Analyzing the role of Social Media Campaigns in Indian Elections

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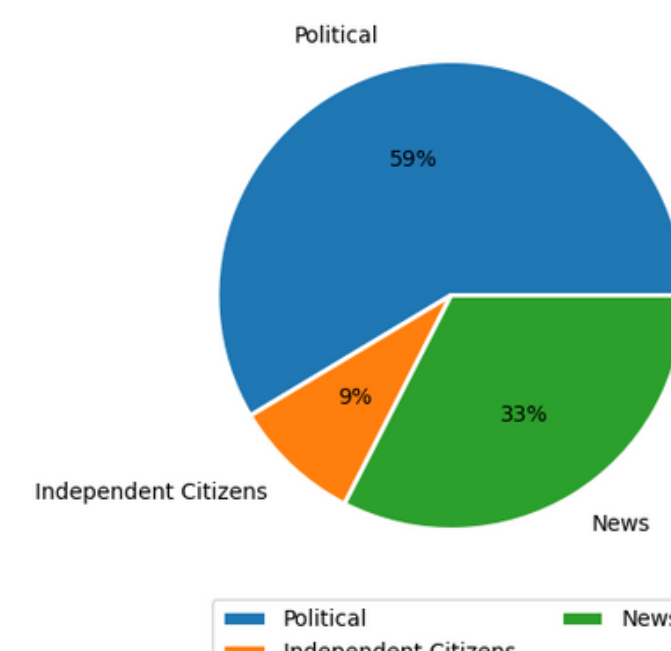
ABSTRACT

Elections are a recurrent phenomenon, prediction of election results and the analysis of reasons for the winning candidates have been a very interesting and challenging domain for all the stakeholders. This study is an attempt to analyze the Indian elections, how much do the IT cells and the opinions over social media actually reach to the voters, and how much effect is reflected over the actual results.

INTRODUCTION

The goal for this project is to collect tweets for over a month before the polling date for an election and analyze it through various perspectives and try to figure out some patterns. For the purpose of this, we collected tweets from January to February of 2022 regarding the Uttar Pradesh Vidhan Sabha Elections.

RESULTS

Heatmap of the frequency of the tweets being generated are represented before in chloropleth maps,

The overall frequency on the basis of constituency is as above
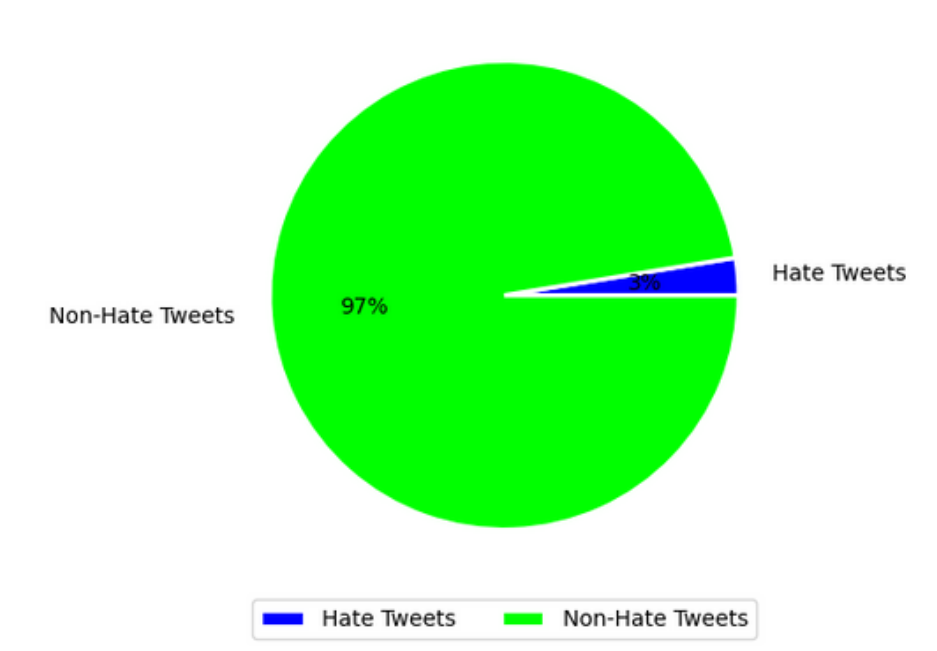
### Topic-wise Breakdown of Tweets Across UP

It is visible that most of the tweets being made were political indicating self promotion while about 9% of the tweets were talking about actual issues.

Hate vs. Non-Hate Tweets

Upon analysis of the hate index for the given words, only 3% of it came out hate tweets, which represent that the elections are less about hate this time.

### Negative Sentiments for various Parties
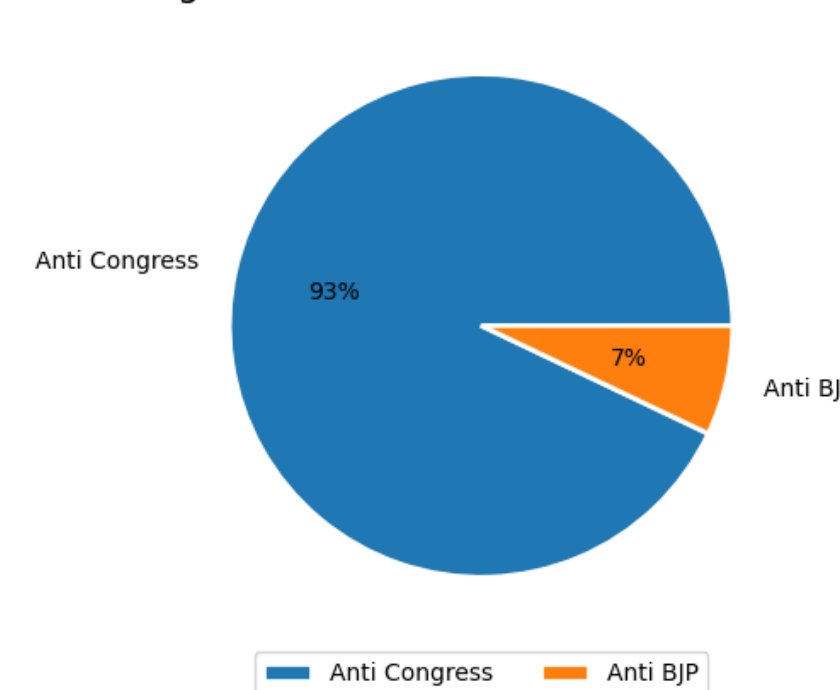
It is visible that the opposition failed to bring out the loopholes in the policies of the existing ruling party since the the sentiment analysis showed only 7% anti BJP sentiments.
Moreover, high negative sentiment for Congress signify the presence of congress free ideology.

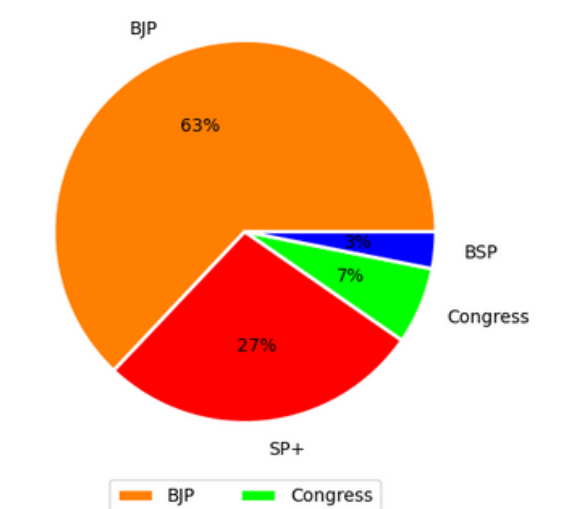### Party-wise Breakdown of Tweets Across UP
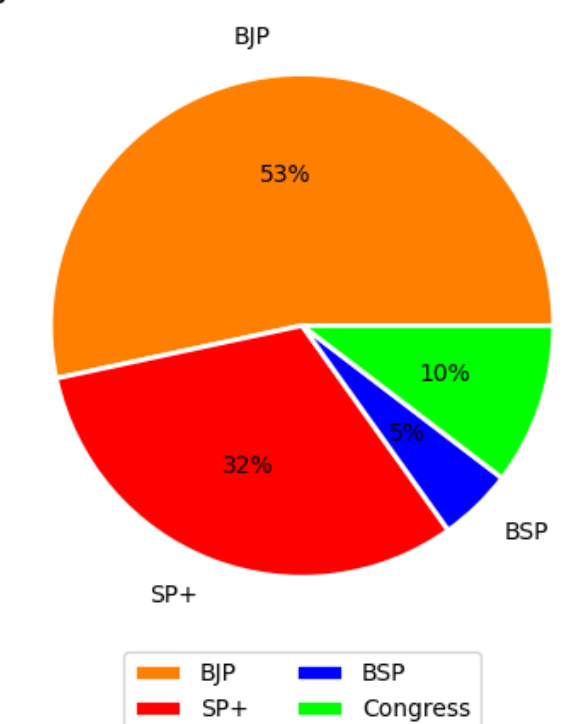
We can see that BJP was most significantly promoting itself with of total political tweets, it is all over the twitter with it's campaign followed by SP Congress and BSP. A similar trend is shown by the number of seats won by political parties. This says that yes the online campaign helps in creating or changing the thinking of the Voters and it does impact the election results.
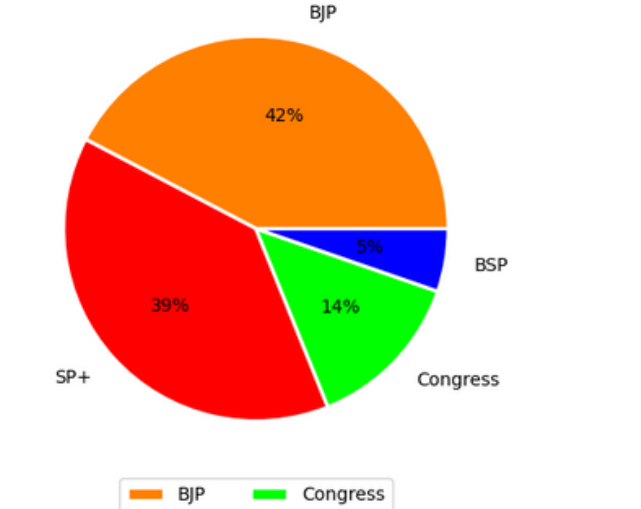
District-wise Breakdown of Tweets Across UP
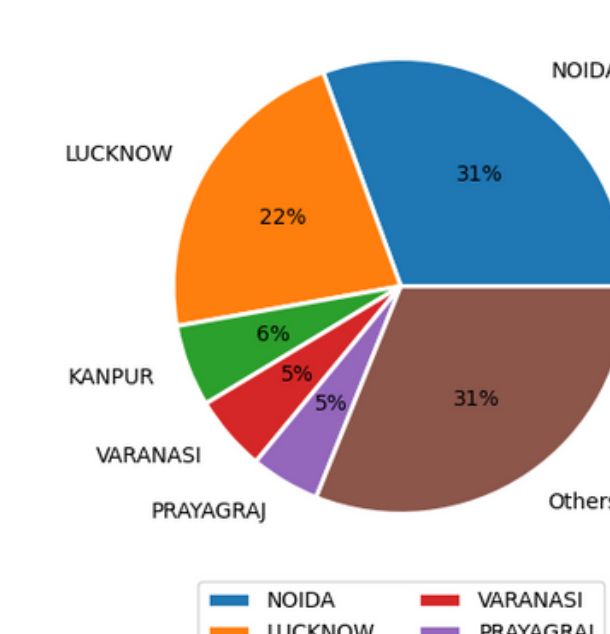
Above Figure clearly shows that more than 50% of tweets which are included to be part of the election buzz are just from Lucknow and Noida. This portrays the biased behavior throughout the Online election campaign.
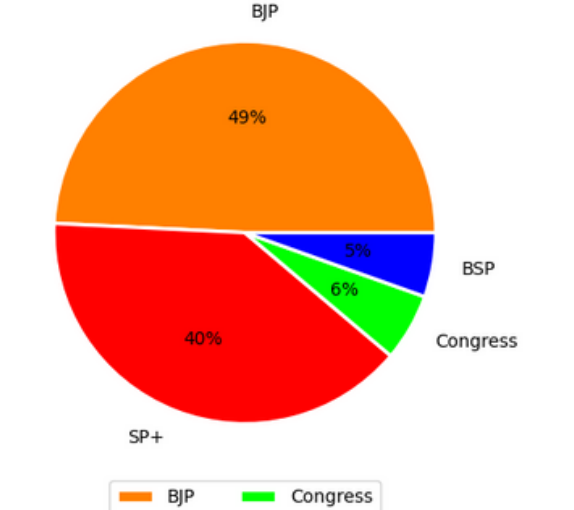
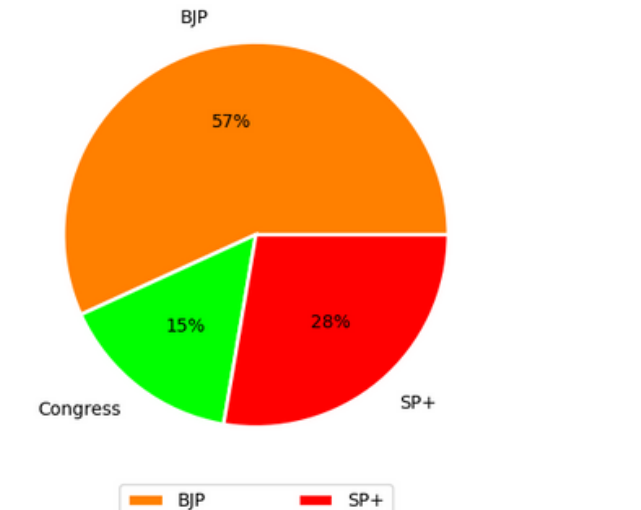### Party-wise Breakdown of Tweets Across Noida

Party-wise Breakdown of Tweets Across Varanasi
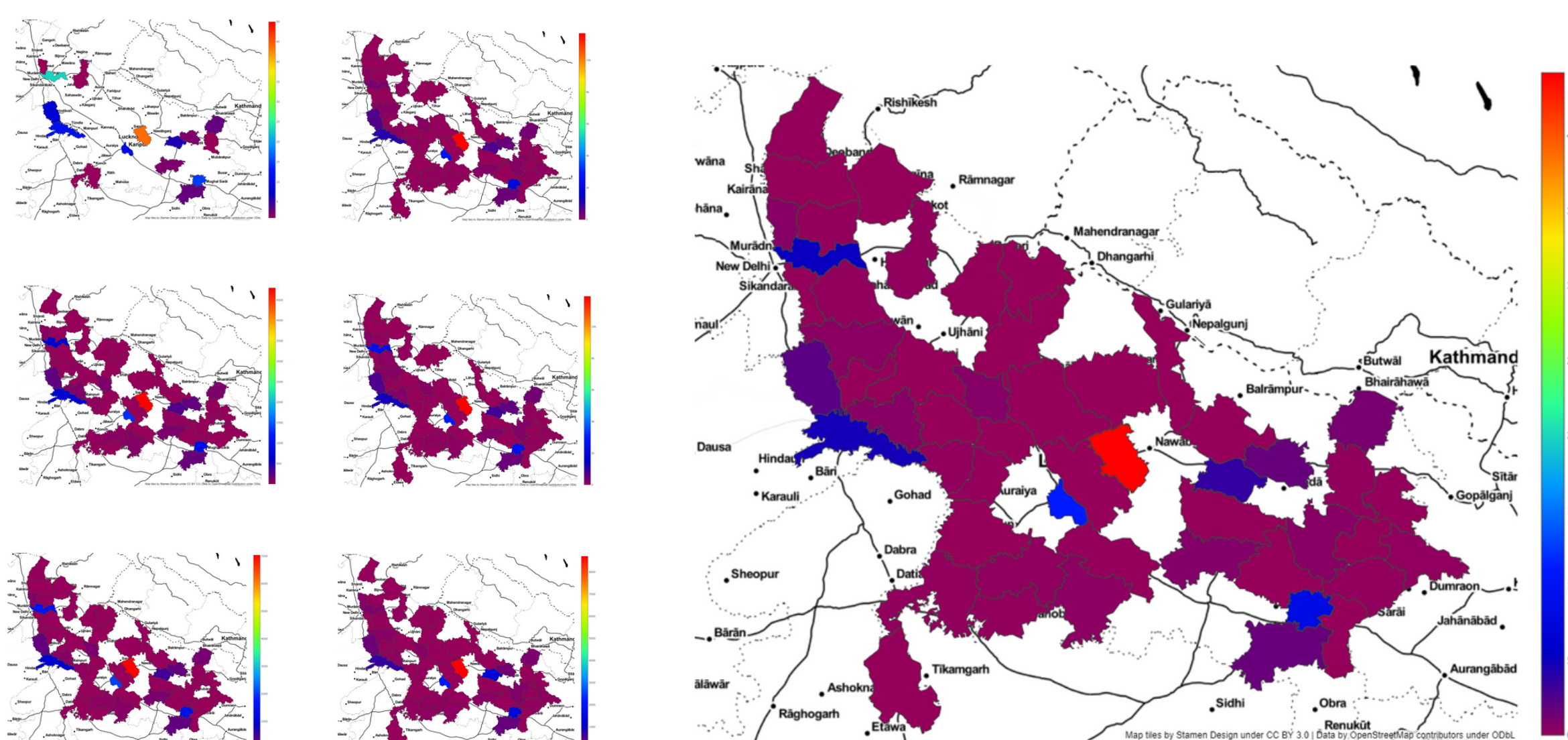

Party-wise Breakdown of Tweets Across Lucknow

Party-wise Breakdown of Tweets Across Kanpur

CONCLUSION

So through this intensive Data analysis of ours, as part of tweet we can say that Online Campaigns at least are slowly becoming an integral part of Indian Elections though the same is not very true about the online debates. Currently the social media platforms are being used just to support and amplify the campaigns running on the ground. Not only that but the actual public issues are still far away from getting the space they actually deserve in the online campaigns. Some interesting insights also indicate the failure of opposing Political Parties to criticize or bring up the flaws of the existing Ruling Party, which led to the observation of negligible Anti Incumbency. Also it was observed that the Social Media Presence is somewhere directly contributing to the results of the elections and thus can be further studied as a parameter to predict the results. Finally we can conclude that IT cells are playing a major role in the development of the overall persona of Political Party and extending it through promotions and this role will probably become more major in the coming time as the technology will strike the rural areas too, thus all the political parties should also get ready for the race to be more impactful over social media.

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