Journal of Vibration Engineering

Registered

- ✓ SCOPUS
- ✓ GOOGLE SCHOLAR
- ✓ DIGITAL OBJECT IDENTIFIER (DOI)
- ✓ IMPACT FACTOR 6.1

EffectofSocial-MediaonVotingBehavior:A Comprehensive Study in Burhanpur District

Kavita Kakde[1], Dr. Usha Pandey[2], Dr. Lalit Tayde[3][1]PhDScholar,[2]AssociateProfessor,[3]AssociateProfessor

[1, 2]SRKUniversity,Bhopal, India
[3]PratibhaTaiCollege,Multainagar,India

Abstract- Social-media is a 21st-century platform and instrument that enables nations and civilizations to produce, express, and extensively communicate their views and ideas. Individuals of all ages are interested in using and modifying this technology to connect to the globe in less time and energy. Social media skill is extensive enough to encompassblogging,picture-sharing, wall posting, music-sharing, troop sourcingand speech over IP, e-diariesetc, whichcurrentlypeoplearelovingtoexploitittoconnectwitheachextraandalsoexcitethemselvestoinnovatemore thoughtsandexpressions.Socialmediaisquicklybecomingapopulartoolforpoliticalpartiestouseduringelections toinfluence,connect,andconveytheirideas,withthegoalofincreasingtheirexposureorgainingamajority.People nowadaysliveonsocialmedia,andpoliticalpartiesseektoreachouttothemthere.Thegoalofthisstudypaperisto betterunderstandtheinfluencesocialmediaplaysinpeople'votingdecisions.Thestudy'sfindingsindicatethatsocial media has a considerable effect on voting decisions, particularly among young voters. The study also supports the notion that political leaders' remarks/tweets/comments have a substantial effect on their choice to election for that party.

Keywords:Social-media,Politicalcampaign,voterbehavior.

1. Introduction

Socialmediahasbeenviewedasamarketing tool by corporations, governments, and other organizations to communicate, connect, and gain followers from all over the world. This new kind of connection has also transformed the way individuals think and interact with one another. As a result, it is believed that social media will play a significant role ininfluencingthecountry'supcomingelections.India hasjustcompletedacrucialroundofstateelectionsin major areas such as Delhi, Madhya Pradesh, and Rajasthan.

Manyarewonderinghowbigofarolesocial media play in Indian elections. This subject will become more important in the run-up to the 2018 generalelection.AccordingtotheInternetandMobile Association of India and IMRB's "Social Media in India 2018" research, social media users in India are predicted to rise by 52.2% between June and December 2018. According to the research, 59.8 million urban Indians use their cell phone to access socialmediasites.Accordingtotheanalysis,basedon the number of qualified voters and statistics from the ElectionInstructionofIndiaandfieldinterviews,there mightbeavoteswingof37percentin24stateswhere

internet users are significant. The indicated swing is significant. Nevertheless, owing to the absence of additionaldatatheresearchhasnotdefinediftheeffect is due to uncontaminated community media, or other elements such as channels of conventional communication.

To enable individuals to connect effectively across boundaries, social media has grown more colorful, dynamic, and youth-centric in character. India has become the third-largest internet base globally with more than 574 million subscribers.

The widespread usage of media is now becoming an everyday activity for its users to communicate their ideas, feelings, and experiences withoneanother.Socialmedia'sappealstemsfromits numerousroles,whichincludeengagement,livechat, status updates, duplicateand audiovisual sharing,and therefore connecting all of our sense organs to it. The media is used not only by users like us to meet and interact,butalsobypoliticiansfromvariouspartiesto capture the attention of their supporters and explain their vision, objectives, and so on. According to numericalmediaspecialists,thereareover574million first-timeconstituencieswhoareengagedonsocial

media then are the primary focus of political parties seeking to expand their audience reach.

Between June and December 2018, communal media users are predicted to increase by 22%. According to the research, around 59.8 million users in urban India use social media platforms using theircellphone(AccordingtoIMRBreportinOctober 18). People's perceptions of political parties or candidates will be influenced by the material they consume on social media.

In Section 2, Review the existing work with differentreferences,InSection3,specifytheresearch objectives. In Section 4, explore the proposed methodology.InSection5,definethedataanalysisof study.InSection6,definethesampletestofthisstudy. In Section 7, define the influence of social media on voting behavior as an outcome.

2. Background

Politicians Social Media Sites Impact Constituent Perception: The major goals of his study work were to determine how politicians' usage of social media affects voter views. Is an attractive or personaluseofcommunalmediamorelikelytoboost apolitician'slikabilityandelectability?Theresearcher conducted a satisfied analysis of three politicians' current communal media places and then plotted 88 university students to comprehend social media's effectovertheirinsightoftherepresentativesinorder toinvestigatetherelationshipbetweenpoliticians'use of communal media places and their electability and admiration.

To undertake content analysis, the variables content quality, informality of speech, design, frequency of posts, and followers were chosen. After acontentstudyofpoliticians'socialmediasitesbased on a single paragraph chosen from these politicians' sites, their honesty, electability, and personability wereexamined.Thestudydecidedthatthereisstrong association between personable gratified and voting meaning and politicians sensibleness was definitely related with their honesty and electability. If people are consuming content on social media it will reflect in their perception about the Political Parties or candidates. Times of India has over 35 Lakh fans on FB,HindustanTimeshasover12lakhs,DainikJagran hasover16lakhsandtheEconomicTimeshasover14 lakhswhichismorethandoubleofitscirculation.

Whentraditionalmediahassuchastrongfollowingon social media one cannot ignore the impact of social media and its influence on the elections.

Social media is in fact the fastest way to directly engage with your audience especially when there could be last minute coups."According to Dr. RanjitNair,CEO,German communal mediadoesnot inspiration much too rustic voters but in town India it hasenormousimpressiononestimationofunresolved voters.Itmayalsohelpingalvanizingthesupportbase to vote in large numbers and influencing others to vote."

3. ResearchObjectives

The overall goal of this research is to investigate the effect of communal media on voter behaviour in Burhanpur, MP. The particular goals are as follows:

1. Determinetheinfluenceofcommunalmedia comments/tweets/follows on voter behavior.

2. To comprehend thedemographicfeaturesof voters and the influence of community media on elective.

In order to accomplish the aforementioned goals, the following hypothesis has been developed:

HA1: There is statistically meaningful difference between age and voting intention on the basis of comments/tweets/follows on social media by politicians.

HA2: There is a statistically significant variance betweentrainingandvotingpurposebasedonpolitical comments/tweets/follows on social media.

4. ResearchMethodology

While the survey is being done to provide insightintothestatedaimsoftheresearch,thecurrent education is based on a descriptive research design. Thetargetmarketisyoungindividualsaged18andup who use communalmedia such asFacebook, Twitter, and others, hence the majority of responders are students seeking higher education. As a sample approach, non-probability convenient sampling was utilized.When110peoplewerechosenforthesurvey, theyweregivenaquestionnairetocompleteandreturn within a week.

As a data gathering approach, both primary and secondarydatawereemployed.Primarydatawas usedtoobtainrespondents'opinionsonvarious

elements of social media, while secondary data was used to obtain theoretical background of the subject matter of the study. The datawas examined using the statisticalsoftwareforsocialsciences(SPSS),andthe basic mean and average deviation will be utilized for analysis.

5. StatisticsAnalysis

Demographic outline of respondents Out of 110examples,56.6%wasmaledefendantsand43.4% are female defendants. Almost equivalent amount of gender selected for study.

Table1: Gender

Valid Voter	Freque ncy	%	Valid %	Cumulat ive%
Male	59	56.6	56.6	56.6
Female	51	43.4	43.4	100.0
Total	110	100.0	100.0	

Table2:Age Description

Valid Voter	Freque ncy	%	Valid %	Cumulat ive%
Young	89	80.9	80.9	80.9
Adults	14	12.7	12.7	93.6
Old	7	6.4	6.4	100.0
Total	110	100.0	100.0	

Majorpartofsampleisyoungpeople.80.9% respondentsareyoungbelongtoagegroupof18to28, rest12.7%&6.4%adultsandoldwhichbelongstothe age group of 29 to 43 & above.

Table3:EducationDescription

Valid Voter	Freque ncy	%	Valid %	Cumulat ive%
More than HSC	102	92.7	92.7	92.7
HSCor less	8	7.3	7.3	100.0
Total	110	100.0	100.0	

All defendants either pursuing advancement orabovethatis92.7%only7.3%arehighersecondary capable so we can say that all defendants are well cultured.

According to table 4, respondents agree that communal media provides comprehensive informationabouttheworkingsofthegathering(with mean3.87andSD1.16),implyingthatsocialmediais one of the pertinent sources of information that provideacompleteideaabouthowpartiesareworking for the betterment of people, allowing respondents to make a knowledgeable decision about which party to vote for.

In the second statement, social media helps peoplepickthecorrectcandidate,themeanvalueis 3.62withSD1.28,indicatingthatcommunalmediais a highly significant medium that helps people select the appropriate candidate since it provides comprehensive knowledge on the workings of the party.

Respondents also agreed that social media playsaleadingroleoveroutdatedmediaformarketing and promotingpolitical parties(mean 3.86, SD0.97); because the popular of young individuals access communalmediaonadailybasis,itwouldbethemost cost-effectivesourceforpoliticalpartiestopromoteon social media such as facebook, twitter, and others.

Respondents agree that statements/remarks/tweets, etc. made by the party-political party/leader on social sites influence their voting choice(Mean 3.89, SD0.99); thus,wecan say that politicians' statements on social media regarding any event,anyremark,or anytweetheavilyinfluence the public in general to decide whether to ballot for that person or not. Statements/remarks/tweets portray their image in the eyes of the public via social media.

Respondents agree that they research people on communal media sites such as Facebook and Twitter before casting their ballot (Mean 3.72, SD 1.01).Becausetheyregardcommunalmediatobeone of the most significant sources of information, whenevertheygotovote,theyfirstlookforaperson's profile on social media, which helps them understand that personality.

People also believe the information supplied onsocialmediaregardingpoliticalpartiesandpolitical leaders (Mean 3.87, SD 1.01), which is why individuals seek for candidates and then determine which party or person to support or vote for.

Table4:DescriptiveAnalysis

Statements	Mean	Standard Deviation
Social media provides complete informationabouttheworking ofthe parties	3.87	1.16
Socialmediumhelpsmeto selecttherightcandidate?	3.62	1.28
Social media, playing a dominant role on other existing media (Print, Electronic media etc.) for the marketing and promotingforparty-politicalparty?	3.86	0.97
Statements/remarks/tweets etc. made on communal sites by the party-political party/leader,influencemy votingdecision	3.89	0.99
BeforevotingtotheParty, Isearchaboutcandidateon social media	3.72	1.01
Itrustontheinformation providedonsocialmedia	3.87	1.06

Oneway ANOVA

FromtheANOVAtableitisconcludedthatthereisno statisticalsignificancedifferencebetweengroupmean of different age group because F (2,107) =0.304 P=0.738 (p≥0.05).

Therefore, we can say that all age group respondents equally agree that Statements/remarks/tweets etc. made on communal sites by the party-political party/leader,influence myvoting decision. Sofurther we don't need to explain the result of post hoc test.

ANOVA
One way ANOVA applied to check whether there is statistical significance difference exist between different age group mean
Statements/remarks/tweetsetc.madeoncommunal sites by the party-political party/leader, influence my voting decision

	Sumof Squares	df	Mean Square	F	Sig.
Between Groups	0.62	2	0.32	0.28	0.74
Within Groups	116.6	107	1.09		
Total	117.2	109			

6. IndependentSamplet-test

Independent t-test applied to check whether there is a statistically significance difference between different education group on dependent variable is given in table.

The resultof independent t-test state that the t value for 105 df is 0.002 which is less than 0.04 so we can say that there is a statistically significant differencebetweeneducationofrespondentsonvoting decision on the basis of Statements/remarks/tweets etc. made on communal sites by the political party/leader.

7. Conclusions

Thisstudywasbasedononebroadobjective that is to identify the effect of communal media on votingintention.Majorityofrespondentsareyoungin theagecollection of 18 to28yearand well-educated; pursuinggraduationorpost-graduationalsotheywere actual active on social media. The results from the analysis reveal that the communal media has significant effect on voting intention of respondent especially young people. Social media considered to betheusefulsourceofinformationandhelpingpeople to know about politician personality that will help them to decide to vote or not to vote that candidate.

Oneimportantfindingofthisresearchisthat the respondents voting behavior highly influenced by thecomments/tweets/remarksmadebyrepresentatives oncommunalmedia.Hypothesishasbeenformulated to check the difference on the foundation of age and education on voting behavior.

Table5:StatisticalVariables

		Levene's Test for		t-testforEqualityofMeans						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence	
									Lower	Upper
Statements/remarks /tweetsetc.madeon socialsitesbythe politicalparty/leader, influencemyvoting decision	Equal variances assumed	5.362	0.03	2.916	106	0.003	1.492	0.503	0.436	2.36
	Equal variances			1.732	3.073	0.179	1.488	0.825	-1.181	4.184

The result of the hypothesis is that the age doesn't influence voting behavior however education has significant on voting behavior on the basis of comments/tweets/remarks of politicians.

References

[1] Hellweg A., Social Media Sites of Politicians Influence Their Perception by Constituents. The Elon Journal of Undergraduate Research in Communications. Vol. 2, No. 1. Spring 2011

[2] "Can social media influence election in India" (December 12, 2013), retrieved from PR Insight

[3] GilmoreJ.,HowardN.P.,DoessocialmediaMake a Difference in Political Campaigns? Digital Dividends in Brazil's 2010 National Elections.

[4] "Socialmediainelectioncampaigning"(March21, 2013). European parliamentary research service.

[5] Stieglitz S. & Dang-Xuan L., social media and political communication: a social media analytics framework. DOI 10.1007/s13278-012-0079-3.

[6] social media and the elections – did it have an impact? (October 13, 2015). Retrieve from Europedecides.