



## STUDY ON INDIAN POLITICAL & SOCIAL NETWORKING

\*Shiva Choudhary and \*\*Dr. Deepak Rathee

<sup>1</sup>Research Scholar, Department of Journalism and Mass Communication, SunRise University, Alwar, Rajasthan (India)

<sup>2</sup>Professor, Department of Journalism and Mass Communication, SunRise University, Alwar, Rajasthan (India)  
Email: [ch.shivi92@gmail.com](mailto:ch.shivi92@gmail.com)

**Abstract:** Social networking refers to using internet-based social media sites to stay connected with friends, family, colleagues, or customers. Social networking can have a social purpose, a business purpose, or both through sites like Facebook, X (formerly Twitter), Instagram, and Pinterest. Social networking is also a significant opportunity for marketers seeking to engage customers. Facebook remains the largest and most popular social network, with 2 billion people using the platform daily, as of Feb 1, 2023.<sup>1</sup> Other popular platforms in the U.S. are Instagram, X, WhatsApp, TikTok, and Pinterest.

[Choudhary, S. and Rathee, D. **STUDY ON INDIAN POLITICAL & SOCIAL NETWORKING**. *N Y Sci J* 2024; 17(3):91-93]. ISSN 1554-0200 (print); ISSN 2375-723X (online). <http://www.sciencepub.net/newyork>. 04.  
[doi:10.7537/marsnys170224.04](https://doi.org/10.7537/marsnys170224.04).

**Keywords:** MEDIASCAPE, SOCIAL NETWORKING, INDIAN POLITICAL

### Introduction:

Social Media mirrors the real world and is all about conversations. Social media facilitate the interactive web by engaging users to participate in, comment on and create content as means of communicating with social graph, other users and the public. Social media has emerged as a major tool where citizens are able to talk about the issues of day to day life and also of national importance. In 21st century, Facebook, Twitter and You tube are not just innovations in the internet world, but are fast emerging as influencers and opinion creators. Kaplan and Haenlein (2010) define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web2.0, and that allow the creation and exchange of user-generated content." A social networking service is a platform to build social networks. These social network services are web based and these provide means for users to interact over the Internet .Social networking sites allow users to share ideas, pictures, posts, activities, events, and interests with people in their network. Thus, social media is a two-way avenue that doesn't just give you information, but interacts with you while giving you that information and enables interaction with other visitors also. This interaction can be in the form of asking for your comments or letting you vote on an article, or recommending movies to you based on the ratings of other people with similar interests. Social media also allows information and opinions to travel across networks, like ripples in a pond, amplifying ideas and allowing

each person to participate as an opinion leader through media production and distribution, not just by passive consumption.

**Classification of Social Media Websites** Social media websites can be grouped as Social Networking sites, Social Bookmarking websites, social news websites, Social Photo and Video Sharing and Wikis. Social Networking sites like Facebook, Hi5 and Last.FM interact by adding friends, commenting on profiles, joining groups and having discussions. Social Bookmarking websites viz., Del.icio.us, Blinklist, Simpyinteract by tagging websites and searching through websites bookmarked by other people. Social News websites Digg, Propeller, Reddit interact by voting for articles and commenting on them. Social Photo and Video Sharing sites YouTube, Flickr etc. interact by sharing photos or videos and commenting on user submissions. Wikis. (Wikipedia, Wikia) interact by adding articles and editing existing articles.

Social media has become an integral part of politics in India. Politicians in the country have realized the potential of social media in reaching out to voters and spreading their message. With a population of over 1.3 billion people, India is the world's second-largest internet market, making it a key battleground for politicians on social media. In this article, we will explore the best social media platform for politicians in India, including available statistics comparing Facebook, Instagram, Twitter, YouTube, and other social media platforms in India.

**Facebook is the largest social media platform in India**, with over 410 million active users as of 2021. It is a great platform for politicians to connect with their constituents, share their views and opinions, and promote their political campaigns. According to a survey by Lokniti-CSDS, Facebook is the most popular social media platform among political parties in India. The survey found that 85% of political parties in India have a Facebook page.

**Instagram** is a popular social media platform in India, with over 210 million active users as of 2021. It is a visual platform that is perfect for sharing photos and videos. Politicians can use Instagram to connect with younger voters and showcase their personality. According to a survey by Ipsos, 45% of urban Indian internet users between the ages of 18-35 use Instagram.

**Twitter is a popular social media platform among politicians in India.** It is a great platform to share quick updates and engage in conversations with constituents. According to a survey by Lokniti-CSDS, 78% of political parties in India have a Twitter account. As of 2021, Twitter has over 18 million active users in India.

**YouTube is the second-largest search engine in the world and a popular social media platform in India**, with over 448 million active users as of 2021. It is a great platform for politicians to share their speeches, rallies, and other political content. According to a survey by Ipsos, 46% of urban Indian internet users between the ages of 18-35 use YouTube.

**Apart from Facebook, Instagram, Twitter, and YouTube**, there are other social media platforms that politicians can use to connect with voters in India. Some of these platforms include WhatsApp, TikTok, and LinkedIn. WhatsApp is the most popular messaging app in India, with over 400 million active users as of 2021. Politicians can use WhatsApp to connect with voters in their constituency and share updates about their political campaigns. TikTok is a short-form video-sharing app that is popular among younger voters. According to a survey by Ipsos, 26% of urban Indian internet users between the ages of 18-35 use TikTok. LinkedIn is a professional networking platform that politicians can use to connect with other politicians, influencers, and journalists.

**Social Media and Indian Politics** What is the impact of social media in politics of a democratic country like India? With so much 'buzz' being created about social media and as more youngsters are joining in, the political parties have finally woken up to its importance. Everyone is recognizing this new and powerful medium to interact with the masses and make them participate and thereby enabling better communication. Indian politicians, be it young or old have started experiencing the impact of social media

in one form or the other. Now, almost every political party used the social media to get their message across the masses. Political campaigns are in no way just limited to buttons and banners for politicians to reach their constituents. The new political arena is full of commercials, blog posts, and hundreds of tweets. Through social media, politicians are now able to constantly display their message through endless commercials, see direct responses to their actions via Facebook or Twitter, and connect with public (Foley, 2013). Social media creates a new political dialogue. It takes the power of political messaging away from the mass media model and places it firmly into peer-to-peer, public discourse. The word of mouth advertising—a recommendation from someone you trust—is the most powerful form of persuasion and social media creates multiple levels of trust based on relationships.

**Social Media and Political Parties** In recent times, Indian political landscape has seen two major national parties, Indian National Congress and BhartiyaJanta Party fighting an online political battle. Online propaganda is aggressively used against each other. Each and every medium is used to wage war of words. One tweet leads the other to respond immediately. The most famous tweets from both sides were, BJP calling Rahul Gandhi as 'Pappu' and Congress calling NarinderModi as 'Feku'. Both the parties try to downplay the achievement and exaggerate the failures of each other. Both sides claim to have large number of followers. The political parties have their own websites which was not seen some years back and some of them also use other social mediums to interact with people. With every party having its own website and leaders being active on different media it makes the citizens feel that they are within their reach. The need to take appointments or wait for them to talk is no longer required. The leaders are accessible at the click of a button. The Congress party's new vice president, Rahul Gandhi who is one of the icons of youth in India has used almost every social medium apart from actual communication to interact with the people and especially the youths. He has used social networking websites like Facebook to talk to people and prominent people as well as common man interacts at the same time. He also writes blogs to share his views with people. Mr. L. K. Advani of BharityaJanta Party has his own blog. Mr. Shashi Tharoor of Congress Party, was one of the first politicians to start tweeting. Mr. Narendra Modi, chief minister of Gujarat, has used all media to interact with people. He has been effectively using social media to disseminate information and remain in touch with the young population of India. He has often quoted that power of social media should be harnessed to involve

youth in democratic process. The impact of his approach is visible in Gujarat elections.

**conclusion**, Facebook, Instagram, Twitter, and YouTube are the most popular social media platforms for politicians in India. Each platform has its unique features and advantages, and politicians should choose the platform that best suits their needs. With social media becoming an increasingly important part of politics in India, politicians who use social media effectively are more likely to connect with voters and win elections. The advent of social media has enabled an unprecedented empowerment and engagement of the 'aam aadmi' for expressing political opinions. A positive development of social media emergence has been that the youth is talking about the political issues. Earlier the political discussions were restricted only to those who read newspapers, watched news channels or participated in discussions in nakkad of a village or clubs. But now, social networking has made the youth of India to sit up and discuss political issues. They spend time to analyze and discuss politics. They now have views on the happenings of political events and they also influence the administrative decision making. But getting the youngsters together to vote in elections and using social media as a platform to help political parties is still a pipeline dream. It may take decades in India to replicate USA in the use of social media campaigning and to influence the voters. Social media revolution in the Indian political space is real, tangible and accelerating. Though it may not bring in huge changes immediately, but still it will play an important role in creating political awareness, which in itself is a huge step forward for a developing country like India.

### References

- [1]. Census of India 2011 Report, "The Registrar General & Census Commissioner, India, New Delhi, Ministry of Home Affairs, Government of India".
- [2]. Foley, M.F. (2010), "Facing social media's growing impact on politics" available at: [http://articles.philly.com/2013-04-06/news/38329652\\_1/social-media-facebook-pagefox-news](http://articles.philly.com/2013-04-06/news/38329652_1/social-media-facebook-pagefox-news) (accessed 27 July 2013).
- [3]. Foulger, M.(2013), "Social media's role in the 2012 US election: Obama breaks Twitter records", Posted in the News & Events parent Category on November 7, 2012, available at: <http://blog.hootsuite.com/election-tracker-results/> (accessed 26 July 2013).
- [4]. India Mobile Association of India (2013) Research report "Internet in India 2013" available at: [www.iamai.in](http://www.iamai.in) (accessed 11 August 2013).
- [5]. Kaplan, A. M. and Haenlein M. (2010), "Users of the world, unite! The challenges and opportunities of social media", *Business Horizons* Vol. 53 No. 1, p. 61.
- [6]. Mishra, Kaveri (2013), "Impact of Social Media in Karnataka Assembly Elections a Myth" available at: [www.socialsamosa.com](http://www.socialsamosa.com) (accessed 12 August 2013).
- [7]. Shirky, C. (2011), "The Political power of social media- Technology, Public sphere and Political Change" available at: [www.foreignaffairs.com/articles/67038/](http://www.foreignaffairs.com/articles/67038/) (accessed 27 July 2013).
- [8]. Vargas.J.N, (2012), Review of book "The power of the people is greater than the people in power: A Memoir" by Weal Ghonim published by Houghton Mifflin Harcourt, available at: [www.nytimes.com](http://www.nytimes.com) (accessed 12 August 2013).

2/11/2024