

Role Of Social Media In Politics

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Abstract

Social media has become an integral part of our lives. Facebook and Twitter tend to provide news faster than most news channels today. Celebrities, sports stars and corporate head honchos are present on these sites so that they can keep in touch with people. They keep their fans and followers informed of latest updates, promote their work and listen to what people have to say. Lately, many politicians have also taken to social media like a fish to water. The best examples are Delhi Government and Central Government. Their updates on Facebook and Twitter keep us informed about latest happenings and future plans. These young politicians of India have adopted social media because they know that is where today's youth is. These leaders believe in inclusive growth and have always encouraged the youth to participate in politics. They believe, is instrumental in the development of Maharashtra and invariable of India. We encourage readers of this article to connect with these leaders and back them in their initiatives. Thus, advocating the role of social media in political campaigns to a great extent.

Key Words: *Integral, Happenings, Inclusive, Advocating*

1. Introduction

Faced with declining citizen interest and participation in democratic politics and declining citizen's trust in politicians and representative institutions, governments, political parties, social and political scientists in many countries have focused increasing attention on the potential of online communication to address these deficits and revitalize democracy. Social media offers the users communication opportunities for socialization, social interactivity and uncensored speech, facilitating the growth of online political behaviour with recent emergence of new interactive and media-rich Web sites. These Web sites, often referred to as social media, are valued in proportion to their capacity to harness the participation of online communities in the production, amalgamation, and exchange of information and also referred to as 'new.

With the growth of the digital world, day by day shows growing trends that many people get used to social networks. [With another form of communication](#), Social networks are a fast and efficient way to communicate with your constituents and followers. Through a quick post of 30 to 60 seconds on social networks, politicians can reach billions of citizens and can offer a summary of their beliefs on any subject for free. They can also make a great announcement or update their lives. As a citizen, people always want to know about the politician they voted for. And, in reality, most people do not see news or browse news sites on a daily basis, it's sad to say that we all review social networks more than the news. Politicians can share their important message through social networks with the entire population and demographics, including the younger generation.

2. Objectives of The Study

1. To study the role of social media in politics.
2. To study the importance of social media in politics.
3. To study the social media and future of politics.

3. Methodology of The Study

The present study has been descriptive; the data for this study were obtained from secondary data sources. The secondary data has been collected from various references which already existed in published form; part of the paper is based on literature review the method comprising of collecting all the available papers relating to the theme and selecting relevant papers/books for the review purpose. Selection of the paper is done on the basis of their relevance and contribution to the body of knowledge. The author has made an attempt to do primary reading of the selected papers which will constitute the core of this review study.

4. Role of Social Media

Since that time, use of social media in politics has significantly increased. There are various ways by which people connect, by commenting, creating memes and even trolling. Their news feed is the space which they own and feel more comfortable. They don't have to move out of their room to follow a certain political face or to be a part of campaign. The dependency over print media and electronic media has reduced as people can now be a part of news, express their views with others on this platform. Videos and pictures of sting operation are shared on Facebook, YouTube and other platforms showing the truth without any moderation. The common man participation in politics has increased.

The recent use of social media websites by Indian government has been much talked about. Mr. Suresh Prabhu, along with his team, very efficiently used Twitter for helping out the Indian Rail passengers in need. From sending food to school children by taking action on a tweet to helping women who tweeted that she is in distress due to harassment faced in her train journey, he has done everything right so far. Ministry of Railway's heartiest efforts were truly a sweet surprise for the people who got assistance when they needed it the most. HRD Minister Sushma Swaraj has also been quite active on twitter and she also made her presence felt by promptly assisting on request over her twitter handle.

Social media has influenced politics and it has also increased interest of people in politics. The political parties have now taken social media as one of the most important channels for their public relations activities and almost every party has its official pages on Facebook and twitter where they post political updates, press releases and news about their campaigns. In recent times, social media has been an integral part of politics and its growth seems to be continuous.

5. Importance of Social Media**I. News Around the Clock**

One of the ways that social media has transformed politics is the sheer speed at which news, poll results and rumors are shared. Whereas in the pre-internet days, people had to wait for the next newspaper or TV news show to get the latest information, online news is a 24/7 phenomenon.

Social media has taken this a step further. While you can access news on many websites at any hour, [most people spend more time on sites such as Facebook and Twitter](#) than they do on serious news or political websites. This means that you get all of the latest trending news stories and opinions shared by your friends whenever you log on.

II. The Impact of Polls

Political polls are an important part of every campaign. They are often confusing, because you can often find multiple polls with contradictory results posted on the very same day.

As with other types of political news, the internet has greatly increased the number of polls results we see each day. Social media has accelerated this even more. Not only do social media sites report the results of polls, you can actually participate in Facebook polls.

III. Direct Interaction with Politicians

One of the positive effects that social media has on politics is the opportunity for voters to interact more easily with candidates and elected officials. Traditionally, if you wanted to meet a politician or candidate, you'd have to attend a live event. Not everyone is able to do this. With modern technology, it's now possible to attend virtual events where you can participate in live streaming events and interact with politicians and candidates.

IV. Demographics and Targeting

Targeting is used throughout the advertising industry to make sure that ads and messages reach the right audience. Politicians do this as well. In the age of social media, politicians and people running for office are able to target their campaigns.

v. Direct Contact with Voters

Social media tools including Facebook, Twitter, and YouTube allow politicians to speak directly to voters without spending a dime. Using social media allows politicians to circumvent the traditional method of reaching voters through [paid advertising](#) or earned media.

6. Social Media and The Future Of Politics

The use of social media in politics including Twitter, [Facebook](#), and YouTube has dramatically changed the way campaigns are run and how Americans interact with their elected officials. The prevalence of social media in politics has made elected officials and candidates more accountable and accessible to voters. And the ability to publish content and broadcast it to millions of people instantaneously allows campaigns to carefully manage their candidates' images based on rich sets of analytics in real time and at almost no cost.

Because social media is relatively new, we're just starting to see its impact on society. There are sure to be many political changes that come about due to social media. There are now proposals for [internet voting](#), which could lead to more people participating in elections.

This could make social media even more influential, as people could literally vote moments after reading the latest comments or links they found on Facebook or Twitter. Other advancements will also change politics. Polling techniques on social media will become more common and, hopefully, more accurate. More virtual political rallies and town halls will take place. As social media becomes ever more popular, its impact on politics will only increase over time. It will be interesting to observe how this plays out.

7. Conclusion

The political landscape has changed quite a bit in the last couple of decades. The internet has played a large role in this transformation. Social media, in particular, is now a serious factor in political campaigns and in the way people think about issues. Candidates and their supporters constantly post their views on Facebook and Twitter. Each party has its own pages, from which it broadcasts propaganda and requests for donations. Let's look at some of the leading ways that [social media influences](#) politics today. Indian Politics is changing and one of the changes is the dependency over social media to connect with the people. India is a country of diversity and youth makes up a huge 34% of the total population of our country. The best way to reach such a massive community is to connect with them through social media which plays important part in their lives.

8. References

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