

Influence of Social Media on Voting Behavior

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Abstract

The 16th Lok Sabha election which are underway are different from all the previous edition in the history of independent India, and one of the major differentiators is the way the social media has been used to reach out to and woo potential voters. There will be about 149 million first time voters in 2014, a majority to whom technology comes easy. Social media had change the way people communicate with each other. In previous years traditional media play a significant role in creating awareness among people but over period of time social media become important marketing tool which not only aware people but help to attract them. Politicians are becoming more and more active on social media. This research examine that whether getting influence by social media young voter will cast their vote in coming election of 2014. Whether social media can be game changer in 2014 elections. With the help of social media will it possible for political parties to get vote from young voters. These are the finding which will be carried out by this research work.

Keyword: Social Media, Voting behavior, Indian Politics, Facebook

1. Introduction

The 2008 presidential campaign of Barack Obama proved the benefits of using social media for political campaigns. Nearly every aspect of that campaign used social media to advance its message to supporters including advertising, advance work, organizing in all 50 states, and fundraising.

Facebook, YouTube and especially Twitter were used to let Obama supporters know how he felt about important issues.

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These social network sites have become significant virtual communities in his campaign, being used frequently and giving legitimacy to their influence in the political arena. From the victory of barrack Obama usage of social media in India increase to large extends, and first time social media was used in movement called India against corruption in year2011.

Anticorruption movement organizers and supporters used social media to quickly broadcast information and organize protests. Indians also used social media to show support for India against Corruption (IAC). But the main intention of using social media in this movement is to attract and attach people to this movement, to create awareness among people at low cost.

At the end of 2012, it was estimated that India had more than 150 million internet users, which is the same as the number of television sets in the country. Of this, 65 million are Facebook users and Twitter has an estimated 35 million accounts. This puts the country among the top three Internet markets in the world after the US and China. A study done by PewResearch says nearly 45% of Indian web users connect on social media to discuss politics. With elections around the corner, there is a lot of chatter and speculation about the impact of social networks on the outcome, specifically with the way it has fuelled some recent movements.Indian parties are becoming increasingly aware of the value of Internet platforms to attract tech-savvy voters. So political parties in urban areas are increasingly becoming tech-savvy, realizing this is the only way to reach out to the articulate young as this could change the democratic political dialogue. While political parties still rely on the traditional and old fashioned ways of campaigning such as posters, rallies, cardboard cutouts as well as house-to-house canvassing to win voters, many politicians realize that social media is set to influence the upcoming vote

2. Literature Review

2.1.Social Media and its Classification

Social media are new information network and information technology using a form of communication utilizing interactive and user-produced content, and interpersonal relationships are created and maintained. Typical social media network services could be content sharing, web communities, and Internet forums.

At least five major features are easy to identify: 1]. Social networking and social interaction 2]. Participation 3]. The use of different providers (e.g. search engines, blog spaces, etc.) 4]. Openness 5]. Collaboration (between both users and user groups)

Most of us know social media from its different tools and communities. Facebook, MySpace, YouTube, Flickr and Wikipedia are the most famous. The tools of social media – we can also call them “Web 2.0” tools – developed quickly, and new tools, functions, and services are born every day.

2.2. Impact of Social networking Site on Indian youth

Social networking phenomenon has emerged over the past ten years. In that time, social networking sites (SNS) have grown from a niche to a mass online activity, in which tens of millions of internet users are engaged, both in their leisure time, and at work. However, there has been very little research on the socio-economic impact of these sites in the Indian context. The impact of these social networking sites on the youth of India is both positive as well as negative phase. Social networking is a phenomenon which has existed since society began. Human beings have always sought to live in social environments. The proliferation of social networking sites (SNS) and their pervasion in everyday practices is affecting how modern Indian youth societies manage their social networks. To a significant extent, SNS have shifted social networking to the Internet. In less than five years, these sites have grown from a niche online activity into a phenomenon through which tens of millions of internet users are connected, both in their leisure time, and at work. There are various factors which have prompted us to consider the implications of these technologies for policy-making. One of these is the willingness of users to embrace SNS as a means of communication and social networking in everyday life.

The increasing dependence on technology for basic communication also highlights the importance of analyzing how SNS are affecting daily processes. Sites like Face book, Friendster and LinkedIn are influencing the way users establish, maintain and cultivate a range of social relationships, from close friendship to casual acquaintances.

2.3. Importance of Social Media in Indian Politics

For politician, the coming lok sabha election is not about getting elected; it is about getting socially elected. Social media has changed the way people think, write and react but political pundits believe it has also influence the way people vote. Most of the political parties are aware of the pulse and the impulse of the public on social media timelines, which is why more and more politician are realising the importance of social media as an electoral tool. As a result, for the general election, digital strategies have become central to planning political rallies and party manifesto are no longer conspiracies of a coterie but are laid bare in the public eye, if not crowd-source to voters at large. Canvassing demand a party's interactive presence on social platform like twitter, Facebook, You tube, Google plus. And so for anyone wanting to read the sentiment of the people, the notion of the dipstick survey has been replace by a tweet-stick survey.

But does social media really bridge the divide between candidates and voters? Does digital democracy have the power to change political fortunes? What makes for a winning political strategy and just how is social media at the helm of a social churn in our country? So the analysis and interpretation of the above question will be carried out by this research , by conducting survey among the young voters.

This election will be a litmus test to put the spotlight on the question we started with; can social media influence these voters? The answer may not be an unequivocal yes, but it certainly isn't a no. It's an answer in progress.

The relationship between social media and politics is rooted in the desire for change. Today the public at large is using the online information and networking access to find solution. Civil society with its rising frustration over political apathy, is trying to use social media for a change. This online revolution may be less about technology and more about changing human behavior.

But at the same time the quest for transparency and free flow of information is raising question about over democratization, what's reality and what's humor, and fake following. This credibility crisis makes us wonder if leader are really what they project themselves to be.

But the usage limit of social media is restricted to urban areas only. People belonging to rural areas are still very far from usage of social media. Because technology had not penetrated into rural parts. So politician may not be able to connect or reach rural people by social media. Majority of voters belong to rural areas, and it is not possible to reach them by social media so it is a challenge for political party to reach upto them in minimum time as well as cost. So here again traditional media plays a significant role in influencing them.

Social media connects people and gets them talking and sharing is one thing. But it become more meaningful when it allow campaigner to know the voters, target a specific audience, splice demographics, mobiles support, and urge people to participate. When some of these people actively engage in political debates, they become a great tool in spreading the word and influencing opinion. More and younger Indians are getting on the social media bandwagon, and this will increase with time, According to Internet and Mobile Association of India(IAMAI) and IMRB International, the number of Internet users in India had reached 205 million in October this year. And by June 2014, India will have 243 million internet users, at which point of time, it is expected to overtake the U.S as the second largest Internet base in the world.

Furthermore, just how effective the use of social media can be on the electoral front was demonstrated when the AamAadmi Party (AAP) or Common Man's Party won power in Delhi in December last year. Dedicated volunteers and coordinators, working for the party, not only raised more than 100 million rupees (1.6 million USD) online, but also reached out to 3.5 million people ahead of the voting day with a Facebook application called Thunderclap, which exhorts people to go vote.

Social networking sites can be described as networks of friends for social or professional interactions (Trusov et.al, 2009). Indeed, online social networks have completely changed the spreading of information by making it easy to share and digest information on the internet (Akrimi & Khemakhem, 2012).

Social media has also influenced consumer behavior from information acquisition to post-purchase behavior such as dissatisfaction statements or behaviors(Mangold & Faulds, 2009) and patterns of Internet usage (Laroche et al., 2012).

These social networking sites are acting as great medium for view mobilization. People are feeling free in sharing their thoughts on any issue and even youth is raising their voice against social acts like violation of Human Rights, corruption etc. These social networking sites are proving themselves a boon at least in bringing thoughts of people on these social issues paper.

The gradual switch from traditional media to social media is something that must be taken into account by all political campaigns because if taken advantage of, social media opens up the possibility for politicians to structure their campaign to address constituents with different beliefs on a more personal base. With political discussions occurring on these sites, a relevant question is arose: could activity on sites like Twitter be a predictor of election results? Tumasjan et al. (2011) discovered that the relative volume of tweets closely mirrored the results of the German federal elections. The researchers concluded that Twitter was being used as a platform for political deliberation, and that the number of tweets reflected voter presence, which closely resembled the live political debate. Additionally, research continues to point out that just searching for political information is more popular than participating in the discussion. Getting information and being active in politics are used more by well-educated people. The more the public relies on Facebook and Twitter as not only necessary lines of communication, but as rewarding parts of the communicative process, the more value and influence Facebook and Twitter will have aside from campaigning, politicians have found social media useful for connecting with their constituency. UK Members of Parliament (MPs) have been using Twitter to enhance communication with their constituency since 2007 (Cha et.al, 2010; Bollen et.al, 2011; Jackson & Lilleker, 2011). The influence of media on political participation has been studied extensively in the United States (Chaffe & Kanihan, 1997; Golan & Wanta, 2001). In taking advantage of new communication platforms during the 2008 presidential election, Barack Obama proved the benefit of using social media for political campaigns. Also, a study by Matthew James Kushin and Masahiro Yamamoto published in *Mass Communication and Society*, provided insight into the social media habits of young people (adults under the age of 30), a demographic targeted by Obama in the 2008 campaign.

The study found that young people tend to get political information from social media more than any other age group. It is becoming clear that online tools play a significant role in shaping public opinion and setting political agendas (Wallsten, 2007; Woolley et al. 2010).

Politicians, citizens and journalists increasingly adopt new social media like Twitter, Facebook and YouTube to support their political purposes, be it to engage with other stakeholders in the political public sphere, campaign, disseminate or retrieve information, or contribute to rational-critical debate (Sauter & Bruns, 2013). An overview of the Indian social media literature suggests that there has been very little research on the impact of the social media on political campaign in general and voting behavior in particular. Therefore in this article we try to study the impact of the social media on political campaign in India with a special emphasis on voting behavior among Indian youth.

2.4. Role of Social Media

Current social media users are pegged at 85 million and are slated to hit 91 million by December 2013. BJP's Narendra Modi and Congress Vice President Rahul Gandhi are the two most searched politicians. It is believed that social media plays a very pervasive role throughout the election process. The role of social media for upcoming elections can be broken down into the following:

Ask, share and decide

New and existing voters go online to seek information, address queries and, most importantly, to form opinions. The same is widely influenced by the social media chatter, information provided by political parties, the ability to participate in a dialogue with the voters, and the overall sentiment prevalent around the leaders up for voting. The conversations also become an enabler for the undecided voter population.

Source of news feeds for traditional media

Social media influences other media (TV/ Newspapers pick up a lot of news from Twitter these days!). Traditional media channels such as television/print leverage social media conversations and discussions to share real time news and views around political parties.

Word of mouth transported to physical world

Word of mouth is carried offline, wherein those who are passively consuming or are engaging with the chatter carry the opinion offline to peers, family and colleagues, thus making it a huge source of influence even in the physical world.

Everyone is a journalist on social media

It enables every person to be a reporter-journalist and educationalist on Facebook, Twitter, Quora etc. and share information /news of national interest.

There is a small but very active Twitter base in India that is highly political and there are constant fights between the right-wingers and the rest, which can be read as BJP-Congress fights. Major political episodes in the country become trending topics and both sides are able to make TV news headlines quite regularly.

Opportunity to influence female audiences

Last but not the least, with the increase in female internet penetration, it becomes an active source of influence and education for the female voters which constitute close to 49% of potential voters, which is not a percentage to be ignored. There are increasing expectations that more campaign staffers actively use Twitter and Facebook to promote the campaign and engage voters. Possessing a more social DNA is now becoming critical for political parties.

Political parties have earmarked 2-5% of the election budgets for social media. However, there are certain pros and cons to campaigning on social media:

Positive impact of social networking

- Access to new and female voters.
- One on one platform to participate in a dialogue with citizens.
- Accessible to all.
- Powerful platform to educate and inform.
- Transparent, fast and quick.
- Source of positive influence for political parties.

Negative impact of social networking

- Cannot be entirely controlled.
- Prone to hacking.
- Slack responses can lead to backlash.
- Negative sentiments can influence election.
- Misrepresentation of facts

2.5. Making Voters and Political Parties Click

The 16th lok sabha election which are underway are different from all the previous edition in the history of independent India, and one of the major differentiators is the way the digital media has been used to reach out to and woo potential voters. Political parties are keeping track of digital footprint to know who you are, what are your likes and dislikes, what you buy, among other things to determine your political preference and woo you, the voter, according to get support.

Digital marketing data providers such as Precision Match help political parties in targeting the right audience. "Digital marketers build consumer data who are online, their behavioral and surfing patterns and infer data point out of it. All national political parties are using data intelligence and targeting consumer online. Digital marketers provides the service to each party are customizable as per its requirement. All consumers online who are above 18 years of age and hence are eligible for voting are the target audience. When a person visit website or political parties or its associate website, a cookie (a tiny bit of software) is planted in your computer. This cookie tracks your browsing pattern after you have closed the website and help an algorithm to build a demographic profile based on your browsing pattern

If a person goes from any political parties website to a site on motorcycle and then to a job portal, the algorithm will conclude that you are a young male from this particular constituency who is job seeker. This then help the system place a contextual ad when you, for instance, run a search on naukari.com for 'jobs in Delhi.

3. Research Objectives

To determine whether there is any significant relationship between dependable variable "Online banner advertisements and other form of advertising influence my voting behavior" with respect to independent variable "Likelihood to vote in 2014 election" and "Age"

To determine whether there is any significant relationship between dependable variable "Online polls influence my decision to vote" with respect to independent variable "Member of fan page on any political party" and "Age"

To determine whether there is any significant relationship between dependent variable "I might be influence to vote for a particular politician based on content I read about him on twitter or facebook" with respect to independent variable "I follow political candidate on twitter and facebook" and "I actively engage in political discussion by expressing my opinion on facebook and twitter"

To determine whether there is a significant impact of conversation on forum on decision to vote on 'Gender'

To determine whether there is any significant relationship between variable "party which is digitally interactive on social media" and likelihood to vote for that party

To determine the relationship between the dependent variable – 'Youtube are the important source of information to me and affect my decision to vote' and the independent variables –'Gender' and 'Member of fan page on any social networking site'

To identify whether there is any significant relation in between "Online banner advertisements and other form of advertising influence my voting behavior" and independent variable "occupation"

4. Research Methodology

The broad objective of the survey was to understand the impact of use of digital media on voting behavior among those who intend to vote during forthcoming Lok Sabha Elections for it was needed to maintain stringent sampling procedures.

In this study the research instrument is Questionnaire. It consists of set of question presented to respondents. 120 respondents were selected randomly to prevent any bias creeping into the samples.

The participants were the people who are most likely to vote in upcoming general election of 2014 were majority of them was student in age group from 18 to 30 years. Research was carried out in city of Durgapur. Various regions of Durgapur city was visited like Bidhan Nagar, City center, Nit campus, Benachity, Ambhuja colony etc. The sampling procedure was started from 1st march and ended at 30th march.

5. Analysis

5.1. Two way Anova

A two-way Anova was conducted to determine whether there is any significant relationship between dependable variable "Online banner advertisements and other form of advertising influence my voting behavior " with respect to independent variable "Likelihood to vote in 2014 election" and "Age".

Tests of Between-Subjects Effects

Dependent Variable: Onlinebannersadds

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	16.179 ^a	5	3.236	2.909	.016
Intercept	117.043	1	117.043	105.217	.000
Age	1.896	1	1.896	1.705	.194
Likelihoodtovote	5.657	3	1.886	1.695	.172
Age * Likelihoodtovote	7.584	1	7.584	6.818	.010
Error	126.812	114	1.112		
Total	991.000	120			
Corrected Total	142.992	119			

a. R Squared = .113 (Adjusted R Squared = .074)

In the table we find the significant values of "age" and "likelihood to vote" are (0.194) and (0.172), this is greater than (0.05), which show that individual independent variable does not have any relationship with the dependable variable, but combined value independent variable (0.010) which is less than (0.05), which show that there is relationship with dependable variable.

To determine whether there is any significant relationship between dependable variable "Online banner adds and other form of advertising influence my voting behavior" with respect to independent variable "Member of fan page on any political party" and "Age" again a one-way Anova was conducted.

Tests of Between-Subjects Effects

Dependent Variable: Onlinebannersadds

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	11.715 ^a	3	3.905	3.451	.019
Intercept	761.069	1	761.069	672.504	.000
Age	.033	1	.033	.029	.865
Fanpage	2.484	1	2.484	2.195	.141
Age * Fanpage	5.248	1	5.248	4.638	.033
Error	131.277	116	1.132		
Total	991.000	120			
Corrected Total	142.992	119			

a. R Squared = .082 (Adjusted R Squared = .058)

In the table we find the significant values of "age" and "Member of fan page of any political party" are (0.865) and (0.141), this is greater than (0.05), which show that individual independent variable does not have any relationship with the dependable variable, but combined value independent variable (0.033) which is less than (0.05), which show that there is relationship with dependable variable.

To determine whether there is any significant relationship between dependable variable "Online polls influence my decision to vote" with respect to independent variable "Member of fan page on any political party" and "Age" again Anova was conducted.

Output

Tests of Between-Subjects Effects

Dependent Variable: Onlinebannersadds

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	12.140 ^a	3	4.047	4.040	.009
Intercept	918.151	1	918.151	916.689	.000
Age	.027	1	.027	.027	.869
Fanpage	1.265	1	1.265	1.263	.263
Age * Fanpage	7.305	1	7.305	7.293	.008
Error	116.185	116	1.002		
Total	1155.000	120			
Corrected Total	128.325	119			

a. R Squared = .095 (Adjusted R Squared = .071)

In this table we find the significant values of "age" and "Member of fan page of any political party" are (0.869) and (0.263), this is greater than (0.05), which show that individual independent variable does not have any relationship with the dependable variable, but combined value independent variable (0.008) which is less than (0.05), which show that there is relationship with dependable variable

To determine whether there is any significant relationship between dependable variable "I might be influence to vote for a particular politician based on content I read about him on twitter or facebook" with respect to independent variable "I follow political candidate on twitter and facebook" and "I actively engage in political discussion by expressing my opinion on facebook and twitter".

Output

Tests of Between-Subjects Effects

Dependent Variable: Beinfluenceforaparticular

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	49.268 ^a	19	2.593	2.737	.001
Intercept	391.982	1	391.982	413.817	.000
Enageinpoliticaldiscussion	9.723	4	2.431	2.566	.043
Followpoliticalcandidate	16.937	4	4.234	4.470	.002
Enageinpoliticaldiscussion * Followpoliticalcandidate	4.925	11	.448	.473	.916
Error	94.724	100	.947		
Total	889.000	120			
Corrected Total	143.992	119			

a. R Squared = .342 (Adjusted R Squared = .217)

In this table we find the significant values of "I follow political candidate on twitter and facebook" and "I actively engage in political discussion by expressing my opinion on facebook and twitter" are (0.043) and (0.002), this is smaller than (0.05), which show that individual independent variable have relationship with the dependable variable, but combined value independent variables (0.916) which is greater than (0.05), which show that there is no relationship with dependable variable

5.2. Normality Test

To test whether dependable variable "The conversation on forum influence my decision to vote" and independent variable (gender) follow normal distribution

Tests of Normality

	Gender	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Conversationforum	Male	.213	77	.000	.884	77	.000
	Female	.315	43	.000	.844	43	.000

From the Shapiro-Wilk test, we find that the significant values for each of the variables are $0.000 < 0.05$. Thus, H_0 is rejected, i.e., they do not follow normal distribution

5.3. Man Whitney Test

To determine whether there is a significant impact of conversation on forum influence my decision to vote on 'Gender'.

	Gender	N	Mean Rank	Sum of Ranks
Conversationforum	Male	77	53.99	4157.50
	Female	43	72.15	3102.50
	Total	120		

The mean rank for female(72.15) is more than male(53.99).so female are more likely to influence than male.

Test Statistics^a

	Conversationforum
Mann-Whitney U	1154.500
Wilcoxon W	4157.500
Z	-2.894
Asymp. Sig. (2-tailed)	.004

a. Grouping Variable: Gender

The Mann-Whitney 'U' value is 1154.500 The 2-tailed sig values is $0.004 < 0.05$. So, H_0 is rejected and there is significant impact of conversation on forum influence my decision to vote on gender

Normality Test

To test whether media platform data set follow normal distribution or not.

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	df	Sig.
PrintNewspaper	.282	120	.000	.852	120	.000
PrintMagazines	.224	120	.000	.894	120	.000
Talkradio	.218	120	.000	.901	120	.000
Broadcastnew	.262	120	.000	.810	120	.000
Socailmedia	.225	120	.000	.831	120	.000

From the Shapiro-Wilk test, we find that the significant values for each of the influencing factors are $0.000 < 0.05$. Thus, H_0 is rejected, i.e., these imedia platform factors do not follow normal distribution

Fried Man Test

To find the mean rank of the media platform in descending order.

Ranks

	Mean Rank
PrintNewspaper	3.56
PrintMagazines	1.86
Talkradio	2.21
Broadcastnew	3.91
Socailmedia	3.46

Television news are preferred most by people and it is rank high ,after newspaper are preferred most and at third position social media is used to keep track of political development

Test Statistics^a

N	120
Chi-Square	175.856
df	4
Asymp. Sig.	.000

a. Friedman Test

By using this test we have tried to find out whether the questions are equally important for the people or not. As seen our test results show that there is statistically significant difference between the responses of the questions, i.e there is a difference in the means

One Way Anova

To determine whether there is any significant relationship between variable “party which is digitally interactive on social media” and likelihood to vote for that party.

ANOVA

Digitallyinteractive

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	41.387	4	10.347	6.688	.000
Within Groups	177.913	115	1.547		
Total	219.300	119			

In this table we find the significant values is .000 which less than 0.05, so H₀ is rejected and null hypothesis is accepted. Hence there is significant relationship between “party which is digitally interactive on social media” and “likelihood to vote for that party

Crosstab

likelihoodtovoteforthat * DigitallyinteractiveCrosstabulation

Count

		Digitallyinteractive						Total
		BJP	Congress	Aam adami party	others	B+C	B+A	
likelihoodtovoteforthat	Very Unlikely	2	1	3	0	0	0	6
	unlikely	0	0	3	1	1	0	6
	Neutral	8	3	11	1	1	1	5
	Likely	28	6	17	3	0	2	6
	Very likely	19	2	5	1	0	0	7
Total		7	12	39	6	2	3	20

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	45.388 ^a	24	.005
Likelihood Ratio	32.195	24	.122
Linear-by-Linear Association	11.342	1	.001
N of Valid Cases	120		

a. 28 cells (80.0%) have expected count less than 5. The minimum expected count is .05.

The chi-square significance levels is .005 which is less than 0.05. This means that there is significant relationship between “party which is digitally interactive on social media” and “likelihood to vote for that party”

Reliability test

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded ^a	0	.0
	Total	120	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.812	9

In this table cronback alpha value is .812 which is good and it signifies that data is reliable and it show consistency so we can go for factor analysis .

5.3. Regression

To determine the relationship between the dependent variable – 'Youtube are the important source of information to me and affect my decision to vote' and the independent variables – 'Gender' and 'Member of fan page on any social networking site'

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.282 ^a	.079	.064	1.02629	2.083

R = 0.282 explains the correlation between the dependent and independent variables. R is the square root of R-Squared and is the correlation between the observed and predicted values of dependent variable

b) $R^2 = 0.079$ indicates that 7% of the dependent variable can be explained by the independent variables. R-Square is the proportion of variance in the dependent variable which can be predicted from the independent variable.

c) Adjusted $R^2 = 0.64 < R^2 = 0.79$ as adjusted R^2 considers the degrees of freedom ($df = 2$).

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	10.635	2	5.317	5.049	.008 ^b
Residual	123.232	117	1.053		
Total	133.867	119			

The significant value = 0.008 < 0.05, thus, regression model can be fit as there is a significant difference in between the independent variables. These values are used to answer the question "Do the independent variables reliably predict the dependent variable if smaller, so we can conclude "Yes, the independent variables reliably predict the dependent variable.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.136	.418		7.499	.000
Fanpage	-.448	.189	-.210	-2.366	.020
Gender	.392	.196	.178	2.005	.047

Here we find that the significant value is less than 0.05, so relationship exist between dependable and independent variable, and the relationship can be explain

Normality test

To test whether dependable variable "Online banner adds and other form of advertising influence my voting behavior" and independent variable "occupation follow normal distribution

Tests of Normality^b

	Occupation	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Onlinebannersadds	Student	.199	103	.000	.873	103	.000
	Service	.276	16	.002	.771	16	.001

From the Shapiro-Wilk test, we find that the significant values for each of the influencing factors are $0.000 < 0.05$. Thus, H_0 is rejected, i.e., these factors do not follow normal distribution

Krusalwallis Test

To identify whether there is any significant relation in between "Online banner adds and other form of advertising influence my voting behavior" and independent variable "occupation"

Ranks

	Occupation	N	Mean Rank
Onlinebannersadds	Student	103	64.41
	Service	16	36.69
	Others	1	38.50
	Total	120	

Here student are at high mean rank and are heavily influence by advertising than service and others

Test Statistics^{a,b}

	Onlinebannersadds
Chi-Square	9.839
df	2
Asymp. Sig.	.007

Significant value is .007 less than 0.05 which signifies that relationship between "Online banner adds and other form of advertising influence my voting behavior" and independent variable "occupation"

Enagage inpolitic aldiscs	.000	.000		.000	.000	.077	.011	.003	.000
Socailme diaprovi desyu	.000	.000	.000		.000	.000	.001	.001	.000
Beinflue nceforap articur	.000	.009	.000	.000		.000	.000	.000	.000
Youtube videosi mporta	.000	.003	.077	.000	.000		.000	.005	.052
Convers ationfor um	.000	.002	.011	.001	.000	.000		.002	.000
Onlinep ollsinflu ence	.002	.001	.003	.001	.000	.005	.002		.000
Onlineb annersad ds	.002	.023	.000	.000	.000	.052	.000	.000	

a. Determinant = .079

A correlation matrix is simply a rectangular array of numbers which gives the correlation coefficients between a single variable and every other variables in the investigation. The correlation coefficient between a variable and itself is always 1, hence the principal diagonal of the correlation matrix contains 1s. The correlation coefficients above and below the principal diagonal are the same. The determinant of the correlation matrix is shown at the foot of the table below

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.805
Approx. Chi-Square		292.067
Bartlett's Test of Sphericity	df	36
	Sig.	.000

The KMO measures the sampling adequacy which should be greater than 0.5 for a satisfactory factor analysis to proceed. KMO values is .805 which is acceptable. Bartlett's test is another indication of the strength of the relationship among variables. This tests the null hypothesis that the correlation matrix is an identity matrix. It is actually 0.000, i.e. the significance level is small enough to reject the null hypothesis. This means that correlation matrix is not an identity matrix.

Communalities

	Initial	Extraction
Doesnot have webpage	1.000	.453
Follow political candidate	1.000	.656
Engage in political discussion	1.000	.772
Social media provides you	1.000	.606
Be influenced for a particular	1.000	.532
Youtube videos important	1.000	.756
Conversation forum	1.000	.667
Online polls influence	1.000	.628
Online banners adds	1.000	.742

Extraction Method: Principal Component Analysis.

The next item from the output is a table of communalities which shows how much of the variance in the variables has been accounted for by the extracted factors. For instance over 77% of the variance in *engage in political discussion* is accounted for while 45% of the variance in *does have web page less likely to vote* accounted for.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.619	40.209	40.209	3.619	40.209	40.209	2.197	24.408	24.408
2	1.133	12.589	52.798	1.133	12.589	52.798	1.892	21.022	45.430
3	1.058	11.756	64.554	1.058	11.756	64.554	1.721	19.124	64.554
4	.781	8.680	73.234						
5	.611	6.788	80.022						
6	.577	6.411	86.433						
7	.455	5.053	91.486						
8	.415	4.614	96.101						
9	.351	3.899	100.000						

Extraction Method: Principal Component Analysis.

The next item shows all the factors extractable from the analysis along with their eigen values, the percent of variance attributable to each factor, and the cumulative variance of the factor and the previous factors. Notice that the first factor accounts for 40.209% of the variance, the second 12.589% and the third 11.756%. All the remaining factors are not significant

Rotated Component Matrix^a

	Component		
	1	2	3
Doesnohavewebpage			
Followpoliticalcandidate	.793		
Engageinpoliticaldiscussion	.848		
Socailmediaprovidesyou	.682		
Beinfluenceforaparticular		.578	
Youtubevideosimportant			.860
Conversationforum			.774
Onlinepollsinfluence		.770	
Onlinebannersadds		.847	

Rotation is to reduce the number factors on which the variables under investigation have high loadings

Factor 1

- I follow political candidate on twitter and facebook
- I actively engage in political discussion by expressing my opinion on facebook and twitter
- Does social media provides you platform to get connected to political party which you favor

Factor 2

- I might be influence to vote for a particular politician based on content I read about him on twitter or facebook
- Online polls influence my decision to vote
- Online banner adds and other forms of advertising influence my voting behavior

Factor 3

- You tube videos are an important source of information to me and affect my decision to vote
- The conversion on forum influence my decision to vote

6. Conclusion

From the analysis and interpretation it is clear that social media play a significant impact on voting behavior of young voters. Political parties will be successful in influencing the people of the metros city and semi urban cities. Social media is replacing the traditional media but in remote areas traditional media still has significant impact in creating awareness among people. Social media provides platform to the people to get connected to parties they favor. It became an important marketing tool to reach to target audience in minimum time and within less cost. Online banners adds and other form of advertising has a significant impact on young voter specially students which not only influence them but also help in shaping their behavior. There is significant relationship with aged of people. People use social media platform to keep track of political development, technology play a vital role in giving first-hand information that to in less time.

It has been found that the conversation on forum influence the female more than the male which indirectly affect their decision to vote. People follow the political candidate on twitter and Facebook and also actively engage in political discussion by expressing their views and opinion. It is found that, the party which is most digitally interactive on social media people are more likely to favor that party and vote for that party. It is also found that those people who are highly active on social media their decision of voting will be affected because of the content they read about the particular politician. Social media not only pull the people by creating awareness among the people but it also play a supportive role of pushing the people to vote, it is not possible for social media alone to push the people but with help of news media and print media this task can be achieved. It is found that Youtube videos are also the important source of information for people and influence their decision to vote and there is relationship with gender. Online polls are some of the pushing strategies, it is found that there is combined effect of "aged" and "member of political party" on polls which influence their decision to vote.

7. Limitations

Many of those who actively debate on social forums is late teens who are either minor (under 18 years of age) or do not have their Voter ID card yet. The semi-urban and rural masses, whose votes matter, are not yet into social media.

It would be safe to assume that most middle class Indians experience political activity on Twitter through news reports on TV. There is still a significant amount of people that don't use the internet, or are not "advanced" internet users. Official media controlled by the government is their main source of information. It doesn't and cannot guarantee transforming the same into turnout on polling day; Traditional media still has the significant impact but only in rural areas.

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