

## **An Integrated Summary of Findings, Limitations and Conclusion**

In the Indian context, research on the cognitive and behavioral effects of media on political participation has been largely new issue. This research is an analysis for studying the impact of the electronic media on political participation in general and voting behavior in particular.

### **Statement of the Problem**

Impact of Social Networking on Political Processes' is on the cognitive and behavioral effects of social media on political participation. In India, internet and Social networking have brought about meaningful changes to public and private spheres of life more quickly than education, industrialization or any other socio-economic factor. Present study is an endeavor to know the role of 'Socialnomics' in Politics. National Capital Territory Delhi has been chosen to test the hypothesis. It is high time to examine how effectively SNSs have influencing Political Processes in context of new political communication channels. The investigator prefers to study the effectiveness and influence of computer mediated communication on contemporary political scenario.

### **Rationale of the Theme**

The fast changing contours of politics is believed to be changing its route under duress of social media. The first-time voters, many of whom form part of the 'connected' generation numbered around 150 million this year, and most parties took steps to reach out to voters online and on social media. Facebook and others sites

trigger a wave in capturing the minds of the votes which could translate into the most visible person. People believe that Social Media has outpaced the mainstream media in the 16<sup>th</sup> General Election. Being the largest democratic show in the world, the process of electoral politics becomes a debating point if its course is determined by social media. That is why this theme pops up and triggers hot debate. Its impact is not merely limited to political landscape of India but to the world. The largest young generation in the world using social networking sites to change the fundamental understanding of electoral process of India. The message is categorically written on the wall. Perhaps it is going to be prime theme for the researchers who want to understand the new trends of electoral politics in India.

### **Objectives**

1. To know about the ICTs savvy generation.
2. To know the online social networking demographic in Delhi.
3. To know the internet literacy in NCT Delhi
4. To know the level of political activities through internet.
5. To know the level of political engagement through social media
6. To know whether the internet playing an important role in political activities.
7. To know whether the social networking is a channel for political discourse.
8. To know whether online social networking impacting on politics.
9. To know whether social networking sites works as a platform for social mobilization.
10. To know whether SNS playing some role in formation of public opinion.

## **Hypotheses**

Therefore, this study examines the relationship between online social networking and politics.

H1: Online social Networking is emerged as a new effective mode of political communication and discourse.

H2: Social Networking Sites impact on political processes as awareing, involving and participating tool for critical masses.

H3: Real Time communication in era of ICTs has change the very essence of political processes.

H4: Online Social Networking generates a big data for information society in India.

## **Study Area**

Social networking is rapidly growing in metropolitan cities of India, economic capital Mumbai have highest internet user in India but in last few years Political capital of country (Delhi) is a great witness of many socio-political movement. All socio-political movement have a peculiar impact of the new communication techniques like Mobile phone, Internet, computer mediated communication. So National Capital Territory Delhi chosen for primary research area. In the NCT Delhi context, research is the cognitive and behavioral effects of online social networking on political participation have been largely new issue. This research is an analysis for studying the impact of the electronic media on political participation in general and voting behavior in particular. Agitation of AAP (Aam Admai Party), Janlokpall Movement of Anna Hazare, Nirbhya Rape case as well as Imaging of Narendra Modi all have a great discourse in virtual world of the Delhi computer savvy

generation, so research has planned to have specific are study of the National Capital Territory of Delhi. Appropriate data had collected from the various respondent related to internet based political activities on social networking sites studied under the research.

## **Research Methodology**

Present study is an empirical study, both primary and secondary data has been used in the study. Primary data is generated with the help of interview schedules, the researcher take probability sampling for information seekers because the units are widely scattered and each element have an equal chance of being selected. The researcher use random sampling to take sample. Both the primary and secondary data comprise in the study. For obtaining aggregate data, secondary sources has been used and the data has been obtained from the government publications, reports published by the AIMAI, articles and studies published in the research journals, published and research works and other relevant published material. For obtaining primary data, semi structured questionnaire has been prepared; both open and close ended questions has been scheduled in questionnaire. The questionnaire schedule is administered to 270 internet users (Sample of the study) of Delhi NCR (Study area) having an account on Face book, Twitter, Orkut. The questionnaire schedule is annexed in Annexure-1. The data so obtained has been systematized, tabulated and analyzed with the help of percentage method. Along with this the researcher has prepared some case studies of the respondents of the selected departments with the help of documents provided by concerned departments and personal experiences of the respondents.

## **Conclusion & Suggestion:**

**Findings:** To achieve the goal of this study, the researcher explored Present Study has made progress in terms of developing our understanding of patterns of Social Networking Sites (SNS). From the above findings and following limitations can be derived.

### **Limitations of the Study:**

The researcher found certain limitations in the study as aspects of area for further study:

- The researcher had to work under considerable limitations. The present study does not include whole country and other states of India during the survey. Primary data was collected form NCT Delhi.
- Secondly limitation of study is limited literature available on this topic. This concept is new for research in India especially in political aspect of SNS and that's why there is not enough literature is available on this topic in concerning regard. Since the sample in the study was small, only very limited variables had taken for data collection.
- A lot of types SNS are using according to the users need, availability and features. It is very tuff task to study all SNS by a single researcher as well as

every SNS have millions to billion users and every SNS have its peculiar working profile.

- Political processes are immeasurable area for study hence researcher touched only two major political processes interface with SNS. Social Networking users are growing day by day as well as some SNS losing their popularity so it is very difficult to balance the SNS variable in rapidly changing scenario.

Despite the above limitations, the researcher draws up the final conclusion of the study.

## **Conclusion:**

## **Suggestions**

## **Chapters Outline**

The study has been conducted and organized in six chapters with a broad sense of the current political scenario. Introduction of the social networking sites and political processes and their intercourse was analysis under the current research. The details of the chapters are given below:

### **Chapter 1 Introduction**

This chapter gives an insight on concepts of political communication, Social Networking and political processes. It represents a relation among online social networking and political participation. It provides a background of theories related to information society, cyber politics and new dimension of political communication and social mobilization. The chapter introduces the entire framework of interface between Online social Networking and Political Processes. It also provides a summary of literature referred by the researcher related to the field of study. Along with this, the objectives of the study, hypothesis of the study and the research methodology adopted by the researcher has been mentioned.

### **Chapter 2 Political Processes in India**

This Chapter gives a theoretical background of Political Processes. It gives a brief insight about the different aspects of political processes. McAdam's political processes theory model used for theorizing the concept of political processes. Concept of politics communication also provides a brief description on democracy and communication. The chapter discusses the types of political processes and broadly divides political processes in two parts as structural processes and

nonstructural political processes as well as types of the different groups in political communication.

### **Chapter 3 web 2.0: Online Social Networking**

The chapter gives a theoretical background of social media and social networking as well as discriminate the social media and social networking. The chapter discussed the history and development of social networking. It gives a brief insight about SNS the evolution its application. The chapter discusses in detail the different types of SNS and their usage. Under this chapter emergence of different SNS and their melt described in context of both India and world.

### **Chapter 4 Impact of Online Social Networking on Politics**

In order to study the objectives of research, the researcher analyzed the secondary data and cases related to the theme. Nirbhaya rap case, Anna Hazare anti-corruption movement and Arab Spring`s movement has taken for the secondary sources for theoretical development of the concept. Aseem Trivadi , Shaeen Dada and Ambakish Mahapatra cases have involved in segment or the research for the SNS incidents in India. SNS role of opinion leader and personalize politics was analyzed as impact on political process. Political alienation and SNS remedy for democratic deficit and impact of new internet tool for political discourse was discussed under this chapter.



## **Chapter 5 Virtual Reality: Aggregate Data Analysis**

This chapter is based on National Capital Territory Delhi`s primary data analysis. The researcher has made an attempt to collect data from 270 respondents through a close end questionnaire. 240 Responses of the respondents about the internet related knowledge, aptitude towards SNS, political engagement on SNS, type of SNS, News medium and views analyzed in this chapter. Under this segment of the different variables related to SNS users measured through percentage bases. Tables and charts of the primary data collection presented for the hypothesis testing.

## **Chapter 6 Conclusion and Suggestions**

In this chapter conclusion and findings are made by way of summing up the observations made in chapter 4 and chapter 5 based on the analysis of the information collected from Primary and secondary data, drawn on the basis of research questionnaire. The suggestions are given by the researcher after analysis of both kind data, responses of selected respondents and cases related to the research.

**(Signature of the Supervisor)**

**(Signature of the Candidate)**