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**Study the role of social media using mobile devices in 2014 Lok Sabha Election**

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**Abstract:**

***Social media using mobile devices help Political parties to monitoring civic opinion, by understating situating of public community. In this study we here indicate how social media using mobile devices monitoring allow for analysis of social media active from end to end which opinions form and shift. Analysis of media exposure from the 2014 Lok Sabha Elections demonstrate for social media which are now being equated with community opinion by political journalists. Also how and why BJP own 2014 Lok Sabha Elections with majorities, by using social media using mobile, social media in mobile likes Whatsapp, Twitter and most popular facebook. We also study separately most important three Social Medias which is Whatsapp, Twitter and facebook. If they are not used new technologies in terms of social media in mobile device; definitely they lost in election such as other parties.***

***Keywords- Whatsapp, Twitter, facebook, Political parties, Lok Sabha Elections, Mobile Based Services, public services, BJP, value added services, social media.***

**I. INTRODUCTION**

In India social media create history in Indian politics from different source of political data's, Internet was initially reinforced to existing voter's patterns and inequality. A social media campaign by the Electoral Commission drew record levels of elector registration and produce in elections detained in four Indian states, including the capital, New Delhi, in November and December. Some Politicians comment that, selective nature of the web media is unsuitable to deliver political information to uninterested publics. Therefore, whatever the effects of that information could have on engagement would possible only hit individuals who were already engaged. However, subsequent studies suggested that conditions and mechanisms are below online selective information which could result to amplified political interest and participation. For instance, Philpott and Lupia [1], found that individuals who are visited the political websites, that they are perceived as providing most important information which reported increased levels of political interest.

From The New York Times on 9<sup>th</sup> January 2014, this election approximate 790 million voters are eligible, in which about 160 million are 1<sup>st</sup> time voters which are between the ages of 18 and 24 years old. Were political parties are also

embracing social media to reach voters, including mobile messaging, and through vice calling. Social media are credited with helping the new Aam Aadmi party and its main candidate, Mr. Arvind Kejriwal, win a surprise victory in Delhi against the Congress and BJP.

In some cases social media in addition to theme to significant abuse. Some politicians have been accused to boosting their apparent popularity through social media with legions of their Karyakarta who don't exist but using social media to smear their opponents. Worse, social media have been used to fanning violence against ethnic groups and religious; they dissemination of a fraudulent video which helped to spark deadly clashes between Hindus and Muslims in the city of Muzaffarnagar in September. Meanwhile, the Indian Government has taken action in 2008 Information Technology (Amendment) Act to increase monitoring and censorship of social media. The resulting in 2012, two women was arrested after posting a comment on Facebook that angered politicians in Mumbai, and Journalists have had their Twitter accounts disabled, and also cartoonists whose works poke fun at officials have had their social media accounts closed immediately.

Indian Government rolled out a Central Monitoring System with the vast powers to monitor public communications. According to the Freedom House, India had the steepest decline in Internet liberty of every country in the end of April 2013. The Electoral Commission of India has asked to the social media providers to monitor their websites for fraud in the run-up to the general elections in April 2014. That would be obliging but Indian electors must also insist that their government bring transparency and accountability to electronic surveillance.

## II. PREVIOUS WORK

Eveland, et. al. [2], showed that the acquiring of political information through the internet is

associated with the political discussion and mobile civic messaging (SMS) which are associated in turn with participation. Besides facilitating lower-threshold forms of engagement, the social media enable users to adopt the different strategies, when it comes to talking and hearing others talk about politics. Unlike the mass communication, which is a one way of communication channel of social media allow individuals to both publish and read political messages in surroundings network. Make conversation face to face participants are presumed to both (talk and listen), and studies of inter personal political discussion with have accordingly focused on its frequency, the size of the networks in which they occurs with the homogeneity of such networks, Some politicians may choose to use these platforms to distribute and receive political content, and others adopt more unilateral approach by which they disseminate many messages while the understanding few, while others may have a preference to be exposed to much content while publishing the little, and still the others may refrain from the reading and the posting political messages. The implications of these granular strategies made possible by the social media have not yet been fully addressed by the research.

Moy and Xenos [3], demonstrated the direct effects of online information through social media on political knowledge and differential effects on the participation moderated by the political interest. More generally, as access to internet increased among the U.S. population, study originate stronger relationship between the internet use and participation over time. Social media may contribute the distinctively to these patterns by the facilitating fortuitous exposure to the political information via weak ties [4], which can be a first step in the direction of political activity even among uninvolved individuals.

Chadwick [5], write in there articles with the intention of "Politics in Facebook goes to where the people are, not where we would like them to be," which implies that political messages can

potentially hit broader constituencies than politically interested audiences of party or news websites.

Rojas et. al. [6] found a positive relationship between consumption of the political information on blogs and various forms of online like FB, and offline participation. Information received through the social media may be carry additional mass that obtain by other means as it comes from personal sources that recipient knows and trusts. Thus, Bond et al. [7] observed that exposure to FB posts to indicating that friends and acquaintances who had voted exerted small but statistically significant effects on individual's likelihood of the voting.

Author Mr. Pingree [8], has argued that “The communication can powerfully affect message senders” before, during, and after individuals compose and release political communication. This is extremely reliable with a social psychological perspective on attitudinal and behavioral commitment associated with self-perception theory given by Mr. Cialdini, [9].

Some studies have suggested that online political expression be able to add to other forms of appointment. For instance, Rojas [6], also found that individuals who are expressed themselves in politically on digital media, were also more likely to mobilize the other people by the different means, and that those mobilizes were in turn more likely to engage in the other participatory acts. Gil de Zúñiga, et. al. [10], show that the political expression mediates the relationship between social media news and political participation both offline and online.

Author Bimber, et. al. [11], suggest in their article that, as the Internet becomes ubiquitous in the society, its implications should be understood as changes in the context for the political organizing and engagement rather than in the terms of specific uses of the technology. Along these lines, Mr. Cammaerts [12], highlights that, even if clicktivism is over and over again seen as

insignificant, it “seems to resonate with the many citizens who often fail to build time in their daily lives for ‘active’ activism” and can give to the cooperative identity-building. A huge party of research has exposed that offline and online, new and conventional forms of contribution be inclined to overlap and strengthen each other rather than being equally elite by the author Mr. Gibson and Mr. Cantijoch, [13].

In the article of Mr. Oser, et. al. [14], “online activists do not seem to be substituting online activities for offline ones but the rather are incorporating online acts of the participation along with the offline activities.” Extreme from return or retreating higher threshold activism, according to these learning, lower-threshold political actions on social media are very much associated with it.

### III. SOCIAL MEDIA CHANNEL

At the last Lok Sabha Election was fight on the base ground and as well as on the internet. But each one recognizes that role of social media (Face book and Twitter) in the telling political theater, but the electronically messaging service from end to end with Whatsapp which power to turn real game in Lok Sabha Election 2014 in favour of BJP.



**Fig1. Logo of Social Media Application which is Whatsapp, Twitter and Face book.**

Nearby so many channels are in social media, Twitter, FaceBook, Orkut, Whatsapp, Hike, Telegram, Google+, Skype, We-Chat, IMO, and many more. From these given channel, I am taken three channels which are play key role in Indian Lok Sabha Election 2014.

#### A. Whatsapp

Topmost political parties, was fight on the base ground and as well as on the internet to polls votes and have realized the possible effort which can be used both for group and private messaging. The parties say that the top brass was the local cadres who reported its efficiency tool to connect with local voters. Both BJP and Congress are already contacting voters through their Whatsapp numbers Mission 272+ with “7820078200” and Congress “8398989898” respectively.

Whatsapp allows for ground stage to entirely enclosed groups chat where a politician can send own electronically messages to parties cadre as well possible voters for free. Unlike social networking websites are require internet profile, but here in Whatsapp manage in relative internet oblivion so the parties use the internet but search engine are not able to sense that Whatsapp profiles or groups chats. Immediate response also makes Whatsapp most effective social media tool for political campaigning. In Times of India paper they write, that Whatsapp allocate them a immediate sympathetic of the voter sentiment in

an area. Whatsapp claims over 500 million active users [15]; India the largest markets cover by them.



**Fig2. Sample of political messages through Social Media Application Whatsapp and Face book and more [16].**

#### B. Twitter

From eMarketer researcher firm report India become the third-largest user base on micro-blogging site Twitter at 18.1 million by the end of 2014 [17].

Prime Minister Honorable Mr. Narendra Modi has obtained the uppermost quantity of buzz on twitter. Encircled by more than 5.5 million followers were his voice gets augmented as nearly everyone of his tweets receive hundreds of re-tweets before election. Most of his tweets are about giving out his stories for his operation trails. He split the feeling of the public who met him. But draw-back of Prime Minister Honorable Mr. Narendra Modi he does not respond to or re-tweet his followers in before election. After election result he become PM of India because of only Social Media

#### C. Facebook

From The Economics Times Facebook is world's largest social media company, which crossed 100

million active users in India in March 2014[18]. So it is very clear BJP use facebook for their election campaigns and Prime Minister Honorable Mr. Narendra Modi, has the major community of likes on facebook in context of Indian Politicians. Prime Minister Honorable Mr. Narendra Modi is ranked at number two as most liked politicians in worldwide merely behind Barack Obama on facebook. Modi shared content on facebook is appealing little alike to the content, which are community shares on facebook, although with less pot shots on Rahul Gandhi and more from his own election rallies. We find that there is hardly any communication between Modi and his supporters on their pages; another bizarre thing is that a lot of replies in comments to Modi are happen to be in Hindi language, while the number of posts by Mr. Narendra Modi in Hindi are just few posts.

Facebook, Twitter, Whatsapp. They plan their upcoming rallies through message on these new social media platforms and also, plan events, record of candidates, speeches of their candidates, Posters, videos, and influential appeals to give and donate for vision of a highly developed India, compliments and testimonials for visionary. BJP is approaching the four million fans scratch on facebook.

The Aam Aadmi Party (AAP) most likely were one of the first to have a devoted fan base on facebook and the India National Congress apparently did not believe facebook as the most excellent intermediate to reach out to its aim audience, But the BJP were first to approach facebook from the viewpoint of the general elections.

#### D. Polling through Social Media

Social Media also examination reveals competing understandings of civic opinion and the ways press report on social media in classify to make claims regarding it. This analysis provides a foundation for our attempt to rehearse civic opinion in a way that explains how both traditional and semantic polling can harmonize each other to give an additional richer and holistic understanding of civic opinion.

BJP arrange in some area civic interviews that suggest a fundamental disagreement between traditional and semantic pollsters about the importance of their own research methods for understanding civic opinion. While in 2014 election BJP and AAP were engaged in social media research that highlighted distinctive virtues of their methods. BJP and AAP both parties analyzed the situation and civic opinion, after analyzing civic opinion they improved in their campaign and rallies. Finally both parties won their election, AAP won Delhi election and BJP won 2014 Lok Sabha Elections with majorities.



**Fig3. Political messages after winning 2014 Lok Sabha Elections by BJP in Social Media.**

After eye-catching defeats in both 2004 and 2009 Elections, the party has evolved stronger, accomplished and filled with willpower for the 2014 Lok Sabha Elections. The BJP in its campaign this season has left no stone unturned in attainment out to the new and existing voter's population in the course of face book.

BJP has developed into one of the pioneers of beating the new age social media to the best of its likely potential. BJP and other party was create highly interactive website, with a devoted dashboard for volunteers in mobile apps like

#### IV. CONCLUSION

From this research it is clear that both parties won their election, AAP won in Delhi Election and BJP won 2014 Lok Sabha Elections with majorities. Both parties used social media in mobile likes Whatsapp, Twitter and most popular facebook. It's mean if both parties not go through new technologies in terms of social media in mobile device; definitely they lost in election such as other parties. In future I research on UP Legislative Assembly Election 2017 which is most important election for BJP.

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