

# Effect of Social-Media on Voting Behavior: A Comprehensive Study in Burhanpur District

Kavita Kakde<sup>1</sup>, Dr. Usha Pandey<sup>2</sup>, Dr. Lalit Tayde<sup>3</sup>  
<sup>1</sup>PhD Scholar, <sup>2</sup>Associate Professor, <sup>3</sup>Associate Professor  
<sup>1,2</sup>SRK University, Bhopal, India  
<sup>3</sup>Pratibha Tai College, 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 encompass blogging, picture-sharing, wall posting, music-sharing, troop sourcing and speech over IP, e-diaries etc, which currently people are loving to exploit it to connect with each extra and also excite themselves to innovate more thoughts and expressions. Social media is quickly becoming a popular tool for political parties to use during elections to influence, connect, and convey their ideas, with the goal of increasing their exposure or gaining a majority. People nowadays live on social media, and political parties seek to reach out to them there. The goal of this study paper is to better understand the influence social media plays in people's voting decisions. The study's findings indicate that social 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, Political campaign, voter behavior.*

## 1. Introduction

Social media has been viewed as a marketing 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 in influencing the country's upcoming elections. India has just completed a crucial round of state elections in major areas such as Delhi, Madhya Pradesh, and Rajasthan.

Many are wondering how big of a role social media play in Indian elections. This subject will become more important in the run-up to the 2018 general election. According to the Internet and Mobile 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 social media sites. According to the analysis, based on the number of qualified voters and statistics from the Election Instruction of India and field interviews, there might be a vote swing of 37 percent in 24 states where

internet users are significant. The indicated swing is significant. Nevertheless, owing to the absence of additional data the research has not defined if the effect 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 with one another. Social media's appeal stems from its numerous roles, which include engagement, live chat, status updates, duplicate and 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, but also by politicians from various parties to capture the attention of their supporters and explain their vision, objectives, and so on. According to numerical media specialists, there are over 574 million first-time constituencies who are engaged on social

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 their cell phone (According to IMRB report in October 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 different references, In Section 3, specify the research objectives. In Section 4, explore the proposed methodology. In Section 5, define the data analysis of study. In Section 6, define the sample test of this study. 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 personal use of communal media more likely to boost a politician's likability and electability? The researcher conducted a satisfied analysis of three politicians' current communal media places and then plotted 88 university students to comprehend social media's effect over their insight of the representatives in order to investigate the relationship between politicians' 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 a content study of politicians' social media sites based on a single paragraph chosen from these politicians' sites, their honesty, electability, and personability were examined. The study decided that there is strong 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, Hindustan Times has over 12 lakhs, Dainik Jagran has over 16 lakhs and the Economic Times has over 14 lakhs which is more than double of its circulation.

When traditional media has such a strong following on 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. Ranjit Nair, CEO, German communal media does not inspiration much too rustic voters but in town India it has enormous impression on estimation of unresolved voters. It may also help in galvanizing the support base to vote in large numbers and influencing others to vote."

## 3. Research Objectives

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. Determine the influence of communal media comments/tweets/follows on voter behavior.
2. To comprehend the demographic features of 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 between training and voting purpose based on political comments/tweets/follows on social media.

## 4. Research Methodology

While the survey is being done to provide insight into the stated aims of the research, the current education is based on a descriptive research design. The target market is young individuals aged 18 and up who use communal media such as Facebook, Twitter, and others, hence the majority of responders are students seeking higher education. As a sample approach, non-probability convenient sampling was utilized. When 110 people were chosen for the survey, they were given a questionnaire to complete and return within a week.

As a data gathering approach, both primary and secondary data were employed. Primary data was used to obtain respondents' opinions on various

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

**5. Statistics Analysis**

Demographic outline of respondents Out of 110 examples, 56.6% was male defendants and 43.4% are female defendants. Almost equivalent amount of gender selected for study.

Table 1: Gender

| Valid Voter | Frequency | %     | Valid % | Cumulative % |
|-------------|-----------|-------|---------|--------------|
| Male        | 59        | 56.6  | 56.6    | 56.6         |
| Female      | 51        | 43.4  | 43.4    | 100.0        |
| Total       | 110       | 100.0 | 100.0   |              |

Table 2: Age Description

| Valid Voter | Frequency | %     | Valid % | Cumulative % |
|-------------|-----------|-------|---------|--------------|
| 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   |              |

Major part of sample is young people. 80.9% respondents are young belong to age group of 18 to 28, rest 12.7% & 6.4% adults and old which belongs to the age group of 29 to 43 & above.

Table 3: Education Description

| Valid Voter   | Frequency | %     | Valid % | Cumulative % |
|---------------|-----------|-------|---------|--------------|
| More than HSC | 102       | 92.7  | 92.7    | 92.7         |
| HSC or less   | 8         | 7.3   | 7.3     | 100.0        |
| Total         | 110       | 100.0 | 100.0   |              |

All defendants either pursuing advancement or above that is 92.7% only 7.3% are higher secondary capable so we can say that all defendants are well cultured.

According to table 4, respondents agree that communal media provides comprehensive information about the workings of the gathering (with mean 3.87 and SD 1.16), implying that social media is one of the pertinent sources of information that provide a complete idea about how parties are working 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 people pick the correct candidate, the mean value is 3.62 with SD 1.28, indicating that communal media is 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 plays a leading role over outdated media for marketing and promoting political parties (mean 3.86, SD 0.97); because the popular of young individuals access communal media on a daily basis, it would be the most cost-effective source for political parties to promote on 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, SD 0.99); thus, we can say that politicians' statements on social media regarding any event, any remark, or any tweet heavily influence 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). Because they regard communal media to be one of the most significant sources of information, whenever they go to vote, they first look for a person's profile on social media, which helps them understand that personality.

People also believe the information supplied on social media regarding political parties and political 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.

Table 4: Descriptive Analysis

| Statements  | Mean | Standard Deviation |
|---|------|--------------------|
| Social media provides complete information about the working of the parties   | 3.87 | 1.16               |
| Social medium helps me to select the right candidate?   | 3.62 | 1.28               |
| Social media, playing a dominant role on other existing media (Print, Electronic media etc.) for the marketing and promoting for party-political party? | 3.86 | 0.97               |
| Statements/remarks/tweets etc. made on communal sites by the party-political party/leader, influence my voting decision                                 | 3.89 | 0.99               |
| Before voting to the Party, I search about candidate on social media  | 3.72 | 1.01               |
| I trust on the information provided on social media about Political party   | 3.87 | 1.06               |

**One way ANOVA**

From the ANOVA table it is concluded that there is no statistical significance difference between group mean of different age group because  $F(2,107) = 0.304$   $P = 0.738$  ( $p \geq 0.05$ ).

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 my voting decision. So further we don't need to explain the result of post hoc test.

|  |
|--|
| <b>ANOVA</b>   |
| One way ANOVA applied to check whether there is statistical significance difference exist between different age group mean |
| Statements/remarks/tweets etc. made on communal sites by the party-political party/leader, influence my voting decision    |

|                | Sum of 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. Independent Sample t-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 result of 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 difference between education of respondents on voting decision on the basis of Statements/remarks/tweets etc. made on communal sites by the political party/leader.

**7. Conclusions**

This study was based on one broad objective that is to identify the effect of communal media on voting intention. Majority of respondents are young in the age collection of 18 to 28 year and well-educated; pursuing graduation or post-graduation also they were 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 be the useful source of information and helping people to know about politician personality that will help them to decide to vote or not to vote that candidate.

One important finding of this research is that the respondents voting behavior highly influenced by the comments/tweets/remarks made by representatives on communal media. Hypothesis has been formulated to check the difference on the foundation of age and education on voting behavior.

Table 5: Statistical Variables

|  |                             | Independent Samples Test |      |                              |       |                 |                 |                       |                |       |
|--|-----------------------------|--------------------------|------|------------------------------|-------|-----------------|-----------------|-----------------------|----------------|-------|
|  |                             | Levene's Test for        |      | t-test for Equality of Means |       |                 |                 |                       |                |       |
|  |                             | F                        | Sig. | t                            | df    | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence |       |
|  |                             |                          |      |                              |       |                 |                 |                       | Lower          | Upper |
| Statements/remarks /tweets etc. made on social sites by the political party/leader, influence my voting decision | Equal variances assumed     | 5.362                    | 0.03 | 2.916                        | 106   | 0.003           | 1.492           | 0.503                 | 0.436          | 2.36  |
|  | Equal variances not assumed |                          |      | 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] Gilmore J., Howard N. P., Does social media Make a Difference in Political Campaigns? Digital Dividends in Brazil's 2010 National Elections.

[4] "Social media in election campaigning" (March 21, 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.