



# LITERATURE REVIEW ON ROLE OF SOCIAL MEDIA IN POLITICAL CAMPAIGNING IN INDIA'S GENERAL ELECTIONS 2014 AND 2019

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## Abstract

Political campaigning is very important for any political party's success in election. Political campaigning carried out by political parties to inform the peoples about the plans, policies of nation building when they elected. Political campaigning also used by opposite party to shows the inefficiency of the ruling party. Opposite party focus on critique the low performance of the ruling party. Campaigning also helps to understand the government officials about the preferences of the peoples so they can priorities their action according to them. Peoples get political information through the political campaigning. Political campaigning enhances the political knowledge of the potential voters. Political parties can change the perception of the voters through the political campaign. Information provided through campaign enhance the positive image of the party which shows enhanced voting to that party. Political information used in the campaign may accurate or inaccurate but shows impact on people's political efficacy. Political campaign shows impact on the voting intention of the peoples. If peoples perceive the political party as good based on information provided in political campaign, then they vote for that party. Political campaign helps to enhance the political participation of the potential voters. Peoples vote based on prediction about the political party based on information given in campaign.

Political parties used various social media platforms such as Facebook, Twitter, You Tube, Websites, Google plus, Pinterest used by the political party and their leaders to communicate daily with potential voters to informed them about their rallies, positive work for the society. Political parties used online surveys, social pages, different mobile apps and questionnaire on various social media platforms become more effective for political communication than other media platforms. Social media act as major tool of political communication. Social media widely used by social media hence they came forward due to enhanced political communication and joined the politics.

**Key Words:** Social Media, Political campaigning, Political Knowledge

## **I. Introduction:**

Internet shows impact on every aspect of the human life. Internet changed the all habits of the peoples. Globalization impact on need of communication. Each person required fast, easy and less costly communication for exchange of the information. Internet helps peoples to communicate with the peoples from all over the world. All peoples now use any time of social media platform in their daily activity and professional life. Peoples used social media platforms to post the personal or job related information. Social media helps peoples to post the videos and photos also. Social media helps to the businesses to get in touch with old customers and also new customers attracted towards the product or services due to positive image on the social media platforms. Social media platforms Facebook, Twitter, Instagram, WhatsApp used by the peoples to communicate with each other. Social media reduced the distance between peoples all over the world. Any community event, accident, social and political activity information spread over social media platforms quickly. Social and political issues mostly spread over social media platforms which provide more coverage. Social media act as major tool which helps to spread information and create awareness effectively. Social media helps to build the community and also enhance the cooperation among the peoples. Social media platforms made political leaders more accountable.

Social media used as major tool for the political campaigning during election. Political parties use social media platform You Tube for free advertising and political party promotion effectively. You Tube advertising is low cost advertising than other advertising media. Social media helps to reach the large peoples. Twitter also used for political campaigning. Political parties use certain post and hashtags for their promotions. Peoples can give the reactions and feedback on the certain political issues and decisions. Political party can change the decision based on feedback of the peoples. Peoples can give the reaction in the form of votes which decides the future of any political party.

India's general election 2014 is first social media election. All political parties and political party candidates used social media platforms for the political campaigning. Youth widely used social media for communication. Near about 100 million youth registered as first time voter for general elections 2014. Political parties focus on social media platforms political campaigning to attract these first time youth voters. Facebook act as major social media platform for political campaigning. Social media used by all political parties to enhance the trust of the voters. political parties BJP, Congress and AAP used social media for political campaigning in 2014 general elections. All political parties understood the importance of social media platforms then in 2019 all parties focus on use of social media for political campaigning.

## **II. Objective of Study**

Literature review of study role of social media in political campaigning of India's general elections 2014 and 2019

### III. Review of Literature

**Thakur, D.& Shendurnikar, N. (2021)** This study explained role of social media in election of Lok Sabha which is held in 2019 and its impact on first time voters. This study shows that political parties use social media as important platform to convey their messages to voters. First time voters used social media to collect information regarding election. First time voters give more preference to social media for news and information about election. First time voter used social media as main source of information but they are not sure about authenticity of the information hence they did not trust directly on social media content. Social media widely used by first time voters for collect recent information about elections and candidates. Social media helps first time voters to connect with peoples which have same thoughts about political parties. First time voters used social media because it is easy access and helps for enhances interactions. Political parties used social media to attract first time voters towards their party.

**(Adhana, D. & Saxena, M. 2019)** Social media platforms used by many political party. Increased use of social media through smartphones create opportunity for political parties to interact with peoples through social media. Social media helps political parties for successful political campaigning. BJP used social media successfully in Lok Sabha elections 2014. BJP used social media Facebook and Twitter for public relation activities and communication. Many political leaders used social media to reach voters. Social media widely used by young voters hence political leaders used social media as main media for political mobilization. Prime Minister of India used social media as main tool for communication and interaction in Lok Sabha election 2014. 2014 Delhi election Aam Aadami Party came into power due to successful use of social media platforms. Naveen Patnaik, Orissa Chief minister got huge success due to social media political campaigning. Social media now act as major part of the political parties in India. Narendra Modi used Facebook, Google plus, Twitter successfully for political campaigning in 2014 Lok Sabha election. Social media provides facility of two-way communication. Social media provides transparency in political issues. Marginal people can now share their ideas with large number of people.

**(Narayanan V, et al., 2019)** This study explained that social media is important tool for Indian voters to collect information and news related with different political parties. This study carried out to find quality of information and images shared on social media platforms. Data used in this study was content circulation on WhatsApp and Facebook. This study found that most of the content shared by BJP and then shared by INC. SP-BSP shared less information and images which leads to conspiracy. Many images shared on WhatsApp by BJP than other parties. Social media is used as positive and negative both way. Social media provides valuable information about political parties and leaders and also used to create conspiracy in the election atmosphere hence people should always verify authenticity of the news and information. Social media used by all political parties for political campaigning and to reach large number of voters with less cost. Social media helpful for voters to receive all important political news and issues information.

(V. Meti et al., 2015) Social media plays important role in politics. Media is important pillar of the democracy. Social media provides information related with all important political issues of the country. Social media does not allow political parties use of their powers. Social media act as watch dog in democracy. Social media plays important role in providing all necessary information of all political parties such as their policies, programs, detailed information of candidates and performance of that candidates. Many political parties use social media platform for election campaign. Social media helps candidates to connect with peoples from rural areas. Social media shows positive impact on candidate's election campaign. Social media helps political parties to connect with many peoples from all over the country with less cost. Social media requires less cost than other traditional medias. Social media not used only for communication but it become important part of human life. Political parties use social media to enhance their political image. Political parties use social media to convey their political messages to peoples from all over the country. Social media used by political parties to send important messages to their supporters during election campaign. Political issues and political discussion on social media shows impact on peoples. People percept political parties from these political issues discussed on social media.

(Kanungo, N.,2015) This study explained use of Social media in Lok Sabha election 2014 of India. Content analysis used for this study. Researcher collect information from social media platforms like Twitter, Facebook and then content analysis done. Researcher collect content from social media pages for near about 2 months. This study explained that social media is widely used by political parties for communication and disclosure of information to the voters. Social media provides transparency in election campaign. This is not only one-way communication but people can also raise issue on online social media platforms. Social media is not used for interaction purpose but also used as aggressive tool for election campaign by some political parties. Social media communication and interaction become game changer in Lok Sabha election 2014.

(Biswas, A. et al., 2014) This study explained impact of social media on Lok Sabha election 2014 of India. 2014 election was different from previous Lok Sabha election. Social media was first time used in Lok Sabha election by the political leaders to communicate with voters. In previous election political parties and leaders use traditional media platforms. Social media platforms provide freedom for express. Any voter can express his or her opinion on online platforms. Young adults use different social media platforms. Social media helps to create political awareness in peoples. Social networking sites having significant impact on youth of the country. Many young people spend their leisure time on social networking sites. Social networking sites used by them for communication and collection of social information. People are now spent time on social media to collect information about social and political information. Social and political issues were discussed on the social media platforms.

Social media change the perception of the people based on information available on social media. Political parties now use social media to create positive perception in voter's mind. Political leaders use different social media strategies to enhance the political image of the leaders and party. Political party use social media to target specific audience. Rural areas have not facilities of advanced technology hence use of social media is limited their so political leaders use social media platforms by considering this limitation. Social media act as news feed for other traditional media. Social media provide facility of ask, share and express. Social media have many benefits such as it is accessible to all peoples. It is very quick media and required less cost. Young voters behaviour is depend on information available on social media. Young voter's percept about political party and leaders. Political parties use social media to enhance their political image in voter's mind by using social media.

**(Narasimhamurthy N.,2014)** This study explained relationship between use of social media platforms and its impact on political campaigning. Indian political parties now use social media as major platform for social and political campaigning. Social media used for attracting more voters and also create political knowledge and awareness in young adults. Social media helps political leaders to reach their constituency effectively with short time. Social media helps political party to engage the potential voters. Political candidates share their thoughts, beliefs, plan and policies so many potential voters can attract towards them and vote them. Social media helps political candidates to support their voters through direct personal connect with them. Social media helps to collect news which are related with certain political parties. Use of social media is increased very fast hence it is necessary to study impact of social media on political campaigning.

This study found that many people use social media during elections to get news and information related with elections. Social media is widely used by political parties for enhancing political communication. In 2014 Lok Sabha election all parties used social media platforms for political mobilization. Facebook, Twitter and You Tube used to stimulate the peoples for political participation. Political parties share political information which is shared by many people's hence it is easy to political parties reach to many peoples. People can give support and also protest for certain events which is useful for political parties to make changes in plans. Peoples use social media during elections for political information, entertainment and for social utility. In 2014 Lok Sabha elections political leaders and parties largely used social media for political awareness, raise the fund for elections. 2014 Lok Sabha elections shows impact on social media on elections. BJP won the elections with big number due to successful use of social media.

**(Sohal, S., & Kaur, H.,2018)** Voting behaviour of the potential voters can be influenced by using social media platforms Facebook, Twitter, You Tube etc. Political parties use social media platforms for the change in voting behaviour of the voters. This study analyse the use of You Tube by different political parties for communication and advertising. This study considers 92 advertisements of INC and 55 advertisement of BJP on You Tube platform. This study used three parameters to study that are main content of the video, characteristics of the video and message type used to appeal the voters. This study found that INC focus on image of the political party and its advertisement while BJP focused on candidate. You Tube used for creating positive image of political party and political party candidate image. Both INC and BJP

used logic to appeal peoples they used various national and development issues. Both INC and BJP shows that there will be bright future of the country under leadership of their political party and leader. You Tube advertisement helps political parties to create positive image in the minds of voters. Young voters attract towards positive advertisement and perceive positive image of the party which helps political party to gain vote in the election. This study shows impact of videos on political communication. You Tube videos helps to understand future plans and policies of the political party this changes the political image and perception about that party. This study provides guidelines to political party candidates about the use of You Tube for positive image building among potential voters.

**(Metkar A.& Aade A.,2019)** Social media used for political communication with the voters. This study explained role social media in political campaigning. Indian political parties 2014 Lok Sabha used social media platforms to communicate with the peoples. Many startups started related were started which carried function of social media promotion of the political party. This opportunity creates many employment opportunities to young peoples. Social media helps to enhance political knowledge hence peoples were well aware of the political issues hence this changes the voting behaviour of the voters. Social networking sites used by political parties in 2014 Lok Sabha election. Social media helps peoples to search and share political information with each other which enhances their political awareness. Social media used to communicate or to call peoples for protest. Social media used to reach many peoples with minimum time and cost. Political parties use social media messages and post to predict the result of the election. Social media plays important role to influence first time voter. Political party sent messages to first time voters to attract them towards their party. Social media plays key role in Indian politics to make people aware about political and social issues. Sharing and acquiring political knowledge become easy to young people's due to social media platforms. Political party as well as political leaders of that party spending on social media political branding and marketing. Political parties and leaders use social media for political mobilization. Political party candidates are active on social media platforms to communicate properly with potential voters.

**(Verma R. & Sardesai S.,2014)** BJP used social media platform for political campaigning in India in 2014 Lok Sabha election largely. This study explained that voters which are using social media regularly they vote for the BJP due to their more social media exposure. Media exposure can change the political preference of the peoples. Peoples who uses social media for interactive communication perceive the political party based on political information which is spread over social media. Positive news and political ideology helps peoples to change their political preferences. Perception of the peoples changes due to social media. This study also found that people uses social media more support for the economic liberalization but they also give importance to social capital.

In 2014 election Narendra Modi used social media widely for political marketing and branding. Narendra Modi used Twitter actively to discuss social issues and national pride which changes the political image of the BJP. People support Narendra Modi as hero of the country and definition of development. This study found that media exposure of the political leader can make change in the voter choice due to positive image on social media. Media exposure enhances the popularity of Narendra Modi and BJP. Media exposure can

change the political attitude of the peoples and which changes the voting behaviour of the people. This study found that social media exposure was positively associated with likelihood of voting to the BJP. This study helpful for political party and leaders to understand the importance of social media exposure in political campaigning. INC used less social media platform hence they can't get support from the people in 2014 Lok Sabha election. Political party should use social media platform for enhanced political participation.

**(Patel K. et.al., 2020)** young generation use social media for political news in 16<sup>th</sup> Lok Sabha Election. Social media help to change political behaviour and perception of the young voters. Social media used as major game changer in 16<sup>th</sup> Lok Sabha election. Social media act as major influencer for young voters. BJP used "NaMo Campaign" effectively to gain huge success in 16 Lok Sabha election. Social media creating awareness in people's very fast and with less cost as compared to other traditional media. Social media have high coverage. Social media act as influencer for young adults. Youngsters use social networking sites more for communication hence these platforms used by political parties to influence youth. BJP use social media effective and create perception in minds of the people that Narendra Modi as hero of the nation and also definition of the development. Narendra Modi knew the power of social media to connect with people and for influencing young generation. BJP used various platforms of social media such as Facebook, Twitter, Google Hangout, WhatsApp largely to connect more and more people. Social media help BJP to attract young voters through posting agendas and manifestoes of the party. Social media used as major tool to spread political news. Social media is very popular in young voters hence it is used to attract them. Social media used to enhance the credibility, honesty and accountability of the political party candidates through positive news posting on it. This study found that Fake news is major problem regarding social media. People can't differentiate between fake and real political news.

**(Buragohain D.,2019)** Social media used as new strategy by the political parties for election campaigning. Social media helps to change perception and voting intention of the peoples. Political parties use social media for improvement in political participation. Social media used for mobilize the peoples. In 2014 Lok Sabha election political parties use social media first time for political branding and marketing. Social media now become major media platforms which decides the results of the election. Social media used to spread news and information with high speed and less cost which helps to improve political participation of the peoples. Fake news is very important issue of concern related with social media. People forward the messages and videos without checking its correctness hence it is very harmful for democracy. Fake news are creating gap between different religion which is not good for the country. Social media provide facility of express opinion with freedom but there should be restriction on use. Social media used for election campaigning. Social media provide facility of innovative practices for election campaigning. BJP used social media platform effectively. Every leader of BJP used all platforms Facebook, Twitter, WhatsApp effectively for political campaigning. Political party use social media for mobilization and attract new voters. This study found that people feel close to candidate who used social media for political communication. Social media used by political party also for manipulation of the voters through fake news and information. Less educated user of the social media found difficult to differentiate fake and real news.

WhatsApp used to spread rumours and manipulated news to destroy stability of other political party. Many peoples used WhatsApp for spreading misinformation for their personal interest.

**(Safiullah, M. et.al.,2016)** social media act as important for interactive communication. This study was carried out to find the impact of social media platform Twitter on the outcome of the Lok Sabha election 2014 of India. Political marketing is very important for any political party to get success in election. Political party used traditional and social media both for political marketing. Political party used social media platforms more for political marketing. Social media used to create positive image in voters and attract voters towards their party. Social media can change the opinion of the peoples based on political marketing. Peoples can express opinions, reactions online hence actively involved in political communication on social media. This study was found that Internet users are less in India in 2014. This study shows that political party BJP used social media on large scale for political marketing got success in election 2014. Study shows that there is strong impact of social media on number of seats won by political party in 2014 election. This study is very useful for political parties and political party candidates to use social media for political marketing. This study provides help to align social media political marketing with political party strategy. Social media political marketing helps to gain more seats in election.

**(Ramalingegowda, C.,2014)** Social media used effectively in Lok Sabha election 2014. BJP's Narendra Modi used social media to create personal brand on social media. Narendra Modi used Twitter for communication with peoples. Narendra Modi used Twitter effectively for personal feeling, national pride. Peoples attracted more and follow Narendra Modi due to various tweets shows positive image in politics and society. Narendra Modi used tweets which attract youngsters. Late Sushma Swaraj maintain space between personal and political tweets effectively. Yogendra Yadav used tweeter to target ruling party BJP. HE tweets against decision taken by ruling party. Yogendra Yadav use tweeter account for political purpose only. Priyanka Chaturvedi used twitter for congress insights and women empowerment. Tweeter also create controversy in politics also. Digvijaya Singh relation with Amrita Rai create controversy against him. Subramanyam Swami crate many controversies due to ardent Hindu beliefs. Shashi Tharoor used tweeter effectively. Shashi Tharoor relation with Pakistani Journalist Mehr Tarar create controversy against him on Twitter. Many political leaders used Tweeter for tweet related with festival greetings and also provide information about development about their constituency. Social media like twitter used for political information which helps to enhance political participation.

**(Khatua, A. et al.,2015)** This study carried to explain the impact of Twitter trend on election results. This study found that people tweets on their twitter account according to trend. Twitter trends shows impact on election sentiment. Results achieved from previous studies were not shown clear about impact of tweets on elections. Sentiment score which is calculated from tweets also shown impact on changes in vote. This study analysed 40 lacs tweets in between period 15 March to 12 May 2014. This study helpful for political parties to analyse the twitter trend and then it can be used for making strategy of the political campaigning. Twitter data can be used by political party to predict election results. Twitter user follow the twitter trend which shows the peoples support to the certain party. Twitter is used by political parties and leaders to post his or



her life story. Political party candidate also posts positive about his character and honesty. People get information about political party and political leader through tweets of that leader. Peoples perceive about that candidate based upon information available on twitter. Peoples attitude can be changed due to political information available on candidate's twitter account. This study shows that positive twitter trend about political party and leader shows positive impact on voting to that political party.

### III. Conclusion and Discussion

Political parties use social media for political communication with the voters. Social media changed the dimensions of the political communication drastically. Social media used by the political parties and leaders to enhance their visibility. Lok Sabha election 2014 is best example of successful use of social media for political campaigning. Social media political campaigning act as major game changer in the election. Political parties used various social media platforms such as Facebook, Twitter, You Tube, Websites, Google plus, Pinterest used by the political party and their leaders to communicate daily with potential voters to informed them about their rallies, positive work for the society. Political parties used online surveys, social pages, different mobile apps and questionnaire on various social media platforms become more effective for political communication than other media platforms. Social media act as major tool of political communication. Social media widely used by social media hence they came forward due to enhanced political communication and joined the politics. Political leaders used social media for political campaigning with different ways.

Facebook used for status update also posting photos with hashtag trending. This enhances the visibility of the political candidates among potential voters. Twitter is used by political party candidates to tweet short messages with hashtag trending. Political party and leaders used blogs to receive the support from the peoples. Political party and its leaders used You Tube to post the videos of their rallies. Peoples see the different videos posted by political parties and candidates on their You Tube channel this enhances the visibility of that political party and candidate also. Political campaigning also consist use of google hangouts on Google plus. Political parties also used advanced 3D technologies to enhance the visibility among the potential voters. Social media widely used by youth and middle age peoples hence political party used social media political campaigning to communicate with them. Social media act as major tool to communicate and target the young adults. Facebook users are more in India which majorly impact on the results of the elections. Facebook user is the major vote bank to the political parties hence they should focus on social media political campaigning. BJP used social media political campaigning effectively than other parties in Lok Sabha election 2014. INC understand the importance of social media later hence now using social media for political campaigning Social media act as major tool of political campaigning in 2019 general election of India. Political parties used social media platforms to make them manifestoes more visible to peoples. BJP used social media power first time in 2014 general election which swept BJP into the power. After 2014 election BJP increased use of social media for political communication. Narendra Modi used social media effectively during his first term as Prime Minister. Narendra Modi used social media for interactive and

continuous political communication with peoples. Social media used by Narendra Modi for building political agenda and also for publicity of the policies implemented by BJP government.

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