

Usage of Twitter in UP 2017 State Legislative Election by Three Indian National Political Parties

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Abstract

Political communication is as old as politics; it is often an arena where varied groups of individuals engage in political discourse. Previously, political conversation among the upper class was regarded as a privilege (Schattschneider 1997) and was undertaken via traditional, print, or electronic media. However, the advent of new media has fundamentally transformed the nature of political communication. Since the last decade, political communication, formerly dominated by the ruling elite, has created a larger space for everyday citizens to participate in political discourse. It has evolved into such a powerful instrument that it has upended the top-down communication method typical in politics and created a forum for citizens to communicate and voice their concerns. It has gained prominence in politics and election campaign strategy. Citizens and political parties can now debate politics no matter where they are because of the massive growth in new media. As a result, this research study explores the three national political parties in India's adoption and use of Twitter during the 2017 Uttar Pradesh legislative election. This article conducts a content analysis of all tweets sent from the official accounts of political parties throughout the period. To gather these statistics, the advanced search feature on Twitter was employed. Individual tweets are used as the unit of analysis. Tweets were analyzed by categorizing them. This article examines the frequency with which parties' official accounts tweet. What are the political parties tweeting about?

Keywords: Political Communication, Twitter, Social Media, Elections, 2017 UP State Assembly Election

Introduction

Social media has changed the landscape of political communication in a big way, whether it is how candidates appeal to voters or how the public interacts with them. Anyone familiar with the United States of

America's 2008 presidential election must comprehend its relevance and benefits. People who vote for political parties now have a direct line of communication with their constituents, says Harvey (2014). This

has cut down on the distance and time constraints between the two groups. Election campaigns have changed because of social media and web 2.0, making interaction and interactivity important parts of campaigns (Baranowski, 2015).

Political parties used social media widely for the first time in India's history during the 2014 Lok Sabha election. The importance of new media in Indian politics became abundantly clear following Narendra Modi's BJP party's landslide victory in the 2014 Lok Sabha election. Apart from party websites, most party members have personal Facebook or Twitter pages. Since the 2014 election for Prime Minister, social media has had a significant impact on electoral campaigns at all levels of government. A few studies have been conducted on the Indian political landscape, but only at the national level; little research has been conducted at the state level. As a result, regional social media usage in India is currently understudied. According to the New York Times, predictions have been made that social networking sites (SNS) such as Facebook and Twitter will revolutionize democracy by enabling voters and elected officials to communicate, engage, and interact in previously inconceivable ways (Grant, Moon, & Grant, 2010). As a result, it became apparent and critical to analyze and examine political campaigning behaviours on social media. This is the subject of this investigation. As a result, the researcher elected to conduct this investigation via Twitter, a microblogging site. Twitter was preferred over Facebook and other social networking sites. To begin,

Twitter is the most popular platform among elected officials.

Second, tweets are not necessarily confined to friends or followers who have registered to the service; by default, published tweets are made public and can be viewed by visitors who search the site or follow the Twitter feed. Despite substantial research on Twitter in other countries, there has been no comparable analysis or comprehensive picture of how political parties in India's state assembly elections use Twitter, particularly at the state level. So this study will look at how political parties used Twitter during the 2017 Uttar Pradesh state assembly election.

Because the data for this study were obtained during the election campaign, from January to March 2017, it is believed to be relevant and a solid indicator of how these parties used Twitter to engage their constituents. The findings of this study will provide light on the various strategies used by major political parties during their election campaigns on Twitter.

Twitter's Political Use:

When Caplan (2013) studied Twitter use in Virginia's second congressional district, he looked at how politicians from two different parties used the site to get people to vote in the 2012 election. Scott Rigell and Paul Hirschbiel were the most active Twitter users, posting content and tweeting about their current activities. Twitter was mainly utilized to promote oneself.

Aharony (2012) examined all tweets sent by Prime Minister Benjamin Netanyahu of Israel, Prime Minister David Cameron of the United Kingdom, and President Barack

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Obama of the United States. The study looked at how leaders differentiate themselves on Twitter regarding content and frequency of use. The researcher conducted this examination using a content analysis methodology.

Rega (2014) analyzed how two political leaders, US President Barack Obama and Italian Prime Minister Matteo Renzi, used Twitter in April and May 2014 to connect with and exert influence over their respective publics. Through content analysis methodology, this study investigated tweets and hashtags. Similarly, another study by Golbeck et al. (2010) examines the contents of over 6000 tweets by members of the United States Congress. Essentially, the researcher was interested in learning about the type of content uploaded to the service by politicians, specifically prominent members of the United States Congress. Tweets were categorized into the following groups: informational, locations and activities, official business, external communication, internal communication, personal message, call to action, and fundraising, as well as the more personal tweets. In 2010, Congressmen mostly used Twitter to share information or link to news stories or blog posts on their accounts, not to keep the public updated on what was going on in the world.

Saeb (2011) analyzed parliament representatives' Twitter contributions (tweets) and identified the same thing: members used Twitter exclusively to communicate with electors, a one-way communication pattern with no intention of interaction. The researchers Enli and Skogerb (2013) conducted this study to

ascertain the extent and purpose of Norwegian politicians' use of social media following the 2009 parliamentary election. They did so through interviews with 29 Norwegian politicians and content analysis of 35 Norwegian politicians' Facebook and Twitter profiles during and after the 2011 municipal elections.

Bruns and Highfield (2013) conducted a comprehensive investigation during the 2012 Queensland state election. This study examines political activity and campaigning trends on Twitter dating back to well before Election Day. Grant et al. (2010) undertook a quantitative content analysis of politicians and the general public's Twitter to understand their online engagement better. The researcher analyzed 152 Australian legislators and 477 randomly chosen Australian Twitter users. Politicians are noisier than the general population, owing to their desire to broadcast more. Also, politicians who use Twitter have more success and get more political benefits than those who do not.

Jackson and Lilleker (2011) examine early adopters among Members of Parliament regarding their use of Twitter, the newest communication medium. For example, which Members of Parliament are the most likely to use Twitter and how they utilize it. They did it by analyzing the content of MPs' Twitter postings. One conclusion obtained from this study is that MPs used Twitter to control their public image, i.e., self-promotion. Additionally, they discovered that the most influential adoption criteria were gender, party membership, and seniority. However, it was shown that only a few MPs routinely used Twitter to discuss

their daily activities, trips, etc. Several fascinating findings from this research include that those who used Twitter infrequently did so for a specific purpose, such as disseminating local information, and newly elected Members of Parliament highlighted their accomplishments more than their contemporaries. The study examined Political Communication and the Influence using Microblogging. Sentiment Analysis of Twitter Messages and Retweet Behavior.

Coleman (2005), on the other hand, argues that bidirectional communication is required for connected representation. Graham et al. (2013) centered their study *Between Broadcasting Political Messages and Interacting with Voters: The Use of Twitter on the typology of tweets posted by all Conservative, Labour, and Liberal Democrat candidates. During the 2010 General Election Campaign in the United Kingdom.* Graham et al. (2014) conclude, using a comparative design to examine how British and Dutch Parliamentary candidates used Twitter during the 2010 general election. Dutch politicians tweeted more than twice as frequently as British politicians and were more likely to use Twitter than British candidates.

Conway et al. (2013) looked at presidential candidates' use of Twitter during the 2012 primary election, with the same goals but a smaller scope and more minor data. The data was gathered on the activities of many political parties contesting elections over three months, including the number of tweets, hashtags, user-directed hyperlinks, and tweet content categories. Candidates' Twitter presences were discovered to be

uneven. Compared to the previous primary election, the pace of tweets did not increase in the run-up to the election. Additionally, candidates not linked with major political parties used Twitter at a higher rate. Similarly, Ammann (2010) investigates the use of Twitter by US Senate candidates and the content of their tweets during the 2010 midterm election season. Candidates were detected using Twitter in conjunction with their political campaigns.

Vergeer and Hermans (2013) also analyzed the 2010 Dutch general elections to ascertain how candidates used Twitter during the campaign, including how candidates adopted Twitter according to their political party affiliation. Evans et al. (2014) examined the usage of Twitter by congressional candidates in the two months preceding the 2012 US presidential election. Ahmed et al. (2016) conducted a similar study in which they compared the Twitter strategies of political parties during the 2014 Indian elections. What were the political parties' most frequently discussed topics on Twitter? What was the objective of the political parties' tweets? This study employs a content analysis methodology. A total of 98,363 tweets were studied.

Seizing the Moment: Presidential Campaigns' Use of Twitter by Kreiss (2014) studied how Obama and Romney presidential campaign managers used Twitter during the 2012 Electoral Cycle forum 2012 to influence the agendas and frames of professional journalists and appeal to committed supporters. The findings indicate that the Obama campaign's digital crew held significantly more autonomy. Additionally, that autonomy enabled staffers

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to respond in a timely and communicative manner to political events or remarks on Twitter. Romney's digital team members must go through multiple approvals and scanning processes, making responding in real-time impossible. Staffers acknowledged, however, that a staged communications approach on Twitter contributed to constructing a particular narrative regarding the candidates' individual social media performances. Noah W. Miller conducted a study to ascertain MPs' Twitter usage patterns and determine whether Twitter was an effective technique for securing votes. It attempted to assess how parliamentary candidates used Twitter, categorize users, determine the types of tweets submitted, and determine how Twitter influenced voters' behaviour on Election Day. A descriptive and content analysis of Twitter was undertaken over a defined period. This was because these were the only accounts that could be proven, so the sample size was limited to 50 candidates elected to parliament.

According to the data, those tweet volumes were initially relatively high during the registration period for the election. Due to the proximity of Election Day, candidates spent less time on Twitter and submitted fewer messages to energize the public. Additionally, it is worth noting that most candidates were tardy Twitter adopters. There was no statistically significant correlation between the number of tweets sent and the total number of votes cast during the campaign. According to Hemphill et al. (2013). *What's Congress Doing on Twitter?* Twitter was used mainly by candidates to promote their political

positions or provide information. Ahmed and Skoric (2014) researched Twitter's initial use during the 2013 General Election campaign. By adopting the content analysis method, 10,140 tweets were examined by the four major political parties and their leaders. The results suggested that both parties utilize Twitter for a variety of purposes.

Haber (2011) examined how 71 Senate candidates used Twitter in 2010, analyzing over 12,000 "tweets" sixty days before the election. The study will ascertain which tweets are more prevalent among specific application groups. Candidates used Twitter mostly for advertising, according to the findings. They had little interest in talking to other Twitter users or disagreeing with them.

Larsson and Moe (2011) further illustrate in their analysis of Twitter use during the 2010 Swedish general election that Twitter is capable of much more than delivering political information.

Lassen and Brown (2011) discovered that members of the minority party or younger are more likely to use Twitter than those instructed to do so by their party leaders. Williams and Gulati (2012) concentrated on who adopted and how many candidates used Facebook during the 2006 and 2008 congressional elections. Medina and Munoz (2014) looked into whether a candidate used Twitter during the first Spanish national election campaign to make an everyday political speech or to make personal remarks about their life.

This study aimed to ascertain the level of contact between candidates, ascertain how

candidates from both parties employ this social media platform, and ascertain how they use it as a campaign weapon by analyzing 2,274 tweets. The study used a mixed-methods design (quantitative and qualitative approach). Ryoo and Bendle's (2017) study, *Understanding US Primary Candidates' Communication Strategies and Topics of Interest via Twitter* analyzed six candidates' Twitter activity from the country's two major political parties. Numerous other scholars have investigated the same subject, precisely Twitter communication tactics. The researcher looked at the tweets to determine what the users were doing, what they talked about, how they felt, what they said about their competitors, and how often they tweeted. The following themes are discussed in this paper on social networking and constituent communications:

Members' Use of Twitter and Facebook
During the 112th Congress, we analyzed members of Congress' adoption and use of two social networking services: Twitter and Facebook. For example, what proportion of members' Twitter and Facebook. How much time do they devote to Twitter and Facebook? How widely are members' tweets and posts shared? What are they tweeting and publishing about? The study used content analysis, with each Tweet or Facebook post acting as the analysis unit. Livnel et al. (2010) investigated candidates' use of Twitter and other social media platforms during the United States of America's 2010 midterm elections. The researcher dug deep into how political campaigns were expressed on Twitter. This inquiry incorporated structural and content

analysis. The study analyzed tweets from 687 candidates who were at least three years old at the study time. Due to the limited character limit on tweets, researchers evaluated all links referenced by the contenders in their tweets. In their study, Stieglitz et al. (2012) studied the social media presence of German political parties on Facebook, Twitter, Flickr, and YouTube. This study employed a two-year exploratory survey of German parliamentary members as its technique. Furthermore, the study found that most respondents are familiar with social media. Participants increased their use of social media from 28% to 40% compared to 2010. Of the four analyzed for the study, their favorite social media platforms are mostly Facebook and Twitter. They commonly used these platforms to report on political acts affecting their jobs, then, for self-presentation purposes, maintain contact with group members/fans/followers and inform them about current political events. Numerous interviewees stated that they rely on others to accomplish these chores since they lack time to carry out social media activities.

The Objective of the study:

1. To what extent each political parties used twitter during 2017 UP state legislative assembly election
2. To compare the use of twitter by political parties during 2017 UP state legislative assembly election
3. To find out the types of message tweeted by political parties during 2017 UP state legislative assembly election

Research Questions:

RQ1: What are the differences in twitter use by political parties during the election campaign?

RQ2: What are members tweeting about?

RQ3: What is the extent and frequency of using twitter of all the three political parties?

3. Research Design

3.1 Methodology: This study is purely descriptive. The researcher's empirical

approach is a content analysis of all tweets made within the study's chosen period. The researcher has created a codebook for this purpose.

3.2 Universe: All the national political parties of India.

3.3 Sampling frame: The data set includes tweets related to the state assembly election from 4 February to 8 March 2017.

3.4 The justification for collecting data on this date is that it will be easier to examine political communication campaign messages and dialogue on Twitter during the entire election period.

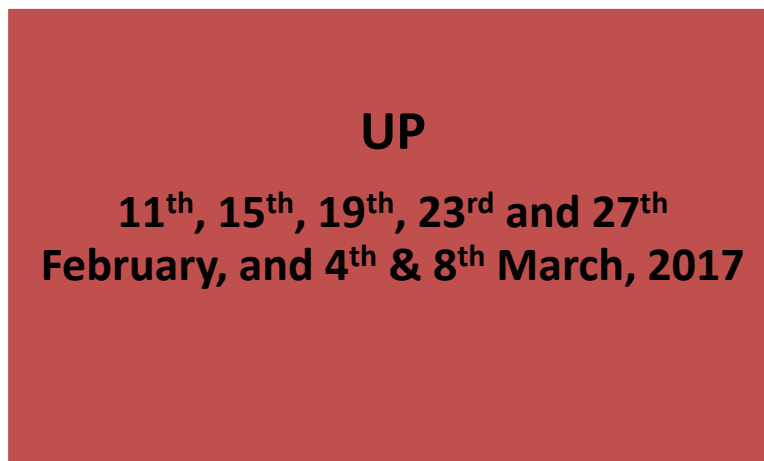


Fig 1: Schedule of Election

3.5 Sampling Technique: Three national parties, the BJP, the INC, and the SP, were chosen using primary random sampling. The researcher is interested in determining how candidates use and campaign with their digital tools during the electoral campaign. The chosen tool is each political party's Twitter account, as it was discovered to be

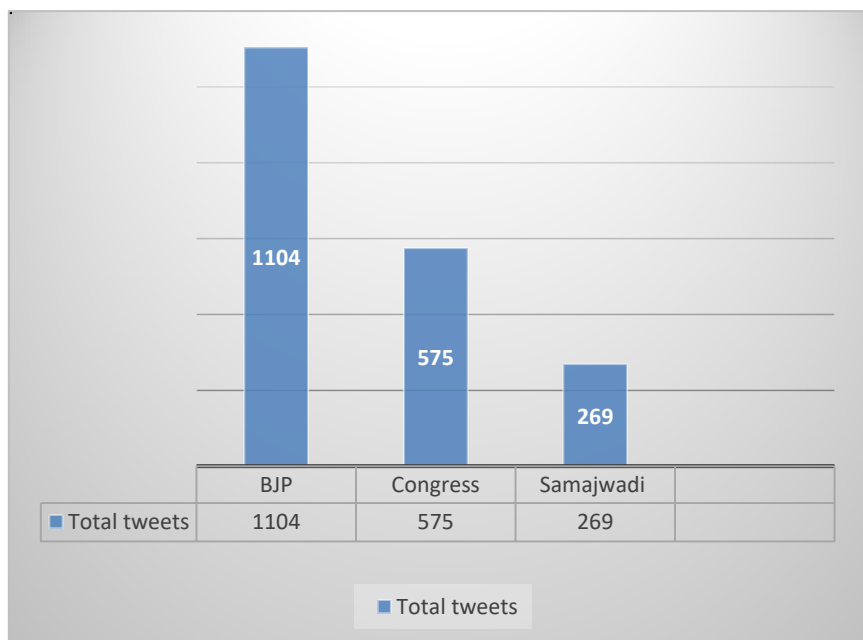
the most frequently utilized tool during preliminary research. Due to time constraints, the analysis uses only the official Twitter accounts of the parties.

In the future, personal Twitter accounts of leaders from various parties can be analyzed to gain a broader view.

Unit of analysis: According to Wimmer and Dominick (2003), the analysis unit is "the smallest component of a content analysis but one of the most critical." Individual tweets were used as the unit of analysis in this study. Tweets were evaluated by categorizing them. The researcher manually coded (n= 1948 tweets) from all three political parties during the study's period and then used SPSS software to analyze the data.

Data Interpretation and Analysis: To begin, the researcher provides a high-level review of tweet volume and frequency. Following that, how parties used Twitter and the typology of their tweeting behavior will be discussed. To add nuance, Tables 1 and 2 detail the frequency and distribution of tweets. As demonstrated,

Table 1: Distribution of tweets of BJP, Congress, and SP



The Bharatiya Janata Party's (BJP) main Twitter account, BJP4India, has 6.37 million followers.

In comparison, India has 2.45 million followers, and its leader, Sonia Gandhi does not have a direct Twitter presence, while the Samajwadi Party has 432 thousand followers.

Among the three parties, the BJP, which is credited with the extensive use of social media during the 2014 Lok Sabha election, claimed credit for using Twitter in the state assembly election.

It is abundantly evident from the data listed in the preceding table.

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The BJP posts nearly twice as many tweets as the Congress and four times as many as the Samajwadi Party.

According to Rathore, who is in charge of the UP-Information BJP's Technology (IT) Cell, as reported by new laundry, the BJP won a new voter base in the 2014 general elections and could not afford to lose them. Furthermore, for this reason, with the forthcoming Uttar Pradesh election in mind, the BJP IT cell was extended from a small

single-room office in Lucknow to a whole floor at the party's Lucknow headquarters.

While the Samajwadi Party was the only opposition to the BJP in Uttar Pradesh, it is clear that they lagged far behind in encasing Twitter's real-time exchange service.

Even judging by the number of tweets, it is clear that the BJP's internet campaign began considerably earlier and in a more energizing manner than the SP or Congress.

Table 2: Rate of tweets

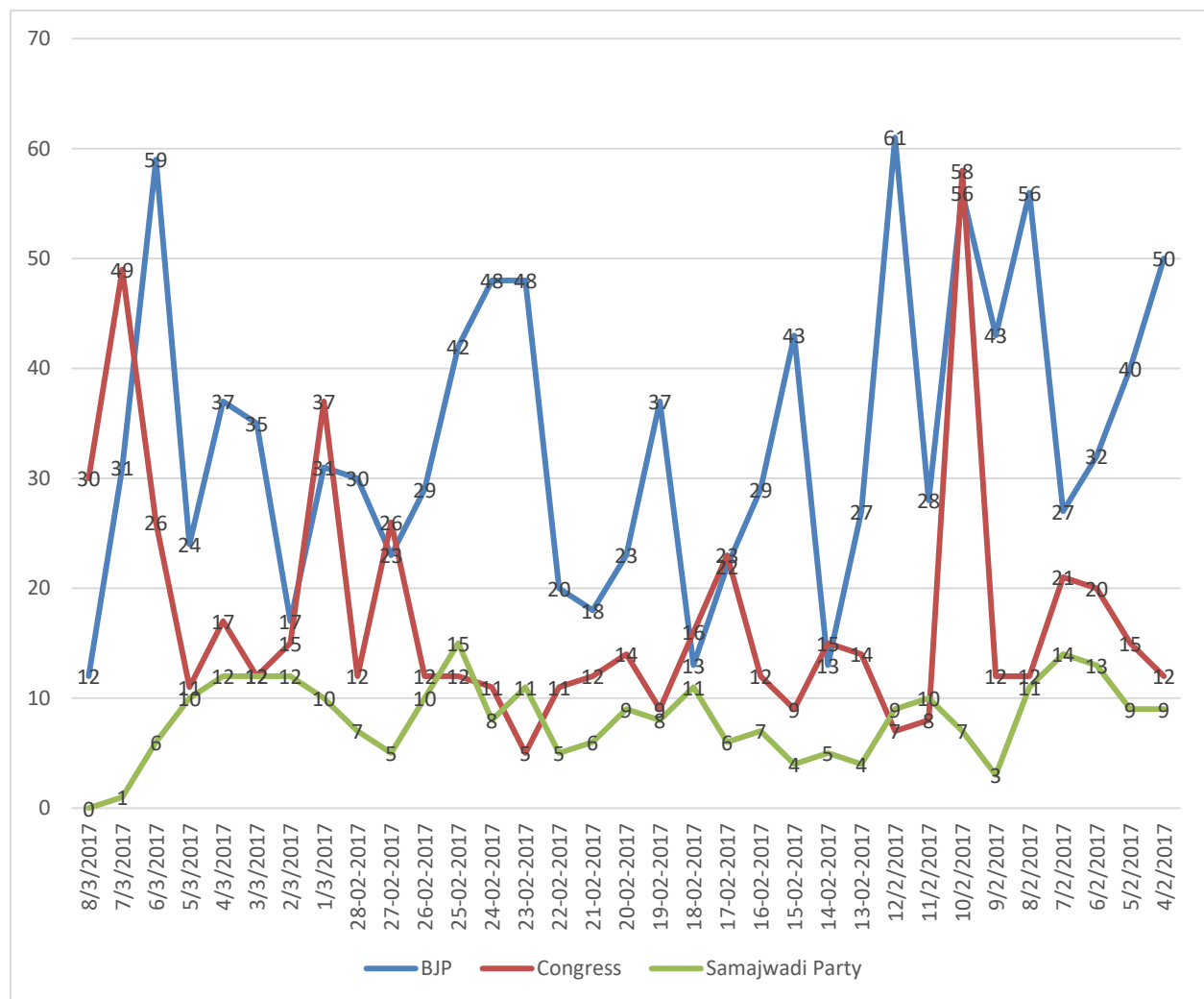


Table 3: Language used in the tweet * Name of the political parties

		BJP	Congress	Samajwadi Party	
Language used in the tweet	English	374	353	4	731
	Hindi	728	92	262	1082
	Bilingual	2	130	0	132
	No text	0	0	3	3
Total		1104	575	269	1948

The Samajwadi Party is the only party that has remained in Hindi; only four of the 269 tweets were in English. Hindi was the BJP's favourite language, followed by English. Though Rahul Gandhi is primarily a Hindi speaker, most communication from the Congress Twitter account has been in English. However, one notable finding from

this study is that Congress is the only political party to have tweeted in a bilingual language.

For e.g. Congress Government is not one man's Government. It reflects the aspirations, dreams & voices of every Indian.



Apart from the terminology, the BJP and Congress messages were constructed so that they could be understood in just 140

characters, whereas the Samajwadi Party's tweets were written in a very unclear, haphazard manner.

Table 4: Image * Name of the political parties

		BJP	Congress	Samajwadi Party	Total
Image	yes	640	284	156	1080
	No	464	291	113	868
Total		1104	575	269	1948

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As Twitter is primarily about real-time discussion, images are uploaded in more than 50% of tweets in all three parties. However, once again, the BJP waged war and prevailed. According to JPS Rathore, head of the UP-Information BJP's Technology (IT) Cell, their strategy was to

grab the voters' minds before the election. Therefore, anytime they look, they should see and hear us. Their strategies were plain to see in the table as mentioned above. SP did not lag in this instance.

Difference in Parties' tweeting behavior

Table 5: Tweet Behaviour of the political party * Name of the political parties

		Name of the political parties						Total	
		Bharatiya Janta Party		Indian National Congress		Samjawadi Party			
		F	%	F	%	F	%	F	%
Tweet Behaviour of the political party	Updating	293	26.53	111	19.30	202	75.09	606	31.1
	Critiquing	256	23.48	292	50.78	10	3.71	558	28.6
	Promoting	251	22.73	66	11.47	44	16.35	361	18.5
	Position Taking	186	16.84	52	9.04	9	3.34	247	12.7
	Disseminating Information	34	3.07	29	5.04	0	0	63	3.2
	Acknowledge	27	2.44	14	2.43	0	0	41	2.1
	Debate	0	0	0	0	1	0.37	1	.1
	Mobilizing	52	4.71	10	1.73	3	1.11	65	3.3
	Consulting	5	0.45	1	0.17	0	0	6	.3
Total		1104		575		269		1948	100.0

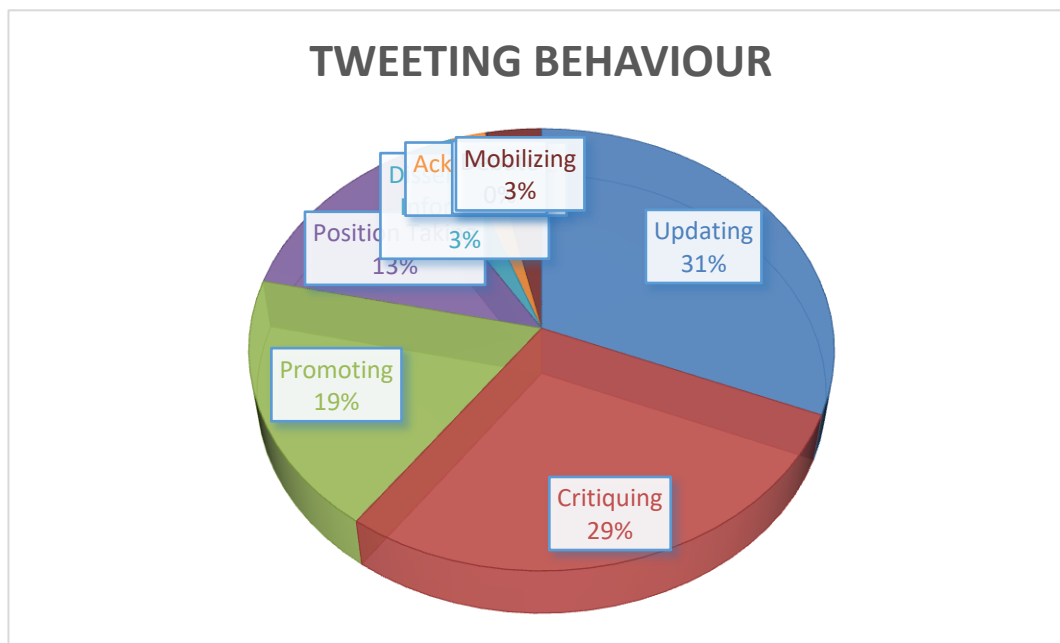
Khemchand Sharma and Paritosh Vyas, who work for the BJP's information technology cell, stated earlier in a press conference that it was all about exposing the congress's lousy governance during the pre-government phase. However, now the focus has shifted to good governance and engaging the public over policies to garner support. Looking at

the above table, it is evident what the BJP's Twitter strategy was during this election. The whole election campaign was devoted to promoting the BJP and its record of good government. 22.73 percent of their tweets were only about promoting their party, while Congress focused more on attacking the BJP, which accounted for nearly 50% of

their tweets, rather than promoting themselves, which accounted for only 11.47 percent.

The researcher used different behavioral categories to classify tweets to ascertain

what parties were tweeting about. The most often occurring behaviour across all parties was updating, accounting for over 31%.



Then comes the time to criticize one another during an election campaign or rally, followed by the time to promote. The following table summarizes the subjects discussed on Twitter by various parties.

- Shri @AmitShah is addressing public meeting in Amethi, Uttar Pradesh. LIVE at <http://bjplive.org> and [https://www.facebook.com/BJP4India/videos/1527627600611091/...](https://www.facebook.com/BJP4India/videos/1527627600611091/)

Updating was the highest among tweets of Samjwadi party. Majority of their tweets was related to updating their rally update.

- Samajwadi Party Verified account @samajwadiparty

Mar 5 राष्ट्रीय अध्यक्ष श्री अखिलेश यादव जी मड़ियाहूं जनसभा की जौनपुर , कामबोलताहै# में

Criticism was the second most popular genre, accounting for 29% of tweets. It comprises tweets in which a candidate criticized, disputed, or contradicted another politician, party, or organization, their decisions, opinions, working styles, policies, or previous election campaign promises. Essentially, it encompasses all tweets in which an individual or a party as a whole is attacked; the following sample exemplifies such an attack:

- बुआ-भतीजे के शासन ने उत्तर प्रदेश को बर्बाद कर दिया है,

उत्तर प्रदेश इनके राज में पिछड़ा गया है : श्री अमित शाह

- जनता समाजवादी पार्टी और उनके परिवार को पहचान चुकी है, जनता अब समाजवादी पार्टी को स्वीकार करने वाली नहीं है : श्री अमित शाह [#AmitShahToNews18](#)
- गायत्री प्रजापति जैसे मामले यूपी की हर तसिल में दिखते हैं पुलिस सपा कार्यकर्ताओं और नेताओं के खिलाफ कार्यवाही नहीं करती है [#AmitShahToNews18](#)
- उत्तर प्रदेश के चुनाव के परिणामों के बाद परिवारवाद, जातिवाद, सम्प्रदायवाद और तुष्टिकरण की राजनीति का अंत होगा। [#AmitShahToNews18](#)

Critiquing of this nature where promises were made by PM Narendra Modi during 2014 Lok Sabha election campaign was much more common and highest among Congress party below is the few examples of this genre:

- Residents of Varanasi are still waiting for the solar lights CM Modi had promised them during 2014 elections.
- Modi ji's jumlas like 'Make in India', 'Start up India' cannot change the truth. Unemployment is at its peak today.
- वाराणसी में, मोदी जी ने अपने प्रचार पर तो करोड़ों खर्च दिए, मगर हर घर में इन्टरनेट देने का

वादा पूरा करने के लिए एक पैसा नहीं खर्चा

- Will PM Modi or Amit Shah tell the Nation what happened to the '1.25 lakh cr package' they had promised to Bihar during State elections?

Despite promoting their party and members and highlighting prior accomplishments, Congress spent the whole election campaign focusing on the BJP and Narendra Modi and his jumla.

The majority of their tweets were directed at the BJP and Prime Minister Narendra Modi.

Promoting was another popular genre, accounting for 19% of tweets. This includes tweets in which a candidate promoted himself or herself, another politician, the party, or another benevolent organization. As is widely known, Prime Minister Narendra Modi is famed for promotion; hence, no other party can claim the top spot in this area. Among all genres, promotion is where BJP tweets perform the best. Several examples:

- PM Shri [@narendramodi](#)'s timely intervention saves life of critically ill 8 day old girl child from Assam.
- उत्तर प्रदेश की सभी समस्याओं का समाधान सिर्फ और सिर्फ मोदी की के नेतृत्व वाली बीजेपी सरकार कर सकती है : श्री अमित शाह
- हिंदुस्तान में चरण सिंह जी के बाद पहली बार किसानों के लिए काम करने वाली सरकार हमारी है : पीएम मोदी - लाइव



The next category, which accounted for 13% of tweets, was position-taking, in which a candidate expressed his or her view, argument, or the party position/decision on any issue, as illustrated by the examples below:

बुंदेलखंड में हमेशा सूखा रहता है, हमारी सरकार 900 तालाब बनाने का काम करेगी: श्री @AmitShah

[https://www.facebook.com/BJP4India/videos/1526224427418075/...](https://www.facebook.com/BJP4India/videos/1526224427418075/)

- Modi government starts world's largest digital literacy campaign, 6 crore rural households to be digitally trained till March 2019.
- आलू, प्याज और लहसुन अब सरकार के न्यूनतम समर्थन मूल्य पर खरीदा जाएगा: प्रधानमंत्री श्री नरेन्द्र मोदी
[https://www.facebook.com/BJP4India/videos/1526135164093668/...](https://www.facebook.com/BJP4India/videos/1526135164093668/)
#ModiInKannauj
- ये जिम्मेदारी मेरी होगी कि यूपी में भाजपा की सरकार बनते ही उनकी पहली मीटिंग में मैं किसानों का कर्ज़

माफ़ करा दूंगा: पीएम #ModiInKannauj

- उत्तर प्रदेश में भाजपा की सरकार बनने के बाद पहली ही कैबिनेट में किसानों का ऋण माफ़ होगा: प्रधानमंत्री श्री @narendramodi #PMInLakhimpur

Another type was information sharing, in which a link to a blog/website/facebook page/youtube account/newspaper/television channel story was dropped.

- देखें श्री AmitShah@ का इंटरव्यू आज : News18India@ बजे 7 रात पर 9 ,बजे ETVUPLIVE@ और अन्य बजे 9.30 पर। चैनल ईटीवी सभी AmitShahToNews18#
- भाजपा राष्ट्रीय अध्यक्ष श्री अमित शाह के इंटरव्यू का पुनः प्रसारण आजतक पर देखें रात 10.30 बजे। #ShahAtAajTak

Call to action Another type of behaviour was mobilization, which included tweets in which a party urged or asked for direct action from its supporters, such as voting in

to induce action in favour of their party or against the rival party.. Few examples:

- उत्तर प्रदेश का चुनाव परिवारवाद और जातिवाद को खत्म करने का चुनाव है : श्री अमित शाह - लाइव
- विकास के लिए मतदान करें। कमल का बटन दबाएं, भाजपा को विजयी बनाएं। [#Vote4BJP](#)
- Today vote for Honesty. Vote for Inclusive Growth. Vote for Love. Vote for Courage. Vote for Congress.

Acknowledgment comprised tweets in which a party expressed gratitude, complimented, encouraged, or congratulated another person or organisation. :For instance expressing gratitude for voting in favour of or applauding any organization for achieving something. Moreover, the examples below reveal the behaviour:

- I want to congratulate our scientists for successful testing of missile that can destroy enemy missiles in the air itself : PM [@narendramodi](#)
- पश्चिमी यूपी में जनता भाजपा को जीताने के लिए पूरे जोर है रही कर वोट से शोर-श्री :हैं करते स्वागत हम इसका [@PrakashJavdekar](#) [#Vote4BJP](#)
- [@INCIndia](#) तीस साल तक भारतीय समुद्री सीमा का प्रहरी रहा विराट आज रिटायर हो रहा है, देश को गौरव के क्षण प्रदान करने वाले INS विराट को हर भारतीय का सलाम

The least often employed behaviour was consulting, including tweets in which a candidate sought general advice on a specific political topic or question.

Other genres of tweeting activity discovered during the study included comparison and questioning, for example:

- जरा सोचिए : आप किस विकास के मॉडल को अपनाएंगे वाराणसी या अमेठी/रायबरेली! विडियो सौजन्य - अब जरा सोचिए

Conclusion: Undoubtedly, Twitter has expanded the reach of political communication by enabling politicians to connect with and target an engaged set of following voters.

They utilize Twitter to disseminate campaign information and inform citizens about their political beliefs, occasionally seasoned with a personal touch. In 2014, the BJP was one of the first political parties in India to use WhatsApp for election campaigns.

The party has established a dedicated phone number 7820078200, where supporters can pledge their support via missed calls, verify their voter id, and ask/share/suggest their views and opinions to the party. Our data reveal that the BJP has dominated the Twitter landscape on all fronts, whether in terms of tweeting frequently or promoting or attracting voters' attention using text, graphics, and messages. The BJP's internet army has done exactly what their party desired and drove the party to produce a more significant result than the previous election in Uttar Pradesh, which was a resounding triumph.

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