A STUDY ON INFLUENCING VOTERS PERCEPTION

THROUGH SOCIAL MEDIA CAMPAIGN

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Abstract

The capacity to provide convincing statistics regarding clicks, use, engagement, likes, and shares is an advantage of social media in political campaigns. Data analytics are effective in targeting and tracking people and are beneficial to campaigns when creating social media content. Polling data is only a part of the information candidates require to be successful; social media analytics are critical in today's campaign. The researcher attempts to identify critical areas for improvement in the election campaign on social media through this study by involving voters in reviewing various social media platforms such as Whatsapp, Facebook, and Youtube.This will assist political parties in efficiently managing their election campaigns using social media in order to attract voters.

The convenience sampling method was utilised in the investigation. Multiple-choice questions were used to elicit responses from 150 Chennai voters. The acquired data was analysed using several statistical methods such as Karl Pearson's Correlation, the Chi-square test, and the One-way Anova test. Numerous fresh discoveries have been gathered from this research, which has aided in the provision of a few recommendations to better the election campaign on social media.

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*Eur. Chem. Bull. **2023**,12(Special Issue 1, Part-B), 4486-4496*

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INTRODUCTION

social media use in politics refers to the use of online social media platforms in political processes and activities. Social media platforms encompass websites such as Facebook, YouTube, Whatsapp and so on.Political processes and activities encompass all activities related to governing a country or region. Political organisation, global politics, political corruption, political parties, and political principles are all included.

According to Tom Murse (2019), writing for idea co., "the use of social media in politics...dramatically changed the way campaigns are run." In the field of communication studies, the useThe use of social media in politics is a recent phenomena. Political campaigns today employ social media to develop the candidate's political identity, educate and attract voters, and disseminate information, similar to integrated marketing operations in which branding and dialogue are crucial to success. According to Allison Gosman (2016), social media "has become a powerful mechanism for political campaigns to strategize their communication plans," resulting in the creation of shareable content that candidates and supporters may use to raise awareness, engage constituents, and solicit votes. Social media, when combined with traditional political analytics such as party affiliation and exit surveys, can help forecast voter behaviour. Understanding the various platforms--their reach, capacities, and mechanics--is critical for 21st-century politics.. This listicle provides titles, references and brief summaries for scholarly articles researching the evolution and trends of social media in political campaigns.

OBJECTIVES
PRIMARY OBJECTIVE

To study the election campaigning on social media – voter's reception of political

communication on Whatsapp, Facebook and Youtube.

SECONDARY OBJECTIVES

1. To know the most influencing digital media platform for election campaign.

2. To assess the impact of opinions on Social media by Political analysts/commentators in influencing the voters.

3. To identify the impact of advertising in YouTube to influence the voters.

4. To understand the most preferred political survey in twitter's digital survey.

5. To assess the performance of Election Commission in effectively monitoring social media posts during the campaign and elections

6. To make suggestions to improve the effectiveness of the election campaign on social media.

REVIEW OF LITERATURE

The use of online social media platforms in political processes and activities is referred to as social media use in politics.Websites such as Facebook, YouTube, and Whatsapp are examples of social media platforms. Political processes and activities encompass all activities related to governing a country or region. Political organisation, global politics, political corruption, political parties, and political principles are all included.

According to Tom Murse (2019), writing for idea co., "the use of social media in politics...dramatically changed the way campaigns are run." In the field of communication studies, the use of social media in politics is a relatively new phenomenon. Political campaigns today employ social media to develop the candidate's political identity and to educate voters, in a manner similar to integrated

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marketing campaigns where branding and dialogue are critical to success.and attract voters, and to spread information. According to Allison Gosman (2016), social media "has become a powerful mechanism for political campaigns to strategize their communication plans," resulting in the creation of shareable content that candidates and supporters may use to raise awareness, engage constituents, and solicit votes. Social media, when combined with traditional political analytics such as party affiliation and exit surveys, can help forecast voter behaviour. Understanding the various platforms--their reach, capacities, and mechanics--is critical for 21st-century politics. This listicle includes the titles, references, and brief summaries of scholarly papers that investigate the evolution and trends of social media in political campaigns.

SOCIAL NETWORKING IN BUSINESS

There are numerous methods for businesses to benefit from social networking websites, but we will concentrate on three. The first component of a firm that could benefit from a social networking website is employee recruitment. Sites like Monster.com enable many people looking for work and many firms looking for employees find each other. It's as simple as making your own résumé and distributing it. Monster.com then analyses your CV to the needs and goals that firms have put on their website and links the company with people who fulfil those criteria. or exceed their posted standards. This a lot faster and involves a more broad spectrum of resources for whichMarketing is another part of company that social networking websites have an impact on. With millions of people using social networking websites, what better method to sell your product than by purchasing advertising space on those websites? Millions of people will see your adverts if they are posted on a social networking website, whether through

banners or links. 1up.com is one such example. Many gaming companies are ready to spend thousands of dollars for advertising space because they know that gamers who visit the website will most likely learn about their product. Not only is online advertising more effective than commercial advertising such as TV commercials and publications, but it is also less expensive and reaches a wider audience.YouTube.com is an example of internet advertising efficacy, with experts estimating that "given its traffic levels, video streams, and page views, some have calculated that YouTube's potential revenues could be in the millions per month." YouTube (YouTube, 2020).

A search engine is a programme or piece of software that retrieves data, files, and information from a database or computer network. A Web search engine is made up of three major components. Web crawlers, indexers, and search engines are examples of these. Web crawlers are programmes that travel from page to page by utilising the Web's graph structure.In their early stages, such programmes were also referred to as wanderers, robots, spiders, fish, and worms, all of which are descriptive of Web images. Gautam (2004) Indexing is the process through which search engines store crawled material. It consists of three steps: parsing, indexing document (storing), and sorting. The purpose of searching is to give high-quality search results in a timely manner. For searching, the objective use a query evaluation procedure. (Page, 2018)

The first step is to develop a specific SEO strategy as part of the SEO planning process. In the second step, you carry out the essential steps outlined in the strategy. Then you analyse the SEO procedure before entering the optimisation phase and seeing the outcomes.For example, SEO strategy is not specific to all sorts of websites.The SEO strategy for different

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types of websites will differ, as will the time limit for the SEO campaign to provide the intended results. SEO strategy is further subdivided into phases based on SEO components. All of these methods can be combined into a single artefact known as an SEO plan. Content strategy, link building strategy, search engine marketing strategy, social media strategy, search engine targeting strategy, technological strategy, and so on are examples (Jerkovic J., 2019)**.**

DATA ANALYSIS AND INTERPRETATION

CHI- SQUARE TEST I – (ψ^2)

Chi-square is the sum of the squared difference observed (o) and the expected (e) data (or the deviation, d), divided by the expected data in all possible categories.

Null hypothesis (Ho): There is no relationship between the gender and the most influencing digital media to vote.

Alternate hypothesis (H1): There is relationship between the gender and the most influencing digital media to vote.

Case Processing Summary

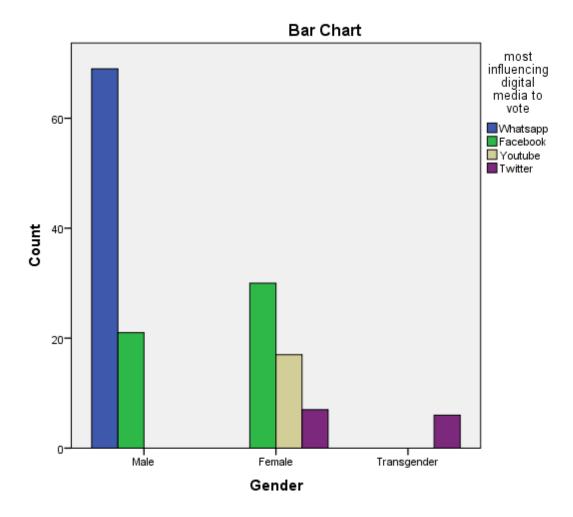|	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * most influencing digital media to vote	150	100.0%	0	0.0%	150	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	155.354[a]	6	.000
Likelihood Ratio	153.864	6	.000
Linear-by-Linear Association	100.634	1	.000
N of Valid Cases	150		

5 cells (41.7%) have expected count less than 5. The minimum expected count is .52.

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Gender * most influencing digital media to vote Crosstabulation

			most influencing digital media to vote				Total
			Whatsapp	Facebook	Youtube	Twitter	
Gender	Male	Count	69	21	0	0	90
		% within Gender	76.7%	23.3%	0.0%	0.0%	100.0%
		% within most influencing digital media to vote	100.0%	41.2%	0.0%	0.0%	60.0%
		% of Total	46.0%	14.0%	0.0%	0.0%	60.0%
	Female	Count	0	30	17	7	54
		% within Gender	0.0%	55.6%	31.5%	13.0%	100.0%
		% within most influencing digital media to vote	0.0%	58.8%	100.0%	53.8%	36.0%
		% of Total	0.0%	20.0%	11.3%	4.7%	36.0%
	Transgender	Count	0	0	0	6	6
		% within Gender	0.0%	0.0%	0.0%	100.0%	100.0%
		% within most influencing digital media to vote	0.0%	0.0%	0.0%	46.2%	4.0%
		% of Total	0.0%	0.0%	0.0%	4.0%	4.0%
Total		Count	69	51	17	13	150
		% within Gender	46.0%	34.0%	11.3%	8.7%	100.0%
		% within most influencing digital media to vote	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	46.0%	34.0%	11.3%	8.7%	100.0%

Degree of Freedom= (3-1) *(4-1)

$\qquad$ = 2*3= 6

Calculated value = 155.354

Tabulated value = 12.592

$\qquad$ Z = Z cal >Z tab

$\qquad$ Z== 155.354>12.592

Hence, the Alternate hypothesis [H1] is accepted

INFERENCE: Since the calculated value is greater than the tabulated value, we accept the alternate hypothesis and hence there is a relationship between the gender and the most influencing digital media to vote.

ONE-WAY ANOVA CLASSIFICATION

Null hypothesis (Ho):

$\qquad$ There is a significance difference between age and preference to know about the political news.

Alternate hypothesis (H1):

There is no significance difference between age and preference to know about the political news.

Descriptives

age

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Newspaper	50	1.04	.198	.028	.98	1.10	1	2
TV	59	2.00	.000	.000	2.00	2.00	2	2
News app	20	2.45	.510	.114	2.21	2.69	2	3
Social media	21	3.48	.512	.112	3.24	3.71	3	4
Total	150	1.95	.850	.069	1.81	2.08	1	4

Test of Homogeneity of Variances

age

Levene Statistic	df1	df2	Sig.
187.922	3	146	.000

ANOVA

age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	95.465	3	31.822	383.708	.000
Within Groups	12.108	146	.083		
Total	107.573	149			

Tabulated value = 2.70

Calculated value = 383.708

F = F cal >F tab   F= 383.708> 2.70

Hence, the alternative hypothesis [H1] is accepted.

INFERENCE:

We accept the alternate hypothesis since the calculated value is bigger than the tabulated value, and so there is no significant difference between age and preference to know about political news.

ANALYSIS USING KARL PEARSON'S CORRELATION

Correlation analysis is a statistical tool used to determine how closely two variables are related linearly. The degree of relationship between two variables is measured by correlation.

Null hypothesis (H0):

There is positive relationship between creating hashtags for trending in social media has been useful for digital campaign during elections in Tamilnadu and conversations among netizens influence voters during elections.

Alternate hypothesis (H1):

There is negative relationship between creating hashtags for trending in social media has been useful for digital campaign during elections in Tamilnadu and conversations among netizens influence voters during elections.

Correlations

		creating hashtags for trending in social media has been useful for digital campaign during elections in Tamilnadu	conversations among netizens influence voters during elections.
creating hashtags for trending in social media has been useful for digital campaign during elections in Tamilnadu	Pearson Correlation	1	.820[**]
	Sig. (2-tailed)		.000
	N	150	150
conversations among netizens influence voters during elections.	Pearson Correlation	.820[**]	1
	Sig. (2-tailed)	.000	
	N	150	150

**. Correlation is significant at the 0.01 level (2-tailed).

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$$r = \frac{N\sum XY - \sum X \sum Y}{\sqrt{N\sum X^2 - (\sum X)^2}\sqrt{N\sum Y^2 - (\sum Y)^2}}$$

rr = **0.820**

INFERENCE:

Since r is positive, there is a positive relationship between establishing hot hashtags on social media and digital campaigning during Tamilnadu elections, and talks among netizens affect voters during elections.

FINDINGS

➢ The majority of respondents say a digital media campaign impacted them to vote, and the majority of respondents say Whatsapp influenced them to vote.

➢ The majority of respondents feel that digital media plays a significant effect in voters' priorities.

➢

➢ The majority of respondents strongly agree that YouTube advertising influences voters.

➢ For political polls on Twitter, the majority of respondents choose digital polls.

➢ The majority of respondents strongly agree that the digital survey provides accurate results at the end of the election.

➢ The majority of respondents agree that memes influence voters to vote for a specific party.

➢ The majority of respondents agree that political analysts and commentators on social media affect voters.

➢ The majority of respondents strongly agree that prior political issues published on social media influence voters.

➢ The majority of respondents agree that online conversations impact voters during elections.

➢ Most respondents strongly agree that third-party firms manage social media material for political parties, and that trending postings are purposefully produced to influence voter views.

➢ The majority of respondents strongly believe that the election commission monitored social media posts efficiently during the campaign and elections.

➢ The majority of respondents believe that they prefer to learn about political news from television.

➢ The majority of respondents strongly feel that political advertisements seen on social networking sites and search pages will result in any changes.

➢ The majority of respondents agree that generating content videos about the party will affect people.

➢ The majority of respondents strongly think that developing hashtags for trending on social media has been beneficial for digital campaigning during the TN elections.

➢ The majority of respondents believe that Whatsapp is the most influential social media handle in terms of its influence on Tamilnadu voters.

➢ The majority of respondents take a passive role in political conversations on social media.

➢ The majority of respondents agree that social media

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➢ The majority of respondents believe that social media campaigns are unavoidable for political parties.

➢ The majority of respondents said they voted in the recent assembly elections.

➢ The majority of responses are between the ages of 22 and 30.

➢ The majority of responses are men.

➢ The majority of responses are recent graduates.

SUGGESTIONS

☐Conduct regular digital surveys and opinion polls as it gives accurate result in end of the election. ☐Video content should not be overlooked. You should not only use video content on platforms like Instagram, Twitter, and Facebook to make your election campaign postings more appealing, but you should also develop a YouTube channel. You can share films from your election campaign tour as well as important messages with your fans. Encourage your election campaign's followers to share the word in order to increase your social following. This is especially significant during political fundraising periods.

Creating hashtags for social media trending, as it has been effective for digital campaigning during TN elections. Ask your followers for good or negative input on your political campaigns. It's a quick method to get a sense of what's essential to political campaign supporters and detractors. It also demonstrates to your followers that you are concerned about their wants and requirements. Messages should be varied on each social media channel. Twitter is not the same as Facebook, and Facebook is not the same as Instagram. Each social networking site has its own posting style that most people adhere to, so you must ensure that your political campaign posts do as well**.**

CONCLUSION

The internet has created channels of communication that play a key role in circulating news, and social media has the power to change not just the message, but the dynamics of political corruption, values, and the dynamics of conflict in politics.

Through the use of social media in election processes, global conflict, and extreme politics, diplomacy around the world has become less private and susceptive to the public perception.

This study has been undertaken to study the election campaigning on social media – voter's reception of political communication on Whatsapp, Facebook and Youtube. For this purpose, responses from the 150 voters in Chennai have been collected and analyzed. Based upon the findings out of the research, few valuable suggestions have been given to improve the election campaign on social media.

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