

Use of Digital Media and Political Participation

Dr. Anuradha Sharma

Assistant Professor, Altius Institute of Universal Studies, Devi Ahilya Vishwavidyalaya, Indore, Madhya Pradesh

Uditya Singh Sengar

Research Scholar, School of Journalism and Mass Communication, Devi Ahilya Vishwavidyalaya, Indore, Madhya Pradesh

ABSTRACT

The Internet and digital media provide an opportunity to the young population for political discussion through various online groups, pages, and accounts. The use of the Internet has become the main source of political efficacy and political participation, enhancing awareness about political knowledge. The relationship between the use of digital media and political participation has been explored and discoursed by various researchers. Current study observes this relationship in the context of Ujjain District, Madhya Pradesh. The research intends to explore the use of digital media among youth and its subsequent association with their political participation. For this purpose, a survey has been conducted amongst vikram university students in ujjain city in order to measure the use of social networking sites along with their online political activities.

KEY WORDS- Internet, digital media, new media, social media, political participation, youth.

Date of Submission: 01-06-2021

Date of Acceptance: 14-06-2021

I. INTRODUCTION

New media has had a significant impact on almost all areas of society, including political life. Politicians use social media as an effective tool to reach out to potential voters with political campaign messages; while at the same time citizens use social media to access political information, keep abreast of the latest political developments, and engage in the political process. It is important to note that political engagement through new media is not limited to adults, but that there is evidence that young people increasingly use new media for online political participation. Before the coming of new media, space in newspaper and airtime on radio and television were limited and expensive; thus youth, specifically cannot express their opinion nor participate in politics through the old media. New media such as social media have brought new hopes and opportunities by connecting youth with politicians and like minds to share information and opinions.

Political campaigns in today's era are not limited to rallies, speeches to deal with crowds and masses rather new media is an emerging tool to share information, influence and engage people for political participation. Political leaders and officials are realizing the importance of new media as it becomes a powerful tool to spread political information as well as contacting citizens. Influence of new media has been proved from its successful implementation in the US presidential election in 2008. In India, the initial significance of new media was recognized in Anna Hazare's anti-corruption movement, 2011 and 2012. During general election 2014 in India, new media was being used by almost all political parties like BJP, Congress and AAP to engage with the public and seek votes. Some of these references to the use of new media in a political landscape indicate the potential this media has for its application in enhancing the political participation.

The Technology revolution in general and the Internet in particular has changed the world to a great extent by connecting the people from different corners. Internet usage has shown speedy growth in India. The number of internet users had increased over the years in rural as well as urban areas. This is expected to cross the 600 million mark in 2019. India has 560 million active Internet users as of 2019. India is the second-largest online market, behind China. It is estimated that by 2021 there will be around 560 million active internet users in India. The majority of India's internet users are mobile phone internet users, who take advantage of cheap alternatives to expensive broadband/ Wi-Fi connections that require PC, laptop and other equipment.

Today the younger generation is gradually using more social media like Facebook, Twitter, Whatsapp, Blogs, YouTube, Google+, LinkedIn and many more to share information with each other. Indians now download more apps than residents of any other country – over 19 billion apps were downloaded by Indian

users in 2019, resulting in a 195 % growth over 2016 data. The average Indian social media user spends 17 hours on the platforms each week, more than social media users in China and the United States. Indian internet users are fond of social media. In 2021, it is estimated that there will be around 448 million social network users in India, a significant increase from 2019 where it figures at 351 million. Facebook is the most popular social networking site in the country. There are about 270 million Facebook users in India as 2019, placing India as the country with the largest Facebook user base in the world. The IPL, one in many cricketing events followed religiously in India, had the highest attendance among all cricket leagues worldwide. Apart from the attendance, fans seemed to be keen on updates about their favorite teams. The IPL teams registered over 59 million likes on Facebook alone and more than 81 million followers on Twitter. Most of the Facebook usage came from the younger generation, aged between 18-24 years to be precise, with over 97 million users in 2018. Increased availability of internet connections and access in recent years, propelled by the central government's Digital India initiative was directly proportional in the growth of social media users.

With its rapid growth, access and ability to make waves, new media has become one of the important propaganda tools used by governments and opposition parties. However, the extent of influence new media has on the political opinion and political participation of Indian people has yet to be decided. Keeping in view the above discourse, this study attempts to examine the relationship of new media use with online political participation. Being prominent in providing knowledge and a platform for political participation, social networking sites has been selected as new media in this study. Another reason for selecting social networking sites is that it is a widely used application like facebook, Instagram, you tube, twitter etc in india and the youth is highly involved in using it.

II. DEFINE DIGITAL MEDIA

Digital media, simply put, is new form of mass communication. Another term for it is new media or social media. Relatively, it is recent media based on new information technology, a 21st century's people's media. It is dynamic as the Internet-based tools and technology keep changing in unpredictable ways, and evolving too.

Oxford dictionary defines new media the "Means of mass communication using digital technologies such as the Internet." The dictionary also defines it "As productions and services providing information or entertainment using computers or the Internet and not by traditional methods such as television and newspaper."

Robert K Logan, a professor of physics and media ecologist in his book, *Understanding New Media: Extending Marshall McLuhan* (2010), has written that the "new media" will in general refer to those digital media that are interactive, incorporate two-way communication, and involve some form of computing as opposed to "old media" such as telephone, radio, and TV.

Those older media, which in their original incarnation did not require computer technology, now in their present configuration do make use of computer technology, as do so many other technologies that are not necessarily communication media..."

Wikipedia defines new media as, "Content available on-demand through the Internet, accessible on any digital device. Common examples given are websites such as online newspapers, blogs or Wiki, video games and social media. It transmits content through connection and conversation. Most technologies described as new media are digital, often having the characteristic of being manipulated, networkable, dense, compressible and interactive."

New media has redefined, given a new dimension to the very concept of communication, whether internal, intrapersonal, one to one or one to many. New technologies, which are emerging on a daily basis, are enabling new media to evolve. Term new media has been around since the 1970s. All new media objects are digital code, subject to "algorithmic manipulations", where content is on demand and delivered instantaneously.

Types of Digital Media

The latter part of the 20th century witnessed rapid technological changes which redefined and reinvented communication and media. The process is continuing. It's easy for those with Internet connections to be aware of the types of new media, especially networking sites.

Following are some types of new media:

Websites, Cyber chatting, Blogs, Podcast, Widget, Streaming media, social media etc.

Social Media Networks

Facebook: One of the top social networking sites in the world – a young user-friendly platform established in 2004. The office of Facebook is headquartered in California, US. Mark Zuckerberg is the founder, chairman and chief executive officer of Facebook. The home office page of Facebook says the mission of Facebook is to give people the power to share and make the world more open and connected. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them. Facebook is living up to its stated aim. One needs to register on the Facebook website to

become a user. The user can build a profile, add 'Friends', post messages, react to other people's messages, post photos, videos and texts in any form. Groups with common interest or educational institutions, cultural forums, employees at a workplace, civic groups etc., can be formed so that information can be shared only among the members of that particular group. The rule says that only those who have crossed a minimum age of 13 years can open a Facebook account. The company says it is working towards making universal Internet access for everyone in the world a reality. It says the Internet access is essential for achieving humanity's global goals.

WhatsApp: The world's largest messaging App (application). It is a "personal real-time messaging service" which can be used on smartphones with the Internet connection. Group chats, sending photos, videos and sharing locations are the prominent features of WhatsApp. "It is a cross-platform mobile messaging App for exchanging messages without payment for short service message (SMS)". Unlimited messages can be sent. Being multilingual, Facebook is used in many countries even where English language is not known. According to the Statista portal, between August 2013 and November 2014, there were 70 million monthly active WhatsApp users in India. And this mobile messenger is only increasing in number. The backup of activities on the App can be saved in Google Drive. Blogs are also created on this messenger.

Instagram: It's an online mobile phone photograph service and can be accessed on the Internet by downloading the relevant App. Photo-sharing and video-sharing are possible on this site. The duration of a video is up to 15 seconds. Taking a selfie, a self-portrait photograph, has become popular on Instagram. Members can send the content to social network platforms such as Facebook and Twitter using smartphone. In 2015, it was reported that 400 million people use Instagram every month.

Twitter: Twitter is a popular online social networking service that facilitates the account holders to read and send short messages not exceeding 140 characters. The message is called Tweet. Users can re-Tweet other people's message. But unregistered visitors can only read Tweets. Tweets can be accessed through the website interface, SMS or App. One can send text messages, photos and videos. A video recording, up to 30 seconds, can be done on Twitter, edited and immediately Tweeted or shared either on mobile phone or desktop. Twitter Inc, the founder of the social network site, is located in San Francisco, USA.

YouTube: It is a video-sharing website located in California, US. The service was founded in 2005 and is now managed by Google. The site allows users to upload, view and share. The content includes video clips, TV clips, music videos, video blogging, and short original videos. The content is usually uploaded by individuals. Many service providers conduct their activities, for example, teaching, via YouTube. Video games are very popular. Even 3D videos can be uploaded. YouTube does not allow downloading of videos, except to eminent personalities. However, third-party websites, applications and browser plug-ins allow downloading. Smartphone can access YouTube videos. YouTube can be accessed offline too. The site is available in 24 languages.

Google +: The Google+ social networking site is backed by the most popular search engine – Google. Compared to Facebook and Twitter, it is young. But it has combined the best features of both the sites. New content can be added, topics can be highlighted with hashtags, and separate groups of users can be created. Google+ comes under the five top social media networks in the world.

III. DIGITAL MEDIA AND POLITICAL PARTICIPATION

Obviously, with the increasing role of digital media in political activities, participation has now taken a new form. Like posting and commenting online, joining and creating online groups, organizing protest events, participation in online discussions with friends and 'liking' on a Facebook profile of a political figure or party indicating political preferences; certainly have become widespread. Thus, social networking sites use for online political participation yield significant influence on youth. Online political participation is online political participatory activities carry out on Facebook such as sending political messages on Facebook to the politicians, commenting on a candidate's Facebook page, seeking donation for a political party or sharing political information on Facebook . Thus, this provides youth more ways to be active in political affairs than what was not possible in the past generations . Furthermore, online activities, especially on social networking sites can easily be seen, read and viewed by a large group of youth because of its high connectivity, therefore it has a strong chance of reaching and encouraging them to participate. Gibson and Cantijock observed that attention to political news and also sharing the news have more instrumental quality especially when they are carryout online. In Nigeria, youth have started embracing Facebook to engage in political activities; because they consider it as a medium that make their voice heard in the political activities.

IV. REVIEW OF LITERATURE

The use of the Internet has become the main source of political efficacy and political participation, enhancing awareness about voting and campaigning. New media also increases the ratio of voters' turnout among users. It develops the approach which helps in voting and donating campaign for politics (Larson, 2004).Jiang (2016) examined the effects of the Internet on online and offline political participation. He also investigated the Internet's role in molding citizens' perceptions of politics. This strong relationship creates

political efficacy and election interest among Internet users and increases their political involvement (Jiang, 2016). Mahmud and Amin (2017) focused on the usage of online media in political activities among university students. The findings of the study show the relationship of online and offline political participation; however, compared with Facebook, email plays a small role in political discussion. Similarly, Schmiemann (2015) examined SNS and political participation and concluded that Facebook content shows a positive response regarding political participation. Schulz's (2005) study suggested that new media users are active in politics and political discourse. The Internet has developed the interests toward politics of its users and improved political efficacy of the respondent which create their online and offline political engagements. Bimber and Copeland (2011) emphasized on the role of new media for providing the platform for political participation and changing their political efficacy. Users' efficacy helps them to understand the political affairs in a better way through the acquisition of political information from new media. Kahne, Middaugh, and Allen (2014) investigated the youth, new media, and the rise of participatory politics and concluded that new media has given a platform to individuals for information and communication with large audiences and a means to participate in political activities.

Social media generated new trends for political participation and changed the patterns of political communication. Siluveru (2015) endeavored to dig out the facts about social and digital media in political communication and concluded that social media is being used for the purpose of social relations and updating the users about happenings. Stieglitz, Brockmann, and Xuan (2012) analyzed the usage of social media for political communication and found a strong relationship among politicians and social media users. In addition to that, due to SNS, interaction between voters and politicians has improved significantly. Biswas, Ingle, and Roy (2014) examined the influence of social media in India, on voting behavior, their results show that social media unites people within political parties. Storck (2011) revealed that activists used social media for collective action. Hellweg (2011) examined politicians' social media use to influence constituent perceptions and found that voters responded more positively to politicians' personal content rather than to their professional content. Similarly, Kalsnes (2016) discussed Facebook as a unique platform for interaction between political parties and voters; the study provides best practices to link with voters for political engagement. Raof, Zaman, Ahmad, and Al-Qaraghuli (2013) studied social network systems as a tool for political change. Their findings clearly showed that social media was widely used as a communication network among candidates and voters. By providing information about politics, social media invites participation and mobilization and plays a vital role in political education as well as the mobilization of the public in politics (Doris, 2014).

Calder's (2013) study argued that "it is necessary to know the disadvantages of new media for political communication and we have to save political participation from this situation rather than to accept it". Gibson and McAllister (2012) evaluated online social ties and political engagement and examined how online platforms increase political interaction. In addition, online interaction is enhancing similar bonds among unrelated bridging networks; they found that online social contact fosters offline participation. Following the trend in this research domain, Papagiannidis and Manika (2016) investigated political participation and engagement via different online and offline channels and found that new media and other online channels allow political participants to get involved in politics and express their opinion openly. Individual attitudes vary as do their digital media use and real-life political participation. The use of Internet and all other e-activities improves the knowledge of online users about politics and spurs political engagement and participation. Cantijoch and his colleagues studied the use of Internet, political engagement, and the impact of e-discussion, e-information, and e-political campaigning. Their findings claimed that e-campaigning directly connects and engages Internet users before and after elections (Cantijoch, Cutts, & Gibson, 2012). Marco, Robles, and Antino (2017) also observed this political attitudes and engagement in the case of individuals on digital platforms in Spain. Study findings show significance difference between cognitive and effective components of attitude. Rainie, Smith, Schlozman, Brady, and Verba (2012) investigated social media and political engagement and found that 39% of adults in the United States used social media and one out of every eight adults used social media for civic and political purposes.

Research Object

1. To study the impact of internet and digital media among youth.
2. To study the use of digital media and relationship between political participation.

V. RESEARCH METHOD

In order to test the above-mentioned object, survey method has been adopted. The data is collected from the young students of Vikram University, Ujjain, Madhya Pradesh. Rationale for selecting youth is that younger people are more active users of Internet and new technologies. Moreover, it is thought that social networking sites (SNSs) have become an important tool for youth for the purpose of socialization and especially for the sake of political discourse. Particularly, being well educated, university students are more likely to use social

media and Internet. Thus young students are considered appropriate for the data collection of this study. Furthermore, rationale of selecting Vikram University of the Ujjain is that it is the oldest university of Madhya Pradesh. Students from all over the district of madhya pradesh states study here, subsequently the population is mixed of different provinces and socio-economic backgrounds. In the study of this research work the student of Vikram university, Ujjain. Method In this study, the population includes students of Vikram University. We selected a sample of respondents including colleges and departments students pursuing bachelor and master’s degrees (male and female for both groups). The quantitative survey method has been utilized along with its data-collection techniques to get better results. For the collection of information from the selected sample of study respondents, we used google form to distribute our survey among students in Vikram University. The study consists of 232 number of respondents.

VI. DATA ANALYSIS AND INTERPRETATION

Demography Distribution of Respondents:

		N	%
Gender	Male	134	57.8%
	Female	98	42.2%
Residence	Rural	120	51.7%
	Urban	112	48.3%
Institution of studies	College	180	77.6%
	Departmens	52	22.4%
Education	Under graduate	153	65.9%
	Postgraduate	68	29.3%
	Other	11	4.7%
Family Annual Income	Below one lakh	166	71.6%
	Between one-three lakh	35	15.1%
	Between three-five lakh	20	8.6%
	Between five-eight lakh	9	3.9%
	Above eight lakh	2	0.9%

Finding:

Impact of internet and digital media on respondents:

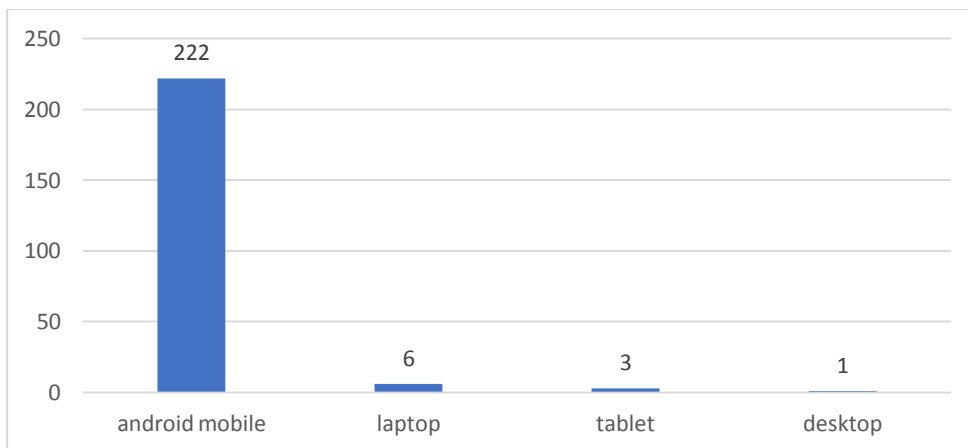


Figure.1

According to the figure one, when the respondents were asked “what instruments you use the Internet on. 95 percent(222) of respondents responded that they use Internet on android mobile. 5 percent of respondents are reported to use Internet on laptop, tablet and desktop. The data received shows that the most appropriate equipment for using the Internet with respondents is android mobile.

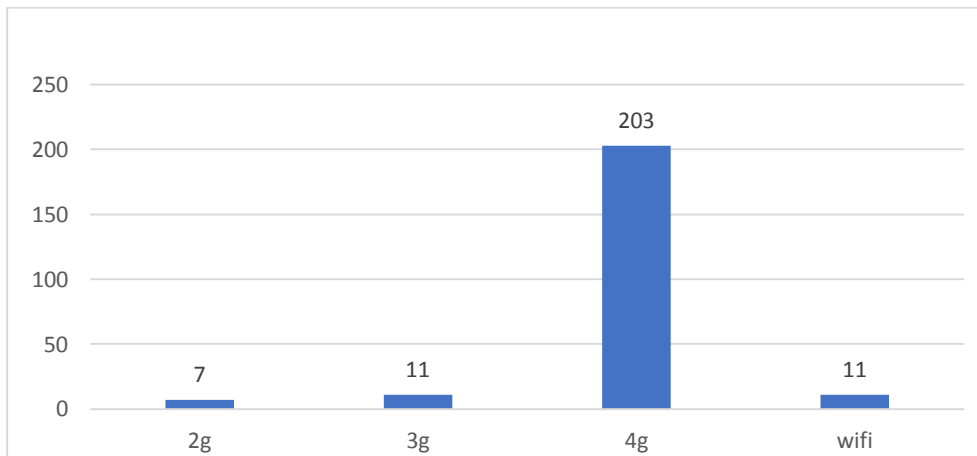


Figure.2

According to the figure two, When asked the respondents “which network you use for the Internet.” 87 percent(203) of respondents revealed they use 4g network for the Internet. 5 percent(11) respondents use 3g and wifi networks for the Internet. Only 3 percent(7) of the respondents reported to use the 2g network for the Internet. Studies have shown that the speed of Internet among young people is important. So that we can easily run the Internet.

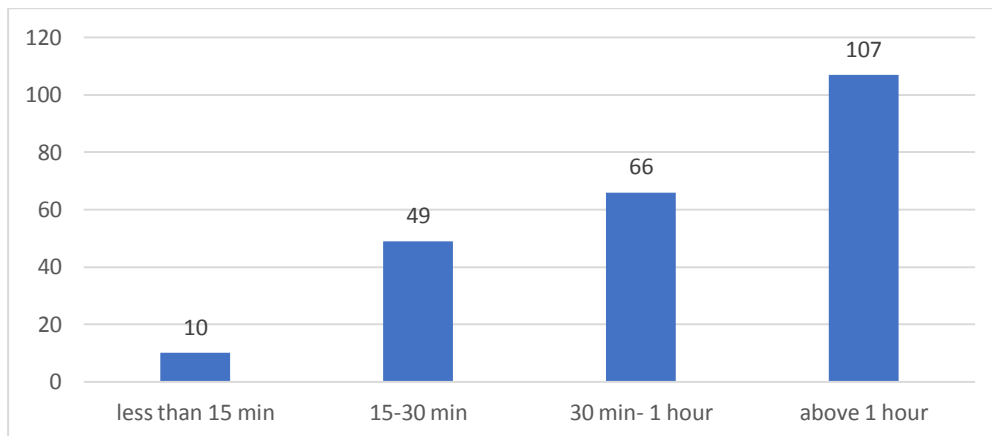


Figure.3

According to the figure three, When respondents were asked “how much time you spend on Internet on average”. 47 percent(107) of respondents are reported to have spent time on the Internet for more than an hour. 29 percent(66) of respondents spend their time on the Internet from thirty minutes to one hour only. 21 percent(49)of respondents considered they are spending time on the Internet only 15 minutes to 30 minutes. Only 5 percent(10) of respondents have agreed that they give less than 15 minutes of their time on the Internet. The study shows that most of the respondents have a positive effect on the Internet.

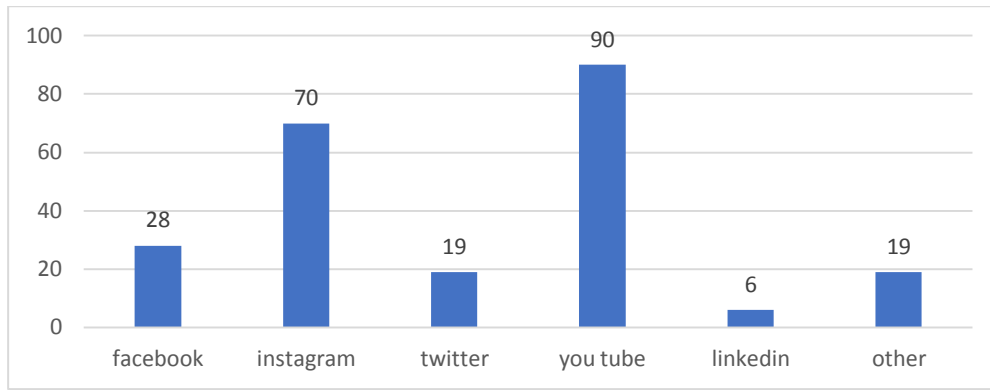


Figure.4

According to the figure four, when the respondents were asked “which social networking sites you use most”. The youtube has seen the maximum impact on the respondents. According to the data received, 90 percent(90) of the respondents use you tube , 70 percent(70) of the respondents use instagram. The study has seen the low impact of facebook on the social media's most effective medium on respondents. Level 28 percent(28) have said to use facebook. Besides, 19 percent of respondents use twitter and other social networking sites. Studies have shown that the youtube influence is higher than the respondents are competing with other social networking sites.

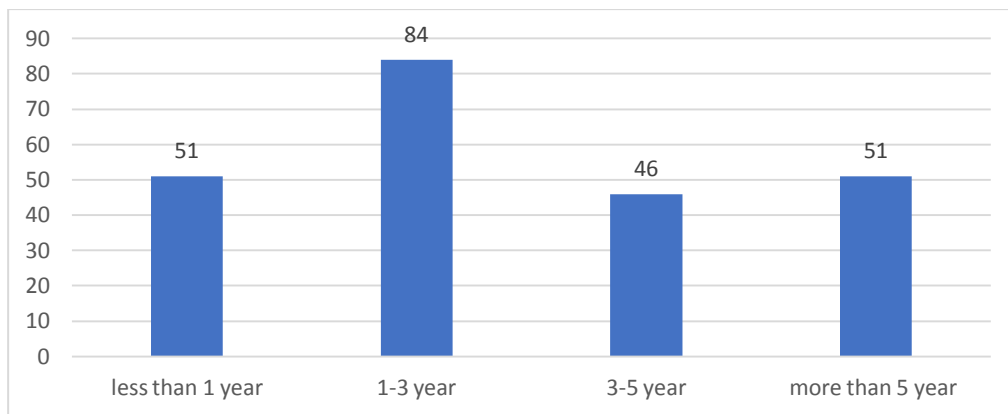


Figure.5

According to figure five, it has been asked from the respondent “ from how many years they are using social networking sites.”The response recorded are as follows 84 of respondents are using social networking sites from 1 to 3 years, 51 of respondents are using social networking sites from less than 1 year and similarly 51 of respondents are using social networking sites from above 5 year. 46 of respondents are using social networking sites from 3 to 5 year. From the above responses we can state that maximum number of respondents are using social media from long period time .

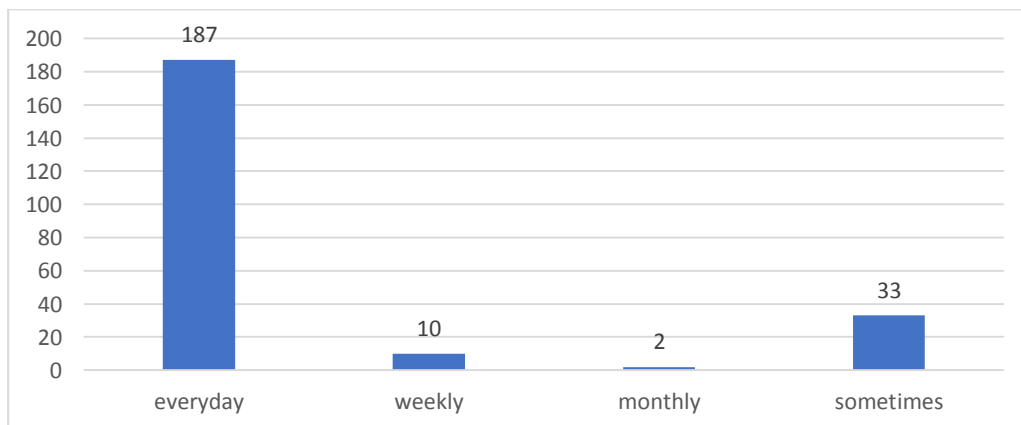


Figure.6

According to figure six, when asked the respondents “how often do you use social networking sites.” 82 percent (187)of respondents said they use social networking sites daily. Studies show that the percentage of respondents who use social networking sites once a week and once a month is very low. Only 14 percent(33) of respondents sometimes use social media. The study reveals that most of the respondents are using social media daily. Studies show that the respondents have a greater influence on social media.

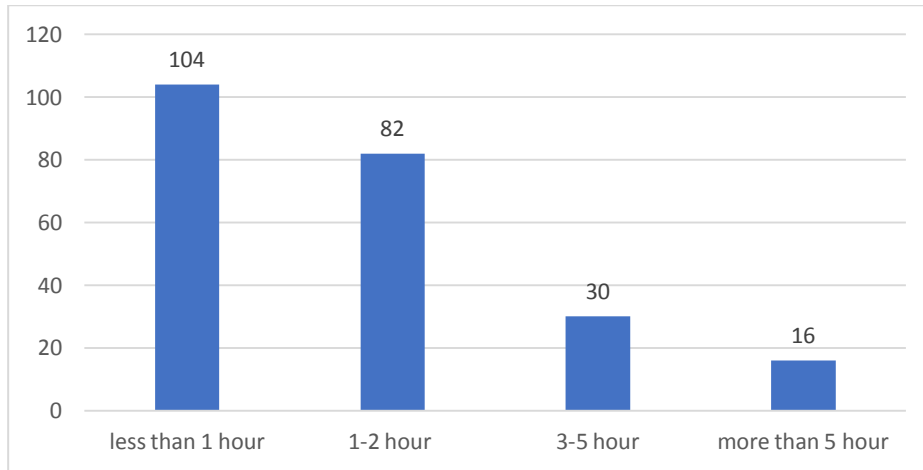


Figure.7

According to figure seven, It has been asked to the respondents "How many hours they spend on social networking sites". The response recorded are as follows:-45 percent(104) of respondents spend less than 1 hour, 36 percent(82) of respondents spend to 1 to 2 hours on social networking sites. 14 percent(30) of respondents spend 3 to 5 hours on social networking sites Only 7 percent(16) of people spend more than 5 hours on social media. By the recorded response we can state that people are using social networking sites on daily basis but spend less time on it.

Impact of social media network on Political participation:

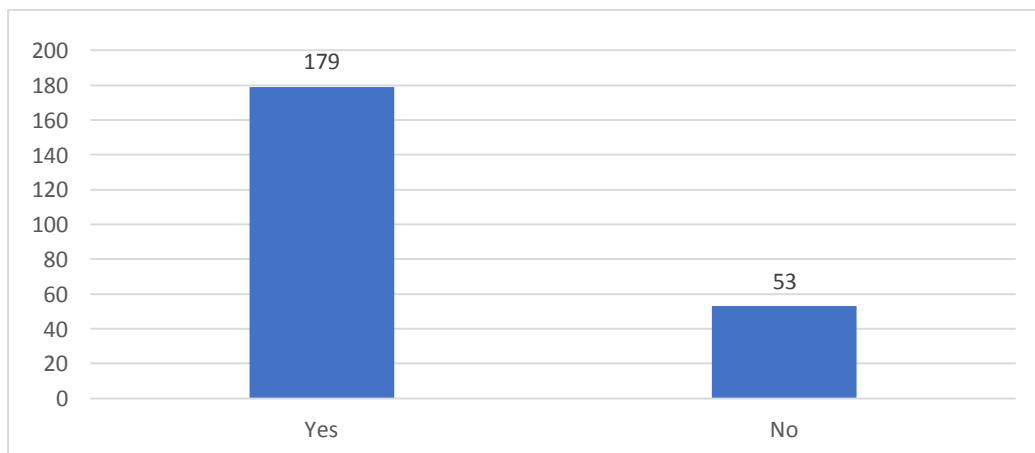


Figure.8

According to figure eight, The question asked from the respondents was " do you read the posts related to politics on social media"? 78 % of respondents answered in yes and 23 % respondents answered in No.

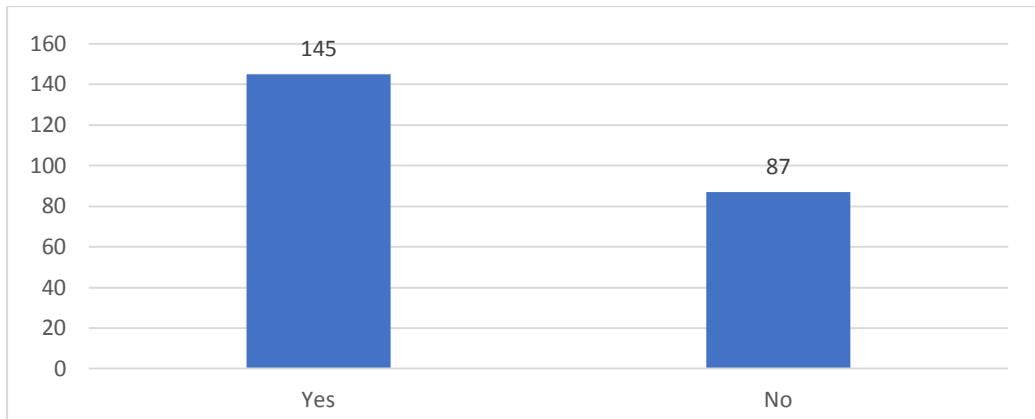


Figure.9

According to figure nine, It has been asked to the respondents "do you like or dislike the post related to politics on social media." 63 % people answered in yes and 38 % people answered in No.

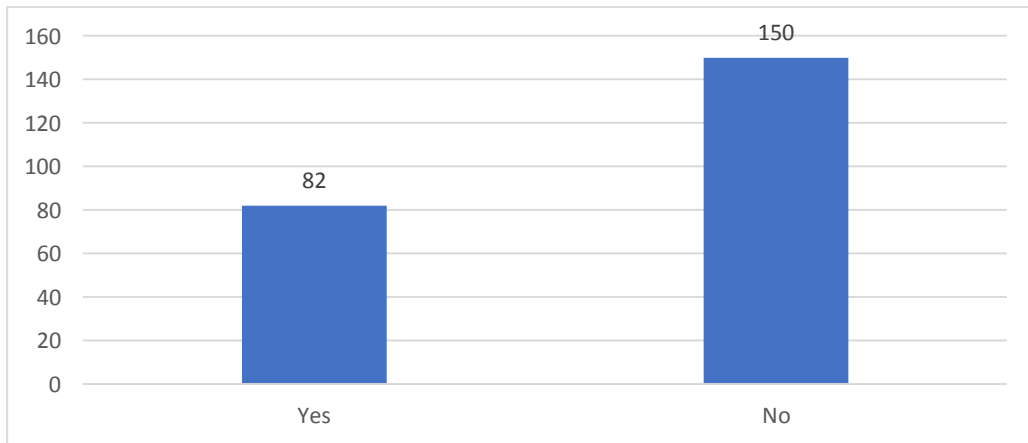


Figure.10

According to figure ten, The question has been asked from the respondents that " do they ever comment on the posts related to politics." 36% replied to yes and 65 % replied to No.

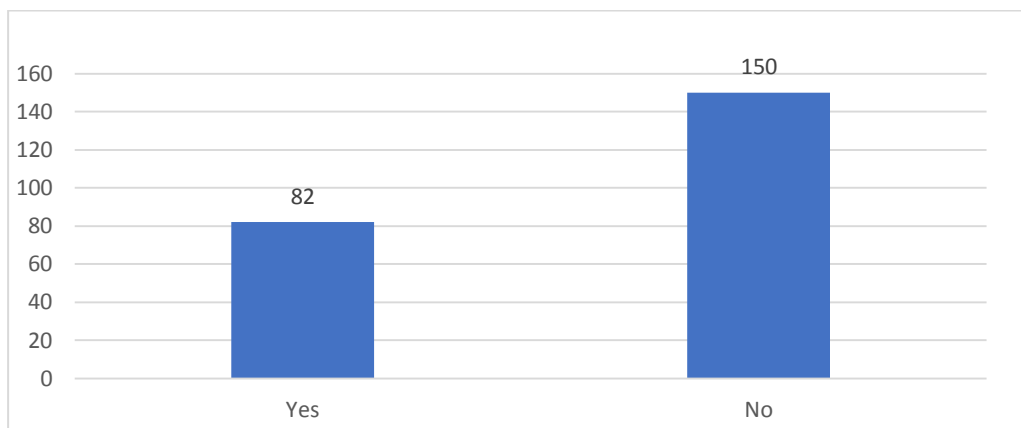


Figure.11

According to figure eleven,the question asked was " Do you share political posts on social media?"64.2% of respondents replied to yes and 35.8% of respondents replied to No.

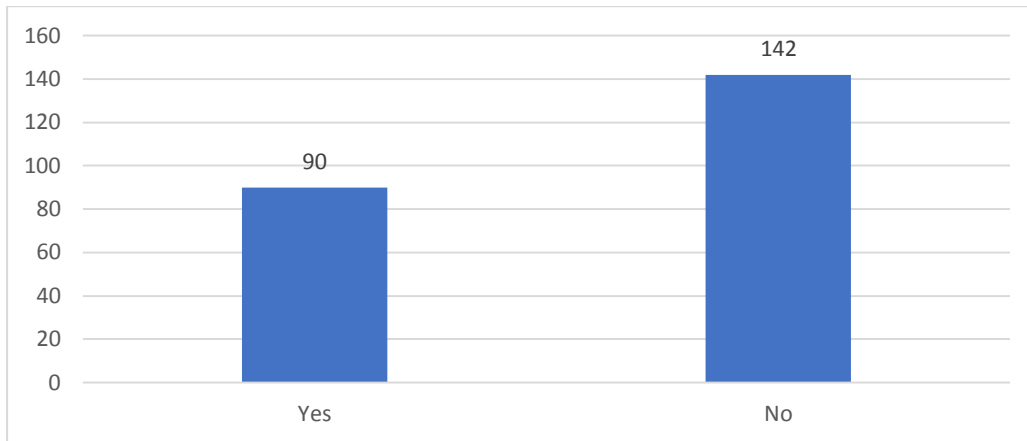


Figure.12

According to figure twelve, The question has been asked to the respondents was "did you ever post anything on social media which is related to your political ideology? 60.7% replied to No and 39.3% replied to Yes.

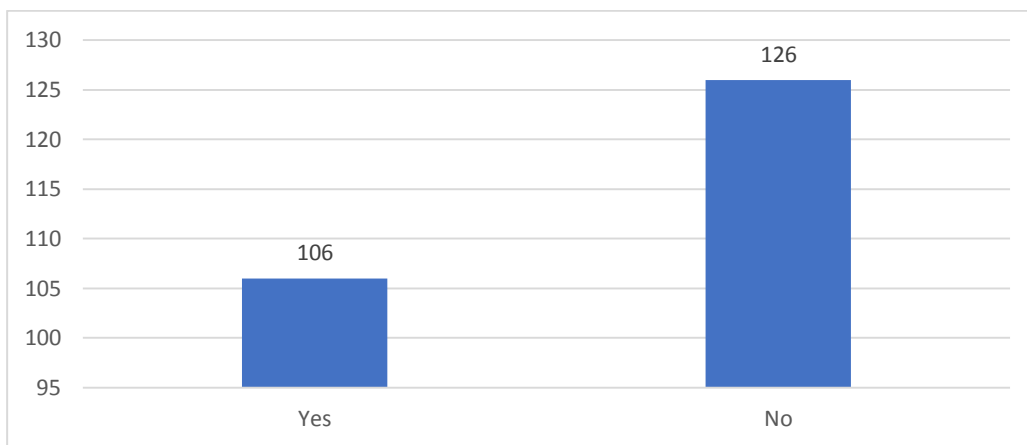


Figure.13

According to figure thirteen, the respondents were asked to “discuss political developments with others on the social networking site.” 46 percent(106) of respondents said they discuss political developments with other people when they use social networking sites. But the 55 percent(126) respondents said they don't talk to other people on political developments on social networking sites. Studies show that respondents who use social media talk about politics related issues on social networking sites.

VII. SUGGESTION

- 1.Social media has also had its impact on political participation. In the digital age, political participation between youth on social media platforms is also huge. Studies have shown that most of the youth are indulging in political activities on social media and discussing political events. As a result, the data obtained through research may provide political strategy making support to the politician and political parties.
- 2.Political parties and politicians should propagate their ideology on social networking sites like youtube and instagram. Because the study has less seen the impact of facebook usage among the youth. While youth on u tube and instagram appear to be more active.

VIII. CONCLUSION

This research study shows that social media plays an important role in enhancing political participation among the youth in the digital age. This is confirmed by the data received from the study. Research studies show that 78 percent of young people are reading politics related posts on social media. The same 63 percent of young people like and dislike politics related posts. In addition, 36 percent of the young people share political posts on social media and express their political views on the related ideas on the social media platform. Political interest is essential for political participation. This data suggests that youth are involved in political activities when they use social media. That ensure their political participation on social media. The impact of Internet and social media on youth has been most seen. Most of the youngsters are daily using Internet and

social media. This research study has reduced the impact of facebook on the youth. While the participation of youth on youtube and instagram has been noticed much. Thus, studies show that digital media has provided an opportunity for the youth to engage indirectly in political activities. Today, the youth is engaged in political activities on the social media platform without a break and discussing developments in politics. It is good sign for countries having a democratic system.

REFERENCE LIST

- [1]. Mhlomi, Y., & Osunkunle, O. (January 2017). Social media and youth political participation in south Africa's 2014 general election. DOI: [10.18820/24150525/Comm.v22.12](https://doi.org/10.18820/24150525/Comm.v22.12)
https://www.researchgate.net/publication/320902966_
- [2]. kaur, M., & Verma, R. (June 2016). Social Media: An Emerging Tool for Political Participation. *international journal of social and organizational dynamics in IT* 5(2):31-38. DOI: 10.4018/IJSODIT.2016070103 https://www.researchgate.net/publication/304536968_
- [3]. <https://sannams4.com/digital-and-social-media-landscape-in-india/>
- [4]. Bimber, B., & Copeland, L. (2011, August 25). Digital media and political participation over time in the US: Contingency and ubiquity. Paper prepared for presentation at the Annual Meeting of the European Consortium for Political Research, Reykjavik, Iceland. <https://ecpr.eu/Filestore/paperproposal/db466b6c-9c16-4491-b92a-32f1b0e80273.pdf>
- [5]. Schulz, W. (2005, September). Political efficacy and expected political participation among lower and upper secondary students. Paper prepared for the ECPR General Conference, Budapest, Hungary. <https://files.eric.ed.gov/fulltext/ED499264.pdf>
- [6]. Jiang, L. (2016, March 21-23). The effects of the internet on online and offline political participation among citizens in Australia. Paper presented at the 66th Annual International Conference of British Political Science Association, Brighton, UK. <https://www.psa.ac.uk/sites/default/files/conference/papers/2016/Internet%20and%20Political%20Participation.pdf>
- [7]. Larson, K. G. (2004, April 16). The internet and political participation the effect of internet use on voter turnout. https://repository.library.georgetown.edu/bitstream/handle/10822/555774/etd_kgl6.pdf
- [8]. Kahne, J., Middaugh, E., & Allen, D. (2014). Youth, new media, and the rise of participatory politics. *Youth and Participatory Politics Research Network*, 1, 1-25. https://www.researchgate.net/publication/267336925_Youth_New_Media_and_the_Rise_of_Participatory_Politics
- [9]. Calder, B. (2013, October). Political participation in the social media moment: The emergence of personal politics (Master's thesis). RMIT University, Melbourne, Australia. <https://www.semanticscholar.org/paper/Political-Participation-in-the-Social-Media-Moment%3A-Calder/e18fa18274a704c341eb31f24a6cf417de18d6b9>
- [10]. Mahmud, A., & Amin, R. (2017). Use of social networking media in political participation: A study on Dhaka university students. *Sociology and Anthropology*, 56, 481-488. <http://www.hrpub.org/download/20170530/SA7-19609093.pdf>
- [11]. Schmiemann, G. N. (2015, June 4). Social network sites and political participation: Attributes of the European Union's Facebook pages (BA Thesis). University of Twente, Enschede, The Netherlands. https://essay.utwente.nl/67151/1/Schmiemann_BA_MB.pdf
- [12]. Gibson, R. K., & McAllister, I. (2012). Online social ties and political engagement. *Journal of Information Technology & Politics*, 10, 21-34. <https://australianelectionstudy.org/wp-content/uploads/Gibson-McAllister-Online-Social-Ties-2013.pdf>
- [13]. Manika, D. P. (2016). Political participation and engagement via different online and offline channels. *International Journal of E-business Research*, 12, 1-22. <https://journals.sagepub.com/doi/pdf/10.1177/2158244019864484>
- [14]. Cantijoch, M., Cutts, D., & Gibson, R. (2012, July 10). Internet use and political engagement: The role of e-campaigning as a pathway to online political participation. The International Political Science Association, XXII World Congress, Madrid, Spain. <https://escholarship.org/uc/item/538243k2>
- [15]. Marco, S. D., Robles, J. M., & Antino, M. (2017). Reasons to participate: The role of political attitudes in digital activism. *International Review of Social Psychology*, 30, 131-140. https://www.researchgate.net/publication/317818786_Reasons_to_Participate_The_Role_of_Political_Attitudes_in_Digital_Activism
- [16]. Rainie, L., Smith, A., Schlozman, K. L., Brady, H., & Verba, S. (2012). Social media and political engagement. Washington, DC: Pew Research Center's Internet. <https://www.pewresearch.org/internet/wp>

- [17]. Siluveru, M. (2015). Social and digital media in political communication. *International Journal of Scientific Research*, 4, 768-770. [https://www.worldwidejournals.com/international-journal-of-scientific-research-\(IJSR\)/article/social-and-digital-media-in-political-communication/NTgxMw==/](https://www.worldwidejournals.com/international-journal-of-scientific-research-(IJSR)/article/social-and-digital-media-in-political-communication/NTgxMw==/)
- [18]. Stieglitz, S., Brockmann, T., & Xuan, L. D. (2012, July). Usage of social media for political communication. 16th Pacific Asia Conference on Information Systems (PACIS), Ho Chi Minh City, Vietnam. https://www.researchgate.net/publication/259703948_
- [19]. Biswas, A., Ingle, N., & Roy, M. (2014). Influence of social media on voting behavior. *Journal of Power, Politics & Governance*, 2, 127-155. http://jppgnet.com/journals/jppg/Vol_2_No_2_June_2014/7.pdf
- [20]. Hellweg, A. (2011). Social media sites of politicians influence their perception by constituents. *The Elon Journal of Undergraduate Research in Communications*, 2, 22-36. <https://www.elon.edu/u/academics/communications/journal/wp>
- [21]. Kalsnes, B. (2016). The social media paradox explained: Comparing political parties' Facebook strategy versus practice. *Social Media + Society*, 2, 1-11. <https://journals.sagepub.com/doi/abs/10.1177/2056305116644616>
- [22]. Raof, J. K., Zaman, H. B., Ahmad, A., & Al-Qaraghuli, A. (2013). Using social network systems as a tool for political change. *International Journal of Physical Science*, 8, 1143-1148. http://academicjournals.org/article/article1380533667_Raof%20et%20al.pdf

Dr. Anuradha Sharma, et. al. "Use of Digital Media and Political Participation." *IOSR Journal of Humanities and Social Science (IOSR-JHSS)*, 26(06), 2021, pp. 28-39.