Use and Rise of Social media as Election Campaign medium in India

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Abstract

The present research is to examining the relationship between the use and rise of social media as tools for political parties' election campaign medium in India. In Indian election system social media has becoming an important medium in campaign. These new forms of media is assume as a central role in attracting voters and especially the new generation of young adults. Social media helps political parties and candidates in more effectively reach large number of voters in a short amount of time. Unlike traditional media social media allow politician to actively engage with their potential voters. Social media allows political parties and candidates to share their beliefs; goals and accomplishments directly with voters, making them feel more directly involved with the campaign. Social media allows candidates to give their supporters a behind-the-scenes view of their campaign and more easily track engagement. These new forms of media also facilitate the collection of news most relevant to crucial target groups. The increases in the use and rise of social media are shown as significant and it is essential to do research. The present research is to give an attention to the use and rise of social media in the arena of politics and its impact in general and political participation by the general public. First the study is to examine for rise of social media as medium to reach voters. Secondly why people were using social media during election campaign, based on these uses and gratification approach. The present study is to propose to analyze the rise and use of social media as election campaign medium during election time is based on uses and gratification theory.
Key words: Social media, Election campaign, Uses and gratification theory, and India

Introduction

In recent years, social media have become an integral part of political communications during election campaigns. Since the Internet age began, communication has evolved from social media to chat rooms and instant messaging. Social media are the most recent and rapidly growing phenomenon in the context of Internet Communication. During the 2014 parliamentary general election in India all political parties and candidates have extensively utilized social media in order to mobilize voters. The recent explosive growth and popularity in use of social media drew a great deal of attention from political communication researchers. Of particular interest is to explore the political impact of social media as a new mean that helps people obtain political information as well as interact with other people on the Web. In the social media which is multi-dimensionally connected with abundant hyperlinks, users have become able to receive process and circulate news and information in a new way. The structure of a social media very much different form classical media, it allow people to communicate news and information in very different way. Social media tools such as Twitter, Facebook, YouTube and other social networks are now considered as politically transformative communication technologies as classical media such as newspaper, radio and television. There are prediction that social media will transform democracy allowing citizens and politician to communicate, connect and interact in ways never before. Increasingly, politician and elected officials are realizing the power of social media for communicating political information and interacting with citizens.

Social Media has rapidly grown in importance as a forum for political activism in its different forms. Social media platforms, such as Twitter, Facebook and YouTube provide new ways to stimulate citizen engagement in political life, where elections and electoral campaigns have a central role. Personal communication via social media brings politicians and parties closer to their potential voters. It allows politicians to communicate faster and reach citizens in a more targeted manner and vice versa, without the intermediate role of mass media. Reactions, feedback, conversations and debates are generated online as well as support and participation for offline events. Messages posted to personal networks are multiplied when shared, which allow new audiences to be reached.

Although the presence of social media is spreading and media use patterns are changing, online political engagement is largely restricted to people already active in politics and on the Internet. Other audiences are less responsive. For example,

television news together with print and online newspapers is still the most important sources of political information in most India political parties. Social media has reshaped structures and methods of contemporary political communication by influencing the way politicians interact with citizens and each other. However, the role of this phenomenon in increasing political engagement and electoral participation is neither clear nor simple.

The 20th century is witnessed of the convergence of new forms of communication than any other period in history in the field of mass communication. Electricity, the telephone, the automobile, and airplane made the world more accessible to people and transforming our society in the process. As a successive new form of communication have come into being, then the accessible worldwide system of interconnected network called the Internet is publically accessible worldwide, ordinary people have enjoying an expanded quality, range, and choice of entertainment and information content through new communication forms. New forms of communication media play a critical role in building and sustaining, democracies, societies, and economics around the world. Social media provide citizens with the information necessary to make informed socio-economicand political choices. These new forms of media give voice to women, youths, and marginalized groups, along with their opinions. This new forms communication has more opportunities than the classical mass media. Much of those derives from the new media are a very open and accessible medium. The new medium lays open an incalculable choice of information. Internet has proven to be one of the most dynamic phenomena in modern times. Internet based new forms of communication and information flow has played an important role in the advancement of democratic society. The present research to study the role of this web based information and its effects on electoral process in India.

India is witnessing an election with several firsts to its credit. Not only is it first time that millions of youth are voting, I is also the first time the campaign spends of political parties and candidates are second only after the United States, the first time classical mass media channels are jostling to show which one is more unique and it is also the very first time that social media is so actively involved in elections process. The last decade has witnessed unprecedented Internet diffusion in India. Over the past three years alone, Internet usage in India increased from 100 to 200 million people, growing far more rapidly than the decade it took to raise Internet users form 10 million to 235 million. A report from the IAMAI estimates that by June 2014 Indian will reach 243 million Internet users, at which point in time it is expected to overtake the United States as the second largest Internet base in the world. This rapid growth many scholars argue that Internet as a friend, philosopher and guide across different localities and communities in India. Others argue that the Internet as an emerging …utopian, egalitarian and empowering tool with the potential of ushering in a new era of development, democracy, and positive cultural change. As in other parts of the world, the Internet's socio-economic impact is becoming more and more visible in India. In terms of social benefits, the Internet is helping people in India in almost all aspects of life such as education, communication, socialization, healthcare, development, and entertainment. Indian are rated as one of the most active social media users in the world. A resurgent India, it is level of patience boiling over, a dire need for change where all the social evils such as violence against women, corruption, red-tape, governments are used to lip-servicing than real work on the ground, need for enhanced conscientious governance- that's what social media in India has come to represent. India has had many prime incidents to celebrate the rise of social media in its horizon: where it was the anti-corruption campaign, which was fuelled online, citizens against rapists, molesters and atrocities, the national outrage against the Guwahati mob molestation of a girl, which ultimately led to conviction and the arrest and many more incidents are the rise of social media in its horizon in India.

Election system in India

India is a socialist, secular, democratic republic and largest democracy in the world. The modern Indian nation state came into existence on 15th August 1947. India is a constitutional democracy with a parliamentary system of government, and at the heart of the system lays a commitment to hold regular, free and fair election. These elections determine the composition of the government; the membership of the two houses of parliament, and the state and union territory legislative assemblies. Presidency and Vice-Presidency is the highest body and structure of the system. Conduct of general elections in India for a electing of the people representative involves management of the largest event in the world. The electorate exceeds more than 800 million, voting in approximately more than 800,000 polling station across the nation widely varying geographic and different climate zones, located in snow-clad mountains, the deserts and sparsely populated areas.

The constitution of India has vested, in the election commission, the superintendence, direction and control of the entire process in time to time. For the conduct of elections to parliament and state assemblies and to the office of the president and vice president of India is on very challenging issues in India. The election commission can, justifiably, take pride in having successfully conducted the electoral exercise to the satisfaction of all stake holder and participants, namely political parties and candidates and the electorate. The country's election is involved complex political, mobilization, and organizational logistics that remain unparalleled in globe. An election of India is a contest between different candidates form various parties out of which the voters elect one as their representative. There may also be independent candidates taking part in the election. Delimitation of constituencies, preparation of voters' list, filing of nomination of papers, scrutiny of nomination papers and withdrawals, election campaigns, voting and counting of votes and declaration of result are the procedures of the

Indian election system. The elections campaign by various candidates and political parties. Public rallies, posters, pamphlets distribution, processions, door to door campaigns, and using mass media advertisement and more to reach voters.

Social media usage in India

Social media in India have become increasingly popular components of our younger generation's lives in today's modern society. It provides for new generation to communicate, exchange message, share knowledge, and interact with each other regardless of their distance that separates them. The social media links people across the nation regardless of differences and geographical boundaries. The compression of time and space, the convergence of media and the effects of globalization have made the nation into a more interactive. New generation are feeling more comfortable in use and access of social media for communicating and building relationships through online. The middle age group and adults are very comfortable in use of this technology because they are growing with technological era. The younger generation may not recall how or when theylearned to use a computer or access the Internet; for as long as they can remember, those tools were always there. Young people particularly are quick to use the new technology in ways which increasingly blur the boundaries' between their online and offline activities. Contemporary media are also developed rapidly as technology changes with new communication technological dimensions and features. The new generations of youths with in the country, who are growing along with new communication technologies are emerging as "new generation."

Social media adoption among Internet users in India is around 84% today. This translates to around 110 million social network users in India. The four main social media giants of Facebook, Twitter, YouTube, and Google have played major role in 2014 parliamentary general election in India, with political parties and candidates competing with each other in breaking the news, spreading their message through these outlets in addition to those via classical media. Facebook user growth will come faster from Asia-Pacific, where adoption rates in India, Indonesia and Japan far exceed the worldwide average growth of 28.2% in 2013. The Middle East, Africa and Latin America will also post higher than average growth rates going forward. Worldwide social network advertisement revenues are still going strong and set to grow nearly 54% this year, according to several estimates. India's share of worldwide social advertising is a mere 2.9% in 2013. Furthermore higher portion users in emerging markets are turning toward social media. The current set of web users in growing digital nations like India. While Male Internet penetration is around 10.6% of the overall population, while women's and girls' Internet penetration in India is around 9.8 % of total population today. Out of the total online population of Internet users in India around 52% males and 48% females use social networking sites in India.

However it may be noted that social networking usage is still an urban phenomenon with around 84% of these social users coming from an urban and semi-urban background in India. If India has to leap forward in its digital future ahead more and more such efforts have to be made at the grass roots level not just in urban India but in rural as well. India will have to take a call in near future to convert a large number of their billion fellow citizens from offline to online first; once that is done the digital ecosystem will witness transaction in the overall adoption rates of social technologies. Social media as users who accessed any of the social network sites via ay device at least once per month. Such sites include sites like Facebook, Twitter, LinkedIn and YouTube etc. including all other new and upcoming social networking sites.

Social media users in India are very young compared to the rest of the other nations in the world. Nearly 75% of social media users in India are under the age of below 35 years and nearly half of them are under 25 years of age. These usage patterns show that the expansion, adaptability and future prospects of the new media in India. Searching information, social networking, e-mail are the top most for the users to use social media in their day-today activities in India. Nearly more than 84% online audience will use social networks for different purpose of communication and other online activities. It is clearly shows that the young generation is leading the contemporary media revolution in India. The growth and use of social media by younger generation in India for the purpose of their Information and entertainment is leading and going by the current trends

Active social media users in India

India's digital landscape is evolving fast, but overall penetration remains low in the world's second most populous country, with fewer than 1 on 5 Indians using the Internet in July2014, says We Are Social in its latest report-Social, Digital and Mobile in India 2014. Social media use's penetration in India is around 8.5% of the entire population. Top 8 metros including lead 53cities represent more than 80% of social media users in India today. Indian total population as on today is 1.256billion, and urban population is 31%, total Internet users in India is 243 million and Internet penetration is 19%. Indian total active social media users are 106 million and penetration is 8%. Active mobile subscription 886 million and penetration is 70%. Rest of India, mostly belonging to the rural strata inclusive of smaller townships and villages in mostly devoid of any social media usage as of now. Popular social networking sites like Facebook, Twitter, LinkedIn and YouTube are the most commonly used social networking sites in India. Relationships, conversations, sharing, and

connecting to others are key contexts and sub texts around which the social media usage revolves. High end usage like social shopping, e-governance, elections etc. are picking up however at a slow pace.

High End Usage like Social Shopping, E-Governance, Elections etc. are picking up however at a slow pace. Social Networking Users Social Media adoption rates also depend upon device usage in India. India currently has high penetration rates for high end feature phones and Smartphone's/tablets etc. and this is resulting in a positive impact on the growth of Social networking site users in India. Social Media Users Demographics the Social Media Users demographics are skewed in the favor of "Young and Urban Youths". India is a country of youth on an average (with around 65% of its populace in the age group of 16 to 44 years). These youngsters are active on Internet and one of their past times is connecting with friends through social networking sites. However, off late research indicates a "fatigue" or inertia towards such sites creeping in among these users

Social Media Urban vs. Rural Splits in the urban populace Social media usage among end users is higher vs. corporate users. In fact the Urban Internet Users access social media through multiple devices. At home they access Internet and social media mostly through their own Laptops and Smartphone's while at work they access either purely through their own Smartphone's/tablets or a mix of Smartphone's and office Laptops. Social Media Users in corporate houses are yet to scale up to the levels of end users. Rural user's access to social networking sites is low as of now. This is due to lack of core and access network coverage in these areas and low device penetration among these users where device affordability due to high price points is a major issue for them. This problem is further compounded due to a difference in demographics between urban and rural users. Accessing Social sites is still a primarily leisure and entertainment destination for many users. In rural areas other online modes like listening to music, playing games and watching video clips are much popular than other core Social networking sites like Facebook, Twitter and LinkedIn etc. Social Media Users Gender Splits Among gender usage male users of Social networking sites are marginally higher than the Females. This is due to a marginally higher usage of net among Males vs. Females in India. However Female Users are fast picking up and their Social networking sites usage is not just limited to search, share and shopping only. They are increasing making use of these sites for linking professionally, online recruitment and linking with their peers. Future growth of social media, the social networking sites usage will grow in near future with most of the growth coming from virgin rural markets and huge pockets of rural townships in India. urban areas will continue to grow with more and more users adopting social networking such sites coming from higher age brackets of 44 years and above.

The influence of the social media on political participation has been studies extensively in the western countries and especially in United State. The role of the social med in determining the political participation and voting behavior has been studies form different perspectives-use and access of social media, social media as a source of political knowledge, and social media as a platform for political participation. With the onset of the Internet revolution, more and more scholars have studies the social media as a platform for voicing public opinion, had identified voter turnout in democratic system. Many scholars saw that the expansion of web based media, community's involvement in online, without any restriction to share views, to make freely the opinions, the generations are born with digital technologies or digital natives, and reach all parts of the world with in a minutes, very quickly reach the targeted audience and more are the peoples involving more and more in political process. Social media saw as a medium for all the sections of the society can access. However, some of the others have argues that it is 'near-equal' access to the Internet is established in the future then it will have a strong potential for expanding online political participation.

Theoretical Frame Work of the Study

Before empirical research begun, it was believed that the mass media produce direct, immediate and powerful influence on all individual members and audiences. Arguably accumulation theory provides as expiation for the role of the media in changing people attitudes about topics such as information and politics over a period of time. In modern and postmodern society there is a consistent flow of new products, ideas and solutions to providing new interpretation and other kinds of innovations. The range of trivial such as a new hairstyle can be profound such as a new political ideology. According to sociologist every innovation is taking up by people in a particular society in a rather regular process which can be explained by the Uses and Gratification theory.

The basic assumption of uses and gratification research is that audience members are active and goal oriented with an ability to evaluate different types of functions media may serve, and users are considered to actively seek out media messages to satisfy their social and psychological want and needs. The rise of uses and gratification research therefore indicates a shift in media effect research by examining 'what people do with media rather than what media do to people. Because of the user-centered perspective uses and gratifications research has served as 'a cutting-edge theoretical approach' to better understand the specific motivations for using newly emerging communication media. Many scholars have employed and argued that the uses and gratification approach is to examine how and why people are using the Internet and its interactive application such as e-mail, bulletin boards, social network surfing, chat rooms and use of online media. Further some of the studies have examined the motivation for using political blogs, and social media for information has found strong motives: political surveillance/guidance, information seeking/convenience, social utility and entertainment. Further it is examine that what

factor predicted diverse motivations for accessing political blogs and found that political efficacy, political involvement and strength of party affiliation were significant predictors of motivations for using political blogs and political information in social media.

In recent years the appearance of new forms of communication has brought about the significance of uses and gratifications. With the widespread adoption of new media such as virtual worlds and social network sites usage, important new research from the uses and gratifications perspective is emerging and important for scholars indicating that findings from the uses and gratifications television studies have already been applied in Internet research. Researchers strengthened society's understanding of the uses and gratification theory by making distinction between gratifications obtained and gratifications sought when they expanded the concept of gratifications. Many research shows that gratifications obtained are better predictor of media use than gratifications sought and that if a medium meet or exceeds the gratifications sought by a user, recurrent use will occur. Other scholars have said that understanding the gap between these two types of gratifications is important for analyzing how different audience members use various kinds of media, the expectations that they bring to their media habits and the gratifications they actually obtain from their exposure to a diverse array of media products.

Some communication scholars are viewing the Internet as the ultimate in individualism, a medium with the capability to empower the individual in terms of both the information he or she seeks and the information he or she creates. Inversely, others see the Web as the ultimate in community building and enrichment, through which users can create relationships online in ways that have never been possible through traditional media. Despite this optimistic portrait, speculated that new forms of communication by individuals may lead to loneliness and isolation. Others have viewed that excessive use of new media such as the personal computer may leave users vulnerable to technological dependencies like 'Internet addiction'. Whatever the approach, most uses and gratifications scholars agree that concepts such as active and audience will have to be revised when applied to Internet communication. Reasons for using the Internet differ from person to person. Some individuals are goal directed and may want to complete a task through visiting specific Web sites. The uses gratification provides a strong theoretical background to explain the phenomenon for gratifications of political information seeking and sharing through social media. Accordingly, this study examines political reasons for why people use social media during election campaign period and further what factor would predict the motivations for using social media. Based on the aforementioned discussion, this study addresses the following research questions:

RQI: Is the Social media really emerging as a new player in the world of Indian politics?
RQ2: How has and how will the social media continue to change the art of Politics in India
RQ3: How social media convert its audience to be voters
RQ4: Does social Media in India is providing the platform for citizen's to engage actively in electoral process.

Methodology

The present study is in the nature of qualitative and deep understanding about the particular case, its features and its impact. The richness of the study is to complements of theoretical frame work and answer to research questions. In generally theory is designed to rationally and clearly explain a phenomenon. The basic unit analysis is the use of social media and social networks in formation of protest group of a relationship between two system elements within the same system. The term relationship deservers same specific attention with regard to the use of social media in system is viewed as set of elements embedded up a massive protest and role of social media in mobilizing the mass participation relationship. The present study is focusing methodologically on information flows, rises and uses that in turn to provide a deeper understanding of uses gratifications. In this research I have tried to analyze the emerging behavior patterns and their participations within the online in the usage of social media from individuals and community for political participation. The study is analyzed the Facebook, twitter, social blogs, search engines, and micro-blogs in disseminating and mobilizing in political participation. Uses and gratification is a psychological communication perspective that examines how individuals use mass media. An audience base theoretical framework is grounded on the assumption that individuals select media content to fulfill felt needs and wants. These needs are expressed as motives for adopting particular medium use, and are connected to the social psychological makeup of the individual. Based on perceived needs, social and psychological characteristics, and media attributes, individuals use media and experience related gratifications. Further the theories of uses and gratification have been intensively used to explain the aspects and answer to research questions.

Theory of Uses and Gratifications

Uses and gratifications examines the nature of audience, involvement and gratification obtained from viewing television, with an emphasis on motives for medium, psychological and social traits, that influence this use, and behaviors or attitudes that develop as result of the combined influence of motives and traits. The origins of uses and gratification can be traced back to Lasswell's model of who uses which media, how and with what effect. Laswell's identified thee primary functions

of mass media: surveillance of the environment, correlation of events and transmission of social heritage, which served as the basis for formulating media needs and expectations within the uses and gratifications model.

Early uses and gratification date back to the 1940s, with work that examined why people listened to radio formats, including quiz shows and soap operas. These studies pointed out that the media can help fulfill several everyday needs, and let to an examination of media processes and effects from a functional perspective. Similar studies followed in the late 40s and 50s in response to the appearance of television as a mass medium and eventually branched off to studies of media and politics. the volume and state of uses and gratification research was at the point organize and reviewed by several scholars, who defined the theoretical foundation of the perspective as resting upon: the social and psychological origins of needs, which generate expectation of the mass media or other sources, which lead to differential patterns of media exposure, resulting in need gratifications and other consequences, perhaps mostly unintended ones.

The strength of the uses and gratification perspective lies in applicability to a variety of media contexts. Despite the diversity of context and interests, uses and gratification studies tend to share a common frame of analysis that focuses on motives, social and psychological antecedents, and cognitive, attitudinal or behavioral outcomes. A typical uses and gratification study will focus on particular medium or compare uses and gratifications across media. In doing so, scholars will examine motives, a combination of relevant social and psychological antecedents, and consider consequence or effects associated with a given medium consumption. The following sections examine concepts typically encountered within uses and gratification research and research methods implemented in study design.

Social media use for political mobilization

Social media are Internet sites where people interact freely, sharing and discussing information about each other and their lives, using a multimedia mix of personal words, pictures, video and audio. At these web sites, individuals and groups create and exchange content and engage in person-to-person conversations. The users of social media will appear in many forms including blogs and micro blogs, forums and message boards, social networks, wikis, virtual worlds, asocial bookmarking, tagging and news. In recent years, we have witness the exponential growth of social media around the world. Today social media such as Facebook, Twitter and other social network sites are driving new forms of social interaction, dialogue, exchange and collaboration. Social media enables users to swap ideas, to post updates and comments, or to participate in activities and events, while sharing their wider interests. Social media are now used for a host of different reasons by various user communities. Social media are increasingly blurring the boundaries between work and play. And the online tracking and dissemination of news and views over social media mean that people may now continue to live in a media world long after the end of their working day.

Social media outlets are essential to politicians and political parties, enabling them to gain support, encourage participation and have an open and continuous dialogue. Most importantly social media allows the highly motivated people to create a context more easily in which the barely motivated people can be effective without having to become activists themselves, creating an environment perfect for politicians to utilize. The emerging social media and its public and political influence have begun to transform the political process and campaign tactics. Politicians are now using social media and the Internet and in turn are permitting a new arena of grassroots politics. Voters no longer make decisions solely based on information available through traditional media and instead seek out additional knowledge and in some cases additional means of activism, using their computers and mobile devices. Some of the studies have also found that mass media use and social media use is positively correlated to an individual's voting behavior. Essentially, the more look to mass media and social media for information, the more likely citizens are to vote. Ultimately social media simplifies word of mouth and facilitates collaboration in a cost-effective and impactful fashion and as research points out, is reaching individuals who are more likely to be motivated to actively participate in the political process.

Several studies have found that how Internet or social media influences people's political involvement. Many scholars and observers have illustrated political involvement of social media users in comparison to those of the non-users. However, the studies have reported somewhat mixed or inconsistent results. Many studies have found that Internet users are more politically interested and active than average, showed that Internet users report high levels of political efficacy, more politically knowledgeable and more likely to seek out information about politics than non-users. Other studies of the relationship between the Internet and political involvement reports different results, those who visit political websites tend to be interested in campaign news and were likely to vote for interested candidate.

Politicians, political parties and voters alike use social media as a means for disclosure-they post photographs, personal information and leave public messages to their friends in a cyber space/ the benefit of this is that social media removes the

barrier between professional and consumer, showing the latter how the former works and allowing the latter to actually contribute immediately to the work of the former. This breaking down of previously existing barriers enables strengthened relationships between voters or advocates and politicians who utilize social media in an effort to reach their voter base. However, the emergence and popularity of social media does not come without a price. The repercussions of the digital explosion means that not only are people able to make personal information available to the public, but that they are encouraged to without considering the lasting effects of doing so. The social media use later on becomes a source of political and civic education for citizens. Just like the use of Internet social media information services have also extensively used to disseminate the messages to the voters.

As the social media have become a primary source of political news and information, the different gains model offers good offers a good opportunity to examine the democratic potential of the Internet that allows people to obtain a wide range of political information and communicate with other in more effective and efficient ways. The unique nature of the social media is that it integrates several different modes of traditional mass media use and interpersonal communication. In this regard, it is of particular importance to note that the social media can viewed as an effective discussion place in which ordinary people can access a wide range of information and communicate with other people to share the common topics. Several scholars have argued that cyber space can be conceptualized as a discursive of speaking space in which people can freely express their voices. People are using social media to have political information and to talk with others as well.

Social media and Indian 2014 Parliament Election

India's 2014 parliament election is being called a social media election because it is the largest democratic election in the world to date and so much of it took place online. While online election activity saw a dramatic increase form years prior, the country saw a number of other important elections first: 150 million between the ages of 18-23 were newly eligible to vote, two out of three people in India are under the age of 35, and there was an unprecedented voter turnout at 66.4 percent. India's Internet penetration rate also grew an unprecedented 14 percent from last year and is currently estimated to be at 243 million or roughly 19 percent of India's population. However while social media usage has increased, with the rise in Internet adoption rates and a lack of strong media, both politicians seeking to demonstrate a commitment to transparency and users who mistrust traditional news channels might instead choose to express themselves on social media. In the 2009 elections, there was just a single active politician with 6000 social media of Twitter followers. In 2014 LokSabha election social media become the choice for people to engage in and consume political content. The study found that from the day elections were announced to the day polling ended, 29 million people in India made 227million interactions-posts, comments, shares, and likes, regarding the Indian LokSabha elections on Facebook. In addition 13 million people made 75 million interactions regarding NarendraModi. It shows that how Facebook played a major role in election. Undoubtedly, this was India's first election with such large scale usage of technology, open-access Internet platforms to connect, build conversations, share, mobilize opinion, and citizen action.

India has the third largest Internet user's base across the world of more than 243 million Internet users with a majority comprising of youth. This includes more than 100 million active on various media platforms like Facebook, Twitter and LinkedIn. No wonder, social media platforms, technology firms, e-commerce portals and telecom operators are using this opportunity to connect with others. Political leaders, candidates, journalists, and citizens have been using the social media platforms extensively to discover election content, converse with other in real time, and express their views. Another search engine created a Elections Hub for elections-related news and information created to help more than 800 million Indian voters stay informed and updated about the elections. It makes sure Indian voters have quick access to information to help them make informed decisions on Election Day. By the time of sworn in as prime minister NarendraModi had more than 16 million likes on Facebook, the second most for any politician in the world, and he was the sixth most followed world leader on Twitter. Modi's popularity carried the BJP to victory with 282 seats out of the 543 seats in parliament, the biggest win by any party in India in 40 years. Through it use of social media, BJP was able to sway many young voters, the BJP clearly won the contest for India's young voters. Getting young votes meant harnessing the power of social media. One of the most interesting uses of social media in election process was when the BJP crowd-sourced its manifesto, with hundreds of thousands of people using social media platforms. Lastly the success of BJP in parliament election is extensively use of social media in its campaign.

Conclusion

With the increased growth and popular use of social media, the present study is aimed to examine the political influences of social media during the 2014 Indian parliament election in India. Known as one of the wired countries in the world, people in India are enjoying the highest level of Internet connection and online information is perceived as more credible and reliable than traditional media sources. India is ranked in 3rd with regard to use of social networks in the world. Therefore,

India is an interesting place where we can examine the political influence of newly emerging communication forms like social media.

Based on the uses and gratifications approach, this study first examined the motivations for why people use social media during the political campaign and what factor can predict these motivations for using the social media platform service. It was founded three primary motivations for using social media. Politicalsurveillance/information-seeking, convenience/entertainment, and social utility, which are consistent with the past uses and gratification research on the Internet and its interactive applications.

Signifying the importance of social media for political campaigning in 16th parliament general election political parties and candidates have relied heavily on social media such as social media and social networks to engage voters, recruit campaign volunteers and raise some extent campaign funds also. The campaign brought the spotlight on the importance of using social media in new-age political campaigning by utilizing various forms of social media and new media to reach new target population. This social media was incredibly successful a reaching the younger population while helping all population to organize and promote action. The last parliament general election is the witness of the effect of web media use and adoption and effects.

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