SOCIAL MEDIA AND ITS IMPACT ON POLITICAL RELATIONS

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Abstract

The effect on daily life comes with every advance in technology. In fact, this holds true with developments in media technologies. Whereas the press on a day-to-day basis is a prevalent feature of life, a moment when it truly becomes relevant is in terms of politicians and military knowledge. For American citizens, the Internet has become an incredibly valuable method not just to obtain political information, but to partake in the political system itself. Some scholars say that this could "revitalize democratic society, enabling citizens to control the political and economic necessary resources to become effectively self-governing". While it is not the purpose of this analysis to decide if the Internet will ultimately lead to a model of city hall or direct state type of democracy, it is an intriguing concept to say. Instead, the focus will be on whether or not the Internet encourages an expanded participation of people in the democratic process by social media platforms such as Facebook or Myspace.

Keywords: *Impact, Influence, Internet, Political Relations, Social Media, Social networking.*

I. INTRODUCTION

In every crusade, polling companies are a crucial component of it. They are often perplexing, because the same day you can often find numerous surveys with conflicting results posted. The internet has greatly increased the number of poll results we see every day, as with other forms of physical news. This has been accelerated even more by social media. Not only do you report the results of polls on social networking sites, you can take part in Facebook polls. The results of polls have a great influence on elections. This is true even though they are defective. A poll can be a creation myth which is self-fulfilling [1].

For instance, if people believe that one candidate in the election is far ahead, they might conclude that there is no reason to vote for the underdog. There's a huge amount of pressure on applicants to pull ahead of their adversaries when people post the latest poll data from the social media during the day [1]. The chance for electorate to interact extra quickly with applicants and elected representatives is among the beneficial impact that social media has on politics. Historically, you'd have to attend a live event if you going to contact a lawmaker or politician. They're not all able to do this. It is now possible, with technological advances, to attend virtual

happenings where you can take part in video broadcasting events and interact with elected officials and voters [2]. Throughout the advertisement industry, targeting is used to ensure that advertisements and messages hit the correct audience. Politicians also do this. Politicians and individuals vying for office are willing to plan their efforts in the era of social media.

They will now tailor their messaging whether a politician wishes to answer the needs of minorities, college students, retired citizens, Latinos or some other group of voters. Much like Facebook marketers are able to use analytics and personalized ads, campaigns and politicians should do so. Therefore, if you find the political statements appear to appeal to you directly, it's no mistake. Any story, whether real or not, that is circulated via social media is now affecting political campaigns. Separating real news from fake news online is becoming more and more difficult. Social networking renders this differentiation extremely confusing. A blend of fact, myths, humour and gossip is the endless flood of memes, connections and theories about political figures and candidates.

There are now quite a few "news" pages that frequently post articles that sound real, fabricated or satirical. Of these, the Onion is the most known, but there are still several others today. Many fake news blogs are not even humorous, but merely exist to post articles about clickbait or to troll users who do not do their own homework [3]. There are also sites with liberal agendas or others that peddle numerous ideas of baseless conspiracy. And if they don't want to deceive you, it's easy to be swayed by lies shared by your friends and supporters. Before believing something, it is also important to use a great deal of discernment.

II. IMPACT OF SOCIAL MEDIA

Because social media is relatively new, we're just starting to see its impact on society. There are sure to be many political changes that come about due to social media. Proposals for internet voting already exist, and may lead to more voters taking part in elections. When people could literally vote seconds after reading the new updates or links they found on Facebook or Twitter, this could make social media much more influential [4]. Other advancements will also change politics. Polling techniques on social media will become more common and, hopefully, more accurate. There will be more virtual campaign rallies and town halls. As social media becomes much more popular, it can only intensify its effect on politics over time. Observing how this pans out would be fascinating.

The real world is mirrored by social media and is all about conversations. By engaging users to participate in, comment on and create content as a means of communicating with social graphs, other users and the public, social media facilitates the interactive web. Social media has emerged as a major instrument where people can talk about the issues of everyday life and also of national importance. Facebook, Twitter and You Tube are not just innovations in the internet world in the 21st century, but they are rapidly emerging as influencers and creators of opinion. A forum for creating social networks is a social networking service. Social networking sites allow users to share ideas, images, posts, activities, events, and interests with people in their network. These social network services are web-based and provide resources for users to interact over the Internet. Social media is therefore a two-way avenue that not only gives you data, but interacts with you while providing you with that information and also allows

interaction with other visitors. This participation may be in the form of asking for your comments or encouraging you to vote on a post, or proposing movies to you based on other people's ratings of common interests [4]. Social media also allows data and opinions to travel across networks, such as ripples in a pond, amplifying ideas and enabling each individual to participate through media production and distribution as an opinion leader, not just through passive consumption[5].

It is possible to group social media websites as social networking sites, websites for social bookmarking, websites for social news, social photo and video sharing, and wikis. By adding friends, commenting on profiles, joining groups and having discussions, social networking sites like Facebook, Hi5 and Last.FM communicate. Websites for Social Bookmarking viz., Del.icio.us, Blinklist, Simpyinteract by tagging websites and browsing other people's bookmarked websites [5]. Digg, Propeller, Reddit websites of Social News interact by voting for and commenting on articles. YouTube, Flickr, etc. interact with social photo and video sharing sites by sharing photos or videos and commenting on user submissions. Wikis. Wikis. By adding articles and editing existing articles, (Wikipedia, Wikia) interact [6].

Many aspects of our lives have been influenced by social media, be it education, culture, administration, marketing, business or politics. Through news, interaction, learning and marketing, social media has been able to have a profound impact. An important source of news has become social media. Various news channels tweet or update important events around the world and the news is quickly passed on to the networks in ways never seen before. This enables individuals to keep in touch more regularly. People can keep in touch effortlessly in different cities, countries and continents and it creates an opportunity to experience different cultures and exchange opinions [6]. Social media has also played a big role in promoting learning. Kids who begin using social media platforms develop early communication skills and become more literate in general. The entire marketing dynamics have been altered. Through interactions via social media, companies are becoming more consumer-centered. From the market itself, they are able to understand the market's needs [7].

Social media has resulted in the emergence in India of citizen-led governance (C-governance). Anna Hazare's anti-corruption movement and protests followed by the Nirbhaya gang rape were channeled through social media. By involving the common man, these events garnered enormous national and worldwide support [7]. Anna Hazare launched a Satyagraha (Fasting for a Nobel Cause) movement in the Indian Parliament to pass a stronger Lokpal anti-corruption bill. When the demand was rejected by the Indian government, he started a hunger strike. The campaign attracted media attention, with millions of supporters inside and outside India. Through social media like Twitter and Facebook, people have shown support. In just 36 hours, online signature campaigns such as Avaaz got more than 10 lakh signatures. This led the government to seriously consider the parliamentary introduction of the Lokpal bill [8].

World politics has witnessed a lot of events in recent times, where social media has played an important role. Social media has led to a significant overhaul of global politics. On the one hand, long-standing dictatorial regimes were buried under the weight of revolutions, spearheaded by internet connectivity, and voters were influenced by social media campaigns on the other [8]. In the politics of a democratic country like India, what is the impact of social media? The political parties have recently woken up to its meaning with so much 'buzz' being

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generated around social media and as more young people join in. Everyone acknowledges this new and powerful medium for interacting with the masses and engaging them and thus enabling better communication. In one way or another, Indian leaders, whether young or old, have begun to feel the influence of social media. Today, nearly every political party has used social media to send its message to the masses [9].

III.   CONCLUSION AND IMPLICATIONS

The emergence of social media has allowed the 'aam aadmi' to share political views with unparalleled empowerment and involvement. The positive development since the advent of social media has been that young people speak about political problems. Earlier political debates were confined to those who read newspapers, watched television outlets, or engaged in village or club nuclear conversations. Today, however, social networking has made India's youth settle down and debate political issues. They spend hours analyzing and discussing politics. They now have opinions on the occurrence of political activities and affect institutional decision-making as well. Yet bringing young people together to vote in elections and using social media as a medium to assist political parties is only a hope of a conduit. In India, it may take decades to emulate the United States in the use of social media campaigning and to control the electorate. The revolution of social media in India's political space is actual, visible and accelerating. Although it does not instantly bring about enormous reforms, it will also play an important role in generating political consciousness, which in itself is a big move forward for a developing nation like India.

IV.   REFERENCES

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