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NEW TRENDS IN ELECTION CAMPAIGN IN INDIA

(A study on voters in Sagar M.P.)

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ABSTRACT

The digital world is expanding, driven by growth in several key categories across the board. It is also to be seen that Social Networking is the key driver for mobile and PC surfing in India. This again is by majority of the audience that is less than 34 years of age. It explains that the young generation is leading the Internet revolution in India. The growth and future prospects of Internet in India is bright and going by the current trends, India being one of the Internet superpower is not a farfetched dream at all. India is quickly evolving as one of the Major growth drivers in the world besides the growth India is also known various trends that it has set in the online space. New Changing trends in election campaign come out after Internet revolution in India. India is at the number 2 Spot after China with more



than 75 million unique users in Asia. Since the Internet age began, communication has evolved from social media to chat rooms and instant messaging. Social Media tools such as Twitter, Face book, YouTube, Instagram and other network are now allows politicians to communicate faster and reach to their voters. The present study is to propose to analyze the rise of Internet in India Influence in Indian election campaign.

KEYWORDS: Internet, Election Campaign, Face book and twitter, WatsApp, Social Media.

INTRODUCTION

There are 978 million mobile and 140 million

Smart phone connection, with 243, million active internet and 118 million social media users in India. The top four metros continue to account for almost half of the social media in urban India. Usage of social media in rural India has grown by 100% during the last one year with 25 million users residing in that belt. However, urban India registered a relatively lower growth of 35% with the total Number of users at 118 million as on April 2015. The largest segment accessing Social media consists of the college going students with 34% followed by young men at 27%. School going Children constitute 12% of social media users.

College- going students and young men still form 60% of the social media users in urban India. 61% of these users access social media on their mobile device. The modern political system is more based on this premise and thus, different political parties try to have an access over different media of reach and access of the masses. They make use of modern technology to advance their aims and objects while doing so they also, indirectly, become the modernizing instrument. For creating political interest they use such modern items as the loudspeakers, mobile, propaganda vans, Printed material and other Such material. The campaigns of Various political parties in the developing Countries help in modernization both technological as well as organizational as the people of developing countries have unquenched thirst for