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"Impact of Social Media In Indian Political System"

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Abstract: Social media have influenced many aspects of our life it is in education, culture, administration, marketing, business or politics or the political system. Social media have been able to make great impact by means of news, interaction, political campaign etc. in Recent times, world politics have witnessed lot of events, where social media played significant role. Social media led to major overwhelming of the world politics. On the side long standing regime like dictatorship have been buried and other side Voters of the countries got influenced by the campaigns on social media. This paper is an attempt to find out the influenced that have played in recent past by social media in Indian Political System.

Keywords: *Social Media Impact, Campaign, Politics, Political System.*

Introduction: When internet was launched in India on 15 August 1995 most likely a small number of people could have anticipated the kind of shock today it has in all aspects of our society. Till 2005, this technology was a mere financial enabler, but since the advent of social media in early 2000s and its consequent evolution, the internet has twisted India's society like nothing else since the economic liberalization of 1991.[1] Social media have been able to make great impact by means of news, interaction, political campaign etc. in Recent times, world politics have witnessed lot of events, where social media played significant role. Social media led to major overwhelming of the world politics. On the side long standing regime like dictatorship have been buried and other side voters of the countries got influenced by the campaigns on social media. The 2019 Indian general election saw the widespread and innovative use of digital media and technology. Most political parties employed digital media extensively for campaigning and voter mobilization. This extensive use of digital media was due to nearly half of India's 900 million eligible voters having access to the internet and social media[2]

Facebook, Twitter, and YouTube are not just innovations in the internet world but are fast emerging as influencers and opinion creator. Today every government has to pay attention what actually happening in social media. Social media is not just an online phenomenon it can now manifest itself through protests, demonstrations and even legislations.

Social media too has changed shape and form multiple times since its tentative beginnings in India, and continues to evolve to this day. Hi5 gave way to Myspace which in turn lost its users to Orkut which has made obsolete by Facebook. All this happened over a span of less than five years. Now, however, things are more stable

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[1] See for details Ankit Lal, *India Social, how social media is leading the charge and changing the country*, India 2017, p 225
[2] https://www.kas.de/en/web/politikdialogasien/single-title/the-impact-of-digital-media-on-the-2019-indian-general-election

as each platform has carved a niche for itself-for long form text we have Facebook. For microblogging there is Twitter, for images there are Instagram and Snapchat, video platforms are dominated by YouTube, and the day's chats are conducted on Whatsapp. Besides this there are personal blogs and websites.[3]

So, most of the democratic countries used the social media platforms at the time of election and for their election campaigns. India is also not different with their effort on social media uses. India is a country which has gained worldwide media attention due to its peculiar character.

Need of the Study: Social media has created a serious problem to the traditional media and campaigning method that usually adopt by the political party in India and has a great influenced in all aspects of our life and society as a whole. Therefore it is very important to study social media and its impact on Political system of India. This paper is an attempt to find out the influenced that have played in recent past by social media in Indian Political System.

Data and Sources of data: For this study data has been collected from secondary sources like books, journals, website etc.

The 2014 General Indian Election In India: The 2014 general election was a different one in the sense that there was a change in strategy where digital platforms and data were occupying a key role on that election in India. Experts have expressed their view that the 2019 elections will rely on heavily Social media than the Election 2014 and there will be video content which will play important part in 2019. In India the users of Smartphone and expansions of 4G to all parts of India has been increasing day by day and which has increased the numbers of connected users. About 243 million internet users, 114 million Facebook users, and 33milion Twitter users live in this country. Therefore, digital technologies and tools have turn into a key communication tool for political parties. As an illustration of this reports have found that the number of tweets rose 6oo from the 2009 elections to the 2014 elections.[4]

The election in 2014 was in online. This was the first election when campaigning took place in social media platforms. The Bharatiya Janata Party has changed the way of campaigning in India. Social media such as Facebook, Twitter, WhatsApp etc are being used by the people as well as by the leaders during election 2014. The BJPs IT head Mr. Arvind Gupta said, "In many constituencies, social media was amongst the top three communication tools, overtaking traditional methods such as advertisements, posters etc.

The Impact of Digital Media on the 2019 Indian General election: The 2019 Indian general election saw the widespread and innovative use of digital media and technology. Most political parties employed digital media extensively for campaigning and voter mobilization. This extensive use of digital media was due to nearly half of India's 900 million eligible voters having access to the internet and social media.[5]

Use of social media by political Parties in India: Internet has various functions if we see in the context of relationship between politicians, social media, and public that are as follows:

- Politicians can promote their verbal communication and they can present their views without any interruption by journalists or by media format limitations.
- Social media has given autonomy for politicians to post a presumptive political program.
- By the use of social media platforms, political parties and the politicians can bring together public and invite public to participate in discussion on some issues of public interest.

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[3] Ibid.

[4] See for details https://ourdataourselves.tacticaltech.org/#/posts/overview-india/

[5] https://www.kas.de/en/web/politikdialogasien/single-title/the-impact-of-digital-media-on-the-2019-indian-general-election

- Through social media tools, politicians and political parties interacts actually with more proficiently with their supporters they can interact more actively as they wish.

There has been seen some transformative effect in our democracy due to internet penetrations has grown in leaps and bounds over the past decade. Now we always use Facebook, Whatsapp or Twitter. These tools have become a source to get news in India mostly for the young people. Now a day's Social media is the number one source of information and news for new generation all over the world.[6] That's why today every government has to pay attention what actually happening in social media. Social media is not just an online phenomenon it can now manifest itself through protests, demonstrations and even legislations.

Though it is important tools of our lives it has may advantages and disadvantages as well. Indian perspectives it can be discussed as follows:

Positive side of Social Media for Indian Society:

1. Social media tools like Facebook, WhatsApp have become an inevitable part of our modern life. It helps us to connect with our friends in real time. Users can interact with anyone as they like to interact at any time.

2. Social media platform Linkedlin has become a most important mode of employment. As more than 89% recruitments take place by using Linkedlin and company websites.

3. Interestingly only 140 word tweets contains a world of information which informed us about the world and our interest. Now most of the citizens have this twitter accounts.

4. Using social media for business is extremely beneficial. With the help of this social media one can do online business. Now with the help of social media one can create potential customers and increase their business.

5. Low cost. It can be use very easily. It is affordable that's why now a day every family has the mobile phone though they have no electricity.

Negative Impact of Social media in Indian society:

1. False information can affect the society a lot. It can lead a major violence in societies which is not good our society.

2. Facebook is becoming a fake-book as it is very easy to upload false news in Facebook. There are numerous of instances of fake news which has been uploaded in the social media platform and which motivated people towards their objectives it may be political, business oriented, social cause etc.

3. Government is not taking necessary step regarding such social sites for betterment of the society. It is also important that sometime it is very hard to find the source of the fake news which has the bad effect in our society.

4. Still in India many area is not covered by the internet facilities as it is meaningless without internet. There are so many places which are even very hard to find a network.

5. In the name of entertainment it is waste of time. Sometime people are very much busy and watch various videos, read messages, and some motivated messages for some reasons and which are actually waste of time in the name of entertainment.

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[6] See for details Wakefield Jane, "social media, 'outstrips TV' as news source for young people" https://www.bbc.com/news/uk-36528256. 15 June 2016

6. Relationship gape increase. Some members of the family are using social media in such a way that they have no time to talk with their family members even in case of husband and wife and their children's they are not interested to talk and share their views with their children's as a result of that relationship gape increases and cases like divorce occurs.

7. Addiction of social media is very harmful to children. As children nerves are very not strong it can causes problem for future and such children's are not interested to play other games which are very helpful to their health.

8. Sometime it is very harmful in case of driving. There are many cases which are occurring due to the use of YouTube videos, Facebook Live, etc.

Conclusion: From the above analysis it can be said that social media has both positive and negative impact in our modern society but in view of modern life style it is becoming very much essential for everyone though it has negative impact people of modern society cannot live without it. Youval Noah Hararai rightly mentioned in his book that how over the course of history humans created a global network and evaluated everything according to its function within the network. Twitter and YouTube are not just innovations in the internet world but are fast emerging as influencers and opinion creator. Today every government has to pay attention what actually happening in social media. Social media is not just an online phenomenon it can now manifest itself through protests, demonstrations and even legislations.

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