A Review: The Role of Social Media in Political Participation and Electoral Campaigns

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Abstract- According to some recent studies social media has good relationship with political parties and also have different uses in political parties. In this review article there is positive participation by social media towards political industries. This investigation characterizes how time spent on FB to shared political data, organize auxiliary heterogeneity arrange estimate, and direct association with open political bodies identify with youngsters' on the web and disconnected political participation. This study defines the Analysis of of university students (N ¼ 773) that shows the participation with political actors to share political information.

Keywords- Social network site, social media, political participation, network size

I. INTRODUCTION

There are different informal community sites. Facebook has been a standout amongst the most essential social site of the previous decade. In 2006 it just opened to people in general. According to Facebook overview previously serving one billion month to month clients toward the end of 2012 (Facebook, 2012b). According to survey, 82% of these clients possess outside the US and administrations accessible in 70 languages, this makes Facebook an overall on top of stage. So there are lots of worries about the exactness and reliability of these numbers and impartial data isn't accessible. This high development rate that has pulled in the consideration of researchers from generally extraordinary fields of request. In secondary schools a facebook is one of the generally utilized long range social site. All the while, it has likewise turned into an appropriate stage for political exercises (e.g Nandisha H, Anand R, 2017; Ward, 2012). At this dimension, a few analysts have looks for a by and large positive connection between online networking use and political support e.g Jain Mr, Anand N (2012). Be that as it may, there are additionally contemplates thinking of null findings (e.g., Ellison N, Steinfield C and Lampe C, 2007).

1.1 Use of Facebook in Social Media, Political Participation

A few specialists demands individuals' propensity to consuming certain materials based on existing interests and once in a while inadvertent, introduction to different materials (Lupia and Philpot, 2005; Mitchelstein and Boczkowski, 2010). The internet based life has seemingly additionally added to the wonder of unplanned presentation to open issues content on the grounds that such substance are frequently "pushed" to individuals by their colleagues. Despite the fact that individuals having solid ties with one another are probably going to have comparable interests and dispositions, people's web-based social networking systems regularly contain "powerless ties" that assume imperative jobs in data spread (Gil de Zu'n'iga and Valenzuela, 2011). Politically detached people can even now by means of web-based social networking to associates who are exceptionally inspired by open issues, and the last could move toward becoming wellsprings of periodic political data and messages.

II. LITERATURE REVIEW

A standard literature was manage to collect a wide range of regulation, interconnected to Social Media and participation. We utilised the scientific databases such as ISI Picarta, Web of Science, Scopus, EBSCO INSPEC and EBSCO Business Source Elite. Here various keys used to cast about the databases. “Social Media” is the one of them and the second is “participation”. We also use the various terms for the concept of Social Media: Internet, SNS, “Web 2.0” and “Social Web. Few related terms of participation are such as “participation” “commitment” were not provide additional results, and were left out. Then another way was Social Media and Political Participation, Facebook democratizing Political Systems. We used a criteria for selection; such as, articles related to participation of user in system design. Certain research disciplines were highly recommended than others. Usually, social sciences are ahead of Social Media research. Articles and topics are shown in Table one. Certain areas of interest are highly studied than others. Many of the publications coupled with the topic of citizen participation, mainly in local government. There are around 12% of all articles are regarding politics and democracy.

Table 1. Articles by topic

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<th>Topic category</th>
<th>Number of articles</th>
<th>Percentage of total</th>
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1. Participation by citizen 40 35 %
2. Social behaviour and use 23 20 %
3. Online design Community 14 12 %
4. Politics and Other 13 23 12 % 20 %

III. FUNCTIONS OF FB AS A NEW TOOL IN INDIAN ELECTIONS

With respect to relation between government authorities and electronic life recognizes number of limits that Internet have as seeks after:

• Politicians advance their controlled talk and present their point of view without being upset by writers or by media bunch imprisonment.
• Facebook has given advantage for politicians to post a temerity political agenda.
• By techniques for internet based life, ideological gatherings or officials can plan public and invites them to share the views on specific issues of public.
• Supporters can interact with politicians and political parties with the ease use of social media.

IV. SIGNIFICANCE OF THE STUDY

The social media have for all intents and purposes covered the social targets. They give the advantages of participatory majority rule government and improvement in present day society. Present day political parties have used the internet based life to improve their political methodologies and increase public support. The politician groups have likewise joined the ‘digital world’ for the most part to duplicate political exchanges and specialist the help of different sources.

V. CONCLUSION

Social network sites have turned out to be progressively implanted in numerous people’s day by day schedules, and reshaped, to some extent, the structures and strategies for relational and political communication, impacting the manners in which government officials and natives associate with one another. In the course of the most recent decade, various scholarly examinations have inspected how SNSs can add to political support, revealing insight into residents’ political participatory practices and, ostensibly, understanding the explanations for natives’ far reaching disappointment with majority rule political foundations, and their separation from the political approach.

VI. FUTURE AGENDA

Political groups and comparable other non-profit associations could profit by Social Media to enhance the manner in which they work with their individuals and volunteers. In any case, the different approaches to utilize Social Media and their consequences for part interest are not surely known. In this way, two research inquiries for further research are segmented.

RQ1: How can social media implementing the participation in political parties?

RQ2: What are the plan standards for ideal execution of Social Media, as an interest instrument, at non-profit associations with customary communities?

VII. REFERENCES