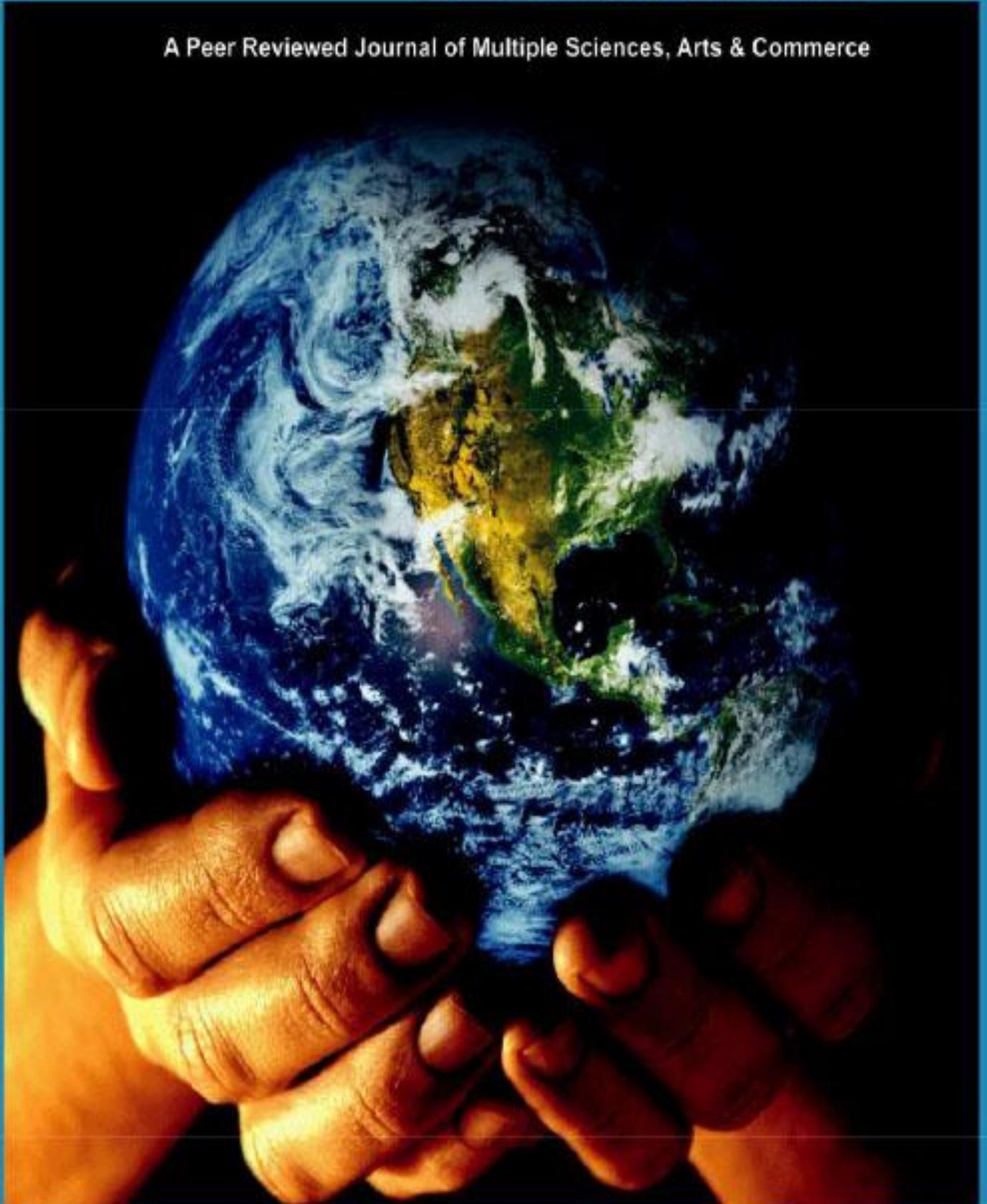


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# RESEARCH FRONTS

A Peer Reviewed Journal of Multiple Sciences, Arts & Commerce



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*From the Desk of Chief Editor...*

*It is a matter of proud privilege for me to place before the Indian academia the 8<sup>th</sup> volume of **Research Fronts (2018)**, one of the most regular journals in our country. Over the years, scholars from various universities have been highly appreciative of our attempt, to not only regularly publish and but also improve the quality of a research journal, being brought out from a mufassil college in a backward region. Contextually, it needs emphasis that I have succeeded in my endeavors, to a large extent, because of my **alma mater, The Jawaharlal Nehru University, New Delhi**. Despite shockwaves created by vested interests, the university is internationally recognized for scientific vision, academic freedom, interdisciplinary research and high quality of knowledge production. The **peer group** formed during my formative years in **CSRD/SSS/JNU**, are now noted academicians in various universities of our country. Whenever I requested for quality research papers for our journal, they never disappointed me. However, this 8<sup>th</sup> volume was hurriedly planned and executed, hardly within three months. Consequently, I could get response only from my JNU fraternity as well as from Indore University.*

*I, therefore, take an opportunity to highlight some of the salient features of the papers including areal coverage of the contributing universities as well as the disciplines. **One**, this volume contains **10 articles** from multiple disciplines of **Geography, Economics and Business Administration**. **Two**, the very first article, **Richard Hartshorne: A Biographical Sketch and Academic Pathways** is an outstanding piece of work, from the stature of a world class geographer that may encourage others to follow. Article on **Cultural Studies** will acquaint the readers with the emergence of a new discipline in the western world. Space and place may be considered as the **raison d'être** of geography. In this context, paper on **Space Imagination** interrogates the philosophy in a very simple language. Similarly, paper on **Social Justice through Quota in India**, conceptually rooted in the philosophies of social welfare provides some newer insights about it. Similarly, **all other papers** rooted in local/regional issues are also immersed in scientific rigour, employing appropriate methodologies and have their own great value.*

*Three*, it is a national level publication in terms of its geographical coverage of articles received from *North India* (3), *East India* (2), *West India* (2) and *Central India* (3). *Four*, the institutions involved are *Jamia Millia Islamia*, New Delhi, *ITS Engineering College*, Greater Noida, *The Maharaja Sayajirao University of Baroda*, Vadodara, *Shivaji University*, Kolhapur, *Devi Ahilya Viswavidyalaya*, Indore, *Calcutta University*, Kolkata, and *Ravenshaw University*, Cuttack. The overall improvement in the quality of research production and geographical coverage of articles in this volume ostensibly reflect that the journal has come out of its stage of infancy, and can rightly claim its national status.

I am highly thankful to all the contributors who have sent their scholarly works for publication as well as promptly revising them according to reviewer's comments. I am extremely obliged to my friends, Shri Mumtaz Khan (New Delhi) and Prof. Gyan Prakash (Indore), for their kind help and consistent encouragement, over the years, for improving the quality of publication besides reviewing the papers and suggesting the required changes.

I am extremely thankful to our Principal Dr. R. N. Singh for his patronage, inspiration and encouragement in this noble effort. I highly appreciate the academic and moral support of my enthusiastic colleagues, Dr. Shailendra Singh and Dr. Sanjay Thiske, the editor and associate editor respectively. I extend my special thanks to Dr. Pramod Kumar Mahish and Shri Raju Khunttey, both assistant editors, for extending their technical know-how in setting, formatting and converting the word files into pdf ones, so that we may be saved from the blunders of unprofessional printers of this small town. However, as Chief Editor of the Journal, for any lacunae, the sole responsibility lies in me. Moreover, suggestions for improvement in the quality of the journal would be highly appreciated.

Krishna Nandan Prasad

## **The Influence of Social Media on the Voters Perception : An Empirical Study**

Shakti Prakash\* and Apurva Srivastava\*\*

### **Abstract**

The revolution in social media is rapidly changing the world and that includes elections too. US presidential election 2016 has been crowned as the “social media election” as it marks a turning point in political campaigning. This paper examines that Social media is going to play an important role in Indian politics. As per the analysis young generation spending maximum time on social media and they are the target segment for the political parties to make effective campaigning strategies on social media. One of the interesting outcomes of study was domination of social media on traditional media. The result indicates an alarming situation for traditional media. According to voters maximum traditional media like TV and news paper are highly influenced by political parties and not giving authentic information. Analysis also indicates that respondents are preferring social media due to cheapest & fastest way to express their ideas and reactions, a person can get detail information by videos and other ways by their own specific choices, on social media a person can share their own sentiments to others, it gives options to like, dislike, comments or shares the information to others, it is bilateral way of communication however traditional media is only one sided way of communication. The finding also indicates that adults believe that social media kills a lot of time. However young generation’s thoughts are not matching with adults voters. Majority of voters ranked first to the facebook and ranked second to whatsapp, while youtube and twitter ranked third and fourth respectively. This study also reflects that facebook and whatsapp will be future campaigning tools for the political parties in Indian elections and going to play a major role in Indian politics. The study also reflects that majority of male & female voters like to “rational and entertaining” type of appeal in videos or other ways of messages on the sources of social media. Whereas young respondents are like to “entertaining and emotional” type of appeal in the videos and messages. However adult voters prefer “rational and entertaining” appeals in video and messages in the sources of social media.

**Key Words:** Social Media, Voters Perception, Indian Politics, Facebook, Whatsapp, Twitter, YouTube

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## **Introduction**

Social media plays an important role in the circulation of information about public policy and politics. In the 2016 presidential campaign of TRUMP proved the benefits of using social media for political campaigns. Nearly every aspect of that campaign used social media to advance its message to supporters including advertising, advance work, organizing in all states, and fundraising. Facebook, YouTube and especially Twitter were used to let TRUMP supporters know how he felt about important issues.

The upcoming Lok Sabha elections in India .social media like Facebook, whatsapp, youtube, Twitter, Instagram & Snapchat are going to play a vital role. All major Indian political parties have their online presence through social media networks like Facebook Youtube Twitter and social app whatsapp. Social networks give the opportunity for everyone to participate, interact in the social media election campaigns and also become political activists. It also gives them more information about the candidates and therefore helps in choosing them wisely. Due to the larger number of young age people on social networking sites, Indian politicians realized that only way to reach the target audience is the use of social media,

According to a recent report of Statista, China ranked first in a top of countries with most internet users. At present India is ranked second. In 2017, India had 331.77 million internet users. This figure is projected to grow to 511.89 million internet users in 2022 and it will reach 407.11 million till 2019. Despite the untapped potential, India already is the second-largest online market worldwide. The majority of India's internet users are mobile phone internet users, who take advantage of cheap alternatives to expensive landline connections that require desktop PCs and infrastructure. As of 2016, India had 320.57 million mobile phone internet users and forecasts estimate 492.68 million Indian mobile phone internet users by 2022 and 407.11 million internet users in year 2019.

However social network users' growth data shows that from 2015 to 2022. In 2019, it is estimated that there will be around 258.27 million social network users in India, up from close to 168 million in 2016. The most popular social networks in India were YouTube and Facebook, followed by social app WhatsApp. Facebook is projected to reach close to 319 million users in India by 2021.

This statistic presents the social network penetration in India. As of the third quarter of 2017, the most popular social network was YouTube and Facebook with a 30 percent penetration rate each. WhatsApp was ranked third with 28 percent each.

India ranks second among countries with the most Facebook users, accounting for 11 percent of global Facebook audiences in April 2017. January 2017 data puts the active social networking penetration in India at only 14 percent of the population - one of the lowest rates worldwide. In 2019, the number of Facebook users in India is expected to reach 243 million, up from 194.11 million in 2017.

## **2. Literature Review**

Social media is information network and information technology using a form of communication utilizing interactive and user-produced content, and interpersonal relationships are created and maintained. Typical social media network services could be content sharing, web communities, and Internet forums. Biswas, Ingle & Roy. At least five major features are easy to identify: 1. Social networking and social interaction 2. Participation 3. The use of different providers (e.g. search engines, blogspaces, etc.) 4. Openness 5. Collaboration (between both users and user groups)

Social networking sites can be described as networks of friends for social or professional interactions (Trusov et.al, 2009). Indeed, online social networks have completely changed the spreading of information by making it easy to share and digest information on the internet (Akrimi & Khemakhem, 2012). Social media has also influenced consumer behavior from information acquisition to post purchase behavior such as dissatisfaction statements or behaviors (Mangold & Faulds, 2009) and patterns of Internet usage (Laroche et al., 2012).

The study found that young people tend to get political information from social media more than any other age group. It is becoming clear that online tools play a significant role in shaping public opinion and setting political agendas (Wallsten, 2007; Woolley et al. 2010).

Most of us know social media from its different tools and communities. Facebook, MySpace, YouTube, Flickr and Wikipedia are the most famous. The tools of social media – we can also call them “Web 2.0” tools – developed quickly, and new tools, functions, and services are born every day. 2.2. Impact of Social networking Site on Indian youth Social networking phenomenon has emerged over the past ten years. In that time, social networking sites (SNS) have grown from a niche to a mass online activity, in which tens of millions of internet users are engaged, both in their leisure time, and at work.

The increasing dependence on technology for basic communication also highlights the importance of analyzing how SNS are affecting daily processes. Sites like Face book,

Friendster and LinkedIn are influencing the way users establish, maintain and cultivate a range of social relationships, from close friendships to casual acquaintances in Journal of Power, Politics & Governance, Vol. 2(2), June 2014 2.3. Importance of Social Media in Indian Politics For politician, the coming lok sabha election is not about getting elected; it is about getting socially elected. Social media has changed the way people think, write and react but political pundits believe it has also influence the way people vote.

Most of the political parties are aware of the pulse and the impulse of the public on social media timelines, which is why more and more politician are realizing the importance of social media as an electoral tool. As a result, for the general election, digital strategies have become central to planning political rallies and party manifesto are no longer conspiracies of a coterie but are laid bare in the public eye, if not crowd-source to voters at large. Canvassing demand a party's interactive presence on social platform like twitter, Facebook, You tube, Google plus.

### **Objectives of Study**

1. To analyze the relative frequency of social media usage in relation to gender and age.
2. To determine the pattern (habits) and time devoted to social media among the different sections of population.
3. To analyze the factors of social media & traditional media affecting the perception of voters.
4. To determine the relative attention attracting potential gives media (facebook,whatsapp,youtube and twitter).
5. To analyze impact of type of message appeals (Humorous, Emotional & Rational) on voters, used in social media.

The paper is organized as follows - Section 1 deals with Introduction, Section 2 presents Review of Literature, Section 3 discusses about adopted Research Methods, Section 4 provides Empirics followed by Conclusion in Section 5.

The hypothesis of study

H01: There is no Influence and effect of social media on voters on the basis of age and gender

H02: No impact of type of appeal on voters used in social media

### Research Methodology

A survey of 200 persons were conducted in cities of Gautambudha Nagar, Faridabad and Ghaziabad. These cities were selected to get a balance view from a cross section of people to make the study more representative. Age considered as young 18 to 25 years and above 25 years considered as adult. Websites Magazines and journals were to supplement the primary data collected from the sample. The questionnaire comprised open, close ended & multiple choice questions & Likert scales used for behavioral questions.

### Empirics

The data collected for pattern (habit) of visit to social media in a week are arranged in the Table- 01 & 1.1 with respect to the different demographic variables gender and age. It is interesting to note that table -01 shows that there is significance difference ( $\chi^2 = 7.330$  and  $p \leq .05$ ) it indicate that male voters are using more frequently the pattern (habit) of visit to social media in a week, as compare to female voters. (84%) male respondents are devoting more than expected time on social media in the pattern of “daily and Leisure viewer (holidays)”. On the other hand 80.5 % female respondents are devoting maximum time on “daily and Causal” pattern on social media.

Table No: 01 Pattern of visit to social media in a week

Gender * Cross tabulation								
			Visit				Pearson Chi-Square	Value
			Daily	Causal	Leisure viewer	Total	Value	<i>P</i>
Gender	Male	Count	75	20	33	128	7.330 <sup>a</sup>	.026
		Expected Count	70.4	27.5	30.1	128.0		
		% within gender	58.6%	15.6%	25.8%	100.0%		
	female	Count	35	23	14	72		
		Expected Count	39.6	15.5	16.9	72.0		
		% within gender	48.6%	31.9%	19.4%	100.0%		
Total	Count	110	43	47	200			
	Expected Count	110.0	43.0	47.0	200.0			
	% within gender	55.0%	21.5%	23.5%	100.0%			

However table 1.1 shows in case of young and adult respondents that 84.4% young generation is devoting more than expected time on social media in the pattern of “daily and Leisure viewer( on holidays)” comparatively adult respondents (82.2%).

Table No: 1.1 Pattern of visit to social media in a week  
**Age \* Visit Cross tabulation**

			Visit			Total	Pearson Chi-Square	Value <i>p</i>
			Daily	Causal	Leisure viewer		Value	
Age	Young	Count	65	18	33	116	5.883 <sup>a</sup>	.053
		Expected Count	56.8	19.1	40.0	116.0		
		% within Age	56.0%	15.5%	28.4%	100.0%		
	Adult	Count	33	15	36	84		
		Expected Count	41.2	13.9	29.0	84.0		
		% within Age	39.3%	17.9%	42.9%	100.0%		
Total	Count	98	33	69	200			
	Expected Count	98.0	33.0	69.0	200.0			
	% within Age	49.0%	16.5%	34.5%	100.0%			

Chi test shows there is no significance difference  $p > .05$  in cases of age. It indicates young & adult voters are devoting time on social media in same pattern in a week and with different percentages.

The second aspect regarding the duration of devotion spent on social media by the respondents. In order to investigate this aspect, the respondents were asked to indicate the time they spend on social media. Later on the duration was divided into four categories. Then the results were arranged with respect to different demographic variables.

Table No-02 Duration of Time Devotion

<b>GENDER * Cross tabulation</b>								Pearson Chi-Square	Value <i>p</i>
			TIME DEVOTION IN MINUTES				Total		
			15.00	15-30	30-60	60-MORE			
GENDER	Male	Count	10	21	42	55	128	1.408 <sup>a</sup>	.704
		Expected Count	11.5	19.2	40.3	57.0	128.0		
		% within GEN	7.8%	16.4%	32.8%	43.0%	100.0%		
	Female	Count	8	9	21	34	72		
		Expected Count	8.0	9.0	21.0	34.0	72.0		

		Expected Count	6.5	10.8	22.7	32.0	72.0		
		% within GEN	11.1%	12.5%	29.2%	47.2%	100.0%		
	Total	Count	18	30	63	89	200		
		Expected Count	18.0	30.0	63.0	89.0	200.0		
		% within GEN	9.0%	15.0%	31.5%	44.5%	100.0%		

As the table No 02 indicates there is no significant difference in the time devoted by male and female (gender factor) respondent to social media. ( $\chi^2 = 1.408$  and  $p > .05$ ) one interesting outcome indicates that maximum male and female respondents were devoting more than one hour time in a day on social media.

Table No-2.1 Duration of Time Devotion

AGE * TIME Cross tabulation									
			TIME DEVOTION IN MINUTES					Pearson Chi-Square	Value
			15.00	15-30	30-45	45-MORE	Total	Value	<i>p</i>
AGE	Young	Count	6	10	41	59	116	23.307 <sup>a</sup>	.000
		Expected Count	8.7	21.5	32.5	53.4	116.0		
		% within AGE	5.2%	8.6%	35.3%	50.9%	100.0%		
	Adult	Count	9	27	15	33	84		
		Expected Count	6.3	15.5	23.5	38.6	84.0		
		% within AGE	10.7%	32.1%	17.9%	39.3%	100.0%		
Total	Count	15	37	56	92	200			
	Expected Count	15.0	37.0	56.0	92.0	200.0			
	% within AGE	7.5%	18.5%	28.0%	46.0%	100.0%			

Table-2.1 shows the analysis of age factor reveals there is significance difference among young and adult respondents ( $\chi^2 = 23.307$  and  $p \leq .05$ ) table No 2.1 also shows that young generation is spending more time as compare to expected time and result also indicate that young generation spending more than one hour on social media. This means young generation is the main target segment for the political parties to make effective campaigning strategies on social media. However the result was just opposite in case of adult respondents. The time spent on social media was less than expected time.

Table No-03 shows that social media is dominating traditional media in coming time, both male and female respondents preferring facebook and whatsapp as compare to TV, and newspaper reading. 82% male and 76.4% female respondents prefer social media.

Table No-03 Social Vs Traditional media

GENDER * Cross tabulation									
			Social Vs Traditional media					Pearson Chi-Square	Value
			Facebook	Whatsapp	TV	News Paper	Total	Value	<i>p</i>
Gender	Male	Count	70	35	12	11	128	3.067 <sup>a</sup>	.381
		Expected Count	65.9	36.5	15.4	10.2	128.0		
		% within GEN	54.7%	27.3%	9.4%	8.6%	100.0%		
	Female	Count	33	22	12	5	72		
		Expected Count	37.1	20.5	8.6	5.8	72.0		
		% within GEN	45.8%	30.6%	16.7%	6.9%	100.0%		
Total	Count	103	57	24	16	200			
	Expected Count	103.0	57.0	24.0	16.0	200.0			
	% within GEN	51.5%	28.5%	12.0%	8.0%	100.0%			

TABLE 3.1 Preference of voters

AGE * TIME Cross tabulation									
			TIME					Pearson Chi-Square	Value
			Facebook	Whapsapp	TV	News Paper	Total	Value	<i>p</i>
AGE	Young	Count	65	34	11	6	116	4.849 <sup>a</sup>	.183
		Expected Count	59.7	33.6	13.3	9.3	116.0		
		% within AGE	56.0%	29.3%	9.5%	5.2%	100.0%		
	Adult	Count	38	24	12	10	84		
		Expected Count	43.3	24.4	9.7	6.7	84.0		
		% within AGE	45.2%	28.6%	14.3%	11.9%	100.0%		
Total	Count	103	58	23	16	200			
	Expected Count	103.0	58.0	23.0	16.0	200.0			
	% within AGE	51.5%	29.0%	11.5%	8.0%	100.0%			

Similar results reveal in case of age factor, 85.3% young and 71.9% adult both respondents like facebook and whatsapp as compare to traditional media TV and news paper. As chi test

shows there is no significance difference in both gender and age factors. This result indicates an alarming situation for traditional media.

The next research set of questions asked to respondents' regarding analyze traditional Vs social media. The first statement asked to respondents to know the "political influence" on traditional media like TV and news paper, Z test shows a significance difference both young and adult respondents have same thinking but adults are more in favor of this statement . The outcome was very surprising the mean score of both young and adult was above 4.5 which show highly positive response from respondents. It means respondents were highly trusting on social media as compare to traditional media like TV and news paper. They also believe that traditional Medias are highly influenced by political parties and they are not giving authentic information.

**Table no: 04 Perception of voters**

S.N	(Attributes) Statements	MEAN VALUE		Z
		Out of (Max5 to Min 1)		
		Young	Adult	
1	Most of traditional media is "politically influenced" so that you are not getting authentic news	4.57	4.83	10.84608
2	You can get detail information by videos and other ways of messages by your own specific choices	4.39	4.14	9.441041
3	You like social media because you can share your sentiments to others	3.94	4.33	5.330978
4	You like social media due to cheapest & fastest way to express your reactions also	4.20	4.04	7.814364
5	It is bilateral way of communication however traditional media is only one sided. It gives options to like, dislike, comments or shares the information to others	4.59	3.25	19.11516
6	Social Media kills a lot of time	2.31	4.70	10.1756

On the other hand in the response of next question, respondents liked social media due to cheapest & fastest way to express their reactions. A person can get detail information by videos and other ways by their own specific choices. On social media a person can share their own sentiments to others. It gives options to like, dislike, comments or shares the information to others. It is bilateral way of communication however traditional media is only one sided way of communication. In the response of last statement "Social Media kills a lot of time" z test shows a significant difference at 5% level of significance between the opinions of young

and adult. Young generation is not thinking that Social Media kills a lot of time. On the other hand adults are thinking that social media kills a lot of time.

Table 05 & 5.1 illustrates the ranking of respondents with respect to the attractiveness of major social media. When asked to rate the relative attractiveness, majority went to facebook and whatsapp.

**TABLE05 Preference of voters**

Gender * Cross tabulation									
			Social Media					Pearson Chi-Square	Value <i>p</i>
			Facebook	Whatsapp	Youtube	Twitter	Total	Value	
Gender	Male	Count	54	41	23	10	128	606 <sup>a</sup>	.895
		Expected Count	53.1	39.7	25.0	10.2	128.0		
		% within Gender	42.2%	32.0%	18.0%	7.8%	100.0%		
	Female	Count	29	21	16	6	72		
		Expected Count	29.9	22.3	14.0	5.8	72.0		
		% within Gender	40.3%	29.2%	22.2%	8.3%	100.0%		
Total	Count	83	62	39	16	200			
	Expected Count	83.0	62.0	39.0	16.0	200.0			
	% within Gender	41.5%	31.0%	19.5%	8.0%	100.0%			

Goodness of fit test further demonstrated that facebook and whatsapp are considered the most attractive social media and whatsapp by all segments of the population. Youtube and twitter is ranked third and forth respectively. The results also show that facebook and whatsapp will be future tools of campaigning for the political parties in Indian elections.

**TABLE No: 5.1 Preference of voters**

AGE * Cross tabulation									
			TIME					Pearson Chi-Square	Value <i>p</i>
			F	W	Y	T	Total	Value	
AGE	Young	Count	49	39	20	8	116	2.597 <sup>a</sup>	.458
		Expected Count	48.7	36.0	20.3	11.0	116.0		
		% within AGE	42.2%	33.6%	17.2%	6.9%	100.0%		
	Adult	Count	35	23	15	11	84		
		Expected Count	35.3	26.0	14.7	8.0	84.0		
		% within AGE	41.7%	27.4%	17.9%	13.1%	100.0%		

	Total	Count	84	62	35	19	200		
		Expected Count	84.0	62.0	35.0	19.0	200.0		
		% within AGE	42.0%	31.0%	17.5%	9.5%	100.0%		

Thus, facebook and whatsapp were considered both an informative and attractive for the upcoming elections and going to play a major role in Indian politics in upcoming time in India. Table No-06 Shows 72.6 % male respondents like entertaining and rational type message appeal in video or other ways of messages in social media on the other hand female respondents have also similar type of opinion 76.4 % respondents likes entertainment and rational type message appeal in video or other ways on social media and chi test shows

**TABLE No-06**  
**TYPE OF MESSAGE APPEAL**

<b>GENDER * Cross tabulation</b>							Pearson Chi-Square	Value <i>p</i>
		TYPE OF MESSAGE APPEAL				Total		
		Entertainment	Emotional	Rational				
GENDER	Male	Count	51	35	42	128	1.137 <sup>a</sup>	.566
		Expected Count	49.3	33.3	45.4	128.0		
		% within GEN	39.8%	27.3%	32.8%	100.0%		
	Female	Count	26	17	29	72		
		Expected Count	27.7	18.7	25.6	72.0		
		% within GEN	36.1%	23.6%	40.3%	100.0%		
Total	Count	77	52	71	200			
	Expected Count	77.0	52.0	71.0	200.0			
	% within GEN	38.5%	26.0%	35.5%	100.0%			

there is no significance difference between male and female opinion. As the table-6.1 chi test indicates  $p \leq .05$  that there is significance difference between the young and adult

**Table-6.1 Type of Message Appeal**

<b>AGE * Cross tabulation</b>							Pearson Chi-Square	Value <i>p</i>
		TYPE OF MESSAGE APPEAL				Total		
		Entertainment	Emotional	Rational				
AGE	Young	Count	53	39	24	116	35.626 <sup>a</sup>	.000
		Expected Count	42.9	29.0	44.1	116.0		
		% within AGE	45.7%	33.6%	20.7%	100.0%		
	Adult	Count	21	11	52	84		
		Expected Count	31.1	21.0	31.9	84.0		

		% within AGE	25.0%	13.1%	61.9%	100.0%		
	Total	Count	74	50	76	200		
		Expected Count	74.0	50.0	76.0	200.0		
		% within AGE	37.0%	25.0%	38.0%	100.0%		

respondents opinion on the type of message appeal young respondents like entertaining and emotional type of appeal in messages. However adult respondents are like rational and entertaining appeals in video or messages in social media.

### Conclusion

Analysis represents that Social media is going to play an important role in Indian politics. As per the analysis maximum voters are devoting more than an hour daily on social media. One more important finding was young generation is spending maximum time on social media and they are the target segment for the political parties to make effective campaigning strategies on social media. As far as the pattern of time devotion on social media is concerned. Male / female and young / adult voters are using different pattern in a week with different percentages. The analysis reveals 84.4% young generation is devoting more than expected time on social media with the pattern of daily and Leisure viewer (on holidays) as compare to adult voters (82.2%). Similarly (84%) male voters are devoting more than expected time on social media with the pattern of daily and Leisure viewer. On the other hand 80.5 % female respondents are devoting maximum time with daily and Causal pattern on social media. One of the interesting outcomes of study was domination of social media on traditional media. Which reflects 82% male and 76.4% female voters prefer social media on the other hand 85.3% young and 71.9% adult voters prefer to social media as compare to traditional media. This result indicates an alarming situation for traditional media. According to voters maximum traditional media highly politically influenced and traditional media like TV and news paper are not giving authentic information. Analysis also indicates that respondents prefer social media due to cheapest & fastest way to express their ideas and reactions, a person can get detail information by videos and other ways by their own specific choices, on social media a person can share their own sentiments to others, it gives options to like, dislike, comments or shares the information to others, it is bilateral way of communication however traditional media is only one sided way of communication. The finding also indicates that adults believe that social media kills a lot of time. However young generation's thoughts are not matching with adults voters.

Findings also indicates that majority of voters ranked first to the facebook and ranked second to whatsapp, while youtube and twitter ranked third and forth respectively. This study also reflects that facebook and whatsapp will be future campaigning tools for the political parties in Indian elections and going to play a major role in Indian politics. As far as test and preferences of the voters regarding type of message appeal in videos or other ways of messages on social media is concerned. The study also reflects that majority of male & female voters like to “rational and entertaining” type of appeal in videos or other ways of messages on the sources of social media. Whereas young respondents are like to “entertaining and emotional” type of appeal in the videos and messages. However adult voters prefer “rational and entertaining” appeals in video and messages in the sources of social media.

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