Effectiveness of Media on Outcome of Election Result: A Review

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Abstract- **Media, simply put, is new form of mass communication. Another term for it is digital media. Relatively, it is recent media based on new information technology, a 21st century's people's media. It is dynamic as the Internet-based tools and technology keep changing in unpredictable ways, and evolving too. Media has redefined, given a new dimension to the very concept of communication, whether internal, intrapersonal, one to one or one to many. New technologies, which are emerging on a daily basis, are enabling media to evolve. Inarguably, social media is shaping opinion, helping to build profiles of people, companies and government. Moreover, it is helping to get people 'connected' and draw moral support sometimes. Political communication, which is a sub-field of communication, has dramatically changed in the last decade. Many traditional media as well as media have changed politics which is inclusive of governance and players involved in it. Media platforms and social media tools have made democracy more vibrant, at least in the cyber world. This does not imply that the quality of governance has improved and society at large is happier because the quality of life has improved. But with the media becoming more and more interactive, public communication has increased which in turn has an impact on policy makers. The present paper is a review of researches done with an objective of understanding the effectiveness of media on outcome election result.**

Key words- Media, social media, politics, elections, behavior, communication

I. INTRODUCTION

Media is quickly developing in significance by adjusting itself to the changes in the methods of co. The communication process has turned into a consistently developing field with the approach of innovation. The effect of media is such that it has helped in reclassifying the world's economic order, changed numerous parts of social life and aided in spreading data and learning in an equitable and savvy way. Political communication, which is a sub-field of communication, has drastically changed in the most recent decade. Swanson & Nimmo, characterize political communication as the vital utilization of communication to impact open information, convictions, and activity on political issues.

Politics and media are laced. The idea of global village has turned into a reality. Online media is talking and is being heard. Subjects themselves are breaking news and dispersing data on social media. Thus, a new order of communication, free of the media houses, has come into existence. This demonstrates the significance and intensity of media. Media in general and social media devices have made democracy more energetic, in any event in the cyber world. This does not infer that the nature of governance has

enhanced and society everywhere is more joyful on the grounds that the personal satisfaction has made strides. Yet, with the media becoming increasingly intuitive, public communication has expanded which thusly affects policy makers. Media and social media are by and large progressively utilized as a part of political crusades with youngsters constituting a larger part of the voting populace in India. Government officials are attempting to get themselves established in the cyber world to reach and draw in with the voters. Gradually however consistently, conventional media is confronting hardened rivalry from media. Merging of conventional and media is occurring in both developed and developing nations. Political activism is gradually moving from ordinary media to social media.

Political leaders, and political parties are drawing nearer to the media and social media platforms transforming into mass media. The individuals who are dynamic in governmental issues are additionally observed to be dynamic on the web. The effect of utilijrion of computerized gatherings has set the pattern for personalization of legislative issues. Correlation between government officials who utilize social media and the individuals who don't have online nearness is inescapable in this e-world. Media is an advancing media that registers

development nearly every day. Likewise, it is fascinating to take note of that throughout the most recent couple of years, joining of customary or traditional media and media is occurring. Government officials are progressively captivating with individuals through media other than conventional media. In individual collaborations one can see the responses and non-verbal communication of those engaged with communication, while in innovation mediated communication where there is no visual utilization, perceptions can't be made instantly.

Academic researchers have established that political and civic engagements are happening in the cyber world. Of course, this is still-emerging relationship which calls for in-depth constant studies. In a reputed journal in the year of 2012 while referring to the US congressional elections of 2010, had published that that "A 61 million person experiment in social influence and political mobilization". It had been contended that messages on users' Facebook feeds could significantly influence voting pattern. Virtual world may be gaining importance. However, one cannot undermine the influence and impact of one-to-one communication and personal touch between politicians and people. The objective therefore of this paper is to review previous studies to draw inferences on the influence media in political communication. The paper will focus the studies on the utilization of media by politicians around the world. The paper will comprehend the validity of studies on effectiveness and credibility of media usage in politics.

II. REVIEW METHOD

Research papers are collected from different sources. Which had the several studies done on the same subject. This study is confined to the research on media impact on politics. It is in this perspective, the present study assumes importance. Usage of media by politicians during elections has yielded sufficient study material for academicians, researchers and research institutions. A lot of research has been done to study the usage of media in the US presidential elections. However, not much research has been done when it comes to the usage of media by Indian politicians and this became obvious when the review of relevant literature was taken for the present study. The study done in the last decade has been reviewed here, according to which both developed and developing countries are eager to employ media for political communication and engagement. However, the degree varies depending on the extent of Internet coverage, technology and affordability of a country to invest in infrastructure development to make use of wireless communication.

III. DISCUSSION

Woolley & Howard, [1] find that algorithms govern the burgeoning communications between us. Such algorithms mediate almost all interaction and content that we do not experience directly, face-to-face and in person. We find people communicating, sometimes unawares, with automated scripts. Algorithms and automation invariably involve political choices in design, the data collected about our interactions invariably has political applications, and a growing number of people are targeted by computational propaganda.

The usage of information and communication tools is different in developed countries. A study by Ron Davies, [2] on the effectiveness of social media in election campaigning highlights how the politics in European Union behaved when the citizens and to be specific the youth were least participating in the democratic processes after 1980. The study says that the usage of social media may function as medium between the politicians and citizens. Media technologies have their own impact on political communication and this has been delineated in the study [3].The author elaborates on how the extensive usage of the Internet and mobile phone has its own impact on election campaign in developed and developing countries. It also suggests some new horizons of political communication through media technology, especially in developing countries.

While discussing about the increase in the networked population from the early 1990s and for mass movement, the study on the impact of social media on politics Kaur & Kautm, [4] discusses how social media was used in India for movement against corruption and to raise voice against the Delhi rape incident and the Telangana statehood movement among others. The advent of social media has enabled an unprecedented empowerment and engagement of the common man for expressing political opinions. One positive development the authors see is the youth talking about political issues mainly because of the emergence of social media. Earlier, political discussions were confined only to those who used to read newspaper and watch television news channels or participate in discussions. However, social media networking has made the youth of India "sit up and discuss political issues." But, the authors say that it is difficult to make youngsters participate in the voting process even with the usage of social media platforms. Getting youngsters together to vote in elections, even though the networking sites to help political parties is "still a pipeline dream''. However, the researchers (Ibid) conclude that it may take decades in India to replicate the US in the use of social media campaigning and influence the voters.

The 2011 elections in Switzerland also saw the usage of digital forums for campaigning. A research study Ulrike Klinger, [5] while giving an insight into the usage of social media and Swiss elections, says that all major political parties have their own websites and are active on social media. While analyzing structurally the usage of Facebook

sites and Twitter feeds, the researcher says, "While political parties claim to appreciate the dialogue and mobilization potentials of social media, they mainly use social media as an additional channel to spread information and electoral propaganda. The overall resonance is still at a very low level." (Ibid)

The research on the impact of social media on political mobilization in East and West Africa by Kalyango Jr & Adu-Kumi, [6] examines whether the online and wireless digital media have aided political mobilization in Africa more than the traditional media in the past five years. Explaining how the new technology has helped the common man to get better-connected with even politicians and people of all classes in the digital space, the researchers say people use it to   connect with leaders who cannot be contacted.

While the researchers Yusuf Kalyango Jr and Benjamin Adu-Kumi have explained the trends in the usage of media in a developing country like Africa, there are many research-based studies that explain how the US is far ahead of other countries in the world in terms of using the social media for political changes and elections campaigns in particular. There has been sufficient interest shown by academicians and researchers to assess the impact of media on the US presidential elections. In one such study by Aronson, [7] the research addresses the impact media tools have on different segments of the electoral process in the US. The impact is assessed from the point of providing information, influencing news, setting agendas, molding public opinion, opportunities to raise funds, increasing political participation and influencing youth voters and finally, changing poll results.

When media is discussed, two things come into focus – one is the online news consumption, and another is the increasing social media networking sites. It is not that the usage of online news consumption is growing; even the usage of various Internet based social media networking sites has gone up dramatically. This only shows that media is here to stay. Politicians choose the media they want to reach out to people, and credibility definitely becomes an issue. One needs to develop skills to assess the credibility of the media in general, and the online media in particular. To understand the credibility point of view of online media, the study conducted on exploring online news credibility Chung et al., [8] helps. While investigating factors contributing to credibility of online news, the authors say that mere online presence does not add much credibility if online sites do not employ hyperlinks to extend access to related topics. The researchers endorse that credibility is a "very complex issue'', and that multimodality and interactivity do not influence credibility perceptions. Usually, media houses which are online try to build data bank so that it can be linked to the stories they put up on their sites. It is generally believed that hyperlinks can

enhance the credibility of news offered. But Chung et al., have countered this through the study. (Ibid) This point becomes relevant when people try to consume maximum news during elections. Coming to political news and media, there is a general notion that media gives too much coverage to politics. This may not be demand driven. This argument gets support from a study of Pew Research Centre conducted in 2012. The study had concluded that all content receivers are not equally interested in politics, and also, usually all prominent political parties in the US were by and large making similar efforts to use social media platforms. Like the Pew research, there is one more in-depth study on social media usage and democratic participation. A report by University of Technology, Sydney, accessed by Australian Electoral Commission (AEC) elaborately explains different dimensions and partners in e -democratic initiatives and learning at different levels. The study report McNamara et al., [9] aims at examining approaches to social media by government agencies and the election management bodies (EMBs) in order to inform the Australian Election Commission in social media. The researchers, while explaining the contingent factors affecting and limiting e-democracy initiatives, point to the hard reality – social media, by and large, is personal and entertainment-oriented. Research indicates that social media is less effective in engaging citizens in traditional forms of political participation.' (Report 2012)Politicians and political parties do every sort of exercise to reach out to their voters during campaign. But the question is how consumers react to the content. Are politicians and political parties are just giving what information they would like to give and thus turn the content into monologue? Is it out of curiosity that people read the content, or are they receptive? These questions, to some extent, are answered in one study. Pew Research Centre of the US conducted a survey from January 20 to February 19, 2012 among 2,253adults to find out how social networking sites influence voters' views and political activities. The research by Rainie & Smith, [10] focuses on the social networking sites (SNS) of Democrats, Republicans and Independents, and getting feedback from the visitors to the sites. The study has come out with a good number of findings. One finding is that the vast majority of social networking site users (84%) say they have posted little or nothing related to politics in their recent updates, comments and links. Only six per cent of these users said that most or all of what they posted recently on the sites is related to politics, issues, or the 2012 campaign, and the rest ten per cent had said some of what they have recently posted has been about politics. The politically engaged citizens had observed that 'the sites were useful to them in their political activities and they had become more involved in an issue after reading what others had said on the sites.' (Ibid)

People in every sphere of life have begun using media

and social media. It goes without saying that men in public life are no exception to this. The often quoted example as how media was used to the hilt during elections is that of US President Barack Obama during his poll campaign in2008. Obama mobilized the youth over the Internet for his victory in 2008. A study on twin social media outlets Facebook and Twitter observed that these sites have impact on the constituents[11].Hellweg sums up by saying whatever may be the tools used by politicians to engage people in political process, still people want politicians to be what they should be. The author is right in pointing out that frivolous news alone cannot make people get attracted to social media sites. If politicians have to win the confidence of people, they would have to discharge their public duties. Whatever may be the media they use to reach out to people, their work also matters.

Usage of new media and communication strategies are best experimented in a developed and tech-savvy US, which is not surprising. What is interesting is even communist countries are now slowly being forced to open up to new communication platforms. Take, for example, a communist country like China, where there is no free media, which is also moving towards media. A study on political changes in China observes that digital technologies empower citizens by providing forums for the expression of political views and critics of the state [12]. It is always interesting to make a comparative study of media and traditional media, and the impact of media on traditional or conventional media like newspaper, television and radio. Such a comparison is pertinent as people are now bombarded with news and information from many sources. Another pertinent question here is whether political communication happen more on digital space than through traditional media in the days to come. In a study on new and traditional media in Malaysia, it is observed by the researchers [13] that the advent of media has posed a challenge to conventional media. While illustrating to it, they have pointed out that the impact has been felt on the circulation of print newspapers, especially in the US.

In another study on communist country China and youth participation in politics Cara, [14], it is admitted that the manner of communications changing. The old order is changing and all may not have the same views on changing priorities. For some it may look good, and for others, it may not. But the truth remains that change is permanent in case of new technologies. It is a challenge for any government to stifle the voices of citizens in cyberspace. In a tech-driven country like China, it is impossible for citizen's to resist the usage of technology, and even authorities cannot be selective, is the argument put forth by the author. (Ibid)

As earlier said, the usage of electronic media like that of TV and Radio for political engagements is yet to go a long way in many countries. This is highlighted in a study on the usage of social media in the Romanian presidential

campaign in 2009 [15]. The author contends that the use of electronic media and the social media as a tool of political and electoral communication represents a field "not yet fully explored" by Romanian researchers. The general assumption is that technology is helping politicians to have better reach and make their election campaigns easier. However a study on the elections in the Netherlands in 2010 and 2011[16], differs by throwing light on the usage of social media, public participation and the elections in that country. "Web2.0 is not a completely new kind of web, but a new strategy reached with higher user participation," they say. They also observe that with the current increase in the use of social media, user participation level can increase dramatically and this does not mean that e-empowerment was not possible during the beginning of the World Wide Web. Media with ever changing technology offers plenty of opportunities for politicians to change their communication strategy. The best example is the US presidential elections. But there are other smaller countries which have employed media for poll campaigns, but not maximized their efforts. The situation is not much different in India.

After making certain comparisons on the usage of media in a developed country like the US, a communist country like China, and developing country like Africa, it is interesting to understand how smaller countries are responding to new communication modes. There are studies to suggest that the usage of social media is growing even in smaller countries. In a study [17] on the usage of Facebook and political communication in Macedonia, a small state in transition, it is observed that the Internet is not fully involved in political communication in Macedonia. Government institutions and political parties understand the information given out in the digital platforms as a bulletin board, so the network is mainly used to write pages that are basically monologues rather than dialogues, they say, and conclude that all political parties give the same result as compared to the number of mandates won in party elections, and political parties have not yet exploited the potential of Facebook. Probably, this is the scenario in India, too. Neither government nor political leaders are exploiting the digital platforms for public utility. Networking sites are still serving as advertisement platforms. Again, coming back to the US presidential elections, there is one more study on the topic which is worth taking note of as it discusses the quality of content. In the study [18] on the new challenges faced by political parties and lessons learnt from the first US presidential race in the cyber era, the authors recall that one month before the 2008 presidential election, Barack Obama sent an e-mail to his earliest supporters, purportedly from Campaign Manager David Plouffe, who reminded them that they were, 'one of the first million people to own a piece of this campaign' and 'helped build this movement when the odds were long and the Election Day was far in the future'. The account of Obama campaign, however,

mentions little about political data. The study also says that, "Despite two decades of research into the media practices of campaigns, the working of the data and analysis 'backend' of electoral politics and the industry that supports it are still largely hidden from view, particularly given the press focus on social media.[19]"

Radio and television are among most widely used media and have deep penetration. The significance of TV is clear from the statements of Dorr, [20] who stated that TV is different as it can show the events and hence can be more effective [21]. In her work focused on the contribution of TV in the spread of information. The study on effectiveness of these two media namely the Radio and TV has been conducted by Sharda [22]. The orientation to understand the effectiveness was political as it understood the effectives from the view point of people who were the member of certain political parties. She found in her study that media particularly TV and Radio media were biased towards certain candidates and ignoring a number of others.

IV. CONCLUSION

Social media, TV media, Radio which is increasingly used in election campaigns across world, the ultimate effect of this usage remains unclear. Media cannot be the single factor in influencing winning or losing in elections. However, these digital media, electronic media like TV, Radio can amplify the existing forces in politics and influence the electoral process indicating the other variables that determine the fortunes of politicians. Studies point out that media flourish in democracies promoting participatory political process than in totalitarian countries. Some studies have raised the crucial issue of media promoting polarization by providing targeted communication channels for already polarized groups unlike traditional media. One of the notions affecting media is its creditability as studies vouches for the fact that they are not institutionalized enough to influence credibility perceptions.

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