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## **A STUDY ON DIFFERENT MEDIA USED FOR POLITICAL PURPOSE**

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### **ABSTRACT**

Politicians avoid relying solely on conventional communication channels like TV news media in an electronic democracy because they can maintain editorial control over their political statements online. The connection between media use and voting decisions has been researched by numerous authors. It has been noted that information disseminated via these media, in the form of content, is just as important as the media in influencing voting decisions. The theory of user pleasure explains how individuals use media to meet their wants. Studies show that having a political leader on Twitter helps their electronic campaigns reach a huge audience. Being there is important, but so is how they portray themselves. A free media is essential to every democracy. The well-known quote from American founding father and third president of the United States Thomas Jefferson can be used to illustrate the role of the media in a democratic society. Jefferson served as an advocate for democracy. Regarding the function of the media in a democracy, Thomas Jefferson once declared that he would prefer newspapers without a government to a government without newspapers.

***KEY WORDS: Influence, Political, social media, Political Participation, WhatsApp, Facebook, YouTube.***

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### **1. INTRODUCTION**

Marketing methods have received extensive study, are expanding from several angles, and have already begun to be used to the political sphere. Numerous scholars from all around the world have attempted to examine the management principles in political scenarios and have discovered a number of variables that may affect how voters behave and cast their ballots. Voters are viewed from a marketing viewpoint as the market, which is further segmented based on factors such as age, gender, interest, and knowledge to help political party candidates better understand the wants, attitudes, and behaviours of voters. However, picking a political party or leader by a voter is similar to selecting a commodity. The concept of



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communication is used to exchange information, news, or facts with one another using different media to target voters in order to gain their support and political influence. Concepts of consumer behaviour and marketing management are also used to study voter's decision-making regarding party choice. Therefore, political parties and their leaders have occasionally used various media to successfully affect citizens and transmit messages, ideas, and views, etc. For instance, print media—such as newspapers, posters, magazines, and pamphlets—was heavily utilised in the 19th century, but broadcast media—such as radio and television—was heavily employed to reach vast numbers of people in the 20th century.

Franklin D. Roosevelt, an American politician, delivered a series of 30 nighttime radio talks between 1922 and 1944. In 1932, radio was one of the popular media to express the political message. In a similar vein, John F. Kennedy made history in 1961 by becoming the first American president to broadcast live television news to reach their intended audience. Prior to the 2008 United States Presidential Elections, only traditional media, such as television, newspapers, and direct contact with politicians, were utilised; however, this election significantly changed the way in which the general public was communicated with by utilising social media. Social media marketing was credited for helping Barak Obama win the election. Later, political groups and leaders from all over the world began embracing social media as a means of oppression and empowerment. For instance, Presidents Jair Bolsonaro of Brazil and Rodrigo Duterte of the Philippines are noted for enacting the desired change through their use of Facebook and WhatsApp campaigns, respectively. Thus, new media gained popularity in the twenty-first century, a time when the use of social media, particularly through mobile devices, has grown significantly.

In India, radio was established in the year 1927, while the first television centre was established in the year 1959. One of the largest one-year communication experiments was the Satellite Television Experiment (SITE), which took place between 1975 and 1976. However, Anna Hazare began using social media in 2011 and 2012 as part of his anti-corruption movement in India. Political parties used social media for the first time during the 2014 General Election to communicate with voters online. Initially, Prime Minister Narendra Modi placed a significant emphasis on social media and overtook President Obama as the leader with the biggest search volume on these platforms. This spread awareness of social media even further, leading to an increase in the number of leaders using it to reach out to the public



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and explain their strategies. Later, Aam Aadmi Party also came to appreciate the value of social media and placed a premium on exploiting it to sway voters. The effective use of social media by both parties has encouraged other parties, such as the Indian National Congress, to create a presence online. Rahul Gandhi, the leader of the Congress, joined Twitter in 2015. As a result, social media has generally been seen as a potent marketing tool by all parties. The technologically adept Bharatiya Janata Party, on the other hand, has overtaken the Indian National Congress by launching several campaigns on Facebook, generating buzz on Twitter, and displaying PM Modi's hologram in outlying areas. Since that time, social media has been increasingly important and powerful for political campaigning. Traditional media, new media, and interpersonal communication have all merged and complemented one another. So, in order to properly employ new media for online campaigning, sophisticated marketing methods are needed to sway people and win elections.

Furthermore, it is impossible to comprehend social media as a marketing tool without first understanding the phrase Web 2.0. According to Kaplan and Haenlein, Web 2.0 offers "a new way in which end users use the World Wide Web, a place where content is continuously altered by all operators in a sharing and collaborative way." As a result, social media give users the ability to produce and share information online utilising specific websites and applications.

The brief descriptions of a few social networking networks are as follows:

- Facebook is described as "an internet-based social media that allows people to connect with others in their circle for the purpose of social exchange".
- WhatsApp: A social media network that is a part of Facebook, "It is a cross-platform mobile messaging application for exchanging messages without payment for short service message (SMS)".
- YouTube: An online video sharing service that enables users to upload and share videos.
- Instagram: Instagram is a social networking site that permits the posting of images and videos.



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Social media platforms like Facebook, Twitter, YouTube, and others offer the chance to search for and share political information with others. Additionally, it enables people to use that information to engage in interpersonal conversations with their friends and family members, which may influence their decision to cast a ballot. Similar to Facebook's Messenger, WhatsApp is a popular platform for sharing political content on mobile devices. Social media can thus expand its audience by fostering human connections. Researchers discovered that social media is a potent tool for influencing voting decisions when paired with conventional advertising campaigns and media channels.

## **2. RESEARCH METHODOLOGY**

The research design is the framework that gives the research direction and systematizes it. A research design is a strategy for carrying out a study that specifies how information will be gathered, measured, and how it will be analysed. For this issue, cross-sectional research has been conducted utilising both an exploratory and a descriptive study methodology.

The current study incorporated qualitative and quantitative research methodologies, hence a mixed-methods strategy was used. The qualitative research made use of secondary materials, including journals, books, publications, articles, etc., to build a theoretical framework. The study also employed content analysis, a qualitative research technique, to look at the official pages of political parties on different websites. A survey using a structured questionnaire was used to collect primary data for the current study, which is a quantitative one.

### **2.1 SAMPLE SIZE**

The primary objective of the current inquiry is to examine the effects of political use of social media on political attitude, political involvement, and voters' choice of political party in Punjab. The target market for this is the electorate of Punjab. The sample size was 600 voters, as planned. The sample size of 600 voters is calculated using an online sample size calculator based on the total number of voters, confidence level, margin of error, and the total number of votes cast. The sample size of 600 was found to be appropriate for the total number of voters (19043122) as of FNL 2016, which was made available on the website of the Chief Electoral Officer, Punjab, with a 95% confidence level and a 5%



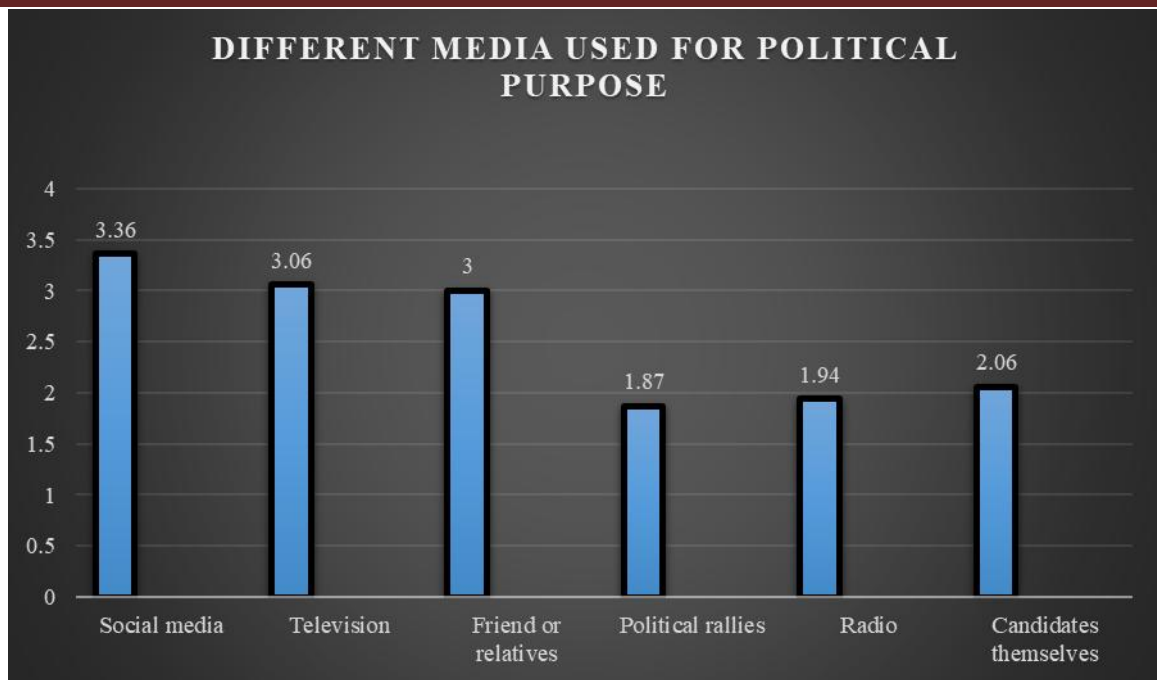
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margin of error. After three surveys that were found to be incomplete were excluded from the analysis, the final sample consisted of 600 voters in total.

To remove bias in sample selection, multistage quota sampling was used. Malwa, Majha, and Doaba are the three regions that make up Punjab. A total of five districts, as indicated in figure 3.2, were chosen after 25% of the districts from each area were picked in order to offer a representative sample. On the basis of district population, the Punjabi districts were classified in the second stage from highest to lowest. The best districts from each region were considered before the final five districts of Ludhiana, Patiala, Bathinda, Amritsar, and Jalandhar were selected. Even after taking into account the three regions of Punjab, the same five districts continued to rank in the top five based on district population. A sample of 100 respondents was selected from each district out of a total sample of 600 respondents from the Punjab state. The four main political parties present in Punjab are the Indian National Congress, the Bharatiya Janata Party, the Aam Aadmi Party, and the Shiromani Akali Dal. For the qualitative study, the "Indian National Congress," "Bharatiya Janata Party," and "Aam Aadmi Party" official Twitter, Instagram, and YouTube accounts were used

### **3. RESULTS AND DISCUSSION**

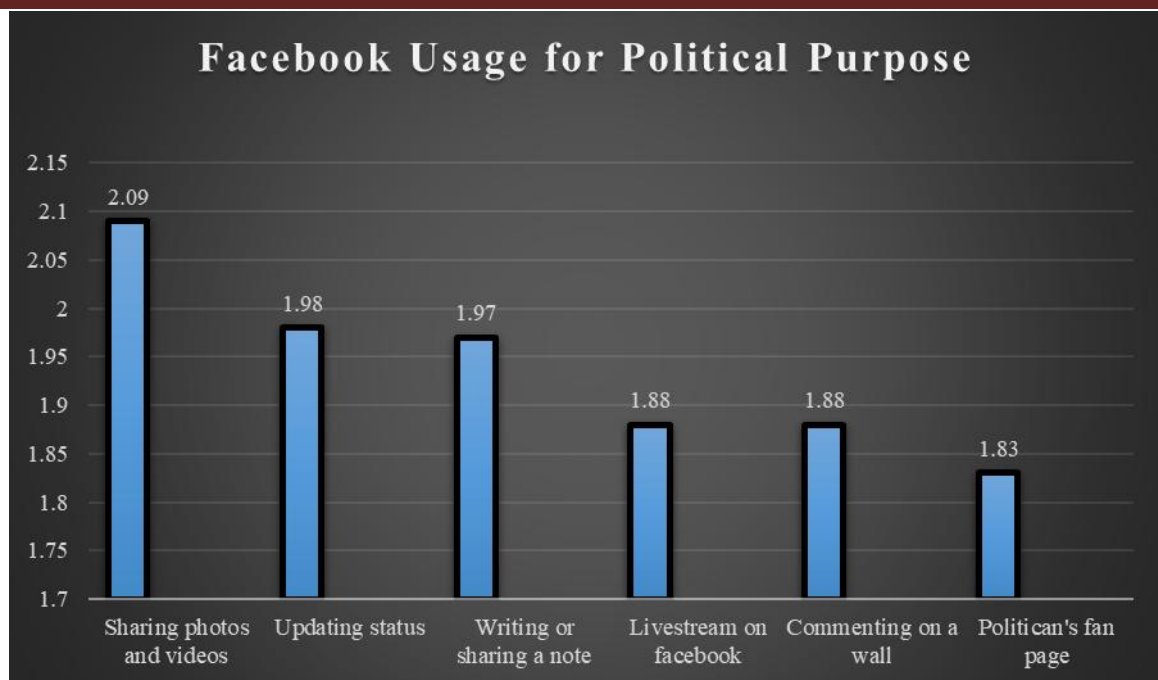
Data was also examined to see which media outlets were most frequently used to obtain political news. The most popular sources of political information, according to Figure 3.1, are social media ( $x = 3.36$ ), television ( $x = 3.06$ ), and friends or relatives ( $x = 3.00$ ). Political Rallies ( $x = 1.87$ ), Radio ( $x = 1.94$ ), and Candidates Themselves ( $x = 2.06$ ) are the least utilised media, on the other hand. In other words, social media (23.8%) and television (15.26%) are considered to be the most popular and often utilised medium. Similar to this, people (12.6%) prefer to have conversations with friends and family to learn about politics. In contrast, individuals don't typically go to political events or support candidates (0.03%) in order to learn more. Radio was revealed to be the least popular medium (0.03%).



**FIG. 3.1: DIFFERENT MEDIA USED FOR POLITICAL INFORMATION**

### 3.1 POLITICAL USE OF FACEBOOK

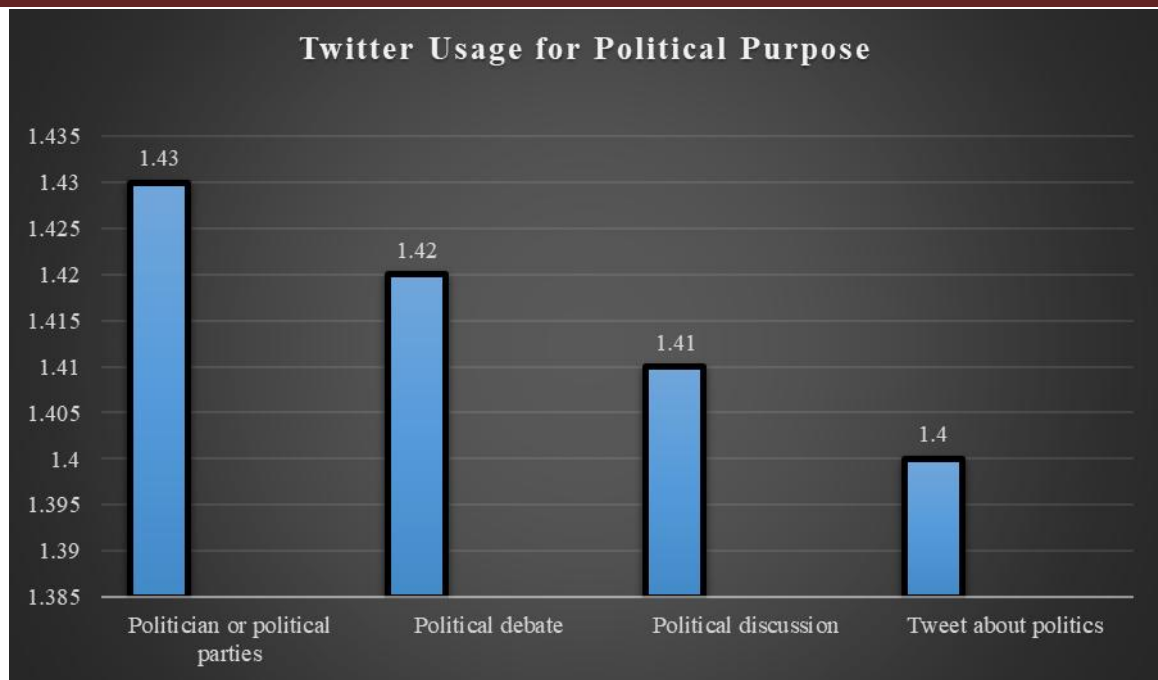
The general public's actions to find or distribute information for political purposes on Facebook were used to measure the political use of the social media site. As the average for each category ranges from 1.58 to 2.09, the study discovered that respondents were engaging in less activities. According to the responses shown in Figure 3.2, users prefer to engage in the following Facebook activities in that order: posting or sharing a photo, link, or video ( $x = 2.09$ ), updating status ( $x = 1.98$ ), writing or sharing a note ( $x = 1.97$ ), watching livestreams on Facebook ( $x = 1.88$ ), commenting on a wall ( $x = 1.88$ ), clicking "Like" on a political party or politician's fan page ( $x = 1.83$ ), and selecting whether they will attend an Overall, it can be said that individuals always prefer to share (5.2%), update their status (6.4%), and watch live streaming (4.8%) related to politics posted on Facebook by themselves or others.



**FIG. 3.2: FACEBOOK USAGE FOR POLITICAL PURPOSE**

### 3.2 POLITICAL USE OF TWITTER

Twitter is a key political forum where both political players and members of the general public engage in a variety of activities. Despite Twitter being seen as a key platform, respondents have used it much less frequently than all other social networking sites. In addition, all actions like "following" a politician or political party (x =1.43), "joining a political debate" (x =1.42), "joining a political discussion" (x =1.41), "replying" to a tweet about politics (x =1.40), "mentioning" a politician or political party (x =1.39), "receiving" a direct message from a politician or political party (x =1.38), "posting" Approximately 78% of respondents said they had never used Twitter for political purposes.

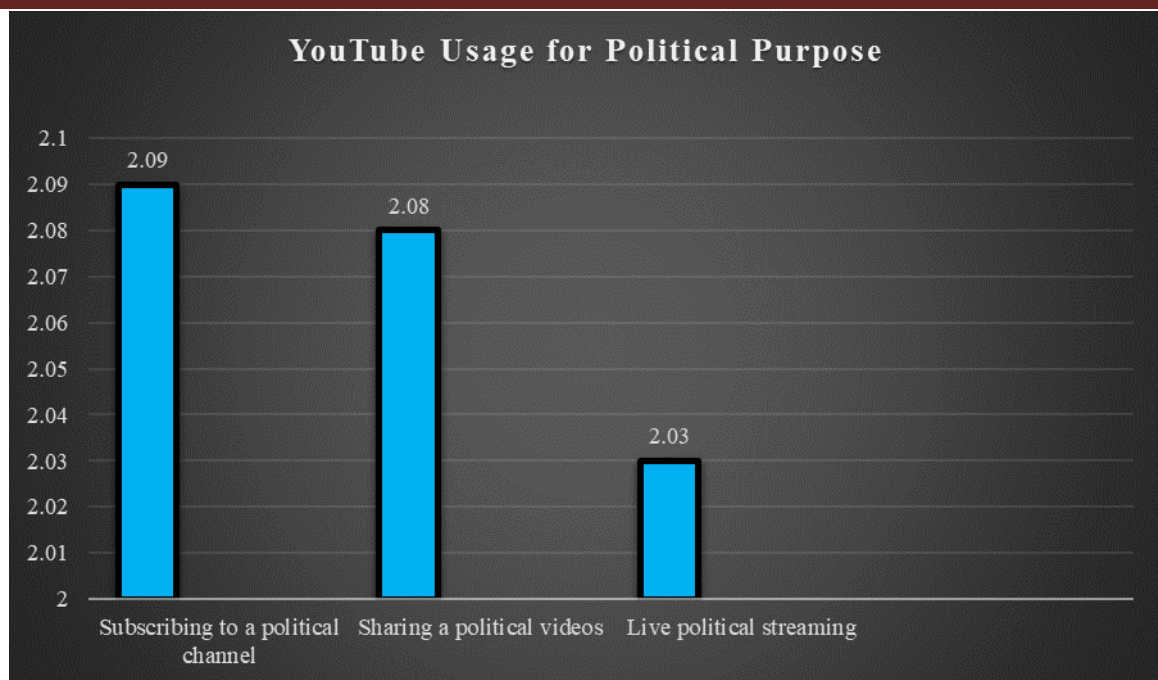


**FIG. 3.3: TWITTER USAGE FOR POLITICAL PURPOSE**

### 3.3 POLITICAL USE OF YOUTUBE

Users of the video-sharing website YouTube can upload their own videos as well as watch those that are made by other users. YouTube was discovered to be the second most popular media in the current analysis. The average value for various YouTube activities is 2.09 for subscribing to a political channel, 2.08 for sharing a political video, 2.03 for watching live political streaming, 1.99 for commenting on videos posted by political parties or leaders, 1.80 for being live on YouTube, and 1.78 for uploading a political video. Although the majority of respondents did not upload, post a comment, or go live, it was discovered that more than 50% of respondents shared videos on YouTube and watched live streaming, indicating that people do not produce their own content but rather consume and distribute user generated content instead.

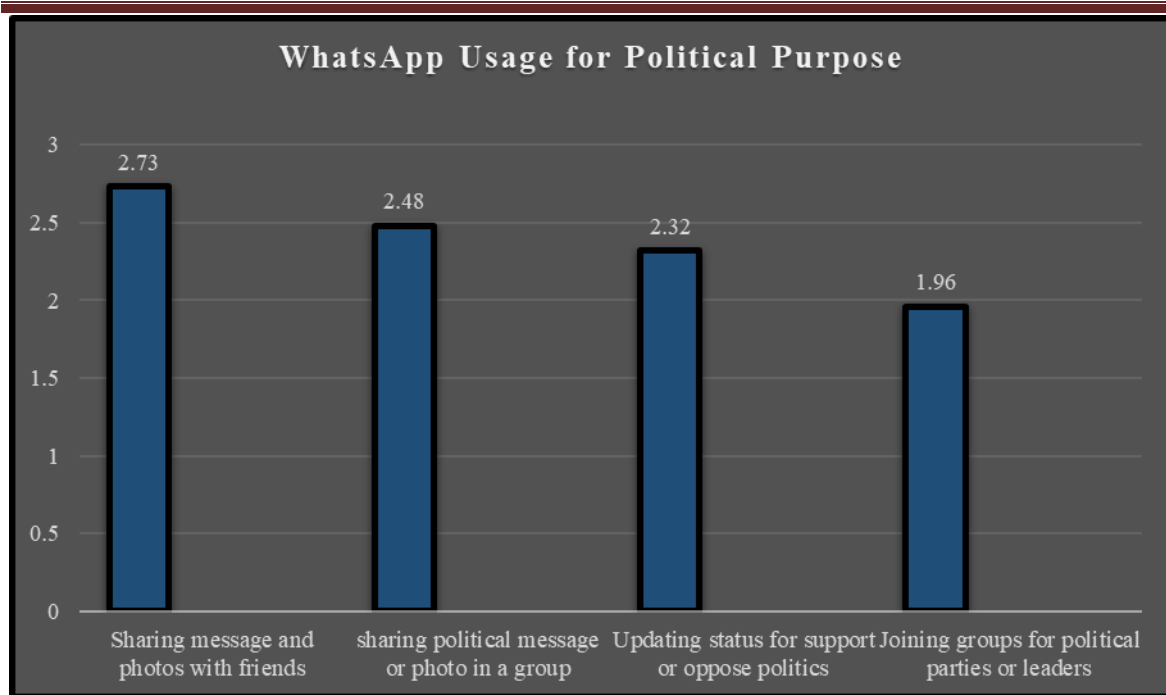




**FIG. 3.4: YOUTUBE USAGE FOR POLITICAL PURPOSE**

### 3.4 POLITICAL USE OF WHATSAPP

Users of WhatsApp can share photographs, documents, and other types of material along with text and voice conversations. WhatsApp is the social media platform that respondents use the most, and among the key activities they carry out are sharing a message or photo with a friend ( $x = 2.73$ ), sharing a political message or photo in a group ( $x = 2.48$ ), updating their status to show whether they support or oppose politics ( $x = 2.32$ ), and joining groups for political parties or leaders ( $x = 1.96$ ). Political messages or images are frequently shared by citizens, either individually (29.71%) or collectively (27.5%).



**FIG. 3.5: WHATSAPP USAGE FOR POLITICAL PURPOSE**

#### 4. CONCLUSION

There have been very few studies conducted in India, despite the fact that social media is a frequently used phenomena. Many academics have sought to study the impact of social media usage for political engagement, notably in western and Arab nations, from various angles. This study examined how social media use for political purposes affected Punjab, India's political attitudes, involvement, and party choice decisions. Thus, with evident distinctions in media use, political attitude, and engagement, the results emphasised certain crucial features of news consumption through various media in Punjab state of India. The following is a list of the study's main conclusions: Voting by citizens is typically the sole way for them to participate in politics. However, there are occasions when people express their support for a politician by pushing others to vote, participating in debates about the candidate that may affect their vote, and then going to the candidate's profile on a social media website. People rarely engage in politics on a regular basis, but when they do, it usually takes the form of attending political events or speeches, taking part in protests, volunteering for political parties, wearing party colours in public, meeting with elected officials in person, or sending an email to them. Giving money (funds) to a politician or



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political party is the least active kind of participation. Television and social media are determined to be the most popular and often utilised media for political information gathering, while radio, political rallies, and direct contact with candidates are found to be the least popular. Media consumption unquestionably has a big impact on voters' interest in politics. However, because different media have varying effects on relationships and significance, media selection and impact should be carefully considered if you want to get voters interested in politics. The usage of new media by political actors and voters has increased significantly in recent years, particularly since Prime Minister Narendra Modi's victory in the 2014 general election, making it the most effective medium for generating positive engagement.

In general, the development of social media use for political purposes has drawn academics to investigate its various facets. More ways than ever for citizens and political players to communicate and exchange information with one another present new opportunities and challenges for promoting democracy as well as new potential for consolidating democracy globally. All the parties ran for office in the Indian general elections of 2014 and 2019 utilising both traditional and digital media. This study made an effort to investigate the effects of various political media on political attitudes and political involvement. Additionally, the study attempted to investigate the connection between political engagement, political attitude, and use of social media. Additionally, the impact of social media use on political party choice was examined while taking demographic factors into account. Finally, in order to validate the communication needs, the study also examined the material shared by political parties.

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