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NEW TRENDS IN ELECTION CAMPAIGN IN INDIA
(A study on voters in Sagar M.P.)

Dr. Deepak Modi
Guest Faculty , Department of Political Science & Public Administration.
Dr. Hari Sing Gour Vishwavidyaly , Sagar (M.P)

ABSTRACT

The digital world is expanding, driven by growth in several key categories across the board. It is also to be seen that Social Networking is the key driver for mobile and PC surfing in India. This again is by majority of the audience that is less than 34 years of age. It explains that the young generation is leading the Internet revolution in India. The growth and future prospects of Internet in India is bright and going by the current trends, India being one of the Internet superpower is not a farfetched dream at all. India is quickly evolving as one of the Major growth drivers in the world besides the growth India is also known various trends that it has set in the online space. New Changing trends in election campaign come out ofter Internet revolution in India. India is at the number 2 Spot after China with more than 75 million unique users in Asia. Since the Internet age began, communication has evolved from social media to chat rooms and instant messaging. Social Media tools such a Twitter. Face book , YouTube Instagram and other network are now allows politicians to communicate faster and reach to their voters. The present study is to propose to analyze the rise of Internet in India Influence in Indian election campaign.

KEYWORDS: Internet, Election Campaign. Face book and twitter, WatsApp, Social Media .

INTRODUCTION

There are 978 million mobile and 140 million Smartphone connection, with 243, million active internet and 118 million social media users in India The top four metros continue to account for almost half of the social media in unban India usage of social media in rural India has grown by 100% during the last one year with 25 million users residing in that belt. However, urban India registered a relatively lower growth of 35% with the total Number of users at 118 million as on April 2015. The largest segment accessing Social media consists of the college going students with 34% followed by young men at 27% School going Children constitute 12% of social media users. College- going students and young men still form 60% of the social media users in urban India. 61% of these users access social media on their mobile device The modern political system is more based on this premise and thus, different political parties try to have an access over different media of reach and access of the masses. They make use of modern technology to advance their aims and objects while doing so they also, indirectly, become the modernizing instrument. For creating political interest they use such modern items as the loudspeakers mobile, propaganda vans Printed material and other Such material The campaigns of Various political parties in the developing Countries help in modernization both technological as well as organizational as the people of developing countries have unquenched thirst for

education.
        The political party by its activity becomes an instrument of change and innovation this becomes clear when we see that the political parties make use of all the mass media during political campaigns, Such as the use of journalists, Cartoonists, Poster- making, T.V, Video and mobile propagandists(1). Share of web page views via laptop and desktops have a positive growth towards the Indian Internet revolution and also many politicians realized that social media is important to influence the vote(2). Social media are new information network and information technology using a form of Communication utilizing in election campaign.

OBJECTIVE :

        The objective of the study are both academic and social. The present Research paper is the aim is to find How Internet revolution in Indea Influence the election Campaign. Also, the power of social media can replace the traditional and old fashioned ways of election campaign. The objective of this study is to identify the factors which affect the voting decision of people in   Sagar (M.P) The researcher aims to understand whether the people of Sagar influence by the social media in 16th Indian Loksabha election. And what was the effect. On candidate choice while voting to members of parliament

RESEARCH METHODOLOGY :

        The methodology employed in writing the research paper is a analytical and empirical The data is collected by using questionnaire The sample consisted of   100 member of the Sagar district in Madhya Prasad India the sample consisted of social media users who have social media network account and participated in the 16th Loksabha election 2014.

SOCIAL MEDIA IN INDIA:

        Social Media has emerged as a vital tool of communication and has created new ways of mobilizing public opinion and encouraging participation in political and civic activities ranging from Joining online Petition and social groups, posting short messages on Twitter, expressing Supports through blogs and uploading videos on YouTube. Such disruption has enabled citizens to discuss and share political information with friend and networked citizens and critically monitor the action of government can social media be used for an effective political communication in India.(3) To What extent political parties and candidates as well as oppositional Politic are using social media for political campaign ? Before answering this question it is important to look at some of the statistics about the internet penetration and social media uses in India. A Report by the Internet world stats shows that in June 30, 2016 India in 2nd in Top 20 Countries with the highest Number of internet users in the world.(4)
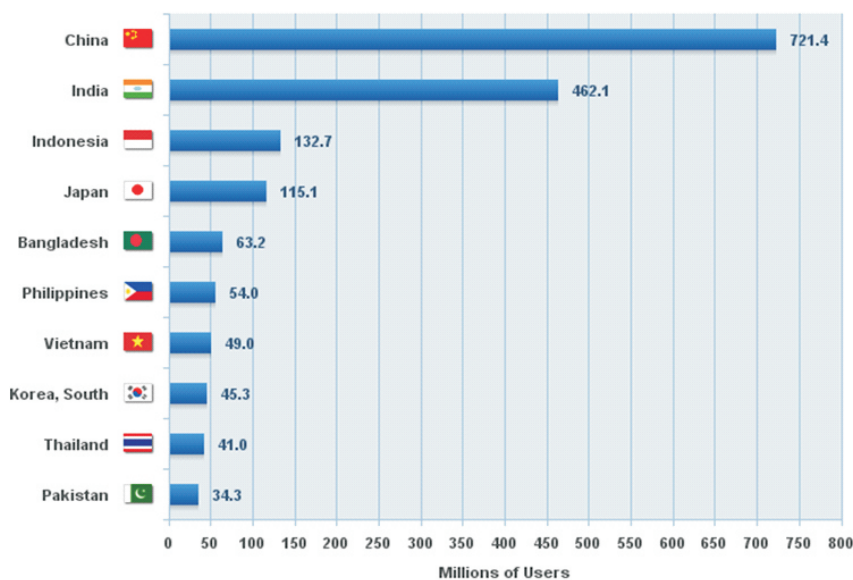
TOP 20 COUNTRIES WITH HIGHEST NUMBER OF INTERNET USERS - JUNE 30, 2016

#	Country or Region	Population, 2016 Est.	Internet Users 30 June 2016	Internet Penetration	Growth (*) 2000 - 2016	Facebook 30 June 2016
1	China	1,378,561,591	721,434,547	52.3 %	3,106.4 %	1,800,000
2	India	1,266,883,598	462,124,989	36.5 %	9,142.5 %	157,000,000
3	United States	323,995,528	286,942,362	88.6 %	200.9 %	201,000,000
4	Brazil	206,050,242	139,111,185	67.5 %	2,682.2 %	111,000,000
5	Indonesia	258,316,051	132,700,000	51.4 %	6,535.0 %	88,000,000
6	Japan	126,464,583	115,111,595	91.0 %	144.5 %	26,000,000
7	Russia	146,358,055	103,147,691	70.5 %	3,227.3 %	12,000,000
8	Nigeria	186,879,760	97,210,000	52.0 %	48,505.0 %	16,000,000
9	Germany	80,722,792	71,727,551	88.9 %	198.9 %	31,000,000
10	Mexico	123,166,749	69,000,000	56.0 %	2,443.9 %	69,000,000
11	Bangladesh	162,855,651	63,290,000	38.9 %	63,190.0 %	21,000,000
12	United Kingdom	64,430,428	60,273,385	93.5 %	291.4 %	39,000,000
13	Iran	82,801,633	56,700,000	68.5 %	22,580.0 %	17,200,000
14	France	66,836,154	55,860,330	83.6 %	557.2 %	33,000,000
15	Philippines	102,624,209	54,000,000	52.6 %	2,600.0 %	54,000,000
16	Vietnam	95,261,021	49,063,762	51.5 %	24,431.9 %	40,000,000
17	Turkey	80,274,604	46,196,720	57.5 %	2,209.8 %	46,000,000
18	Korea, South	49,180,776	45,314,248	92.1 %	138.0 %	17,000,000
19	Thailand	68,200,824	41,000,000	60.1 %	1,682.6 %	41,000,000
20	Italy	62,007,540	39,211,518	63.2 %	197.1 %	30,000,000
	TOP 20 Countries	4,931,871,789	2,709,419,883	54.9 %	903.7 %	1,051,000,000
	Rest of the World	2,408,287,703	966,404,930	40.1 %	961.4 %	628,433,530
	Total World Users	7,340,159,492	3,675,824,813	50.1 %	918.3 %	1,679,433,530

www.internetworldstats.com

TOP 20 INTERNET COUNTRIES - 2016
With the Highest Number of Internet Users

Source: Internet World Stats - www.internetworldstats.com/top20.htm

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Top Ten Internet Countries in Asia
June 30, 2016

Country	Millions of Users
China	721.4
India	462.1
Indonesia	132.7
Japan	115.1
Bangladesh	63.2
Philippines	54.0
Vietnam	49.0
Korea, South	45.3
Thailand	41.0
Pakistan	34.3

Source: Internet World Stats - www.internetworldstats.com/stats3.htm

The report an analysis as per Table 1,2,3 indicate the growth and development of Internet revolution in India. The high percentage of the internet users and users activities on social media.

Social Media in election campaign: Social media allow political actors, particularly parties they can influence the voters, In a modern democracy, Social media can be used by government to involve citizen in decision- making, and by civil society to engage people in Specific issues However Social media can also be used to broaden political participation by helping citizens to communicate with their representatives and with each other. Arguably this political communication is most important during election campaign when political parties and candidates seek to mobilize citizens and persuade them to vote or a give party or candidate.(5)

Social media encompass a range of information and commutation technologies used for sharing information and opinions often through explicit connection with other people or groups. Interactive websites that use 'web 2.0' techniques to encourage user contributed content and comment. Blogs that allow anyone to report or comment on news and events. Micro- blogging services such as Twitter that make it possible to publish, instantaneously, short messages to which other users can subscribe. Photo and Video- Sharing services like Flicker or YouTube that let users publish material they have produced. Social Networking services (SNS) such as face book and the professional Network LinkedIn which allow users to create an online profile and to link to and communicate with friends, colleagues and organization.(6).

Most social media technologies and Service have been in existence for less than a decade but they are increasingly popular, particularly as the use of mobile devices such as tables and Smartphone increases individuals connectivity.

Social media's greatest change to the way people communicate is user-produced content and the fast and flexible sharing of this content Some examples of the different ways in which social media distributes user content are shown in the following table (7).

Social Networks	Face book Google+ My space, LinkedIn, IRC
Media Products community	YouTube, Flicker, slide share
Blog services	Word press, Blogger, Twitter, prosperous
Information creation community	Wikipedia, wiki spaces
Link sharing services	Ding, Diego
Virtual community	Hobo Hotel, Second Life

To create an effective social influence, content creators must decide carefully which social media, Which

could also be thought of as social media "tools" are best for their purpose Each tool has its own particular feature, and comes along with its own operating culture and user Communities.

THE TOOLS OF SOCIAL MEDIA

Most of us know social media from its different tools and communities, face book, My space YouTube, Flicker and Wikipedia are the most famous. The tools, function and service are born every day (8)

BLOGS : A blog (web log) is a web site about a single person or company Experts estimate that more than 156 million blogs now exist millions of India workers have blogs, And, of course, many political organization and organizational leaders have blogs that speak for the organization Although the basic idea of a blog to stimulate conversation the communication between blog writers is usually quite scant However, occasionally a blogger may highlight and support or criticize the opinion of a fellow blog writer.(9)

TWITTER : Twitter is a hybrid social networking service that allows users to post "micro-blog" entries to their subscribers about any topic. Twitter messages are most commonly called "tweets" political messaging and conversation can be more be used for active political discussion. Twitter can also be used to steer the user to more detailed content elsewhere, through web links or other references.

E-mail: E-mail uses the Internet to transmit and receive computer generated text and documents. Its growth has been Spectacular, and its use is now so pervasive it's hard to imagine life without it. E-mail messages can be quickly written, edited, and stored. They can be distributed to one person or thousands with a click to a mouse. And the cost of sending formal E-mail messages to voters is a fraction of the cost of printing, duplicating, and distributing a comparable letter or brochure.(10)

S M S: Instant messaging and short messaging service like e-mail, instant messaging (IM) and short messaging service (sms) use electronic media. IM is usually sent via computer, whereas SMS is transmitted via cell phones.

VIDEO CONFERENCING : Video conferencing permits politician in an poltical party to have real – time meeting with people at different location, Live audio and video images let participants see, hear, and talk with each other without being physically in the same location video conferencing, it is important for everyone to be informed of the agenda beforehand and equal time to be provided to people at all location. (11)

WIKIS: wikis and similar text based works of collaboration are web pages that can be modified by any one who has the right to do so. Wikipedia is the most famous example of all wikis and "wiki-like" works The basic idea behind wikis is to provide voluntary. decentralized and open information Having many individuals participate in a common task and the chance to take advantage of group intelligence are he greatest strengths of wikis.(12)

YOUTUBE: YouTube is the Internet's leading video service. It began operating in 2005 and grew quickly, with 50 million visits to the site just by the end of the same year. In 2010, there were already more than 2 billion visits to YouTube every day. The basic Idea behind YouTube is that users upload videos to the site and the same time watch and comment on what they see.(13)

FACEBOOK: Face book is the Internet's leadings online community. Most consider Face book as the very good for social media. The basic idea is to offer each registered user the chance to create a user profile with pictures and to keep in touch with their so- called "friend" or contacts they link to on the site one popular feature face book supports is community pages for common interests. Many political candidates create a page for themselves, and when a user clicks on the "Like" button that user indicates that they would like to receive updates each time the candidate add something's to face book.(14)

WHATSAPP : Whatsapp messenger is a proprietary, platform. Encrypted instant messaging client for Smartphone. It uses the Internet to make voice calls, Video calls, send text messages, documents, PDF files, images, GIF, videos, user location, audio files, Phone contacts and voice note's to other users using standard cellular mobile numbers. Whatsapp Inc, based in mountain view, California, was acquired by face book in February 2014 for approximately us$ 19.3 billion. By February 2016, whatsapp had a user base over one billion, making it the most popular messaging. Application at the time, whatsapp is instant messaging and social media platform.(15)

The role of social media in the creation of what is called 'shared awareness is immense. This awareness can be used for political mobilization as witnessed in 2014 Lok Sabah election. The power and demo crating

potential of this medium is now being widely recognized by the governments across the world. Social media is seen to be a platform to engage people in the developmental programmers of the government, seek feedback, check corruption and empower the people and also play role in election campaigning.

The world witnessed real command of Internet during the presidential election campaigning of the year 2008 when in the US the internet provided a mew interactivity tool of direct conversation between the candidate and voters. The election conducted in may 2014 was unique in different ways. It was the first election which shows the entire campaign being placed on the shoulders of single individual being the prime minister. The amount of time and effort taken to reach each individual though using social media was really appraisable.

ROLE OF SOCIAL MEDIA IN 2014 ELECTION : Lok sabha election 2014 to the first & largest ever social media election from Modi to Rahul Gandhi to AAP most politicians this season have taken the social media- whether they be Google hangouts, or twitter or face book And why not? Social media provides an interactive open and transparent platform for politicians to directly get in touch and increase the level of communication with the voters (16)

The political parties are leaving no stone unturned to woo the voters online. A recent study by the Associated Chambers of commerce and Industry of India (ASSOCHAM) states that the political parties spend around Rs 300-400 corer for their publicity an campaign on social and digital media. Political parties are spending around 15-20% of their total budget in digital marketing. National parties like Bhartiya Janata party (BJP) congress and Aam Aadmi party (AAP) but even regional parties are Spending in advertising and publicity on the social media BJP's Prime Ministerial candidate Narendra Modi was one of the first Indian Politician to launch his own website and use Google Hangout, Modi is an active user of Twitter, Face book and Google while Rahul Gandhi does not use any social networking sites himself, but his team actively takes to social media every time social media and Indian politics presently, youth and middle age voters are on social Media. That is the reason social media is playing a considerable new role in Indian democracy with the changing scenario of Indian politics, political parties and politicians have found a new ways of reaching out to a younger and target population ,(17)

Sagar (Lok sabha constituency): is one of the 29 Lok sabha constituency in Madhya Pradesh state In central India. It covers parts of Sagar and Vidisha districts presently Sagar Lok Sabha constituency comprises the following eight vidhan sabha (Legislative Assembly Segments, Bina, Khurai, Surki, Naryoli, Sagar, Kurwai, Sironj, shamshabad total Number of electorates In 2009 are 1.185, 245 in General Election, 2014 BJP candidate Laxmi Narayan Yadav (BJP) wins the Lokshabha seat. 482580 votes he gets against his opponent Govind Singh Rajput (INC) and defeats him because gets only 361843 votes.

RESULTS: The election Conducted in May 2014 was unique in different way in Sagar Lok sabha constituency BJP Candidate use social media tools to win the election. The election based on social and mass media the data is collected by using. Questionnaire. The sample consisted of 100 Member of Sagar Loksabha constituency out of the 100 respondent 40 were above the age of 40 The awareness about political parties is high among the respondents as 100% of the people are aware about all the parties participating in the election. The awareness of the political parties has direct relation with selecting a candidate as the 60% of the respondents Vote on the basis of political orientation rather than candidates 60% of the respondents have social media accounts.58% of the respondents received messages from political parties related to Loksabha election. Use of Social media in this election essential tools of commutation for BJP candidate he approach to younger population with the use of Face book and whatapp. His Face book page Ek hi viklap modi-vote for change-I support Narendra Modi-for Pm-mission 272 + he also link with national campaign of BJP. BJP has the biggest charisma in social media in 2014 elections. Sagar Lok sabha constituency discussion of the election on social media was seen as influent on Sagar Lok Sabha voters. A study of Voting behavior Trends is given below:-
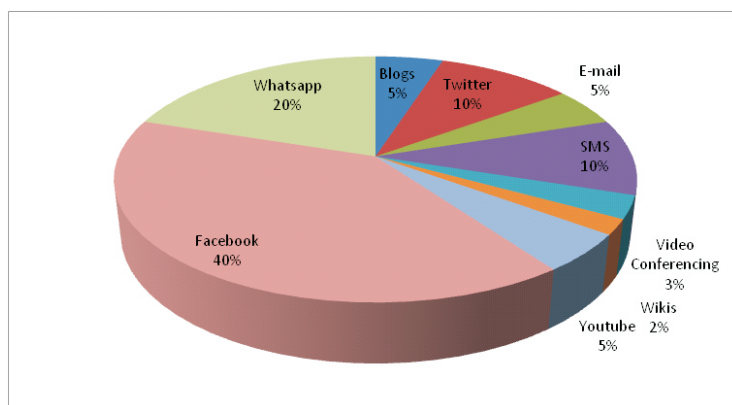
A study finds that social media users may be the new vote bank. Indian political partied and politician's now find the new ways of reaching out to a younger and target population.

CONCLUSION:

A study finds that this is just the beginning. Social media is now in very high and fasted growth of Internet user world are just beginning to understand the potential of this medium to Impact discourse and communcation for instance, current methods of communcation in Government could change to leverage Facebook, Twitter, Youtube, along with traditional methods such as press release etc. Further, social media will emerge as the more untainted voice of the citizens and will truly be the people's platform now Political parties to connected with social media and reach to new vote bank of social media users with the Reliance Jio infocomm (Jio) given free 4G sim cards and launching affordable 4G enabled smart phones to connect the next billion. India is set to lead the 4G revolution, the International Data corporation (IDC) said that 4G smart phones are expected to show double –digit up take at 21.3 percent year-on-year growth for 2016 to reach 1.17 billion Units – up from 967 million in 2015. A study find's new vote bank of social media is truly Important to the Political Parties. Social Media users may be the new vote bank in Indian political system politicians must think about new trends in Election Campaign.

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