

# A Study on Social and Political Implications of Internet Based Communities in India

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**Abstract – In recent years, social media are said to have an impact on the public discourse and communication in the society. In particular, social media are increasingly used in political context. More recently, micro blogging services (e.g., twitter) and social network sites (e.g., Facebook) are believed to have the potential for increasing political participation. While Twitter is an ideal platform for users to spread not only information in general but also political opinions publicly through their networks, political institutions (e.g., politicians, political parties, political foundations, etc.) have also begun to use Face book pages or groups for the purpose of entering into direct dialogs with citizens and encouraging more political discussions. Previous studies have shown that from the perspective of political institutions, there is an emerging need to continuously collect, monitor, analyze, summarize, and visualize politically relevant information from social media. These activities, which are subsumed under “social media analytics,” are considered difficult tasks due to a large numbers of different social media platforms as well as the large amount and complexity of information and data. Systematic tracking and analysis approaches along with appropriate scientific methods and techniques in political domain are still lacking. In this paper, we propose a methodological framework for social media analytics in political context and for this we have taken 230 respondents. More specifically, our framework summarizes most important social media perspective of political implications.**

**Keywords: Social Media, Political, Online Social Media**

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## 1. INTRODUCTION

Social media was a prevalent word in Indian parliament election 2014. Political parties utilize social media in light of the fact that conventional broad communications communication medium are very directed by election commission of India. For over 10 years politicians have taken the web trying to all the more likely achieve voters in our new media society. At first it was the utilization of static webpage to advance campaign objectives, guarantees and information. Nonetheless, as social media or the social networking sites (SNS) started to ascend in fame in the mid-2000, campaigns started vigorously endeavoring to bridle their power to achieve more voters (Romero, et. al., 2015).

For example, the 2008 U.S. presidential election was the benchmark as the main election to completely get a handle on the power and reach of the SNS's to affect voters. The U.S. President, Barack Obama's campaign utilized Facebook in an uncommon approaches to connect the young voters. It worked, enabling him to win the votes almost 70 percent of voters that were under 25 years of age.

Social media is likewise encouraging another path by which people can pursuit and offer information and expanding their mindfulness. It assumes a fundamental job in changing over road developments into extensive urban areas of India in 2012. In a similar energy amid against debasement development 2012, social activist, Anna Hazare utilized social media to interface people in New Delhi (Scott & Carrington, 2012)

Politicians utilize social media to speak with their audience and to call them either to challenge, or to vote. Along these lines, the utilization of Web 2.0 technologies has made it inconceivably simple for wide range political parties, social activist, individual leaders are getting consideration towards social media.

Notwithstanding the effect that social media has for campaigns in the customary feeling of growing the span of their message to more voters and regularly younger voters. Social media activities can be either used to anticipate the result of elections. In any case, numerous organizations have endeavored to utilize the data which is accessible from the social media sites, for example, Facebook, Twitter, Google Plus

and different stages to foresee election results. It is expected that people visits these social media stages with their thoughts and musings in regards to their political leaders amid the election time frames. While through watchful content and auxiliary network investigation these stages will give comparative outcomes to customary election surveying.

Henceforth, social media has developed as a fundamental apparatus of communication and has made better approaches for political assembling and encourage social media clients in political activities going from joining their political groups by tweeting, announcement, communicating bolsters through web journals and recordings on Youtube.

Political campaigning has turned into a noteworthy concentration in the developing field of social media thinks about. Specialists over the globe break down political online communication.

## 2. REVIEW OF LITERATURE

**Kaplan and Haenlein (2014)[3]** Social media are defined as "a gathering of web construct applications that work in light of the ideological and technological establishments of Web 2.0 that permit the creation and trade of client produced content". As of late, social media, for example, SNS, weblogs, micro blogging, and wikis assume an undeniably critical job in molding political correspondence in the US and around the world. The possibilities of social media give off an impression of being most encouraging in political setting as they can be an empowering agent for more investment and democracy.

**Creighton (2015) [4]** defines public support as the procedure by which public concerns, needs and qualities are fused into governmental and corporate basic leadership. The supposed e-cooperation centers around this procedure as well as on utilizing the Internet as an extra or restrictive instrument to make dialogs between the chose and the electorate.

**Karpf (2012)[5]** presents the idea of 'politics 2.0,' which can be comprehended as the outfitting of the Internet's brought down exchange expenses and its state of data wealth, at the objective of building more participatory, intelligent political organizations.

**Wattal et al.(2012)[6]**There is a developing assortment of research concentrating on the job of social media in political pondering. The ongoing US presidential crusade in 2008 has demonstrated that social media technologies have turned out to be progressively imperative for political correspondence and influence

**Kushin and Kitchener (2013)[7]** it wound up self-evident, that social media could be effectively adjusted to contact and talk about with voters and to disperse essential data to them. Particularly youngsters were motivated to political subjects utilizing social media as

correspondence stage. In this segment, we give a review of related work on social media in political setting. Specifically, we center on past examinations managing the three noteworthy sorts of social media: micro blogging, SNS, and weblogs.

### **Microblogging**

Various different examinations center around political micro blogging (especially Twitter) use, with considers concentrating on either non-parliamentary or parliamentary employments of the administration. As for parliamentary utilizations, past writing has managed the USA. For instance, **Golbeck et al. (2014)[8]** center on the US Congress and break down the contents of more than 6,000tweets from Congress individuals. They and that Congress individuals consider twitter rather a vehicle for self-genius movement as they are basically utilizing Twitter to share data, especially connections to news articles about themselves and to their blog entries, and to provide details regarding their day by day activities.

Thus, another investigation by **Ammann (2014)[9]** centers around the utilization of Twitter by US Senate candidates and the content of their tweets amid the 2014 midterm decision season. Results demonstrate that candidates utilize Twitter as a standard of their political battles. Be that as it may, the measure of utilization significantly differs by the level of assets an applicant has, state estimate, and the intensity of the congressional race. Likewise, the content of the tweets is generally identified with hopeful kind and at times political affiliation of the competitor. In an investigation of Twitter appropriation and use by US Congress individuals,

**Lassen and Brown (2016) [10]**find that individuals will probably utilize Twitter in the event that they have a place with the minority party, if their party pioneers encourage them to, in the event that they are youthful, or in the event that they serve in the Senate.

**Hong and Nadler (2015)[11]**gauge the effect of the utilization of Twitter by American politicians on changes in public supposition of those politicians after some time and find little proof that the political utilization of Twitter has either a positive or negative effect on public conclusion Different works center around the utilization of Twitter by nationals in political setting. As of late, the thought of "Twitter insurgencies" in authoritarian nations has been introduced, although the correct contents and impacts of these uprisings are debated.

**Gaffney (2012) [12]** ponders Twitter use amid the 2009 Iran races by following the utilization of the Iran Election hash tag. In spite of the fact that Twitter helped protesters in Iran and around the globe in arranging their endeavors, the author claims that "it is difficult to state with any sureness what the job of Twitter was." In an investigation of

approximately 100,000 messages containing a reference to either a political party or a politician with regards to the 2009 German government decision,

*Tumasjan et al. (2012)[13]* demonstrate that Twitter is broadly utilized for the spread of politically significant data and that the unimportant number of party specifics precisely reflects the race result recommending that micro blogging messages on Twitter appear to legitimately reflect the political scene offline and can be utilized to anticipate decision.

### 3. RESEARCH OBJECTIVES

1. To recognize the different social media platforms utilized by the respondents.
2. To comprehend the popularity of social media platforms.
3. To personality the mainstream social media stage utilized by respondents for political awareness.
4. To think about the effect of social media on political issues

### 4. RESEARCH METHODOLOGY

#### *Research Purpose*

Present examination is an empirical investigation, both primary and secondary data has been utilized in the examination. Primary data is created with the assistance of interview plans, researcher take likelihood inspecting for information searchers in light of the fact that the units are generally scattered and every component have an equivalent shot of being chosen. The researcher utilizes irregular testing to take test. Both the primary and secondary data contain in the examination. For getting total data, secondary sources has been utilized and the data has been gotten from the legislature publications, reports published by the AIMAI, articles and concentrates published in the research diaries, published and research works and other applicable published material. The data is directed to 230 internet clients of Indore Madhya Pradesh (Study zone) record on Face book, Twitter, Orkut. The data so got has been systematized, arranged and dissected with the assistance of rate technique. Alongside this the researcher has arranged some contextual analyses of the ongoing developments.

Keeping in mind the end goal to accomplish the coveted research objective, we can utilize distinctive significant strategies or systems. The Present research will use both, primary and secondary information has been utilized as a part of the examination (Liu, 2013).

#### *Research design*

This study will cover title of the study, significance of the study, aims and objectives of the study, research hypothesis and research design. This research has designed based upon descriptive study as it aims to identify and elaborate the Social and Political Implications of Internet Based Communities in India

#### *Data Collection*

##### *Primary Data:*

The primary data is gathered with the assistance of interview schedules, analyst take likelihood testing for information searchers on the grounds that the units are generally scattered and every component have an equivalent shot of being chosen. The specialist utilizes irregular examining to take test. Both the primary and secondary information include in the investigation.

##### *Secondary Data*

It has been utilized and the information has been acquired from the administration publications, articles and concentrates published in the examination diaries, published and explore works and other significant published material.

Hence, this examination looks at the connection between online social networking and politics (McKenna & Pole, 2014).

##### *Sample Size*

The questionnaire plan is controlled to 230 internet clients of Indore Madhya Pradesh (Study zone) having a record on Face book, Twitter, Orkut. The information so acquired has been systematized, classified and examined with the assistance of percentage technique. Alongside this the scientist has arranged some contextual analyses of the ongoing developments.

##### *Tools and techniques*

In this research Data is tabulated and examined with the assistance of percentage strategy.

### 5. DATA ANALYSIS

#### *Modes of Interactions in Indore*

Internet presently ended up basic piece of urban life because of the new e-governance and profound technological environment of Big Data. Internet utilizing population and fitness is rising step by step. Statistic of internet in India is gathered by the IMAAI

idly 2016 which demonstrating an intriguing table given below:

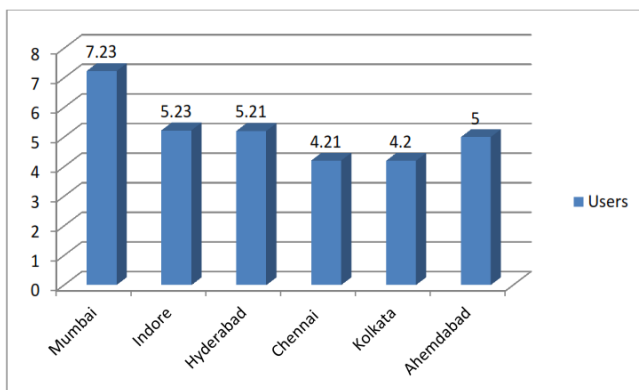
**Table 1 Figures of internet users in India**

Total Population	Internet users
Internet user	1/5
Mobile Internet users	1/10
Social networking users	1/12
Tablet users	1/130

The central point of political reportage, including customary transmissions of Parliament sessions. Numerous national media agencies, including the state-claimed Press Trust of India and Doordarshan, are situated in the city. Print news-casting remains a mainstream news medium in Indore. The city's Hindi daily papers and Radio is a prominent mass medium in Indore, in spite of the fact that FM radio has picked up prevalence in last decade. Computer mediated communication is expanding quickly through SNS in Indore as 'The Cisco Visual Networking Index (VNI) ' demonstrates that Indore has positioned second in SNS activity in India.

**Table 2 Cisco Visual Networking Index**

Cities	Users
Mumbai	7.23
Indore	5.23
Hyderabad	5.21
Chennai	4.21
Kolkata	4.2
Ahemdabad	5



**Fig 1 Graphical Representation of Cisco Visual Networking Index**

## 6. CONCLUSION

Social media have turned into a critical political communication channel. It empowers political establishments and voters to straightforwardly associate with one another. Along these lines, political activities may acquire straightforwardness and citizens may be more associated with to political basic leadership forms. One purpose behind that is an absence of learning of politicians about current subjects

and talks on various social media platforms. In light of a broad writing survey, we could watch the expanding pertinence of and the requirement for dissecting political exchanges on various social media platforms, for example, Twitter, Facebook, and weblogs (Pang & Lee, 2014). As a fundamental commitment; we proposed a system for social media investigation in political setting. We sketched out different methodologies of information following and information investigation and additionally relating examination techniques that might help gain a more profound understanding into political discourses in social media. From the pragmatic point of view, the framework should fill in as a rule for the advancement of hardware sets going for gathering, storing, monitoring, breaking down, and summarizing politically applicable client produced content from social media for political establishments. Despite the fact that our framework centers on breaking down public information only, we suggest that political performers ought to likewise reflect on ethical issues which may wind up important when investigating communication in social media.

## FUTURE SCOPE

Thus, making future predictions is construct exclusively with respect to the results of the examination what's to come is eccentric. Unquestionably it can go ahead. in this way is only an endeavor to give a photo about future patterns in SNS and their conceivable ramifications for what's to come. The effect of Social Networking Sites is seen in relatively every circle of human life, be it legislative issues, business, activism and some more. However it is essential that these effects have both positive and negative ramifications

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