

The impact of social media on democracy: Discuss from the view point of Indian political leaders

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Abstract:

Social media is making it simpler for individuals to hold leaders responsible, discuss concerns, and organise around organizations all across the world. Therefore, it is necessary to regulate social media in a way that balances freedom of speech, the interests of minorities, law and order, and the promotion of citizen engagement in governance. Social media has become a vital tool for communication, opening up new avenues for political mobilisation and enticing users to participate in political activities. Examples of such operations include tweeting about and supporting one's political parties, updating one's status on Facebook, and posting videos on YouTube. Social media offers for more cost- and time-efficient data collecting and analysis than conventional techniques of measuring public opinion. This generation's youth have a strong interest in politics and the concepts that underpin it. As a result, Indian political parties are using social media and the internet to engage with young people for their political activities and agenda because they now know how to locate them.

Index Terms:

Social Media, Democracy, Indian Politics, Effects of Social Media, Twitter, Political Orientations, Power, Democratic elections , Digital politics.

Introduction:

According to the Ministry of Information and Broadcasting of the Indian Government, social media sites need to be governed. Modern telecommunications tools, such as social media, are widely accessible, giving young people more ways than ever to learn from, debate, and participate in politics. The use of social media for political objectives has an effect on people's political effectiveness, political activism, and knowledge of politics. These social media platforms are used by political groups to interact with the public, share information about their philanthropic endeavours, and participate in interparty rivalry. Social media is helping to create a new way for people to share knowledge, explore, and improve their job performance. People in both urban and rural areas are consequently

becoming much more aware of the vote, inclusive growth, and other problems. Digital campaigning is receiving considerably more funding, and all political parties and its individuals have social media accounts and employees devoted to running strong advertisements.

We now have the ability to express our thoughts, ideas, and opinions through digital media. To put it plainly, the foundation of democracy's entire political system is trustworthy knowledge[1]. Online users in India are witness to a normal interchange of harsh terms and accusations on the quickly growing social media, with the chosen swearwords being flung even for the supposedly non-inflammatory political disputes [2]. Social networks have gained popularity not just for this but also for spreading ideas and creating personal beliefs. One can gain insight into society and the environment by studying the specifics of social media platforms[3]. The improved connectedness experienced by social media users has helped to reactivate and expand links during revolutions, demonstrating the social applications of networks as well as their utility in organised political dissent and insurrection [4]. A true appraisal of the future prospects for the media's involvement in politics can only be provided by rethinking how digital media operates and this convergence[5]. Social media is also an essential venue for netizens to engage in actual political activity. Information about politics is increasingly being spread via the internet and social media [6].

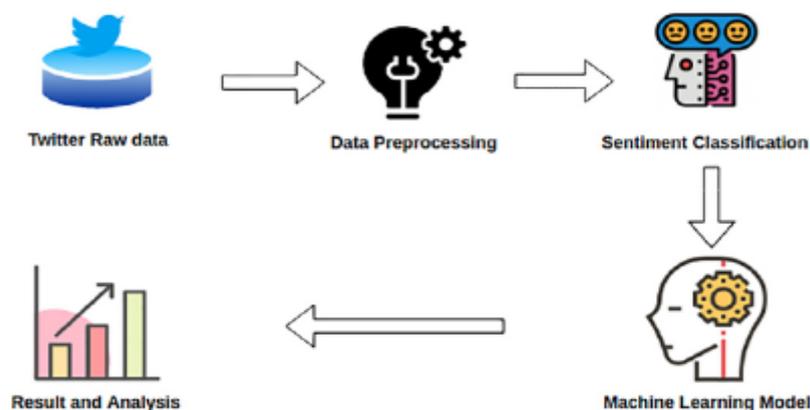


Fig.1.Methodology analysis Step by Step Approach.

Literature Survey:

Md Safiullah et.al 2017 stated in the current era of the electronic revolution, where social media has become the means and the end of all interaction, democratic countries are

debating whether social media can be a trustworthy indication to foretell vote totals. The outcome of the 2014 General Elections appears to have been significantly and favourably impacted by social media buzz. Political marketing is not just used in conventional marketing; it has also made a mark on online media. By establishing political economies on social media, a form of digital media, candidates, public figures, and political parties can utilise social media to impact popular sentiment in the way they desire. Political marketing utilises digital media in addition to traditional marketing [7].

Elizabeth Allen et.al 2019 stated by Analyzing women's achievements to the changes taking place in the energy sector is crucial as more women assume leadership roles in the US, furthering change in society. In addition to influencing climate change susceptibility, socially established gender roles also influence how society reacts to climate change. By implementing parliamentary power decision-making procedures that guarantee minority populations have equitable access to energy and ownership of energy, the notion of energy democracy describes a strategy for changing the political, economic, and social structure of the energy system. Sexual identity concerns and women in leadership positions have not been fully addressed in the literature on energy justice and energy democracy[8].

MohdZeeshanAnsaria et.al 2020 evaluated by As a consequence of social media channels' rapidly expanding user bases, there is an enormous amount of unstructured information being produced in the form of communications, discussions, comments, and blogging. In addition to knowledge exchange, social media is an incredibly handy way for people, organisations, and places to communicate their views and beliefs. To assess popular opinion and predict future electoral developments. This study feels the urge to identify political viewpoints from tweets and analyze them using learning algorithm. Recognized for its popularity in connecting and blogging, Twitter is a well-known social media platform that enables users to post messages in the form of tweets with a character restriction of 280[9].

BolaneOlaniran et.al 2020 explained by New and social media have been promoted as an equaliser for disadvantaged people to engage in civic life and promote democratic principles. Even so, every applicant had a different motivation for using social media and had different objectives in mind. Since social media provides a direct line of communication with users, it is possible for fragmented ideas like populism to proliferate without being checked by journalists. The amount of influence exerted through social media does not always have to correspond to the size of a group or an organisation. Twitter has been used in a way that can both bring order and chaos to certain areas[10].

Ashok Deb et.al 2019 explained by additionally, research reveals that there are considerable biases in social media data that make it difficult to predict offline events, such

as the results of elections. People can communicate and discuss ideas on social media, which provides a simple venue for doing so. Nevertheless, social media platforms like Twitter and Facebook can be abused. The educational system demonstrated a strong interest in studying social media to better understand how the events of 2016 transpired. People frequently use social media as a trustworthy source of information to speculate about or try to make sense of offline happenings [11].

Laura et.al 2018 explained by Political speeches, large crowds of yelling demonstrators, filibusters in the corridors of Congress, or tense discussions in teashops, salons, and newspapers around the world are just a few examples of the numerous types of speaking that are frequently connected to democracy. The shift in focus is justified by the fact that social media are not just a platform for online identity and advantageous social networking, but also a platform for the mobilisation of publics around social issues and objectives. With a move away from social media as a useful social networking tool for self-presentation solely, critical analytics offers an alternative to vanity metrics [12][13][14].

Samantha Bradshaw et.al 2018 explained by in current online society, public opinion manipulation on social media platforms has emerged as a serious issue. Governments and political parties all around the world are investing a lot of money into creating content, shaping public opinion, and influencing both domestic and international audiences through social media [15].

Michael L. Miller et.al 2020 explained by Therefore, it is imperative for communication, science, and political scholars to pose and solve empirical questions about the scale and underlying causes of digital hazards to democracy as well as to assess the benefits and drawbacks of various workable options. Another possible danger to democracy is the use of digital media to disseminate hate speech by both formally organised groups and regular people. However, there are still a lot of obstacles in the way of people who want to comprehend and reduce digital risks to democracy [16].

Methodology:

The political landscape in India is experiencing a real, palpable, and quickening social media revolution. This article's goal is to evaluate the impact of social media, including Facebook, Twitter, Google+, and YouTube, on Indian politics while keeping an eye on the approaching Lok Sabha elections. Social media has become more significant as India's youth population has grown [17].

➤ **Social Media and Democracy's Deepening:**

- **Supporting C-Governance:** Social media has led to a rise in citizen-driven government, or C-governance, in Indian. Social media sites aid in uniting people for any social cause and spreading awareness to one million people. The existence of social media can encourage people to look for solutions during this period. People must be knowledgeable and able to communicate that knowledge to others in order for C-governance to work. Social networking sites greatly simplify this. Social media is now acknowledged as the fifth estate of democracy as a result.
- **Democratic Expression:** Due to social media, citizens in India individuals, in the past, were excluded from politics by region and economics now have direct access to the political system. Additionally, it has made room for a wide range of opinions and unprecedented levels of public participation.
- **A tool for bringing about behavioural change:**The efficacy of national initiatives like the Swachh Bharat mission Abhiyan and the more recent Fit India Movement shows how social media can be used for policy crowdsourcing and publicity.
- **Humanizing political communication:** Political actors in India have increased their use of social media for standard political engagement between those elections. This enables unmediated and direct connection amongst citizens.

➤ **Social media's beneficial effects on democracy:**

- **Digital Democracy:** When people are allowed to express themselves freely, democratic values can advance. Through these venues of openness, social media supports the idea of digital democracy.
- **Setting Accountability:** Social media can be used as a tool to hold seemingly impregnable regimes responsible and bring about long-lasting change that goes beyond annual elections.
- **Giving Voice:** Social media has a huge influence on how well-informed people are. This is evident from the fact that social media was hailed as a technology for liberty.
- **Civic Engagement:** Social media has significant consequences for civic involvement because so many people use these platforms to discuss and debate news. People who talk about the news are more inclined to get active in their community, whether through volunteering or contacting elected authorities, it has long been observed.

➤ **Key advantages of social media in politics:**

- **Interact with the population:** Social media will always be a reliable location to educate and alert the public about crucial issues and engage with an audience on a deeper level, whether you concentrate your efforts on TikTok, Twitter, Facebook, or another platform entirely. As soon as you don't use social media to broadcast messages and genuinely engage with individuals who follow you, communicating and engaging with constituents can help create and build credibility and trust.
- **Demonstrate your true self to others:** Politicians become more approachable and accountable to the general population as a result of social media. AOC has significantly increased her following and developed a credible, approachable, and honest personal brand for herself by being truly herself and using images to back up the tales and information she offers with her supporters.
- **Crisis communication:** People use social media in situations like the ones described above to gather information, stay current on news, and allay their concerns by laughing at certain memes. Because people are looking to the government for leadership during difficult times, it makes sense that legislators, authorities, and governments use social media as a platform to manage crisis communications and provide regular, official updates to residents all around the world.
- **Begin and expand campaigns:** Businesses can use social media to promote their brands through community participation and product launches, but that's not the only thing they can do there. Politicians are aware of the potential of a virtual town hall to introduce their own programmes and proposals. Social media is also a great platform for testing campaign messaging. Low stakes and immediate global response are two benefits of the technique. Social media offers the chance to go viral, observe current trends, and assess your relevance.
- **Low cost (but significant risk):** Saving money is always a top consideration in government decision-making because political campaigns depend on donations. In contrast, social media offers the governments a low-risk entry point to promote policies, develop individual brands, and interact with the public.

Social media on democracy explained the view point of Indian political leaders:

➤ **Media and Democracy:**

According to the press's viewpoint, media behaviour must take into account public interests. The primary public interest factors that the media must consider are freedom of the press, variability in broadcast media, diversification in knowledge, heritage, and viewpoint, assistance for a functional democracy, assistance for civil safety and interests of the nation, unified attain, the level of talent of knowledge and heritage distributed to the general populace, human dignity, and avoiding risks to people and groups. It also keeps the political reps accountable to the people who selected them by focusing on whether they would have followed out the goals for which they were appointed and whether they would have honored their vows. For the television to operate in a perfect democratic atmosphere, both government and private influence over it must be abolished [18].

➤ **Social media – The new weapon :**

Boyd & Ellison (2007) define Internet applications known as social networking websites, such as Facebook, Twitter, MySpace, blogs, and YouTube, allow users to:

- (1) Start a public or semi-public profile for a contained environment,
- (2) Display the extra people to whom they are linked.
- (3) Browse and explore their personal list of relationships as well as those they've formed with those within the programme.

➤ **Social media and Indian Scenario :**

One of the most anticipated elections in recent memory is the upcoming national elections in India, which are scheduled to take place between April and May 2014. Youth participation is one of them and is very significant. But things are altering, and they are altering quickly. Twitter and Facebook developed become fantastic instruments for the reticent young Indian to at least actively participate in discussions on political, economic, military, and social matters. The majority of political parties first dismissed social media and the growing tide of young as fleeting trends that had little bearing on voting behaviour or election results.

However, other political figures saw this as a fantastic way to appeal to India's educated and middle class, who had long viewed Election Day as an unplanned holiday to be enjoyed in lieu of casting a ballot. The majority of India's youth, those teeming millions employed in advertising companies, research centers, IT firms, business process outsourcing firms, and other areas of the involved in manufacturing sector, either do not have the opportunity to watch broadcast tv or have distanced themselves from the pervasive television sets but have become even more enmeshed in the virtual environment through their laptop computers. This is the reason for the success of social media and why some political parties have benefited greatly from it.

➤ **Political parties, public figures, and their online presence :**

Nowadays, social media is where most conversations take place. The proportion of the electorate in India, which is made up of young people, spends a lot of time on social media platforms like Facebook and Twitter. Through social media, party ideals are disseminated to people who then pass them along to friends, followers, and groups to have a variety of consequences. The best forum for self-promotion is social media. Celebrities remain in the public eye through daily tweets, status updates, or images. Many of them use many platforms concurrently to inform all of their fans.

Conclusion:

Social media is becoming a very effective medium for conveying ideas, opinions, and viewpoints. It also plays a significant role in shaping public opinion. Social media is a platform for internet applications that makes it easier to engage, work together, and share material. A lot of social media buzz and social media platforms create better reliable data; therefore more major parties may employ social media buzz approach if further research replicates this result. The used by form Twitter is automatically created for political sentiment analysis of national political parties in India in anticipation of the new general elections in that country. By examining the details on social media sites, one can get perspective on individuals and society. Social media has a negative effect on democracies because it amplifies human intention, whether positive and harmful. It enables us to express ourselves and act when it's working well. At its worst, it enables individuals to disseminate false information and undermine democracy.

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