

# Impact of Media on Voter's Behavior in India: An analysis of General Election since 2014

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## Abstract

Now days the Internet has play a prominent role in daily life. The people are expressing their thought by using the internet. Digitalization of the world has provided a platform to the people by which they get the world information in sitting at home. The politics has not excluded from this digitalization process, in recent time the politicians are used this internet as platform through which they share their views and gets information about the peoples wanting. The social media play as a role like a bridge through this the people and politicians are connected. Because of this media the common men are easily known about the various program and policies of government, and this media a play a crucial role during the election time, the political parties are use this media as a tools of political campaigns through this media, the parties are try to influence to the peoples and the voters also know about the parties policy by this media. In this research paper I would try to examine the impact of the media in politics particularly in election time in India since 2014 general election.

**Keywords:** Media, Election, Digitalization, Voters, Information.

## Introduction

The media is the fourth pillar of the democracy. It has been play significance role in influencing on the human minds. Now day the media play a pivotal role in human life. In this 21<sup>st</sup> century the human being more dependent on media for any information so we can say that, the media now a part of our daily life and the politics also include in this trend today. This media play crucial role in political communication especially during the election time; both print media as well as electronic and social media. In India the people also use the media for information. Traditionally the people of India used newspaper and now because of globalization and technological development and digitalization of India the electronic and social media are used by Indians very much. In India the media also play dominated role in the environment of politics. In recent time 2014 and 2019 general election of India was the witness of the role of media in politics. The political parties especially the candidates are used

the media during the election time for influence the voters. In this study I try to highlight the impact of media in the voter's behaviour especially since 2014 general election.

## Theory of Voting Behaviour

The study of voting behaviour is an important aspect of the modern political research and theory. Voting as such is a function which is most important for the voters, the candidate and students of politics. The adult people uses the 'Voting' is a way through which voters are expressing their agree and disagree of various lawmaking decision, policies and agenda of several political parties and the finiteness of the candidates those are engaged in election procedure being a representatives of the people. So voting is an important aspect of democratic politics and voting also play a key role in the time of decision making process in a democratic state. On the other hand, **Richaed Rose and Harve Massavir** point out, "voting covers six important functions:-

1. It involves individual's choice of governors or major governmental policies;
2. It permits individuals to participate in a reciprocal and continuing exchange of influence with officeholders and candidates;
3. It contributes to the development or maintenance of an individual's allegiance to the existing constitutional regime;
4. It contributes to the development or maintenance of a voter's disaffection from existing constitutional regime;
5. It has emotional significance for individuals; and
6. For some individuals it may be functionless i.e. devoid of any emotional or political significant personal consequences". ([www.iosrjournals.org](http://www.iosrjournals.org))

Voting is such an important task for voters, candidates and political students. The study of voting behaviour has been considered the most important part of existing political research.

## Voting Behaviour

**Samuel S. Eldersveld** in his paper on 'Theory and Method in Voting Behaviour research' explain that "The term 'voting behaviour' is not new. But it has been used of late to describe certain areas of study and types of political phenomena which previously had either not been conceived or were considered irrelevant." And he also said "Voting behaviour is not limited to the examination of voting statistics, records and computation of electoral shifts and swings, but it also involves an analysis of individual psychological processes and their relation to political action as well as of institutional patterns, such as the communication process and their impact on elections". **Plana and Riggs** "Voting Behaviour is a field of study concerned with the ways in which people tend to vote in public elections and reasons why they vote as they as they do." **Gordon Marshall** "The study of voting behaviour invariably focuses on the determinants of why people vote as they do and how they arrive at the decisions they make". **Oinam Kulabidhu** "Voting behaviour may be defined as the behaviour that explicitly

reflects voter's choices, preferences, alternatives, ideologies, concerns, agreements, and programmes in respect of various issues, questions pertaining to the society and nation". **Stephen Wasby** "The study of voting behaviour involves an analysis of individual psychological make-up and their relation to political action as well as institutional patterns, such as the communication process and their impact on elections". Voting behaviour is a study of human behaviour in an election process. It is studied the minds of millions of people who participated in the political process as an election. This creates an important area in political science (Zahida and Younis, 2014) where belief can be measured and evaluated systematically and qualitatively. The study of voting behaviour forms the most important inclusion of dynamic research. Man is a rational being in the philosophical sense of the word; he is not very sensible in the areas of his economic or political behaviour. A strong inquiry into electoral conduct demonstrates the astonishing fact that voter morality is influenced by a number of irrational factors such as class, money, language, local issue, personality, leadership, religion, and so on. It has an impact on the minds of voters. The role of these irrational organizations can be discovered or seen in the event of a powerful political student focusing on his or her interest in how the election results are obtained. This knowledge applies to all spheres of democracy and as a result, India is no different. However, maintaining a case of Indian voting code, Prof. V.M. Sirsikar are good observers, he said "It can be said that India has achieved a stable government; but methods of mass exploitation, castes influenced by a few fears and the Prime Minister's attractive capture did not participate in the process "

### **Impact of Media on Voting Behaviour**

The present society is a digital society, where role of the internet and media very crucial and dominated over the society. The people used to internet and media for the information. Because of the emerging of this media and internet the communication gaps has been reduced and media also play a important role in politics especially during the election time. Now the voters as well as political party both used and depend upon the media for information. The voters use media for learning about the political party as well as candidate who is contesting in election. The political party and candidate depend on the media for know about the demand of the voters and they try to influence to the voters. No doubt due to develop of the social media which is provide a platform to the voters, where they raise their voice and demand the wanting, so it is an important source of information for the voters as well as candidate. In 2008 the presidential election US the former president Barak Obama set a trends by use of social media in his election campaign. After US election in 2008 the most of the political parties as well as candidate use the social media or other type of media for the election campaign and India also follow this path since 2014 general election. The most of the political party in India like BJP, CONG, AAP, BJD, etc. are use the media house for through which they can reach the heart of the voters.

## Role of Media in Election; Since 2014

Media has enabled immediate communications between candidates, supporters and voters of their locality. This is an attempt to find out the role of media in election campaigning in 2014 and 2019 general election in India the largest democracy in world. After the success of AAP in Delhi assembly election 2013 by use of social media, the trends set in India. The other political party has come to this track. The general elections of 2014 and 2019 in India has witness the use of media house especially the social media by the political parties and voters. The political party try to influence the young generation especially the first time voters by the social media those are very active in social media. In 2014 the first time voters was 50% of the total voters. In this election the political parties are actively use the media and they also done their election campaigning and others election program most of by media. The parties were using various social media side like twitter, face book, instagram etc. since 2014 general election. In 2014 BJP has 10.7 million followers on twitter now which has increased to 43.2 million, INC has 4.96 m. now it has 10.6 m, AAP has 4.79 m now 15.7 m and BJD political party now 300k followers in twitter. Similarly in face book the BJP, CONG., AAP are followers 10.6k, 249k, 930k respectively. The political leaders like Narendra Modi has the largest nuber of followers in twitter now 69.9 m. and Rahul Gandhi 19.4m, Aravind Kejriwal 22.8m followers in twitter. Now the government also use the social media account for know about the problem of the people. The NDA government lead by Modi Prime Minister has much active in social media. The PM and other minister has actively use the social media and update everything which is done by the government like various program and policy, so that the people are easily know about the government and government agenda.

## Conclusion

The digital India provide a platform to the politics through which the ruling class and ruler class, politician and voters everyone has get the information about the politics and various political program. During the election time this media has play pivotal role through which the party and candidate try to influence to voters and the electors know about the candidate and the political party because of which they can easily chose their government. The media also play a role of the voting behaviour determinant. In this I conclude especially the role of the media since 2014 general election. The political parties as well as voters both are now actively use the media and social media during the election time. Now days the social media is a platform where the political parties are present their performance and they through this try to win the heart of the voters during the election time.

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