

INFLUENCE OF MEDIA IN POLLS IN INDIA- AN EMPIRICAL ANALYSIS

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ABSTRACT

Social media are nowadays used by many distinct varieties of groups, in lots of fields and politics is one among it. Social media have increasingly been embraced by way of politicians, activists, and social movements as a new way to speak and reach every citizens, by this way they can interact too and can gain popularity in the society. The media plays a vital role in politics. The media shows about the political issues. During election campaigns, the media shows all the programmes and the duties of the each political parties. One of the consequences that social media has on politics is the possibility for citizens to interact more effortlessly with candidates and elected officers. Traditionally, if you wanted to satisfy a candidate, you have to attend a live event. Not all of us is capable of try this. With present day technology, it's now viable to wait digital events where you can take part in live streaming occasions and engage with politicians and applicants. This research paper deals up with, how media influences during the time of polls in election, the coverage of media before and after the time of elections, and at the normal days, how differ, the importance of media during election time, the important role of the media during that time, and what kind of problems they will be facing, how the social media is play a vital role in people mandate, to analyse the role of media during the time of election and also to study about the responsibilities of social media.

KEY WORDS: social media, media influence, politics, election, polls

INTRODUCTION:

In our life communications plays a very important role. People used to hear radios, newspaper and there were no TV's at the time of election. But now at this century media plays a vital role on communications. As people see, listen and hear what they see and show. So, they believe on them, they don't know whether they are telling truth or not but the people believe in that¹. Social media as a means of broadcast and consumption and social media as a means of involvement and influence. The media, that whomever they are covering and telling they should know everything about them, as people vote them according to it. They should be biased in giving, there should not be only positive and only negative, equal points should be showed².

The society needs for the facts, in this part the media performs a important position in informing the general public about politics, approximately the campaigns and elections. But while the general public needs records from the media, there may be additionally a chance for the media and politicians for poor marketing campaign insurance and a perceived media bias³. Additionally, the media enables have an impact on what issues citizens ought to care about in elections and what standards they have to use to evaluate candidates. This could be expected with the aid of the Government. There is relationship between the media, the government and the general public and which the media can now and again form public opinion, it has a more have an effect on in communicating to electorate, weather troubles are essential or no longer, about those troubles the media works greater efficiently by using setting a highlight on certain problems⁴.

As everyone's perception is different, they see it from different view. On covering at the time of elections, they should be familiar with the electoral commission, legal framework, polling day and etc.⁵. Social networking is a channel through which individuals connect, team up, take an interest, talk about, and make companions. Thusly, more criteria ought to be

¹[Della Vigna, et.al, the Fox News effect, media bias and voting, quarterly journal of economics, 2007, pp:1187-1234](#)

²[Alan S. Gerber , Dean karlan, et.al, Does the media matter? A field experiment measuring the effect of newspaper on voting behaviour and political opinions](#)

³[Ballot selfies: balancing the right to speak out on political issues and the right to vote free from improper influence and coercion isidora koutsolulias, vol. 26, issue. 1, 2017](#)

⁴[Maria petrova, media and political persuasion](#)

⁵[Bartels, the political impact of media exposure, American political science review, pp:267-287](#)

utilized to quantify its prosperity and impact,⁶. Online networking are new data system and data innovation utilizing a type of correspondence using intuitive and client delivered content, and relational connections are made and kept up. Regular online networking system administrations could be content sharing, web groups, and Internet gatherings⁷.

The media can substantially affect elections through producing attention. Although, these days electorate have end up became off from all the poor campaigning and call calling, campaign experts realize that citizens are nevertheless cynical of politicians and could react to any sign of doubt. It can be argued that the poor campaign virtually responds to cynicism, even because it amplifies it. The media also affects the public's notion on the viability of a candidate⁸.

The function of social media in politics is growing each day. It can surely have an effect on the selection making among the people. The main advantages is, whether is the imminent activities, schedules of the parties or their election agenda, it is simple to get the info on Social media. There is no want of any center man on the social media allowing the humans to have interaction directly with the birthday celebration representatives. Hangouts had been extensively used in this General election to talk to the local people. Party can employ a tech-savvy candidate to address the social media and use it to attain to the people and their issues. Previously people were just electorate however now they have got become active contributors in the complete procedure. They can have interaction in an open dialogue thru social media. No you can still neglect the importance of social media in the election campaign designed with the aid of Obama. It worried energetic participation of humans. People can get the state-of-the-art facts on their Smartphones even if they're on circulate. Minute by using minute records is updated on social media. The disadvantages are, it still has to move a long manner to connect with the nearby loads and to attain out the man or woman voters. Social media has turn out to be a device of politicians this is used to make more noise or even is made a manner to encourage polarization. The social media is particularly used responsible and criticize the competition parties and records is distorted by means of misleading and misguided records. More and greater number of political minorities are rising and the usage of the social media to create a political gridlock. Social media

⁶ [Strock, the role of social media in political mobilisation, 2011](#)

⁷ [Rebecca chao, influence of social media in Indian election, 2014](#)

⁸ [James N. Druckman, the impact of media bias, 2005](#)

presence and marketing requires there foremost factors inclusive of money, geography and name-popularity.

Internet marked as a powerful medium of communication globally. Due to technological reach and get entry to, it became more vocal in the developed nations and growing countries like India⁹. The social media has supplied a virtual platform for political debates. Social media is comprehended as a communicate platform in which it users gather and disseminate data in their preference¹⁰. It is believed that social media catalyses the system of public empowerment by way of beginning up avenues for hundreds to freely articulate, share their reviews and to raise worries growing the opportunity in their further enrichment. Therefore, it's far pertinent to realise the use of social media within the political method¹¹.

The media create and carry the load of social duty and the right side of social price. Audiences learn and behavior their political attractions of view from studying, listening to the political evaluation and assessment. The mass media are powerful guardians of right political conduct because target market has a tendency to consider the clicking who need to tell them approximately authorities wrongdoing and providing proper recommendations. All of the mass media are politically important due to their ability to reach big groups of audiences. However, the have an effect on of each media varies relying on their characteristics, ease of get entry to and the amount of the audience reached. Print media, consisting of newspaper, article and news on net website normally attain to those readers who are literate at appropriate ranges and understand the real political surroundings. Electronic media particularly television broadcasts offer a extra feel of truth which on occasion offer greater credibility than others and more potent have an impact on to the audiences. Moreover, large segments of the Country population have restrained analyzing capabilities, they normally discover better expertise from conveying bodily snap shots, communication and interviews among humans from electronic media. They are in particular nicely ideal to attract viewers' attention and arouse their emotions. Since now it's miles the technology of the Internet, the impact of Internet has extended every region. Politics isn't any exception, the relationship among organisation and public opinion has been prompted through ew media. New media

⁹ [Paul, the role of the media in the electoral behaviour, 2010](#)

¹⁰ [Hunt Allcott, et.al, social media and fake news in the 2016 election, journal of economic perspectives, vol.31, no.2, 2017, pp:211-236](#)

¹¹ [Shaw, et.al, campaign events the media and the prospects of victory, British journal of political science, issue:30, 2000, pp:259-289](#)

consists of online newspaper, blogs, social media and so forth. More and extra humans decide on new media than conventional media because of the much less obstacle of new media, inclusive of time difficulty and space trouble. Most people have a mobile telephone or a computer. They can trap the news each time in any place. As a result, new media has a more effect on people. Politicians also notice new media is a extra effective manner to carry their message, and they use it to draw supporters. They can without problems talk with the general public and collect them collectively by means of “proportion” and “adore it”, if you want to benefit their political activities particularly for presidential campaigns, because social media can help the candidate get their vote. Public opinion also affect politics through the new media. New media gives a two way verbal exchange, which achieves an interactive role. People can without delay send message to authorities and politicians can comment online. If people are disappointed with the government, they are able to explicit their idea through social media and discuss with different people online. When those feedback collect collectively, it will draw public opinion to consciousness at the wrongdoings of presidency. Since new media has a big person base, the political pastime is accompanied by greater human beings than earlier than. New media shall we people can higher supervise authorities behavior. Also, governments can recognise public opinion thru new media as reference for selection making. Although new media has each fantastic and poor impact on politics, it narrows the relationship among the general public and politics. Public isn't handiest an information receiver anymore. People can also deliver their recommendation and opinion to the authorities. Government even have a threat to get to know the notion of residents.

The media play an fundamental position within the right functioning of a democracy. Without mass media, openness and accountability are very tough to attain in modern day democracies. The media can inform the general public of the way efficiently the modern day authorities or applicants have done inside the beyond and help them to account. Nevertheless, mass media also can avert political transparency in addition to assist it. Politicians and political operatives can simulate the political virtues of transparency via rhetorical and media manipulation. There are three important societal functions that mass media perform to the political decisions raised by using the political scientist, surveillance of the arena to record ongoing occasions, interpretation of the which means of occasions, and socialization of people into their cultural settings. The mass media often gift politically important facts on large audiences and it additionally represents the response from the target audience swiftly thru the mass media. The government or the political decision-makers have the chance to

have a better expertise of the real response from the general public of these choices they have made.

Social media has inspired politics and it has additionally increased hobby of human beings in politics. The political parties have now taken social media as one of the maximum crucial channels for his or her public family members sports and almost each party has its legitimate pages on Facebook and twitter where they post political updates, press releases and information about their campaigns. In latest times, social media has been a crucial a part of politics and its increase seems to be non-stop.

According to article 19(1)(a) and 19(1)(2b), freedom of speech and expression, means the right to express one's view by words, writing, printings or pictures. It includes, the expression of one's idea through any communication medium or through any others. The objective of this study is to analyze the role of media playing a vital role in people's mandate, responsibilities of social media and also to know how media plays at the time of election.

MATERIALS AND METHODS

The study used of both primary and secondary information collected by the researcher. The primary information for the study is collected from 200 samples. The data is collected by using questionnaire method, containing 21 questions. The samples consisted of members who are smartphone users and the people above the age of 18 who are eligible to vote. The secondary information was collected from research articles, books, newspaper articles, judgements and enactments. It is an empirical study. The questions put forward through the survey was related to the some personal basic questions like age, gender and occupation, then some relevant questions related to the topic.

RESULTS

The results of the study revealed that (60%) of the respondents were between the age of 18-30, and (65%) were male, (20%) were female. Majority of the respondents (60%) are using social media as the main source of information about the elections and for rest of the people newspaper and radio is the source of information. The majority of the respondents (40%) says that, no, media is not bias, (20%) of them says, yes, it is bias. Most of the respondents (50%) of the people's think that social media is ultimately good for society. It is revealed that (30%) of the respondents were using Twitter as a medium to follow about the political issues, (20%) of them follows on Facebook and some uses in other sources of social

media. Majority (55%) of the respondents follow both the candidates or the politicians and the political parties. Maximum (80%) of them agreed as when the media is allowed free to share about the political party then it shows the original face of many of the candidates. Majority (60%) of the respondents says that social media affects in the voters choice by giving various informations about the political parties and leaders. The effects of social media on politics, majority of the respondents (60%) of them says that it has both positive impacts and negative impacts, as there is a bias information. Respondents (50%) says that social media influence the politics and other (50%) says that politicians influence media. Therefore both of them are using for their own personal use and for money. Here, the influence in the meaning they use their money power, the political party use it to win in the election, they influence the media and use it for their own cause at the time of polls. The media influence the people's thinking during the elections by the information. People choose the leader by based on their attitude and character; in this the media plays a major role in shaping their attitudes.

DISCUSSIONS

The study was conducted among the age group of people above 18, who are eligible to vote. Social media plays a major role, in elections, before at the time of no media, internet people used to wait till the next morning to get a newspaper for a news or information, but, now the technology has been improved more. The majority of the respondents were youth who use social media often, and it was their main source of information also. Nowadays most of them uses media for getting information no radios or newspapers. The political influence of media through by, influencing political opinions of voters, in the way of who are unaware of the political issue they can be easily influenced and it can change the opinions of voters to choose. There are both positive and negative impacts. Social media as Facebook, twitter, youtube they provide a new way of connecting between the political parties and it brings them close to the peoples for vote. The main motive of political party is to use social media for getting votes. Some media just work for the monetary benefits which political parties give for them to give good opinions about them, media works for them. As these days the social media performs a first rate role even in the small elections. The revolution in social media is rapidly converting the world and that includes elections. Social media can be a possible way to sell an election marketing campaign for a electoral candidate especially on independent candidate without a political parties help. Therefore, proper use of social media can be a great use and be greater effective for a credible election in place of conventional elections. The

social media is playing a vital role in people's mandate. The news what they see and get will be from the media and what they show, even it is a good or bad, people see to it. They select their political party based on what information media gives. So, the media should play its role in a good way and it should work for the people, there should not be any bias.

CONCLUSION

The present media revolution has helped people in making an informed decisions and this has led to the beginning of the new era in the democracy. Today, we are living in the world, where media is nominated increasingly. The mass media has an iron grip as well as the thinking facilities of society. The media has its negative and positive effects but, politics would not be what it is without the media. The media should be neutral and should not be a negative role as by seeing it only people chose their leaders on elections.

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