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Political Parties in India, Preferring a Well-Resourced and Well-Organized Social Media Net Working for the End-Results in General Elections

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Abstract: ***Social Media, in the present era of electronic revolution has become the means and end of all communication as such the democracies are wondering if social media can be a valid indicator to predict election end-results. Keeping in view the demand and surge in the use of social media like Face Book, Twitter etc. the present exploration work towards the scrutiny whether the social media had any consequence on the 2014 General Elections end-results. A huge number of social media whispers for 120 days from 5th January to 5th March, 2014 of sufficient political parties in India have been considered for the present exploration. It clearly speaks that, social media whispers, occupied paramount importance on the end-results of General Elections 2014.***

Keywords: Political campaigns, Web technologies, Advertising, Internet, Digital Landscape, Social media tool, Mass communication

I. INTRODUCTION

When the social media has become the means and end of communication in the present era of electronic revolution, political parties are using the strategy of social media contrivance for their advertising purpose i.e. the application of media procedures in political campaigns. Political campaigns marked its presence on digital media but not limited to traditional devices. The political parties and lobbyists advance their ideologies, analysis, execution, development and management of strategic campaigns by candidates to win elections and pass legislations in response to the needs of selected people and groups in society. The digital media provides the space for political parties to create cordial vicinity where government officials, Candidates and political parties can use social media to gain public opinion in the desired direction. For expressing views, opinions and ideas, the social media has become an influential contrivance for expressing views, opinions and ideas and has become an influential device of opinion creation. social media is an online application platform and facilitates interaction, collaboration and strategic distribution of web page and blog material. The application of marketing principles and procedures by candidates and organisations in their political campaigns, may be termed as political marketing.

Though the overall perception is low with less than 2 out 6 Indians using Internet, the Digital landscape of India is growing tremendously. In urban Population consists of 32% out of the total population of India around 1.260 billion with regards to the use of social net works India stands 3rd in the world. There are considerable number of voters say about 145 billion voters were on social media network and may be called the connected generation during the 2009 general elections. As a result most of the political parties tampered into social net working platform to influence the possible number of voters. Keeping in view of this trend during 2014 General Elections, the political parties became active on the use of social networking device. People who engage in political content chosen Twitter as this medium choice.

The digital campaign during election, has been widely used by Indian politicians. The consistent aspects are political surveillance and information seeking, convenience, entertainment and social utility.

II. BACK GROUND

For maintaining public relationship, the industrialist and business people identified the virtual social network as a good tool. For maintaining publication, even the nonprofit organization are also adopting social media network. Social media is being put to use for teachers, learning and showing by higher educational institutions. As such it was suggested by eminent people that social media devices should be considered for the increase in business, education, politics etc. The social media evolved as an important tool for advertisement for not only to corporate houses to maintain their public relations but also in the elections and it has become a potent platform for representing opinion worldwide. Results of the election can be computed and can be evaluated at different levels.

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The growing impact is desirable even in emerging economy like India, the extension use of social media has been noticed in 2014 general elections. The size of social media, as a mean of both gauging and evaluating public opinion, has made political parties to go for optimum utilization in election. It's a case of point in this study of 2014 general elections. The prediction power of twitter in the elections is examined by many studies different countries. There is another opinion however in this aspect, some researchers observed that the prediction power of twitter regarding elections has been over emphasized. Reasonable problem in this aspect, still stay upfront. As a matter of fact the linear regression can explain the variance in data and the F-Test and the linear regression's F-Test has the null hypothesis, which speaks that there is no linear relationship between the variables. The highly significant F-Test, that assume that there is linear relationship between the variables in model application. The co-efficient of social media is significant and position for seats won. Hence it is presumed that a political party can achieve good number of seats in General Elections, if the political party has developed a well-resourced and equipped social media network. The results of 2014 election proved the fact that there is significant effect on the relationship of the political parties with the social media networking. The aim of this research paper is how much utilization of social media by political parties stayed in the General Election of 2014. Less census is observed in the review of literature about which information to be considered as such electoral outcomes. Researchers have expressed different opinion viz 1) only the winners of the elections without any other consideration 2) number of seats won 3) the national vote sharing. The evaluation based on the prediction against vote rates, against number of seats and also as dichotomous decisions. Owing this study, the likely hood of the forecasting seats against tweet counts, sufficient number of social media tweets were mentioned. It is noticed in our analysis that the political parties provide tickets to the candidates to contest in Election from the chosen constituencies. Plan their election campaign and also bear the common expenditure as such the total process was planned by electoral parties not by the contesting candidates. In the General Election 2014 in India, the Chief Political parties are BJP and INC (i.e.) Bhartiya Janata Party and Indian National Congress). The issues of importance in the General Election are corruption, Development, Caste, religion, Employment, Inflation, economy, women empowerment/safety etc. and the ideologies of the political parties. Wide spread election campaign appears to voters to vote to the candidates of their parties and in the process, they used the social media and electronic media to the maximum extent. Surprisingly, some candidates are not well-versed in the use of social media particularly twitter; so the concerned party has opened its own IT cell for election campaign on social media on behalf of the candidates and provided training to this leader on how to use social media. Advertising agencies who are professionals works for the party image building for promotions, party achievement circulating fixtures of meeting rallies, speech and also circulating negative and e-word of mouth for their opponents though social media networking to get leverage of the party's candidates of the concerned constituency. It is observed that the social media tactics count and the seats gained by some political parties were showing inconsistency. The reason is that 1) some parties are confined to traditional campaigns and don't give much focus on social media. 2) Some states have low-literacy rate, lack of electricity and also slow social media presentation, as such the party's comedown election campaign on social media, a waste of time and money 3) Some parties with the financial constraint contested only a few number of seats.

III. CONCLUSION

In the research, it was clearly observed that an appropriate strategy in tweet and re tweets can enhance the chance of managing more seats. These findings are found as more relevant for both the political parties and academicians.

Basing on the evidence of the study, it can be concluded that social media capabilities lead to gaining more seats in the elections. And the limitation in this aspect is that number of social media buzz considered is rather small when compared to the active social media users and span of social media platform. Further research could replicate the study with expectation that political parties can use social media networking strategy.

However, the enlightened voter will see the truthful party and candidate contested in the election to win, though the social media networking has its effect in gaining more seats in the General Election.

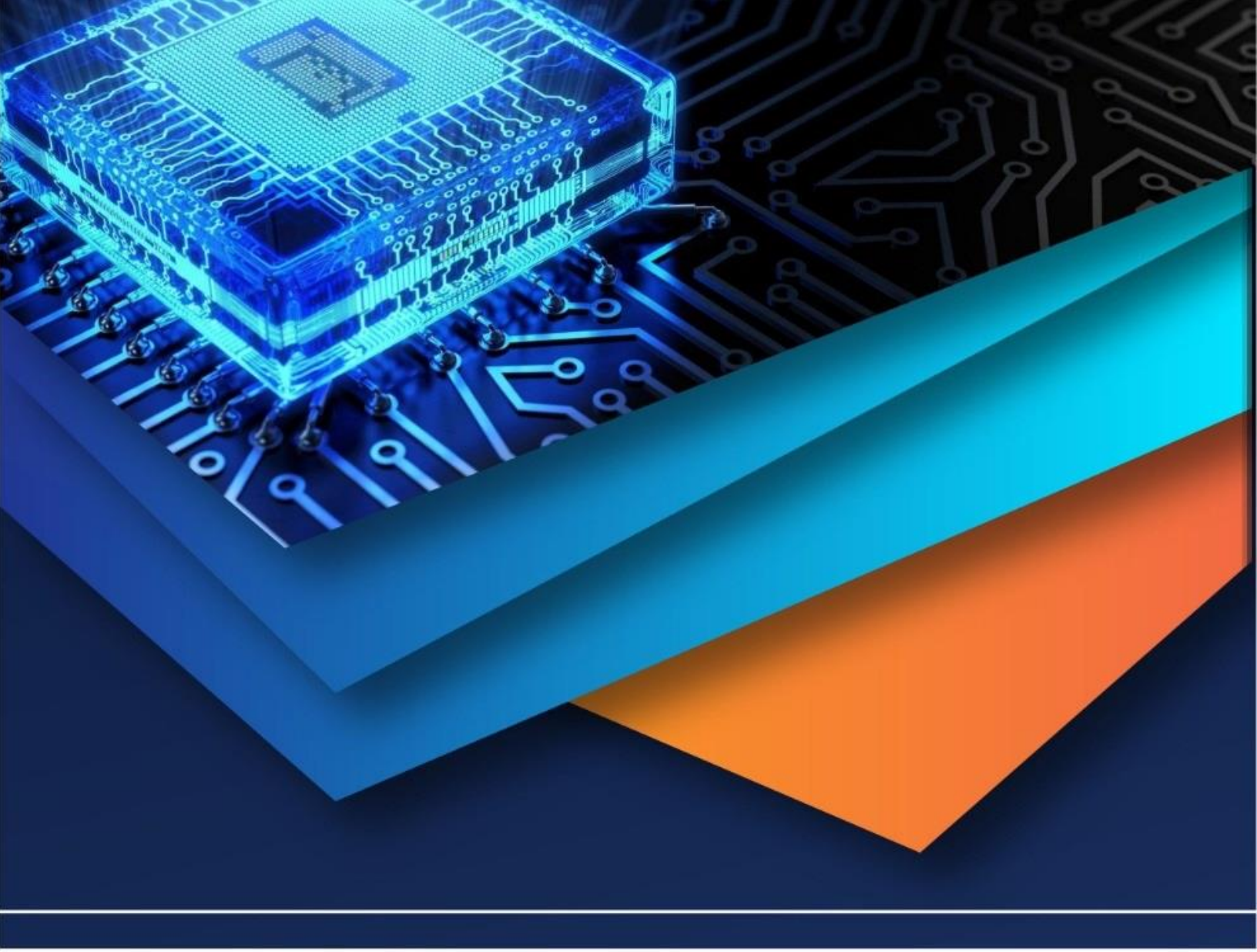
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