

Role of Social Media in Political Socialization of New Voters in Beed Parliamentary Constituency

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Abstract: *The social media is a powerful agent of political socialization and it is also the fifth pillar of democracy. Today social media has been influencing the political attitudes and behaviour of new voters in India. The survey commissioned a study on new voters in Beed Parliamentary Constituency to investigate the effects of WhatsApp, Facebook, Twitter, YouTube and other social media platforms in the political socialization of new voters. In addition it seeks to explain the role of the social media as an effective agent of political socialization of new voters in Beed parliamentary constituency. The results indicate that social media use significantly predicted internal political effectiveness and the purpose of participating in politics. The results are discussed within the framework of social media influence in political socialization of new voters in Beed parliamentary constituency.*

Key Words: *Social Media, New Voters, Political Socialization, Parliamentary Constituency.*

1. INTRODUCTION:

Political socialization is the process by which people learn about their government and acquire the beliefs, attitudes, values, and behaviours associated with good citizenship. It is the learning process through which individuals acquire their political opinions, beliefs and values in any society. Political socialization plays a key role in developing habits associated with good citizenship such as voting participation, support for democracy and compliance with norms and laws. In the case of political socialization, the most significant agents include, but are not limited to, families, media, education, and peers. Other agents include religion, the state, and community. These agents shape your understanding of politics by exposing you to political ideas, values, and behaviours.

Usually, Young people in almost every society have skills and knowledge about different smart phones, computer programs, video games and the Internet in today's world. Students from different educational institutions often use modern technology and media through different platforms like e- newspaper , WhatsApp, Face book, Instagram, twitter, any other social media knowingly or unknowingly they becomes familiar with different perspective especially in politics or political participation. Social media is a very popular way of communication and information in voters of India especially new voters. Social media is used to remain interconnect with politicians and voters.

Today in India the number of new voters increased in every parliamentary constituency. Every political party is trying to reach out to the growing new voters, and social media is being used extensively to disseminate information about the election process and campaign to them. So researcher focus here on today's most powerful agent social media and that is important to the political socialization process of new voters. Researcher finds out the role of social media and what are the impact of social media on the political knowledge and the political participation of new voters.

2. Statement of the Problem:

Social media like WhatsApp, Facebook, Twitter, YouTube and other platforms is effectively used by young generation especially new voters. Voters are sharing the information with each other of election campaigning and voting process on social media platforms. Social media is raising awareness among new voters regarding political campaigning and election process. The above mentioned problem statement denotes the base of this study. To what extent does the use of social media in election process to participate new voters to voting? Our main research problem is 'Role of social media in political socialization of new voters in Beed Parliamentary Constituency'.

3. Objectives of the study:

The main objectives of the study are;

1. To know the concept of social media and new voters.
2. To know the awareness level of new voters of social media.
3. To find out the role of social media in political socialization of new voters.
4. To find out the impact of social media on the political knowledge and the political participation of the new voters.

3.1 Research Question:

1. What roles do the social media play for the political socialization among the new voters in Beed Parliamentary Constituency?

4. Research Methodology and Sources: For this particular study the researcher select the explanatory research methodology and survey method. To obtain the required data the researcher have used survey method and formulated a questionnaire which comprised of 10 different questions. The new voters of the research are the whole youth male and female who vote first time in Beed Parliamentary constituency. The researcher use primary and secondary data. Data was collected through a structured questionnaire with the respondents. The data was classified and tabulated taking cognitive, affective and evaluative orientations as dependent variables.

Sampling:

60 samples have been taken from new voters to vote first time of parliamentary general elections 2024 of Beed parliamentary constituency. A total of 60 respondents, 10 from each of the six assembly constituencies of Beed parliamentary constituency, were selected based on purposive sampling method.

5. Literature Review:

The researcher has reviewed the following important research materials for the research. Social media is playing a prime role in elevation of political participation by sharing their opinions. In India, Narendra Modi used Twitter to access directly youth and voters first time in election. During his election campaign constantly released different hash tags on political agendas.

According to Hamilton (2011), the social media has changed the concept of old media. Now our voters are using the Facebook, Twitter and Blogs as a source of information. The findings of his study are that the social media has agreed impact on young voters, and he also suggest that the use of social media by the candidates is not always a good and effective way to reach young voters.

According to Kamat & Farooq (2016), Social media is a podium for young generation it is away to share the information and express their political thoughts.

The above research literature has been proven that social media has a great influence on voters. A review of the above research literature reveals that they have studied the impact of social media on voters. But the impact of social media on the new voters has not been studied. From this point of view an attempt has been made in the said research paper.

6. Concept of Social Media

Social media is a computer-based technology that facilitates the exchange of ideas and self-generated content through the creation of virtual networks and groups. There are various types of social media available on the internet, through which the user can easily share pictures, videos and other information. User can easily enjoy the services provided by social media using internet based technology i.e. mobile, tablet and computer devices. Social media has become an integral part of our daily life. Every person who has a smartphone has a social media site or application in their mobile phone.

‘Social Media’ is an easy way to communicate with each other. Social media is a popular platform in which we connect with our friends, relatives, and also receive and send new information with our friends or relatives using social media. In honour of this social media, 30 June is celebrated as Social Media Day worldwide.

7. Social Media Users in India

The world has become a village because of social media. Currently, while America and European countries are leading in using social media, Asian countries such as India, Indonesia are also seen adding their name to this list. Today, through social media, the story that happened in a corner of the country is reaching you in a few moments and the information about the political revolution and various happenings in international politics is being received at home

through WhatsApp, Facebook and YouTube. Today, in India as of January 2024, there were 862 million people are using social media users which is 59.50% of the total population. According to DataReportal, most users of prominent platforms, like Facebook, Instagram, and Facebook Messenger, are aged from 18 to 34 years. The top social media platform users in India in 2024 are;

Sr. No.	Social Media Platforms	Number of Users
1.	WhatsApp	530 million
2.	YouTube	250 million
3.	Facebook	240 million
4.	Instagram	230 million
5.	X/Twitter	70 million

Source: <https://www.grabon.in/indulge/>

8. Concept of New Voters and brief details of Beed Parliamentary Constituency

The concept of new voters means new registration for general electors. Those people, who Fill Form 6 if you are 18 years or above or you will turn 18 in few months. In India, The 18-19 age groups have the highest number of new voters, who are voting for the first time in the Parliamentary and Vidhan Sabha. In Maharashtra number of new voters in this Parliamentary election is significant and this year 19.48 lakh new voters in the age group of 18-19 will exercise their right to vote. The public celebration of India, the world's largest democracy, is the Parliamentary elections. The Chief Election Commissioner of the country, Rajiv Kumar, has recently announced the election program. 'Chunav Ka Parva Desh Ka Garb' is the policy of the Election Commission. Also, my first vote for the country is this tag line. We are having fun watching closely. Election Commission is implementing many new concepts this year so that no one is deprived of voting

Beed is a district in the Aurangabad division of western India. It was previously known as Bhir, and was part of the Nizam's State before becoming part of Bombay State in 1956. When Bombay State was split into Maharashtra and Gujarat in 1960, Beed became part of Maharashtra. Beed is one of the 48 Parliamentary constituencies in Maharashtra and also an administrative district. This constituency was formed in 1951 as one of the 25 constituencies of the then Hyderabad State. Beed Parliamentary constituency is one of the 48 Parliamentary (parliamentary) constituencies in Maharashtra state. It is a General category parliament seat. Beed Parliamentary constituency includes six assembly constituencies - Georai, Majalgaon, Beed, Ashti, Kaij (SC) and Parli.

9. Discussion and Findings:

Role of Social Media in Political Socialization of New Voters in Beed Parliamentary Constituency.

In the present day of modern technology particularly social media, plays a crucial role in the life of the individual and the society at large. Social media provide knowledge, information, and entertainment and also educate the voters. The impact of social media in our daily lives is so strong that it is even impossible to ignore it. Its implication on the new voters of Beed Parliamentary constituency is so powerful compare to other parts of Maharashtra state, that many youths are addicted to the social media and cannot live without it even for a few hours because almost everybody has a smart phone access. The responded has been asked few questions based on social media to get the knowledge about the influence of social media on politics, election process & political orientation. Social Media is considered an agent of socialization and as such, it can aid in the development of peoples' attitudes, behaviours and gender expectations. It played a crucial role in shaping voters interest and attitudes about an election, politicians and governance of the state.

The number of new voters in every Parliamentary constituency is increasing day by day. Every political party is trying to reach out to the growing new electorate, and social media is being used extensively to disseminate information about the election process and campaign to them. The process of registering young voters has been going on for the last two years to get them excited. In Maharashtra 2024 Parliamentary elections 19.50 Lakhs of voters are going to vote a new and for the first time this year. Everyone appreciates the newness. Queues at those polling stations, standing in a disciplined manner, going to the centre and pressing the button in front of the candidate you want, putting blue ink on your index finger beforehand, taking a selfie with your index finger as soon as you are 200 meters outside the polling station and posting it immediately on social media will be visible in the youth this year. Enthusiasm for politics and elections is high among new voters. Therefore, the researcher has tried to know the role of social media in the political social causes of new voters through this research paper. Information about political socialization was collected through questionnaire from new voters in six assembly constituencies of Beed Parliamentary constituency and classified and analysed accordingly.

Analysis of facts collected through questionnaire

Table 1- Use of Social Media

Question	Opinion of Respondents	No. of Respondents	Percentage
Do you use social media?	Yes	59	98.33%
	No	01	1.66%
Total	--	60	100%

Table 1 explains that the question about how many new voters is using social media. The data of this table shows that 98.33% (59) of the total respondents are using social media regularly. From the above table it is analysis that almost all the new voters (98.33% of the respondents) have access to social media platforms like WhatsApp, Face book, Twitter etc.

Table 2- Source of Information on Social Media Platforms

The following table will show the interest and source of information of political measure of the newly voters of Beed Parliamentary constituency

Question	Opinion of Respondents	No. of Respondents	Percentage
Which social media platform do you use the most?	WhatsApp	28	46.66
	Facebook	18	30.00
	Twitter	04	6.66
	YouTube	08	13.33
	Instagram	02	3.33
Total	--	60	100%

Table 2 explains the question about what is your source of information on which social media platform. The data of the above table shows that 46.66% (28) of the total respondents are use WhatsApp platform. 30% (18) of the total respondents are use Facebook and other three social media platforms i.e. Twitter 6.66 (04) respondents, 13.33 (07) respondents, 3.33 respondents are using these social media as a source of political information and parliamentary election process

Table 3- Purpose of Use of Social Media

Question	Opinion of Respondents	No. of Respondents	Percentage
What do you use social media for?	For news and information of political and election process	32	53.33%
	To interact with friends and family	22	36.66 %
	Professional purposes	04	6.66%
	Other purposes	02	3.33%
Total	--	60	100%

From the above table it is analysis that almost all the new voters have access to social media platforms like WhatsApp, Face book, Twitter etc. The 53.33% (33) respondents use social media to collect news and information about the political and election process. 43.7% (22) of the respondents exercise these social media outlets to interact with the society, friends and families. 6.66% respondents are using social media for professional purpose and (3.33%) utilize the social media application for other different purposes. In other words, many new voters from beed parliamentary constituency use the social media to collect news and information about the politics and election process.

Table 4- Increased political knowledge by using Social Media

Question	Opinion of Respondents	No. of Respondents	Percentage
Has your use of social media increased your political knowledge?	Yes	55	91.66%
	No	05	8.33%
Total	--	60	100%

Table 4 answers the question about increased political knowledge of new voters by using Social Media. It tells that maximum number of the respondents 91.66% (55) New voters agree that social media has added to our political knowledge.

Table 5- Information about voting process

Question	Opinion of Respondents	No. of Respondents	Percentage
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Through which of the following media you get proper information about the voting process?	Social Media	26	43.33%
	Electronic Media	20	33.33%
	News Papers & Magazine	12	20.00%
	Other Sources	02	03.33%
Total	--	60	100%

The data of this table shows that 43.33% (26) of the total respondents they are getting proper information about voting process through social media. On the other side 33.33% (20) respondents are getting information about voting process on electronic media, while 20.00% (12) state that they are use print media like newspapers & magazines for information about voting process. Other 03.33% (02) say that they are using other sources.

Table 6- Voting awareness on Social media

Today, Election Commission of India and the government are conducting voting awareness programs on a large scale. Public awareness about voting is done through Election Commission of India, various organizations of the government, non-political organizations and political parties. Through this organization, awareness about voting is done on the basis of various media. Election Commission is conducting voting awareness through various media, while most of the political parties are seen using social media for voting awareness. Based on this, new voters were asked which social media role is most important to your voter awareness.

Question	Opinion of Respondents	No. of Respondents	Percentage
Which social media medium is important in raising your voting awareness?	WhatsApp	18	30.00%
	Facebook	08	13.33%
	Twitter	04	6.66%
	YouTube	28	46.66%
	Instagram	02	3.33%
Total	--	60	100%

From the data of the above table 6 shows that the most of the respondents 46.66% (28) are using YouTube platform for information and knowledge of their voting awareness. 30.00% (18) of the total respondents are use WhatsApp platform for their voting awareness. 13.33% (08) of the total respondents are use Facebook and other three social media platforms i.e. Twitter 6.66 (04) respondents, 3.33% (02) respondents are using Instagram platform so these social media as a source of voting awareness of new voters.

Table 7- Political Socialization through Social media

Social media is an important tool for political socialization. It has been proved in the recent times that the political socialization of voters takes place directly or indirectly through social media. Especially among the new voters there is a huge craze about social media. They depend on social media for information about election process. Based on this, the respondents were asked what kind of political socialization they had through social media.

Question	Opinion of Respondents	No. of Respondents	Percentage
What kind of political socialization do you get through social media?	Voting Process & Political Awareness	04	6.66%
	Increase in Political participation	02	3.34%
	Influence on voting behaviour	03	5.00%
	All of the above	51	85.00%
Total	--	60	100%

According to Table 7 explains the main question about what kind of political socialization through social media. 86.66% (52) respondents are agreed that to improved their knowledge about election and voting process, increasing in political participation. It is clear that from above table six that the role of social media in political socialization of new voters has been significant.

10. Conclusion:-

From the above analysis it is clear that social media is the main source of information for the voters of Beed Parliamentary constituency. Social media is a significant source of political knowledge for new voters. Election Commission is conducting voting awareness through various media, while most of the political parties are seen using social media for voting awareness. The role of other agents of political socialization is likely to be surpassed and outshined by Social media. However it is important to mention that these social media also application has a negative impact such as lack of privacy, misinformation, waste of time and money and many more. The other agents of political

socialization like family, political parties, Peer Group any many more are directly and indirectly use social media to influence new voters towards political interest and participation. Today social media has been influencing the political attitudes and behaviour of new voters in India. Most of the new voters are agreed that to improved their knowledge about election and voting process, increasing in political participation. That's the reason of social media is a powerful agent of political socialization.

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