Chapter – V

Virtual Reality: Aggregate Data Analysis

Social Networking Sites (SNSs) is emerging from diverse disciplinary and methodological traditions, addresses a range of topics and builds on a large body of CMC research. This section of the research is primary survey research that is directly concerned with social network sites and usages.

5.1 Demographic, Historical & Socio-Political profile of Study Area

The National Capital Territory of Delhi is a metropolitan region in India. Delhi is world's second most populous city and the largest city in India in terms of area.[1] The NCT and its urban area have been given the special status of National Capital Region (NCR) under the Constitution of India's 69th amendment act of 1991. The political administration of the NCT of Delhi today more closely look like that as a state of India; with its own legislature, high court and an executive council of ministers headed by a Chief Minister. New Delhi is jointly administered by the federal government of India and the local government of Delhi. There is certain number of cities spread across the metropolitan region that is why Delhi is sometimes called the **City of cities**.

In 1911 the British determined to shift the capital of India from Calcutta (Kolkata) to Delhi. The key architect on the committee was Sir Edwin

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[1] Irfan Habib, *The agrarian system of Mughal India, 1556–1707*, (Oxford University Press 1999).

Lutyen`s; who gave shape to the city. The British moved to the partially built New Delhi in 1912, and construction was completed in 1931.

Delhi Map

Graph: 5.1.1 Map of Delhi

According to the census of India (2011), the population of Delhi is 16,753,235. The corresponding population density was 11,297 persons per km^2 with a sex ratio of 866 women per 1000 men and a literacy rate of 86.34%. Delhi is one of the fastest growing cities in the world by 2015; Delhi is expected to be the third-largest city in the world after Tokyo and Mumbai.

Hinduism is Delhi's majority religion, with approximately 82.7% of Delhi's population. The city has large communities of Muslims (10%), Sikhs (5%), Baha'i (0.1%), Jains (1.1%) and Christians (0.94%). Other minority religions include Buddhism, Punjabi & Hindi/Urdu are the official and widely spoken

languages in Delhi. 52% of Delhi residents live in slums[2]; without basic services like water, electricity, sanitation, sewage system or proper housing.
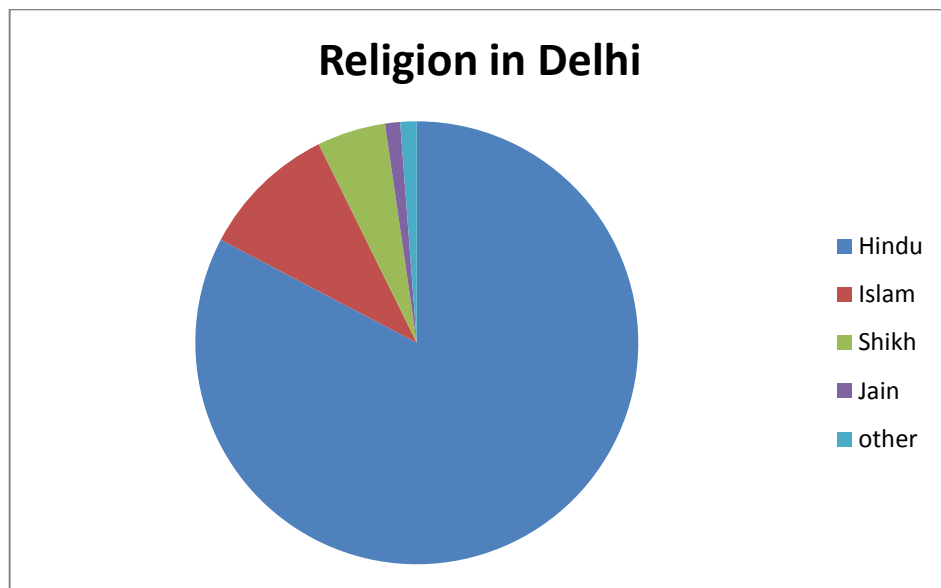
Religion in Delhi

Hindu
Islam
Shikh
Jain
other

Figure 5.1.2 Religion wise classification of Delhi's Population

"The National Capital Territory of Delhi comprises nine districts, 27 tehsils, and 300 villages".[3] The National Capital Territory of Delhi has its own Legislative Assembly, Lieutenant Governor, council of ministers and Chief Minister. Members of the legislative assembly are directly elected from territorial constituencies in the NCT. The legislative assembly was abolished in 1956, after which direct federal control was implemented until it was re-established in 1993. The Municipal Corporation of Delhi (MCD) handles civic administration for the city as part of the Panchayati Raj Act. The Government of India and the Government of National Capital Territory of Delhi jointly administer New Delhi. There are 70 assembly constituencies and seven LokSabha (Indian parliament's lower house) constituencies in Delhi.

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[2] "World Urbanization Prospects Revision": United Nations. p-7. 2006.
[3] The New Delhi Municipal Council Act -2007

The Indian National Congress (Congress) formed all the governments in Delhi until the 1990s, when the Bharatiya Janata Party (BJP), led by Madan Lal Khurana, came to power.[4] In 1998, the Congress returned to power under the leadership of Sheila Dikshit, who was subsequently re-elected for 3 serial terms. But in 2013, the Congress was ousted from power, with the newly formed Aam Aadmi Party (AAP) led by Arvind Kejriwal forming the government with outside support from the Congress. However, that government was short-lived, collapsing only after 49 days. Currently, Delhi is under President's rule.

5.2 Modes of Interactions in Delhi

Internet now became essential part of urban life due to the new e-governance and deep technological environment of Big Data. Internet using population and aptitude is rising day by day. Statistic of internet in India is collected by the IAMAI latently 2013 which showing an interesting picture given blow:

Total Population (1283810000)	Internet users
Internet user	1/6
Mobile Internet users	1/10
Social networking users	1/13
Tablet users	1/120

Table 5.2.1 Figures of internet users in India as on December 2013 (IAMAI)[5]

As the capital of India, Delhi is the focus of political reportage, including regular television broadcasts of Parliament sessions. Many national media agencies,

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[4] http://www.indfy.com

[5] IAMAI: Indian Association for Mobile and Internet

including the state-owned Press Trust of India and Doordarshan, are based in the city. Print journalism remains a popular news medium in Delhi. The city's Hindi newspapers and Radio is a popular mass medium in Delhi, although FM radio has gained popularity in last decade.[6] Computer mediated communication is increasing very rapidly through SNS in Delhi as 'The Cisco Visual Networking Index (VNI)' shows that Delhi has ranked second in SNS activity in India.
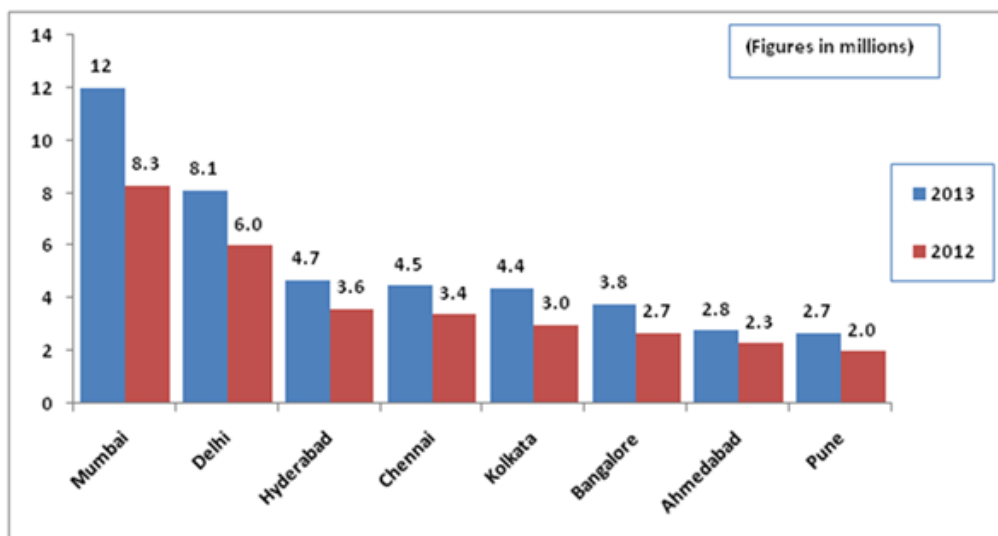

Figure 5.2.2 the Cisco Visual Networking Index

Delhi is a city of professional and last few years there was a great wave of political dissatisfaction under the influence of changing world scenario and anti-corruption movement; it involved a large chunk of educated professional population in political movements. Delhi is the witness of new political transformation during last few movements, all these socio-political movements upsurge just because of the new way of communication that is social networking through social media and web.

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[6] Farah Naqvi, (2006). *"Towards a Mass Media Campaign: Analysing the relationship between target audiences and mass media"*. Images and icons: Harnessing the Power of Mass Media to Promote Gender Equality and Reduce Practices of Sex Selection. BBC World Service Trust.

5.3 Data Analysis

'Impact of social networking and political processes' observe in Delhi through a primary survey, for the same purpose researcher conducted a sample survey in all 9 districts of the Delhi. Data was collected through a primary survey of 270 respondents (out of total respondents (270), 30 respondents are not SNS users) about internet participants in National Capital Territory Delhi from March 05-25, 2014; surveys has been shown as an effective tools for examining social networking activity. The survey (20questions) gathered information about respondent's internet uses and types of the social networking channels in the context of political views and affiliations with organizations and social movements and political activities. The sampling frame included participants from all part of Delhi with different demographic characteristic. 270 (9 districts x 30 respondents) respondent views collected through a close ended questionnaire (20 questions) having the variable of different aspect of the internet, social media and online political engagement. Equal respondents had taken from each district of NCT Delhi with diverse demographic characteristics according to age, education and Gender.
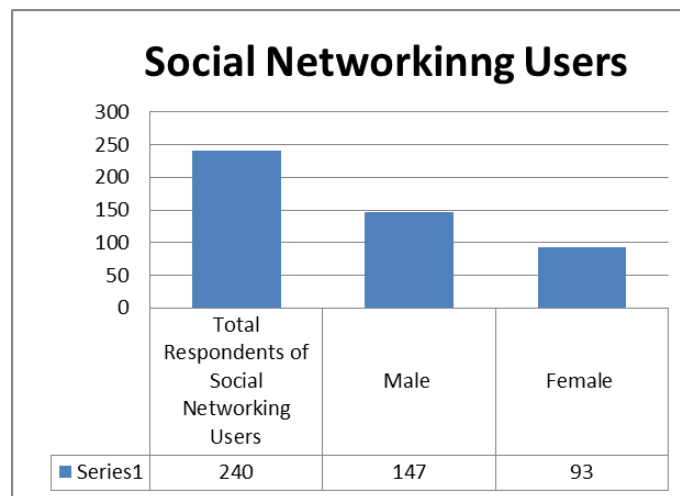

Social Networkinng Users

	Total Respondents of Social Networking Users	Male	Female
■ Series1	240	147	93

Figure 5.3.1 Classifications of SNS Users/ Respondents

Education of respondents divided in three broad categories. First category up to 12th level second is Up to graduate level and third is more than graduation.
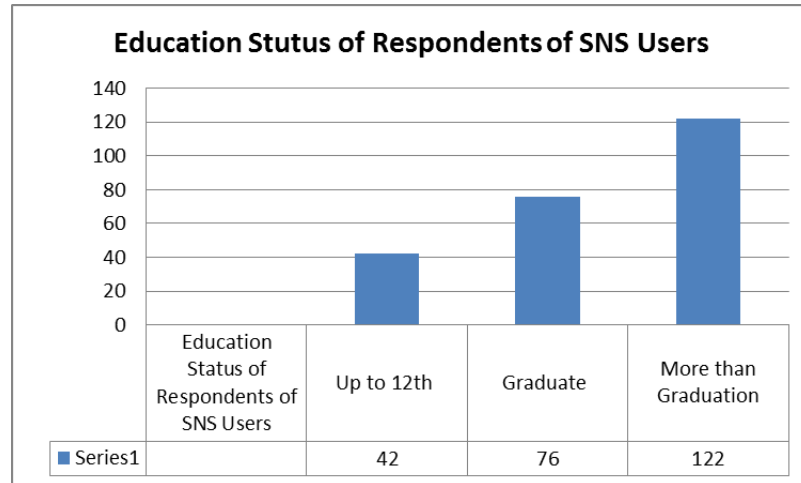
Education Status of Respondents of SNS Users

	Up to 12th	Graduate	More than Graduation
Series1	42	76	122

Figure 5.3.2 Education wise classifications of SNS Users

Respondents divided in three broad age groups as 14-25 year, 25.1 to 35 and more than 35 year old. 14 year is the minimum age to have account on SNS.

Age Wise Respondent of SNS Users

	14 - 25	25.1 - 35	Above 35
Series1	98	120	22
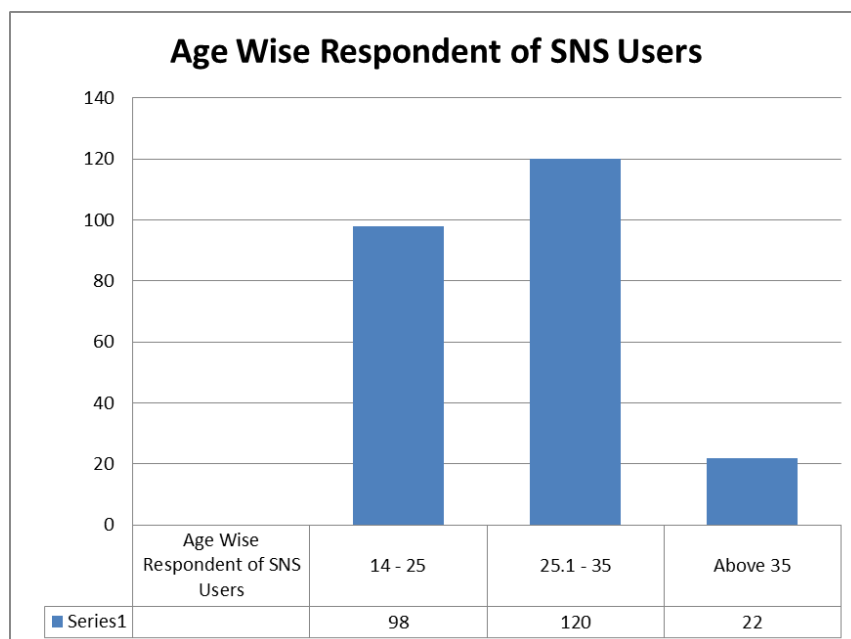
Figure 5.3.3 Age wise classifications of SNS Users

5.3.1 Use of Gadgets for Internet Surfing

In modern ICTs era there are many ways to connect with World Wide Web, everyone using different kind of gadgets for internet usage as from desktop to pocket internet i.e. Mobile, which becomes the alternative of internet using. As per the responses received, 35% of the internet users use mobile for internet surfing in Delhi, 31.53% respondent use Laptop for internet desktop still popular for effective working and 28% respondent using Desktops computer system for internet while under privileged 5% people still going to cyber café for their internet work.

Gadget Uses for Internet Surfing (in Percentage)

Gadget	Percentage
Cyber Café	5
Mobile	35
Laptop	31.53
Computer	28.07
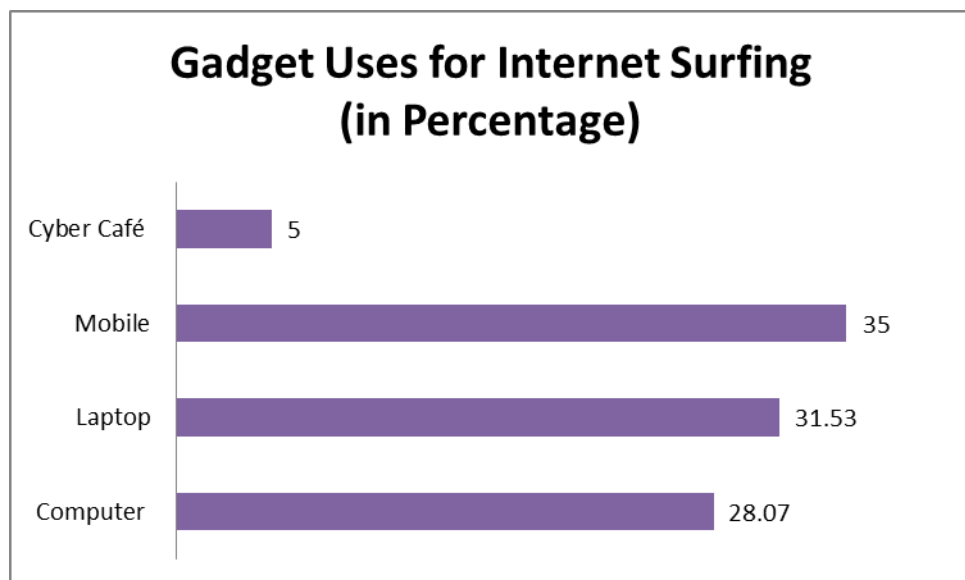
Figure 5.3.1.1 Percentage of gadget uses by respondents for surfing

5.3.2 Time Spend on Internet

Rang of Internet gadgets increase the internet surfing duration of the people in Delhi, 18.35% people spent more than 4 hour on internet every day, 26.66% people spend 2 hours on internet every day 35.83% people spending at least one hour everyday on Internet and 19.16% people spend Half hour every day.
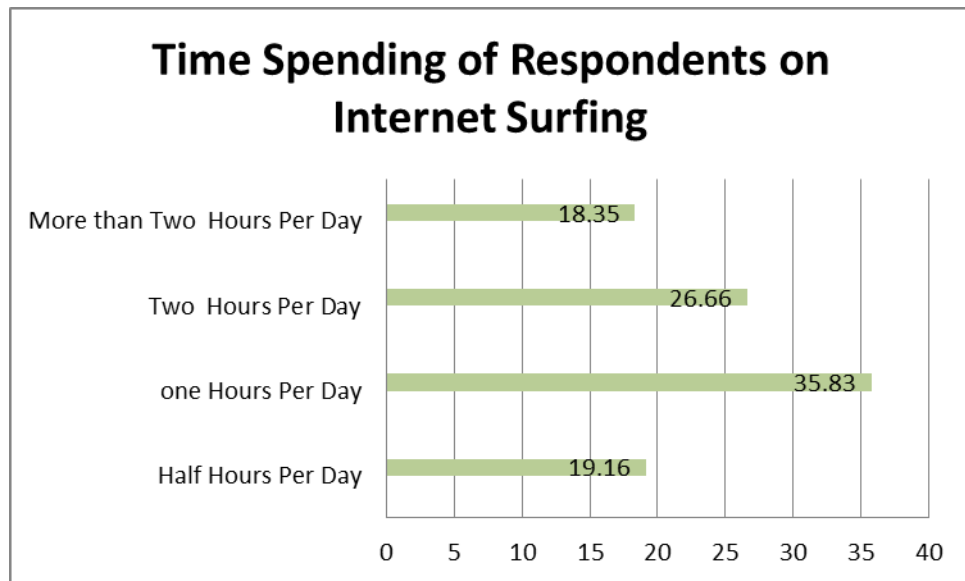
Figure 5.3.2.1 Distribution of time spend by respondents on SNS

5.3.3 Social networking in Delhi

Online social networking now become a fashion of modern life, internet savvy generation highly interested in social networking; to know about the intensity of the Social networking in Delhi it is asked to all respondents that which website they login firstly on their system? As the responses received, 93.33% respondents reply social networking sites.
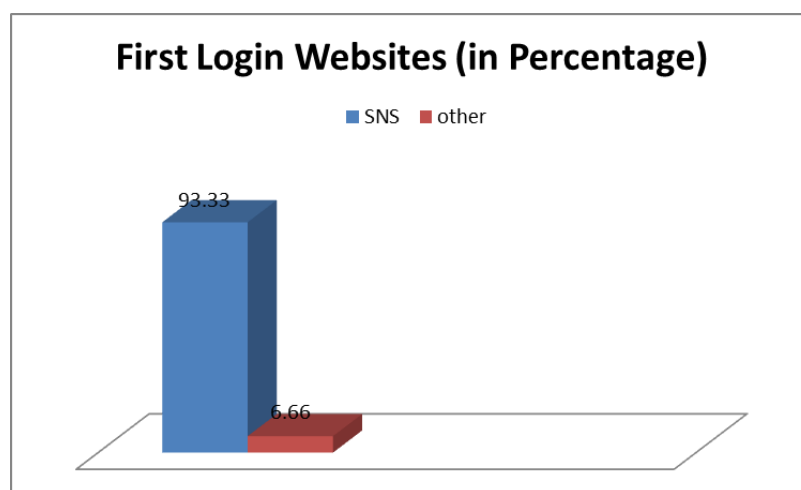

Figure 5.3.3.1 Percentage wise classification of first login sites

5.3.4 SNS Users

Internet is network of Networks and Social Networking Sites also have a deep network. In every country there are a lot of social networking services according to utility. In present research 7 popular social networking sites considered as variable i.e Facebook (world largest SNS), Google (multi service provider as SNS, Search Engine, Video Services, E-mail, Books, Image etc.), Orkut (earlier very popular), Twitter (Blog), LinkedIn (Professional site), Bharatstudent (first indigenous SNS) and WhatsApp (Instant Messaging application). Facebook is fastest growing SNS with 75.58% respondents using facebook while WhatsApp acquired by facebook have 40% massaging traffic. Orkut and Bharatstudent losing their popularity, Orkut was ranked one SNS in India since 2009 according to survey but there are still 15% people believing on it hence Bharatstudents become irrelevant position having less than 1% popularity. Twitter is popular in Delhi politics just because of political eminent active using of the twitter. Narender Modi, Shashi Tharuar and Kejriwal has millions followers in Delhi. Out of total respondents, near about 13% respondents are using Twitter as SNS. LinkedIn is popular only in job seekers and professionals near about 6% people using LinkedIn for better job opportunities as per the respondents view.
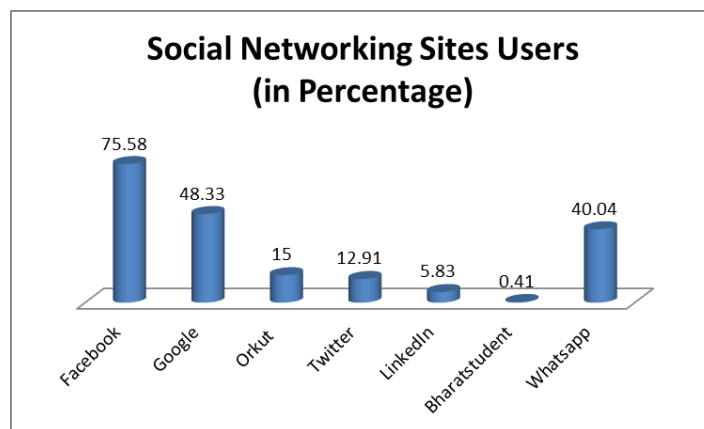

Figure 5.3.4.1 Classification of SNS Users

5.3.5 Frequency of Internet Use

Social Networking Sites effectiveness can measure only on the basis of the intensity of the usages of the SNS. Internet enable Mobile enhance, the very essence of the internet using. Due to internet activated mobile near about 31% users connected with SNS most of time, while more than 49% respondents check SNS once in a Day. About 10% respondents go through SNS once in week. On the other side near about 7% users using SNS twice in a week while only more than 3 % users login SNS once in a month.
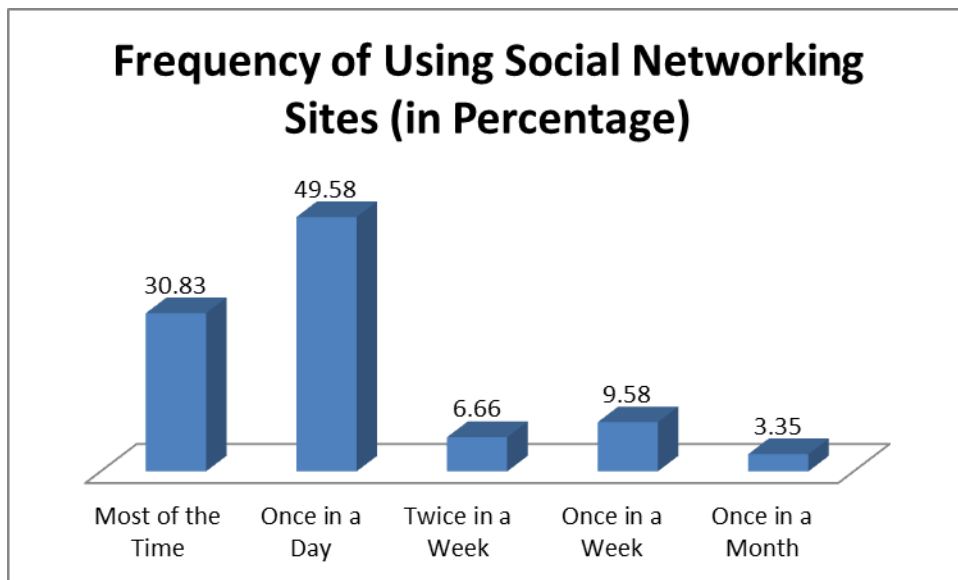
Figure 5.3.5 Frequency of using SNS

5.3.6 Intensity of SNS

Social Networking Site`s intensity can measure on the basis of the total connections of individual`s nexus or network i.e. connected people of a person as friends or followers. Twitter and whatsapp provide a big friend list as both are the instant messaging services provider. 26.67% respondents have less than 100 friend and followers in their friend list. 26.25% respondents have less than 500 friends while 23.33% respondents have less than 50 friends on SNS. 14.16% respondents

have less than 10 friends on SNS. Only 9.58% respondents have more than 500
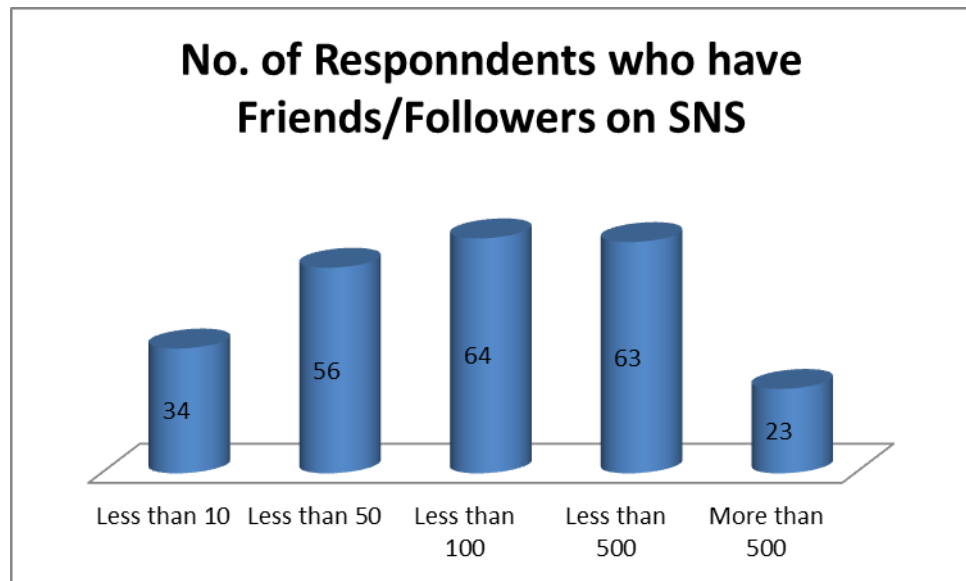
friends on SNS.

Figure 5.3.6.1 Number of Friends/Followers on SNS

5.3.7 Political Engagement

Political Engagement means to involve in different activities on SNS for

political participation, social networking sites now become the major advertising

and propaganda tool for political contents. All parties have their websites and SNS

account for every segment and particularly for the states. Political engagement

through SNS is core thrust of this study so asking about role of SNS in politics,

75% respondents reply positively and accepted that SNS is tool for political

engagement. On the question of sort of political participation different responses are

received.
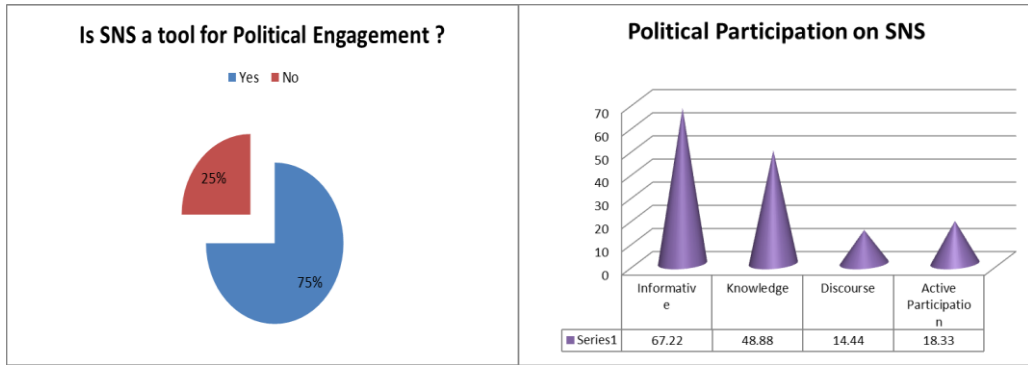
Figure: 5.3.6.2 SNS a tool for political engagement & political Participation

More than 80% respondents accept it that they found political contents on SNS and they follow different act according to the options provided by the SNS services as Like, Share, Comment and Ignore. 60% respondents opt like option on political contents while near about 32 % respondents share political contents with others. On the other hand near about 33% people comment on the political comments on SNS. It is noteworthy that in Delhi one–fourths   respondents (26%) are not interested in political contents and they ignore the political contents.
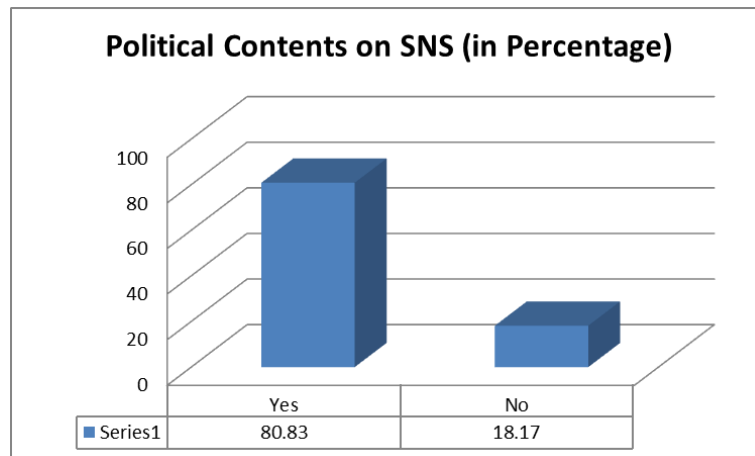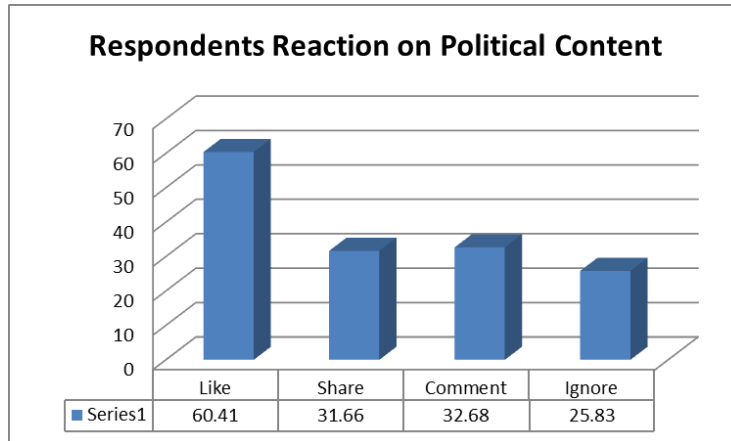

Figure 5.3.7.1 Political contents on SNS

Figure 5.3.7.2 Respondents reaction on Political contents

5.3.8 SNS Impact on Politics

SNS is impacting the political processes in different ways as in discussion making, Law making, Good Governance, anti-corruption and campaigning for election. Wide use of SNS in general elections of 2014 create the debate on, 'Is Social Networking Impacts on Politics'?   82% respondents of Delhi reply in positively that SNS impacting the Politics.
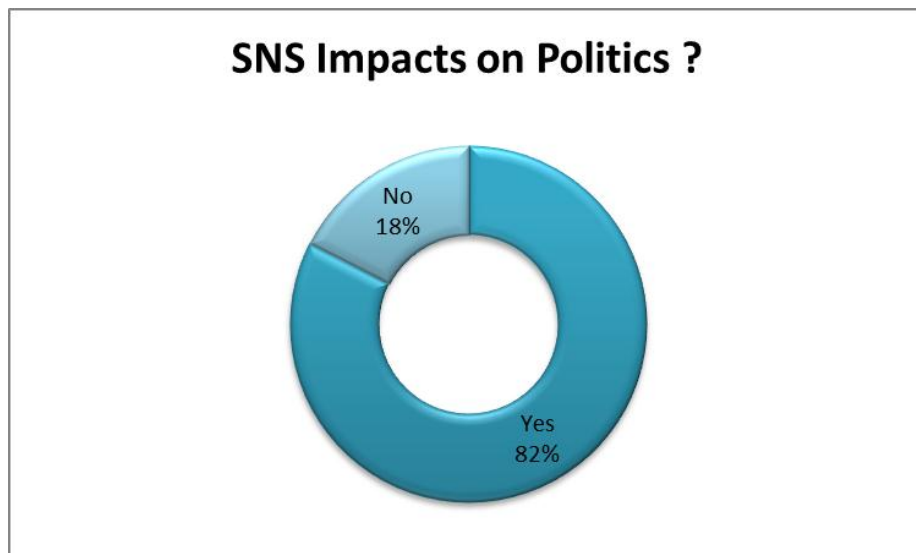

Figure 5.3.8.1 SNS Impact on Politics

5.3.8.1 Sort of Impact on Politics

What kind of the impact SNS creating in campaigning or election? Is survey by four options as a. Popularity, b. Defamation, c. both and d. none; more than 28% respondents agree with that SNS is a tool for popularity while 3% respondent said that it a tool for defamation and 61% respondent think it is a channel for both popularity and defamation.
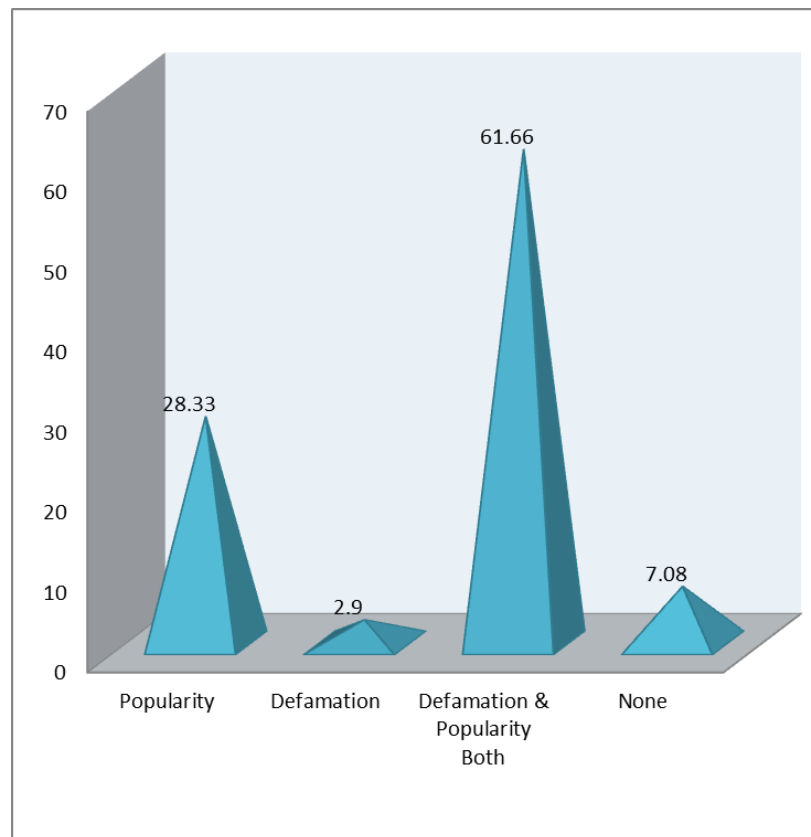

Figure 5.3.8.2 SORT OF IMPACT ON POLITICS

5.3.9 Restriction on SNS

In the context of false advertising and rumors on SNS there is a demand of limited restriction on social networking sites as three major cases of freedom of expression Shaheen Dhada and friend Renu, Ashim Trivadi, Ambikaesh

Mahapatra[7] rise a discourse about the restriction SNS. 60% of respondent reject the provision of limited restriction on SNS as it is raising an effective tool for equitable platform for expression.
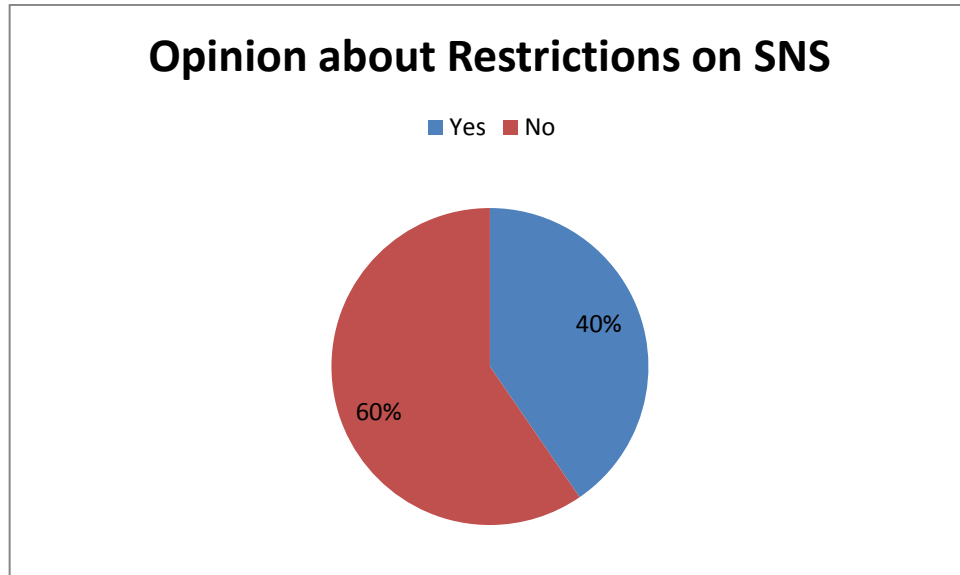

Figure 5.3.9.1 Opinion distribution about Restriction on SNS

5.3.10 Help through SNS in Elections

Internet became the main source of information and social networking sites playing a great role to introduce social issues to its users. Is Social Networking Sites helping in general elections 2014? On this question 68% respondent of Delhi internet users agrees with it and they think SNS provide different kind of helps during the voting decision. SNS works as an awareness tool in election and political issues. Respondents reply in four major categories about the parties, about the candidate, about agendas, about the scenario. These all variable taken under the influence of general election 2014 as BJP worked on the agenda of development

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[7] "So much for freedom of speech: Mumbai girls jailed after Facebook post about Bal Thackeray which 'hurt religious sentiments" *Mail Today*, 19 November 2012

(Gujarat Model), AAP actively use SNS for connecting with voters, Modi`s cyber army tried to create a scenario in favor of Namo.
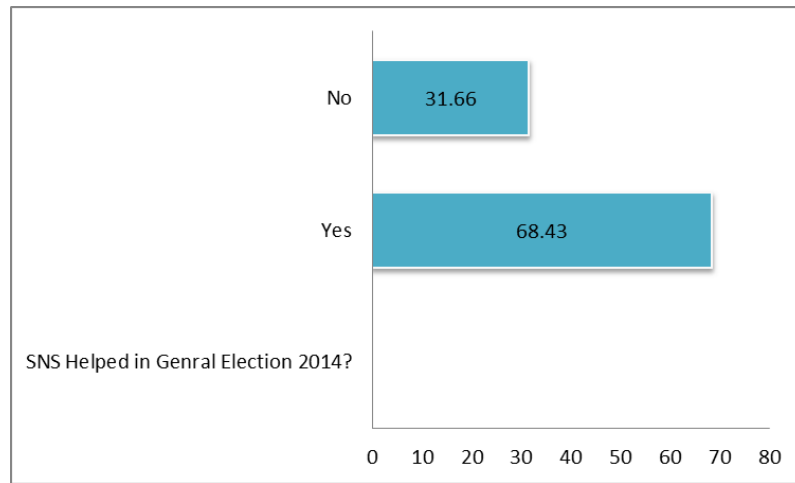

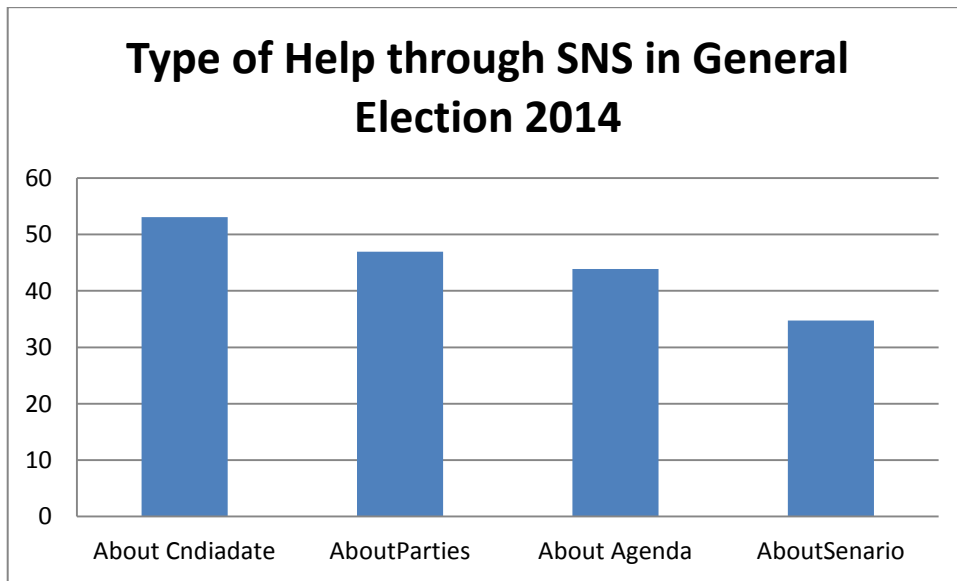**Figure 5.3.10.1 View on SNS Helped in General Elections.**

Figure 5.3.10.2 Sort of help by SNS in General Elections

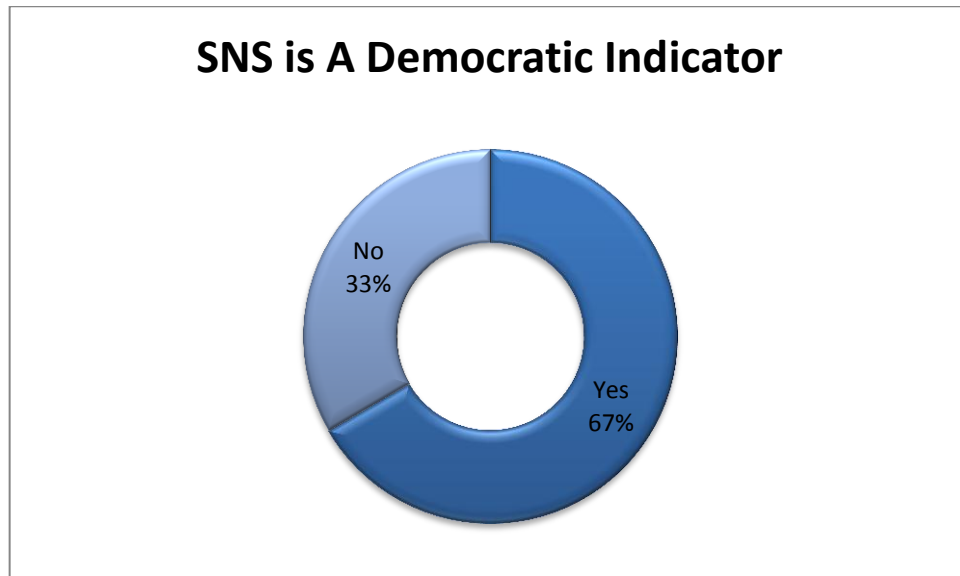### 5.3.11 SNS as democratic indicator

Figure 5.3.11.1 View on SNS as a Democratic Indicator

SNS affecting the Political scenario, in recent some cases social networking sites become the major tool for discourse and mass protest in Philippines, Arab revolution and Anna movement in Delhi. In the context of these event 67% respondent think that SNS should be considered as Democratic Indicator in law making and policy formulation.

5.3.12 Mobilization through SNS

All Parties and social movements have created their wall pages for mass protest and gathering for movement through SNS. Anna Movement for anti-corruption, Nirbhaya case protest and AAP movement use SNS for information and invitation to masses. 54% respondents accept that they got an invitation for a political movement through SNS.
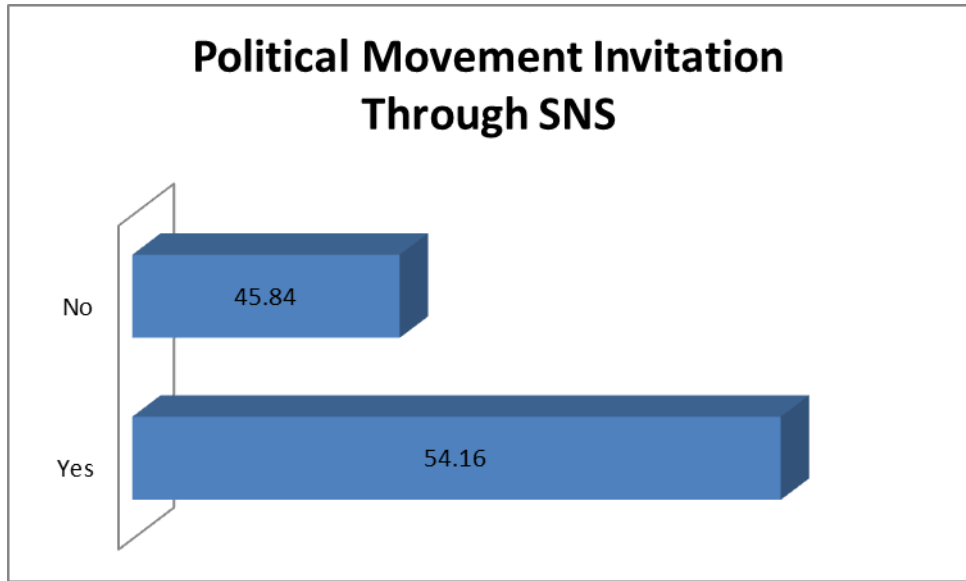
Figure 5.3.12.1 Distribution of responses on receiving movement invitation through SNS

5.3.13 Followers of political parties through SNS

55 % Respondent accept that they follow political Parties and Political eminent on the SNS account to get the updates of their activities and agendas of the parties.
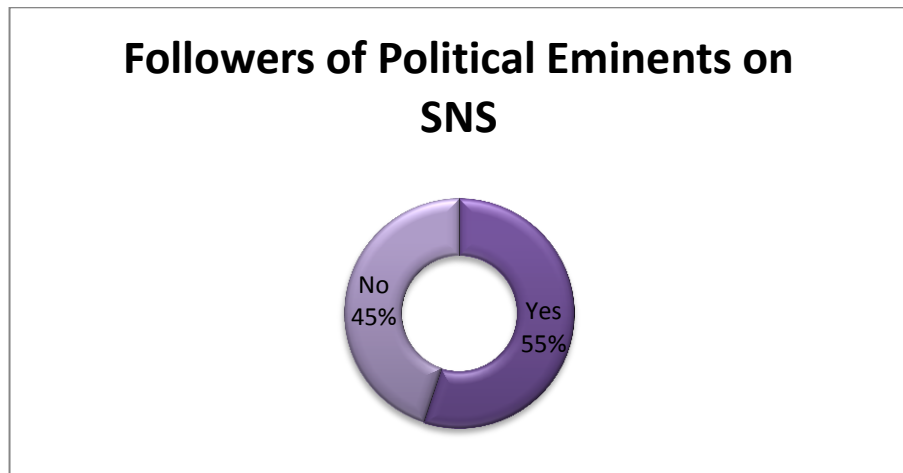

Figure: 5.3.13.1 Responses on Following Political Eminent on SNS.

5.3.13 Political acquaintance through SNS

News is basic source of political involvement, in Delhi all kind of the news services used. According to income, accessibility and literacy Radio, Newspaper, T V, Internet SNS are used for getting news during this survey in Delhi near about 52% respondent use newspaper for the news, more than 42% go through T V while 30% use internet for news, 10% respondents use SNS for news and 5% respondent using radio in Delhi for the news.
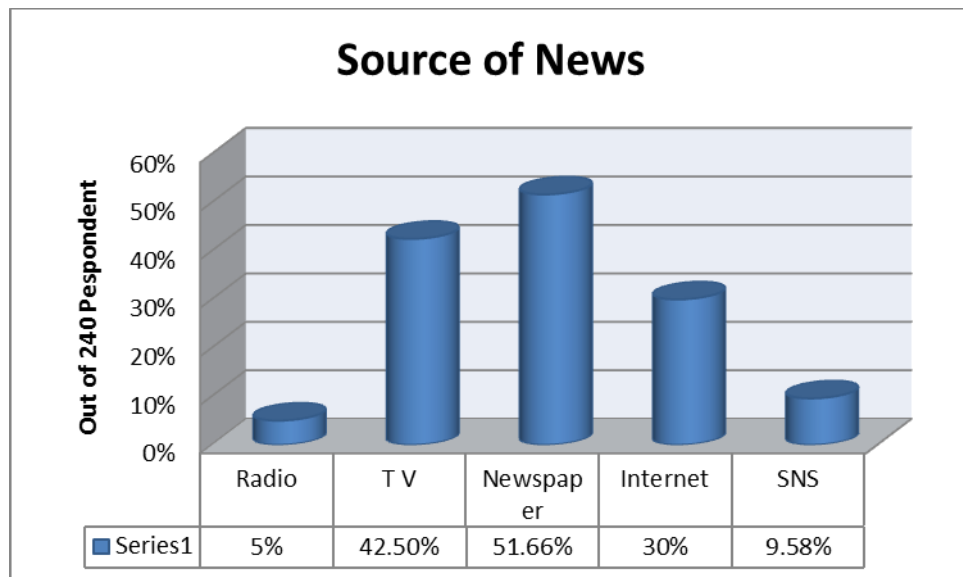

Figure 5.3.13.1 Distribution of different sources of news used by respondents

5.3.14 E-voting

Demand of E-voting or internet voting upraise last decade initially by NRI but due to cosmopolitan culture and Delhi growing as a job center for professionals as well as all kind of governance and services through online, people demanding voting portal on Internet. Sample survey in Delhi 85% respondent was in favor of the online Voting.
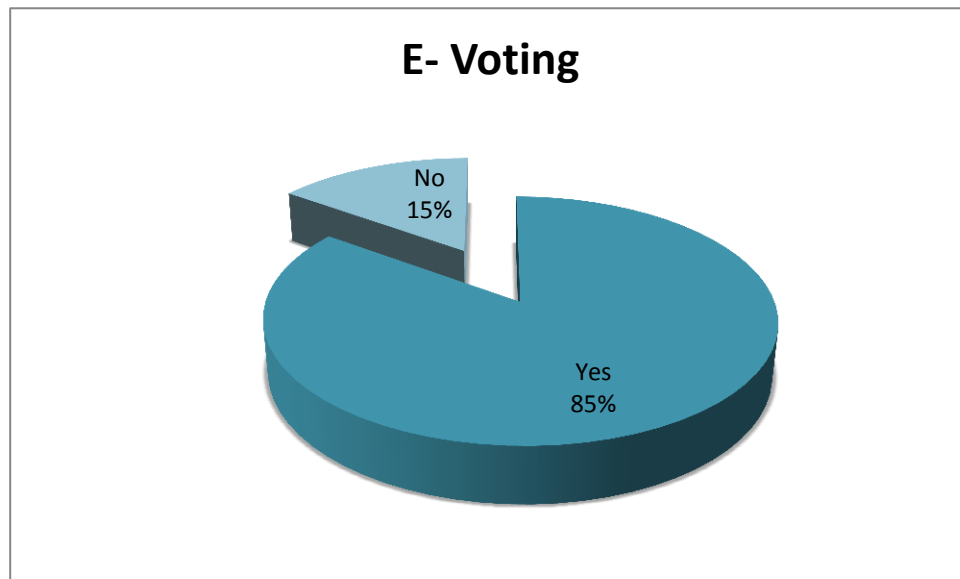
Figure 5.3.14 Responses on E-Voting

5.4 Finding

Primary data collection survey conducted during the general election in NCT Delhi. To measure the first hypothesis 'online social networking is emerged as a new effective mode of political communication' researcher choose variable of the political contenting on SNS and measure the four variables about the type of the engagement (Informative, Knowledge, Discourse and active participation) through the questionnaire. Big chunk of the respondent (more than 67%) replay that SNS works as tool to provide the information. 48 % people getting political knowledge through the SNS so it can be assumed that SNS working effectively in internet users to provide a political engagement.

'Social networking sites impact on political processes as awareing, involving and participation tool for critical masses' is the second hypothesis to emphasis interface between the SNS and political involvement, 82 % SNS users in Delhi agree with it that SNS impacts on politics. 54% got invitation for political activities through SNS and 55% users follow the political eminent on social

networking sites. It can be prove that major part of the Netizen motivated for politics by SNS. Real time communication in era of ICT has changed the very essence of political processes is third hypothesis can be established through the result of the general election of 2014 where the two parties take SNS activities very seriously one of them BJP who strategically expend a lot of money on cyber activities got clear majority and newly emerged AAP who use SNS for campaigning, got 2% votes in its first election as well as 68% of respondents said that SNS helped them to take decision in these elections.

'Online Social Networking generate a Big Data for information society in India' is selected as the forth hypothesis for the testing. 10% IT enabled population of NCT Delhi use SNS for News and SNS is a free source of news where user can access and any news without time bound situation as well as news comes on SNS in very firstly from different networks with a lot of dimensions. All parties uploaded their manifestos on party websites and update the latest schedule of Programmes and candidate list of their parties. Some NGO and search engine developed the portal for voter to know about their candidates. ADR (Association for Democratic Reforms) developed a portal with using PIN code of your area and got the information of the candidates of that constituency with the details of property, wealth and criminal records. In these manner SNS and internet is emerge as source of big data about the political sphere.

Social Networking impacting on political issues as an opinion leader, participating channel, mobilizing tool, news source, active involvement in politics, discoursing on the social issues and to generating the revolution for rights, liberty and democracy in a globalized era.