Empirical Scrutiny of the Usage and Impact of Facebook on the Electoral Process in India: A Concept of the State of Punjab

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Abstract: This paper presents the analysis of the increasing use of Social Media and its participation during the electoral voting in India with context to Punjab. Besides that, to understand the meaning and impact of especially Facebook on elections, we take survey results collected from different people in Punjab and Facebook data related to different political parties. There are numerous challenges when it comes to engaging people during political campaigns. The current findings in literature show us that previous efforts to involve public participation with prior media tools did not meet the full expectations. With Social Media's indulgence this could change, because engagementof people seems to be the major concept that explains the difference between the impact of old media and 'new' Social Media. The survey explains that Social Media seemed to significantly influence voting behavior during the last general elections (2014). And, during the elections (2019) too, politicians with higher Social Media engagement are expecting relatively more votes within most political parties and banking upon Facebook practices. To conclude, we hereby propose a future research framework which studies how political parties take benefit from Facebook to contrive and convalesce the methodologies they follow with their party members, volunteers and general public.

Keywords: Social Media and its participation during the electoral voting in India with context to Punjab.

I. INTRODUCTION

Social networking sites (SNS) have become one of the most imperative dishes of an individual's main course platter as the influence of social media and SNS have left no nook and corner uninfluenced and untouched. The social media networks have revolutionized the ways people think and decide. Right from grocery shopping to rocket science, everything is being posted on SNSs like Facebook. Consequently, it is not surprising that the internet is playing an ever growing role in political marketing when it comes to both promoting individual candidates and political parties, given its ability both to reach individuals directly and also to mobilize groups via its web 2.0 capabilities [1]. Despite internet being a vast platform, web 2.0 tools like Facebook plays the role of catalyst in the mounting popularity of digital campaigning. Political participation can no longer be purely defined in terms of high effort, offline acts.

Political participation now covers an array of forms, which includes traditional forms such as voting, petitioning governments, contacting elected representatives and taking part in demonstrations as well as non-conventional acts performed using digital technologies, which appear geared more toward expressing a view, supportive or otherwise, than influencing decision makers [2]; [3]. It all started from the last decade which has now taken up the format of digital campaigning. Digital campaigning and political mobilization is a full-fledged business in itself as there are various digital marketing teams and PR teams working at the backend to represent an individual's image to millions and billions of spectators. This paper contributes a significant chunk of research in the mounting popularity of social networking sites and politicalmobilization in the Punjabstate legislative elections. The research primarily focuses on the three mainpolitical parties of Punjab namely The Congress, The BhartiyaJanta Party/ ShiromaniAkaliDal and The AamAdmi Party. Facebook pages of the mentioned parties played the vital in campaigning. The prime most objective of our research is to pin out the effect of candidate's page on the voting intention of the followers or visitors. Further to discover the popularity of online campaigning in terms of candidate's use of Facebook page and effect of the candidate's Facebook page on followers/visitors in terms of overall perception of the candidate. 2008 (Obama) United States electionswas a trend setter in online campaigning and political mobilization i.e. it started almost a decade ago but there are only handful of researches those revealed the effects on the voting intention of the followers by facts and figures being posted by the candidate on various social networking sites. It would be highly unethical if the escalating popularity of Facebook would be compared with any other social networking site as Facebook being the trendiest and is globally accepted amongst all the social networking sites. So there is no other SNS who is as equivalent as Facebook in terms of popularity. Gazing at the tremendously rising popularity of Facebook, it dragged our eye balls. As researchers it engendered our interest to get cavernous insights of various Facebook pages of political candidates as these pages are considered as the most trusted platform for digital campaigning and political mobilization.

II. LITERATURE REVIEW

The present literature review scrutinizes the chunk of literature with rich eminence of political view points, digital campaigning, political mobilization and primarily the effects of online political campaigning through Facebook.

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Scholars recognized the potential role of the internet in politics. During preliminary phases, the SNSs like Facebook became center of the attraction on the basis of its interactive features and these features were adopted as the part of core maneuver for campaigning due to two imperative reasons i.e. cost effectiveness in terms bringing candidate into spotlight and fundraising [4].Adding more to the amplifying trends followed on Facebook, Facebook has proven to be incredibly thriving in dragging the eyeballs of people concerned least about politics and political campaigning due to the association extended by candidates with their followers via such social networking sites [5].

The massive effect of Facebook in digital campaigning is quite evidently seen through the enormous number of followers of various Facebook pages of political candidates where the followers have number ways to interact with the candidate right from posting comments to various political posts to one to one interaction through live feed [6]. Although the ambiance of engaging followers invarious political posts does vary during pre-elections and post-elections but the overall perception of political candidates of extending an one to one bond with the followers remains constant over the time. Followers engage themselves in variety of discussions which later tend to take up the persona of a debate, whereas the followers during election period are more likely to participate in the most contemporary issues rather than establishing a far sighted vision to discuss about the future issues and effects [7].

The gesticulate momentum created via Facebook has proven to very inducing for different age groups, as there are assorted number of approaches adopted by candidates to intermingle with the different types of followers as per their age group. The diversity in participation of various age groups can be seen in the present research as the results depict that there are only handful of the followers who visit the page for latest political news or blogs whereas massive number of the followers peep in the page for other multimedia related updates such as live feeds, political videos and so on. In fact it is manifest to encounter that the Facebook use of different age group followers does vary with the various political activities carried over Facebook pages of political candidates [8].

The major disclosures encountered of this arena through literature review are that Facebook has undoubtedly become the part and parcel of digital campaigning and has occupied the zenith level amongst the tools used for digital campaigning. Moreover Facebook is far more superior to just a campaigning tool as it has emerged to be one of the most successful medium for one to one communication with the folks and has taken the interaction with the candidate to a different level through various interactive features.

III. PROBLEM STATEMENT

Web based life depends vigorously on the idea of Web 2.0. Web 2.0, first utilized in 2004, depicts another manner by which software developers and end-users are using the World Wide Web. That implies that as a platform whereby web content and applications are never again created and distributed by people, yet rather are persistently changed by all clients in a cooperative fashion. The term Social Media is for the most part another label for existing innovation. Today individuals talk a greater amount of Social Media instead of web. The key factor of social media is

cooperation and participation. Social Media is drawing in more advertisers when contrasted with other media channels' accessibility. Out of every single Social Media platforms accessible nowadays, Facebook has been over rundown for web lovers. The framework of Facebook is with the end goal that this platform is being exploited like anything for drawing in individuals on the web.

Source: https://mondrian.mashable.com

And this positive or may be negative, sometimes, people engagement was on the wish list of all political parties. Facebook has been in another home for all parties and to an extent they keep on luring people through different posts and people are motivated to share their likes and dislikes. The presence of all parties on Social Media has generated a burning question in everybody's mind and that is "Whether through this Facebook platform the online campaign which is running in the form of daily posts can influence the people in such a way that they are persuaded to vote in their favor". The last US elections which saw Trump winning a thumping victory, are still under scanner. The opposition alleges that these elections have been compromised using Facebook campaigns.

IV. ELECTORAL PROCESS IN INDIA

India is a confederation with a parliamentary frameworkadministered under the Constitution of India, which characterizes the power distribution among the union, or central, government and the states. The President of India is the ritualistic head of state, who is elected indirectly for a five-year term by a constituent school containing individual members from national and state assemblies. The Prime Minister of India is the head of government and exerts the most executive powers. Appointed by the president, the prime minister is by convention bolstered by the party or political alliance having a majority of seats in the LokSabha or lower house of parliament. Elections in the Republic of India incorporate elections for designated Members of the Parliament in LokSabha and RajyaSabha, Members of State Legislative Assembly, and for Members in local panchayat or city corporation council. Members of LokSabha or the lower house of India's Parliament are elected directly by voting, from a set of candidates who stand in their respective constituencies. Every adult citizen of India can vote only in their constituency. The RajyaSabha, which is also known as the Council of States, is the upper house of India's Parliament. Candidates are not elected directly by the citizens, but by the Members of Legislative Assemblies and upto twelve can be nominated by the President of India for their contributions towards art, science, literature, and social services.

V. THE FRAMEWORK OF FACEBOOK

Facebook continues to be the reigning leader of social media sites, as the number one spot where people connect and share online. Facebook hasflourished, more than just a discussion place for friends, into a site for people to advertise themselves through interaction with others and self-promotion.A Facebook page is considered as a free marketing tool. These pages let people and stakeholders identify themselves not just through listing their offerings and services, but also by sharing links, images, and posts on a customizable page to give a better sense of a one's personality and character. Facebook offers a state of the art form of advertising with Facebook ads, which appear in the side columns of the Facebook site. These classic ads include a headline with copy, an image, and a click-through link to either a Facebook page, a Facebook app, or an outside website. Facebook contests, promotions or sweepstakesis another Facebook marketing approach that can increasefollowers and brand awareness.Facebook Promoted Posts allow Facebook page owners pay a suitable price in order to have their individual Facebook posts reach a certain designated number of users, which in turn increase a specific post's scope andimprints.

Sponsored Stories capitalize on the "word of mouth" concept of marketing. If a user observed that his friends like a certain page, he becomes more inclined to pay attention. The objective of Sponsored Stories is to allow a user take the same action as their friends. Advertisers can choose to show friends "likes" if they want more page likes, show friends who have "claimed this offer" if a business wants more users to claim offers, etc.

The unparalleled access to a large people base afforded by Facebook makes it the ideal medium of choice for political parties. This is because Facebook has a combined user base of more than a billion people. Apart from this, the use of Facebook in the emerging political campaigns is even more pervasive. It is indeed the case that Facebook offers penetration and reach to people and they do not have to spend large amounts of money on expensive marketing campaigns. Moreover, contrasting traditional media where the efficacy and usefulness of anadvertising campaign cannot be calculated directly andas an alternative, readership or viewership metrics areexercised. Facebook offers the unprecedented chance for parties to target a global audience and at the same time, consider local factors. In other words, what this means is that parties can create campaigns, which have a global theme and at the same time can reach out to their local audience as well. The conflation of reaching out to a wider audience without compromising on the local customers means that Facebook becomes the social networking site of choice when compared to Twitter and Instagram that are more focused in their reach.

The Evolution of Various Political Parties Through The Medium of Facebook Pages

The trend of digital campaigning through Facebook pages had begun almost a decade ago as the mounting popularity of Facebook amongst all social networking sites grabbed the eyeballs of various political parties. It may be a national party or a regional party, all of them preferred a Facebook page as the Facebook till then had taken up one of the most imperative strategies any party would opt for to reach the voters. Facebook had emerged out to be the most prominent electoral tool because of its accelerating number of users as

for every general election the first and the foremost strategy the campaigning team would lay down would a candidate's Facebook page.

Sr. No	Page Name	Likes	Followers	Page Created
1.	ShiromaniAkali Dal	559789	559632	16-10-2010
2.	Indian National Congress-Punjab	474758	473681	02-04-2013
3.	AamAadmi Party-Punjab	1037747	1027608	15-11-2012
4.	BhartiyeJanta Party	15,678,891	15665442	30-05-2010
5.	Indian National Congress	5203092	5224705	20-02-2013
6.	All India Trinmool Congress	513054	517990	05-07-2011
7.	All India Anna Dravida Munnetra Kazhagam	262070	257803	09-10-2012
8.	ShivSena	540886	542412	18-02-2010
9.	JDU (Nitish Kumar)	1514334	1508526	02-09-2013
10.	RJD	227210	237726	23-01-2013

The above displayed table depicts the evolution the various political parties through the medium of Facebook pages. It all started from the year 2k10 when the three parties (national and regional) came up with the concept of digital campaigning via Facebook pages and their success rate made the other parties follow up the trend of campaigning through the page. As far as the number of followers are concerned, the candidate's or the party's page had played the role the bridging gap between the candidate and the voter. The major inclination towards social media came into existence after the tremendous victory of Brack Obama. In context of Indian Political usage of Social media (Facebook), the anticorruption movement was brought into flames due the high degree activation of political parties on Facebook. The escalating number Facebook users in India is the most reliable mark of confirmation in terms of authenticating the popularity of the Facebook amongst all the segments of voters. A recent survey report of Pew Research report states that about 81% of India Population believes that they receive information about latest issues and politics through their mobile phone i.e. by accessing social media which quite remarkably supports the statement that political engagement of Facebook has proven about to be boon for the various political parties in terms of mounting their popularity. Facebook has mainly spread the horizons for election campaigning and it has now even gone beyond the expectations parties as it has its reach to every nook and corner.

VI. POLITICAL PARTIESIN PUNJAB

As per the above stated tabular data, ten most active Facebook pages (National and Regional) wereanalysed in terms of their daily likes and posts. The top on the chart is Bhartiye Janta Party with around 15695810 likes on their official Facebook page. They are actually amongst the first three parties who actually started the trend of political campaigning through Facebook pages.

They created their official page in May 2010. It is the official page of the party and every day to day activity is posted on the page in the form of various categorical posts such as text, pictues, videos, live feeds etc.

Next in the row is Indian National congress with 5231500 followers on their Facebook page. The official Facebook page of Indian National Congress was created on Feb 2013. The page has average 10-12 posts per day in various formats. Shiromani Akali Dal , a regional party of Punjab has 559789 likes on their Facebook page and it was created on October 2010 i.e. created just at beginning of the Facebook political mobilization about a decade ago. The Indian National Congress-Punjab had created their page on April 2013 and it has about 474758 followers on their official Facebook page. Aam Aadmi Party-Punjab is the most active regional page in terms of the posts on their official Facebook page and is also the leading page with 1037747 likes and followers. It was created on Nov 2012. There are number of regional parties with their Facebook pages such Shiv Sena with 540886 likes and was created on Oct 2010, JDU with 1514334 followers, created on Sep 2013, RJD with 227210 likes and was officially created on Jan 2013.

VII. METHODOLOGY FRAMEWORK

Researchers have been discussing and exploring the escalating popularity of various SNS's over time and again. Many renowned research scholars have presented their research expertise in the form research work done on various features of social networking sites particularly Facebook and also the mounting fame of these SNS's and the impact of this fame on different segments of society is explored. The impact of SNS's particularly in field of marketing, politics, entertainment, etc. has been as a prime focus for researchers. Although there are number of research works done on the impact of Facebook in the field of politics such as: Online political marketing in Greece: An evaluation of the 2007 national elections and two case studies [9], Facebook and political engagement: A study of online political group membership and offline political engagement [10], The 2008 presidential Election, 2.0: A content Analysis of User-Generated Political Facebook Groups [11], Like me! Analyzing the 2012 presidential candidate's Facebook pages [12], Some of these things are not like the others: Examining motivations and political predispositions among political Facebook activity [13], Social networks in political campaigns: Facebook and the congressional elections of 2006 and 2008, Political mobilization through social network sites: The mobilizing power of political messages received from SNS friends, The 2008 Presidential Campaign: Political Cynicism in the age of Facebook, Myspace and YouTube [14]. But there are only handful of research works those focused specifically on the impact of digital campaigning done through Facebook pages and also the impact those pages laid on the final voting decision of the voters.

Punjab State Elections gave us deep insights of the popularity of candidate's Facebook pages as there are Facebook users from all the age sections in the Punjab. There were in total 3 main political parties who gave flames to the digital campaigning via Facebook by posting every minor to major move or strategy on Facebook pages so to grab the attention of followers of the page. Our prime focus

was to reveal the effect of the digital campaigning done via Facebook pages on the final voting decision of the voter. This chunk of research revolves around the Facebook page followers who were voluntarily asked to respond to the questionnaire dropped into their Facebook inbox. The questionnaire was based on a complete quantitative approach where all the questions were primarily based of the overall perception the page follower fabricates about the political candidate and to what extent these fabrications of the followers leads to effect the final voting decision of the follower.

VIII. METHODOLOGY (DATA COLLECTION)

The methodology for data collection was adopted in the two formal ways i.e. Primary data collection methods and the secondary data collection methods. Furthermore the primary data was collected by the means of a questionnaire, circulated through Facebook messenger, by observations and by the conversations. Whereas the secondary data collection methods are completely different as compared to the primary data collection methods such as static websites, Facebook and other social media as depicted in the fig.1. The other social media platforms were analyzed too to dig out the secondary data but due to the mounting popularity of Facebook, all the leading political parties tend to be more active on Facebook as compared to other platforms. In particular, in both the data collection methods the prime source and the most trusted platform was Facebook due number of reasons.
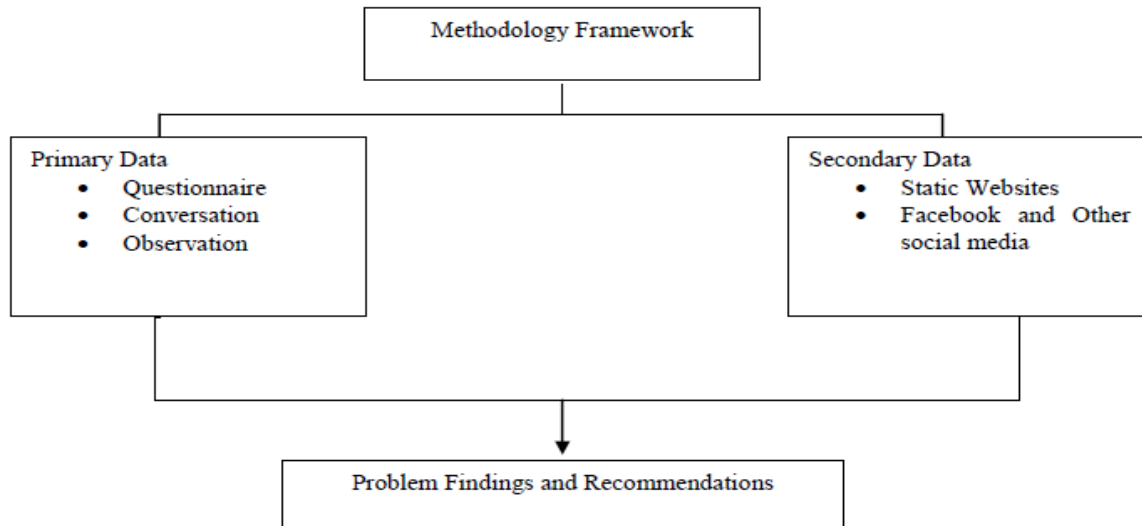
Fig.1 Conceptual Research Framework using Triangulation Method

a) Primary Data

Primary data as discussed is collected through questionnaire filled by regular Facebook users via Facebook messenger. The questionnaire consists of two parts, part one contained the deep dig outs about an observer's day to day observations of various or particular Facebook page and made to answer the questions about the overall perception and the effect of Facebook pages on their voting behavior. The part two contained the basic demographic detail about the follower such the name, age etc. All the respondents were brought into conversation verbally or textually and were conversed about their overall perception about digital campaigning through Facebook. Likewise all the leading political parties pages were observed on daily basis such the number of posts they post, what kind of posts are more liked and shared amongst the followers and what category of posts are posted frequently such as a textual post, visual post, alive feed or a video message.

b) Secondary Data

The secondary data was collected through the official websites and the social media platforms, in particular the Facebook. The static websites such as the election commission website was analyzed to collect the authentic link of various political parties used mainly for digital campaigning. Such websites gave a detailed view about total number national as well as regional parties. The official social media platform link of the various parties as well as Methodology (Data Analysis)

also the detail of various political candidates. It also stated the dates and schedules of different elections which was very constructive hint in terms secondary data collection method especially in the case of regional parties. So as the different regional political parties' pages could be thoroughly analyzed in that particular span of time in order to mark the significance of digital campaigning through official Facebook pages of the party.

C) Problem Findings and Recommendations

Just as every coin has the two sides, in lay man's language it can be stated that there are certain pros and cons associated with both methods of data collection. Although the official Facebook pages are public in content i.e. can be observed openly but still one cannot get the insights of daily posts. Initially the daily insights of the Facebook pages as well as the posts could be extracted through the access token but during one of our recent extractions it was not possible to be done as Facebook officials have denied such access through access token which was probably a hurdle for the research. Furthermore the official admins running various official party pages does not provide the detailed description about their followers and posts likes due to which one has to make manual daily observations of the pages. Such daily basis observations are quite tedious task as there the plenty of party pages and the number of different posts on such pages escalates every couple minutes.
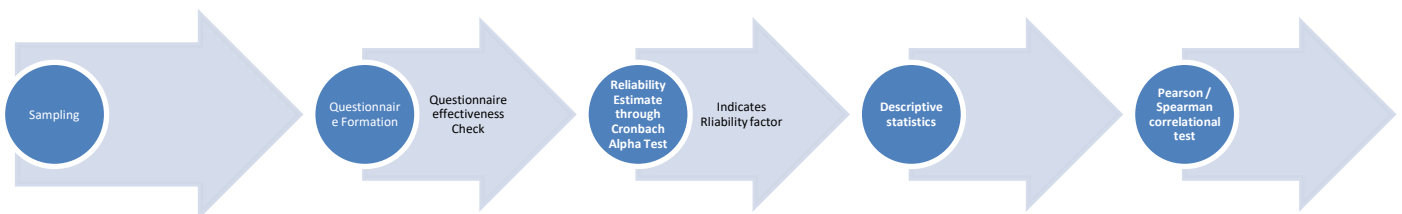
Sampling

ata sampling is done by categorizing the general Facebook users and the Facebook users who follow any of the political party page. Also both the populations are inculcated in the sample such as rural and urban population. Amongst the
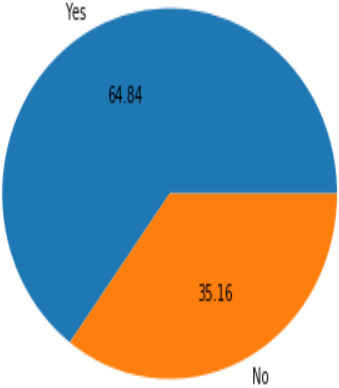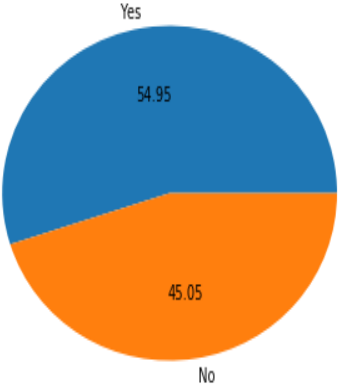
different Facebook users, the responses from the ones who are the daily users and are the active page followers are sampled.
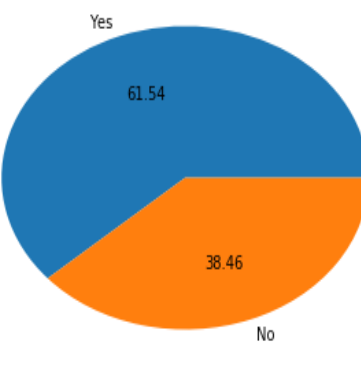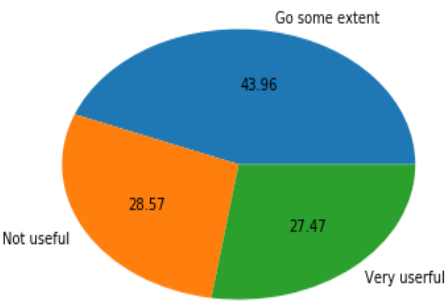
A questionnaire was dropped through the medium of their Facebook messenger and was asked to respond to the questionnaire as per their daily observations about the posts posted by different political pages.In particular the respondents were asked to respond the election campaigning days due the reason that all the parties tend to be highly active on their Facebook pages. A sample size of n=500 was taken to analyze the responses through SPSS.

IX. QUESTIONNAIRE FORMATION

The questionnaire used for data collection provides a deep insights of a page follower's interest and the reason for following any particular page. Besides the page following, we have collected the reasons for following any page such Data Analysis
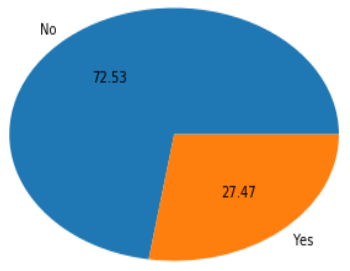
as what are the factors about any political page that generates the high degree of interest in any follower to follow page such as latest news, political views or their day to day activities. The questions in questionnaire tried to cover up all the segments in the politicalFacebook page. The questions are formulated as the daily posts on the pages so as to dig out that what kind of posts the followers are interested more. The responses were analyzed through 5 point likert scale. The check out the reliability of the scale, we performed theCronbach Alpha test and the estimate came out to be .724 which validates the reliability of the questionnaire. Descriptive Statistics and Pearson / Spearman correlational tests were performed for the statistical analysis.

The very first question in the questionnaire consists of the choice whether a person follows any of political candidate's Facebook page or not. Since the responses are collected in yes or no, it gives us the clear view about any person's interest and the reason for following the page. As per the responses collected 64.84% responded in yes whereas only 35.16 responses were collected as no. It is quite evident from the above stated graph that more 50% of the Facebook users follow any of the political candidate's page which depicts that political campaigning and Facebook pages of the political candidates have a strong connection in terms of digital campaigning.	
After the following part, the next question in the questionnaire was about the frequent visits of a follower to any of the political page he/she follows during election. The responses stated that 54.95% followers visit the candidate'sFacebook page frequently during the election period as 45.05% followers do not visit frequently which is very much clear that the followers seek the page for getting the updates about the political candidate and the activities of the political party as well.	

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The next question depicts about the follower's liking towards its favorite political candidate which stated in the responses that only 49.45% of the followers follow the page of other political candidate too other than their favorite candidate but nearly half the followers just stick to following their favorite candidate's pages.

Further the overall perception of a candidate's Facebook page was analyzed which stated that 54.95% of the followers had a good perception about the daily posts of candidate's Facebook page. It depicts that the good perception about the candidates Facebook effects his/her final voting decision and 45.05% of the responses are not favor candidates Facebook posts. But it is quite evident from the above depicted graph that more than 50% of the responses are in favor of candidates Facebook pages posts and effects their final voting decision too.

The above stated graph presents the positive change in the respondent's perception about the candidate after visiting his/her Facebook page. As stated more than 50% i.e. 61.54% of the respondents felt a positive change their perception after visiting Facebook page which on whole states that the political posts on a candidates Facebook page do effect the voting decision as the political posts play the role of leading manipulator in terms of voting.

In terms of strengthening the personal relationships such as receiving invitations to events or live feeds, the results came out to be mixed as they do not depict any clear depiction about positive or negative manner but in fact it the graph states in terms of strengthening the personal relationships on the basis of candidates Facebook posts, it was to some extent or in lay man's language it can be said that partially. It is understood from the graph that although the posts do not strength the relationships completely but it does strength to some extent which itselfindicates a positive effect of the Facebook posts.

Talking about the type of posts available on the candidates Facebook page, the posts were categorized into mainly 9 categories such as photographs, live feed, latest news, programmatic activity, events, parliamentary activity, multimedia, biographical note, political view and statements. Amongst all the categories, the category of political view and statements as the posts generates the high degree of interest in the page followers. 23.08% of the posts are presented as political view and statements of different activities of the candidate which is the top on the chart in terms of all the categories which itself means that a follower visit the candidates page only check out the latest political view points and statements from the candidate.

Out of all the content found on the candidates Facebook page, latest news generates high degree of interest amongst the followers also as stated through the previous graph that the follower visit the page to check the latest political views and statements i.e. the latest news itself generates the high degree of interest amongst the followers which is 21.98%.

The effect on the final voting decision in the last 2017 elections were 17.58% completely, 42.86% had no effect whereas 39.56% were effected partially.

In terms of trust and reliability of posts on Facebook page of candidate, 30.77% of the followers trust the posts completely means what so ever is posted on the candidates page, it is believed to be very true and reliable. Whereas 26.37% of followers do not consider the content to be true and majority of the followers are uncertain about it i.e. 42.86%.

Candidate's Facebook pages meet the expectations and the political needsof the follower up to 23.08% and 28.57% still believes that the matter posted on the Facebook pages are not serving the purpose of meeting up the expectations and the political needs. 48.35% of the followers are still not sure that whether the content posted is enough for them or not.	To some extent / 48.35 / 28.57 No / 23.08 Yes
The live feed feature of the Facebook is that a candidate can ask its followers to join him/her through a live video on the page so that he/she can show the followers live about the activities a political candidate does. Here also only 38.46% of the followers join in the live feed and 61.54% of followers are not interested in joining.	No / 61.54 / 38.46 Yes
Talking about the political invitation for events or gatherings, 27.47% of the followers prefer to visit the event posted on the Facebook page and still the majority of the population amongst the followers do not prefer to go personally to the events.	No / 72.53 / 27.47 Yes
As far as the sharing of the posts are concerned, 32.97% of the posts of the candidates are being shared by their followers on their timeline which enhances the popularity of the candidate.	No / 67.03 / 32.97 Yes

Analysis of Facebook Pages with respect to Different Parties

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Facebook Likes & Followers of Parties

Individual Analysis

## Trend Analysis of Likes & Followers of leading Parties
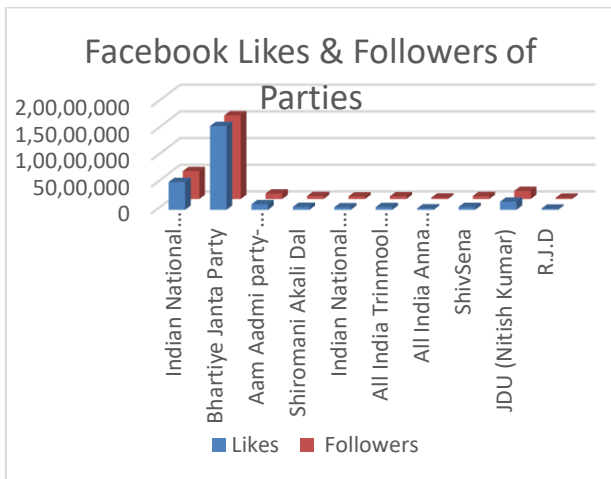
All the leading party's Facebook pages were analyzed for the span of 30 days to check out the insights of the pages. Amongst all the parties, the official page of BhartiyaJanta Party has got its likes and followers constantly increasing every 24 hours. This states that the daily posts of the pages helps the parties to gain and mount their popularity on the daily basis. Followed by BJP, their Indian National Congress who is second on the chart to drag the eye balls of the Facebook users. Every day increase in the number of followers and likes states that Facebook pages plays a vital role in campaigning in fact they are the prominent strategy opted by all the leading parties for digital campaigning.

X. COMPARATIVEDEPICTION

Likes & Shares per Post of Parties
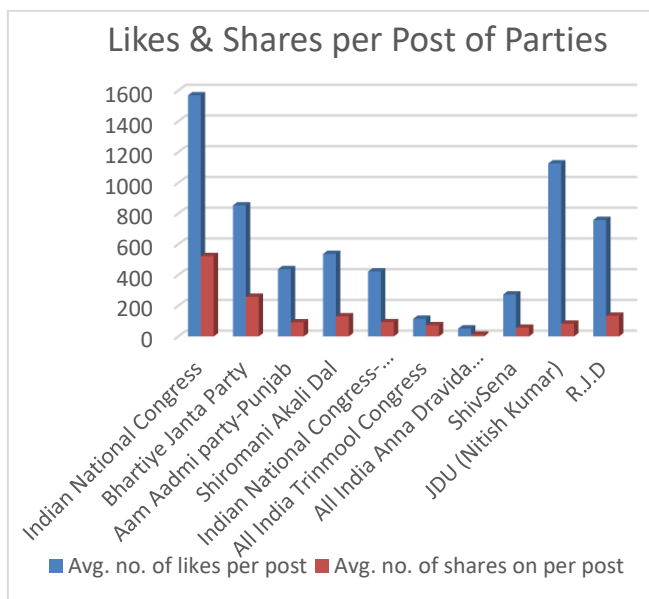
As far as the likes and the shares of per posts are concerned, Indian National Congress is top on the chart as depicted in the above graph. According to the daily posts, maximum likes and shares are gained by Indian National Congress followed by a regional party JDU and BJP occupies the third position on the chart. The likes and shares on the posts shows that the actual interest and likings of the followers. The more liked and shared a post is, the popular the party is. In order get maximum likes and shares on the posts, parties adapt different strategies to make the post popular and trending so that it make reach to the maximum number of the timelines.
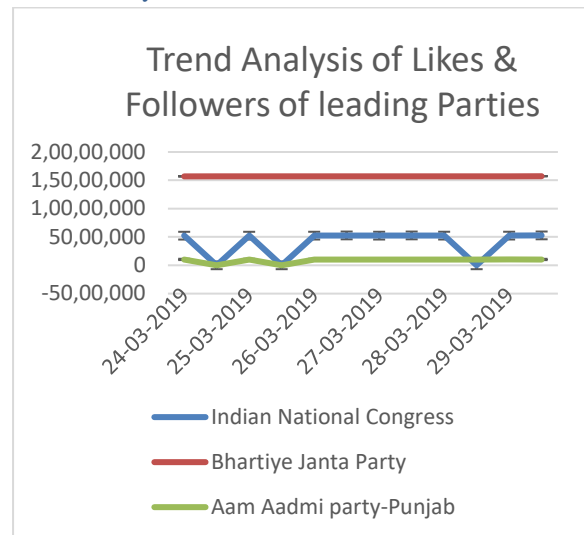
The above stated graph is the graph the trend analysis of the three national political parties of their likes and followers. As depicted by the graph, BJP has constant and stable number of likes and followers whereasthe rest two parties namely Indian National Congress and the AamAadmi Party have their likes and followers fluctuating on daily basis which states that the more number liked posts a page has, the more popularity a page gains which ultimately helps them to convert a like into a vote as different categories of the political posts on the official Facebook pages of the political party or the political candidates tends to manipulate and mold the voting decision of the follower in the party's favor.

XI. CONCLUSION

From the field study, it is concluded that Political parties and similar non-profit organizations could benefit from Facebook to improve the way they work with their members and volunteers. From the above analysis, it is clear that political parties are very actively engaged in Facebook activities and to support the same, the survey also confirms the targeted people's engagement with the political parties. Whether this engagement is converted into the respective party's favor is next to be observed during the general elections to be concluded in 2019.

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2954

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