

THE INFLUENCE OF SOCIAL MEDIA ON VOTING BEHAVIOUR OF THE YOUTHS IN BANGALORE

Ms. Aditi Jain H R*, Ms. Leena Philip**

**BAJ, Department of Journalism and Mass Communication, Jain University, Bangalore, India*

***Prof., Department of Journalism and Mass Communication, Jain University, Bangalore, India*

ABSTRACT

Social media today has evolved a lot. It is no more used only to get in touch with people. It is used to express, create, exchange ideas and thoughts widely. The technology has improved so much to include wall posting, picture sharing, blogging, advertising, marketing, crowd sourcing etc. Hence, social media today is emerging as the hottest promotional tool during elections. Social media is used by political parties and politicians to connect, influence, express their views and vision and also their objectives to help increase their visibility and to gain majority in the elections. As today's youngsters live on social media, the political parties want to reach out to them where they spend most of their time on.

The main purpose of this research paper is to answer the research questions put forward and the research objectives presented in order to understand the role social media plays during elections in political participation and the decision making of the young voters while they vote. And also to know the level of impact social media has on political news as compared to other media.

Keywords:*Influence, Politicians, Political Party, Social Media, Voting Behaviour.*

1. INTRODUCTION

1.1 The impact of social media on politics

According to one of the study from Pew Research, 62% of the people get their news from their social media. And 18% of them do it very often. As compared to other media, the influence social media has on political campaign has increased. Today it plays a very important role in the electoral politics. Examples are the unsuccessful candidacy in 2003 of Howard Dean, and also in the elections of Barak Obama. The New York Times reported that the "The elections of Donald J. Trump is perhaps the starkest illustration yet that across the planet, social networks are helping to fundamentally rewire human society." It was said because the social media has let the people to communicate with each other more freely than ever before. They are also helping to create influential groups among marginalised people (Gaitho, 2018).

1.2 Social media and Politics

The political landscape has changed a lot in the past couple of decades. Internet has played a large role in this transformation. Social media today is one of the main factors of the political campaigning (Satterfield, 2016). Today we can see social media emerging as one of the prominent promotional tool during election campaign by the political parties to influence, connect and express their vision to help them to gain their visibility and gain majority in elections. As we can see social media is being used as marketing tool by corporate

companies, government and various other organisations to communicate attract and connect to its followers (Sharma & Parma, January 2017).

Each political party today has its own page. The candidates and their supporters are often seen posting their views and comments on issues on Facebook and Twitter. We can see that almost all political news is shared on social media sites by the political parties on their respective page on the social media sites. Poll results, news regarding the particular political party are all share on the social media sites. But in pre-internet time people used to wait for the newspaper for the next day or the news on TV to know the result. Today people get to know as soon as it happens.

We all know that the advertising industry use targeting to make sure the right audience get ads and messages. Politicians also use the same method to reach out to their voters. They use social media to target youths and the people who are tech savvy. One of the main uses of social media in politics is that it allows the general public to easy get in contact with the politicians and interact with them. As most of the political campaigns are live streamed on the social networking sites, the people can watch it from anywhere and also participate in the live interaction available (Satterfield, 2016).

2. REVIEW OF LITERATURE

As most of the people live on social media these days, social media has emerged as a hottest promotional tool in all fields. Even political parties try to reach out to the people through social media. It is used as a promotional tool during elections by political parties to connect, express and influence their objective and vision to help and again the visibility and also majority in the elections. This particular research paper tries to understand the role, social media plays on the decision making of the voters while they vote. The research paper shows that the social media has a significant influence, on the voting decision made by the people, mostly the youths. The paper also states that the comments/tweets/remarks made by politicians on social media significantly influence the decision to vote for that particular (Sharma & Parma, December 2016).

The idea of social media is completely different from what they used to think it as a decade ago. Before people used to think it is a new technological media where as people now consider it as information source which is reliable. The social media played a very important role in the 2014 Indian lok-sabha elections. It became a platform for the voters to find out about the prime ministerial candidates. Hence the prime ministerial candidates used social media to target citizen effectively. The present prime minister of India, Mr. Narendra Modi used social media as an effective part of his political campaign. This research paper studies how the political campaign which used social media more gained more votes. And also whether sending messages to voters through Facebook and twitter for their support, gave positive results among youths or in all age groups.

Social media did not increase the voter participation in election. But the people were heavily depended on social media for the information. And also the younger generation was influenced by social media on political issues as compared to older generations (Malik, 22 August 2014).

In 2014 elections, there were about 149 million first time voters. And for majority of them technology is a part of their life. As we all know social media has changed the way we communicate with each other in recent years. Traditional media played a significant role in the creating awareness among the general public in previous years. But now this place has been taken by social media, and it has been used as an important marketing tool. Today

we can see that politicians are becoming more and more active on social media. This paper tries to find out whether the social media is influential enough on young people to get them cast their vote in 2014 elections. And also with the help of social media was it possible for the political parties to get votes for their party.

Social is slowly replacing the Traditional media in urban and semi urban regions. But in rural areas, traditional media still plays a major role in creating awareness among the people. Social media has helped people to get connected o the political parties they favour. Social media has helped the political parties to get connected with the voters in less time and with less cost. Through survey it was clear that the online banner ads have and other form of advertising on social media has a significant impact on the young voters and also helped in changing their behaviour. It also depends on the age of the people. The respondents agreed that the social media proves first hand information of the political parties and it helps them political development. The survey also found that the female gets influenced more than the male, which indirectly affects their decision on voting. It is also found that the political party which is more interactive on social media is favoured by the people. It is found that the youtube videos also play a major role in decision making process by giving the information to the audience. Social media is not the only factor which affects the voters. Along with the social media news media and print media also plays a significant role in the decision making. It is also found that the age and the member contesting the elections also play a major role in the decision making (Biswa, Ingle, & Roy, June 2014).

Even though many of the content shared on the social media is not authentic and reliable, many young voters still relied on social media for the political news. Social media was proved to be the effective tool for the discussion and expressing views during Scottish referendum. Many young voters were discussing about the referendum on social media and their posts. Hence on these young voters, social media played a very important role in changing the voting behaviour (Riezebos, de Vries, de Vries, & de Zeeuw, 2011).

The influence of interpersonal communication such as parents, siblings, friends, religious leaders, celebrities, teachers and significant other that which is more significant in shaping voting behaviour of Pakistan youth. Along with interpersonal soures research also found which format of media effectively play part in voting decision of youths in 2013 general elections of Pakistan (Y & Shabir, 2017).

Over the years, social media have spread in most aspects of people's lives, especially among young generations. The role of social media has been investigated in many areas and it has also become very popular in the area of politics. Socially desirable goal is to encourage and increase the level of political participation, especially among young people.. But the usage of social media specifically Facebook and Twitter for political discussion influenced Youth's interest in politics positively (Pap, Ham, & Bilanzic, 2017).

3. METHODOLOGY

3.1 Research Objective

This research paper answers the following objectives

- To know the changes in the voting behaviour of youths, who use social media and those do not use social media.
- To understand the level of influence social media has on youths of Bangalore on the voting behaviour.
- To know whether the social media activities by the political party and politicians play a role on the political participation of the youths in Bangalore.

- To understand whether the social media influence is more than that of other media when it comes to political news.
- To know different methods in which social media can be used to get more young others to vote.
- To understand whether they prefer a political party with an online presence or the one which is not.

3.2 Theoretical Framework

Online Political Participation

The theory that has been adapted in this research paper is Online political participation.

Online political participation theory suggests that the, participation of the citizens of a country in activities that can influence the structure of the government, policies and selection of politicians. The online political participation has been defines as it is the same way as conventional political participation, except that the activities in the online context. These political activities include

1. Making a campaign online
2. Signing up to volunteering for a campaign
3. Writing for the politician
4. Subscribing/following a politician/political party online
5. Sending a political message through social media (Yang & DeHart, January 12, 2016).

The theory suggest, based on the different results from different studies about internet effect on mobilizing and reinforcing participation, there are many justifications for viewing traditional and viewing social media separately.

The social media has provided a lot of varies opportunities for online political participation. Users with political interests can share their political news, forward video, follow politicians/pages of political party, tweet or retweet the comment related to politics, publish blog etc.

Dynamics including social media use and political participation has mixed and conflicting results around the world. In some places it play a very important role in the political participation, where as in other does not matter much. Many are till researching on the use of social media by the youths, political use of social media, general trust on social media use, political self efficiency and online social capital.

3.3 Method of data collection

The quantitative method is used in this research paper as the method of data collection. It includes analysing of 4 case studies which are related to the topic of research paper. The case study related to the research topic is analysed in-depth in order to meet the objectives of the research paper.

4. DATA ANALYSIS

4.1Case Study

The case study related to the research topic is analysed in-depth in order to meet the objectives of the research paper. Lastly, the content analysis will solely be based on the researchers understanding from reviewing and analysing of the data collected through the questionnaire and the case study.

4.1.1 Social Media Modi-Fiction: Narendra Modi's use of Social Media in Indian Elections 2014

This particular case study speaks about the rise of Narendra Modi in the 2014 lok sabha elections. It talks about the different methods in which social media platforms were used by Narendra Modi and his social media handlers to achieve the victory in the particular elections.

Social media today has become a means of interaction among the people. It helps to create, exchange and share information and ideas among the virtual networks and communities. Most of the social media platforms depend on web based or mobile based technologies which creates highly interactive platforms through which an individual can create, share, exchange, discuss and modify user generated content. This has created persuasive changes in term of communication between organisations, communities and individuals.

Reports by the Internet and Mobile Association of India and IRIS Knowledge Foundation from 2013 states that out of India's 43 constituencies, 160 of them are 'high impact' – with regards to the likeliness that they will be influenced by social media-related content. By the term 'high-impact', the report means to mention the constituencies which were at huge margins of victory in the last Lok Sabha polls. Also, it could stand true for Facebook users which account for over 10% of the demographic.

Out of the total number of constituencies, the report declares 67 of them as 'medium-impact', another 60 of them as 'low-impact' and the rest as no-impact constituencies. Politicos here, according to the report cannot afford to ignore social media and its crucial role in defining popular opinion, even if half of it is evidently 'propaganda'.

Also from the report, came the not-so-surprising fact that the largest online community of youngsters and the urban middle-class in the age group of 18-35 years are a valuable asset to polity in India. One should also note that – there has been an increase to 51.7% in the amount of social media users in India over the last decade. This can be accounted for, keeping in mind the fact that sales of smartphones and mobile internet traffic thereof, has grown surplus from the expected estimates put forward by the past reports. Mobile Internet Usage has seen an exponential growth, in comparison to Desktop Internet Usage.

It definitely proves the general opinion, regarding how social networking and micro-blogging sites have turned into a powerful political tool. 7 crore Facebookians, and 2 crore Twitteratis, make up only 8.5 % of the total Indian population. The number of users on these platforms are definitely small compared to the non-Internet vote-bank – however one must also consider the fact that a socially-informed and politically-aware population, nearing 98 million is in itself an asset, one could make use of.

According to the same report, a total of 77% of these users use smartphones to reach their digital media platforms. E-mail newsletters, app-store and chat-bots are used everyday by those accessing such platforms.

Earlier in 2014, IRIS knowledge group talked about Facebooks role in the 2014 elections. On basis of the data gathered from the past years, with respect to the current numbers they concluded that the 'high impact zones' will be the game changer.

Smartphones are cheaper than ever- allowing the general population unprecedented access to internet. The sudden rise in digital literacy is the reason behind the positive numbers. Applications and user interfaces provide an ease of access- allowing uses from 'middle impact and low impact zones' to take part n this technological revolution.

In 2014 elections what helped pm candidate modi is the same rise in social media usage and coverage, enabling him and his party to impact a large demographic. Through March and April, just before the Elections, a fleet of GPS fitted vans called digital raths (Chariots) drove to village squares across Uttar Pradesh from where Modi was contesting general elections playing clips of Modi's speeches on 55" LED screens.

From the large numbers of people accessing Modi's speeches on platforms like YouTube, and also on Facebook, Twitter and Instagram – he's definitely the most followed Indian politician. Using these medium as tool to generate impact, he won over Delhi with flying colours. With a full-fledged team of publicists, ensuring his presence on the digital realm, the vote-bank turned tides toward the popular.

The polity of the nation, based on the possibility of digital media revolutions have triumphed over the general paranoia behind it usage. 2014 polls were definitely a clash between two ideas which India was endearing about. Establishing a connected interface, which one can rely upon and come back to was paramount for these strategies to work on a larger scale. Meticulously planned and designed –in front of us was an apparent mascot of hope, from the usual tantrum of nationalism. His brand caught the word of mouth, and spread like fire – ensuring that he's here to stay.

Publicists within his team stepped up technical support and public mobilization through the use of tried and tested strategies. Also the website www.narendramodi.in gave the necessary credibility to the activities he put forward on other platforms.

Social media is an egalitarian medium that has created a level playing field. It is now possible for a common man to talk to, question and challenge any public figure if they disagree with him or her. On social media we are all netizens first and everything later! Social media has emerged as a great tool for empowerment.

Modi's social media campaign was not the work of one man alone but an entire team. There was a brigade of back-room officials constantly working on him and marketing him to the country. These included a principal secretary, two additional principal secretaries, two officers on special duty, one of them to exclusively manage IT and the other to manage meetings. He had four personal assistants, one public relations officer and an additional public relations officer in his office. Regular feedback was provided to him on what people were talking about, audience reaction to his speeches and what BJP workers were saying about him.

His campaigners ensured SMS Whatsapp texts and voice mails were made to over 130 million people. In the last phase 3D rallies were organized, beginning from April 10, one month before the last day of campaigning. Modi's experiment with 3D hologram rallies earlier in 2012 Gujarat Assembly elections had bagged him a place in the Guinness Book of World Records for delivering a speech to 53 locations simultaneously. The hi-tech campaign had touched 14 million people through such virtual rallies.

As Lok Sabha Elections 2014 wound down to a historic close, the BJP-led NDA claimed a landslide victory, making huge gains across the country. As results for all 543 Lok Sabha seats were announced, the NDA looked set to win 336 seats, not only far ahead of the half-way mark but also relishing a victory whose scale they had not themselves anticipated. For, incredibly, the BJP crossed the 272 mark comfortably on its own, without allies, winning 282 seats, a gain of 166.

The digital market is estimated at a total of 227 billion Rs in our country. And it's only going to keep on growing. With political parties taking up such efforts, to meet a larger demand – that of reaching a larger demographic it is sure that the face of digital communication is in for a ride (Abbas & Singh, 2014).

4.1.2 Parties bet big on social media, data analytics for 2019 poll campaign

Election 2019 will be intense, considering parties are already busy getting their social media game up. The wars in the virtual realm are at its highest note ever. The U.K. based data-mining firm was accused of harvesting personal user-related data from Facebook, illegally to influence polls in several countries in the recent years. Keeping that in mind, as well the elections that are coming up – this time it's going to be a tougher game to be part of.

Social media and data analytics played a definitive role in BJP propelling to power. The opposition are in full forces, ready for digital war-room combat, against the ruling party – with their fierce digital media campaigns. Thousands of actively participating volunteers, good at data analytics and innovative communication strategies are being bagged for this purpose, alone. This includes not just the major parties from the recent years, like, India National Congress [I.N.C.], Communist Party of India – Marxist [CPI(M)] and also smaller players like Aam Aadmi Party [A.A.P.].

The Congress had learned crucial lessons, from their failure to meet expectations in 2014 – and is now climbing upwards to challenge B.J.P., with respect to their digital media games. Their process started a long time ago and war-rooms are already in full-force to influence popular opinions. Social media franchises in every state, and now in every district – and being a digitally active country, everything is connected, making it easier to be managed by these teams. Filling out personalized forms to improve party-related communications, and to better reach the audiences (the vote-bank) is just an example of one of the novel approaches being made in this spectrum. Sharing WhatsApp numbers specific to each divisions, and asking the users to connect through it – is another such strategy.

But, B.J.P. was lucky to grab their hands in this game, early on – from the last General Elections, and every other election thereof. With their robust user-friendly interface, and structural methods – they are ready to face the opposition parties and the upcoming war-room related challenges.

With around 1 million voters and increasing, the network is definitely strong and growing for the ruling party. Relying on well-trained volunteers who are adept at using these platforms for communication and networking – are the backbone, which B.J.P. as a party vouches upon.

Also, one should consider the wake of misuse of B.J.P.'s strategies, with regards to their digital signature – spreading unreliable content across platforms like WhatsApp. Checkmating the B.J.P. is important, considering the elections this time are going to decide what happens with respect to national relations and otherwise.

C.P.I.M. as a party, have always relied on traditional methods of outreach in the past, is also belted up to expand their presence in the digital realm. Since politics and policy takes huge changes – upon the wake of digital media strategies, trying to match the game of B.J.P.

Presence on Twitter, Facebook, Instagram and the need to scale up and foray into other platforms – through sharing of relevant content, checked and verified are going to be of utmost importance, during this poll-

time. Instead of holding secret war-rooms, and interlaying networks underground need to show up their faces – now, more than ever.

Project Shakti, for instance is one such initiative which aims at forming a network between all party-workers on a common digital-space. It became a successful attempt in bringing together people, not just offline, but online too. Establishing data-analytics departments in political parties are important to study electoral data (psephology) to interpret voting patterns is not new, but more methods are changing how it influences opinion. Big Data and Machine Learning facilitates these forms of analysis. India, being a populous country – has the second largest number of Internet users in the world, right after China. In 2019, it's estimated to reach 258.27 million users, up from 168 million users in 2016(The Economic Tmes, 2018).

4.1.3 Congress vs BJP battle in 2019 will play out on social media

Web based life today is the most prevalent mechanism of communication, because of its promptness. As per Statista, the quantity of online media users in India is 226 million (2018) and this is required to go up to 336 million by 2021.

The New York Times utilized a variety of a similar subject a couple of months after the fact and composed that "social media achievement isn't just a result of India's population. It's the consequence of a strategy to use social platforms to sidestep traditional news sources and achieve supporters directly."

The 2014 Lok Sabha decisions saw a huge utilization of social media by political groups and pioneers, particularly the BJP and their then PM assign Narendra Modi to disperse their belief system, policies and projects and feature the weaknesses/defilement related scandals of the past routine. The Congress had a powerless social media presence in those days.

This aided in making what is known as the 'Modi wave', and prompted BJP clearing the 2014 polls. After 2014, most ideological groups understood the significance of web based life and enrolled their presence on platforms like Facebook, Twitter, and Instagram.

The 2014 general election is touted as India's first "social media election". Social media affected consequences of 30 to 40 percent of the complete seats, as indicated by BJP IT Cell Head Arvind Gupta. This is required to go up to 60 percent by the 2019 general elections.

Just 200 million of the aggregate of more than 800 million electorates approached the Internet in 2014. The Internet base has extended to almost 500 million at this point. The normal month to month use of data has expanded multiple times in a similar period – from a mere 0.26 GB in 2014 to about 4 GB before the finish of 2017.

As indicated by Statista, in 2019, internet users in India are expected to achieve 407 million. Around 65 percent of India's populace is inside the age group 18-35. This group goes through very nearly 4 hours on the web. Political groups are accordingly focusing on this gathering of voters for mobilization, as a large portion of them use Twitter/Facebook to consume news. Mobile internet rates dove by 93 percent while information use per client flooded by more than multiple times in three years to 2017 according to the Department of Telecom's data. This is driving web development.

Remembering the parliamentary election, social media can play an imperative role in spreading mindfulness among individuals who are 18-year-old or more to enroll themselves as voters.

Online networking will be broadly utilized for execution of different projects relating to the association, social integration and spread of data relating to different schemes of the Center and state government

With Indians going through almost 4 hours every day on cell phones presently contrasted with few years back, twists and turns in internet will have immense ramifications on the elections.

To sum up, social media is without a doubt going to play a key job in the 2019 general elections (Tiwari, 2018).

4.1.4 The Bharatiya Janata Party's Online Campaign and Citizen Involvement in India's 2014 elections

The impact, internet has on the electoral campaign and the politics is enormous today. The particular case study is related to the manner in which the Bharatiya Janata Party has used it to in the 2014 elections to become the first political party since 1984 to win an absolute majority in Indian Parliament. It was successful in engaging the citizens in the parties social media campaigns. The changes in the technology which is related to the rise of the internet has made a lot of changes in the contemporary political communication.

In the 2014 elections of India it had more than 554 million registered voters where the number of voters voted reached upto 66.4% which gave BJP a majority in the elections which was conducted in the in nine separate phases over a five week period. The supporters of BJP were viewed as active in social media who shared political information and were active in organising events for candidates, promote party message, who also encouraged the members of social network to support the particular political party. The young voters were seen playing a very important role.

The concern which could be seen in this paper was the nature of the people involved in the online BJP campaigns and their ability to shape or influence political messages posted by them on the social media.

The dynamics and the relation between the BJP and its supporters during the 2014 elections was very strong in nature. The manners and the extent to which the BJP campaign represented the social media as a new grassroots level in political campaign in the Indian context.

Until the late 1980s, India was mostly ruled by the single party that is the Indian National Congress. After this, the citizens were mostly concerned on the local and regional issues and they tend to focus on the on the parties rather than the candidates. Most of the campaigns were mainly focused on rural constituency and the parties used traditional methods to reach out to the public.

Later in 2004 the BJP decided to alter its strategy for its upcoming elections by launching the nationwide Shining campaign. This campaigning was different from the previous electoral campaigns. It used technology for the first time in Indian political campaigning. 5% of the parties campaign budget was directed to e-campaigning. It started pushing out text messages, e-mails, pre-recorded voice mails to the 20 million mobile phone users back then. Later in 2009 again BJP became the first political party to launch a personal website for its leader L.K Advani. The website had interactive features such as a blog, an active forum, and also a link for Advani's Facebook page. The party also established IT cells in 350 districts across 22 states and 4 Union territories. Even though has deeply conservative values, but it has surprisingly proactive in embracing the technology.

The use of digital technology emerged in the 2009 campaign by BJP which gained significant momentum in 2014 election campaigns of BJP. The party also launched its own smart phone apps such as BJP '272+' app.

Narendra Modi an early adopter of social media among other Indian politicians had joined both twitter and facebook in 2009. And by April 2014 his facebook followers had ranked upto 12.46 million. Similarly on twitter he had 3.6 million followers. All the social media campaigns of BJP was centered on personality of the leader Narendra Modi.

The growing internet use among the people, the use of social media had also significantly increased which was 90 million at the time of 2014 elections. And the use of this social media was significantly high among the young population from the age of 18-23 who were voting for the first time. And the BJP campaigns engaged the first time voters and made them associate the corruption in the country, poor economic status and dynastic politics with the ruling political party Congress. The BJP candidate, Modi reached out to the voters through Twitter and YouTube videos which were translated to several regional languages.

Even though the party employed many volunteers to work for the social media campaign, a vast number of them were under centralised control, on what to post online. BJP focused on engaging young and urban voters in the politics. The 2014 elections indicate that the growth of technology and the use of social media among the voters enhance the ability of the citizens to participate in BJPs online electoral activities (Guha & Chadha, 2015).

5. CONCLUSION

The research is based on an objective to understand the effect of social media on the political participation and voting behaviour of the youths in Bangalore.

It is seen that social media is slowly making its way as an only source of political news, as it gives a lot of information quicker as compared to traditional media. And people have started to accept it slowly. They do get a lot of information on politics through social media and it does indirectly have an impact on their influence and political participation. But the impact traditional media has created in all these years is higher as compared to social media which is very recent. It is also seen that getting political news from television, newspaper and radio is significant as compared to social media.

In end it can be said that social media does have a significant impact on the voting behaviour and political participation on the young voters of Bangalore to a certain extent. And the traditional media still plays a significant role as a medium of information about the political news among the youths of Bangalore.

REFERENCE

- 1) Abbas, S., & Singh, D. A. (2014). *Social media modi fiction: narendra modi use of social media in Indian elections 2014*. Luknow, India: iafor.org.
- 2) Ahmad, B. (2016, March 10). 10 Disadvantages of Social Media for the Society. *techmaish.com*.
- 3) Akinlade, A. A. (2015). *The influence of social media on the voting behavior of the youth in south east Nigeria*. Nigeria: repository.unn.edu.ng
- 4) Barek, M. B., Jeddi, N., & Achouri, M. A. (2015). *Impact of social media on the behavior of Tunisian voters: 2014 elections*. eajournals.org.

- 5) Biswa, A., Ingle, N., & Roy, M. (June 2014). *Influence of social media on voting behaviour*. Durgapur, India: jppgnet.com.
- 6) Biswas, A., Ingle, N., & Roy, M. (2014). *Influence of Social Media on Voting Behavior*. Durgapur, India: jppgnet.
- 7) Chue, J. (2010, August 30). The 3 Main Types of Social Networking Sites. *ezonearticles.com*
- 8) Enikolopov, R. (2017). *Mass media and its influence on behavior*. Barcelona: crei.cat.
- 9) Facebook- The most popular social networking site. (2012, August 20). *socialbakers.com* .
- 10) Fountain, M. (2017). *Social media and its effect in politics: The factors that influence social media use for political news and social media use influencing political participation*. kb.osu.edu.
- 11) Gaitho, M. (2018, September 12). What Is the Real Impact of Social Media? *simplilearn.com* .
- 12) Gil, P. (2018, December 19). what is twitter? and how does it work? *lifewire.com* .
- 13) Guha, P., & Chadha, K. (2015). *The Bharatiya Janata Party's Online Campaign and citizen involvement in India's 2014 elections*. Maryland, USA: ijoc.org.
- 14) Hellweg, A. (2011). *Social media sites of politicians influence their perception by constituents*. Elon, North Carolina: elon.edu.
- 15) *igi-global*. (n.d.). Retrieved January 26, 2019, from *igi-global.com*: <https://www.igi-global.com/dictionary/mobile-phones-news-consumption-news-creation-and-news-organization-accommodations/47688>
- 16) Kumar, V. (2018, March 5). Uses of social media in daily life. *klientsolutech.com* .
- 17) Malik, N. (22 August 2014). *The Effect of Social Media on individual voters in India*. Dublin, Ireland: esource.dbs.ie.
- 18) Malik, N. (22 August 2014). *The effect of social media on individual voters in bangalore*. Dublin, Ireland: esource.dbs.ie.
- 19) Merrell, K. (n.d.). The History of Social Media: Social Networking Evolution! *historycooperative.org* .
- 20) Moreau, E. (2018, November 19). What is instagram, anyway? *lifewire.com* .
- 21) Moreau, E. (2018, December 17). What Is Snapchat? An Intro to the Popular Ephemeral App. *lifewire.com* .
- 22) Munir, S. (2108). *Social media and shaping voting behaviour of youths: the cottish referendum 2014 case*. Rawalpindi, Pakistan: thejsms.org.
- 23) Muntean, A. (August 2015). *The impact of social media use of political participation*. Romania: pure.au.dk.
- 24) Murse, T. (2019, January 14). How Social Media Has Changed Politics. *thoughtco.com* .
- 25) Nations, D. (2018, December 18). What is facebook? *lifewire.com* .
- 26) Nations, D. (2018, September 5). What Is LinkedIn and Why Should You Be on It? *lifewire.com* .
- 27) Pap, A., Ham, M., & Bilanzic, K. (2017). *Does social media usage influence youths interest in Politics?* Osijek, Croatia: LIB%20USER.
- 28) Patil, V. (2017, January 28). Role of Social Media in Indian Politics. *digitalvidya.com* .
- 29) Riese, M. (2016, september 11). The definitive history of social media. *The daily dot* .

- 30) Riezebos, P., de Vries, S. A., de Vries, P. W., & de Zeeuw, E. (2011). *The effect of social media on political party perception and voting behaviour*. Netherlands: ris.utwente.nl.
- 31) Rouse, M. (2016, september). Social Networking. *whatis.techtarget.com* .
- 32) Roy, B. (2016, April 1). Social vs. Traditional Media: Has the Battle Already Ended? <http://apps.prsa.org> .
- 33) Satterfield, H. (2016, October 5). How Social Media Affects Politics? *sysomos.com* .
- 34) Sharma, B. K., & Parma, D. S. (January 2017). *Impact of Social Media on Voter's Behaviour-a Descriptive Study of Gwalior, Madhya Pradesh*. Gwalior, India : researchgate.in.