

THE IMPACT OF SOCIAL MEDIA ON ACTIVE PARTICIPATION OF ELECTORATE

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Abstract:

Social media is one of the important and effective tools of the mass communication. In the 21st century of rapid growing communication tools developed in a high manner. Today we cannot imagine the world without social media. Especially in the field of politics social media playing a crucial role to active participation of the people.

Earlier the social media considered as a tool of entertainment to share the communication and videos. But now a day the social media like Whatsup, Facebook, Twitter, Linkdin, My space and Google made a big blow in changing the face of administration. Arab spring and Egypt revolution is a burning example in front of us. The effects of those revolutions today made a huge change in the Indian politics and participation of the people.

Earlier citizens of the country considered as an inactive voters. Without knowing the name of the leader and its history people voted for the sake of party. But, today the scenario is completely changed and moving towards the active participation of the society. The social media became an effective tool of discussing lot of things regarding the political situations and good governance. Especially in the time of 2014 Lok Sabha election citizens of the country utilized the social media in a good manner. Not only for sharing the communication related to the ongoing political speeches, exchange of videos related to political issues and mud throwing between the politicians lead to serious discussion in social media.

So, the present study is mainly concentrating on the utilization of social media in 2014 Lok Sabha election. What are the social media played a crucial role in the time of election. Here, the researcher trying to concentrate more on the utilization of Social media as a tool of publicity. How the Social media success in creating awareness in people as a responsible fifth estate of democracy.

INTRODUCTION

Social media is one of the vibrant communication tools in the present state of affairs. The fifth estate of the democracy playing a crucial role in today's circumstance. In the age of 21st century communication trappings like social media growing in a high manner. All the facets of society are

gaining the usefulness of social media. Especially in the field of politics social media is considered as a precious engine of publicity.

16th loksabha election is so many specialities in their polling to recognize. The major result on the younger voters and the effectively using of social media. In this way loksabha election and social media both are the different but their relationship as created a new image in the loksabha election. So, many new records are fashioned in this loksabha election.

Social media like, Facebook, Twitter, Whatsapp, V-chat, Youtube are played a key role in election. Today these are very popular in the use of communication equipment with a number of peoples and extensive scope of reaching. Most of youths, officials and civics are to using the social media. Availability of smart phone becomes lead to the utilization of social media in a good way.

India is the leading country in the using of cell phones. This will help to connect the people for larger scale to various discussions. Now a day communication technologies are developed and reaching everyone. Social media are to connect the individuals for different places even if long distance. For this case people are communication one to other easily. Properly human beings are to communicate for different matters if there is a personal or a social.

In 2014 Loksabha election political parties and politicians are successfully understand the characteristics, power and popularity of social media. Politician used the social media as an effective tool of publicity. Especially in the election time politicians are most active in taking publicity. They were targeting the voters to attract towards their party candidate. Election is the very interesting and active segment in the society. Especially in the democratic country like India election is the main segment. In the time of election candidates are more concentrating on the voters and how to attract.

In 2014 Loksabha election politicians used social media as a strong instrument to reach the people. People also utilized the social media as a stage for discussion in a good mode. In political way the social media utilized by the young voters in an excellent form. Especially youths turn towards the voice of social media. In 2014 general Lok Sabha election youths participated and created the awareness towards the importance of voting in Democracy.

Social media became the stage for youths to discuss about good administration. In earlier days the traditional media become the sole platform for people to create awareness regarding the elections, but today scenario is changed the social media playing a crucial role to informing the people to dynamic participation in voting.

Today, Prime minister Narendra Modi is popularly known as 'Namo' because of social media. He also grabbed the tag of first social media prime minister of India. His party impressively stormed social media platforms by engaging the users into important conversation. The tagline 'Ab Ki Bar Modi Sarkar' became viral on Facebook and Twitter. The volunteers of the party struck conversation with common people and understood their frame of mind and attitude, which helped them to create a big success.

By posting and tweeting continuously voters potentially had a connection with society. The active users of social media engage with each other on the political front. Social media gave a chance for people to comprehend each other's mind set and influence opinions by sharing knowledge and spreading on a personal point of view.

Here the researcher trying to concentrated more on the utilization of Social media as a tool of publicity. How the Social media success in creating awareness in people. As a responsibility of fifth estate how Social media played the key role to participation of civic. The study is trying to know various efforts of social media in country like Democracy to attract the voters towards the active participation.

OBJECTIVES:

1. Identify the role of Social Media in 2014 Loksabha election as a tool of discussion.
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2. Identify the way of Social media utilization in the time of 2014 Loksabha election.
3. Discover the much desired Social media to converse about Loksabha election.

METHODOLOGY:

The present study is based on primary data selected using systematic simple random method. As a primary tool questionnaire is used. The primary data is supplemented by the pertinent secondary data such as newspaper, magazines, articles and internet sources in the time of general election. The sample size of the present study is 120 respondents from 4 wards of the Shimoga city. The analysis of data was done by using the appropriate social science statistical software.

STATEMENT OF THE PROBLEM:

The present research is basically an effort to know the power of social media in country like India. The study is mainly focus on the 2014 Loksabha election. In the name of, the impact of social media on active participation of electorate.

IMPORTANCE OF THE STUDY:

Social media and public participation have been closely associated with each other in the recent years. In instances such as Egypt revolution people extensively used social media as a tool for propaganda. Expressing their distrust or disapproval in the way the system functioned. Thus, leading to a political changeover in the nation. Great potential exists in using social media to connect us with each other and remove some of the barriers that prevent us from participating in decision making process in our communities.

This research paper addressed the opportunities challenges and effectiveness of the utilization of social media. Challenges such as filtering authentic public participation from liking or sharing links casually have to be dealt with. The purpose of public participation is to obtain public feedback or analysis, alternatives and decisions. In essence social media by enabling this kind of participation are promising citizens that "we will keep you informed, listen to and acknowledge concerns and aspirations also provide feedback on how public input influences the decision."

In 2014 Loksabha election, highly technological social networking communication tools are used in the election polling. The segment of election is for most event in create of the new government in democratic country like India, for 5 years once exiting of the Loksabha election polling, by polling changed his characters and campaigning type of publicity. So, the study will explore the utilization of social media in Loksabha election as a tool of creating awareness and importance of the electing a responsible government in Democratic country.

DATA ANALYSIS:

This research aimed at identifying the impact of Social Media in country like India in the crucial time of deciding rule of government. A questionnaire was designed for the respondents of the 4 wards in Shimoga city. The study was conducted in the month of March, 2015. The data was gathered by the researcher and analyzed. The results of the study are given below.

Objective 1. Identify the role of Social Media in 2014 Loksabha election as a tool of discussion

This objective was considered as one of the most important object in this research. As we know Social Media know a day's playing a crucial role in spreading the information all over the world. When researcher conducted survey in selected wards, came to know that people are very well known the importance and utilization of social Media for various purposes. Especially in the

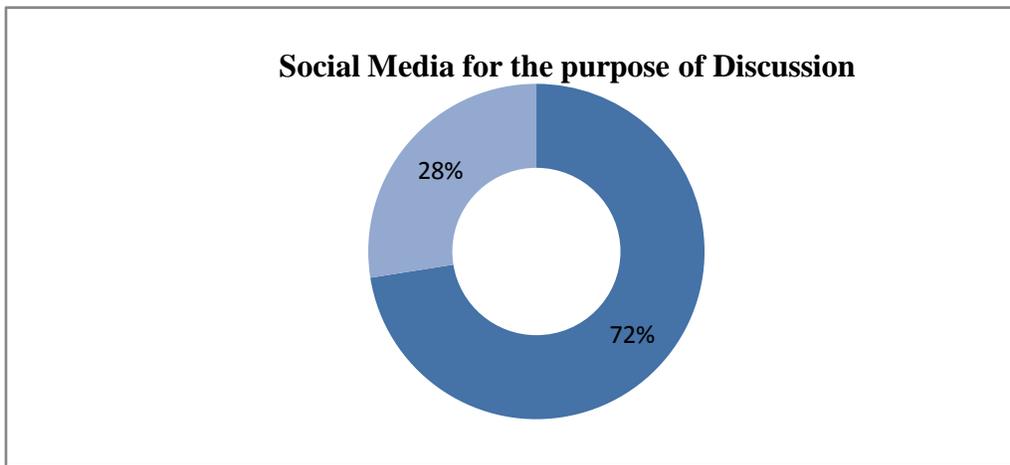
time of Loka Sabha election people used social media for discussion in a high number. So, this will show the curiosity towards the involvement of citizens in Democracy system.

The survey showed that all the respondents in research area stated that they are keen interest towards discuss about election matters. The study explains that 72% of people in research area are utilizing the Social Media for the purpose of discussion. Out of 120 respondents 87 people are utilizing the Social Media for Discussion in various issues related to Election. Remaining 28% of the respondents revealed that they are utilizing Social Media but not for the purpose of discussion instead they are using various other reasons. So, here we come to the conclusion that the first hypothesis of the present study is come satisfied.

Table-1

Yes	No	Total
87 (72%)	33 (28%)	120

Chart-1



In the present study majority of the people are agree that social media played a crucial roel in 2014 Lok Sabha election as tool of discussion. People used Facebook, Twitter and Youtubeas a platform for discussion. In this discussion so many peopleare involved and express their opinions towards the view of political parties. Most of the educated and un educated voters involved in the election discussion.Many politicians involved in the big fight through the mudslinging one to anther in the Facebook and Twitter.

This will lead to the people towards discussion themselves on the bases of such announcements.Especially in the time of Loka Sabha election Prime minister candidate Narendra Modi, Congress leader Rahul Gandhi, AAP Chief Arvind Kerjriwal made a big fight in Media. This conflict leads to be a good theme to discuss for people towards their saying.

Earlier people are not much interested towards participating in Democracy system. Because they are considered as only listeners, no any such kind of device available for people to feed back. But, today scenario changed people are using smart phones in a high number that gave an opportunity to discuss and comment on political decisions.

Objective 2. Identify the way of Social media utilization in the time of 2014 Loksabha election

The above objective is also one of the most important one in the present study. Here, the study try to identify the utilization pattern in the time of 2014 Lok Sabha election. Today there are various Social Media attracting the people towards sharing information. Like Facebook, Twitter,

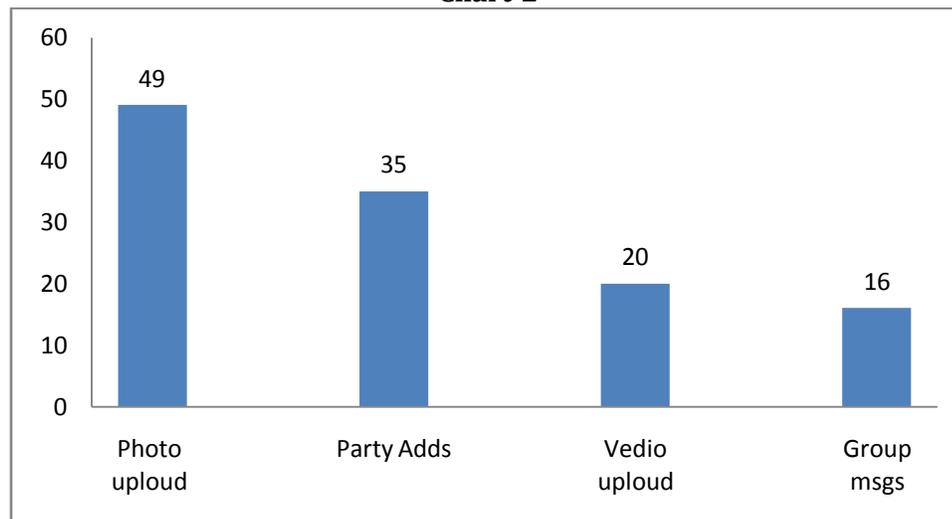
LinkedIn, My Space and Youtube. In this verity of Social Media each one as its own quality and specifications. So, people using these things for Sharing information, Video, Photos, Tagging, Group Messaging. So, in the present study researcher identified the highest number of utilization activity.

In this we come to know that people are using Social Media for the purpose of Photo Uploading in the time of 2014 Lok Sabha election. Here people uploaded a various party slogans, photos of leaders, campaigns, selfies, party programmes etc. This will show how people are crazy about the utilization of Social Media in different activities. The next plays for party advertisement, people like the vary much of party adds. People commented and tagging the party adds to other people to create awareness about party leaders. Altered advertisement and slogans attracted the people in a high number to share by Social Media.

Table-2

Photo Upload	Party Adds	Video Upload	Group Message	Total
49 (40.83%)	35 (29.16%)	20 (16.66%)	16 (13.33%)	120 (100%)

Chart-2



In the above chart explains the way of social media utilization in the time of 2014 Lok Sabha election. For identify this objective the researcher concentrated on 120 samplings. In that 49 (40.83%) of the respondents revealed that they are using Social Media for the intention of uploading the photos related to election. 35 (29.16%) of the respondents revealed that they are using Social Media for the intention of spreading the political advertisement. 16 (16.66%) of the respondents for the intention of uploading the video and 16 (13.33%) of the respondents revealed that they are using Social Media for the cause of Group messages.

This number will depict the utilization pattern of people in the time of 2014 Lok Sabha election. Through this result the researcher come to conclusion that the Social Media utilized in a high number for the purpose of uploading the photos.

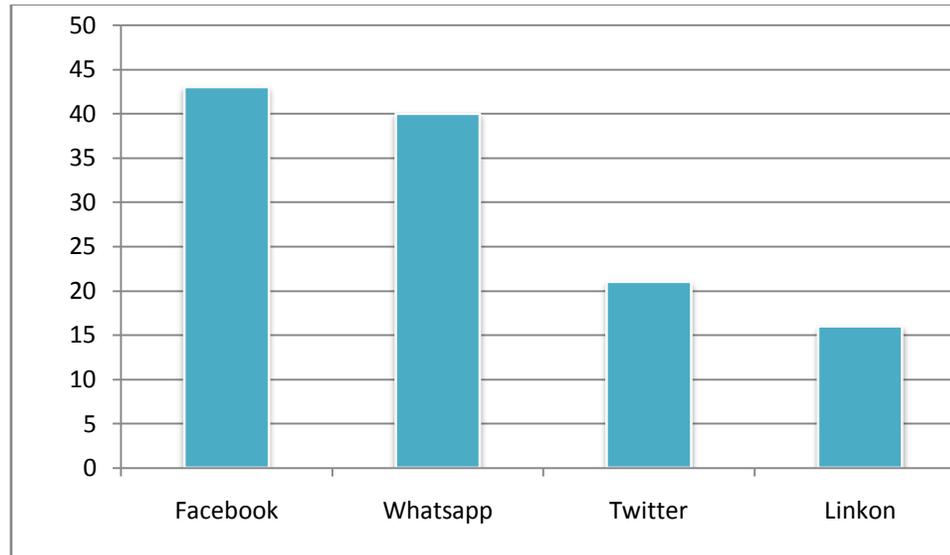
Objective 3. Discover the much desired Social media to converse about Loksabha election

The study here recognizes the desired Social Media of respondents. In various Social Media like Facebook, Whatsup, Twitter, LinkdIn which one is the favourite for the respondents. Which one is very comfortable for social communication with others?

Table-3

	Whatsup	Twitter	LinkdIn	Total
Facebook				
43 (35.83%)	40 (33.33%)	21 (17.5%)	16 (13.33%)	120 (100%)

Chart-3



In the above chart researcher explains the much desired Social Media to communication with each other regarding 2014 Lok Sabha election. In the total sampling of 120 most of the respondents revealed that Facebook is considered as one of the favourite to Communication tool to spread information. Respondents revealed that Facebook is very effortless and user friendly medium to converse with others. In 120 respondents 43 (35.83%) people agreed that they are very intensive in using Facebook.

In the next place of Facebook now a day's Whatsup become one of the most important Social Media to communicate with others. Researcher find out that 40 (33.33%) of people are used Whatsup for various purpose in that time of 2014 Lok Sabha election. In the next place Twitter shared 21 (17.5%) and LinkdIn fallowed 16 (13.33%) to attract respondents in a high manner.

So, finally researcher discover that Facebook is using in a high number in the time of 2014 Lok Sabha election. Because of its friendly using manner for various activities. Whatsup is also becoming very popular in respondents to communicate. Not only respondents, in the time of election politicians also active in using the Facebook. According to sources the first Facebook account creator his Shashi Tharur. But in the time of 2014 election every politicians have their own Facebook accounts.

Through this account creating publicity politicians themselves uploaded their photos, video and advertisements. Today, many young and educated voters have their own Facebook accounts. Because of easily to share, like and comments on the photo or video the approach the politicians. In 2014 loksabha election the highest Facebook followers is Narendra Modi. His Twitter followers in election time 3.9 crore. Facebook followers are 1.30 crore. After Modi second highest followers for Arvindkejriwal. (kannadaprabha Newspaper, march 9 2014.)

Now a day's Whatsapp is most popular chatting Social Media. In the time of election Whatsup is used as a platform for group messages and discussion. Some people created their groups to utilise for discussion in the elections. So, Social Media is played a very important role in creating and giving publicity for elections. It will also help the people to engage in various activities of Democracy system especially towards voting.

FINDINGS AND CONCLUSION:

Based on the data analysis it can be concluded that the respondents of the research area are aware of Social Media and its importance in Democracy system. They are aware of the power of Social Media and its importance in today's Scenario. Here the researcher identified that Social Media helped the people to share information and discuss certain things.

The impact of social media on 2014 loksabha election. The subject is related to the present and one of the most discussion matters. In the democracy system the segment of election is very important. Politicians are prepared themselves and it has considered like a war. In this war they used so many powerful tools in that one Social Media is one of the most important one.

Before the 2014 loksabha election social media are only restricted as a communication and entertainment. But in this Lok Sabha election Social Media has converted into tool of publicity for political parties and candidates. The social media like Facebook, Twitter, Whatsup, Myspace and LinkedIn they are active in election.

Where one side politicians were trying to form a direct connection with the potential voters by posting pictures through Facebook and Twitter. The active users on the other hand began to engage with each other in the political front. Social Media was not only a way for our notes to make a difference, but it also gave a chance to people to comprehend each other's mind set and influence in an personal level.

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