related to cinema, songs, and music. Some funny videos are also a significant reason for their attraction. Youth also prioritise political posts on Facebook, which benefit political parties. Looking at the internet use and youth's time on Facebook, it is apparent that youth also use other New Media platforms. Snapchat, Instagram, Twitter, WhatsApp, YouTube, etc., are the main ones. Apart from this, the Internet is also used for Google searches, but it cannot be denied that the craze for Facebook has not decreased among the youth. Facebook users in India are increasing daily. According to Napoleon Cat, in February 2023, there were 516 900 000 Facebook users in India, 30% of the country's total population. The age range of the most regular users (173 000 000) was 25 to 34".

These numbers reveal how political parties were obliged to use Facebook to reach out to young people during the general election. When youth spend a significant portion of their daily routine on the Internet and New Media applications, political parties see it as a valuable platform for wooing the youth.

### **5.5: Use of Facebook by National Political Parties for Election Campaigns**

In the 2019 general election, political parties converted the New Media platform into an electoral arena. According to the research results, most posts related to the election campaign in the 2019 general election from its official Facebook account were from BJP. The BJP left the main opposition party, INC, far behind in posts, and other NPPs proved to be very dwarfs in front of the BJP. More than 15 posts were done by NPPs every day. This included messages such as text + picture, text + multimedia, and text + external link, through which the NPPs attempted to reach out to the youth. NPPs mocked each other through memes, displayed graphic manifestos, and tried to draw youth attention to their future road map. At the same time, statements and rallies by prominent party leaders in favour of their party were shown through video messages. Creative videos were shown in the party's favour. Proper strategies were made for them, and an IT team was formed. The research finds that youth spent 1 to 2 hours daily viewing these political messages, and some spent more than 2 hours.

Language is a bridge in communication, so NPPs took equal care of Hindi and English in political messages sent through Facebook posts. The reason for this can be attributed to the fact that the Hindi belt covers the whole of North India, West India, Central India, and East India. More than half of the LS seats are here. While English is spoken alongside the regional language in the North East and the South States, the NPPs campaigned in both languages. In addition, on a tiny scale, the NPPs posted in local languages from their state-level official Facebook accounts. This study explores how the NPPs' publicity was handled in most of the



posts. During the study, the youth agreed that the NPPs' official Facebook accounts sent political messages about the youth. As most of the posts were related to youth, it can be deduced that the primary goal of the NPPs was to woo youth voters. After this, the posts against the opposition parties were naturally part of the election campaign. Social issues were raised in tiny numbers. The maximum number of youth-related posts were made by the BJP, followed by the INC, while very few youths believed that other NPPs raised their issues. Research says that the NPPs raised the most issues related to youth employment. Naturally, the employment issue is essential among the youth, and the NPPs' motivation for bringing it up was to dampen the youth's pulse. Following that, the NPPs used posts to bring issues such as education and skill development to the attention of the youth.

The NPPs had attempted to address these youth issues precisely. This would have aided the NPPs in gaining the support of the youth. Through their posts, NPPs mentioned the institutes opened in the past and presented an outline of which educational and training institutes would be opened in the coming government. The research found that the NPPs tried to influence the youth to vote in their favour through Facebook posts in the general election of 2019. During their study, the youth admitted that the NPPs had used Facebook election campaign posts to entice them to vote for their party. This meant that the NPPs directly established a dialogue with the youth by raising their issues and appealing to them to vote in favour of the party. The research finds that the NPPs influenced the youth to vote.

#### **5.6: Use of Twitter by NPPs during the 2019 General Elections**

The New Media revolution, which laid the foundation stone for the BJP's victory in the 2014 general election, proved to be a milestone in many ways. As a result, all parties quickly activated their social media accounts. Twitter is especially known for being a platform for making statements. From where the headlines of the news are decided. The agenda of prime time is fixed for TV channels. The NPPs and other political parties soon recognized the

importance of this platform. The INC leader Rahul Gandhi and the BSP supremo Mayawati also opened their Twitter accounts just before the elections to reach the maximum number of voters. The opening of Twitter handles by big leaders, one after another, shows Twitter's importance.

According to the research findings, youth spend less than an hour and up to six hours daily on the Internet. When it comes to Twitter, most young people spend less than an hour on it. Twitter is largely used to gather information. As a result, there is no need to be preoccupied with it for an extended period. Present research says that some youths even spend 6 hours on it. By turning on the notification, the youth can easily follow the new tweets of the accounts being followed. The research finds that youth like to see tweets related to entertainment. Youth prefer to see topics like art, literature, dance, film, song, music, and programs in entertainment-related tweets. It is natural for the youth to be obsessed with them. The research results also show that young people like to see tweets related to serious fields like politics and entertainment. In this, they like to see the activity of a party, clips of politicians' speeches, or any statements or hot political issues that are trending. Tweets about social issues are also popular among young people. It can be related to social problems or burning issues. Research agency IMRB describes in the ICUBE 2018 report that the number of Internet users in the country registered an increase of 18 per cent and reached 56.60 crores by December 2018. This was 40% of the then-population of the country (Exchange4Media,2019, Mar). Any political party can't ignore such a large population. Taking lessons from 2014, political parties prepared their IT cells, devised a strategy to reach out to the youth, and tweeted about the election campaign. According to the study, young people received five or fewer tweets daily, whereas many young Twitter users received more than 15 tweets daily.

This suggests that the NPPs carried out Twitter bombings during the election campaign to win over the youth. It can be anticipated that among youths who received less than five and more

than 15 tweets, some received full tweets as followers, some received fewer tweets through shares, and some received trending or viral tweets, so their variations were observed in the number of tweets received. According to (Dixon, S.,2022, Nov), 23.6 million Twitter users are currently in India. This is going to increase during the 2024 elections. In such a case, election warfare will be visible on SM platforms like Facebook and Twitter throughout the upcoming general elections. The current study found that young spent less than an hour reading these tweets; this might be construed to suggest that even at the time, youth were devoting the majority of their Twitter usage time to reading these tweets. While the number of persons reading tweets for one to two hours and more than two hours is modest, the combined figure of 31% is noteworthy. It can be inferred that party followers or new voters were attempting tweets to increase political understanding. The messages tweeted by the NPPs on their OTH were sent under a special strategy in which pictures, multimedia clips, and external links were added. However, they have not tweeted alone; the text was used in most such tweets. The text was only an introduction.

Hashtags were also used for this message to trend and reach those special people who follow these hashtags. Memes were often used in the pictures, in which prominent leaders of political parties were targeted. The events of a prominent leader were shown with his picture so that the message could reach his followers and they would not miss the event. The goal was to appeal to youth while remaining presentable. Psychologically, youth were attracted to such presentations. A 30-second to 15-minute clip of a politician's speech was in a multimedia clip. Promotional videos were also uploaded in favour of the party. Which were of excellent quality. The merits of the party were depicted in these. Rallies and meeting footage were also displayed. This hashtag was used with this message to ensure it reached the youngsters or people following it. Its advantage was that it could viral and trend tweets, increasing the electoral campaign's reach. The BJP shared the clips of rallies, Jan Sabha bytes, and speeches of

Narendra Modi, Amit Shah, and J.P. Nadda, and the INC shared several clips related to the meetings and speeches of Rahul Gandhi and Sonia Gandhi through their OTH. Pictures, graphics from party manifestos, and videos of events were also shared. The research explores that many tweets conveyed both formats to the youth. Twitter provides a word limit of 280 characters.

So it wasn't easy to incorporate heavy text and other campaign stuff. In such a situation, NPPs used external links in tweets to convey their messages with hyperlinks linked to a website containing big articles, reports, detailed interviews, manifesto points, lengthy news clips, blogs, or YouTube links in which the party had live rallies and meetings. The youths opined that they received such messages in tiny quantities. On the contrary, many youths responded that they received large numbers of all three types of tweets. This could mean that the NPPs used Twitter at all costs and opted for external links if time and word limits got in the way. Language acts as a code to convey a message. Language is a powerful communication medium that helps establish communication. Political parties also understand this very well. Therefore, the NPPs paid great attention to language in the exchange of messages. While tweeting, NPPs understood the compulsions of the language. The Hindi language is spoken in North and West India, Central India, and East India, and seats in the LS are more heavily represented in these regions. In such a situation, the parties prioritized the Hindi language while raising the issues here. Despite this, Hindi was less popular in the South and North Eastern regions, where English was more common as a second language; hence, tweets were written in English. Although Twitter provides facilities for language conversion, despite this, the NPPs took care of these things in their tweets. While there were tweets in some South and West Indian languages, the number was low. Parties avoided these things by having national Twitter handles and delegating responsibilities to the regional units' official Twitter handles. On Twitter, the number of tweeters is less than the number of followers.

Big celebrities and renowned personalities tweet here, and their followers respond. Research finds that NPPs disseminate youth issues more through tweets. In such a circumstance, when young people start using Twitter and discover tweets from political parties that convey their interests and worries, they are compelled to gravitate towards the relevant party. The NPPs followed a similar strategy in the 2019 general elections. Following that, NPPs used Twitter to spread their main points. Whose purpose was to raise awareness of the party and advocate against the other parties. The BJP and the INC were engaged in a heated verbal battle daily; Rahul Gandhi tweeted about the BJP, particularly Narendra Modi, mentioning the Dassault Rafale deal and Chowkidar Chor Hai. On the contrary, the BJP responded, "I, too, am a watchman." It was only logical for the BJP to be targeted by other NPPs as the ruling party. According to the findings, NPPs increased their efforts to comprehend the expanding activities of the youth and attempted to transmit their message to them systematically. The message was delivered to fit the youth's psychology, attract them, and make them think. The NPPs took up the issues the youth sought solutions for. Most of all, NPPs used Twitter to address important youth issues like employment.

The BJP mentioned creating new employment opportunities, discussed the job chances brought on by new businesses and investments, assessed youth employment, and asserted that self-employment opportunities were available. While other NPPs, including INC, opposed these promises. INC talked about the jobs it provided during its tenure and repeatedly raised the issue of unemployment, promising to provide unemployment benefits and job opportunities when the government arrived. Employment was the most important issue affecting young people. This is the most natural issue for youth and is used in almost every election at every level. The INC used this weapon to console the youth searching for employment and make them stand against the government. The INC continued to raise issues facing youth. It tried to surround the government with questions asked through tweets on this issue. Another issue related to

youth was education. The BJP had promised to implement new educational policies. Claimed to open new educational institutions, whereas INC made other claims than these. INC counted the educational institutions opened during his tenure.

At the same time, the issue of skill development was raised by NPPs through tweets. Skill development was the most important issue during the election campaign, indicating that the issue of providing better skills to the youth was effective in the campaign. Both major NPPs raised their hands to support this, while the ruling BJP cited youth skill training programs. The BJP tried to present a road map for skill training in the future. On the other hand, INC was trying to take advantage of anti-incumbency and was pointing out the flaws in the skill development schemes of the present central government. It was repeating the efforts made during its government. The INC was also indicating what efforts would be made after assuming power. While making claims to open new institutions, other NPPs, including INC, denied these promises and claims. INC expressed the efforts and institutions opened during its tenure and also talked about giving better skill training to the youth if the government comes. Issues related to health, sports, and youth-related policies were also raised on a smaller scale. Overall, the intensity of the disagreement between the two NPPs increased. The issues of all the NPPs were targeted at youths because this was the most accessible way to get them to vote in their favour. According to the findings, the NPPs attempted to influence the youth aged 21–29 more in the 2019 general elections via New Media. This includes youth in higher education or training, seeking employment or being in employment. The algorithm was set based on their needs and psychology. Tweets were sent, and attempts were made to establish communication with them. The second-most important group was the 18–20-year-old age group. Most of the youth in this group were first-time voters who were in college. It is believed that new young voters are learners with little political understanding.

They vote in some groups based on the advice of friends and family. In such a situation, the party successfully wooing new voters increases its chances of winning the elections. The NPPs were well aware of this, and to rectify its electoral arithmetic figures, they tweeted the achievements of the party, published ads on its handle, and shared the tweets with followers. There was also an appeal for first-time voters. Direct votes were also sought. The most direct way to get closer to the youth was to raise their issues, and all NPPs seem to be doing this.

### **5.7: The Role of New Media in the 2019 General Elections**

The 2008 presidential election identified the start of the third phase in the growth of electoral media—New Media, new politics 2.0. This era is defined by advancements in digital election communication that allow networking, collaboration, community development, and active participation. Campaign websites evolved into full-service multimedia platforms where voters could learn about candidates and election logistics, view and share videos and advertising, blog, express opinions, donate, and participate in volunteer activities (Owen, D.,2014). India is a secular, democratic, socialist republic and the world's greatest democracy. The present Indian nation-state was established on August 15, 1947. At its core, India is a constitutional democracy with a parliamentary style of government that promises regular, fair, and free elections. These elections decide the makeup of the administration and the composition of the two houses of parliament and the legislative assembly of the states and union territories" (Narasimhamurthy, N.,2014). When the Constitution took effect on January 26, 1950, India adopted a democratic system for itself, which means it is of, by, and for the people. In a democratic system, the public chooses its government, called an election. For this, parties at the national and regional levels and those not tied to any party contest elections as independents. About every five years, general elections are held in the country for the LS at the central level and for the Legislative Assembly at the state level. Elections to the LS are held at the macro level. Currently, there are 543 seats in the LS, formed by the election of a maximum of 543 elected members. The 2014

general election itself was historic in terms of election results. The BJP formed the government with an absolute majority. While the election campaign was unexpectedly visible on social media. In Delhi, Arvind Kejariwal formed a government with an absolute majority, to which the social platform of New Media can be considered a major contributor.

The BJP also won consecutive assembly elections through this. Encouraged by this victory, the method of campaigning in the assembly elections also changed completely. An unexpected change was seen in the thinking and methods of the election campaign. Similarly, in the 2019 elections, the circumstances were completely different. During the 2019 LS elections, all NPPs heavily used social media to campaign. With the growth of digital and social media in India, public discourse and the autonomy of Public opinion have been called into question. The 2019 general election in India was the first to be held in a digital society, with about half of the voting population having access to digital pathways and another one-third having access to social media. In keeping with the worldwide trend, Indian politicians have increasingly used social media for regular political interaction to communicate directly with their followers (EPW, E., n.d.). Political organisations hire individuals to work on social media promotions, usually disseminating derogatory propaganda regarding their competitors and promoting their objectives." Parties have developed campaign strategies centred on the personalities of their leaders, as seen by the Bharatiya Janata Party's (BJP) emphasis on Prime Minister Narendra Modi to avoid the inclusion of other prominent party officials (Sarma, H.,2023). The structure and operation of both parties' IT cells show that utilising online platforms for election campaigns has devolved into an election battle. Parties volunteering to labour tirelessly day and night, generating and producing content with their resources, is nothing new. By the time of the LS elections in 2019, the Indian National Congress and several other parties had jumped on board with social media campaigning (Sarma, H.,2023).



Then-INC president Rahul Gandhi and BSP supremo Mayawati opened their Twitter accounts before the elections. This shows that Twitter has become a major public communication medium. At the same time, the activities of the youth were continuously increasing on Facebook, which the political parties could not do away with. In the present research, the researcher has done an analytical study on using New Media by national political parties to influence youth opinion in their favour in the general elections. The basic conclusion has been drawn above in this chapter by analysing and interpreting them separately. The research's final result will now be discussed. The conclusion phase in any study occurs when the answer to a problem is documented and the path to addressing it is laid out. According to (Baron, D. M. 2008), the conclusion is the portion of the research paper that rationally links all. As the final section of the study, a conclusion offers an unambiguous description of the study's outcomes in a manner that emphasises the importance of your study. A conclusion has to be more comprehensive and all-encompassing than a single discovery, and many results may be combined into a single conclusion.

(Center, N.-J. W. 2004, October) defined the Unlike the introduction, in which you open up discussion with your readers regarding the issue and present research questions, arguments, and knowledge gaps you hope to bridge, the conclusion provides a clear and concise picture of how you can achieve all of these. In conclusion, you describe the consequences of your arguments by justifying to your readers why your arguments matter. (Derntl, M.,2014) describes 'Conclusion' as the counterpart to the introduction since this part should lead the reader from narrow and precise results to more general conclusions. The present study's findings offer a picture that clearly shows how valuable young people's Internet and New Media use is. It is also evident how national political parties employed New Media to influence youth voters in their favor. According to the study, the trend of youth using the Internet has

increased. They use the Internet for daily work as well as for entertainment. There is also a craze among the youth regarding New Media.

Young people spend most of their time using the Internet to access new media. In this, too, the number of Facebook and Twitter users is higher. Keeping in mind the growing craze of New Media among youth, the NPPs used New Media for their election campaign in the 2019 general election. Through this, efforts were made to attract the youth to the elections. The study investigates how the NPPs used New Media to influence youth. Tried to impress the youth according to their psychology. According to the study, NPPs' tweets and posts were done 15 or more times per day, while youth only received a maximum of 0 to 5 tweets and posts per day and 10 to 15 tweets and posts per day, respectively. NPPs strongly campaigned throughout the 2019 general election, which is understandable.

Only four states account for 60% of the top 500 most followed politicians: Delhi, Maharashtra, Uttar Pradesh, and Gujarat. Northern Indian politicians predominate on Twitter. The BJP likewise utilised a party central account the best. In that example, during the election season, its main account, @BJP4India, tweeted more than 150 times per day, and eight of the top 10 accounts for the frequency of tweets were all affiliated with the BJP, including six of them. In comparison, the INC's main national account tweeted roughly 20 times daily throughout the election season (Pal, J. P.,2019). The study describes that most youth took less than an hour to read these posts and tweets related to the election campaign. Although some youth spent 1 to 2 hours and some more than 2 hours reading these posts and tweets, it can be interpreted that youth were using New Media to read election campaign material and that the NPPs were receiving a response from the youth. According to the research, the major purpose of NPPs was to promote their party, which included detailing successes and applauding the party's senior leadership. Aside from that, NPPs emphasized the importance of youth. During its campaign, the NPPs prioritized wider problems such as youth unemployment, improving skills,

and education. They also continued his election campaign against rival parties. These election campaigns on New Media were taken seriously by the youth. They read these election-related posts and tweets.

Research shows that youth liked the NPPs' election-related New Media campaign. The BJP's New Media campaign was also more popular among young people. "Another matrix of social media momentum is the number of occasions a user engages (replies, retweets, or likes a tweet) or shares, likes, or comments on Facebook posts," according to The Tribune, with at least 31.8 million tweets and 20.9 million Facebook reactions to his posts, Modi much outperformed Rahul Gandhi, who only received 6.52 million tweets and 10.3 million Facebook reactions. We observe that Modi is a dominant persona regarding the number of his tweets and the average number of times they are retweeted. In contrast, Rahul Gandhi tweets far less frequently than Modi yet averages more retweets (Pal, J. P.,2019).

It is quite important to have many followers on New Media platforms. If two significant NPPs are evaluated on this basis, the BJP advances. While INC is followed by only 18%, if we look at the followers of the youth, the number of youth with followers below 200 and above 400 is higher. If it is fully understood, then if the youth who follow the BJP share the posts and tweets of the BJP, then the chances of BJP propaganda spreading increase. However, independent users who do not follow any party also play a big role. Still, having many followers can be seen as a dividend. The main contest was between the BJP and the INC. Both parties' bases were nearly equal; new voters could play the most important role in winning. Comparing Objectives 1 and 3, Objectives 2 and 4, it is found that most of the issues related to all voters were raised. After this, tweets related to youth in the age group of 21 to 29 went viral. NPPs were contesting elections by raising all the important issues other than the youth; in such a situation, they shared posts and tweets related to the interests of all the voters. Therefore, the NPPs also focused on new voters. According to the research, NPPs, in their New Media campaign, directly appealed

to first-time voters to vote for their party, which was liked by the youth. From this, it can be inferred that first-time voters would have been excited to vote in favor of that party. "Across India, millions of young people are voting, many for the first time. "The destiny of India is in their hands. I'm sure they want NYAY for all Indians and will vote sensibly. Share the powerful short film with young first-time voters" (Rahul Gandhi tweet, 9:36 AM, April 23, 2019).

Similarly, the BJP tweeted, "Dear voters, the time has come to strengthen our democracy by exercising our right to vote. Each vote will be instrumental in building a New India. We appeal to all eligible voters, especially first-time voters, to support and spread awareness around the #VoteKar campaign" (BJP tweet, 9:31 AM, March 29, 2019). The young voters not only followed the social media accounts of the NPPs but also received their updates. According to the report, young people obtain more political information from social media than any other age group. Online tools are important in moulding public opinion and creating political agendas (Wallsten, K. 2007; Woolley, C. 2010).

According to the study, the BJP was the most popular NPPs among young people during the election campaign. According to the study's findings, it can be inferred that the BJP would have profited from this election campaign using New Media, and the youth would have been affected. While the INC lagged behind the BJP in the election campaign, it is logical to assume that other parties, including the INC, suffered major losses in the General Election 2019, and the INC must have lost millennial votes. However, this study found that in the 2019 general elections, the BJP received the most youth votes, the INC received the second-highest votes, and other parties received far fewer votes. Language serves as the medium of communication via the language that establishes an avenue of interaction among people. Politicians in states with Hindi as the state language are more inclined to use English on Twitter than their equivalents in other regions of India. Furthermore, we discovered a positive link between the use of English and the number of followers on Twitter, showing that senior, more popular

politicians prefer to use English more than their local, state-level counterparts (Pal, J.P.,2019). The parties also prioritised language to retain communication with the voters, and the BJP also led in this category, according to the youth. Social media has created a new communicative context between political parties and citizens, making it a crucial resource for political organisations when developing communication strategies (Bene, M.,2021).

Comparing objectives one and three, it is revealed that both the NPPs on Facebook used Hindi to convey political messages. In comparing objectives two and four, the research explores the BJP used Hindi on Twitter and INC used English the most. While youths believed they received more tweets and posts in Hindi. According to the findings, the NPPs' election campaign among the youth had an impact. The NPPs' election campaign proved useful in determining the youth's vote. In addition, the research reveals that propaganda in New Media plays a significant role in increasing youth's political awareness. Political parties were constantly trying to connect with voters through New Media. In this sequence, research finds that youth received more election-campaign-related New Media messages from the BJP than other NPPs. Social media connects people and gets them talking and sharing, which is one thing. Still, it becomes more meaningful when it allows campaigners to know the voters, targets a specific audience, splices demographics and mobile support, and urges people to participate. When some of these people actively engage in political debates, they become a great tool for spreading the word and influencing opinion. More and younger Indians are getting on the social media bandwagon, which will increase with time (Biswas, I. R.,2014). It can be interpreted that the BJP was more aggressive in campaigning while the INC and other NPPs like the CPI, the CPIM, the BSP, the NCP, and the TMC lagged far behind. However, according to the study's findings, none of the five NPPs could exceed 4% in any metrics. This implies that the BJP and the INC remain the two largest NPPs at the national level and that there are two significant. Although the CPI and

CPI (M) are considered in states like Bengal, Tripura, and Kerala, On the other hand, the NCP is a major party in Maharashtra, with some influence in the states of Goa, Nagaland, Meghalaya , Manipur, Assam, Gujarat, Kerala, Bihar, Odisha, Jharkhand, and Arunachal Pradesh.

The TMC is a powerful ruling party in West Bengal. The BSP is the dominant NPP in Uttar Pradesh; it won ten seats in the 2019 LS election. In the areas of their influence, all these NPPs may have been able to leave a greater impact on the new media. Still, the research data at the national level does not coincide with this when Objectives 1 and 3 and Objectives 2 and 4 findings are compared; it becomes clear that the NPPs promoted the most images via text messages during their election campaign while using fewer videos and external tweets. Memes were also used in the pictures, which the users liked. Multimedia clips allowed the NPPs to share video clips, enabling them to send video messages related to their party. In which videos ranging from 30 seconds to 15 minutes were creatively inserted. It contained short films and videos of rallies and meetings related to propaganda. In this, too, the BJP was ahead of the INC. Overall, it was observed that Twitter was primarily used for pushing timely, on-demand information to their followers about campaign updates and party promotions. Normal tweets comprised campaign updates, and Retweets were the most popular post category for most parties to disseminate news updates or posts by their party. On Facebook, detailed textual descriptions about rallies along with several pictures related to the event or live briefings of the speeches were mostly found. BJP utilized the space effectively, as their posts were trending daily on Twitter. Moreover, on Facebook, the party posted certain short videos, memes, gifs, and so on to generate public attraction (Christophe Jaffrelot, G. V.,2020; Tewari, S.,2019).

Most of these videos were either related to their development activities or made a mockery of the opposition. Moreover, using WhatsApp, they tried to connect millions of people at the grassroots level (Tewari, S.,2019). Moreover, Congress also had IT cells similar to the BJP,

Which created a lot of funny and attractive content but failed to woo the audience at the last mile compared to the BJP (Tewari, S.,2019).

The study reveals that in the 2019 general elections, the BJP tried to establish a dialogue with the voters compared to the INC. Comparing both parties in Objective 1, research finds that INC has got fewer likes on election campaign-related posts than the BJP, whereas in Objective 3, the results show that the youth have liked the posts of NPPs as their response. This implies that the BJP's posts would have been more appealing to the youth. Youths haven't commented much, so it's safe to assume that some of the comments received by the INC and the BJP came from them, while the majority came from opposition parties and supporters. There was also a difference in the sharing of BJP and INC posts. While the youth have shared only 20% of the posts. It can be assumed that the majority of this percentage of youth would have voted for the BJP. While the INC received more likes on Twitter than the BJP, the youth had a different opinion. The research finds that youth mostly liked the BJP tweets, while other sections liked the INC tweets. Additionally, the INC received more replies and retweets. Although young people claimed in the study to retweet and reply less frequently, it can be inferred that supporters, other users, and supporters of opposition parties responded by visiting the handles and Facebook accounts of NPPs. Most of the responses were to troll each other. Emphasizing the competitive nature of the election, it was observed in the study that the INC mostly used New Media platforms for criticism.

It did not take complete advantage of the opportunity for interpersonal communication by making the best possible use of New Media or the flexibility of real-time campaign updates to the extent its opposition did. Research describes how New Media played a significant role in campaigning for the NPPs in the 2019 election campaign. Hashtags were also extensively used in this general election. In which NPPs supporters accused each other and tried to create an atmosphere in their favour in the election. "Most hashtags have a short shelf life but are

extremely important in the overall discourse. The BJP dominates this discourse. In 16 states, the BJP had the most hashtags, while the Congress had the most in nine. Even in states where the BJP is a coalition partner, the highest trending hashtag during the election cycle was “#TNWelcomesModi” (Pal, J. P.,2019).

The PM's tweets between March 10 and May 23 earned 1.99 trillion impressions, while his Facebook posts received 7.22 billion impressions. The PM has 43.4 million Facebook fans and 47.5 million Twitter followers. In both the general election and the “Hashtag battle,” Modi significantly outperformed INC President Rahul Gandhi. The “#MainBhiChowkidar” campaign strengthened Modi's online presence. On March 18, 3.2 million tweets referenced the Modi-initiated campaign “#Mainbhi Chowkidar,” setting a new record. The Congress also launched a different campaign on the same day called “#ChowkidarChorHai.” These two hashtags were central to the election (Tribune Web Desk, 2019, May).

The research reveals that the New Media has become successful. Physical campaigning was less visible in the 2019 general election. In the general election, the NPPs also took advantage of the New Media's ability to reach many voters simultaneously. The research finds that the BJP took up many youth issues. The youth found the BJP's election campaign more attractive in the New Media. Which indicates that the youth must have gone in favour of the BJP. The research data of the first phase says that the INC raised the issues of the youth, but the reactions of the youth collected in the second phase differed from this. Research explores that while voting was going on in the minds of the youth, national security, the country's economy, stable government, and other issues like social, religious, cultural, and so on were going on, but most of all, in their minds were issues related to the expectations of the youth, of which employment, education, skill training, and sports were the main ones. The research also revealed that election campaigns on New Media also increased the political understanding of youth. According to (Verma, R. & Sardesai, S.,2014), citizens typically learn about current political events through



television, newspapers, or Internet media. In the run-up to an election, political parties and candidates frequently employ 'war-like' tactics to acquire support and win elected office by using the media to promote their electoral programs (Owen, D.,2014; Verma, R., & Sardesai, S.,2014).

The mental state of the youth at the time of voting had been studied. Because the youth were aware of their interests, it can be assumed that they would have given their vote to the party that raised their issues the most. The youth admitted that the NPPs had used the youth face or icon in its election campaign during the election. For politicians, the coming LS election is not about getting elected but about getting socially elected. Social media has changed how people think, write, and react, but political pundits believe it has also influenced how people vote. Most political parties are aware of the pulse and impulse of the public on social media timelines, which is why more and more politicians realize the importance of social media as an electoral tool. (Biswas, I. R.,2014).

The research explores that the INC used youth faces and icons more in its New Media campaign. It may be deduced that the BJP depended on Prime Minister Narendra Modi's image among the youth; hence it featured fewer youthful faces than the INC. The research reveals that these young faces influenced the youth to vote for the respective party. The INC would have benefited from this. Facebook and Twitter are the two most popular New Media channels among teenagers. This, in turn, leads to youth political participation. While browsing political engagement, the social media group and users' political interests play a vital role. They were interested in political leaders' pages and activities; they wrote a message to a friend or shared a post; they discussed political parties' movements; and so on (DeHart, Y. A.,2016). No political party dared disregard the youth's massive New Media addiction. Preparations have started since the political party cannot afford to lose even one vote. This study inferred that the

upcoming election may be the biggest New Media election yet, with NPPs likely to target young and new voters.

### **5.8: Impact of NPPs' New Media Election Campaign on Youth in the 2019 GE**

The research's conclusions indicate that during the 2019 general elections, the NPPs used NM to target young people between 18 and 29. In this, an attempt was made to influence the youth aged 18 to 20 especially. The number of posts was related to the first-time voter appeal. Research says that the youth liked the NPPs' first-time voter appeal, too; it can be inferred that the concerned party carried away the youth. On the other hand, the maximum number of posts was targeted at the age group of 21 to 29 years. In this age group, those youths who have passed college, are getting skill training, or are pursuing higher studies. Some youth in this age group were looking for employment, and some were in employment. Messages were also prepared to keep such youth in mind, in which promises of providing new employment opportunities were made. The effect of these posts was also seen in the results obtained from the research. The party's manifestos and memes also attracted youth.

The impact of these posts on the youth can be known from their reactions obtained from the research. While the BJP is far ahead of all other political parties. The official Facebook account of the BJP has 16 million followers, which is the biggest strength of this party in New Media. Another finding of the research is that the BJP's official Facebook account was most followed by the youth, implying that the posts made by the BJP during the general elections in 2019 must have reached the young followers. The BJP did excellent homework for this, and its presentation attracted the youth. While INC and other NPPs proved to be backward in this direction. It also made the youth politically aware, which would have helped them determine their vote. The youth believed the election-related NM campaign during the 2019 general

election helped them make political sense. The youth visited official NM accounts of the NPPs during the 2019 general elections.

This can mean that the youth were interested in NPPs and were watching their messages. Research shows that campaigning through NM has proven beneficial for NPPs. From America to India, the growing influence of New Media has profoundly impacted people's voting decisions. The report of digital marketing company ADG Online (PTI 2019, 12 May) states that in the 2019 LS elections, 50% of first-time voters and 40% of youth voters in the country who had cast their votes were influenced by social media. IT cells of political parties were working on a large scale to capture voters' minds. Using people's browsing history, political videos were suggested on their social media walls according to their preferences. Seeing the suggestion, again and again, interest is created in people. Companies hire psychologists for the analysis of user data. So this study also believes that Facebook can be a big platform for election campaigning for NPPs and other political parties in the upcoming general elections. In the 2019 General Elections, the NPPs tried to win over young voters, and NM helped them.

From this, it can be inferred that this message reached many youths. If we look at it from the point of view of followers, then we find that the number of youth with fewer than 200 followers is more than half. While the number of youth with more than 400 followers is less than a quarter, many messages were shared and went viral among the youth. From this, it can also be inferred that these youths would have forwarded these messages to their followers, which would have served the purpose of NPPs. The research explores many youths who are followers of the BJP on NM, implying that the BJP's image among youth is stronger, and they want to follow the BJP's views and daily activities. It can be inferred that at the time of GE 2019, they were also interested in knowing what the BJP was doing and what it wanted to do next. The image of the BJP was powerful among the youth. On the other hand, the INC's popularity among the youth was much lower than that of the BJP, and they were less interested in the

INC's activities. The INC was lagging behind the BJP in creating such interest among the youth. On the other hand, if we look at it from another angle, then due to more followers of the BJP, the message would have reached the youth more, and if the followers of the INC were fewer, then their campaign would have reached fewer.

The number of followers draws a big line between the two parties. The impact of these election campaigns on the youth can be seen in the fact that the youth believed these NM campaigns were very influential. The study provides a comprehensive picture of the two primary competitors' NPPs. It can be inferred that youth have taken the BJP more seriously. While the INC could not create that effect among the youth through its campaign, the effect would have been visible in the election results. There was an issue of youth employment in the BJP and the INC's issues. The INC raised these issues on its priority list several times but could not connect with the youth, whereas the BJP was successful. This might result from word choice, message appeal, pasteurization, and other factors. The BJP paid attention to the pulse of the youth during the campaign; their homework could be said to have been better. Along with this, other NPPs also could not touch double figures. Its direct relationship was that more messages reached the BJP's followers, making them more viral and trending. In contrast, other parties had fewer followers and could not make the messages viral and trend through tweets.

The reach of the BJP's messages through NM to such a large extent made it extremely difficult for other parties to win elections, and the results also remained accordingly. The research results show that the BJP raised more issues related to the youth. The youth agreed that the BJP prioritized their issues in its campaign, meaning that the youth were more important to the BJP. As mentioned earlier by the researcher, all NPPs raised issues related to the youth, but in the eyes of the youth, the BJP were incomparable. It is possible that the BJP's popularity and reach among young people were the primary factors in the party's electoral success. Because their messages for the youth were not only influential, but they also believed that the BJP would

raise most of the issues on its own, the youth would have felt more at ease and encouraged to support the BJP in such a situation. While it was a concern for the INC that their messages reached the youth much less than the BJP's, they could not connect with them. That's why there was a decrease in their popularity among the youth; they could not understand their words and issues properly.

Fewer messages reached the youth through NM, due to which the INC suffered a lot in the elections. Other NPPs fared even worse than the INC; they could not rise above the maximum of 3 per cent. This demonstrates how far ahead the ruling BJP was in its aggressive election campaign and how successful it was in raising youth issues, which aided them in the election. This is the reason why the youth considered the BJP their favorite. NPP in the General Elections of 2019. The youth ranked the INC as the second-most preferred NPP, and the TMC came in third. Still, let's look deeply at these figures from the present research. A serious question arises: why is the BJP continuously seen sitting at the top on all the parameters, and other NPPs are not visible around it? Such a weak look for the INC among the youth also creates a serious concern in the democratic system that the NPP, which held power in the country from 2004 to 2014, suddenly seems to be very backwards after five years of the BJP's tenure. The election results were not significantly different.

The INC had also lost the authority of the main opposition party. In such a situation, the INC needs to increase its penetration among the youth; it should plan, like the BJP, and devise a strategy to be liked among the youth. Currently, the INC has yet to come close to matching the BJP's performance, and after that, it will have to think about leaving them behind. The vote base of both parties is almost the same. New voters and youth voters decide the direction of the victory. That's why the BJP brought new voters and kept the INC out of power by increasing its vote percentage. The BJP understands electoral math better, so it is part of their election plan to gain as much support from the youth as possible, as the BJP did in the general election

2019. According to the study's findings, INC has not been able to think much at this level. The study suggests that a unique strategy must be developed to establish inroads among the youth. The INC has a large youth organization, such as NSUI; therefore, it is concerned with the youth but is not well represented in the new media.

The INC must boost the number of its followers as quickly as possible. A dialogue has to be made with the youth on new media. The respondent admitted that the issue of the aspirations of the youth was uppermost in their minds when they were voting. This is referred to as a natural reaction. This is the most telling evidence of a well-informed young voter. From this, it can be understood how serious the youth were about their rights and future. The BJP raised youth issues the most, so it can be said that the BJP must have gotten more support from the youth. The country's economy, national security, stable government, and other issues were on the minds of a few youths then. It can be inferred that being youth-centric, the youth exercised their franchise. The youth-focused on what any NPPs have done for them, what it is doing, and what it will do in the future. In election campaign tweets, youth found issues linked to them more appealing. Following this, the party's manifestos became appealing to the youth.

This might be interpreted as the youth preferring tweets related to them. The youth kept looking for their problems in the NPPs' campaigns. According to the research findings, the youth voted the most for the BJP in the 2019 elections. According to the study's findings, the youth voted the most in favour of the BJP. Following that, the young cast the most votes for the INC; however, it is worth noting that the same number of youths also voted for NOTA. On the one hand, this shows that while the BJP emerged as the most preferred party, on the other hand, the youth showed their interest in NOTA. As a result, the parties should consider fielding candidates whose image is favourable among the general public, particularly the youth. The study was useful in determining that the NPPs attempted to influence the youth in their favour via tweets in the run-up to the 2019 general election. According to research, New Media aided

in increasing political understanding among young people during the general election. This was especially helpful for first-time voters under the age of 18. Those with little knowledge of politics or voting procedures should know the political developments in the next few days. They kept getting information about big events, which increased their knowledge.

The curiosity to know and understand their favourite party was also in the minds of the youth. It is a natural process that when the youth like or want to join a party, they will first try to know the daily happenings of that party. They will pay attention to the concerns highlighted by that party, and only then will they be able to determine which party is superior. Most of the youth in the research agreed that NM played an important role in the election campaign for the NPPs. Whether it is about reaching out to the youth or as a bridge to facilitate the NPPs' dialogue with the youth, the New Media, especially Facebook and Twitter, played a major role in the 2019 general elections. The research also describes that young faces were used in the NM election campaign conducted by the NPPs. Research Found that the youth were influenced by the voting appeal of these youth icons and voted for that particular NPP. The youth explicitly admitted during the study that the New Media election campaign influenced their vote formation. The campaign encouraged young people to vote. The NM played a significant role in determining youths' opinions. The New Media campaign played an important role in assisting the youth in obtaining critical information during the elections and developing political understanding, particularly among new voters.

The youth admitted to visiting New Media platforms to follow their favourite politicians. This leads to the conclusion that New Media had a more significant role in influencing young people's voting decisions in the 2019 GE and that the scenario will be similar in future LS elections.

### **5.9: The Role of New Media in the 2014 General Elections**

The study finds that the NPPs also utilized New Media in the 2014 general elections. According to other studies and media reports, the NPPs and other political parties attracted people through New Media. The general election of 2014 in India was revolutionary, as social media emerged as the new battleground for the political parties, and the conventional ways of sending messages, recording calls, and holding public gatherings lost popularity and relevance. Internet and Mobile Association of India Report 2013 said that every political party participating in the 2014 general election set aside 2-5% of its election budget for social media campaigns, as Indian politicians have now adopted social media because they know where today's youth are. Furthermore, the Bharatiya Janata Party (BJP) and the Nation Congress Party (NCP) set their social media budgets at a whopping 500 crores and 400 crores, respectively (N. L. U. 2019). According to "India's Digital Future in Focus." The report was released in 2014 by ComScore Inc. (Comscore.com2013, August 22), "The importance of social media is underscored by the country's almost 74 million Internet users, a 31% increase from March 2012 to March 2013, With 75 per cent of its internet users under the age of 35, India has the youngest skewing online population among BRIC countries".

Aside from that, Facebook and Twitter were important for NPPs. "Through its use of the micro-blogging site Twitter during the 2014 Indian election campaign, the Bharatiya Janata Party successfully set the election agenda around development and governance to discredit the Congress Party." Combining its use of Twitter with conventional campaigning, the BJP also personalized the electoral narrative by making the leadership of Narendra Modi the centrepiece of its strategy (Bajaj, S.,2017).

"According to The Hindu, "statistics on the use of the platform shared exclusively with TH by Twitter India show that users posted 56 million election campaign-related tweets from January 1 this year until 5 p.m. on May 12." Mr Modi received the most tweets (11.1 million), followed by the Aam Aadmi Party, its leader Arvind Kejriwal, and the BJP. Rahul Gandhi, the Congress



leader who does not have a Twitter handle, was the fifth most tweeted about, while the party was tenth. The data show that every polling day had between 5.4 lacks and 8.2 lakh election-campaign-related tweets, with April 24 having the most Twitter activity. Similarly, current research finds that New Media, especially Facebook and Twitter, were highly active during the 2014 general election. They also agreed that NM media played an important role in campaigning and influencing youth voters. The youth decided that New Media was their primary source of information. The NPPs' campaigns were disseminated to voters through New Media. This enabled them to contact a significant number of voters.

### **5.10: Role of New Media in Assembly Elections**

Following Prime Minister Narendra Modi's success with Twitter and Facebook in the 2014 elections (Rao, S.,2018), politicians from several states leapt on board, creating Twitter profiles for themselves and encouraging their party politicians to do the same (Pal, J. P.,2019). Thus, in the 2019 elections, every major political party established a digital presence, with several transferring large sections of their political campaign online and bypassing the conventional press as an intermediary (Hindu,2019; Prakash, A.,2019). The 2014 Delhi elections saw a total novice political party, the Aam Aadmi Party (AAP), which came into power by seeking donations and votes over social media. They got the requisite funding and attracted many activists to promote their election campaign. A large part of the credit for the electoral victories of Naveen Patnaik, CM of Orissa, goes to his social media campaign. The young populace, which constitutes 40% of his voter base, is susceptible to the information circulating on social media. Mr Nitish Kumar, CM of Bihar, hired the same election campaign team Mr Modi used in 2014 for his social media campaign. Bihar elections held in 2020, West Bengal, Assam, Tamil Nadu, Kerala, and Puducherry polls held in 2021—the entire method of campaigning had changed during the COVID-19 period. The Election Commission had imposed several restrictions on the election campaign given Corona, in which political parties conducted rallies

and meetings virtually that were propagated through New Media. For live broadcasts on Facebook and YouTube, virtual sets were prepared.

In the elections of Uttar Pradesh and Uttarakhand, Goa, and Punjab in 2022, the parties adopted the same method and held virtual meetings. These meetings reached many people simultaneously in a single day through New Media. In the 2022 Gujarat and Himachal Pradesh elections, the effect of election campaigns on New Media was visible. About 40% of the posts on the BJP's official Facebook account and Twitter handle were related to the Gujarat elections. More than 95% of the content shared on the official Facebook account of the AAP, which is contesting the assembly elections in Gujarat for the first time, was related to the party's activities in that state. This is an example of how physical advertising has decreased, and advertising has now come to mobile through the NM campaign of NPPs.

In the Assam election, Congress, on the other hand, put up a solid online fight by consistently highlighting the 'wrongs' done by the incumbent party. The BJP, too, tweeted significantly to counter-attack the Congress party's jibes at them, which increased further towards the end of the campaign period. Two years after its initial use, Social Media, a new platform for election campaigning, has played an excellent supporting role in the BJP's landslide victory over Congress in 2016 (Sarma, H.,2023). Due to the increasing influence of NM, the world has now been reduced to this small device". From the results and the analysis, it was concluded that Narendra Modi is more liked and popular among the public than Rahul Gandhi. Though the mixed feelings for both candidates were almost the same, people have more positive feelings towards Narendra Modi than Rahul Gandhi. This concluded that Narendra Modi was their first choice for the prime minister's position in India (Sharma, Ankita & Ghose Udayan,2020). Mobile propaganda is happening everywhere; it is not visible to the outside world. However, as soon as you enter the New Media, political statements and sarcasm on each other through memes, videos of promises and claims, online live rallies, and public meetings can be seen.

Youth have less time to attend meetings or rallies personally, so political parties reach out to them virtually. So this is how NM media constantly played significant roles in assembly elections from the 2014 LS election—especially the BJP, which is playing with it excellently and has left other parties far behind.

### **5.11: Facebook's Role in the Upcoming General Elections**

On February 4th, 2004, three friends, Dustin Moskovits, Eduardo Saverin, and Chris Hughes, started Facebook with Mark Zuckerberg in a small room at Harvard University. Today, Facebook is everywhere. Facebook aims to empower individuals to establish communities and unite the globe. It is used for promotion, publicity, dissemination of information, entertainment, communication, etc. It has revolutionized the world of social networking sites. Users find a means to send photos, videos, and texts to their friends. There are options to share, comment, and like any posts, which makes communication or feedback more interesting. According to [statista.com](https://www.statista.com) (Dixon, S. 2023, Feb), there were nearly 315 million Facebook users in India alone by January, making it the leading country in Facebook audience size. This credible and leading data provider website estimated the penetration of this social networking site to be 60% by 2040, and India's total population was estimated to be around 1.5 billion by 2040, indicating a very high user base for Facebook in the country (Basuroy, T.,2022, Mar).

314,600,000 users are a large number, and the maximum number of its users is young. They used it to make new friends; they chatted, shared pictures and thoughts, made groups, etc. These all show the impact of New Media, especially Social Media. New Media has given the power to express widespread. "New media" is an umbrella term that includes different technologies. In the opinion of some specialists, "new media" consists of both blogs, podcasts, video games, virtual worlds, wiki encyclopedias, other mobile devices, interactive televisions, and even websites and e-mail" (Nicoleta, C.,2008, January).

The way it was seen in the elections of 2014 and 2019, this form of campaigning will surely be seen in the upcoming general elections as well. This propaganda will be seen increasingly and systematically in the New Media, especially on Facebook. The eyes of all the National political parties are on the changes coming in the New Media. Facebook has now moved towards meta-technology. Facebook has linked itself with applications like WhatsApp and Instagram. The social media giant "Meta" has opened a new facility. The company is giving users access to different services simultaneously.

This means users can change settings across popular Meta platforms like Facebook, Instagram, Messenger, and WhatsApp from one place, and multiple Meta accounts can be interlinked. Personal details, passwords, security, and ad preferences will now be centralized, making it easier for people to use multiple apps to manage their settings. Users can now easily harmonize their ad content preferences for Facebook and Instagram by linking them to a single account center. As part of this update, users can cross-post Instagram reels to Facebook reel insights with a single click. In such a situation, Facebook's "reels" or "story status" can now be seen on Instagram. With this, the reach of political parties will increase on Facebook with the help of Instagram and Instagram with the help of Facebook. This will help to reach the maximum number of people during the election campaign. Reels are short video clips ranging from 15 seconds to 90 minutes long that political parties use in election campaigns to construct the image of their primary leaders. Creative clips of public meetings were made with the help of catchy music and editing, which created an atmosphere or a psychological effect on the users in favour of the party. Facebook has introduced a new feature for groups. Under this, users can now share reels and videos in the group. With this, group members can share information or any story through reels or videos more effectively within the group. Facebook has launched another new feature named Facebook Channels. With the help of this, users will be able to talk about their favorite topics with the other users present in a group. According to Facebook, these

features will work to connect people in small groups. Along with this, there will be options for more casual settings. A new feature has been added to Facebook, with the help of which users will be able to access Facebook groups easily.

Under this new feature, users will get a new sidebar. With its help, users can access Facebook groups and check the updates coming to the group. Now users will have better access and will also be able to save time. With this feature, political parties can spread their propaganda to more and more youth. Users can discuss the party among themselves on the virtual platform. This will increase their political understanding, and new updates will be available during elections. Which will help them decide their vote. On the other hand, a virtual group of NPPs will be created in which they can share their new promotional materials. The Facebook platform splits its main "Home" section into two tabs. It's part of a larger move by Facebook to show users more entertaining, recommended content. Its move has been touted by Facebook co-founder Mark Zuckerberg as a "discovery engine," as it aims to compete for users' time and attention with rivals such as TikTok.

When users open Facebook, they see a Home tab to help them discover new content based on personalized, algorithm-powered recommendations. A new Feed tab appears next to the Home tab, allowing users to see their friends' most recent posts and the groups and pages they follow. Political parties can benefit from this because the Facebook friends of NPPs' followers will get information about the groups they follow, and they too can become part of any NPP's official Facebook account or group out of curiosity in election situations. Facebook allows users to create five profiles under a single account; this will benefit the candidates contesting elections, and they will more actively use their Facebook accounts for their campaigns. Facebook constantly changes to become more user-friendly, benefiting other users and political parties. The NPP is working on a complete strategy to reach young voters. Trying to understand and read the psychology of youth on Facebook also seems to increase the enthusiasm of political

parties or candidates contesting elections in this direction. Facebook tells the candidates contesting elections how to open a Facebook account and the many benefits of opening a page. Facebook also gives information related to the election campaign methods on the page. Meta says, we believe that the collective discussion of social issues by political figures, brands, and advocacy groups can influence the way that people think about a topic—helping them to change their mind or solidify their point of view—or even influence the way that people act—changing their buying behavior, whom they donate to, or, importantly, whom they vote for—which may affect real-world outcomes, such as elections. Meta Technologies This specially designed Facebook page has information on how to build your community, increase awareness of your campaign, raise funds, recruit volunteers, and encourage people to vote with Meta Technologies. Information related to the election campaign has been given, so we can infer that through technological changes in meta-technology and advanced features, NPPs can benefit from it. This research also reveals that Facebook can play a major role in helping NPPs spread their campaign among voters and create political understanding among youth.

### **5.12: Twitter's Role in the Upcoming General Elections**

"With the proliferation of social media among the masses, mainstream media is also taking note of Twitter and what politicians tweet on their accounts. As a result of this interest, the tweets of leaders have been under the scanner of mainstream media and the persons concerned. Some of the tweets by politicians have resulted in controversies" (Rajput, H.,2014).

"By the time of the 2019 general elections in India, approximately half of the voting population had gained access to digital information platforms, and one-third had access to social media" (Mehta, N.,2019).

Recently, many democratic countries have used Twitter as one of their campaigning strategies during elections. For instance, the 2008 and 2012 US presidential elections witnessed using Twitter as one of the essential strategies of Obama's election campaign. More than 400 million Indians were active Internet users, increasing by 10 per cent each year; furthermore, more than half of all Google searches came from non-metro cities, suggesting that the Internet had penetrated the whole country (Mehta, N.,2019).

This is driven by India's second-highest smartphone penetration in the world and the highest average data usage per smartphone by the end of 2018. Despite recent changes to Twitter, its utility has remained the same. Twitter is an influential New Media platform. Its importance increases when it comes to political use. India ranks third among Twitter users. According to the data-providing website (Kemp, S. 2023, Feb), Twitter had 27.25 million users in India in early 2023", This means Twitter can play an essential role in the coming general elections. Twitter can also be used tremendously in the upcoming assembly elections. This research also explores how Twitter will play a critical role in the NPPs' NM election campaign in the coming GE.

This is because, on Twitter, all politicians give their statements on any subject that the opposition parties counterattack. Due to this, the electoral atmosphere is created in favor of any party. Twitter was being used as a platform for political deliberation, and the number of tweets reflected voter presence, which closely resembled the live political debate. (Biswas, I. R.,2014). Elections through Twitter take on an international dimension, in which other countries also keep an eye on them. Because often the name of a foreign company, group, or country is raised in elections for one reason or another, Then the statement from that company or government comes through Twitter. The increasing reach of Twitter can also be the reason for its greater use in election campaigns. Political parties have laid out their strategy on Twitter for the upcoming general elections to the Legislative Assembly and LS. The recent assembly elections

in Gujarat, Himachal Pradesh, Tripura, Meghalaya, Nagaland, and Karnataka have seen extensive use of Twitter. Twitter allows the NPPs to stay connected with their voters amid political engagements in the election. According to (Twitter safety, 3:44 AM, January 4th, 2023), "We believe that cause-based advertising can facilitate public conversation around important topics. We are easing our ad policy for cause-related advertisements in the United States today. We also want to enhance the amount of political advertising allowed in the coming weeks."

With this step, political parties can post political advertisements on Twitter, which will help them spread their election campaigns to most Twitter users. Twitter is also introducing a new tool to assist users in identifying relevant tweets and profiles by filtering them based on date, retweet count, user and hashtags, among other factors. It may have inferred that users, especially young users, will visit the handles of political parties. So through this, Twitter users can search for and visit famous politicians and groups easily. New features like easy swipes right or left to shift between recommended and followed tweets, a bookmark button, and long-form tweets have arrived on Twitter. With this, political parties can also reach users through recommended tweets, follow tweets, and influence them to vote in their favour. Once long tweets went live on Twitter, it moved out of the microblogging category. Earlier, only 280 characters could be tweeted on Twitter. Twitter CEO Elon Musk had earlier shared that Twitter's character limit would be increased from 280 to 4000 characters. Due to being unable to write much text on Twitter between elections, external links had to be sent to users. According to the research, some users used to read these tweets, and some did not. Now, apart from external links, NPPs will be able to discuss any topic related to the election in tweets easily and will get a chance to convey their message to the voters in a strong way. With this, political parties can also reach users through recommended tweets, follow tweets, and influence them to vote in their favor. Once long tweets went live on Twitter, they moved out of the



microblogging category. As current research shows, NPPs and other parties do multiple tweets during elections; in such a situation, the live status of their tweets will be known, and they will be able to monitor it better and try to reach more people. Apart from this, NPPs can also focus on the tweet quality; if the user does not like any tweet, those things can be handled in the following tweets. According to ABP News, the BJP will create a Twitter handle for each parliamentary constituency for the general elections to be held in 2024, and 50,000 followers will be added to it from that area.

To increase followers on Twitter, the BJP teams will contact college-going girls, self-help groups, and religious leaders. A plan is to connect the beneficiaries of 12 schemes at the Centre through these Twitter handles. A social media team, an LS coordinator, a Social Media coordinator, and a full-timer will be deployed in each parliamentary constituency. In the earlier strategy, the BJP had made a plan for those 144 seats on which victory and defeat were decided by a tiny margin in the 2019 LS elections, but now these seats have been increased to 160. In addition to the INC, other political parties will plan to reach out to voters by increasing contact with lower-level workers similarly. In this way, Twitter can also play a role in the coming general elections. National political parties need to build confidence among the youth. The upcoming elections will be fought entirely through New Media. These possibilities can be further expressed after the COVID-19 pandemic. Due to the paucity of time with the people, organizing big rallies is impossible.

Ordinary voters other than cadre voters avoid attending such rallies. So there is a need to look at the possibilities of their internet usage to reach out to the general population. The results of the content analysis done on the official Twitter accounts of National political parties prove that the BJP, after extensive strategy and study, carried forward the election campaign in favour of the party through its official Twitter handle. While other political parties lagged behind the BJP in many ways. In healthy political competition, other parties must learn from the BJP and

improve in the upcoming elections. However, in many ways, other National political parties, including the BJP, could not use the New Media as well as they could. Content and approach are largely responsible for this. Better short films, audio, and photo quality attract youth. There will be a need to run a new ad campaign for young India. In which young people can find themselves. Efforts should be made to extend the tweet's reach to every young voter.

The research's methods can benefit the National political parties in the upcoming general elections. The changes seen in the election campaign in the New Media from 2014 to 2019 will also be seen in the upcoming 2024 general election. In such a situation, there is a need to understand the thinking of the new youth and make election campaign materials according to their changing needs. The results of the research give direction for working together on many aspects. To increase the reach of tweets among youth and create better content. Parties need to prepare their research and development wing, which will try to understand the effectiveness of messages sent through tweets by getting information about the interests and dislikes of young voters, especially those who use New Media. So in a way, young voters can vote in favor of the concerned party by getting influenced by the election campaign-related tweets.

### **5.13: The Role of New Media in Upcoming General Elections**

"New media" is an umbrella term. Where many media platforms, such as Digital Media, Online Media, and Social Media, can be found. Social Media is the fastest-growing and most popular platform. There have been many changes to this as time has passed. Increasingly, many new Social Media platforms are emerging every year. The mode of communication has changed since the COVID-19 pandemic. The COVID-19 pandemic period taught us a lot. When it comes to communication, it has now shifted towards online communication rather than physical or manual communication. Catering to the political sector has also been placed on the Internet, in addition to education, health, and service. The number of users of new apps is also increasing, and youth participation is high.

These platforms entertain users in every way. From watching videos to creating videos, many New Media platforms exist. There are many chatting platforms where videos, audio, pictures, text, and many other things are shared. According to their usefulness, their users are also different. There are options to create groups on these sites so many users can join. Considering 2014 and 2019, it can be said that the NPPs or other political parties will try to reach out to these users during general elections. As a result, New Media platforms will also be used in the future. NPPs and other political parties need to constantly study the users so that they can design their election campaign strategy considering the users' needs, wants, and interests. Efforts can also be made to influence the users' votes by giving them political ads on the New Media platform. As the results of the research show, election campaign messages can be prepared according to age groups. "Both major Indian parties are increasingly using social media and messaging apps to spread their message and influence potential voters, especially the young and first-time voters whose presence on Social Media is the largest (Sarma, H.,2023)." The NPPs or other political parties may raise issues of importance to target a particular age group.

This type of study or homework can be made considering a particular social class, like the lower, upper, or middle class. Similarly, there can be many other types of messages as well. Along with this, as revealed by the research, NPPs, and other political parties try to attract the youth during the campaign for the general election and raise the issues related to the youth in a better and more attractive way to get them to vote in their favor. Employment, skill development, and education are three important issues that directly affect youth. In such a situation, the party raising these issues seems certain to come closer to the youth. It is clear from the research data that the BJP directly benefited from raising youth issues. The INC also got a little more support than other NPPs, but it could not influence the youth vote compared to the BJP. Resorting to hashtags may also be of little use in campaigning for the NPPs. The

study highlights that the New Media will also play an important role in the upcoming general elections.

The impact of New Media on election campaigns will grow in the coming years. In this regard, the utility of platforms such as Facebook, Twitter, and other newly emerging platforms will grow for NPPs. Amidst the ever-increasing possibilities of New Media, the role of its other platforms, like WhatsApp, Instagram, LinkedIn, Telegram, and Share Chat, will also increase. WhatsApp allows NPPs to create groups that can be used to send campaign messages and share information quickly. Multiple videos or links can be sent; documents and pictures can be shared. WhatsApp has been used by political parties during elections to spread misinformation, hatred, and the campaign against the opposition party, creating an atmosphere for narratives and propaganda against the opposition. Statista.com (Ceci, L.,2023, Feb) research says that, as of June 2021, there were over 487 million WhatsApp users in India alone, making it the leading country in WhatsApp audience size.

It is also noted that WhatsApp users may have crossed the mark of 550 million. In this sense, WhatsApp will play a big role in the upcoming general elections. According to a Times of India (Ghidiyal, S. 2022, Jan) report, Congress is planning a web of WhatsApp groups down to the assembly level for political publicity and voter mobilization for the 2024 LS elections. According to the TOI's report, WhatsApp groups called "RG Connect 2024" will be launched, and members will be asked to propel the delivered publicity material and political messages further by posting them on their personal social media platforms and disseminating them to other citizens. While the plan is to make multiple large groups in the states initially, they will be subdivided into zonal or assembly segment levels. In some states, they may even be taken to the booth level. Active members will become part of these. WhatsApp groups will then network with party members and general voters through the strategy designed for the project.

According to the news published in the (Kumar, N. 2022, Dec).livehindustan.com, the BJP created 300 WhatsApp groups for each constituency during the Gujarat elections. Hundreds of BJP booth workers used to target the INC and AAP in these. According to the Dainik Jagran newspaper (Sharma, B. I.,2023, Feb), WhatsApp, Twitter, Facebook, and Instagram will be the BJP's biggest weapons for the upcoming assembly and LS elections in Rajasthan alone. So far in Rajasthan, the BJP has connected with 80 lakh people through social media. During the elections, the goal is to increase this figure to Rs. 4 crores. The BJP will launch a digital attack on the Congress through 55,000 WhatsApp groups. A separate social media page is being created for each meeting. The BJP's team of 3200 people will carry out this work. So far, 2700 people have been given responsibility at different levels on the social media team. A separate technical group of 10 people, including content writers, graphic designers, video editors, and cartoonists, has been formed as professionals at the state level. This team will create videos, graphics, and content to promote the party. Then they will be conveyed to the people through social media. Instagram is another application that can significantly influence the upcoming election. Instagram is a form of meta-service.

Statista.com (Dixon.S., 2023) estimates that as of January 2023, India had 229 million Instagram users, the largest Instagram audience in the world. This could be an asset for the NPPs and other political parties in the upcoming legislative and parliamentary elections. Every political party now has an Instagram account on which they depict the activities of their party. This allows for the creation of reels, which are videos lasting between 15 seconds and 90 seconds. With the help of this, the NPPs can reach out to too many voters at a time in an engaging manner. In Reel, the NPPs share videos related to their prominent leaders. Today, time is short, and youth are continuously moving towards Instagram. Young people come to Instagram for entertainment. Aside from that, minor updates on Instagram make users more aware in a shorter period. Apart from this, reels are the most potent aspect of Instagram, to

which users have become addicted; due to this, users collect information quickly. Instagram will be used more in such a situation in the future. Instagram can play an essential role in future election campaigns as well.

Its capabilities have increased even more since Instagram was linked to Facebook. Options such as Instagram Live enable political parties to reach millions of followers. Videos ranging in length from 15 to 90 minutes can be inserted via reels, with the help of which the NPPs and other political parties can make an impressive video for their rallies, meetings, or the promotion of their leaders and put it on Instagram. In insights, NPPs can also monitor the number of views a reel gets so that they can improve their content during an election campaign. Its speciality is that the video goes viral in no time, with likes, comments, and sharing options also available from which users' feedback can also be taken. This can be useful for NPPs and other political parties. Currently, the BJP, especially PM Narendra Modi, is also using Instagram reels to showcase the government's achievements and getting tremendous responses from its followers. Instagram is most popular among the youth, so if the NPPs want to influence the youth in their favour in the upcoming general elections, they will have to increase their activities on Instagram. On the other hand, Telegram is also a fast-growing platform in New Media, where the number of users is continuously growing.

According to [statista.com](https://www.statista.com) (Statista. 2023, Mar), "India was the leading market of Telegram by app downloads. Between January and December 2022, Indian users installed the messaging app approximately 104 million times".

The biggest USP of Telegram is its speed. Large videos can be shared, and groups with up to 2 lakh members can be added. Apart from this, unlimited members can be added to Telegram channels. (Muñoz, G. R.,2022). Describe, it has been detected that, in general, political parties use Telegram as an information channel, especially to share their agenda of campaign events. Although in a complementary way, the parties also use this mobile messaging service to

publicize their electoral program, publicizing their programmatic axes and showing users the policies they would make in case of winning the elections. In line with previous research, it is observed how Telegram works as a sort of bulletin board, likewise other social platforms such as Twitter.

This can be an essential platform for NPPs or other political parties, as they can simultaneously add 2 lakh followers or members, through which NPPs' political or election campaign-related messages can go viral to the maximum number of Telegram users, increasing the reach of NPPs, and they will benefit from it in the polls. With large videos in Speed, NPPs can share their meetings, rallies, and door-to-door campaigns. Telegram allows you to add unlimited users through channels, which will help NPPs engage users and promote them more quickly. "The parties have used Telegram essentially for three purposes: to inform users about their campaign actions, to repost the messages published on other social media, and to mobilize the electorate to vote" (Muñoz, G. R.,2022).

Aside from that, many options, such as sharing chat, can be helpful in the election campaign. The shared conversation is becoming more popular in recent times as well. According to Share Chat's official website (Sharechat,2023, June), this app has 40 crore plus monthly active users, 16.5 crore plus monthly content shared, and 28,000 crores plus video views in a month, where 34 minutes plus time is spent daily by the users. Through sharing chat, it can become a medium to make contact with voters and convey the message in far-flung areas. Share Chat allows communicating in more than 15 languages because the main focus of this app is India, i.e., this chat has been created to reach rural India. In such a situation, this app can be very effective in getting the voters at the grassroots in favour of the party. Other political parties may benefit from inclusion. Another option is Koo. This app considered an alternative to Twitter in India, is expected to be a hit during the 2024 LS elections like Twitter was in 2014. Koo co-founder and CEO Aprameya Radhakrishna said, "As far as representation in politics is concerned, there

are more than 20 political parties and thousands of members of various parties active on Koo." "With 90% of Indians preferring to communicate in their native language rather than English, Koo can become a preferred platform for political parties to connect with a wider mass base in the language of their choice". (Mihindukulasuriya, R. 2022, December)

According to the data provided by (Koo, Retrieved,2023, June) on their website, this application has reached over 100 countries with over 60 million downloads and more than 9,000 eminent profiles. This data shows the increasing popularity of this app, which can be helpful for NPPs and other political parties to connect with rural voters. This app could be beneficial to spread their election campaign to remote areas in the coming parliamentary election. Other apps will join the New Media family, opening up new communication options. Along with being famous, those tools will also become a means of campaigning for the NPPs and other political parties. According to the (Chronicle, D.,2022, September), "Political analysts say that earlier, the BJP and Telugu Desam were tops in SM activities, which helped them win the 2014 elections. The YSRC strengthened its SM wing in the 2019 elections and won the polls. Now the CM is refilling them with more enthusiasm, boosting the party's SM wings in all 26 districts, and giving importance to the activists by offering one convener and four co-convener posts." YSR Congress has speeded up its efforts to strengthen the party's base in social media by appointing 136 district conveners for social media (SM) as well as co-conveners under Mission 2024 and also to effectively neutralize the negative campaign of the opposition parties on SM platforms". Since the advent of cloud technology, there is now freedom from the worry of physical space. Today, many companies are providing cloud space, thanks to which there is freedom from the hassle of saving data. Political parties can now use more space. Political parties, including the NPPs, want to reach the most significant number of voters quickly, and New Media platforms allow them to do so without spending much money. Thread is an online microblogging platform similar to Facebook and Twitter built by Instagram



team members. Threads were released in over 100 countries, including India, around 11.30 PM on July 5th. Like Twitter, you may share your thoughts using this app. Users can submit up to 500 characters here. Links, images, and videos can also be included in the post. Threads' functionalities are comparable to those of Twitter. Like Twitter users, Threads users may get followers by sharing their thoughts and opinions with others. In such a situation, the New Media will also prove very helpful for the NPPs in the upcoming elections. Even This research explores the youth's opinion that New Media will be beneficial for NPPs and other political parties to spread their election campaigns.

#### **5.14: Suggestion**

The current study looks at how national political parties use new media to influence youth. Researchers can investigate the usage of new media by regional political parties in the future. The current study concentrated on young users, but the impact of new media election campaigns on other users can be investigated. In-depth research can be conducted on many research aspects. In the future, innovative experiments in new media can be studied. Aside from that, as technology evolves, the use of new platforms and new media in elections may be examined.

#### **5.15: Suggestions for Campaigning on New Media in the Upcoming General Elections**

##### **5.15.1: Increase Followers**

The more followers there are, the greater the possibility of spreading the election campaign, so NPPs must increase the number of followers to increase its reach. Increasing the number of followers ensures the chance of spreading the message to that extent. Apart from this, there are also possibilities regarding how far and how much the followers broadcast that message to their New Media friends. Using Facebook Events or similar options on other NM platforms, the

candidate or party can inform their followers and other NM users about their programs and upcoming campaign activities. There can be many programs, like a party rally, a public meeting, a door-to-door campaign, or a discussion on tea. It can help organize your supporters. This will also be able to promote the candidate's or party's event.

### **5.15.2: Give Updates**

Political parties should share information on their NM pages before, during, and after the event. During the event, engage attendees by answering questions, sharing photos and videos, and posting updates, and pique their curiosity by providing accurate time and location information. After your event, share the details of the outcomes and thank those who attended. Similarly, invitations to the next event should also be given. Parties can use the big faces of their political leaders with attractive graphics.

### **5.15.3: Live Streaming**

This is the most effective technique to engage followers and keep them updated. Through this, you can interact with the followers during the election campaign. Through this, many events like rallies, public meetings, political visits, manifesto inaugurations, discussions, and nomination filings can simultaneously be shown to NM users on different platforms. Due to this, the reach of political parties will increase, and the expenditure on resources will also reduce. Although the NPPs used Facebook Live and Twitter Live in the previous elections, they should be used more frequently in the upcoming elections. Efforts should be made to make these live sessions more interactive. Question-and-answer posts are also a great way to engage your followers. Live reactions can also be taken about how the live broadcast is going; those who comment in the comment section can be called by name. This will make the followers or NM users feel they are being addressed personally. Due to this, their curiosity will increase,

and they will become more active. Small details about the live broadcast should also be given so that the users are familiar with the intent of the broadcast. Data quality, i.e., internet speed, should also be handled during a live broadcast. Along with this, attention should also be paid to the quality and angle of the videos in which the subject is visible. Besides Facebook and Twitter, YouTube and other NM platforms like Instagram, Telegram, Share Chat, and Koo apps offer live streaming options.

#### **5.15.4: Use Story Option**

If you use Instagram, you've already tried this feature, but some other NM platforms, like Facebook, WhatsApp, Share Chat, and so on, have opened this option to their users. Stories may be the most effective way for the NPPs to campaign in elections. Most people haven't noticed it yet, but the ongoing craze of using the "stories" or status option has made it the future election campaigning option for NPPs. With this, attractive videos of the party's election activities lasting 15 seconds can be shared on Facebook or Instagram. Longer videos are cut into 15-second clips that are played one by one. The status option on WhatsApp allows users to share a maximum of 30 seconds of video. The youth craze has shifted towards reels; they love watching and making new reels. In such a situation, when they see political parties also making reels, they feel an affinity for the party. This thinking implies that parties are also adopting modern communication techniques. Parties also benefit from doing publicity for various events at their party in less time. Reels are compact films containing attractive video edits of an event. Users give their feedback through comments, likes, and shares.

#### **5.15.5: Inspire to Register**

The NPPs or candidates can use "the Register to Vote form" as a new voter sticker. This new interactive sticker is available in the Stories sticker tray and prompts users to vote themselves

at the Election Commission before voting. It might be helpful for the NPPs to influence the new voters to cast their vote in their favour, which could increase their voting percentage.

#### **5.15.6: Advertisements of Vote Appeal**

The NPPs had run numerous advertisements encouraging people to vote in these elections. This practice can be taken forward in a better way. Political parties focused more on sarcasm towards other parties and counting their achievements. Above all, the goal of the NPPs and other political parties should be to solicit user votes. More such advertisements should be produced in which direct appeals to vote are made to the youth. These advertisements can be shown prominently on users' pages to create their interest and curiosity.

#### **5.15.7: Increase the Frequency of Posts on New Media**

The right way to stay interactive is to increase the frequency of daily posts during the election campaign. The content of the posts should be different. Text, photo, video, link, and live video can all be used. The trend of posting memes is common among political parties. This can also be used in more exciting ways.

#### **5.15.8: Engage Voters with Creative Ads**

Some of the latest interactive ad units, such as Facebook, Instagram, and Twitter poll ads, allow you to drive interactions across platforms before the election. These ads can't run as automatic placements. The Instant Experience is another way to enhance ad format, campaign platform, or voting detail. It lets users click through to fully mobile-optimized, scrollable, full-screen information, photos, and videos. When you see a poll in a tweet, touch or click your chosen choice. After you vote, the results are revealed quickly. A checkbox next to the choice indicates your vote. A Twitter poll lasts from five minutes and seven days, depending on the timeframe

chosen by the person who posted it. The winning option is shown in bold. If you vote in a poll, you can get a push notice with the final results. When you vote in a poll, your vote is not visible to others: neither the poll author nor the other participants can see who voted or how they voted (Twitter).

#### **5.15.9: Connect Meta Service**

Facebook, WhatsApp, and Instagram can be linked, so this technique can prove effective in increasing the reach of political messages by linking Facebook to Instagram and WhatsApp so that NPPs can cross-post their content.

#### **5.15.10: Grow Community**

Creating a community in NM is very effective. Facebook, Twitter, SharChat, and Koo, Telegram have introduced many features to promote the group. The more groups there are, the more likely the election campaign will reach more people. The publicity will go viral and get more people in a second. Having a group will make it easier to discuss a particular topic and give you a chance to know the opinion of the NPPs on that topic. This will help in determining the idea of the youth. If group members are impressed, they will forward those messages to their other NM friends. Facebook, ShareChat, and WhatsApp now allow reels and videos to be posted in groups. So, through creative groups on NM, NPPs can post their election campaign to many users at once.

#### **5.15.11: Communicate with Users**

NM is a social networking platform where context is social, i.e., where users can share their opinion on a topic. So if NPPs influence youth or their followers, they will interfere with their followers or people giving feedback. It could be a conversation with users in the comment

section or any other group. The users can be called by name during the communications. Personal messages or chats can be conducted on NM. Any posts related to youth issues can be posted, which can start any discussion of youth. This will convey to users that the NPPs interact with their voters, which is valuable to the NPPs, for which the Top Fan badge can be used. By doing so, NPPs identify the most active users or voters on their page. So it can be helpful for the NPPs to influence the youth to support them.

#### **5.15.12: Monitor Account Performance**

Facebook has impressive metrics available, so you can quickly see how your page or account performs. Check the content of the post whose performance is poor, improve it, post it, and do continuous monitoring. Twitter's new option allows users to see their tweet's performance. This will also help NPPs capture content and improve post and tweet performance. NPPs can use insights effectively on Facebook. Explore Creator Studio to see all the tools you need to post effectively and track performance, interact with fans, and drive action across multiple Facebook pages from one place. NPPs can analyse their tweet data to understand their followers. Every word, video, photo and follower can have an impact.

Similarly, Twitter Analytics shows users how viewers respond to their content, what's working, and what's not. NPPs can use this data to optimize their future Twitter campaigns and get better results. Similarly, other NM platforms are also giving options to see their viewers, which can be compared with likes, comments, and shares of the posts. NPPs can change accordingly and spread their election campaign to millions of voters.

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**Chapter 7**  
**APPENDIX**

**National Political Parties' New Media Intervention Checklist for Facebook**

**Content Analysis**

**(10<sup>th</sup> March to 19<sup>th</sup> May)**

Party Name: - .....

Date: -

S. No.		Posts		Posts		Posts	
		1	2	3	4	5	6
		Yes	No	Yes	No	Yes	No
1.	Facebook posts' language						
	(A) Hindi						
	(B) English						
	(C) Regional Language						
2.	Format of the Facebook posts						
	(A) Text + Photo						
	(B) Text + Video						
	(C) Text + External Link						
3.	Target Group of the Facebook posts						
	(A) Youth						
	(A.1) 18-20Years						
	(A.2) 21-29Years						
	(B) for All						

4.		Likes in the Facebook posts						
		(A) 0-300						
		(B) 300-600						
		(C) More than 600						
5.		Comments on Facebook posts						
		(A) 0-200						
		(B) 200-400						
		(C) More than 401						
6.		Facebook posts shared						
		(A) 0-100						
		(B) 100-200						
		(C) More than 200						
7.		Publicity in the Facebook posts						
		1. Political promise						
		2. Campaign for the party's candidate						
		3. Youth related						
		4. Campaign against the opposition party						
8.		Youth issue raised in the Facebook posts						
		1. Policies related to youth welfare						

	2. Education							
	3. Health							
	4. Sports							
	5. Employment							
	6. Skill Development							
	6. Other.....							
9.	The hash tag used in the Facebook posts							
10.	Attempted to communicate with the youth							
11.	The Facebook post directly appealed to the youth to vote for the party							
12.	Youth faces are used in promotion for the election campaign							

Chander Shekhar

Research Scholar

VMOU

**National Political Parties' New Media Intervention Checklist for Twitter**

**Content Analysis**

**(10<sup>th</sup> March to 19<sup>th</sup> May)**

Party Name: - .....

Date: -

S. No.		Tweet 1		Tweet 2		Tweet 3	
		Yes	No	Yes	No	Yes	No
1.	Tweets' language						
	(A) Hindi						
	(B) English						
	(C) Other						
2.	Format of the tweets						
	(A) Text + Photo						
	(B) Text + Video						
	(C) Text + External link						
3.	Target Group of the Tweets						
	(A) Youth						
	(A.1) 18-20Years						
	(A.2) 21-29Years						
	(B) for All						
4.	Likes in the tweets						

	(A) 0-300						
	(B) 300-600						
	(C) More than 600						
5	Re-tweets in the tweets						
	(A) 0-200						
	(B) 200-400						
	(C) More than 401						
6	Replies in the tweets						
	(A) 0-100						
	(B) 100-200						
	(C) More than 200						
7.	Publicity in the tweets						
	1. Political promise						
	2. Campaign for the party's candidate						
	3. Youth related						
	4. Campaign against the opposition party						
8.	Youth issues raised in the tweets						
	1. Policies related to youth welfare						
	3. Education						
	4. Health						

	5. Sports						
	6. Employment						
	6. Skill Development						
	7. Other.....						
9.	The hash-tag used in the tweets						
10	Attempted to communicate with the youth						
11	The tweet directly appealed to the youth to vote for the party						
12	Youth faces are used in the promotion						

Chander Shekhar

Research Scholar

VMOU

**Questionnaire to Explore the Role of the NPP’s Facebook Posts in the Youth’s Vote Determination**

This questionnaire is intended to conduct an analytical study of national political parties’ use of New Media in the general election (in the context of the political trend of young voters). All information provided by you is exclusively for academic purposes and will be kept strictly confidential.

**Mandatory fields for the respondent-**

Must be a Delhi Voter-Yes/No

If yes, then please mention your assembly constituency. ....

Must be voted in 2019 GE - Yes/No

Must use Facebook– Yes/No

Respondents fulfilling all three parameters mentioned above can fill out the form.

Name: - Gender: - Male / Female/ Transgender

Age.....

Education.....

Occupation.....

Email ID.....

<b>Section A</b>				
S. No	Question	Yes	No	
1.	Do you use the Internet?			
	If yes, then please specify how much time per day you spend on the internet.	A. Less than 1 Hour		
		B. 1-3 Hours		
		C. 3-6 Hours		
		D. More than 6 Hours		
2.	On average, how much time do you spend on Facebook per day?			
		A. Less than 1 Hour		
		B. 1-3 Hours		
		C. 3-6 Hours		

			D. More than 6 Hours		
3.	On average, how many political posts did you receive per day during the 2019 general elections?				
			A. 0-5		
			B. 5-10		
			C. 10-15		
			D. More Than 15		
4.	On average, how much time per day was spent reading the Facebook messages of political parties?				
			A. 0- 1 Hour		
			B. 1-2 Hours		
			C. More than 2 hours		
5.	What was the format of national political party Facebook posts?				
			A. Text + Pictures		
			B. Text + Multimedia		
			C. Text + External Links		
			D. All above		
6.	In which language were the official Facebook accounts of national political parties mostly posted?				
			A. Hindi		
			B. English		
			D. Regional language		
7.	What kind of election promotions were found in political parties' Facebook posts?				
			A. Publicity of the political party		
			B. Campaign against the opposition party		
			C. Related to youth		
			D. Social issues		
8.	How did you react to the political party's election campaign-related Facebook posts?				
	If yes, then which one?		A. Like		
			B. Comment		
			C. Share		
			D. All above		
			E. Not interested		
9.	How many friends do you have on Facebook?				



		A. 0-200		
		B. 200-400		
		C. More than 400		
10.	Are you a follower of any significant political party on Facebook?			
		A. Bhartiya Janta Party		
		B. Indian National Congress		
		D. Any other		
<b>Section B</b>				
11.	What kind of Facebook posts do you like to read?			
		A. Political		
		B. Entertainment		
		C. Celebrity Post		
		D. Social Concerns		
		E. Education		
		F. Others		
12.	Which issues related to youth were raised by political parties through their election campaign on Facebook?			
		A. Youth-related policies		
		B. Education		
		C. Health		
		D. Sports		
		E. Employment		
		F. Skill Development		
		G. Others issues		
13.	Was there an attempt to influence a particular youth section in the national political party's Facebook posts?			
		A. 18-21 yrs.		
		B. 22-26 yrs.		
		C. 27-30 yrs.		
		D. Above 30yrs		
14.	Which Indian national political party do you like the most?			
	If you would like to mention it, please select the name [v]	A. The Bharatiya Janata Party		
		B. Indian National Congress		
		C. Bahujan Samaj Party		
		D. Communist Party of India		
		E. Communist Party of India (Marx)		
		F. Nationalist Congress Party		
		G. All India Trinamool Congress		

15.	Which national political party did you vote for in the 2019 general elections?			
	If you would like to mention it, please select the name [v]	A. The Bharatiya Janata Party		
		B. Indian National Congress		
		C. Bahujan Samaj Party		
		D. Communist Party of India		
		E. Communist Party of India (Marx)		
		F. Nationalist Congress Party		
		G. All India Trinamool Congress		
		E. Nota		
16.	Which national political party's Facebook posts do you find more effective?			
	If you would like to mention it, please select the name. [v]	A. The Bharatiya Janata Party		
		B. Indian National Congress		
		C. Bahujan Samaj Party		
		D. Communist Party of India		
		E. Communist Party of India (Marx)		
		F. Nationalist Congress Party		
		G. All India Trinamool Congress		
17.	Which national political party's election campaign-related Facebook post did you like the most?			
		A. The Bharatiya Janata Party		
		B. Indian National Congress		
		C. Bahujan Samaj Party		
		D. Communist Party of India		
		E. Communist Party of India (Marx)		
		F. Nationalist Congress Party		
		G. All India Trinamool Congress		
18.	Which national political party's election campaign related Facebook posts had the most youth-related issues?			
		A. The Bharatiya Janata Party		
		B. Indian National Congress		
		C. Bahujan Samaj Party		
		D. Communist Party of India		
		E. Communist Party of India (Marx)		
		F. Nationalist Congress Party		
		G. All India Trinamool Congress		

19.	What were the issues on your mind when voting in the 2019 general election?		
	A. Youth's Expectations		
	B. Country's Economy		
	C. National Security		
	D. Stable government		
	E. Other issues		
20.	During the 2019 general election, what attracted you to the national political party's Facebook posts?		
	A. Party's manifesto		
	B. Multimedia clip		
	C. Slogan		
	D. Youth issues		
	E. Statements of National leaders		
	F. Memes		
<b>Section C</b>			
<b>S.NO.</b>		<b>Yes</b>	<b>NO</b>
21.	Did national political parties influence the youth to vote in their favour through the New Media?		
22.	Did these election promotional materials on Facebook play any role in developing political understanding among youth?		
23.	Did you get information about the big issues of the 2019 general elections through Facebook?		
24.	Did national political parties appeal to young voters through Facebook to vote in their favour?		
25.	Did the Facebook campaigns of national political parties play any role in determining your vote?		
26.	Did you visit any national political party's official Facebook page during the 2019 general election?		
27.	Did you see any youth icons in the political parties' election campaign on Facebook?		
28.	Did you like the first-time voter appeal in the Indian National Political Party's Facebook posts during the 2019 general election?		
29.	Do you think New Media proving effective in election campaigning for National political parties?		
30.	Do you think Facebook played an important role in election campaigning for national political parties in the 2019 general election?		
31.	Will the use of New Media in general elections also prove to be effective for political parties in the future?		
32.	Do you think Facebook played an important role in election campaigning for Indian national political parties in the 2014 general election?		

33.	Do you think that New Media played an important role in election campaigning for Indian national political parties in the 2014 general election?		
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Suggestions.....  
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.....  
.....

Signature

Date:

Mobile: -

E-Mail Id: -

Thanks

Chander Shekhar

(8826374834)

**Questionnaire to Explore the Role of NPP’s Tweets in the Youth’s Vote Determination**

This questionnaire is designed to conduct an analytical study of the use of New Media by national political parties in the general election (in the context of the political trend of young voters).

All information provided by you is exclusively for academic purposes and will be kept strictly confidential.

**Mandatory fields for the respondent-**

Must be a Delhi Voter- Yes/No

If yes, then please mention your assembly constituency.....

Must have voted in 2019 GE- Yes/No

Must use Twitter – Yes/No

Respondents fulfilling all three parameters mentioned above can fill out the form.

Name: -..... Gender: Male / Female/ Transgender

Age.....

Education.....

Occupation.....

Email ID.....

		<b>Section A</b>			
		Question		Yes	No
		Do you use the Internet?			
1	If yes, then please specify how much time per day you spend on the internet.		A. Less than 1 Hour		
			B. 1-3 Hours		
			C. 3-6 Hours		
			D. More than 6 Hours		
2	On average, how much time do you use Twitter per day?		A. Less than 1 Hour		
			B. 1-3 Hours		

			C. 3-6 Hours		
			D. More than 6 Hours		
3		On average, how many political tweets you received per day during the 2019 general elections?			
			A. 0-5		
			B. 5-10		
			C. 10-15		
			D. More Than 15		
4		On average, how much time per day was spent in reading the tweets sent by political parties?			
			A. 0-1 Hour		
			B. 1-2 Hours		
			C. More than 2 hours		
5		What was the medium of tweets from political parties?			
			A. Text + Pictures		
			B. Text + Multimedia		
			C. Text + External Links		
			D. All above		
6		In which language were the official Twitter handles of national political parties mostly tweeted?			
			A. Hindi		
			B. English		
			C. Regional Language		
7		What kind of election promotions were found in the tweet of political parties?			
			A. Publicity of the political party		
			B. Campaign against the opposition party		
			C. Related to youth		
			D. Social issues		
8		How did you react to the political party's election campaign-related tweets?			
			A. Reply		
			B. Retweet		
			C. Like		
			D. Share		
			F. No Reply		
9		How many followers do you have on Twitter?			

		A. 0-200		
		B. 200-400		
		C. More than 400		
10	Are you a follower of a major political party on Twitter?			
		A. Bhartiya Janta Party		
		B. Indian National Congress		
		C. Any other		
<b>Section B</b>				
11	What kind of tweets do you like to read?			
		A. Political		
		B. Entertainment		
		C. Celebrity		
		D. Social Concerns		
		E. Education		
		F. Other		
12	Which issues related to youth were raised by political parties through their election campaign on Twitter?			
		A. Youth-related policies		
		B. Education		
		C. Health		
		D. Sports		
		E. Employment		
		F. Skill Development		
		G. Others issues		
13	Was there an attempt to influence a particular youth section in a national political party's tweets?			
		A. 18-21 yrs.		
		B. 22-26 yrs.		
		C. 27-30 yrs.		
		D. Above 30yrs		
14	Which Indian national political party do you like the most?			
	If you would like to mention it, then please select the name [v]	A. The Bharatiya Janata Party		
		B. Indian National Congress		
		C. Bahujan Samaj Party		
		D. Communist Party of India		
		E. Communist Party of India (Marx)		
		F. Nationalist Congress Party		
		G. All India Trinamool Congress		

15	Which national political party did you vote for in the 2019 general elections?			
	If you would like to mention it, then please select the name [v]	A. The Bharatiya Janata Party		
		B. Indian National Congress		
		C. Bahujan Samaj Party		
		D. Communist Party of India		
		E. Communist Party of India (Marx)		
		F. Nationalist Congress Party		
		G. All India Trinamool Congress		
		E. Nota		
16	Which national political party's tweets do you find more effective?			
	If you would like to mention then, please select the name [v]	A. The Bharatiya Janata Party		
		B. Indian National Congress		
		C. Bahujan Samaj Party		
		D. Communist Party of India		
		E. Communist Party of India (Marx)		
		F. Nationalist Congress Party		
		G. All India Trinamool Congress		
17		Which national political party's election campaign-related tweets did you get the most?		
		A. The Bharatiya Janata Party		
		B. Indian National Congress		
		C. Bahujan Samaj Party		
		D. Communist Party of India		
		E. Communist Party of India (Marx)		
		F. Nationalist Congress Party		
		G. All India Trinamool Congress		
18		Which national political party's election campaign-related tweets had youth-related issues the most?		
		A. The Bharatiya Janata Party		
		B. Indian National Congress		
		C. Bahujan Samaj Party		
		D. Communist Party of India		
		E. Communist Party of India (Marx)		
		F. Nationalist Congress Party		
		G. All India Trinamool Congress		
19		What were the issues in your mind when voting in the 2019 general election?		
		A. Youth's Expectations		
		B. Country's Economy		
		C. National Security		



		D. Stable government		
		E. Any other.....		
20	During the 2019 general election, what attracted you to the national political party's tweets?			
		A. Party's manifesto		
		B. Multimedia clip		
		C. Slogan		
		D. Youth's issues		
		E. Statements of National leaders		
		F. Memes		
<b>Section C</b>				
<b>S.NO.</b>			Yes	NO
21.	Did national political parties influence the youth to vote in their favor through the New Media?			
22.	Did these election promotional materials on Twitter play any role in developing political understanding among youth?			
23.	Did you get information about the big issues of the general elections 2019 through Twitter?			
24.	Did national political parties appeal to young voters on Twitter to vote in their favor?			
25.	Did the campaign of national political parties on Twitter play any role in determining your vote?			
26.	Did you visit any national political party's official Twitter page during the 2019 general election?			
27.	Did you like the first-time voter appeal by the Indian national political party's tweet during the 2019 general election?			
28.	Did the youth icon attract you to vote for that particular NPPs?			
29.	Do you think New Media proving effective in election campaigning for National political parties?			
30.	Do you think Twitter played an important role in election campaigning for national political parties in the 2019 general election?			
31.	Will the use of New Media in general elections prove to be effective for political parties in future also?			
32.	Do you think Twitter played an essential role in election campaigning for Indian national political parties in the 2014 general election?			
33.	Do you think New Media played an important role in election campaigning for Indian national political parties in the 2014 general election?			

Suggestions.....  
.....

Signature

Date:

Mobile: -

E-Mail Id: -

Thanks

Chander Shekhar

(8826374834)

## 8. Published Research paper and Seminar



# Use Of Facebook to Influence Youth Votes in The General Election

Chander Shekhar<sup>1</sup>, Dr. Subodh Kumar<sup>2</sup>

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### ABSTRACT

Political parties have embraced New Media as an election campaign tactic. The growing popularity of Facebook among young users is the primary cause. The parties employed the New Media election campaign approach to share their political messages to influence the youth. The youth, particularly first-time voters, are thought to be the key to winning elections. This research examines the campaign substance of Facebook posts made to youngsters by national political parties during the 2019 general elections. Various units of analysis, such as the issues raised in the posts, format, and dialogue with the youth, have been studied with the help of a checklist, for this qualitative method has been used. The posts made by the official Facebook accounts of the BJP and the INC in the run-up to the 2019 general elections were studied. Through this, a serious attempt has been made to analyse the quality of political messages shared with the youth. This study also evaluates political parties' election campaigning tendencies on Facebook in the coming general elections.

**KEYWORDS:** Facebook, General Election, Election Campaigning, BJP, INC

### INTRODUCTION

India has nearly 315 million Facebook users, which shows that Facebook has widely spread in India. It is used in advertising, promotion, distribution of information, entertainment, and communication. SNS technology has undergone a revolution as a result. Users discover how to text, share photographs or videos with their buddies. Any post has the opportunity to be shared, commented on, or liked, which makes feedback or dialogue more engaging. Because of the availability of low-cost data plans and smartphones in India, most individuals now have access to the internet. As a result, political parties have attempted to profit from Facebook's rising popularity among young people. The 2014 general elections were significant in campaigning, with the campaign moving away from conventional approaches and becoming high-tech and heated. "During India's 2014 parliamentary general election, all political parties and candidates used social media extensively to mobilize voters" (N. N, 2014). Election campaigning on social media, particularly Facebook, has emerged as a new option for political parties. Much money was invested into New Media for the 2019 general elections, and Facebook became an election battlefield. "The BJP's populist and digital strategy was a major feature in the 2019 election, which was largely a social media app-based election; the Communist Party of India also launched the CPIM Digital Campaign, in which they invited youth volunteers to be a part of their digital platforms." West Bengal's ruling Trinamool Congress launched new measures to highlight the State Government's accomplishments and demonstrate how federalism is supposedly being destroyed, and the Centre has disadvantaged states. The INC social

media unit has followed the BJP's social media approach of focusing on star campaigner Rahul Gandhi, presenting his commoner character, and portraying the BJP as a pro-corporate and anti-people administration (Sinha, P.,2021). "Politicians use social media as an effective tool of publicity. They are targeting the voters to attract their party candidates. The volunteers of the BJP indulge in conversation with common people and understand their form of mind and attitude, which helped them achieve big success using Electronic Media (Dogra, K.,2021)." This study focused on the content of national political parties' Facebook posts during the 2019 general election. The study examines the issues triggered by national political parties to influence young voters. It also analyzed the trends of future election campaigns of national political parties on Facebook.

#### **LITERATURE REVIEW:**

(Stetka, V., & Vochocova, L., 2014) Stated in their study that the 2013 Czech Republic parliamentary elections demonstrated the value of social media as a new tool for political campaigns. They went on to say that all significant political parties utilized Facebook as a platform for communication but that new and "alternative" parties mostly used it to mobilize against the government. As seen by comments and likes, Facebook users responded to political profiles. (Sebastian Stier, A. B.,2018) describe social media as ubiquitous communication channels for candidates during election campaigns. Platforms like Facebook and Twitter enable candidates to directly reach voters, mobilize supporters, and influence the public agenda. While (Magin, M. P., 2017) researched the effects of Web 2.0 on political campaigns. The study suggests that one advertising strategy cannot be implemented in another nation. Therefore, research on political campaigning should concentrate on the framework circumstances in certain nations at that time rather than the US model of campaigning. Alternatively, (Borah, P.,2016) tried to learn how Facebook was used during the 2008 and 2012 presidential elections in the United States. More "likes" and "shares" were given to funny posts on Obama's page. According to the study, users frequently detest lousy advertising. These new forms of media assume a central role in attracting voters, especially the new generation of young adults. Social media helps political parties and candidates more effectively reach a large number of voters in a short amount of time. Unlike traditional media, social media allows politicians to engage with their potential voters actively. Social media allows political parties and candidates to share their beliefs, goals and accomplishments directly with voters, making them feel more directly involved with the campaign. Social media allows candidates to give their supporters a behind-the-scenes view of their campaign and more easily track engagement. These new forms of media also facilitate the collection of news most relevant to crucial target groups (N, N.,2014).

#### **RESEARCH METHODOLOGY:**

This study focused on the content of national political parties' Facebook posts during the 2019 general election. A qualitative method of data collection has been used. India's oldest national political party, i.e. Indian National Congress, and India's ruling national political party, i.e. Bhartiya Janta Party, were selected as a sample using purposive sampling. A checklist was created based on some set parameters. This was sent to various experts for validation. The checklist was modified according to the feedback. Content analysis of the BJP and the INC's official Facebook accounts (OFA) has been done. Data was collected from the period between 10<sup>th</sup> March (Starting date of MCC) and 19<sup>th</sup> May 2019(the last day of polling); Per day 3, Facebook posts on each of the official Facebook accounts of the BJP and the INC were taken as sample size.

**DATA ANALYSIS**

**BJP- Format of the FB posts**

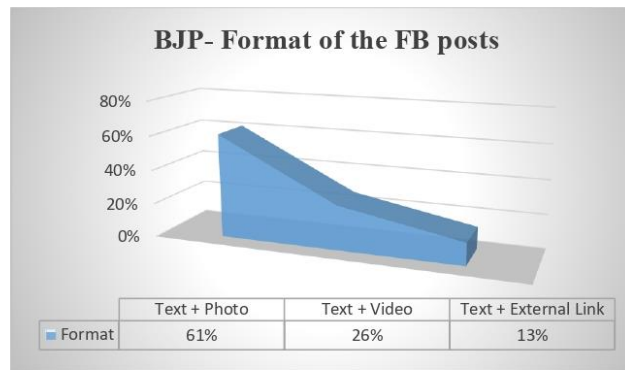


Figure1. BJP- Format of the FB posts

Figure 1 depicts the format of the BJP's Facebook posts during the 2019 general election. 26% of postings were identified in text+ video format, while 13% were found in text + external link type.

**INC-Format of FB posts**

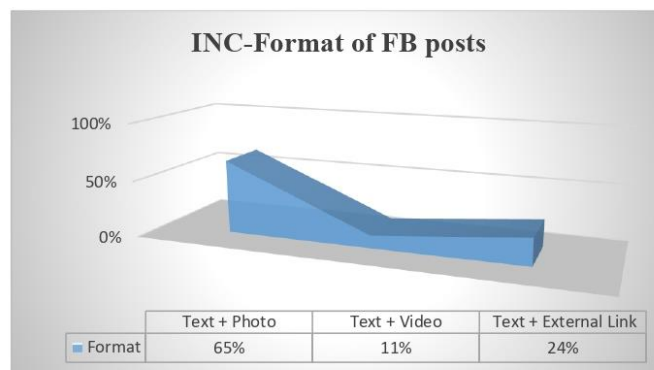


Figure 2. INC-Format of FB posts

Regarding the INC, figure 2 shows that 65% of FB postings from the INC's OFA were in text+ photo format, 11% in text+ video format, and 24% in text+ external link format.

**BJP- Target age group of FB posts**

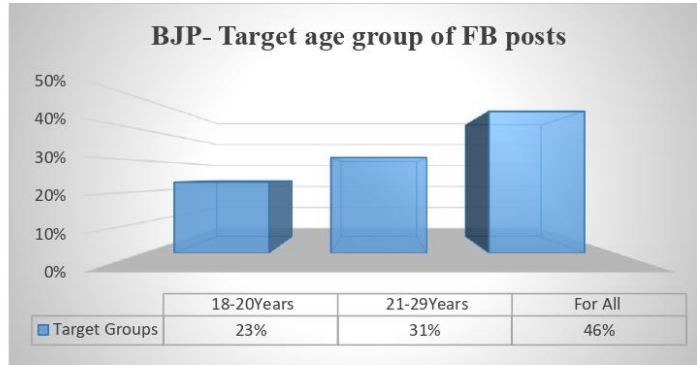


Figure 3. BJP- Target age group of FB posts

The research findings displayed in Figure 3 reveal that 23% of the BJP's OFA posts were directed at voters between the ages of 18 and 20, 31% of the posts were directed at voters between the ages of 21 and 29, and 46% of the posts were directed at all users.

**INC-Target age group of FB posts**

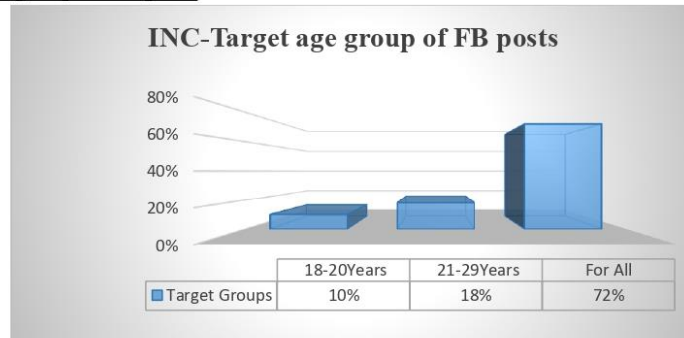


Figure 4. INC-Target age group of FB posts

Figure 4 presents the research findings, which indicate that 10% of the INC's OFA posts were directed at voters between the ages of 18 and 20, 18% of the posts were directed at voters between the ages of 21 and 29, and 72% of the posts were directed at all voters.

**BJP- Publicity in the FB posts**

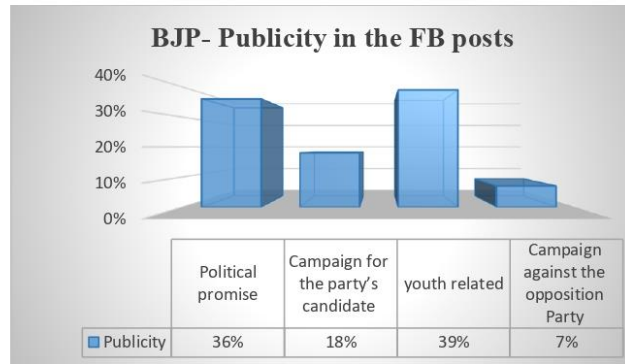


Figure 5. BJP- Publicity in the FB posts

Figure 5. reflects publicity in the BJP's FB posts in the 2019 general election; after the systemic data analysis, it was observed that 36% of posts of the BJP's OFA were from political promises. 18% were related to the campaign for the party's candidate. While 39% of posts were youth related. 7% of posts were related to the campaign against the opposition party.

**INC-Publicity in FB posts**

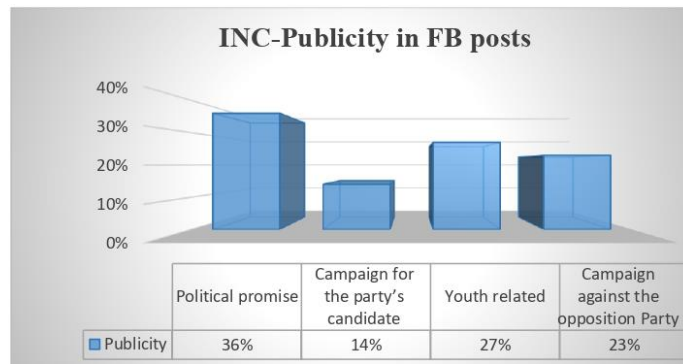


Figure 6. INC-Publicity in FB posts

Regarding the INC, Figure 6 shows that only 36% of posts from their OFA were based on political promises. 14% of posts were related to the campaign for the party's candidate, 27% were youth-related, and 23% were related to the campaign against the opposition party.

**BJP- Posts attempted to communicate with the youth**

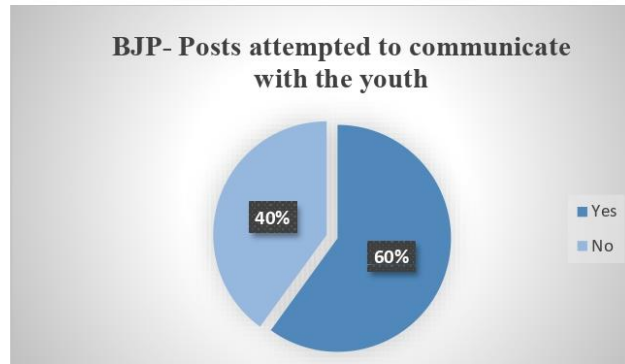


Figure 7. BJP- Posts attempted to communicate with the youth

According to the findings, just 60% of the BJP's OFA posts were intended to reach young people. The rest 40% of the posts had no direct communication with the youth.

**INC- posts attempted to communicate with the youth**

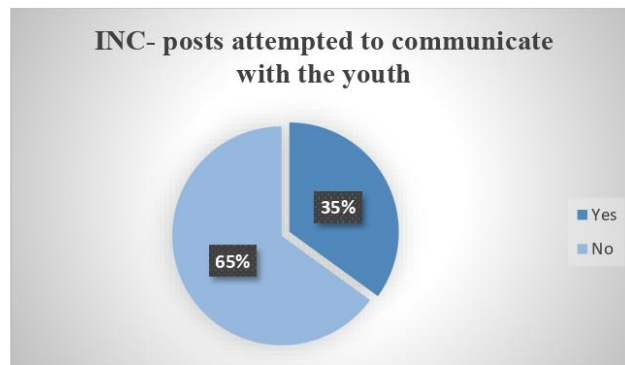


Figure 8. INC- posts attempted to communicate with the youth

Regarding the INC's election campaign-related FB posts, figure 8 shows that only 35% of the INC's OFA posts were targeted to communicate with the youth. The rest, 65%, of the posts had no direct communication with the youth.



**BJP- Vote appeal from youth in FB posts**

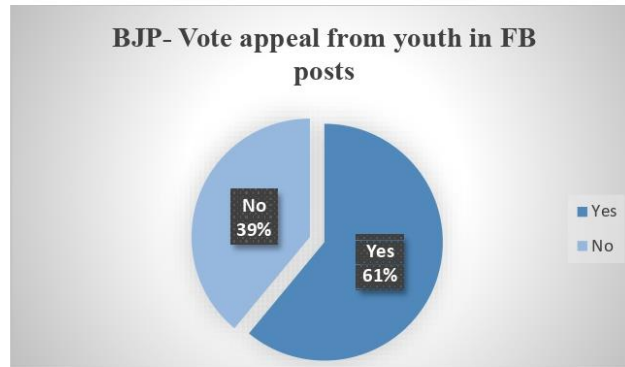


Figure 9. BJP- Vote appeal from youth in FB posts

Figure 9. shows that 61% of posts of the BJP's OFA; directly appealed to the youth to vote in the party's favour. At the same time, 39% of posts related to vote appealed from all.

**INC- Vote appeal from youth in FB posts**

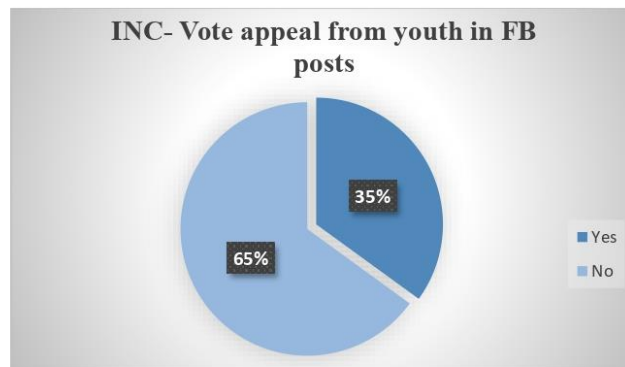


Figure 10. INC- Vote appeal from youth in FB posts

On the other hand, figure 10 INC's OFA was concerned that 35% of posts directly appealed to the youth to vote in the party's favor. At the same time, 65% of posts were related to vote appeals from all.

**CONCLUSION**

The study reveals that the national political parties propagated the election campaign in New Media to influence young voters in their support. The study explores that BJP's posts mainly targeted all voters but also focused on 18- 29 year voters, especially first-time voters. It can be inferred that the BJP successfully communicated to the youth. There were mainly four types of posts in the 2019 general election, i.e. political promise, campaign for the party's candidate, youth-related, and campaign against the opposition

party. NPP conducted their election campaign on Facebook on these four critical points. At the same pace, youth issues were also being given priority by NPP through their Facebook posts. Employment and education were the most significant issues of the political parties because these were directly connected to the young voters. The youth was the focal point of all the parties. The biggest reason for the BJP's victory could be that it maintained a constant dialogue to woo young voters in its favor. BJP worked to catch the pulse of the youth. The study inferred that campaigns on Facebook would also be necessary for political parties in the coming general elections. In the upcoming general elections, influencing the youth through Facebook posts will be an essential part of the New Media campaign strategy of the political parties. This study predicts that political parties would use Facebook for their campaign according to the age and interest of voters. This study also suggests that NPP should increase their followers and the intensity of the posts.

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# Use Of Twitter as A Tool for Political Parties' Election Campaigns

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## ABSTRACT

Twitter is an excellent social medium for following election events and participating in public debate. Twitter allows individuals to express themselves on crucial national problems in various ways. All political parties used Twitter to interact with voters during the general election campaign in 2019. In such a case, it is critical to understand the impact of the election campaign on Twitter on shaping young people's votes. Qualitative content analysis has been conducted to evaluate the quality of national political parties' tweets during the 2019 general election. For this, tweets from the official Twitter handles of the BJP and the INC during the 2019 general elections were selected using a checklist. A serious attempt was made to understand all units of analysis in the tweets. The present study contributes to understanding the quality of the NPPs' messages. This study also evaluated Twitter's influence on the upcoming Lok Sabha elections.

**KEYWORDS:** Twitter, Election Campaigning, General Election, OTH, INC, BJP

## INTRODUCTION

Twitter is a social media tool for making public remarks, networking, quick transmission of information, and promotion. Its ability to transmit in real-time has proven to be an excellent platform for political propaganda. The use of Twitter during political campaigns worldwide has been the focus of numerous studies, demonstrating the extensive use of this platform in political campaigning. Twitter has rapidly emerged as a crucial online platform for political communication because it effectively bridges the gap between the ordinary person and the well-liked, powerful, and influential. In a networked context, it has been proposed that its salient characteristics make it a valuable area for fostering a closer bond between politicians and constituents (Bruns & Burgess, 2011; Graham et al., 2013). Twitter is indeed used as a platform for political deliberation. The mere number of tweets reflects voter preferences and comes close to traditional election polls. At the same time, the sentiment on Twitter messages closely corresponds to political programs, candidate profiles, and evidence from the media coverage of the campaign trail (Andranik et al., 2010). Campaigners and politicians have quickly recognised the growing popularity of Twitter and its potential for campaigning and communicating with voters. Moreover, as Twitter is one of the most popular social network platforms among candidates and the general population, it is possible to assess how parties and candidates compare to the general population in terms of their political activity online (Constanza et al., 2019).

BJP, a major party, was most effective in wide-scale digital campaigning during the 2014 general election (Saifuddin Ahmed, 2017). After the 2014 general election, the youngsters highly appreciated the use of New Media by the NPPs. The 2019 general election was not a repetition of 2014 but more than that. Every

single national or regional party in India adopted Twitter for election campaigning because of the reach and speed of spreading messages. Twitter was also the biggest weapon of election campaigns for national political parties in the 2019 Lok Sabha elections. Twitter has been popular among young people as well. The number of young users has also grown over the period. Tweets were continuously made from the Official Twitter Handles(OTH) of all national political parties (NPPs) to woo the voters. IT cell and New Media cell of national political parties were actively working on it. The team of New Media experts was engaged in profiling and collecting data on voters present on Twitter. Through this, many algorithms were set. Twitter messages were made viral according to the psychology of the voters. The current research examines the content of tweets made by NPPs in the run-up to the 2019 general elections. The present study aims to determine the probability of using Twitter by national political parties to influence the youth in the upcoming Lok Sabha elections.

### REVIEW OF LITERATURE

*“Twitter recorded 396 million conversations for the Lok Sabha election between January 1 and May 23, and the volume of conversations grew 600% compared to the general elections in 2014. Prime Minister Narendra Modi emerged as the most mentioned political personality throughout the elections, while @BJPIndia was the most mentioned political party on Twitter”* (Chaturvedi,2019). When compared to other social networks, the Twittersphere shows several subtle variations. Images were equally probable to provoke an assault, although they were somewhat more partisan and less emotionally expressive. Furthermore, portrayals of candidates on Twitter used less male stereotyping than those on other social networking platforms. As a result, photos on Twitter were more likely to make calm, reasonable attacks on candidates possible for consumption by news media members. The 2016 election may have been the "Twitter" election. It aided lesser-known contenders in gaining traction. It helped in vaulting one (Sander) from relative obscurity to almost winning his newly adopted party's nomination, and it aided in taking another (Trump) to the presidency (Christopher et al., 2018). Regarding theory, technique, and data types analysed, studies on Twitter and political communication during elections are somewhat different. Researchers must be inspired by bridging theoretical borders and using theories and discoveries from several scientific areas. (Vergeer,2015). (Ussama Yaquba, S.A.,2017) discovered that users produced small genuine content and that Twitter was mainly utilised for retweeting thoughts already out there, with minimal interaction between users. The discovery that emotion and themes discussed on Twitter may serve as an appropriate proxy for public opinion and crucial election-related events was also noteworthy. Furthermore, we discovered that Donald Trump's campaign messaging was more upbeat than Hillary Clinton's, and it received more excellent feedback from Twitter users when it was mentioned.

### METHODOLOGY

The main emphasis of this study was the content of tweets made by NPPs during the 2019 GE. Data was gathered using a qualitative technique. The BJP and the INC were chosen as a sample through purposive sampling. Based on a few predetermined criteria, a checklist was established. For validation, this was transmitted to several specialists. The checklist has been modified in response to the comments. Content analysis of the official Twitter handle (OTH) of the BJP and the INC has been conducted. Data was gathered from 3 tweets daily on each of the OTH of the BJP and the INC between 10<sup>th</sup> March (the start date of MCC) and 19<sup>th</sup> May 2019 (the last day of voting).

**DATA ANALYSIS**

**Item 1. A. BJP-Target age group of the tweets**

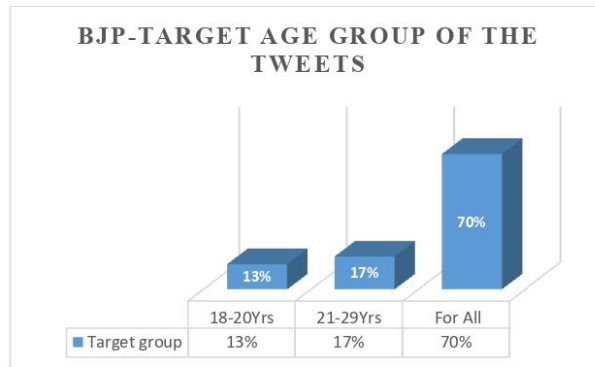


Figure 1. BJP-Target age group of the tweets

The first parameter of the content analysis was to find out the target groups of NPPs’ tweets during the 2019 GE. Figure 1 shows that 13% of tweets from the BJP’s OTH were targeted at 18 to 20 years, 17% were targeted for the age group of 21 to 29 years, and 70% were targeted at all users.

**Item 1. B. INC-Target age group of the tweets**

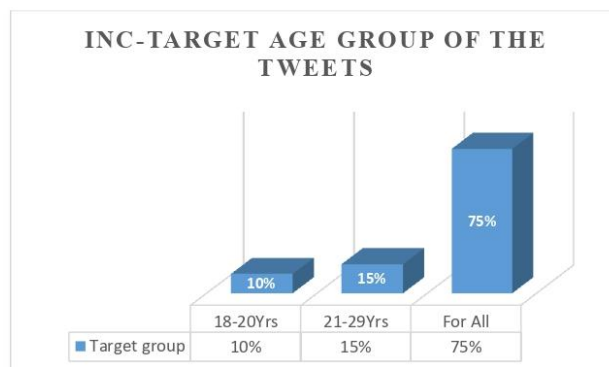


Figure 2. INC- Target age group of the tweets

According to Figure 2, the study came out with the fact that 10% of tweets from the OTH of the INC were targeted at the age group of 18 to 20 years, while 15% of tweets were targeted at the age group of 21 to 29 years, on the other hand, 75% tweets were targeted to all users.

**Item 2. A. BJP- Tweets attempted to communicate with the youth**

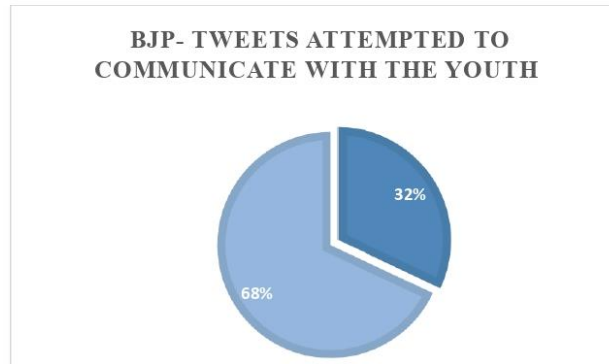


Figure 3. BJP- Tweets attempted to communicate with the youth

Figure 3 projects that only 32% of the BJP's tweets were targeted to communicate with the youth. The rest 68% of tweets had no direct communication with the youth.

**Item 2. B. INC - Tweets attempted to communicate with the youth**

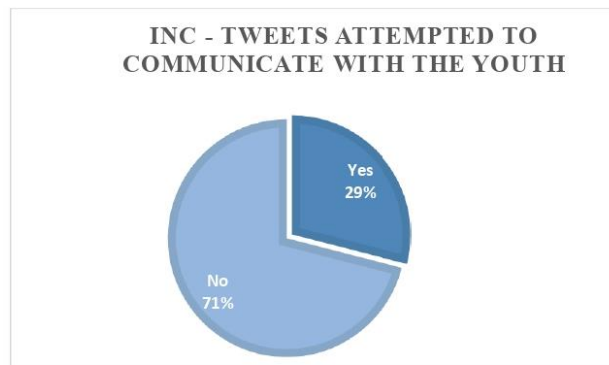


Figure 4. INC - Tweets attempted to communicate with the youth

Figure 4 reveals that only 29% of the INC's tweets were targeted to communicate with the youth, and 71% had no direct communication.

**Item 3. A. BJP- Vote appeal from youth in tweets**

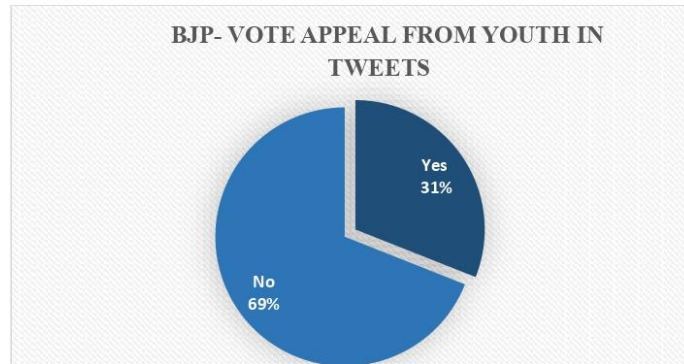


Figure 5 BJP- Vote appeal from youth in tweets

Figure 5 reflects the status of BJP’s vote-appealing tweets to the young voters. This research found that as far as the BJP’s tweets were concerned, 31% of tweets tried directly appealing to the youth to vote in the party’s favor. While 69% of tweets were for all.

**Item 3.B. INC- Vote appeal from youth in tweets**

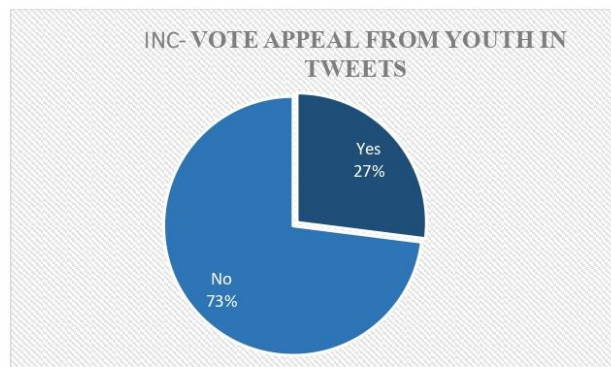


Figure 6. INC- Vote appeal from youth in tweets

Regarding the INC's tweets, figure 6 says that 27% of tweets tried to directly appeal to the youth to vote in their favor. In contrast, 73% of tweets were related to all.

**Item 4.A. BJP-Youth issues raised in tweets**

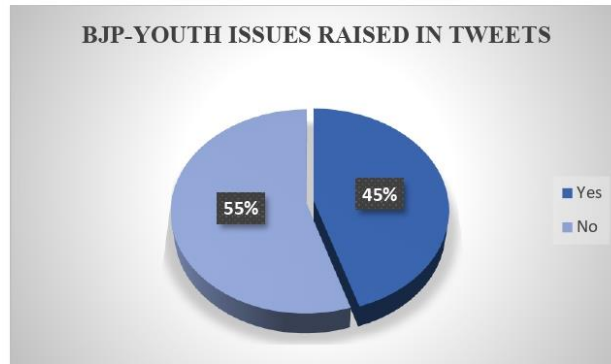


Figure 7. BJP-Youth issues raised in tweets

Figure 7 shows that 45% of tweets from the BJP's OTH were related to youth issues, and 55% were related to all voters.

**Item 4.B. INC-Youth issue raised in tweets**

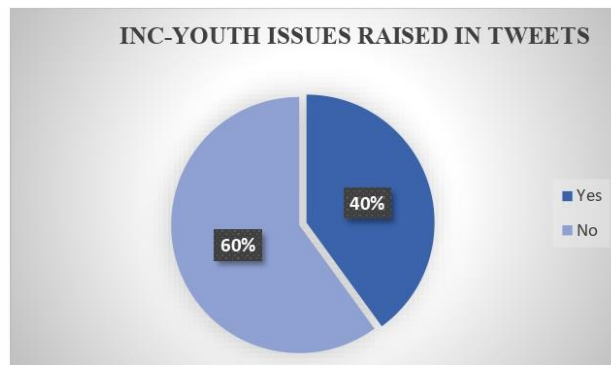


Figure 8. INC-Youth issue raised in tweets

According to the outcomes of the content analysis, figure 8 projects that only 40% of the total tweets of the INC's OTH were related to youth issues and 60% of tweets were related to all voters.

**CONCLUSION**

Research describes that both NPPs were mainly focused on all voters. However, first-time voters were also their target. Around 30% of tweets of the BJP's OTH were dedicated to youth, whereas only 25% of the tweets of the INC's OTH were focused on youth. It shows that both NPPs also pushed their efforts to influence young voters. First-time voters are supposed to be eager to vote, but family and friends can influence political understanding and decision-making. At the same time, both parties also directly



appealed to the youth to vote in favor of their party. The BJP tweeted, "All the first-time voters, have you pledged your vote for Modi? "Young people who are voting for the first time are going to vote for Kamal", while the INC appealed through Twitter to save their children from frying Pakoras and votes for Congress for the safety of women. Vote for Congress, vote for you". It can be inferred that all the national political parties tried to attract the youth and seek votes from them, but regarding statistics, the BJP was ahead of all parties. Youth-related issues should be raised significantly for the upcoming general elections. So that the youth can agree with the party's ideology, include more youth-related issues in tweets. Young voters using Twitter should be extensively studied, and data should be prepared.

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**पत्रकारिता एवं जनसंचार विभाग**  
 मोहनलाल सुखाड़िया विश्वविद्यालय, उदयपुर

**राष्ट्रीय वेबिनार**  
 8-9 जून 2020  
**प्रमाण-पत्र**

यह प्रमाणित किया जाता है कि श्री/सुश्री/श्रीमती/डॉ. .... चंद्रशेखर  
 ने विभाग द्वारा "नए दौर की पत्रकारिता एवं चुनौतियाँ" (कोरोनाकाल के विशेष संदर्भ में)  
 आयोजित वेबिनार में भाग लिया।

  
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 सामाजिक विज्ञान एवं मानविकी  
 महाविद्यालय

  
 (डॉ. कृजन आचार्य)  
 आयोजन सचिव  
 प्रभारी, पत्रकारिता एवं  
 जनसंचार विभाग

  
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TWO DAYS INTERNATIONAL CONFERENCE ON "ANCIENT INDIAN COMMUNICATION PATTERN AND ITS RELEVANCE  
 IN CONTEMPORARY COMMUNICATION SCENARIO"


**CERTIFICATE**

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 INTERNATIONAL CONFERENCE ON 19<sup>th</sup> & 20<sup>th</sup> APRIL-2022.  
 TITLE: भारतीय संस्कृति और मूल्यों को बढ़ावा देने में न्यू मीडिया की भूमिका  
 AT "TILAK SCHOOL OF JOURNALISM & MASS COMMUNICATION"  
 CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT.  
 I WISH HER/HIM GOOD LUCK FOR BRIGHT FUTURE

  
 (PROF. PRASHANT KUMAR)  
 DIRECTOR  
 TILAK SCHOOL OF JOURNALISM AND MASS COMMUNICATION  
 CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT


  
 (PROF. SANGEETA SHUKLA)  
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 (Online Community of Teacher Educators, Teachers & Students)

**Three Days Online Panel Discussion Series on NPE2020 at  
 Social Media Web Platforms (Facebook & YouTube)**

**Certificate of Participation**

This is to certify that Mr./Ms./Dr. Chander Shekhar of Verdhman Mahaveer open university kota  
 has participated in 'Three Days Online Panel Discussion Series on NPE 2020' organized  
 by 'TEACHER EDUCATORS\_SS' from 9th August to 11th August, 2020.

  
**Dr. Somu Singh**  
 Convener  
 Online Panel Discussion

  
**Dr. Somu Singh**  
 (Assistant Professor, Banaras Hindu University)  
 Admin of FB Group & YouTube Channel- 'TEACHER EDUCATORS\_SS'

