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Magnitude of information technology and social media in Indian politics

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ABSTRACT

When we talk about India and Information Technology (IT) sector, India has always been a great exporter of IT talent. Most of the executive working for the IT companies abroad are of Indian Origin. Maybe that's the reason why it took so long for India to become an IT developing country. When we talk about IT, two major components which come are Mobile Phone and Social Networking. Not long back, just 6 or maybe 7 years ago who would have thought that the world today will be completely dependent on Mobile Phones and Social Networking. The Maps or ordering food, the Indian citizens completed relying on the technology around. From the poor to the rich everyone is relishing the assistance of the Internet. With this source of internet, many third-parties have been utilizing IT for their benefit as well. Whether its product advertising, news or image building, the internet has been an oracle in every possible way. Politics is one of the most selling topics in India since last 5 years social media is the key constituent for all Political Parties and Politicians for connecting with the people. As per general discussion with few citizens, most of them know their local politician by social networking site than on ground level marketing. Any updates of completed work or upcoming events are being shared by political parties on the social networking platform. Because of this, the hoarding & marketing cost has been reduced. Even a person working as a volunteer in politics has his/her social networking account which is used for connecting with people.

Keywords— Indian Politics, Information Technology, Social Media, and Cyber-War

1. INTRODUCTION

Before 2014 Lok Sabha Elections, not many were fond of social media promotions in politics but after 2014 it had become a trend to promote on social networking sites, also it becomes quite easy because no one can track down the online advertisement cost during elections. Narendra Modi is the first person to exercise social media platform for image building. It is often said that Narendra Modi is a social media Prime Minister, simply because social media is responsible for his victory. In 2014 before Lok Sabha elections, Narendra Modi was already the most 2nd most followed politician in the world on Facebook. This fact certainly has helped him for his victory in 2014. Most of the voters for

BJP were youths who were connected by the means of social media. Later, AAP and Congress started their own Cyber-Team. Unlike the olden days when political cadres and volunteers used to fight on the street, in the recent trends the fight is online. The trolls and edited videos of various politicians are circulated on various sites and groups which is shared on various groups via WhatsApp, Facebook, Twitter etc. and then the online war begins, the oppositions then comment and make fun and the pro-people try to damage control the shared trolls with comments or attacking with abuses. This war is fought daily online. With the online war, the fight on streets and violence has been controlled. Sometimes rumors are also been spread by politicians online in order to get people's attention.

1.1 Why Social Media?

According to various surveys, the youth of India uses the internet and social media site for around 3-6 hours in a day within those 3-6 hours they see a lot of ads of politicians and get to know their names, the more advertisement the more people know the politician's name. For Politicians when it comes to internet advertisement, the internet ad rates are quite cheaper as compared to hoardings and television ads.

2. CURRENT SCENARIO

There are 3 main political parties which practice the social media networking and marketing, (i) Aam Aadmi Party (ii)Bhartiya Janata Party,(iii) Congress. The Aam Aadmi Party (AAP) has a stronghold on the social network but is very weak to connect with the citizens online. The BJP also has a strong network and connect with their online audience which has helped them to achieve victory in most of the parts in India. While the Congress has started their counter-attacking social networking strategy since 2017 with all the online resources they have. On Social Networking sites within few seconds after posting a photo it reaches millions of people.

3. METHODS

When the political parties and politicians have to connect with the educated audience it connects via Twitter. For the general and rural audience of any age group, the Facebook acts as a catalyst to connect. And for the youth, Instagram plays an important role in connecting with them. The reactions which the users on the photo or tweets have been used to find the views of

the people and later these views are used for election campaigns and for changes. Many such reactions and suggestions were added to various political parties election manifesto. A message could be spread with lakhs of people via sharing it on a social networking site. One person shares the message on 10 groups, the members in that group share it with more people and this circulation chain goes on. If a Politician wants to build an image to get the buzz, he/she usually prefers advertising when elections are not taking place. And for votes, of course, the election period makes the people aware of their candidate, this helps the candidate to fetch more votes. Usually advertising during the election with the work done always adds more weight to the advertisement. If we look at the strategy of BJP in Social Media, it mainly focuses on the progress and work done by them which attracts more number of voters. Nothing can be concealed from social media, today or tomorrow someone is going to share and the message is going to be spread. In this couple of years, the youths are giving more importance to Mobile and Internet than to Television, which helps the fact that youth could be attracted via the Internet. The various ministers and public representatives are also using the social networking for release their work report.

4. CONCLUSION

The social media has certainly stopped the street violence and started the cyber war. But with regards to trolls, there are also few fake news spread by the political parties to damage the reputation of their opposition. This fake news has led to the various chaos and mob-lynching in India post-2014. The fake

news has become one of the greatest problems in India in 2018 because most of the people don't confirm the news and starts sharing it. When we watch any news on Television, the news has been confirmed, unlike internet news. Just for own political gains, few politicians are also sharing the fake news without confirming it. This news creates a lot of confusion and sometimes leads to chaos. But with this cyber-war physical damage during fights has certainly stopped and mental damage has started. Due to the trolls and cyber-bully the person get mentally disturbed, not the physical damage but mental damage is increasing day-by-day in politics. The use of social media is going to increase day-by-day in Politics, there is certainly going to be an age where the election promotions will be done on Social networking site and not on hoardings. With the use of Social Networking sites, the unexpected voters turn up and vote for the candidate.

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