

SOCIAL AND POLITICAL PARTICIPATION OF PEOPLE THROUGH SOCIAL MEDIA

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Abstract

The innovation of the social media and the change has also followed suit. It is about time and we will have this as not only the strongest but the most important means of communication soon. Political blogging in particular became more popular, as users felt that they could remain anonymous if they so wished. Nevertheless, most Egyptian political bloggers choose to blog under their real names, which frequently got them in trouble with the regime. The state security crackdown on bloggers was testimony to their potential impact.

The study is an attempt to see how social media has evolved the cultural trend of public opinion through participation. The ever growing web of social networking sites has public glued to their computer screens all over. But how much of it is addiction and how much is public participation. We have arrived at the cross roads. One path takes us down towards technological revolution. The other spirals down to a network of sites mobilizing public opinion while subduing the human network. In the recent past several incidents have revealed social media's strong foothold in mustering public convictions. Majority of the people who use social networking sites are youngsters.

In a young nation like India social media has revolutionized the public participation terrain. The tables have turned, encouraging youngsters to actively involve in the happenings in

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the society. How much of this is public voice or just a trend is a speculation. Through this study we analyze the specific social media revolutions that saw a ground swell of public participation.

Social media and public participation have been closely associated with each other in the recent years. In instances such as Egypt revolution occupy Wall Street and Anna Hazare movement were people extensively used social media as a tool for propaganda. Expressing their distrust or disapproval in the way the system functioned. Thus, leading to a political changeover in the nation.

Introduction

A word broader than it seems, it takes account of the different forms of social activities that take place today. The easiest way to understand Social Media is to first break it down. The term Social refers to - of or relating to human society and its modes of organization. And further so the accompanied word gives it more meaning and adds dimension to both the words, forming something more relevant to the applied context. For example: social problems, social classes, social issues etc. With the word Media we have developed an understanding as news.

The interpretations that can be formed now are various, though they revolve around the same subject. Now this is what makes it all the more interesting and complicated too. The difference that it makes here is that when news and media are interlinked they come across to give out our conventional style of keeping ourselves informed. But the difference that Social Media brings in is the involvement factor.

Whereas, the Internet, by definition, is a democratic medium, at least in the sense that anyone with Internet access is a potential publisher of information. By making this point clear that social media is more about involving the reader. It gives us a reason to not only agree but to somewhere give in to the medium. There are many more and the best part being that any website that invites an individual for any kind of user engagement activity, from voting to campaigning.

Advertising to commenting anything that gives out information and allows the user to be a part of it is called Social Media. Twitter, Word Press, LinkedIn, Pinterest, Google+, Tumblr, MySpace, Wiki, Facebook, Blogger. The vicious cycle of social media has made its own recognition with the help of our society and in turn is benefitting us. The best way to get people away from their computer is through the computer.

The innovation of the social media and the change has also followed suit. It is about time and we will have this as not only the strongest but the most important means of communication soon. Political blogging in particular became more popular, as users felt that they could remain anonymous if they so wished. Nevertheless, most Egyptian political bloggers choose to blog under their real names, which frequently got them in trouble with the regime. The state security crackdown on bloggers was testimony to their potential impact.

Significance of the Study

The study is an attempt to see how social media has evolved the cultural trend of public opinion through participation. The ever growing web of social networking sites has public glued to their computer screens all over. But how much of it is addiction and how much is public participation?. We have arrived at the cross roads. One path takes us down towards technological revolution. The other spirals down to a network of sites mobilizing public opinion while subduing the human network.

In the recent past several incidents have revealed social media's strong foothold in mustering public convictions. Majority of the people who use social networking sites are youngsters. In a young nation like India social media has revolutionized the public participation terrain. The tables have turned, encouraging youngsters to actively involved in the happenings in the society. How much of this is public voice or just a trend is a speculation. Through this study we analyze the specific social media revolutions that saw a ground swell of public participation.

Objectives

1. To analyze the specific cases that caused social media revolution
2. To analyze the socio political impact in these cases.
3. To study the public participation in these cases
4. Find out the outline of social media utilization for political view

Methodology

The present paper presentation has adopted the case analysis method, to analyze the movements that were initiated through social media and saw large scale public participation. The paper has addressed international issues that garnered the participation of public and the impact of the series of events.

1. Occupy Wall Street

Public involvement

Occupy Wall Street relies heavily on the use of social media. It is a reactant that organizes and enables co-ordination communication and connectivity among individuals. Moreover, protester's use social media (Facebook) to create sites such as "occupy together" to conjure mass protests. Occupiers utilize Twitter to keep the public updated with constant tweets. You tube uploads of police brutality invite public uproar which further fuels the movement. It is impossible to organize thousands of people in New York in the way occupy Wall Street has, without being bitten by the social media bug.

Social implication

Simple tools like Facebook and twitter are stepping stones to build network of individuals and take action to the streets. Are these signs of genuine change, is a speculation. The amplitude of the movement reflected by the social media is overwhelming. Occupy Wall Street is an excellent example of the massive power of social media. In real, very small number of people actually started it.

Social media hooked on to it and really blew it up- posting pictures and videos which were really vivid. It re installs in us the belief that social media is a platform for change. OWS is about individuals gathering on social networks, getting attention of mainstream media, with potential to create social change. Through these means social media in all its forms has facilitated the growth and widespread popularity of the occupy movement.

2. Egypt Revolution

In the wake of the uprisings in the Middle East, commonly known as Arab Spring revolutions of early 2011, the internet and its apprentice 'social media' have been a major catalyst in facilitating the outbreak for justice. The study tries to focus on the extent to which Egyptian activists used social media networks such as Facebook, twitter, you tube and blogs. These incidents bridged the gap between social media and public participation.

The Egyptian Google executive Wael Ghonim said "if you want to liberate a society just give them internet." The effective use of social media will gives confidence to the weaker section and gives a strength to stand up against their authoritative leaders.

Political implications

The Egyptian revolution was not a sudden outburst; the seeds of revolution were sown at least 10 years ago. The movement gained momentum only after some of the demonstrations were rallied on social media such as Facebook and twitter. The January 25th revolutions were primarily induced by internet. Hence it wouldn't be wrong if we call this an internet based revolution. This does not mean that the internet was the most prominent factor or that the internet users are the strongest protesters. But it gave assurance to many muffled voices in Egypt, that they were not alone. That there was a vast sea of protester's apart from them who wanted to seek change and justice.

3. Anna Hazare Movement

Fight against corruption in India, in 2011 and early 2012 popularly known as The Anna Hazare movement. Considered to be one of the largest popular upsurges in the history of independent India and received lots of support with the help of Social Media. The emergence of social media has changed how people engage with social movements. As more people access social media, the greater the opportunity to measure the extent to which it reflects social engagement in a particular social movement. Organizers of social movements are taking advantage of this to spread their message and garner support. The interactive modes of communication, transparency and informality have attracted many, particularly the young.

Social Networking sites hosted multiple Anna Hazare-related pages in English and Hindi, with tens of thousands of followers and supporters. The Anna Hazare (AH) page was created on March 28. The first post was an invitation to the event page for the fast to be held in early April. Additionally, on the India Against Corruption (IAC) page, information about Hazare's fast consumed a large percentage of posts through March, leading up to the meeting.

Facebook posts with articles from *The Hindu* and *The Times of India* illustrates that gaps may exist between social and news media coverage of India's 2011-12 anticorruption movement. Social media posts provide additional information as well as nearly instantaneous insight into changes in plans and directions of the anticorruption movement. Due to the availability of information, the number of users, and the amount of interaction these users have with the movement via social media to measure movement action.

4. 2014 Loka Sabha Election In India

In political way the social media utilized by the young voters in a good manner. Especially youths in India turn towards the voice of social media. In 2014 general Lok Sabha election youths participated and created the awareness towards the importance of voting in Democracy. Social media become stage for youths to discuss about good administration. In earlier days the traditional media become the sole platform for people to create awareness

regarding the elections, but today the social media playing a crucial role to inform and entertaining the people to participate in voting.

Today Prime minister Narendra Modi is popularly known as Namo because of social media. He also grabbed the tag of first social media prime minister of India. His party impressively stormed social media platforms by engaging the users into important conversation. The tagline 'Ab Ki Bar Modi Sarkar' became viral on Facebook and Twitter. The volunteers of the party struck conversation with common people and understood their frame of mind and attitude, which helped them to create a big success.

By posting and tweeting continuously voters potentially had a connection with society. The active users of social media engage with each other on the political front. Social media gave a chance to people to comprehend each other's mind set and influence opinions by sharing knowledge and spreading on a personal point of view.

Findings

The study reveals how deeply rooted social media is in arousing public opinion. The Importance of Facebook cannot be overstated. Public participation in social media aims to engage citizens in the local decision-making process. Although participation provides a multitude of benefits, significant physical, temporal and attitudinal barriers have limited its potential. social media has created a new landscape of influencers and an entirely new ecosystem for supporting the socialization of information.

Public participation takes more advantage of social media, and its capacity to connect people to their government. The purpose public participation is to get feedback from public on important issues. Social media encourages individuals to take the initiative to thrive for the change they want to bring about. Thus, creating human networks through social networking; these mobilization have had adverse effect on social landscape, it has been a catalyst in intriguing the political phenomenon's of the nation.

Through these series of case studies we have been able to examine how closely bond together social media and public participation have become over the subsequent years. The web weaved by them has induced socio-political changes within our global society. The sparks for all the movements and revolutions were ignited long ago, but they were catapulted into limelight only after the posts pictures and blogs were updated on social media.

Conclusion

Social media and public participation have been closely associated with each other in the recent years. In instances such as Egypt revolution occupy Wall Street and Anna Hazare movement were people extensively used social media as a tool for propaganda. Expressing their distrust or disapproval in the way the system functioned. Thus, leading to a political changeover in the nation. Great potential exists in using social media to connect us with each other and remove some of the barriers that prevent us from participating in decision making process in our communities.

Little research has addressed the opportunities challenges and effectiveness of these technologies. Challenges such as filtering authentic public participation from liking or sharing links casually have to be dealt with. The purpose of public participation is to obtain public feedback or analysis, alternatives and/or decisions. In essence social media by enabling this kind of participation are promising citizens that "we will keep you informed, listen to and acknowledge concerns and aspirations also provide feedback on how public input influences the decision."

Social media can be an effective participatory tool, the incorporation of social media into municipal and institutional settings, while creating uncertainty can create opportunities for more authentic participation within governance.

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