

A Critical Analysis of Influence of Micro Targeting in 2021 Assembly Election Campaigns in Chennai

Thesis submitted in fulfilment of the requirements for the Degree of

DOCTOR OF PHILOSOPHY

By

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DECLARATION BY THE SCHOLAR

I hereby declare that the work reported in the Ph.D. thesis entitled “**A Critical Analysis of Influence of Micro Targeting in 2021 Assembly Election Campaigns in Chennai**” submitted at **Bennett University, Greater Noida, India**, is an authentic record of my work carried out under the supervision of **Dr. Priya Sondhi** co-supervisor **Dr. Ankur Kashyap**. I have not submitted this work elsewhere for any other degree or diploma. I am fully responsible for the contents of my Ph.D. Theses.

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SUPERVISOR'S CERTIFICATE

This is to certify that the work reported in the Ph.D. thesis entitled **“A Critical Analysis of Influence of Micro Targeting in 2021 Assembly Election Campaigns in Chennai”**, submitted by **Ms. Nirmala Krishnamoorthy** at **Bennett University, Greater Noida, India**, is a bonafide record of her original work carried out under my supervision. This work has not been submitted elsewhere for any other degree or diploma.

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LIST OF ABBREVIATIONS

AGI	Artificial General Intelligence
AI	Artificial Intelligence
AIR	All India Reporter
All.	Allahabad
ANI	Artificial Narrow Intelligence
ANI	Artificial Narrow Intelligence
ANN	Neural Network
API	Application Program Interface
APP	Mobile Application
BJP	Bharatiya Janata Party
Cal.	Calcutta
CEO	Chief Executive Officer
CRM	Customer Relationship Management
CrPC, 1973	Criminal Procedure Code, 1973
Del	Delhi
ed.	Edition
et. al.	And others
Etc.	Et cetera
EU	European Union
FTC	Federal Trade Commission
GIS	Geographic Information System
GMOs	Genetically Modified Organisms
GPS	Global Positioning System
GSR	Global Science Research
HC	High Court
i.e.	That is
IAMAI	Internet and Mobile Association of India
Ibid	Ibidem
ICT	Information and Communication Technology
Id.	Idem
IPC, 1860	Indian Penal Code, 1860

IT	Information Technology
ITAA	Information Technology Amendment Act
Jour.	Journal
Media L.R	Media law Review
ML	Machine Learning
N.O.C	Notes of Cases
NCR	National Capital Region
NDA	National Democratic Alliance
NLP	Natural Language Processor
S.C.J	Supreme Court Journal
SC	Supreme Court
SCL	Strategic Communications Laboratories
SCR	State Case Registry
SMS	Short Messages Service
UK	United Kingdom
UPA	United Progressive Alliance
US	United States
USA	United States of America
v./vs.	Versus
Vol.	Volume
W.L.R	Weekly Law Review

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Abstract

Targeting electorates in democracy elections is as old as democracy and indulging in corrupt practices to persuade such targeted electorates is also prohibited. There are two elements involved in this - targeting and corrupt practices.

Targeting voters means which voters to be communicated with what messages it aims at the voters who are considered to be moderate and who could be swayed on either direction. It is a part of political marketing; it is the process of identifying specific group to promote political candidates and to appease their political needs and thus gain support for the candidate and their ideas. Consumer Marketing strategies as such applied in the Political Marketing. The concepts of selling, buying and product and services are similar in consumer and political marketing. The product and service are offered in exchange of money in consumer marketing it is the safe society and economic prosperity is offered in exchange of vote in the political marketing.

The basic demography details, age, gender, education, race, religion, economics, ethnicity plays vital role to segment of voters broadly and to create targeted messages and advertisements. Geographic details, state, city, location etc. combined to such demographic details improves the contents and advertisements dearer to the voters of such locations and to make targeted messages more effective.

In the Political campaigning, popular media of the day has been extensively used to increase their power and influence over the electorates. The media is extremely used to transmit the targeted messages since the beginning of democracy elections. To disseminate and amplify the targeted messages.

Since pre-independence the demographic details such as race, religion, ethnicity have been used unduly to influence voters and they have been narrowed down and prohibited under Indian penal code as corrupt practices and penalties have been prescribed. Bribery, undue influence, impersonation and false statement were recognised as major corrupt practices and the quantum of penalty was disqualification for a period of five years and the election could be declared as void under schedule I of Part 1 of the Rules of the Government of India Act, 1919.

The Indian Election Offences and Enquires Act, 1920, provided for the punishment of malpractices in connection with elections, and to make further provision for the conduct of inquiries regarding disputed elections to legislative bodies constituted under the Government of India Act. Through this Act, the Indian Penal Code, XLV of 1860 and the Criminal Procedure Code 1898 (V of 1898) had been amended to include the definition of “Election” and Section 171A to 171I had been inserted to define electoral offences and punishments such as Bribery, undue influence and personation, false statements, and illegal payments in connection with an election. Rarely the media was bound by the rules and regulations.

The political marketing adopts the consumer marketing strategies, but it has been strongly protected by the fundamental right to freedom of speech and expression guaranteed under art.19(1) of the Constitution of India. Amendments were made to the Indian Penal Code and the Code of Criminal Procedure through the Indian Elections Offences and Inquiries Act, 1920 is being continued to be adopted even after independence and it is applicable to all elections, and it operates penal sanctions against the electoral offences.¹

The Representation of People Act, 1951 under section 123 specifies various corrupt practices and undue influence is one of the major corrupt practices under section 123 (2) of the Act. Corrupt practice as mentioned in this section simply means and includes all those activities of candidate, his agent or any other person prohibited by section 123 of the Act. The print media commended greater respect and attracted fewer rules and regulations except following professional ethics.

Print media was the major reliable communication between the political party and the electors. It considered to be authentic and commended respected among its readers and viewers. Hence, it was trusted by the electorates therefore newspaper enjoyed greatest power of influence on voter’s decision. Its contribution in forming a public opinion was significant. This trust has begun to erode, when the media houses and journalists can influence the election campaign communication and responsible for publishing paid news in the disguise of news and advertisement in the pretext of news. It began to impact the democratic right of free and fair election.

In 2004 only, the Supreme Court, in Gemini TV (P) Ltd. And Others² case directed the Election Commission of India to constitute committee to monitor advertisements in media and accordingly the Media Certification Monitoring Committee was constituted for pre-certification of advertisements of political parties or candidates before its publication or

¹ See Sec.171-B to 171-I of the Indian Penal Code, 1860.

² Ministry of Information and Broadcasting Vs. Gemini TV (P) Ltd. And Others (2004) 5 SCC 714

CHAPTER I

A Critical Analysis of Influence of Micro Targeting in 2021 Assembly Election Campaigns in Chennai

1.1 INTRODUCTION

Democracy is necessary for ensuring the values of justice, liberty, and equality for all its citizens. It also ensures the individual's dignity in a diverse society. Elections are at the core of a representative democracy in which every citizen has a say.¹ Elections determine government formation, public policy, and leadership.

When a candidate or his supporters try to get people to vote for them, this does not interfere with or try to interfere with the right to vote freely. "Tyranny over the mind" interferes with electoral rights.²

1.1.1 UNIVERSAL SUFFRAGE

In early Roman and Greek States, suffrage was membership accorded only to the citizen class and they were given the right to vote and later turned out to be privilege based on land ownership and during seventeenth and eighteenth century it was regarded as an abstract right that people acquired under natural law. According to Rousseau's doctrine, sovereignty resided in the people and that, in consequence, every citizen had an immutable right to partake in the exercise of that sovereignty, the natural right, therefore, followed as logical necessity. It was supported by Montesquieu, Marquis of Condorcet, Robespierre and others. There were arguments that extension of suffrage helps in the development of traits and thus promote civic qualities of the people. Sovereignty resides with the people. They determine the legislative body. People are social concept and not legal concept. People undoubtedly influence and often determine the political action, but it is all through public opinion and not through legal means. The People's will, therefore, is social not legal will.

¹Dicey on Law and Public Opinion in the 19th Century | Online Library of Liberty” (Dicey on Law and Public Opinion in the 19th Century | Online Library of Liberty, January 1, 2006) <<https://oll.libertyfund.org/page/dicey-on-law-and-public-opinion-in-the-19th-century>> accessed September 17, 2022

² Shiv Kirpal Singh v. V.V Giri (1971) 2 SCR 197: (AIR 1970 SC 2097)

In the modern polity, state, it is a juristic personality in that sovereignty of the people is the extra-legal guarantee or sanction agreed by the government to accept the public opinion as means of control over the government.³ The fundamental commitment, therefore, is that in the legislative and executive, legal organs of government shall express the people will all as adequately as possible and to determine what the people will, the public opinion through a general election as a fairly safe and sound index of the will of the people. Suffrage, therefore, a statutory right created under a special statute, and it is subject to the limitations imposed by that special law.

In the contemporary times, statutory right theory of suffrage is preferred over the natural theory of suffrage. The constitution of India provides that elections to the House of the People and to the Legislative Assembly of every State shall be based on adult suffrage, i.e., every person who is a citizen of India and who is not less than eighteen years old as may be fixed in that behalf by or under any law made by the appropriate Legislature and is not otherwise disqualified under the constitution or any law made by the appropriate legislature.

The Supreme Court decisions also make it clear that under the Constitution of India suffrage is statutory right and not natural or fundamental right. It is for the reasons that it is created by or under statute or special law and is subject to the limits imposed by that statute or special law. In *Jyoti Basu v. Debi Ghosal*,⁴ the nature of suffrage under the Indian Constitution was very clearly said by Chinnappa Reddy J. “Despite the fact that the right to vote is important to democracy, it is neither a fundamental nor a common law right but a statutory right.”

1.2 ADULT SUFFRAGE IN INDIA:

1.2.1 BRITISH INDIA

During British regime the introduction of Centralised administration conducted away from the villages and consequently democratic institutions had been introduced and thus representative democracy but initially it was restrictive nominated representations. Ultimately election and restricted adult suffrage system was unveiled. Elections were held for legislatures under Government of India Acts, 1919 and 1935 and the suffrage was based on the qualifications of land owning, tax payment, education and government service and it was uniform neither among the provinces nor among the constituencies in the same province. On the whole election was held among very restrictive adult population and it was universal.

³ E. Brady H, Verba Sidney and Schlozman KL, “Beyond Ses: A Resource Model of Political Participation” (1995) Vol. 89, No. 2, Beyond Ses: A Resource Model of Political Participation 271 <<https://www.jstor.org/stable/2082425>>
⁴(1982) 3 SCR 318: (AIR 1982 SC 983).

1.2.2 REPUBLIC INDIA

Except for adopting adult suffrage, independent India has embraced the pre-existing political, administrative, and democratic institutions. The Government of India Act, 1935 served as a model for the writing of the Indian Constitution. As it was in practise during the British era, universal franchise was offered to all its citizens without any qualification based on sex, caste, race, religion, education, or property, etc. The Government of India's bold choice and massive undertaking made India the world's largest and living democracy in the world.

1.3 ELECTIONS

Magnificence of democracy reclines on the government and its way of functioning. Democracy triumphs when:

- (i) representation of people elected
- (ii) through the process of election and
- (iii) that is held at regular intervals.

It is anticipated that "the electorate would choose wiser representatives than themselves and submit to be controlled by that higher intelligence." Elected officials must preserve the democratic rights and welfare of voters. People may not govern themselves directly, but they can cause chaos if they despise their government. In fact, not all citizens are politically active, and their attitude depends on the country's conditions.⁵Therefore, swing voters with no party loyalty and simple temporary issues determine elections.

Elections sum individual decisions into collective decisions that influence social and political course and connect the ruler, elite polity, and society.⁶Electing representatives by suffrage sounds natural, yet it serves the public objective of maintaining government continuity, ensuring public order, and protecting individual rights. The purpose is public and general rather than personal.⁷

⁵Verba, S. and Almond, G., 2022. The Civic Culture: Political Attitudes and Democracy in Five Nations. [online] Scholar.harvard.edu. Available at: <<https://scholar.harvard.edu/verba/publications/civic-culture-political-attitudes-and-democracy-five-nations>> [Accessed 17 September 2022].

⁶ Norman D., "elections and political development: the south asian experience" (elections and political development: the south asian experience, October 1977) <<https://www.jstor.org/stable/45181238>> accessed September 21, 2022

⁷ Cooley TM and Angell AC, The General Principles of Constitutional Law in the United States of America (Palala Press 2016)

Only a small proportion become passionate about politics for various reasons. Wavering voters and power-obsessed candidates allow electoral manipulation.

A robust and effective legal system, therefore, is significant to ensure free and fair election and it should be constantly evolved to congruence with socio-economic and technological development to create an atmosphere in which voters can elect their representatives by exercising their free will without undue influence, pressure or any fear from any side.⁸

Elections are thus an indivisible part of democracy. In a democratic system, the structure and operations of principal government organisations are generally incorporated in the constitution or determined by law and other statutory laws to provide for election management, including delimitation, powers and election authorities, candidates, and electors, including procedures for conducting election and grievance management regarding election matters.⁹

1.4 ELECTIONS IN INDIA

1.4.1 ELECTION LAWS DURING PRE-INDEPENDENCE PERIOD

British Raj introduced Elections in India gradually and it was the Indian Council Act, 1861, through which for the first of Indian Modern history introduced the ‘policy of association’ method through which the Indians took part in law making though they had been nominated by the British governor in India and mostly nominees were from amongst the landlords, chiefs and nobles.

The Indian Council Act, 1892 was providing for indirect elections to the Municipalities, Universities, etc as the demand grew for induction of Indians into the legislative councils by election. It was a ‘species of indirect election’- says N.S.Gehlot in his book ‘Elections and Electoral Administration in India’

The Indian Council Act, 1909, the Morley-Minto Reforms provided for direct elections were held for Bombay province and Chamber of Commerce of Bengal also divided the electorates and granted restrictive suffrage on basis such as community and land ownership.¹⁰

The Montague and Chelmsford reforms, the Government of India Act, 1919 divided constituencies into General and special constituencies and qualifications attached to suffrage

⁸Election Commission of India , Report of fifth general election narrative and reflective part (1972) page 187

⁹Finch GA, “Constitutions of Nations. By Amos J. Peaslee. Concord, N. H.: Rumford Press, (1950). Vol. I: Pp. Xxiv, 808; Vol. II: Pp., 824; Vol. III : Pp. Viii, 840.” (1950) 44 American Journal of International Law 799

¹⁰ Mallick and Satyanarayan, “Shodhganga” “Bribe as a corrupt practice in election a threat to democracy A critical study under the representation of people act 1951” <<http://hdl.handle.net/10603/281162>>

was expanded based on income and payment of taxes but as an exemption the retired Indian Army Officials were included to vote in the Assembly polls. However, “for the first time Provincial Councils were authorised to make resolutions with regard to allowing women voters to vote, subject to the property qualifications”- says D.C.Gupta.¹¹

The significant feature of the Government of India Act, 1935 was that it implemented indirect method of election, “The constitution of the Lower House by indirect election, while the Upper House was chosen by direct election.

1.4.2 ELECTIONS LAWS IN INDEPENDENT INDIA

Article 324 of the Constitution outlines the form and functions of the Election Commission, the supreme body, and vests the power to compile electoral rolls and conduct elections to Parliament and the state legislatures Article 325 specifies only one general electoral roll for each territorial constituency with adult suffrage, and no one can be excluded based on religion, race, caste, or sex. Article 324 of the Constitution mandates adult suffrage for voter registration.

Article 329 of the Indian Constitution prohibits courts from questioning the delimitation of constituencies or the validity of elections. Readjustment of constituencies after each census¹², composition of both Parliament¹³ and State Legislature¹⁴, qualifications and disqualifications for membership of Parliament¹⁵ and State Legislatures¹⁶ also the manner and procedure of election of the President and Vice-President¹⁷ are regulated by the provisions of the Constitution. The Representation of the People Act, 1950 and The Representation of the People Act, 1951 regulate seat allocation, constituency delimitation, and election conduct to ensure free and fair elections.

Mathew J. in *Indira Nehru Gandhi v. Raj Narain* elucidated our Constitution's democratic base.¹⁸ According to the learned judge, "Democracy proceeds on two basic assumptions: (1) popular sovereignty in the sense that the country should be governed by the people's representatives, that all power came from them, and that it must be held at their pleasure and

¹¹ Dua BD, “Presidential Rule in India: A Study in Crisis Politics” (1979) 19 *Presidential Rule in India: A Study in Crisis Politics* 611 <<https://www.jstor.org/stable/2643898>>

¹² The Constitution of India 1950, Article 82

¹³ The Constitution of India 1950, Article 81-82

¹⁴ The Constitution of India 1950, Article 170 and 171

¹⁵ The Constitution of India 1950, Article 84, 102 and 103

¹⁶ The Constitution of India 1950, Article 173, 191 and 193.

¹⁷ The Constitution of India 1950, Article 54, 55 and 66

¹⁸ (AIR 1975, SC 2299)

under their watchful supervision; and (2) that there should be equality among the citizens in reaching the decisions affecting them."

In *P.R.Belagali v. B.D.Jatti*¹⁹, Justice Grover observed that "Free and fair elections are the very foundation of democratic institutions, and just as it is said that justice must not only be done, but also be seen to be done, so should elections not only be held fairly and properly, but it also be seen to be conducted in such a way as to infuse confidence in the minds of the electorate that everything has been done to ensure free elections."

1.5 FREE AND FAIR ELECTIONS

Elections must be free and fair for democracy to operate. Every democratic nation's electoral law shall create and nurture an environment in which the electorate can freely choose their representative without any inducement, fear, or undue influence from any source.²⁰ Conducting of free and fair elections is, therefore, the *sine quo non* of democracy. A democratic election must be free and fair.

key tenet of democracy is that elections should be free and fair, and India's constitution is built on this idea. The people of India, having solemnly resolved to constitute India into a Sovereign Socialist Secular Democratic Republic and the constitution does not recognise the legal supremacy of another country over India and it clearly shows that the people are having ultimate power and themselves have set the ideals and objectives to realise.²¹

1.5.1 FREE AND FAIR ELECTIONS DURING PRE-INDEPENDENCE

N.S. Gehlot in his book 'Elections and Electoral Administration in India' commenting on the system of election states that "the reforms introduced under the Indian Council Act, 1892 were restrictive as well as unsatisfactory. The Act neither mentioned the principle of communal representation nor any regulations issued under it, but it had recognised the communal element by directing the local governments to elect the representatives of classes, races and interests and in case if they fail to secure adequate representation by election the Governor-General and provincial Governors were empowered to nominate persons belonging to certain religious bodies. This paved the way for electoral malpractices in 1892.

According to Prof. Srinivasan, "The concession of separate electorates was a fateful decision for India. From the very date of that decision, India had known no communal peace. Indian

¹⁹ (AIR 1971, SC 1348)

²⁰ Election Commission of India, Report of fifth general election narrative and reflective part (1972) page 187

²¹ *Kesavananda Bharati v. State Of Kerala and Anr.* (1973) 4 SCC 225; AIR 1973 SC 1461

politics became a battle ground for religious and communal feud. The growth of a healthy democracy based on a common, equal and secular citizenship became impossible.”²² This observation is still holding good even after 74 years of independence though it is universal suffrage, one electoral list and no religion, caste or community based constituencies but till date political parties rely and employs the segregation of electorates and constituencies on the basis of caste, community and religion and while choosing its candidates for contesting elections that bestow brimming election malpractices.

Bribery, undue influence, impersonation, and false statement were recognised as major corrupt practices and the quantum of penalty was disqualification for a period of five years and the election could be declared as void under schedule I of Part 1 of the Rules of the Government of India Act, 1919. Certain corrupt practices were recognised as an offence under the Indian Penal Code like impersonation, publication of false statements etc. Gratification less than bribery, hiring of public conveyance and incurring expenses without authority were treated as minor corrupt practices and no election could be declared void for this except disqualifying for three years.

The Indian Election Offences and Enquiries Act, 1920, provided for the punishment of election malpractices, as well as the conduct of inquiries into disputed elections to legislative bodies constituted under the Government of India Act. Through this Act, the Indian Penal Code, XLV of 1860 and the Criminal Procedure Code 1898 (V of 1898) had been amended to include the definition of “Election” and Section 171A to 171I had been inserted to define electoral offences and punishments such as Bribery, undue influence and personation, false statements, and illegal payments in connection with elections.

Disqualification under section 13 of the Indian Penal Code, XLV of 1860 was that if any person guilty of electoral offences under 171E or 171F i.e. bribery, undue influence or personation had been disqualified from exercising any electoral right, for a period of not less than five years, also on account of malpractices in connection with an election shall be disqualified for five years from the date of such conviction from (a) being appointed to any judicial office; (b) being elected to any office of any local or holding or exercising authority any such office to which no salary is attached; (c) being elected or sitting or voting as a member of any local authority; or (d) being appointed or acting as a trustee of a public trust.

²²“Democratic Government in India”. By N. Srinivasan. (Calcutta: The World Press, Ltd.1954. Pp. 404) (1955)
49 American Political Science Review 253

In the Government of India (Provincial Elections) (Corrupt Practices and Election Petitions) Order, 1936 there were no critical changes introduced except reorganising the 1919 rules and introduced III part in the schedule. In Part I corrupt practices including impersonation and removing ballot papers from the voting booth and bribe, undue influence, publication of false statements and incurring expenditure than authorised under this Order or in contravention to the Act of Provincial Legislatures and its rules. The election result was also liable to be set-aside if undue influence was proved and under the Indian electoral rules any active interference could amount to undue influence.

Part-II of the Schedule IV of the electoral rules, Government Of India (Provincial Elections) (Corrupt Practices And Election Petitions) Order, 1936 included corrupt practice mentioned in Part-I if committed by any person other than the candidate or his agent or without their connivance. The Part III of the rules covering the election expenditure incurred or authorised by other than candidate or his agent for hiring or letting rooms for intoxication or liquor purposes or issue of any circular, placard or poster without the name and address of printer and publisher was also included as one of the corrupt practices under the incurring or authorising expenditure by any person other than the candidate or his agent.

It could be inferred that Undue influence, indulging in corrupt practices and electoral offences are not new manifestations they had evolved along with the democratic electoral system. The Colonial period statutes, rules regulating corrupt practice never included recognized and regulated certain actions that constitute corrupt practice not the means through which it is conducted for example, bribery, undue influence, money, lifting of ballots etc. and not the collection donations, giving freebies, supplying liquors, or using placards and posters without printer or publisher names.

1.5.2 FREE AND FAIR ELECTIONS DURING POST-INDEPENDENCE

Elections for both houses were held under the superintendence and control of the executive. After independence, during the debate in Constituent Assembly on Part XIII-Article 289, Pandit H.N. Kunzru, KaladharChaliha, R.K.Sidhava, H.V.Pataskar, M.AnanthasayanamAyyangar, K.M.Munishi, GopaldaswamiAyyangar and others have stressed for an impartial agency –which shall be free from any influence from any agency, executive or anybody. Comprehensive discussions were held to have an independent and impartial election body because “Election Department is not like a judiciary or quasi-independent organ of government. It is the duty and function of the government of the day to

hold the election. It should be, therefore, independent, and impartial.” There were suggestions seeking to include it in the fundamental rights.

The Constituent Assembly House affirmed without any kind of dissent that in the interests of purity and freedom of elections to the legislative bodies, recognising its importance and the need for being free from any kind of interference from the executive of the day, the drafting Committee moved into a separate part and thus article 324 was evolved.

Article 325 ensures equality among the electorates by preparing a drawing only one general electoral roll and by categorically rejecting preparation of any special electoral roll on the grounds of religion, race, caste, sex or any of them²³ and conferring adult suffrage to every person who is citizen of India and who is not less than eighteen years of age²⁴ all these ensures independent and impartial elections in India. Parliament shall subject to the provisions of the Constitution; parliament shall make provisions with respect to elections to legislature of a State including preparation of electoral rolls and the delimitation of constituencies and other necessary matters.²⁵ Legislatures of a State shall also make provisions with respect to elections to such legislatures.²⁶

The manner of challenging the electoral matters have been provided in the constitution under the provisions of article 329 that bars the interference by courts in electoral matters such as the validity of any law relating to the delimitation of constituencies, election to either House of Parliament or either House of the Legislature of a State shall be questioned except by an election petition presented to such authority in such a manner provided under any law made by the appropriate legislature.²⁷

In pursuant to the power conferred under article 327 of the Constitution, Parliament enacted following enactments such as the Representation of the People Act, 1950, the Representation of the People Act, 1951, the Conduct of Election Rules, 1961 there under to make provisions with respect to or in connection with elections to either house of Parliament or the Legislature of the State including the delimitation of constituencies, preparation of electoral rolls etc.

The Representation of the People Act, 1951, This Act is divided into XI parts and part VII deals with corrupt practices and electoral offences. This part contains two chapters, first Chapter deals with corrupt practices and the second chapter deals with electoral offences. This Act provides for the registration of political parties, administrative machinery,

²³ The Constitution of India 1950 , Article 325

²⁴ The Constitution of India 1950 , Article 326

²⁵ The Constitution of India 1950 , Article 327

²⁶ The Constitution of India 1950 , Article 328

²⁷ The Constitution of India 1950 , Article 329

qualifications, and disqualifications of membership of the Parliament and State Legislatures, conduct of election, counting of votes, publication of results, disputes regarding elections, trial of election petitions, costs, corrupt practices and electoral offences etc. there are fifteen electoral offences have been recognised and defined under the Act²⁸.

The Amendments made to the Indian Penal Code and the Code of Criminal Procedure through the Indian Elections Offences and Inquiries Act, 1920 is being continued to be adopted even after independence and it is applicable to all elections, and it operates penal sanctions against the electoral offences.²⁹

Elections are being the source of democracy; purity of citizens' mandate cannot be ignored. Freedom of elections is a forever question of discussion, and the purity of elections can be improved if all the stakeholders to the elections observe ethics and follow the norms and conditions. These norms are laid down either as the statute or a formalised set of conventions, like guidelines or model code of conduct. Laws relating to elections have loopholes and its being utilised to pursue their self-interest push back sanctity of people's mandate. There is growing corruption in the election process that raises stake in the free and fair elections. The Supreme Court of India repeatedly stresses the importance of free and fair elections in democracy.

The government has also been appointing various committees to suggest electoral reforms to looking into the question posing threat to free and fair elections from time to time. The earliest sub-committee was formed under the chairmanship of Pt. Jawaharlal Lal Nehru to discuss the matter relating to corrupt practice.³⁰ As the concern about electoral reforms was rising the many sub committees and law Commission has given the reports for suitable recommends plugging the loopholes.

The alarming rise of paid news, fake news, micro targeting are the novel corrupt practices in the technology age. The issues need to be addressed to ensure free and fair elections. The recent Committee on hate speech headed by Dr.T.K.Viswanathan and its report for online hate speech to frame distinct law is a step towards to address novel corrupt practices.³¹

²⁸ The Representation of the People Act 1951, s 125 - 135 (a)

²⁹ Indian Penal Code 1860, s 171(b) to 171(I)

³⁰ Jhingta H, Corrupt Practices in Elections: A Study Under The Representation Of The People Act, 1951 (Deep and Deep Publications)

³¹ "Panel to Define Offences of Speech, Expression - The Hindu" (Panel to define offences of speech, expression - The Hindu, May 25, 2021)<<https://www.thehindu.com/news/national/panel-to-define-offences-of-speech-expression/article34644940.ece>> accessed September 19, 2022

In present situation, induce influence and corrupt practices are implemented using new set of media and they are being disseminated and augmented using technology. Hence, there is large shift in the election campaign methods around the globe especially in India.

1.6 ELECTION CAMPAIGNS AND CORRUPT PRACTICES IN INDIA

In a democratic society the candidates and their supporters are naturally allowed to canvass support by all legitimate and legal means.³² Election campaign is a form of political communication carried out systematically between the political parties or candidates and the electorates or public. This form of communication explicates accomplishment and glory of the candidate or his political party in administrative, socio economic and political field and disseminated through charismatic leaders and advertising media to influence the independent desires or will of electors. The common communication is as given below:

election campaign communication channels			
Party Communication		Non-party Communication	
<ul style="list-style-type: none"> party advertising (print/broadcast/online) speeches by campaign candidates/party-members staged events of campaign candidates/party-members local canvassing online activities (party websites, blogs, presence in social networks) 	<ul style="list-style-type: none"> talk shows with campaign candidates interviews with candidates on broadcast channels leader debates (TV) 	journalist	electorates

Fig.1.1:Election Campaign Communication Channels

India is a country having people of heterogeneous language, culture, religion, race, caste, sex and economic status in the vast geographical area. It is a complex society. Elections under

³²Krishnamoorthy v Sivakumar &Ors,(AIR 2015) (SC 1921)

British regime had separate electoral list and separate constituencies for different community and religion. This separate electoral roll and constituencies for the elections during British period apart from leading to widening the gap and harmony among the people of different religion race, caste, it has paved way for segmenting the electorates based on race, caste, community and religion in the free independent India.

India after becoming republic, the separates electoral roll and constituencies were eliminated and first adopted adult suffrage³³ that is one person one vote and making everyone eligible for inclusion in the electoral roll and abolishing special electoral roll on the grounds of religion, race, caste or sex.³⁴The segregating turned micro targeting of electorates on the basis of race, caste, community and religion is the main task during elections before the beginning of election process. This has been contributing to the augment the corrupt practices in election campaigns.

Indian elections are, though held freely and fairly, but electorates have been segmented, and parties are adopting the simplistic and populist follower mentality in their political moves in political campaigns.³⁵ Still caste, community, religion is undercurrent in Indian politics. Communal politics is articulated in Indian elections obliquely. Bribing, undue influence, threatening or inducing of voters in the name of caste, religion, communities are corrupt practices under the election statute, still predominantly practiced by the parties and candidates to elicit votes.

The political parties have initiated market philosophy in their political aspects embracing Computer and Information and communication Technology enabled tools. Voters cast their ballots in the belief that the political party they chose will provide effective leadership. Political parties now see it as an electoral market and work to establish their positions within it. It uses marketing strategies, tools, and tactics in the political process, such as political advertising, celebrity endorsements, the hiring of campaign managers and consultants, internet canvassing, mobile phone canvassing, segmentation, and micro-targeting, among other things.

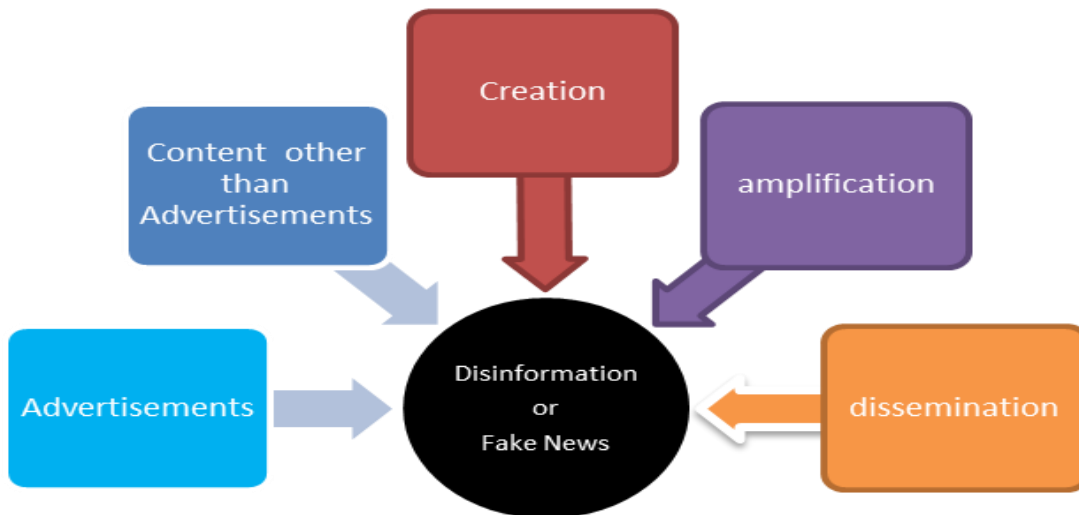
Technology has connected the parties or candidates directly. The communications between political parties and citizens have become publicly personal through various micro blogging and social networking websites and platforms. Whereas the classical campaigns were based

³³ The Constitution of India, Article 326 Part XV

³⁴ The Constitution of India, Article 325 Part XV

³⁵Kumar Dr, "Political Marketing In India: A Review Of Key Strategies" (November 2019) <<http://www.ijstr.org/final-print/nov2019/Political-Marketing-In-India-A-Review-Of-Key-Strategies.pdf>> accessed September 23, 2022

on geographic and media consumption pattern and targeting were approaching the groups with variable subjects that are common to the group. The parties were able to approach only larger groups and could not choose specific electorates they choose to approach. Seemingly the role of media houses has been shrinking since growth of technology.



Source: Prepared by Researcher

Fig-1.2: Contour of Disinformation Dissemination

1.7 CORRUPT PRACTICES IN ELECTION PROCESS

The adult franchise, introduced after independence is the fundamental framework³⁶for elections in the Indian democracy. This democracy is young and has a long way to go before it reaches the maturity that Western democracies have gained through years of practise.³⁷

Second, caste-communal and sectarian forces based on religion frequently dominate social and political issues.³⁸When electing representatives during elections, the electorates are likely to be swayed by linguistics and factions. Even in today's technologically focused campaigns, the leaders of the religious and social communities exert a strong effect on the electorates.

Thirdly, there is a lack of literacy and political awareness; consequently, the political engagement of the average citizen is lower to that of western democracies, where literacy and understanding of the significance of the election process are relatively high. In order to obtain

³⁶“Impact of Political Marketing Strategies on the BOP Voters in India | Emerald Insight” (Impact of political marketing strategies on the BOP voters in India | Emerald Insight, June 27, 2022)<<https://www.emerald.com/insight/content/doi/10.1108/MIP-01-2022-0042/full/html>> accessed September 23, 2022

³⁷Naidu, M.V. “Indian democracy: a case study in conflict resolution and peace building.” Peace Research 38, No. 2 (2006): 71–97. <http://www.jstor.org/stable/23607991>.

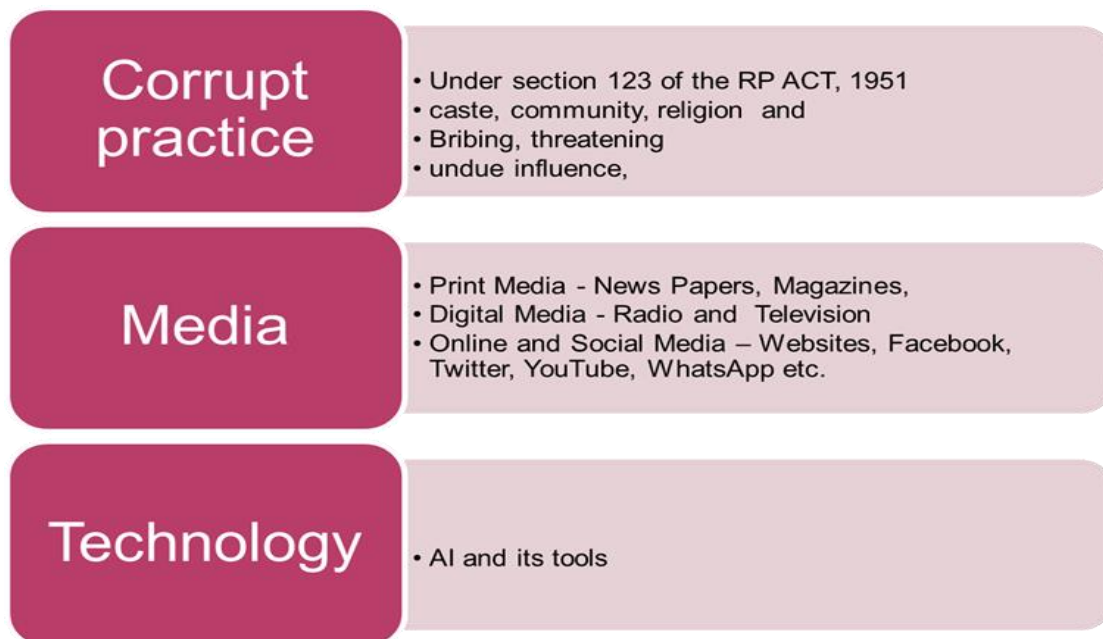
³⁸ Srinivas MN, Social Change in Modern India (University of California Press, 1966)

votes, political parties and local political leaders frequently attempt to exploit their ignorance and engage in corrupt tactics.³⁹

The fourth factor that contributes to electoral corruption is poverty ⁴⁰and a clinging social structure, servitude, and the underdevelopment of villages. In the general the candidate has knowledge or influence over the people in his village, group, community, or caste, candidates may mobilize votes by bribery, undue influence, or unfair practices during election campaigns.

Misuse of official infrastructure⁴¹for the benefit of a political party, poll rigging, impersonation, and booth capture are further issues that jeopardize the honesty of elections. Providing incentives, threatening, or coercing the electorate is the final and by no means least prevalent corrupt practice.

Traditional election studies in India and England⁴²have focused on and analysed the factors influencing or motivating individual voter or elector behaviour collectively, the election process, the type of government produced, the responsibility of the electorate, and the function of elections within the political system. Elections that are free and fair are the cornerstone of a democratic society.



Source: Prepared by Researcher

³⁹K. M., “Anti-Corruption Module 3 Key Issues: Political Parties and Political Finance” (Anti-Corruption Module 3 Key Issues: Political Parties and Political Finance) <<https://www.unodc.org/e4j/en/anti-corruption/module-3/key-issues/political-parties-and-political-finance.html>> accessed September 23, 2022

⁴⁰Baxi U, “Law and Poverty: Critical Essays” (Upendra Baxi and Legal Education: An “Upem” Reflection of Illustrious Career) <https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4007774> accessed September 19, 2022

⁴¹ Bhushan P, The Case That Shook India (1978)

Fig-1.3: Components amplifying corrupt practices

1.8 DIGITALISED ELECTION CAMPAIGNS

In the present-day context the influx of internet-based communication, technology enhanced by artificial intelligence, social media and the intensification of big data started marking changes in political campaigning. Political parties wanted to take benefit of innovative methods in digital campaigning. Elections are rapidly becoming ‘datafied’⁴³, and political parties all over the world largely gets advantage that offered by data analysis, offering cutting-edge methods for voters targeting and segmentation. It enables political parties to easily target voters individually with messages in accordance with their preferences and needs.

In the last ten years technology transformed the traditional commercial advertising into digital marketing and advertising that it is based on data of the consumers from their digital footprint to send targeted advertisements by prediction for new products and services according to their interest and choice. Commercial digital marketing is applied comprehensively to political digital marketing. The new marketing tactics and political messaging was unfolded in the American Presidential Election discourse in 2012 and have touched new heights during the 2016 Presidential Election, the Cambridge Analytical Scandal exposed and raised the questions on the security of electoral data and personal data of electorates, the transparency in such data processing to micro target the electorates individually or in groups. All studies have been concentrating on transparency on political data processing, electoral data privacy.

1.9 MICRO TARGETING IN ELECTIONS

According to Dictionary meaning Micro Target means “to direct tailored advertisements, political messages, etc., at (individuals or small groups of individuals) based on specific facts about them (such as what they purchase, view, or respond to on a website)⁴⁴ and intended to influence voters or groups through the direct transmission of motivations, which are formed based on the demographic information, preferences, and characteristics of an individual.

⁴³Krastev, Ivan. *Democracy Disrupted: The Politics of Global Protest*. University of Pennsylvania Press, 2014. JSTOR, <http://www.jstor.org/stable/j.ctt6wr99b>. accessed 22 Sep. 2022.

⁴⁴ “Definition of microtarget” (Microtarget Definition & Meaning - Merriam-Webster) <<https://www.merriam-webster.com/dictionary/microtarget>> accessed September 19, 2022

The parties collect demographic and basic data of the electorates available in the constituency level open public registers and the parties also obtain data from the third party and analyse it with other data of individual places an individual in a particular segment/category, based on lifestyle-type information to arrive at assumptions about their preferences and opinions.

The Information Commissioner's Office in the UK defines "microtargeting as techniques that use data analytics to find out what people are interested in, make more relevant or personalised messages for those people, predict how those messages will affect those people, and then send those messages directly to those people."

Targeting voters means which voters to be communicated with what messages it aims at the voters who are moderate and who could be swayed on either direction. It is a part of political marketing; it is the process of identifying specific group to promote political candidates and to appease their political needs and thus gain support for the candidate and their ideas. Consumer Marketing strategies as such applied in the Political Marketing. The concepts of selling, buying and product and services are similar in consumer and political marketing. The product and service are offered in exchange of money in consumer marketing it is the safe society and economic prosperity is offered in exchange of vote in the political marketing.

In the Political campaigning, popular media of the day has been extensively used to increase their power and influence over the electorates. The media is extremely used to transmit the targeted messages since the beginning of democracy elections. To disseminate and amplify the targeted messages.

The basic demography details, age, gender, education, race, religion, economics, ethnicity plays vital role to segment of voters broadly and to create targeted messages and advertisements. Geographic details, state, city, location etc. combined to such demographic details improves the contents and advertisements dearer to the voters of such locations and to make targeted messages more effective.

Print media was the major reliable communication between the political party and the electors. It considered to be authentic and commended respected among its readers and viewers. Hence, it was trusted by the electorates therefore newspaper enjoyed greatest power of influence on voter's decision. Its contribution in forming a public opinion was significant. This trust has begun to erode, when the media houses and journalists can influence the election campaign communication and responsible for publishing paid news in the disguise of news and advertisement in the pretext of news. It began to impact the democratic right of free and fair election.

In 2004 only, the Supreme Court, in *Gemini TV (P) Ltd. And Others*⁴⁵ case directed the Election Commission of India to constitute committee to monitor advertisements in media and accordingly the Media Certification Monitoring Committee was constituted for pre-certification of advertisements of political parties or candidates before its publication or insertion thereof in the newspaper or electronic media and also to keep watch on to locate political advertisement in the newspaper as well as news and election features telecast on the electronic media.

Digital and social media was extensively used first time in 2014 Indian Parliament election. The digitalised election communication concentrates more on post truth politics⁴⁶ and false information. Digital and social media contents are focused on polarising the voters.⁴⁷ The rise of digital media eco system with internet search engines, social media networks and web-based news outlets grapple for our collective attention⁴⁸ and dramatically revolutionized the way an average human consume the information. Whereas in the digital media advertisers curate the content predicted to be the most relevant to specific groups of people (also known as filter bubble) and large, homogenous audiences typically do not see the same advertisement.⁴⁹ In 2015, the Instruction of Election Commission of India⁵⁰ with respect to use of social media in election Campaign extended rules relating to election campaign to social media in the same manner in which they apply to any other form election campaign in any other media as mutatis mutandis.

1.10 DIGITAL ELECTION CAMPAIGNS IN INDIA

The digital and social media became election battle ground for the first time in 2014 Indian General Election. “The 2019 national election was the first to be contested in a totally digital consumer society”⁵¹ and the emergence of polarizing and contentious content has been a distinguishing feature of the run-up to the 2019 general elections, with both the BJP and the

⁴⁵ Ministry of Information and Broadcasting Vs. Gemini TV (P) Ltd. And Others (2004) 5 SCC 714

⁴⁶ Post truth politics – in which political debates is framed largely by appeals to emotions than the details of policy

⁴⁷ Sangeeta Mahapatra and Johannes Plagemann, GIGA Focus, Asia, Number 3, March 2019, ISSN1862-359X last accessed on <21-02-2021>

⁴⁸ Dipyan Ghosh, what is micro targeting and what is it doing in our politics, <https://blog.mozilla.org/internetcitizen/2018/10/04/>

⁴⁹ Che Supian Mohamad Nor et al, Political Marketing vs Commercial Marketing: Something in Common for Gains, 2006

⁵⁰ Instruction of Election Commission of India’s Instruction with respect to use of social media in election Campaign, No.491/SM/2013/communication dt 25thOctober, 2015.

⁵¹ Rao A, “How Did Social Media Impact India’s 2019 General Election| Economic and Political Weekly” (*Economic and Political Weekly*, December 27, 2019) <<https://www.epw.in/engage/article/how-did-social-media-impact-india-2019-general-election>> accessed September 23, 2022

Congress emphasizing communal issues in their respective campaigns. - says Economic & Political Weekly.

The Economic Times sensitized the public about voter micro targeting as it is a data mining and enriching the data with more specifics and written that this new trend in politics promises to change the way elections are fought in India.

A social media analytics section and an information technology cell were among the several departments that made up the major political parties' campaigns. Generating different contents for different audience for Digital and social media in the form of video, audio pushed through content, advertisements, forwards, etc. in websites, YouTube, social networking apps like Face book, Twitter, Whatsapp, Instagram, Share chat, Tiktok, etc.

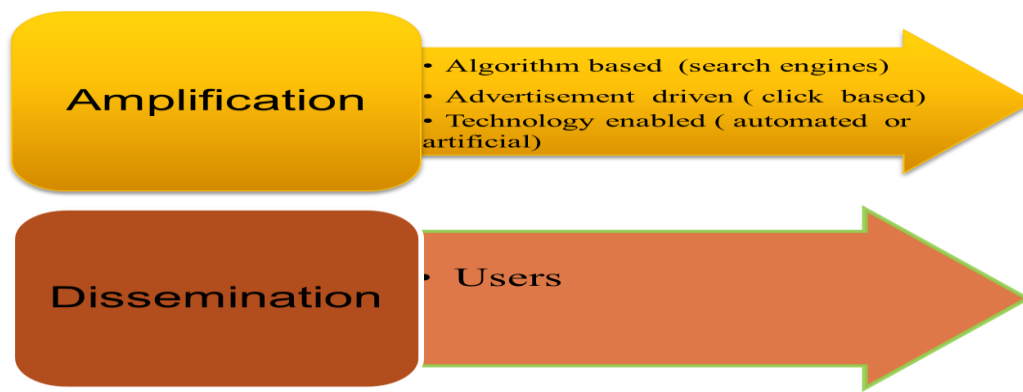
Indian elections though, are held freely and fairly, electorates were segmented and targeted on the basis of caste, community, religion, hate speech, during political campaign is turning out to be vital factor influencing or motivating or polarising the behaviours of voter individually or collectively to vote or to refrain from voting.

Such microtargeting techniques were inconceivable and foreign to the world's largest democracy, whose population was incredibly diverse.⁵² Indeed, the 2019 election was dubbed by many as the 'WhatsApp' election, but it is said that apart from YouTube and Facebook, millions of Indians also used the regional language-focused Share Chat as well and the internationally renowned TikTok.⁵³

The 2019 election also saw a spike in online rumours and fake news. Technology and digital media are used to influence the voters. Whether it is a due influence or is undue influence on voters. The government, particularly the Election Commission, and digital corporations have been working to regulate this area. These, however, proved to be only partially effective.

⁵² "How India's BJP Used Data Analytics to Swing Voters | PR Week" (How India's BJP used data analytics to swing voters | PR Week) <<https://www.prweek.com/article/1312443/indias-bjp-used-data-analytics-swing-voters>> accessed September 19, 2022

⁵³ Sen R, Naumann K and Murali VS, "The Impact of Digital Media on the 2019 Indian General Election" (<https://www.isas.nus.edu.sg/papers/the-impact-of-digital-media-on-the-2019-indian-general-election/>, October 2019) <<https://www.isas.nus.edu.sg/papers/the-impact-of-digital-media-on-the-2019-indian-general-election/>> accessed September 19, 2022



Source: Prepared by Researcher

Fig. 1.4 Casts of amplification and dissemination

1.11 EVOLUTION OF TELECOMMUNICATION AND ITS USAGE IN THE ELECTION CAMPAIGN

The world became more accessible to humans with the introduction of electric power, telephone communication, automobile transportation, and airline travel, revolutionising civilization in the process. As new forms of communication emerge one after another, the Internet, a globally accessible system of interconnected networks, becomes publicly accessible throughout the world, allowing ordinary people to benefit from improved quality, range, and choice of entertainment and information content because of the introduction of new communication forms, such as the Internet.⁵⁴

New forms of communication are playing an increasingly important role in the growth and preservation of democracies, societies, and economies across the world, especially in developing nations. Social media can provide citizens with the information they need to make informed socio-economic and political choices. These new forms of media provide a forum for women, youth, and underprivileged groups to express themselves and their opinions.⁵⁵

These New channels of communication have a better chance of succeeding than established mainstream media. A significant part came through new media, which is a very open and accessible medium. The public now has access to an unbelievable quantity of knowledge

⁵⁴ McGivern R, "Chapter 8. Media and Technology – Introduction to Sociology – 2nd Canadian Edition" (Chapter 8. Media and Technology – Introduction to Sociology – 2nd Canadian Edition) <<https://opentextbc.ca/introductiontosociology2ndedition/chapter/chapter-8-media-and-technology/>> accessed September 19, 2022

⁵⁵ "The Role of Communication - GSDRC" (GSDRC - Governance, social development, conflict and humanitarian knowledge services, August 1, 2011) <<https://gsdrc.org/topic-guides/communication-and-governance/the-role-of-communication/>> accessed September 19, 2022

thanks to the new medium. The internet has shown to be one of the most stable phenomena of our time while being one of the most active. The progress of democratic society in recent years has been aided by the emergence of new channels of communication and information flow centred on the internet.⁵⁶

In India, the Internet has spread at an unparalleled rate during the previous ten years. Internet use in India has gone from 100 to 200 million people in only three years, a rate that is significantly faster than the decade it took to go from 10 million to 235 million people in the first decade of the twenty-first century. The relevance of the information available on the internet and its ramifications have grown as social media become more involved in the voting process. According to a study by the Internet and Mobile Association of India (IAMAI), Indian Internet users would reach 243 million by June 2014, at which point the country is likely to surpass the United States as the world's second-biggest Internet base. Several experts have argued that the Internet serves as a friend, philosopher, and guide across diverse places and groups in India, owing to its fast expansion. Many others believe that the Internet is a rapidly rising egalitarian and liberating instrument that has the potential to bring in an age of more economic opportunity, democratic participation, and good cultural transformation. The socio-economic influence of the Internet is becoming more obvious in India, just as it is in other areas of the globe.⁵⁷

People in India benefit from the Internet, which is used in almost every aspect of life, including education, communication, socialisation, healthcare, development, and entertainment, to mention a few. According to some estimations, Indians are among the most active social media users in the world. What social media has come to represent in India is an energising India, a level of patience on the verge of breaking, and a desperate need for change in a country where all the social ills are on the rise. The anti-corruption campaign, which was fuelled online, as well as citizen movements against rapists, molesters, and atrocities, the national outrage over the Guwahati mob molestation of a girl, which resulted in the conviction and arrest of the perpetrators, and numerous other incidents, are examples of social media's rise in India.⁵⁸

⁵⁶ Ankita Sharma and Udayan Ghose, "Sentimental Analysis of Twitter Data with Respect to General Elections in India." (December 2020) <<https://www.sciencedirect.com/science/article/pii/S1877050920315428>> accessed September 19, 2022

⁵⁷ Arnab Mukherji and Hema Swaminathan, "The Role of Right to Health in Health Care Management and Delivery in India: In Conversation with Dr Devi Prasad Shetty, Chairman, Narayana Hrudayalaya." <https://www.researchgate.net/publication/257433908_>

⁵⁸ Rikhil R. Bhavnani, "Voting for Development Ruling Coalitions and Literacy in India" <<https://rbhavnani.github.io/files/BhavnaniJenseniusES.pdf>> accessed September 19, 2022

Social media has been an important aspect of the political message in recent years, especially during election seasons. From social media to chat rooms and instant messaging, communication has evolved since the beginning of the Internet age. Social media are the newest and fastest-growing phenomenon in Internet communication, having just been around for a few years. All political parties and candidates used social media extensively during the 2014 Indian parliamentary general election to organise people on their platforms. The meteoric surge in popularity of social media has aroused the curiosity of political communication academics, who have been watching the phenomena with bated breath. Exploring the political impact of social media, the new way for people to obtain political information while simultaneously connecting with other people on the internet, is a fascinating topic.

Thanks to social media, which is multi-dimensionally connected with a plethora of hyperlinks, users have become more capable of receiving, analysing, and spreading news and information in new ways. Social media has a very different structure than conventional media, and it enables people to communicate news and information in a different way than previously. Social media tools like Twitter, Facebook, YouTube, and other social networks, like traditional media outlets like the news media, radio, and television, are now recognised as political transformational communication technologies in the same way that traditional media outlets like the news media, radio, and television are.

There have been predictions about how social media would change democracy, allowing citizens and elected leaders to connect, participate, and interact in ways they never have before. Politicians and elected officials are rapidly appreciating the value of social media in disseminating political information and communicating with constituents, and they are using it to their advantage. Social media has swiftly become a popular platform for political activity in all its forms, particularly in the United States. Social media sites like Twitter, Facebook, and YouTube propose different ways to involve the public in politics, particularly during the crucial election and campaign seasons. Politicians and political parties may interact more directly with potential supporters using social media. It eliminates the need for a middleman like the mainstream media and enables politicians and citizens to communicate more quickly and effectively. For offline events, support and participation are generated through online

responses, comments, chats, debates, and other forms of communication. When written content is shared on social media, it is amplified and can reach new audiences.⁵⁹

1.12 MICRO TARGETING AND CORRUPT PRACTICE

Election corruption assumes new forms, particularly when candidates and political parties use media and technology to improperly sway voters in an effort to win the election by any means necessary, legal or not. They attempt to go beyond the bounds set by the law in one way or another. According to Section 123 of the Representation of People Act of 1951, which was mentioned earlier, various corrupt practises are listed, and Section 123(2) of the Act lists undue influence as one of the major corrupt practises. As used in this section, the term "corrupt practise" refers to any action taken by the candidate, his agent, or any other person that is prohibited by Section 123 of the Act. Section 123(2) defines undue influence as threatening any candidate or elector with injury of any kind, including social ostracism and ex-communication or expulsion from any caste or community, or if one induces or attempts to induce a candidate or elector to believe that he, or any person in whom he is interested, will become or will be rendered an object of divine displeasure or spiritual censure, which is deemed to be interfering with the election. Thus, attempting to injure an elector through social ostracism or excommunication, expulsion from any caste or community, or inducements to believe he has become the object of divine displeasure or spiritual censure is the essence of corrupt practise of undue influence.

Undue influence should not be limited to direct interference, threats, or bribes; it should also include technological and social media platforms. It should also include promoting hatred among different classes of Indian citizens based on religion, race, caste, community, or language, as well as asking people to vote for or against someone based on their religion, race, caste, community, or language. This is because technology and social media have enabled parties, candidates, and voters to communicate directly with each other.

Because of societal educational, social, and economic development, threats of divine displeasure, spiritual censure, social ostracism, ex-communication, or expulsion from any caste or community have far less impact.

The new form of corrupt practise is called "microtargeting," and it consists of the subtle but effective manipulation of an elector's decision to vote for or against a candidate based on

⁵⁹ "What Drives and Constrains Effective Leadership in Tackling Child Undernutrition? Findings from Bangladesh, Ethiopia, India and Kenya" (What drives and constrains effective leadership in tackling child undernutrition? Findings from Bangladesh, Ethiopia, India and Kenya – Science Direct, April 20, 2015) accessed September 19, 2022

factors such as his or her religion, race, caste, community, or language through the dissemination of online content such as jokes, memes, and videos, as well as other forms.

According to the McKinsey report, social media use in these elections has the potential to influence 30% of all voters. 54crore of the 90crore people have WhatsApp and Facebook installed on their phones, making them "unique users."⁶⁰

According to the studies conducted, there are thousands of public WhatsApp groups in India. It has been found that image misinformation is extremely prevalent on WhatsApp public groups, accounting for 13% of all images shared on these groups. Furthermore, it has been found that most images are taken out of context, that images are photo-shopped, and that memes are used to spread misinformation that is referred to as image misinformation.

Therefore, influence on the electorate in the guise of mere circulation or sharing of information in the form of videos or pictures with the motive of securing votes is a corrupt practise and a form of undue influence.

1.13 INFORMATION TECHNOLOGY, SOCIAL MEDIA, MICRO TARGETING AND STATUTES

According to the decision made by the Supreme Court in the Shreya Singhal case in 2015, the Information Technology Act, which was enacted in 2000 to provide legal recognition for electronic commerce and was amended in 2008 to insert Section 66A providing for penal provision, was useful in preventing the dissemination of false information through any computer resource or communication device that was causing annoyance, danger, obstruction, insult, injury, criminal intimidation, enmity, hatred, or ill will.⁶¹The Supreme Court held that freedom to express disagreeable views, cause annoyance, inconvenience, or grossly offend is protected so long as it does not amount to incitement leading to an imminent casual connection with any of the eight subject matters set out in Article 19(2) of the Constitution. Therefore, Sec. 66A of the Information Technology Act, 2000, is violative of Article 19(1)(a) of the Constitution and not protected by Article 19(2), hence struck down in its entirety.

The Ministry of Information and Technology updated the 2011 Rules in the Information Technology Intermediary Guidelines (Amendment) Rules of 2018. Now, an intermediary is required to send a monthly notice to its users reminding them of the consequences of defying

⁶⁰ "Indian General Election" <<https://www.analyticsinsight.net/indian-general-election-2019-how-big-data-is-influencing-voters-psychology/>> accessed September 19, 2022

⁶¹. Shreya Singhal v. Union of India (2015) 5 SCC 1.

the rules and regulations, user agreement, and privacy policy, as well as remove or disable access to content that may be legally restricted under Article 19(2) of the Indian Constitution.⁶²

The Ministry of Electronics and Information Technology has notified the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 expanding the liability of social media intermediaries, establishing three tier redressal mechanism for grievance determination to the users of social media.⁶³ The Election Commission's Rules, Codes, and guidelines to regulate undue influence to ensure free and fair elections during election campaign is not comprehensive and commensurate with ever growing artificial intelligence-based media especially social media.

There are fewer fragmented legal provisions deals with what are offensive messages and provides regulation of online publishers including curated audio- visual contents and intensifies the liability of significant social media intermediaries on curbing disinformation and fake news in the social media and online that indirectly ensures to have free and fair democratic elections in India. In conclusion a comprehensive, strong social media regulations and governance policy under election laws would impact and substantially contribute to the level playing field for the candidates and robust electoral data protection policy to eliminate augmentation of corrupt practices causing undue influences in the social media during election campaigns and to protect the fundamentals of democracy.

In the next chapter the research review and research methodology has been discussed.,

⁶² Information Technology Intermediary Guidelines (Amendment) Rules 2018, Rule 3

⁶³ Ashwini S, "Social Media Platform Regulation in India – A Special Reference to The Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021" (Media and Ethics, January 2021)

CHAPTER II

REVIEW OF LITERATURE AND RESEARCH METHODOLOGY

"All progress is born of inquiry; doubt is often preferable to overconfidence because it leads to inquiry and inquiry to invention." - Hudson Maxim

2.1 INTRODUCTION

In the review of the literature chapter, the researcher has made evaluation of articles, thesis, dissertations, news, reports, and other similar sources about the topic. Previous literature i.e., the major source to identify the research gap, through which statement of the problem, objectives of the study and study variables has been identified and analysed.

Herein, the review of literature is subdivided into three sections. section 1 consists of review related to democracy, use of modern technologies in election campaign and section 2 consists of reviews related to voting behaviour in a global context and section 3 consist of reviews related to voting behaviour in the context of India.

From the reviews collected and examined, the researcher identified the research gap and study variables for the study. The research gap was used for framing the statement of the problem and objectives of the study. While the study variables are converted into questions and included in the questionnaire. The questionnaire in turn made in such a way that, it is inconsonance with the objectives of the study.

The researcher, therefore, would like to acknowledge the previous authors for their contribution to the topic. Due to their effort, the work burden of the researcher has greatly reduced.

All the reviews scrutinized in this chapter are arranged year wise starting from recent articles. The most recent reviews from the year 2010 to 2022 were considered for the study to identify appropriate study variables and research design to be adopted. Further, all the reviews are cited. Furthermore, the references are illustrated at the back of this chapter for easy access.

2.2 RESEARCH PROBLEM OF THE STUDY

The introduction of 3G and 4G technology revolutionized the communication around the globe. and the political parties have made use of these technology and media. It provided the required momentum, and the social media and mobile applications have emerged. The 2014

General Elections to Parliament had been depicted as Social Media Election. Lok Sabha election 2019 was fought using latest information technology tools and media. It would be vital to evaluate and analyse electioneering in the latest democratic elections held in India. The study of influence of social media on electorates would provide better understanding of the expansion and consolidation of social media in election campaigns in India and to analyse whether the micro targeting causes undue influence on the voters. Therefore, sample area has been chosen as Chennai, Tamil Nadu to study the opinion of voters in the Assembly elections held during, 2021 and evaluate the laws relating to election campaigns. This study investigates and draws conclusions based on empirical facts.

2.3 RATIONALE OF THE STUDY

The constitution having resolved to secure Justice, liberty, equality and fraternity to the people of India, it ensured political equality by adult suffrage and alienated inequality by making one general electoral roll for every territorial constituency for election. In election, bribery,¹ undue influence,² threatening or inducing an elector or promoting of enmity or hatred³ among different classes of citizens on grounds of religion, race, caste, community or language for the furtherance of the prospects of the election of a candidate or for prejudicially affecting the election of any candidate are specified as corrupt practices and such any corrupt practice has been committed by a returned candidate or his election agent or by any other person with the consent of a returned candidate or his election agent is the valid ground to declare the election to void⁴. Thus, it is endeavour to investigate the dimensions of micro targeting, whether it would fall within the description of corrupt practice also to discuss appropriateness of existing laws to deal with it, and to locate remedial steps and to suggest improvements in the laws, which will cater the demands of the time.

2.4 OBJECTIVES OF THE STUDY

1. To study and understand the voting behaviour in context with Tamil Nadu Assembly Election.
2. To investigate the usage of Social Media by the voters belonging to different demographic profiles.

92.S.123(1) , The Representation of People Act, 1951.

93.S. 123 (2), Ibid

94.S.123 (3A), Ibid

95.S.100 (1) (b), Ibid

3. To analyse the micro-targeting during Tamil Nadu Assembly Election Campaigns.
4. To identify the association between voting behaviour and social media micro-targeting at the time of assembly election campaign.
5. To offer possible suggestions to the government for the betterment of the system at the election.

2.5 RESEARCH QUESTION

- How have technology augmented Micro Targeting is amplifying corrupt practices that are described under sec.123 of the Representation People Act, 1951?
- How do the provisions of the Representation People Act, 1951 regulate the media/platform in which micro targeting messages disseminated that are amplifying corrupt practices?
- What impact micro targeting in election campaign have on the electorates in India?

2.6 HYPOTHESIS

- **Hypothesis:** of the study is that *micro targeted messages in the social media during the election campaigning is causing undue influence and it is a corrupt practice.*

2.7 OPERATIONALISATION OF CONCEPTS OF THE STUDY:

The researcher now seeks to define the concepts used repeatedly in this research. The following concepts have been studied in the present research:

1. Election: The exercise of a choice; the process of selecting a person to occupy a position or a public office.⁵
2. Democracy: Government by the people, either directly or through representatives.⁶
3. Legislative Assembly: is the House of a State legislature, where the legislature is bi-cameral; it is applied to the lower House, It composes of members chosen by direct elections.⁷
4. Electioneering: act of canvassing for votes, speaking in public and otherwise promoting the election of a particular candidate for Parliament.⁸

⁵Bryan A.Garner (ed in chief) Black's Law Dictionary (7thedn.. West Group, ST. Paul Minn.,1999).

⁶Bryan A.Garner (ed in chief) Blacks Law Dictionary (7thedn. West Group, ST.Paul Minn.,1999).

⁷ Wharton's Law Lexicon, Universal Law Publishing Co., fifteenth edition, 2009.

⁸ Wharton's Law Lexicon, Universal Law Publishing Co., fifteenth edition, 2009.

5. Micro targeting: means a targeting method involving the use of data analysis techniques, tools or other methods to address, transmit or communicate a tailored online political advertisement either to a specific person or group of persons or to increase the circulation, reach or visibility of an online political advertisement.⁹
6. Social media: forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)¹⁰
7. Social Networking: the activity of sharing information and communicating with groups of people using the internet especially through websites that are specially designed for this purpose.¹¹
8. Mobile Applications: a software program that runs on a mobile phone.¹² Annual words of the year vote, the American Dialect Society voted “app” (noun, an abbreviated form of application, a software program for a computer or phone operating system) as the word of the year for 2010.¹³
9. Data: facts or information, especially when examined and used to find out things or to make decisions.¹⁴

2.8 RESEARCH DESIGN

The research design of the present study is empirical methodology, descriptive and analytical because the study deals with the opinion of voters belonging to the state of Tamil Nadu, India.

The Researcher has used OSCOLA citation of legal authorities for this work and has used full citation every time a source is cited.

⁹ Law Insider < <https://www.lawinsider.com/>> last accessed October 14, 2022.

¹⁰ Dictionary Merriam-webster <[https://www. Social media Definition & Meaning - Merriam-Webster](https://www.Social media Definition & Meaning - Merriam-Webster)>, last accessed October 14, 2022.

¹¹ Dictionary Cambridge < <https://www.Social Networking | meaning, definition in Cambridge English Dictionary>> last accessed October 14, 2022.

¹² Dictionary Cambridge < <https://www. Mobile Application | meaning, definition in Cambridge English Dictionary>> last accessed October 14, 2022.

¹³“App” voted 2010 word of the year by the American Dialect Society (updated) American Dialect Society, <https://www.americandialect.org/> last accessed October 14, 2022

¹⁴Oxford learners dictionaries <<https://www.oxfordlearnersdictionaries.com/definition>>last accessed October 14, 2022.

2.9 SAMPLE AREA (UNIVERSE OF THE STUDY)

The Universe of the study or sample area is limited to Chennai District, Tamil Nadu, India.

2.10 SAMPLING TECHNIQUE

For the study, a Multi-stage sampling technique was adopted. The sample area is broadly divided into South, North and Central in Chennai District. Further, it is divided into 16 Taluks, from each taluk sample was considered for the study.

2.10.1 SAMPLE SIZE

The population of the study was found to be 694845. Herein $p = 0.5$, $q=0.5$ with confidence interval 95% or error value 5% whose corresponding z value 1.96.

[i] The sample size estimated manually was:

$$\begin{aligned} N(r) &= \frac{Z^2 pqN}{Z^2 p(1-q) + (N-1)d^2} \\ &= \frac{(1.96)^2(0.5)(0.5)(694845)}{[(1.96)^2(0.5)(1-0.5)] + [(694845-1)(.05)^2]} \\ &= \frac{667329.138}{0.9604 + 1737.11} \\ &= \frac{667329.138}{1738.0704} \\ &= 383.94 \\ &= 384 \end{aligned}$$

Wherein:

- $N(r)$ = Sample Size
- d = error
- p = percentage of a proportion of the valid population
- q = percentage of proportion of invalid population
- Z = Standard normal deviation [Note: At 95% confidence interval Z score is 1.96]

Minimum Sample Size Required	Data collected	Samples Considered
385	512	486

2.10.2 METHOD OF DATA COLLECTION

Both primary and secondary data have been used in this study. Since descriptive method has been adopted Primary data have been collected from voters with help of a questionnaire through online. Secondary data have been collected from the books, articles, journals, websites, and courts rulings on election matters. Most notably, the data available on Election Commission website helps immensely during study.

2.10.3 QUESTIONNAIRE STRUCTURE

The questionnaire is disintegrated into three sections; Section – I deals with the demographic profile of the respondents, section – II deals with identifying the opinion of the voters towards Micro Targeting, Section – III & IV deals with illustrating the voting behaviour of the voters.

Through interview method, expert opinions have also been collected from the following experts:

- (1) Sh. K F Wilfred - Former Sr. Principal Secretary, ECI and present Director, India International Institute of Democracy & Election Management.
- (2) Sh. Naresh Gupta IAS - Former Election Commissioner, Tamil Nadu.
- (3) Justice P. Kalaiyaran - Former High Court Judge, High Court of Madras.

2.10.4 DATA COLLECTION PERIOD

For the study, the data was collected between November 2020 to June 2021.

2.10.5 PILOT STUDY

Herein the Pilot study was conducted with 35 samples to check the consistency of the research methodology adopted and the reliability of the constructed Questionnaire whose value is depicted in chapter 4 in Section-I.

2.10.6 RELIABILITY STATISTICS

To check the reliability of the questionnaire the data collected during the pilot study was tested using the Cronbach Alpha technique. The result of Cronbach Alpha indicates a value greater than 0.7 for all the constructs namely, meaning, there is an acceptable level of reliability in the questionnaire and the data collection can be moved forward.

2.11 LIMITATION OF THE STUDY

The Researcher has conducted an empirical study of influence of microtargeting in 2021 Assembly election campaign in Chennai only. Influence of micro targeting in any other election in India in general or any other place in Tamil Nadu has not been discussed. Also, the law relating to social media has been discussed in peripheral manner.

The present study is appropriate and fully relevant to the present time and needs. It will contribute to evolving new mechanism to eradicate the impending threat dooming over democracy and secular nature of electoral legislation. It is the time to rethink to undertake reformation of electoral laws to be in pace with the technology and communication growth otherwise, it would significantly impact the free and fair elections in India.

2.12 REVIEW OF LITERATURE:

2.12.1 DEMOCRACY AND USE OF TECHNOLOGY IN ELECTION CAMPAIGNS

Free and fair elections are sine qua non for a democracy. However, the focal issue is how to ensure it. There are many books, research papers and reports available on internet or otherwise relating to the working of micro targeting and data protection, micro targeting and privacy protections and political marketing, social media in election campaigns. The national and international writers have written about the micro targeting and data privacy, micro targeting and data protection and digital media disinformation in elections. A short history of the literature relating to micro targeting in elections so far is explained in the following study: Article written by Cass R. Sunstein.¹⁵ Policies are made in the forms of mandates, bans, economic incentives, and taxes to forbid, encourage, or discourage certain activities. Nudges is also another form of policy. Nudging is described as a form of “soft paternalism” because they guide or push or steer the people in a certain direction. It often affects the people’s choices. The author emphasizes that it is social environment or “choice architecture, influencing the people’s choice. It also preserves the freedom of choice i.e., it is the liberty-preserving approach.”¹⁶ For example, though GPS steers people in a certain direction, but

¹⁵ DM Driesen, “Complexity and Simplicity in Law: A Review Essay (Cass R. Sunstein, *Simpler* (2013))” (2014) SSRN Electronic Journal <<http://dx.doi.org/10.2139/ssrn.2484639>>. accessed on 22 September 2022

¹⁶ B Chapman, “Why Nudge? The Politics of Libertarian Paternalism by Cass R Sunstein New Haven: Yale University Press, 2014, 195; Softcover” (2014) 5 *European Journal of Risk Regulation* 280 <<http://dx.doi.org/10.1017/s1867299x00003755>>. accessed on 20 January 2019

people are at liberty to choose their own route instead. Mobile Applications or any “App” that aiding in your calorie management; prompting the customer for his bill due date are all examples of nudging in the daily life. I can also add to this that sending or sharing of communal violence messages, photos, and videos either by the political parties or party supporters in various social media platforms, micro blogging platforms especially during the election period is also a kind of Nudging. However, it is freedom protecting approach it allows the people to go their own way. Its exceptional advantage is that it avoids coercion compared to mandate or bans and cheaper as compared to incentives.

According to the research report "Polarization and the Use of Technology in Political Campaigns and Communication Research" by the European Parliamentary Research Services, the European public uses social media for political and public affairs news.¹⁷ This new technology based, and relatively unregulated platforms is used by the perverse actors to push false content and thus distort information flow for political gain. The political and ideological polarisation in the society, now technology has also joined as a potential force to drive citizen apart. Researchers and scholars are pointing the digital technology as the main actor for polarization. Polarization by social media: unintentionally through design choices and incentives (polarization by design) facilitates the dissemination of divisive and emotionally charged content.¹⁸ However, "the current political landscape has highlighted the ways in which technology can also threaten democracy, global liberalism, and citizenship. “Populist voices have become mainstream political actors in European democracies, thriving on new media ecologies. The report provided an exhaustive analysis of the connection between technology, democracy, and the polarisation of public discourse. In democratic societies, algorithms, automation, big data analytics, and artificial intelligence are becoming increasingly integrated into daily life; this report provides an in-depth analysis of the technological affordances that enhance and undermine political decision-making in the present and future. It has been determined that principles and policy options for fostering a better relationship between digital technology and public life must be developed.”¹⁹

In the article, “does new media technology drive election campaign change”, Rune Karlsen²⁰, the author’s main contention is that most democratic countries will converge on the American

¹⁷ S Scheller, “The Strategic Use of Fear Appeals in Political Communication” (2019) 36 Political Communication 586 <<http://dx.doi.org/10.1080/10584609.2019.1631918>>. accessed on 23 July 2019

¹⁸ G Levy and R Razin, “Social Media and Political Polarisation” (2020) 1 LSE Public Policy Review <<http://dx.doi.org/10.31389/lseprr.5>>. accessed on 4 April 2022

¹⁹ Ibid

²⁰ R Karlsen, “Does New Media Technology Drive Election Campaign Change?” (2010) 15 Information Polity 215 <<http://dx.doi.org/10.3233/ip-2010-0208>>. accessed on 19 November 2018

campaign, diffuse Information and Communication Technology in particular manner developed and deployed in the US Presidential Elections.²¹ He raises the question whether this modernisation of campaigns will converge into other democratic countries without any adaptation. This article is trying to answer this question.

The database technology provided the opportunity to collect and organize large quantities of database of voter information. Statistical models, machine learning and other technologies to create tailor made personalised messages to address every voter according to his expectation, behaviour, preference, beliefs, needs and wants and even for different segments of voters. The communication like direct mailing, targeted telemarketing, social media platforms, receiver sensitivity websites, specialised email lists etc. makes it convenient to send tailor made messages targeting the voters and segment of voters.

The author states that the influence of technology is constrained by the countervailing forces that restrains and shapes the effects. He supports this with the argument that the shape and effects of the technology will change depending upon the context, historical and cultural environment where new campaign techniques and practices will fuse with existing practices because they are not introduced in a vacuum.

The influence of ICT should be expected to differ according to the features of the different campaign practices and style adopted in different countries. K.A Foot and S.M. Schneider says that ICT's have not really changed the fundamentals of campaign organisation and strategy.²² Chris Huges says that “when computer applications really take off, they make something people have always done and make it easier for them to do it and may be bigger.”

One of the context specific countervailing forces is Database marketing is not utilized in many countries especially in European Countries due to General Data Protection Regulation’s rules relating to the protection of natural persons with regard to the processing of personal data.

The growing technology is the driving force for the political parties to involve political consultants and campaign professionals for campaign management, organizing, opposition research and fundraising etc. This was first used in the American elections. The possibility of

²¹ D Kreiss and SC MCGREGOR, “Technology Firms Shape Political Communication: The Work of Microsoft, Facebook, Twitter, and Google With Campaigns During the 2016 U.S. Presidential Cycle” (2017) 35 Political Communication 155 <<http://dx.doi.org/10.1080/10584609.2017.1364814>>. accessed on 26 October 2019

²² H Schneider, “Rapid ICT Change and Workplace Knowledge Obsolescence” [2005] SSRN Electronic Journal <<http://dx.doi.org/10.2139/ssrn.870084>>. accessed on 19 December 2018

intrusion like Analytica Cambridge²³ may not occur due to the context, campaign forms and rules are different but still it is vulnerable.

The shapes and effects of technology depend upon the political, economic and social environment it is introduced into. It is very well applicable if technology and digital media is introduced in election campaigns it has to interplay with the political system, social system and election style and rules prevalent in a country. Use of technical infrastructure, adoption of media technology and Information and Communication Technology and social media in the election campaigns in different political systems will not have similar impacts and outcomes but distinct one.²⁴

In the article “Cybertools of Political Competition and the 2016 American Presidential Campaign” – Marek Gorka²⁵ discusses how different cybertools are utilized in the political competition and its structure of such tools for example Facebook, Tweeter. He analyses how the social media facilitates as the political communication tool to the political leaders in cyberspace in political competing with live example of the US Presidential Election 2016. He also discusses about the creation, dissemination, and effect of political campaign communications. How it is differs from the traditional media political communication. He explains way the fake news born, the role of “bot” in creating and augmenting fake news. Its effects on the election campaign with reference to the “Farm Troll” in the US President Election 2016. In simple words this article analyses how cybertools are utilised and role of fake news in the post truth politics in the ever-developing cyberspace in political competing with the example of Russian Farm Troll in the US Presidential election 2016.²⁶

Eli Skogerbo, In his research article “Audiences on the move? Use and assessment of local print and online newspapers, studied the audiences or readers of local and regional newspapers with online and print editions in Norway, where political party is primarily responsible for initiating and defining politics, and the need for candidates to cultivate a personal image is less apparent and parties are responsible for the overall election campaign communication strategies to assess the two versions as information sources, identity mediators and arenas of the local public sphere. The findings suggested that although the younger generations are moving online, there are social and cultural differences between

²³ N Muradzada, “An Ethical Analysis of the 2016 Data Scandal: Cambridge Analytica and Facebook” (2020) 3 Scientific Bulletin 13 <<http://dx.doi.org/10.54414/yzuf7796>>. accessed on 22 September 2022

²⁴ Ibid

²⁵ M Górka, “Cybertools of Political Competition and the 2016 American Presidential Campaign” (2018) 4 Polish Political Science Yearbook 628 <<http://dx.doi.org/10.15804/ppsy2018403>>. accessed on 22 September 2018

²⁶ Ibid

audience groups that make the transition from print a risky and uncertain strategy for local newspapers. It is generally the same socio demographic groups that read both editions, except for one critical dimension: attachment to the locality where they lived was shared by those preferring the printed over the online newspaper.”²⁷

Gunn Sara Enli & Eli Skogerbo, in another research article, *Personalized Campaigns in Party-Centred Politics, Twitter and Facebook as arenas for political communication*²⁸- suggests that social media, “as a result of their design, affordances, their interplay with other media and the opportunities for creating intimate relations to voters, add to processes of personalisation, but it was found that Facebook and Twitter placed focus on the individual politician rather than on the political party and thereby expanding the political area for increased personalised campaigning”.²⁹

Further, “politicians frequently use the social media as tools to promote their public image and for engaging with his voters, fans and followers to activate his network for campaign purposes rather using for initiating dialogue with them. The Candidates use it as adding another trait of personalisation and ideals of democratic dialogue were reflected only certain extent in the actual social media activity”.³⁰

In the research article ‘Social media as an upcoming tool for political marketing effectiveness’³¹ the authors, have examined “whether in the current uprising electronic age as the social media has become main means of communication and whether social media can be a valid indicator to predict election outcome and whether the use of this social media (Twitter) influenced the Indian 2014 General elections outcome? The Social media buzz about three months during election period had been studied and the result indicated that social media buzz had a positive and significant impact on the outcome of General Elections 2014.”³²

²⁷E Skogerbo and M Winsvold, “Audiences on the Move? Use and Assessment of Local Print and Online Newspapers” (2011) 26 *European Journal of Communication* 214 <<http://dx.doi.org/10.1177/0267323111413112>>. accessed on 23 September 2020

²⁸Gs Enli And E Skogerbo, “Personalized Campaigns In Party-Centred Politics” (2013) 16 *Information, Communication & Society* 757 <[Http://Dx.Doi.Org/10.1080/1369118x.2013.782330](http://dx.doi.org/10.1080/1369118x.2013.782330)>. accessed on 2 April 2018

²⁹ Ibid

³⁰ Ibid

³¹M Safiullah and others, “Social Media as an Upcoming Tool for Political Marketing Effectiveness” (2017) 22 *Asia Pacific Management Review* 10 <<http://dx.doi.org/10.1016/j.apmr.2016.10.007>>. accessed on 23 March 2020

³² Ibid

In the book ‘How India Became Democratic’, author Dr.Ornit Shani³³, demonstrates administrative and social encounters faced while enrolling all adults as electorates for the first time in the history of India. This book provides a successful historical account of the colossal project of enrolling all Indian adults under adult suffrage. This book also illustrates the same with the official correspondence between the Government of India and with other provinces and as well as the sovereign princely states. It also explains the strong will, immense strength of the then government to adopt adult franchise amidst of partition of India and Pakistan and integration of sovereign princely states is revealed in this book. The western world and the opponent people were sceptical when independent India was determined to adopt adult franchise when India was struggling with myriad issues of social divisions, poverty and lower literacy rate and 173 million populations was to be enrolled as electorates for the first time to implement adult suffrage³⁴.

Granville Austin, an American historian, in his book ‘The Indian Constitution, Cornerstone of a Nation’,³⁵ narrates the history of making the constitution of India from the background, proposal, and research, debates amendments made in the various committees and constituent assembly during making or drafting of the constitution. Independent India elected to follow the parliamentary democracy introduced by the British administration during colonial period.

The source for many provisions was drawn from previous legislations such as the Indian Councils Act, 1909, the Government of India Acts, 1919, 1935 and the India Independence Act, 1947, and the drafters have consciously adopted them according to the Indian society.

According to Granville Austin, "The Indian constitution is first and foremost a social document, and is aided by its Parts III & IV (Fundamental Rights & Directive Principles of State Policy, respectively) acting together, as its chief instruments and its conscience, in realising the goals set by it for all the people."³⁶ The constitution is not providing solution for every crisis but been so drafted to be flexible to find a solution within the constitution for the future contingencies. The Retired Supreme Court of India justice Hans Raj Khanna says that “A constitution is not a parchment of paper, it is a way of life, and it has to be lived up to.”, in his book ‘Making of India’s Constitution’.

³³ D Arnold, “How India Became Democratic: Citizenship and the Making of the Universal Franchise, by Ornit Shani” (2019) The English Historical Review, Volume 134, Issue 568, Pages 759-760 <<http://dx.doi.org/10.1093/ehr/cez116>>. accessed on 22 June 2019

³⁴Ibid

³⁵ ND Palmer, “The Indian Constitution: Cornerstone of a Nation. By Granville Austin. Oxford: Clarendon Press, 1966. Xvii, 390 Pp. Appendices, Bibliography, Index.” (1967) 26 The Journal of Asian Studies 719 <<http://dx.doi.org/10.2307/2051275>>. accessed on 23 March 2021

³⁶Ibid

In the book ‘Every Vote Counts,’³⁷ the author Navin Chawla, Former Chief Election Commissioner, Election Commission of India, describes how Election Commission of India conduct election even in geographically remote areas to ensure everyone can vote and its account. He also discusses all corrupt practices that are affecting free and fair elections right from muscle power and money power, paid news menace, the new problem of misinformation and false news and how democracy could be threatened by foreign nations involvement using information technology and social media to polarise and create conflict on race, religion and other issued aimed at influencing the voters. Further, he opines that “Paid News” crucially be treated as a cognizable offence.

In the research article ‘The Dynamics of Social media and the Indian Elections 2019’³⁸, the author analyses how Social media has become a new common arena for Public reasoning and the social tensions and distorting the terms of public reasoning created by it. He says that many common users do not have the wherewithal to distinguish between fact and fiction. The author argues that individuals have political rights within the territory of the nation or state, and they assume to have a level of public reasoning amongst co-equal citizens, and it has been crashed by borderless nature of social media and technologies. It sometimes has ability to affect electoral outcome disproportionately. This entails interference by Diaspora without any responsibility for the consequences of the political choices advocated or campaigned for via social media.³⁹ The author says that the exercise of public reasoning is barely visible with each side addressing its own echo chamber through social media and has created a crisis for the public sphere. In his view, this unanchored social media campaigns based on the fake news or misrepresentation is severing pluralistic feature of the Indian society.⁴⁰

2.12.2 VOTING BEHAVIOUR – SPECIAL REFERENCE TO GLOBAL CONTEXT

In a study on ‘Voting for a social Europe? European solidarity and voting behaviour in the 2019 European elections’⁴¹. As per authors in general it is expected that pro-solidarity

³⁷ R Pandey, “Every Vote Counts: The Story of India’s Elections: By Navin Chawla” (2021) 4 Journal of APF Command and Staff College 167 <<http://dx.doi.org/10.3126/japfsc.v4i1.34148>>. accessed on 8 February 2021

³⁸ WH Lo, BSY Lam and MMF Cheung, “The Dynamics of Political Elections: A Big Data Analysis of Intermedia Framing Between Social Media and News Media” (2019) Social Science Computer Review 089443931987659 <<http://dx.doi.org/10.1177/0894439319876593>>. Accessed on 9 November 2019

³⁹ J Kim and H Choi, “Value Co-Creation Through Social Media: A Case Study Of A Start-Up Company” (2019) 20 Journal of Business Economics and Management 1 <<http://dx.doi.org/10.3846/jbem.2019.6262>>. accessed on 15 February 2019

⁴⁰Ibid

⁴¹A Pellegata and F Visconti, “Voting for a Social Europe? European Solidarity and Voting Behaviour in the

supporters will vote for green and radical-left parties in the upcoming election, while conservative and radical-right parties will receive fewer votes. Green and radical-left parties benefited from European solidarity voting only in some countries, according to our empirical testing of these hypotheses in ten European Union (EU) countries using original survey data. Being pro-solidarity decreased the likelihood of voting for both moderate and radical-right parties in each sample country. Individual feelings of European solidarity were found to be largely associated with vote choices in the 2019 European elections. according to research findings, the theme of European solidarity was still relevant and polarising political and public debate across the continent. The related policy issues, public support for the EU and retrospective assessment of government performance, preferences for a social Europe, and other aspects found to have a significant impact on vote choices in the 2019 European elections.

In the study ‘Does Fake News Affect Voting Behaviour?’⁴² the authors investigated the impact of fake news on populist party votes in the 2018 Italian elections. They developed an empirical study in Trentino Alto-Adige/Südtirol, Italian and German speaking region of Italy as it was an exogeneous source of point to fake news exposure. They were evaluating whether exposure to fake news influences people's inclination to vote for populist parties in the 2013 and 2018 elections using municipal data. for this, they, created a populism index based on text mining of Facebook posts made by Italian political parties before the elections.

The study was about the impact of misinformation on voter behaviour. However, there was little empirical evidence of false news having a positive impact on populist electoral support. The earlier research focused on the impact of disinformation on voting intentions rather than actual voting outcomes. They say that future research may focus on the relationship between disinformation and echo chambers because access to filter bubbles is already established by prior choices and individual qualities.

In a study titled “Determinants of Voting Behaviour in Ghana”⁴³ the authors research was expected to help to a better understanding of Ghanaian electoral politics as it has only recently emerged from a long-term military dictatorship. It is an interesting test case for voting behaviour and the logic of African voters. They have also used data from the 2004 and

2019 European Elections” (2021) 23 European Union Politics 79
<<http://dx.doi.org/10.1177/14651165211035054>>. Accessed on 23 September 2021

⁴²M Cantarella, N Fraccaroli and RG Volpe, “Does Fake News Affect Voting Behaviour?” [2020] SSRN Electronic Journal <<http://dx.doi.org/10.2139/ssrn.3629666>>. accessed on 27 June 2020

⁴³“Chapter 6. Speeches, Speech-Making and Voting Behaviour” (2012) 31 Parliamentary History 95
<<http://dx.doi.org/10.1111/j.1750-0206.2012.00337.x>>. accessed on 12 October 2021

2008 elections of Ghana that public goods (in this case, roads) can be attributed to political action and it likely to influence electorates, specifically in rural areas. The non-evaluative issues such as race, gender, religious affiliation, and donations from candidates or parties remained but it did not have a significant impact on the election outcome. It was found that electoral decisions were based on the programmes and philosophies of the many political parties involved. As a result, there is evidence that Ghana is on its way to becoming a democratically established state and it has been able to maintain a relatively successful democratic transition.

In the research titled “Lockdown and Voting Behaviour: A Natural Experiment on Postponed Elections during the COVID-19 Pandemic”⁴⁴, the authors have used the municipal elections in France in 2020 to examine voting behaviour before the announcement of lockdown and after the ending of lockdown. It found that lockdown regulations appear to have had a significant impact on electoral outcomes. They emphasised more on local incumbents rather than national leaders. Their findings showed that voters who were subjected to containment measures become more loyal to political institutions.

The study titled “Responsiveness to Different National Interests: Voting Behaviour on Genetically Modified Organisms in the Council of the European Union.”⁴⁵The authors believed to concentrate on a single issue to identify more complete voting patterns than that have been found previously in European Union (EU) legislated studies. So, they had chosen Genetically Modified Organisms (GMOs) a then hot topic in the EU that allowed them to explore in deeper about the culture of consensus that commonly determines EU Council voting behaviour. Based on a dataset containing all authorisation requests approved by the Council between 2004 and 2014 they arrived at conclusion that vital national factors, like public opinion, party politics, structural and sectoral interests have a considerable impact on ministers' voting behaviour.

In the study “Voting Behaviour: Continuing De-alignment”⁴⁶the authors studied the Irish political phenomenon, while in the 2011 election may have signalled the beginning of a realignment of Irish politics, whereas in the 2016 election established that it was more of a

⁴⁴T Giommoni and G Loumeau, “Lockdown and Voting Behaviour: A Natural Experiment on Postponed Elections during the COVID-19 Pandemic” (2022) Economic Policy <<http://dx.doi.org/10.1093/epolic/eiac018>>. Accessed on 16 April 2022

⁴⁵M Mühlböck and J Tosun, “Responsiveness to Different National Interests: Voting Behaviour on Genetically Modified Organisms in the Council of the European Union” (2017) 56 *JCMS: Journal of Common Market Studies* 385 <<http://dx.doi.org/10.1111/jcms.12609>>. accessed on 24 September 2018

⁴⁶M Holmes, “Book Review: How Ireland Voted 2016: The Election That Nobody Won” (2019) 25 *Party Politics* 286 <<http://dx.doi.org/10.1177/1354068818818941>>. accessed on 1 March 2020

sign of de-alignment, and it was due to voters abandoning their previous partisan allegiances and fail to begin new ones but the study revealed that transformation occurred as voters combine their present vote with their from five years ago, still they give a sense of pattern of change over the time.

The study titled “Voting Behaviour and Power in Online Democracy: A Study of Liquid Feedback in Germany’s Pirate Party”⁴⁷ authors conducted a thorough examination to the party's power structure, determine whether super-voters exist, and assess their impact on the outcome of online voting. Their study established those super-voters exist and they vote in favour of ideas that are supported by the majority of voters, and its findings had been used to create a new class of voting power indices that account for observable voting biases and for better forecasting than existing voting power measures.

The authors have conducted a study on “Theoretical models of voting behaviour” based on key theoretical assumptions the psychological model, the sociological model, and the rational choice theory with a focus on the continuity and theoretical complementarity that exists between them. For this research, the campaign subjects were separated into two categories: position issues that concentrated on domestic policy, and international matters that focused on political themes. There were six hundred participants and only 54 changed their thoughts at some point during the experiment. The respondents’ perspectives on economic concerns were split based on socioeconomic status, political party identification, and election interest, but their opinions on political topics were unanimous. The findings also demonstrated that the individuals differed in their assessments of economic difficulties. It is possible to accommodate the contributions of all the three major theoretical approaches to electoral behaviour.⁴⁸

In the study titled “Young people and voting behaviour: alienated youth and (or) an interested and critical citizenry?”⁴⁹ authors examined whether trust, cynicism, and efficacy have an impact on young people's (non)voting behaviour during the 2005 British general election.

⁴⁷B Grofman, “Book Review: Preferential Voting Systems: Influence on Intra-Party Competition and Voting Behaviour” (2022) 28 *Party Politics* 591 <<http://dx.doi.org/10.1177/13540688221081900>>. accessed on 29 March 2022

⁴⁸Noor Hamid Khan Mahsud and Husnul Amin, “Theoretical Approaches to the Study of Voting Behaviour: A Comparative Analysis” (2020) 3 *sjesr* 65 <[http://dx.doi.org/10.36902/sjesr-vol3-iss3-2020\(65-73\)](http://dx.doi.org/10.36902/sjesr-vol3-iss3-2020(65-73))>. accessed on 29 October 2020

⁴⁹J Dermody and S Hanmer-Lloyd, “Segmenting Youth Voting Behaviour through Trusting–Distrusting Relationships: A Conceptual Approach” (2004) 9 *International Journal of Nonprofit and Voluntary Sector Marketing* 202 <<http://dx.doi.org/10.1002/nvsm.248>>. accessed on 12 July 2018

Their study established that young people could be highly suspicious and cynical, yet they can still be interested in elections and voting.

According to the classic class theory of politics, working-class voters 'naturally' vote for left-wing parties because they represent their economic interests and in the authors study on "Why do so many people vote 'unnaturally'? A cultural explanation for voting behaviour"⁵⁰ after critically examining Lipset's work on working-class authoritarianism and Inglehart's work on post materialism, they say that 'natural' voting in the United States (US) corresponds to the logic of class analysis and 'abnormal' voting is unaffected by economic or social circumstances. It is difficult to understand why so many people engage in "unnatural" voting behaviour by refusing to vote for their "natural" class parties that are aligned with their "true" class interests during election campaigns.

In the research paper titled "Segmenting youth voting behaviour through trusting–distrusting relationships: A conceptual approach",⁵¹ the authors examined the most recent evidence on the reduction in political involvement among British youth. The reasons for involvement among youths varied but trust, distrust, and cynicism were prominent.

In the context of a referendum campaign, author believe that there are three broad patterns of opinion formation and reversal are likely to emerge, each of which has significant implications for voting decisions and referendum outcomes. In his research paper titled, "Opinion change and voting behaviour in referendums"⁵², explain that when political party's viewpoint or ideology is clear the voting behaviour could be predictable otherwise it is tough, and it is being done for legal or constitutional purposes. It is usually opted when the ruling party believes that a specific political agenda required demonstrated public support to implement successfully then the ruling party opts for a referendum method. However, such a strategy is doomed to fail because the uncertainties of a campaign may lead to the defeat of even the most well-crafted referendum proposition like Brexit.

In a study titled "Does neighbourhood influence voting behaviour - and why?".⁵³ authors investigated how people's voting decisions are influenced significantly by their immediate

⁵⁰P Achterberg and D Houtman, "Why Do so Many People Vote 'Unnaturally'? A Cultural Explanation for Voting Behaviour" (2006) 45 *European Journal of Political Research* 75 <<http://dx.doi.org/10.1111/j.1475-6765.2005.00291.x>>. accessed on 19 January 2019

⁵¹J Dermody, S Hanmer-Lloyd and R Scullion, "Young People and Voting Behaviour: Alienated Youth and (or) an Interested and Critical Citizenry?" (2010) 44 *European Journal of Marketing* 421 <<http://dx.doi.org/10.1108/03090561011020507>>. accessed on 3 June 2018

⁵²L Leduc, "Opinion Change and Voting Behaviour in Referendums" (2002) 41 *European Journal of Political Research* 711 <<http://dx.doi.org/10.1111/1475-6765.00027>>. accessed on 6 January 2021

⁵³M Harrop, A Heath and S Openshaw, "Does Neighbourhood Influence Voting Behaviour - and Why?" (1991)

surroundings and they investigated in England and Wales one of the main factors that drive is the neighbourhood effect, according to this position Social location is more important than a physical location, and it has a massive influence on voting behaviour and people inclination to relocate to areas where their own political opinions are well-represented.

2.12.3 VOTING BEHAVIOUR IN CONTEXT TO INDIA

In the Research paper “Economic Determinants Underlying Voting Behaviour of Different Socio-Economic Background with Special Reference to Tamil Nadu Voter”,⁵⁴ authors examined whether people are motivated by economic objectives or motivated by social and cultural priorities. They began their study with assumption that every economic model starts with the assumption that rationality and selfish goals would lead to a final equilibrium. The information was gathered from a sample of 200 respondents. The respondents were hostile to inflation because it erodes their purchasing power, for unemployment, they blamed the party and its incapacity to fill vacancies and they focus on economic issues rather than the political, social, and political issues.

The authors conducted a study on “The electoral agency of Muslimahs: an intersectional perspective on preferential voting behaviour”⁵⁵ they conducted sample survey and their findings provided fresh and essential insights into Muslim preference behaviour, which might have implications for political parties' strategies in selecting candidates for future municipal elections. Our findings show the complexities of voters' political decisions, which are influenced by their participation in a variety of groups. Scholars should look into not only distinctions between groups, but also differences within groupings. Finally, intersectionality it is significant because it helps one to see past, the distinguish between "the moth" and "the butterfly".

1 British Elections and Parties Yearbook 101 <<http://dx.doi.org/10.1080/13689889108412897>>. accessed on 8 November 2018

⁵⁴Ravikumar, Dr. . R & Azhagesan, Jagan Gopu. (2022). Economic Determinants Underlying Voting Behaviour of Different Socio- Economic Background with Special Reference to Tamil Nadu Voters. International Journal of Special Education. Vol.37. 104-115. <https://www.researchgate.net/publication/358042932_Economic_Determinants_Underlying_Voting_Behaviour_of_Different_Socio-_Economic_Background_with_Special_Reference_to_Tamil_Nadu_Voters> accessed on 2 February 2022

⁵⁵S Azabar and P Thijssen, “The Electoral Agency of Muslimahs: An Intersectional Perspective on Preferential Voting Behaviour” (2021) Journal of Ethnic and Migration Studies 1 <<http://dx.doi.org/10.1080/1369183x.2021.1902793>>. accessed on 23 April 2021

In the article “Voting behaviour in deeply divided societies: partisanship and ethnic voting in the hills of Manipur”,⁵⁶ the author explains that Manipur is revealed by the high ethnic vote percentages, hence ethnic voting patterns in Manipur's hills suggests strong party affiliations. Conflicts in the past have made ethnicity more crucial factor for voting preferences presently. Periodic elections simply facilitate to intensify existing differences by increasing partisan mobilisation and competition for seats based on ethnicity and it has a big influence on the creation of voter preferences which leads to partisan voting. To promote and enforce partisan voting, community-based organisations and insurgent groups collaborate the author suggests that studies of different cultures with significant ethnic voting reveal that policies aiming at reducing ethnicity's importance in politics, by adopting proportional representation to strengthen democratic institutions.

In a study titled “Theory of Reasoned Action and Citizen’s Voting Behaviour”⁵⁷ authors analysed Indian general election 2019 in accordance with the theory of reasoned action considering the impacts of attitudes, ethnicity, moderating effects of social media and gender on voting intentions. They adopted quantitative research method and a cross-sectional study design. They collected data from Gujarat and purposive sampling was employed to choose a sample size of 1680 voters to draw conclusions. Their study demonstrated that attitudes and ethnicity, social media and gender influenced voter behaviour. Their study also revealed better understanding about how people behave politically during elections.

In the study titled “Determinants of Voting Behaviour in the Assembly Elections in West Bengal: Theoretical Perspective”⁵⁸, the authors study revealed that electoral voting behaviour can be used to explain how and why a political decision was made. Further, their study revealed that voting behaviour is influenced by a wide range of socioeconomic and political factors, and that these factors also have an impact on voters' thinking.

The research article titled “Voting Behaviour of Dalits in Bihar: An Analysis”⁵⁹ of author investigated the voting trends and political participation of Bihar's Dalits. It also looks into

⁵⁶T Haokip, “Voting Behaviour in Deeply Divided Societies: Partisanship and Ethnic Voting in the Hills of Manipur” (2020) 23 *Asian Ethnicity* 427 <<http://dx.doi.org/10.1080/14631369.2020.1799750>>. accessed on 20 August 2020

⁵⁷K Singh and others, “A Theory of Reasoned Action Perspective of Voting Behavior: Model and Empirical Test” (1995) 12 *Psychology and Marketing* 37 <<http://dx.doi.org/10.1002/mar.4220120104>>. accessed on 22 September 2022

⁵⁸K Debnath and S Chatterjee, “Populism in Electoral Politics: What We Learnt from the West Bengal Assembly Elections 2021” (2021) *Academia Letters* <<http://dx.doi.org/10.20935/al2855>>. accessed on 22 October 2021

⁵⁹F Biswas, “Electoral Patterns and Voting Behavior of Bihar in Assembly Elections from 2010 to 2020: A Spatial Analysis” (2022) *GeoJournal* <<http://dx.doi.org/10.1007/s10708-022-10627-2>>. accessed on 22 September 2022

the various factors that influence Dalits voting behaviour in local government elections. authors investigation it was found that various elements such as including caste, sub-caste, religion or belief, community, or language; money; policy or ideology influences the Dalit voting behaviour.

The author in his paper “Elections and Voting Behaviour: Changing Dimensions In India”⁶⁰ writes that up India has committed to hold regular, free, and fair elections at all levels of government. They are contested on themes of national importance and challenges that people confront daily and all of which have been underpinned with the need to preserve the nation's economic stability and prosperity. But, in the Indian context elections are almost contested based on narrow and sectarian issues. the middle class remains strangely uninterested in the electoral process, failing to regard voting as a top-priority civic duty despite growing political awareness and there is consistent cynicism over the political process with the perception that nothing would change. He concludes that India and its people have preserved and upholding faith in democratic processes, interest in elections, and active participation in voting.

In the study titled “Political Communication Per Se Voting Behaviour”,⁶¹ the author evaluates of voting behaviours that is concerned with how people vote in public elections and the reasons behind their voting decisions. In this he discusses about dissemination and communication of information its influences. The media acts as a conduit for information between the government and the public. Political parties, media, and citizens are the three most influential actors in political communication. In conduct unempirical study in the states of Madhya Pradesh, Uttar Pradesh and Bihar and according to the study vast majority of respondents were interested in political communication, they preferred radio and television as medium of political communication, most of them supported political parties and their ideologies because of parental pressure. Participants voted using their moral ideals as a guideline. Majority of respondents do not change their beliefs in political parties The qualities of the candidates running for office have the greatest influence on citizens' voting sentiments. A study titled “Determinants of Voting Behaviour in Indian Politics: "With Special Reference to the Karnataka Assembly Elections That Just Ended" ⁶² conducted by the author, and states

⁶⁰Meenu Roy, Electoral Politics in India: Election Process and Outcomes, Voting Behaviour and Current Trends Deep & Deep Publications, (2000).

⁶¹D Johann and others, “Intra-Campaign Changes in Voting Preferences: The Impact of Media and Party Communication” (2017) 35 Political Communication 261 <<http://dx.doi.org/10.1080/10584609.2017.1339222>>. accessed on 8 October 2019

⁶²Mohan, K. V. Vow of ‘Aparigraha’ and it’s relevance in the contemporary world. International Journal of Multidisciplinary Educational Research, 7(11(2)), (2018) 15–21.

that India is the most diverse country. Its people follow composite culture, and it is always influential in defining a wide variety of topics. Politics is a source of tremendous interest for the people in addition to cultural, social, and religious concerns. In this he discusses the recent Karnataka Vidhana Sabha elections and how voting patterns are altered in recent political games. He explains Western research particularly that was undertaken at Columbia and Michigan universities in the United States, had a significant impact on Indian electoral studies. Columbia University researchers focused their study on the impact of social and environmental factors on citizens' voting decisions. The Michigan Survey Research Centre placed a higher emphasis on psychological factors and characteristics of individual voters on the polls. Both studies have attempted to restore balance to voting research by focusing on the impact of political variables on voter choice as a counter-narrative. He concluded saying that if the will of the people has to be expressed by voting, all undemocratic and unjust methods of expression, like undue influence and rigging of elections must be avoided.

A research paper titled “Effect of Social Media on the Decision of Voting In India: A Review of Literature”⁶³ was written by authors, on the widespread use of social media platforms and their impact on people's voting behaviour in India. Social media has emerged as one of the most important virtual networks in the political race. In 2012, India had more than 150 million internet users, roughly equivalent to the country's total number of televisions at that time. Facebook users account for 65 million of these, while Twitter has 35 million active users. This places the country behind only the United States and China as the world's top three Internet markets. The importance of internet-based communication tools to draw the educated voters has become increasingly apparent in Indian political communication. Political leaders started interacting with the young as it is the effective way to influence the voters and relied on deep-rooted traditional methods of banners, rallies, cardboard patterns, and door-to-door solicitation. He concluded that there has been a universal recognition that television would downplay in the 2018 election campaign, while social media will play a dominant role with unprecedented impact on citizens it would play vital role in defining citizens' democratic behaviour.

<[http://ijmer.s3.amazonaws.com/pdf/volume7/volume7-issue11\(2\)-2018.pdf#page=23](http://ijmer.s3.amazonaws.com/pdf/volume7/volume7-issue11(2)-2018.pdf#page=23)>. accessed on 22 December 2018

⁶³MS Hassan and others, “Social Media Use and Political Efficacy: Structural Effect of the Voting Decision of New Voters” (2021) 11 International Journal of Academic Research in Business and Social Sciences <<http://dx.doi.org/10.6007/ijarbss/v11-i6/10205>>. accessed on 23 August 2021

In the study titled “Voting Behaviour in India and Its Determinants”.⁶⁴ One of the most used expressions in democratic politics in the modern age is "voting." Voting is a technique of expressing one's support or disapproval of policies and programmes of various political parties, and the qualities of candidates running for election as people's representatives under democratic systems. The study of the factors that influence election behaviour is an important area of empirical research that ought to be recognised. Man is a rational creature when it comes to his intellectual behaviour but, it doesn't apply to his economic and political behaviour. One of the most astonishing findings of an empirical study of the determinants of electoral behaviour is that man's behaviour is influenced by a variety of irrational factors and pressure groups, including religious and communal factors, influence of money, charismatic leaders, and a flock of other irrational forces.

The author conducted a study titled “Economic Voting Behaviour in Globalised India,”⁶⁵ focusing on Indians' economic voting behaviour in a globalised society, ‘whether nation's electorate vote on economic grounds?’ empirical research was conducted and findings suggested that there is a strong relationship between political parties' economic policies and the outcomes of political processes. Following the 1991 reforms, India's political landscape shifted from United Progressive Alliance (UPA) control to the National Democratic Alliance's (NDA) business-friendly rule. For the previous ten years, UPA had been in power at the national level. Its inflation rate was out of control, its taxes had been excessive, and its leadership has failed to address the country's budget deficit. There has been widespread discontent with the administration because of its inability to successfully drive the economy, as well as the troubles that have engulfed it because of various scams and corruption allegations.

The author has conducted a study titled “Political Advertising and Voting Behaviour in India: The Mediating Role of Voting Decision Involvement”.⁶⁶ Political campaigning is an integral aspect of every election system, and it entails using several communication methods, including political advertising, to reach voters. The goal of this essay is to investigate whether

⁶⁴Nath, J. (2019). Digitalisation of Electoral Process and Its Impact on the Voting Behaviour of People in India. *International Journal of Innovative Technology and Exploring Engineering*, 8, 2412-2416. <<http://dx.doi.org/10.35940/ijitee.I30001.1081219>>. accessed on 23 November 2019

⁶⁵Mehta, P. Economic Voting Behavior in Globalized India Economic Voting Behaviour in Globalised India With Reference to the Lok Sabha Elections CIA-2. (2014). <https://www.academia.edu/18798838/Economic_Voting_Behavior_in_Globalized_India>

⁶⁶RJ Faber, AR Tims and KG Schmitt, “Negative Political Advertising and Voting Intent: The Role of Involvement and Alternative Information Sources” (1993) 22 *Journal of Advertising* 67 <<http://dx.doi.org/10.1080/00913367.1993.10673419>>. accessed on 2 July 2018

political advertising is appropriate in the Indian political system. According to the findings, political advertising influences voting behaviour in three ways: information gathering and appraisal, voter attitudes, and choosing a candidate to support in the main election. He concludes that there has been very little evidence to support the relevance of political advertising to the extent that it is being used by various political parties in India.

A study titled “Voting behaviour in rural and urban areas of Punjab”⁶⁷ has been conducted by the author with the primary purpose to investigate the voting patterns of rural and urban voters. The impact of ideological and biradari (clan or tribal) concerns on voter decisions is examined in this scenario. This became increasingly significant throughout non-political. Its consolidation was aided by non-party elections at the national and local levels, as well as a lack of a defined political ideology. It was further accelerated by the election of municipal leaders. The influence of these factors in combination on the result of the political process in Punjab province have been studied. When it comes to voting, biradari appears to outnumber political fidelity by a large margin.

A candidate's chances of winning are determined by two factors: first, candidate must be running on the ticket of a major political party, and secondly must have the backing of a large biradari. The biradari system influences voting behaviour in rural Faisalabad, just as it does in other regions of Punjab than in urban politics, there is a lack of individualism in voting behaviour. The voter's preferences are limited to big political parties or large electoral districts. Biradari is more common in rural settings and less common in urban areas. It has proven to be effective source of alignment and realignment in the election process, as well as resource allocation based on such considerations.

2.13 CONTRIBUTION TO KNOWLEDGE

Research work promotes in enhancing the horizon of knowledge and field of education. The endeavour put in this study will augment men and women equally in the progress of novel approach and innovative work. It will also support in supplying information there by accelerating awareness of the citizens. Its contribution in generalizing the election laws is no less important. It will be of immense source for providing various guidelines in revising and

⁶⁷Kumar, A. Book Review: Sanjay Kumar and Praveen Rai, Measuring Voting Behaviour in India. Social Change(2014), 44(3), 466–469. <<http://dx.doi.org/10.1177/0049085714536811>>. accessed on 23 September 2019

evolve new legal provisions for peaceful and harmonious conduct of election. It will also inspire future scholars to undertake additionally more research work.

2.14 RELEVANCY TO AND NEEDS OF THE SOCIETY

We are living midst of prolongation of third, and Fourth Industrial Revolutions and cusp of fifth industrial revolution Computer, Internet, and Artificial Intelligence (AI) and man and machine cooperation respectively. The Computer, internet, artificial intelligence, and robotics have transformed the lives around globe. It is evolving exponentially compared to the previous industrial revolutions because of its distinctive impacts: Volume, Velocity, Veracity, Value and Variety.

The computer and internet technology has turned human life upside down. Democracy is not an exemption to this disruption, and it has impacted the democratic election process around the world including India. Collecting storing, analysing, utilizing of information is grown beyond assumption in any domain. The speed, accuracy, accessibility, efficiency have benefited the election management, but it has also been overarched to gain electoral support. The distinctive character of this technology is exploited to distort the free and fair elections in the Democracy around the globe.

It is crucial to ensure free and fair elections and protect the democracy and to bring reforms in the electoral laws and further it is need of the hour also. But it is considered as a trivial nature and being avoided. The impact of corrupt practices in the electoral process is indescribable.

2.15 SCHEME OF CHAPTERIZATION

The thesis is divided up into six sections, each of which contributes to the overall goals of the study.

2.15.1 CHAPTER I, INTRODUCTION

This chapter also contains Chapterisation of the thesis.

2.15.2 CHAPTER II, RESEARCH METHODOLOGY

It contains research objectives, research questions, hypothesis, method of data collection and limitations of the study have been elaborated. Research Review attempts critical review of the relevant literatures and identified gap within that literature and that my thesis has been attempted to address.

2.15.3 CHAPTER III, MICRO TARGETING AND ELECTION CAMPAIGN IN INDIA

is dedicated to discussing in depth about genesis, evolution and its various aspects, the manner it intensifies corrupt practices triggering undue influences and Indian legal framework to regulate it.

2.15.4 CHAPTER IV, MICRO TARGETING IN USA, UK AND EU'S INITIATIVES

It discusses about Micro targeting scandal of the US Presidential Election, 2016 and the UK Brexit Referendum. EUs European Democracy Action Plan to promote free and fair elections.

2.15.5 CHAPTER V, THE ANALYSIS AND INTERPRETATION OF THE DATA

In this chapter it evaluates Usage of social media among the respondents belonging to various demographic profiles, opinion towards micro-targeting in election campaigns and voting behaviour due to social media among the respondents belonging to various demographic profiles. It also explains statistical tools and techniques adopted for the study and statistical applications.

2.16.6 CHAPTER VI, THE FINDINGS, SUGGESSTIONS AND CONCLUSION

This chapter comprises findings and suggestions were drawn based on the analysis and interpretation. Conclusions have been arrived based on the critical analysis of the preceding chapters.

CONCLUSION

Considering the aforementioned approach, the researcher has made this original and modest attempt, with the hope of uncovering more. A new adventure has begun.

CHAPTER III

MICROTARGETING AND ELECTION CAMPAIGN IN INDIA

3.1 INTRODUCTION:

In this chapter we are discussing about tremendous changes in Indian election campaigns in tune with the information technology development and the Cambridge Analytica's presence in Indian election campaigns.

The first instance use of technology in election campaign could be the automated call and using recorded voice of then Prime Minister in the telephone in the 2004 Parliament election campaign. When there were four percent internet presence parties started using party ringtones, and party and its leaders' images as screen savers were methods for campaigning apart from sending SMS (short messages).

The Political parties in India were largely inspired by the technology as they seen its influence in the former U.S. President Barack Obama's campaign as well Arab spring¹ and began to adopt the social media and technology together in the 2014 Parliament election and it has been depicted as social media election. The hologram technology was to address large election meetings and the rallies during the said election. WhatsApp was extensively used for the first time as the medium for campaign. Political parties and leaders have started having account and actively began use the Twitter, Facebook and YouTube for election campaign widely and comprehensively. The increased use of smart phone and accessibility of internet have made the political parties to rely mainly on the technology-based campaign and they have started concentrating on the internet based and information technology-based campaigns and parties are having constant separate technology, social media wings in their parties apart engaging social media consultants during elections.²

When so much of revolution was happening in the election campaigns methods and the election campaigns naturally started focusing on the small segments or groups directly as the communication channels have changed as the parties or leader or candidates could directly send audio and video messages using any social media platform of the individual electorate.

¹"Arab Spring: The First Smartphone Revolution - The Economic Times" (The Economic Times) <<https://economictimes.indiatimes.com/news/international/saudi-arabia/arab-spring-the-first-smartphone-revolution/articleshow/79487524.cms?from=mdr>> accessed September 26, 2022

²Writer S, "Campaigners Take Local Tack on Cellphones | Mint" (mint, April 26, 2009) <<https://www.livemint.com/Politics/28WSR1Z2mKVqGKmm1M8zSL/Campaigners-take-local-tack-on-cellphones.html>> accessed September 26, 2022

Therefore, the data of the individual and their opinions plays a vital role for technology and social issues-based election campaigns that steers the electorates either side of the decision making and some time it may polarize the electorates as written by Cass R. Sunstein and the European Parliamentary Research Services in their research articles.³

Therefore, in the first part of this chapter computer technology used in the social media and web sites and web engines are discussed in brief to appreciate the intricacies micro targeting in election campaigns. In the later part of this chapter the Cambridge Analytica controversy in Indian election campaigns has been analyzed.

3.2 ARTIFICIAL INTELLIGENCE

The rise of digital media eco system with internet search engines, social media networks and web-based news outlets grapple for our collective attention and dramatically revolutionized the way an average human consume the information. Before we move to digital media it is better to understand two key factors i.e., traditional media which is largely dominated by print, television, and radio news. They push content to very large and broad audiences. The political ads disseminated through traditional media outlet necessarily receive tremendous public scrutiny and had to follow mandatory rules. Whereas in digital media advertisers curate the content predicted to be the most relevant to specific groups of people (also known as filter bubble) and large, homogenous audiences typically do not see the same advertisements.⁴

Humans can think rationally and abstractly and derive a useful action from such thought is called intelligence. Researchers, Scientists are striving to create machine intelligence also known as artificial intelligence that emulates the human thinking process that is known as Artificial General Intelligence (AGI). In their continuous efforts to create AGI, researchers are successful in achieving Artificial Narrow Intelligence (ANI) and many related and associated tools or subsets of it. It is not having human-level general intelligence but capable of performing single trained task or function that a human can. AI is a science, maths and engineering mainly based on the probability, calculus, statistics, and other computing methods. General understanding about today's ANI and its tools are as follows:

³Kumar A, "With The Use Of Tech, Political Parties Have Transformed India's Elections" (*Youth Ki Awaaz*, December 15, 2021) <<https://www.youthkiawaaz.com/2021/12/technology-india-politics-elections-modi-vajpayee-bjp-congress/>> accessed September 26, 2022

⁴Harper R, "The Social Media Revolution: Exploring the Impact on Journalism and News Media Organizations." (2010) Vol.2 No.03 *Inquiries Journal* <<http://www.inquiriesjournal.com/articles/202/the-social-media-revolution-exploring-the-impact-on-journalism-and-news-media-organizations>>

3.3 ARTIFICIAL NARROW INTELLIGENCE (ANI)

Artificial Narrow Intelligence (ANI), it is also known as Machine Intelligence, it can recognize patterns, connect, learn rules and apply them. It is difficult to define AI but in simple words, however, it is a piece of software striving to emulate or demonstrate functions and tasks that is being done by humans applying intelligence and perception. There are many ANI based applications in our daily use for example web search queries, music playlist recommendation, spam filters, machine translation, space recognition, voice recognition content and video suggestions, etc. Each performs a single function. This AI enabled applications surpass human in its trained task. They can neither perform another task in which is not trained for nor transfer its knowledge to another function or task. It is precise, effective, faster, and economical for repetitive task. Artificial intelligence-based technology has changed the rudiments of election campaign communication.

3.4 MACHINE LEARNING

Machine Learning (ML) is a subset or tool of AI. In simple words, automating and improving the learning process of computers based on their experiences without being explicitly programmed.⁵ In this approach general structure is created called “a model” and trained by providing it with many examples. It is called supervised learning because examples are labelled manually and the desired output by the programmers. It needs huge data to learn, therefore, relevant, large, structured data is vital for machine learning. Online advertisements, spam filters, visual inspection, fraud detection in a bank transaction, search engine, weather prediction etc are good examples for it.

3.5 ARTIFICIAL NEURAL NETWORKS (ANN)

It is a subfield of artificial intelligence and a specialised type of machine learning. It is a specialised machine learning algorithm that mimics the functioning of human neurons by using this model. It learns from a significant amount of data, much like how we learn from experience. The deep learning algorithm would repeatedly perform tasks, and with each iteration, it would become more proficient at categorising or classifying unlabelled images based on the knowledge it gained from the examples. It is highly useful for weather

⁵ “An Introduction to Machine Learning” (Monkey Learn) <[https://monkeylearn.com/machine-learning/text=Machine%20learning%20\(ML\)%20is%20a,time%2C%20without%20being%20explicitly%20programmed.](https://monkeylearn.com/machine-learning/text=Machine%20learning%20(ML)%20is%20a,time%2C%20without%20being%20explicitly%20programmed.)> accessed September 24, 2022

forecasting, content recommendations, computer vision, natural language processing, text recognition, etc. Deep learning algorithm is learning from the input data and find useful patterns otherwise it takes lot of time and effort for human to accomplish the said task.⁶

3.6 REINFORCEMENT LEARNING

It is another subset of machine learning with a specialised focus. This is useful when there are no or few available data. This model enables an agent to learn in an interactive environment through trial and error and the use of feedback from its own actions and experiences. Agents are given a list of tasks to complete and a target or reward to pursue. Poker, Go, chess, etc. are examples of it.

3.7 NATURAL LANGUAGE PROCESSING AND CHATBOT

It is a computer programme that enables people to interact with technology using a variety of input methods, such as text, voice, gesture, and touch. It is a They have been utilized in various capacities to enhance the customer experiences and business operations. Among other names, they go by the names conversational AI bots, AI chatbots, and AI Assistants. They also possess different levels of intelligence. In the text-only chatbots It is possible to use text or voice. Natural Language Understanding helps to understand what the user said using both general and domain-specific language objects such as lexicons, synonyms, and themes. The chatbot then evaluates the user's input using a variety of natural language principles, considers the best response, and replies to them.⁷

There are two main types of Chatbots: i) linguistic (Rule based); ii) machine learning (AI based); and iii) Hybrid model. Linguistic or Rule based Chatbots use if/then logic to create conversational flows. This purely linguistic model is rigid and slow to develop. We use or interact with such type of bots either on a live chat or through an e-commerce website, face book messenger. AI Chatbots is more complex and they tend to be more conversational, data driven and predictive. It learns from patterns and practices. Over time it becomes more personalised as it learns from the interaction. Hybrid model chatbots offers the ability to deliver more complex conversational AI chatbot solutions. It uses best of linguistic and machine learning based chatbots. Siri, Alexa, google Assistant, Cortana, IBM Watson are

⁶“What Is Machine Learning and Why Is It Important?” (SearchEnterpriseAI, March 1, 2021) <<https://www.techtarget.com/searchenterpriseai/definition/machine-learning-ML>> accessed September 24, 2022

⁷“Chatbots: The Definitive Guide” (Conversational AI Platform for Enterprise - Teneo | Artificial Solutions, August 29, 2022) <<https://www.artificialsolutions.com/chatbots#text=A%20chatbot%20is%20a%20computer,touch%2C%2024%2F7%20365>> accessed September 24, 2022

few examples of advanced chatbots. NLP assistants are available so many regional languages of India.

3.8 DATA SCIENCE

It is a group of tools that spans deep learning, neural networks, machine learning, and artificial intelligence. It extracts knowledge and insights from connections in massive amounts of data that are inconceivable. It aids in making decisions or enhances, summarises, or draws conclusions.

Data analysis is used to analyse patterns and relationships in given datasets in business to better understand customers and provide effective goods and services. Microtargeting uses demographic data about people's preferences, interests, likes, dislikes, spending patterns, and consumption habits to segment people and make impressive campaign or marketing content relevant to the individual voter. Data is being collected by using cookies for better service but has also been used for targeted content or advertisements, which are mostly used in an unregulated manner.

3.9 MICRO TARGETING WORKS IN THE FOLLOWING MODEL

It gets people to pay attention by including things like news feeds and push notifications in their messaging apps. It uses those online services to gather as much information as possible about its users. Designing algorithms to ascertain what a user is most likely to read, watch, click, and share, and then disseminating relevant advertisements and notifications throughout that content.

The political communicators derive information from our digital footprints, public data from the official websites. Based on information obtained Micro-targeted contents are curated and disseminating it over the social media can also command organic shares and re-shares of content pushed by unpaid users. This is the concept of viral spread of unpaid or organic content. It encourages the misinformation campaign.⁸

3.10 ARTIFICIAL INTELLIGENCE AND SOCIAL MEDIA

Election campaigns and other forms of political communication now incorporate social media. It gives personalization of politics a fresh impetus. According to their theory, social

⁸Netexplo (France)UNESCO., Human Learning in the Digital Era (UNESCO Publishing 2019) <https://www.google.co.in/books/edition/Human_learning_in_the_digital_era/kKOWDwAAQBAJ?hl=en&gbpv=0>

media "add to processes of personalization as a result of their design, affordances, interplay with other media, and opportunities for creating intimate relations with voters." They contend that social media platforms like Facebook and Twitter focus more on the individual politician than the political party, broadening the political field for more individualised campaigning. Social media should be examined in the context of how politics has become increasingly personified, including in the party-centred system.

By training the machine with user data, Facebook uses deep neural networks to decide which advertisements to show to which users. To cut down on labour-intensive activities, this work is delegated to machines. To highlight the most pertinent tweets for each user, Twitter also uses deep learning AI tools to decide what tweet recommendations to suggest on users' timelines.

3.11 SOCIAL BOTS AND ELECTION CAMPAIGN

Artificial Intelligent bots prominently known as social bots are programmed to mimic natural human interactions. In social Media it is used to create its own accounts, contents and to disseminate it such as to share, like, comment, follow, and unfollow on social media platforms. It is difficult, in general, to differentiate between the social bots and human interaction as it is a combination of a human and a bot. It can be either bot-assisted humans or human-assisted bots. It easier to spread fake news, as it blends automated activity with human input.⁹

Artificial intelligence aided election campaign communication using bots have changed the rudiments behind the journalist uncontrolled election campaign channel, the actors of the communication have slipped from debates of policies and facts and engaged into discussions largely framed on appeals to emotion. This diverts talking points to be away from facts and policies. The political parties indirectly engage and encourage it to win over the elections.

During the 2016 US presidential election, bots were utilised in a disgraceful manner. To influence voter behaviour simultaneously to discredit Hillary and support Trump in the election, the Russian military intelligence agency was behind hackers who gained access to public domain information and employed hundreds of Russians to create propaganda messages on Twitter under a false identity to create a mass illusion of the army of Trump supporters, a significant portion of the Twitter tr. As part of its Computational Propaganda

⁹OnurVarol, Clayton Davis, FilippoMenczer, Alessandro Flammini EF, "The Rise of Social Bots" (The Rise of Social Bots | July 2016 | Communications of the ACM) <<https://cacm.acm.org/magazines/2016/7/204021-the-rise-of-social-bots/fulltext>> accessed September 24, 2022

programme, the Oxford Internet Institute hypothesises that the 2016 election-related ailment was caused by "botnets," which are automated billing networks. Reports indicate that 22.9% of Trump content authors are computationally generated by the political "bot" in order to distribute the manipulated content on the internet. According to the Pew Research Centre, a majority of Americans at least occasionally receive news from social media. Because of algorithms on social media which filter and display news content which are likely to match their users' political preferences, a potential impact of receiving news from social media includes an increase in political polarization due to selective exposure.¹⁰

3.12 SOCIAL MEDIA DATA MINING

It is the process of obtaining big data from user-generated content on social media sites and mobile apps to extract patterns, draw conclusions about users, and act based on the information, typically for the purpose of advertising to users or conducting research. These patterns and trends are of interest to businesses, governments, and non-profits because they can be used to inform strategic planning and the introduction of new products, services, or processes. Additionally, they can use them to run election campaigns. The Cambridge Analytica scandal during the 2016 US presidential election is the most horrific example.¹¹ Incidentally India also survived one of such scandal during that period.

3.13 CAMBRIDGE ANALYTICA AND INDIAN ELECTIONS

Christopher Wylie, former director of research and who turned whistle blower of Cambridge Analytica tweeted documents which suggested that between 2003 and 2012, in India, the parent company of Cambridge Analytica, the Strategic Communications Laboratories (SCL), led behavioural research for polling for minimum six states including of 2009 national election. However, It was not apparent from the said documents whether it used the data acquired through Facebook or the company misappropriated private data.¹²

The SCL worked in India through a private company Strategic Communication Laboratories Private Limited, it claimed on its website that it worked in Bihar Assembly Election in

¹⁰ "Attitudes toward Algorithms Used on Social Media | Pew Research Center" (Pew Research Center: Internet, Science & Tech, November 16, 2018) <<https://www.pewresearch.org/internet/2018/11/16/algorithms-in-action-the-content-people-see-on-social-media/>> accessed September 24, 2022

¹¹Kawaljeet Kaur Kapoor and KuttimaniTamilmani, "Advances in Social Media Research: Past, Present and Future. Sp" (2017) Springer <<https://link.springer.com/article/10.1007/s10796-017-9810-y#citeas>>

¹²[https://www.washingtonpost.com/world/asia_pacific/whistleblower-claims-cambridge-analyticas-partners-in-india-worked-on-elections-raising-privacy-fears/\(2018 March 28\)116](https://www.washingtonpost.com/world/asia_pacific/whistleblower-claims-cambridge-analyticas-partners-in-india-worked-on-elections-raising-privacy-fears/(2018%20March%2028)116), last accessed on <24, June, 2022>

2010.¹³ The company was registered at Registrar of Companies at Kanpur and having its registered office at Indrapuram, NCR, Delhi. It had four directors, Amrish Kumar Tyagi and Avneesh Kumar Rai and two British Nationals who were co-founders of SCL, UK.¹⁴ Amrish Tyagi was running the firm Ovleno Business Intelligence, which was then started working with Cambridge Analytica in India. Avneesh Kumar Rai, an election consultant, since 1984.

Rai was working as an election consultant for local leader in Uttar Pradesh in 2009 Parliament election, but that local leader unexpectedly lost the election. That led him to get contacts of the election head of SCL, UK. The election head helped Rai through conducting video interview in the constituency and analysed with their facial expressions and found the reasons for the defeat. The impressed Rai decided to work more in India along with the said team.

Rai said that he was working with few candidates in Bihar elections, in 2010. During that period, the UK team proposed to develop the strategy to create a database for 28 seats, with an intention to sell them to the interested parties and politicians for then forthcoming Lok Sabha elections, 2014, which was then four years away. Rai proposed to create a mobile app to make the database effortlessly open to clients. Rai claimed that the SCL team never went to Bihar, nor did any work in the Bihar elections and he worked in his individual capacity with around 27 candidates from different parties.

The Indian arm of SCL, started marketing their product and services political clients in India. He agreed that they met leaders of both the National Parties, but the SCL selected to work with the Ruling party for obvious reasons. They started working by collecting data through field survey and fed in the mobile App. They came with new Smart phone and App from America.

An Indian American of Gujarati origin came down to oversee the project and she said she was from client side who was an Indian businessman in the United States and wanted to see that the Congress was defeated. A disagreement emerged between Rai and SCL UK counterpart regarding Indian's data storage. UK counterpart chose that Indian data ought to be put on in their server only.

¹³Vij S, "The inside Story of What Cambridge Analytica Actually Did in India" (ThePrint, March 27, 2018) <https://theprint.in/politics/exclusive-inside-story-cambridge-analytica-actually-india/44012/> last accessed September 24, 2022

¹⁴ "Strategic Communication Laboratories Private Limited - Company, Directors and Contact Details |ZaubaCorp"<<https://www.zaubacorp.com/company/Strategic-Communication-Laboratoriesprivate-Limited/U74120up2011ptc047467>>accessed September 24, 2022

It triggered an uproar in India, the then government formally asked both Cambridge Analytica and Facebook whether Indian citizens' personal data had been bargained and utilized to influence the outcome of the parliament elections, 2014.

The Facebook had initially admitted that possibly about 5.62 lakhs of Indians data would have been breached or affected. However, Cambridge Analytica claimed that it did not have any Facebook data of Indians.¹⁵

Rai, in an interview to Washington Post said that “the SCL, UK never did any work in any election in India as far as he knows.” He further added that “he who co-founded SCL India in 2011 along with Cambridge Analytica's now suspended director Alexander Nix and two others, said that their business venture in India never took off and that SCL had made false claims about their India operations to win business contracts”.¹⁶

In July 2018, the then IT Minister, Ravi Shankar Prasad told in Parliament that a CBI investigation will be done in the case. Global Science Research Limited was also charged for using the data to allegedly influence elections in India. However, both the National parties were mudslinging on each other on the issue.¹⁷ However, India survived the scam.

¹⁵“Data Leak: India to Continue Probe despite Cambridge Analytica Closure - Times of India” (The Times of India) <<https://timesofindia.indiatimes.com/business/india-business/data-leak-india-to-continue-probe-despite-cambridge-analytica-closure/articleshow/64017457.cms>> accessed September 24, 2022

¹⁶ Doshi V and Gowen A, “Whistleblower Claims Cambridge Analytica's Partners in India Worked on Elections, Raising Privacy Fears - The Washington Post” (Washington Post, March 28, 2018) accessed September 24, 2022

¹⁷ Press Trust of India and B., “CBI Registers Case against Cambridge Analytica for Illegal Data Harvesting | Business Standard News” (CBI registers case against Cambridge Analytica for illegal data harvesting, January 22, 2021) <https://www.business-standard.com/article/current-affairs/cbi-registers-case-against-cambridge-analytica-for-illegal-data-harvesting-121012200396_1.html> accessed September 24, 2022

CHAPTER IV

MICRO TARGETING –THE UNITED STATES, UNITED KINGDOM AND EUROPEAN’S INITIATIVES

4.1 INTRODUCTION – CAMBRIDGE ANALYTICA AND MICRO TARGETING

The social media website from where Cambridge Analytica stole the information of millions of identified individuals were both in the news in early 2018 for wrong reasons. Cambridge Analytica is a data analytics corporation located in the United Kingdom that attempted to influence prospective electorates through its digital electioneering run by merging information from different resources, including internet data. It acquired and used the information of the identified individuals for political reasons and presidential election campaigns. This incident precipitated consumers to seek strong rules for the use of user data by internet corporations. According to the charges, the company retrieved the data through a quiz known as "This Is Your Digital Life" nearly 300,000 individuals participated in it and the software unlawfully collected total data around 87 million including participants and their friend's data covertly. The data was subsequently used for targeted political campaigns in the year 2015 as well as in the year 2016 for US Electoral Candidate Ted Cruz and Donald Trump,¹2016. It also worked in the same way in the UK's Brexit referendum² and 2018 General Elections of Mexico for Institutional Revolutionary Party. The company has rejected the charges by noting that it commissioned Global Science Research (GSR) to conduct an extensive study. The company later declared that the information received from the Global Science Research complies with the United Kingdom's "Data Protection Act" and data has been obtained with the users' permission in advance.

4.2 CASE SUMMARY

CA's parent organisation, Strategic Communication Laboratories, was a private British behavioural and strategic research communication corporation. In the United States and other countries, SCL generated public scandal, primarily over its subsidiary CA, by acquiring data

¹H Davies, "Ted Cruz Campaign Using Firm That Harvested Data on Millions of Unwitting Facebook Users" (the Guardian, December 11, 2015) <<https://web.archive.org/web/20160216175150/http://www.theguardian.com/us-news/2015/dec/11/senator-ted-cruz-president-campaign-facebook-user-data>> accessed on September 24, 2022.

²Izabella Kaminska, "Cambridge Analytica Probe Finds No Evidence It Misused Data to Influence Brexit" (Financial Times, January 2021) <<https://www.ft.com/content/aa235c45-76fb-46fd-83da-0bdf0946de2d>> accessed September 24, 2022.

through analyzing of the data base on its public data base with the assistance of Aleksandr Kogan a data miner who was asked to develop an application titled "This is your digital life" and an examination on the psychographic patterns he obtained from the users of Facebook. The information would then be aimed to influence behaviour of the users with Strategic Communication Laboratories objectives, resulting in a violation of trust between users the website.

4.3 HOW DATA LEAKED OCCURRED

Facebook announced the “Open Graph framework” an internet protocol to standardize the use of meta-data in April 2010 even for third party applications, allowing online application builders to seek access to users' personal information. If allowed, these applications may access the user's friends' personal information. Within five weeks following the release of Open Graph, Facebook released version 1.0 of the Open Graph API for developers. Through these applications, app makers gained access to users' personal information and constructed their psychological profile. Following the establishment of a psychological profile, the app encouraged users to answer profile-specific questions. An estimated 300,000 individuals have been compensated to take the psychological exam. The data was exposed through the quiz App, "This is your digital life," created by Cambridge University researcher Aleksandr Kogan.³ The app was delivered to Cambridge Analytica, which then organised a process of informed consent in which several hundred users supplied their permission. The design of Facebook enabled this software to gather the information of all the users' Facebook friends. This facilitated the company to collect data of millions of Facebook users. Some of the app's users allowed the app access to see their News feed, timeline, and messages⁴from that the company also generated interest, attitudes, and opinions of the users due to the information granularity including location. For a given political campaign, each profile's information indicated the style of advertising that would be most successful in convincing to attend political event at certain locality.⁵

³S Meredith, “Facebook-Cambridge Analytica: A Timeline of the Data Hijacking Scandal” (CNBC, April 10, 2018) <<https://web.archive.org/web/20181019111240/https://www.cnbc.com/2018/04/10/facebook-cambridge-analytica-a-timeline-of-the-data-hijacking-scandal.html>> accessed on September 24, 2022. Retrieved May 8, 2020.

⁴I Lapowsky and others, “Cambridge Analytica Could Also Access Private Facebook Messages | WIRED” (WIRED, May 2019) <<https://web.archive.org/web/20190530111341/https://www.wired.com/story/cambridge-analytica-private-facebook-messages/>> accessed September 24, 2022. Retrieved April 10, 2018.

⁵Sonia K Katyal, “Artificial Intelligence, Advertising, and Disinformation” (Advertising & Society Quarterly., January 10, 2020) <<https://web.archive.org/web/20201028213611/https://muse.jhu.edu/article/745987>> accessed September 24, 2022. Retrieved November 18, 2020.

4.3.1 KEY PEOPLE

Alexander Nix was the chief executive officer of “Cambridge Analytica”. Christopher Wylie the former principal analyst at “Cambridge Analytica” was the first whistle blower to expose the matter to the press. Aleksander Kogan, Cambridge University researcher, who acquired data from an app he created. Understanding how to utilise the data to achieve the stated objectives is the most important aspect of a successful data analyst. Christopher Wylie was able to do this, which he did for "Cambridge Analytica." Brittany Kaiser, who served as the director of Business Development at Cambridge Analytica and was also a whistle blower once everything was exposed. Robert Mercer contributed \$5 million to Cambridge Analytica to help support the firm. Steve Bannon, a Republican political strategist and since 2012, he was serving as Mercer's adviser on political front, he conceived the plan which led the win of Donald Trump in 2016 election.⁶ Bannon was also the vice president of “Cambridge Analytica” and teamed up with Wylie and Mercer.⁷

Mark Zuckerberg, the CEO of Facebook. As Facebook was used to acquire the data and to disseminate targeted political advertisements, he was subject to a great deal of criticism. The Federal Trade Commission imposed penalty of 5\$ billion on Facebook for misleading customers and failing to safeguard its users' data privacy rights.⁸

Paul-Olivier Dehaye, mathematician who specialises in exploring information collection methods and Carole Cadwalladr, journalist have reported the issue. One of the reporters Paul-Olivier Dehaye, his curiosity was piqued by “Cambridge Analytica's” work on the election campaign of Ted Cruz.⁹ His most important takeaway is the question, "How do you make unseen rights visible?"¹⁰ In a similar manner, Carole Cadwalladr originally investigated “Strategic Communication Laboratories” and “Cambridge Analytica's participation with the Brexit Campaign and Leave European Union movement.

⁶ “FTC Imposes \$5 Billion Penalty and Sweeping New Privacy Restrictions on Facebook” (Federal Trade Commission, January 2022) <<https://www.ftc.gov/news-events/news/press-releases/2019/07/ftc-imposes-5-billion-penalty-sweeping-new-privacy-restrictions-facebook>> accessed September 25, 2022.

⁷D Smith, “Weapons of Micro Destruction: How Our ‘Likes’ Hijacked Democracy | by Dave Smith | Towards Data Science” (*Towards data Science*, October 27, 2018) <<https://towardsdatascience.com/weapons-of-micro-destruction-how-our-likes-hijacked-democracy-c9ab6fcd3d02>> accessed September 24, 2022.

⁸“FTC Imposes \$5 Billion Penalty and Sweeping New Privacy Restrictions on Facebook | Federal Trade Commission” (*Federal Trade Commission*, July 24, 2019) <<https://www.ftc.gov/news-events/news/press-releases/2019/07/ftc-imposes-5-billion-penalty-sweeping-new-privacy-restrictions-facebook>> accessed September 24, 2022.

⁹ “What Did Cambridge Analytica Do During The 2016 Election?” (NPR, March 2018) <<https://www.npr.org/2018/03/20/595338116/what-did-cambridge-analytica-do-during-the-2016-election>> accessed September 25, 2022.

¹⁰Karim Amer and Noujaim Jehane, “Netflix Documentary The Great Hack Turns the Cambridge Analytica Scandal into High Drama” (The Verge, July 2019) <<https://www.theverge.com/2019/1/30/18200049/the-great-hack-cambridge-analytica-netflix-documentary-film-review-sundance-2019>> accessed September 24, 2022.

4.3.2 METHOD USED TO COLLECT DATA

The first phase was a survey conducted by Aleksandr Kogan. He devised a 120-question questionnaire "intended to probe personality".¹¹ The company had access to the quiz's findings, and also constructed the app to allow users to sign in using their Facebook accounts. This gave them access to the said social networking user ID codes, which contained personal data such as the user's demographic details as well geolocation, hobbies, and friends list. Facebook let Kogan to collect this information for academic study and was not permitted to share the data with anyone, which he did with "Cambridge Analytica".

The websites believes that all "user's data privacy rights" are stated in the terms and conditions, which most of the users, do not cast an eye before clicking "accept." Consequently, the privacy rights are legally divulged. In addition, the website's agreement with parties not directly involved in the applications may expose the friends list of the users and the obtain of their personal information also.¹² There are terms and conditions inside the third-party app that the corporation, in this instance Facebook, must comply to. During their app evaluation, Facebook reportedly "failed to read all of GSR's app's terms and conditions." Kogan has said that he did not go through the websites policy on developing any application, which prohibited him from passing the personal information that is on the website to "Cambridge Analytica", notwithstanding GSR's own rules. Most data privacy rights are described in the terms and conditions, but customers and top firms alike fail to read them completely, causing contentious issues like this to arise."consent was the foundation of this scandal."¹³

Since "Cambridge Analytica" "combines predictive data analytics, behavioural patterns, and reducing advertising technologies¹⁴ they may create customised, microtargeted political advertisements. Microtargeting is described as "when the target audience is very limited to a

¹¹Dave Smith, "Weapons of Micro Destruction: How Our 'Likes' Hijacked Democracy" (Medium, October 2018) <<https://towardsdatascience.com/weapons-of-micro-destruction-how-our-likes-hijacked-democracy-c9ab6fcd3d02>> accessed September 25, 2022.

¹² Rahul Rathi, "Effect of Cambridge Analytica's Facebook Ads on the 2016 US Presidential Election" (Medium, January 2019) <<https://towardsdatascience.com/effect-of-cambridge-analyticas-facebook-ads-on-the-2016-us-presidential-election-dacb5462155d>> accessed September 25, 2022.

¹³ Dave Smith, "Weapons of Micro Destruction: How Our 'Likes' Hijacked Democracy" (Medium, October 2018) <<https://towardsdatascience.com/weapons-of-micro-destruction-how-our-likes-hijacked-democracy-c9ab6fcd3d02>> accessed September 25, 2022.

¹⁴ Rahul Rathi, "Effect of Cambridge Analytica's Facebook Ads on the 2016 US Presidential Election" (Medium, January 2019) <<https://towardsdatascience.com/effect-of-cambridge-analyticas-facebook-ads-on-the-2016-us-presidential-election-dacb5462155d>> accessed September 25, 2022.

small number of persons who share a very particular characteristic."¹⁵ From their personality scorecard based on the OCEAN personality characteristics, it is evident that Cambridge Analytica used this method. There is much dispute on the efficiency and efficacy of machine learning regression models.

The databases include detailed information on a particular voter (affiliation with a political party, voting frequency, contributions, volunteers, etc.), in addition to other behaviours and routines accessible through commercial data brokers. Adding the OCEAN (“openness”, “conscientiousness”, “extraversion”, “agreeableness”, and “neuroticism”) psychological profile examination to other private and public set of information, “Cambridge Analytica” have learned to "micro-target" individual electorates with communications that are most likely to control their behaviour.¹⁶

The OCEAN model is a well-known psychological framework, The five personality traits of OCEAN model are:

- Openness to experience (inventive/curious vs. consistent/cautious)
- Conscientiousness (efficient/organized vs. easy-going/careless)
- Extraversion (outgoing/energetic vs. solitary/reserved)
- Agreeableness (friendly/compassionate vs. challenging/detached)
- Neuroticism (sensitive/nervous vs. secure/confident)

4.4 MICRO-TARGETING

Microtargeting, which is used by political outfits for their election campaigns, entails direct data mining methods using predictive market segmentation. Republican and Democratic political parties in the United States, and the electoral contender, utilise it to follow voters and discover prospective individual who can support them.

These political parties use emails, telephone calls, door to door campaign, TV, radio, digital ads, and text messaging, to connect with electors. They develop slogans to assist them in contributing, campaigning for events, to donate, and lastly to encourage people to vote on the day of election. “Microtargeting” relies on sending a customised communication to a segment of voters based on specific facts about that subgroup. However, this method's usefulness has not yet been shown.

¹⁵Oana Barbu, “Advertising, Microtargeting and Social Media” (Procedia - Social and Behavioral Sciences, December 2014) <<https://www.sciencedirect.com/science/article/pii/S187704281406385X?via%3Dihub>> accessed September 25, 2022.

¹⁶J Isaak and MJ Hanna, “User Data Privacy: Facebook, Cambridge Analytica, and Privacy Protection” (2018) 51 Computer 56 <<http://dx.doi.org/10.1109/mc.2018.3191268>>. accessed on September 25, 2022

4.4.1 METHOD OF MICRO TARGETING

Micro-targeting is a sort of targeting that utilises current technology advances to collect vast quantities of web data. Individuals' digital footprints are analysed to build and transmit messages that represent their likes and personalities.¹⁷ Such computerized information is used to precisely forecast the behaviour patterns or emotions of a big class of individuals, according to research. "Micro-targeting" is a variation of a marketing technique. It is not possible without a massive, sophisticated databases containing information on a huge data base of electorates.

Micro-targeting is essentially the prediction of psychological profiles based on social media behaviour and the use of this information to approach various personality types with personalised advertisements. Micro-targeting is used not just in politics, but also in marketing and customer relationship management (CRM).

This information is a "product" that is sold to interested businesses. In a "Geographic Information System" (GIS), where the tendency based on geolocation may be plotted alongside other variables, these data are very enlightening. This geolocation representation makes it easier for supporters to visit prospective electorates lists.

The datasets are then studied and exploited to determine which topics are most important to each voter and which party they are most likely to associate with. As revealed by the Chief of "Cambridge Analytica", their primary goal was to find individuals who might be persuaded to cast their franchise for their clientele and not otherwise.¹⁸ Obviously, political knowledge is crucial, but consumer preferences may also play a role. Based on advanced computer modelling, voters are then divided into categories.

Once a variety of voting groups have been developed based on these criteria and their minute political distinctions, the proper methods may be used to send the personalised messages. There was a time when, political bloc and their contestant prepared only one manifesto for a broadcast nationwide. Nowadays, there are many types of the same communication, each with a distinct flavour for a small group of the individuals who are likely to vote. This is also true for other types of advertisements, for example direct and electronic mails, and for donation.

¹⁷Lennart J Krotzek, "Inside the Voter's Mind: The Effect of Psychometric Microtargeting on Feelings Toward and Propensity to Vote for a Candidate" (2019) International journal of communication [Online], Gale Literature Resource Center, <<https://link.gale.com/apps/doc/A610256042/LitRC?u=ucberkeley&sid=LitRC&xid=0b2d9447>>. Accessed 22 Sept. 2020.

¹⁸Ibid

4.5 US PRESIDENTIAL ELECTIONS OF 2016 AND ITS IMPACT

Although “Cambridge Analytica” says that the victory of Donald Trump demonstrates their success, it is impossible to confirm their claim. Their primary objective was for Ted Cruz to win the Republican mandates, and finally be elected as the President of the US. In spite of his gains in the state nominations he lost to Donald Trump.¹⁹ It is impossible to assess the veracity of the company’s claims on whether the information gathered, and the procedures used eventually contributed to Donald Trump's victory in US elections of 2016. Frequently, "most parties are encouraged to either distance themselves or claim credit" for completed work.²⁰ In addition, the data were allegedly purged prior to Cambridge Analytica's involvement in his campaign.²¹ David Sumpter assessed the accuracy of “Cambridge Analytica's working models using a set of information to which the public has the access. He found out that it "worked quite well” for moderate Democrats and Republicans but says nothing about the rest of the website users who did not indicate their political bonding or connections. Additionally, he discovered that "the regression model only works if a user has more than 50 'likes,' and a few hundred 'likes' are necessary for accurate predictions".²² The testimony of Alexander Nix and Aleksander Kogan confirms Sumpter's thesis on the difficulties of forecasting the personalities and political views of Facebook users based on their likes. While “data science” may not impact the result of an election or alter the fate of a contestant, "when elections are determined by razor-thin margins, technology undoubtedly plays a role."

4.6 SOCIAL MEDIA AND CAMBRIDGE ANALYTICA

¹⁹ H Davies, “Ted Cruz Campaign Using Firm That Harvested Data on Millions of Unwitting Facebook Users” (the Guardian, December 11, 2015) <<https://web.archive.org/web/20160216175150/http://www.theguardian.com/us-news/2015/dec/11/senator-ted-cruz-president-campaign-facebook-user-data>> accessed September 24, 2022.

²⁰ D Smith, “Weapons of Micro Destruction: How Our ‘Likes’ Hijacked Democracy | by Dave Smith | Towards Data Science” (Towards data Science, October 27, 2018) <<https://towardsdatascience.com/weapons-of-micro-destruction-how-our-likes-hijacked-democracy-c9ab6fcd3d02>> accessed September 24, 2022.

²¹ “FTC Imposes \$5 Billion Penalty and Sweeping New Privacy Restrictions on Facebook” (Federal Trade Commission, January 2022) <<https://www.ftc.gov/news-events/news/press-releases/2019/07/ftc-imposes-5-billion-penalty-sweeping-new-privacy-restrictions-facebook>> accessed September 25, 2022.

²² David Sumpter, Outnumbered From Facebook and Google to Fake News and Filter-Bubbles – the -algorithms That Control Our Lives Chapter 5 page 53 (Bloomsbury Sigma 2017 2021) <<https://www.bloomsburycollections.com/book/outnumbered-from-facebook-and-google-to-fake-news-and-filter-bubbles-the-algorithms-that-control-our-lives/?clearSearch>>.

Social media has not only captivated the world's attention but has also become an ingrained habit and tradition in users' everyday lives.²³ According to data from the PEW Research Center, 60 percent of the global population uses digital public media platforms on a day-to-day basis. People spend around two and a half hour on social media platform, with YouTube (73%) and Facebook (69%) being the most popular social media sites among US adults.²⁴ Facebook and Instagram provide users with the chance to interact and share their interests and information, while ensuring their anonymity.²⁵ The characteristics of social media – user-generated content, communication patterns, a medium for storing information, a medium for entertainment, social learning, and instant messaging – have not only made social media a necessity in the information age, but also a crucial factor in fostering a culture of socialisation.²⁶

Nissenbaum argues that social context-specific rules control social network engagement. Social networking services have enabled individuals to freely express themselves via the exchange of links, the publishing of information and views on problems, pictures, photographs, music, and videos, and the uploading of images, photos, and music.²⁷ According to Plaisance, our usage of social media has tragically warped human connection, as we have grown less sensitive to the sentiments and emotions of others. He adds that digital communication can pose very serious dangers, such as privacy invasion, misinformation and deception, vigilantism, cyber-attacks, and even a distortion of our worldview; this is primarily a result of the paradoxical power we assume such communication gives us, namely control and immediacy.²⁸ Kumar, Saravanakumar, and Deepa argue that despite the fact that social media has enabled the sharing of information, education, and entertainment content such as photos, videos, music, assignments, and an online survey, such opportunities pose a

²³Debatin Bernhard, “Ethics, Privacy, and Self-Restraint in Social Networking” (2011) *Privacy Online* 2011 <<https://www.semanticscholar.org/paper/Ethics%2C-Privacy%2C-and-Self-Restraint-in-Social-Debatin/b91b32876c80e55c5e9d9971db05ab59e93c774c>>. accessed on 23 October 2020

²⁴ Andrew Perrin and Monica Anderson, “Share of U.S. Adults Using Social Media, Including Facebook, Is Mostly Unchanged since 2018” (Pew Research Center, April 2021) <<https://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/>> accessed September 25, 2022.

²⁵ Senthil Kumar N, Saravanakumar K and Deepa K, “On Privacy and Security in Social Media – A Comprehensive Study” (1970) 78 *CyberLeninka* 114 <<https://cyberleninka.org/article/n/873841>>. Accessed on September 25, 2022

²⁶ Alladi Venkatesh, “Social Media, Digital Self, and Privacy: A Socio-Analytical Perspective of the Consumer as the Digital Avatar” (2016) Vol 1 No. 3 *Journal of the Association for Consumer Research* 378 <<https://www.journals.uchicago.edu/doi/abs/10.1086/686914?af=R&>>. Accessed on September 25, 2022

²⁷Helen Nissenbaum, *Privacy in Context Technology, Policy, and the Integrity of Social Life* (Stanford University Press 2009) <https://crypto.stanford.edu/portia/papers/privacy_in_context.pdf>.

²⁸ Patrick Lee Plaisance, “Chapter 9: Privacy” [2014] *Media Ethics: Key Principles for Responsible Practice* <<https://sk.sagepub.com/books/media-ethics-key-principles-for-responsible-practice-second-edition/i674.xml>>.

threat or danger on issues such as breach of information disclosure, prediction of user behaviour, privacy glitches and concerns.²⁹ And Turculet argues that the unmatched and exponential growth of social media coupled with the mass exodus of user interest has necessitated an investigation into users' ethical behaviour and the responsibility of site administrators such as Facebook.

Concerning the “Cambridge Analytica” Facebook scandal, two authors note that after the 2013 “Cambridge's Psychometrics Centre” OCEAN (“openness”, “conscientiousness”, “extraversion”, “agreeableness”, and “neuroticism”) test on the website users, another study was conducted by the “Global Science Research” (GSR) in which a behavioural quiz was administered on Amazon's Mechanical Turk to determine the parameters required to develop the OCEAN profile. About 350,000 Facebook users signed up to participate and were compensated for doing so; their involvement gave Alexander Kogan access to their Facebook accounts, which eventually granted him access to the data of their friends.³⁰

According to Ward, the “Cambridge Analytica” OCEAN attributes test generates a large volume of data not only about a person's demographic and geographic information such as age, race, income, residence, and ethnicity, but also psychographic information such as their purchasing habits, ideological and political preferences, and even their hobbies.³¹ The OCEAN survey results will then recommend to CA the degrees of persuasion, values, and motivators, and CA will construct geographic, demographic, personality, and psychographic data points. In preparation for the 2016 general election, CA classified Americans depending on their candidate preferences and propensity to vote. It categorised these groups according to gun control, immigration, and economic problems. Lastly, it provided behaviourally micro-targeted communications to individuals within those audiences, messages that were matched to their psychographic profile and persuasive propensities.

Tiso adds that social media platforms such as Facebook and Google operate within the confines of surveillance capitalism, through which they seek to interpret the social behaviour of users in order to predict their purchasing habits so that they can sell to advertisers, who can then target consumers' needs more precisely. "The aim is to display you an advertisement for a vehicle or a pair of pants exactly when you are deciding which car or pair of jeans to

²⁹ Senthil Kumar N, Saravanakumar K and Deepa K, “On Privacy and Security in Social Media – A Comprehensive Study” (1970) 78 *CyberLeninka* 114 <<https://cyberleninka.org/article/n/873841>>.

³⁰ Jim Isaak and MinaJ Hanna, *User Data Privacy: Facebook, Cambridge Analytica, and Privacy Protection*, vol 51, no. 8 (IEEE 2018) 56 <<https://ieeexplore.ieee.org/document/8436400>>.

³¹ Ken Ward, “Social Networks, the 2016 US Presidential Election, and Kantian Ethics: Applying the Categorical Imperative to Cambridge Analytica’s Behavioral Microtargeting” (2018) 33:3 *Journal of Media Ethics* 133 <<https://www.tandfonline.com/doi/abs/10.1080/23736992.2018.1477047>>.

purchase." These platforms, according to Manokha, take the data component of their operations very seriously. Facebook has more than 2 billion active users, and this network collects vast quantities of information on their travel history, hobbies, preferences, beliefs, and routines, among other things. These are platforms that profit off individuals' data. Capitalism in the twenty-first century is characterised by the growing significance of platform capital. This platform requires data as a marketable commodity to become a platform capital. Fuchs says that society must reconsider conceptions of privacy that safeguard questionable concealed capitalist interests and socioeconomic inequalities.³²

Facebook offers a platform for micro-targeting, and state of art information processing technologies exist that enable the combining and inference processing of data in the manner alleged by "Cambridge Analytica".³³ The way "Cambridge Analytica" collected personal information and then used it for political and commercial reasons was a blatant breach of human privacy and autonomy. For instance, the actions of Cambridge Analytica harmed individual autonomy since participants in the OCEAN survey were not adequately informed of how their data would be utilised, and the process lacked public transparency.

Similar to Cambridge Analytica, Facebook offers computational marketing. They have designed self-fulfilling prophecy computational marketing and developed a new data-driven method to support it. This Facebook and Cambridge Analytica crisis will not only serve as a reminder of its impact on the 2016 US presidential election, but it might also serve as a deterrent for academics who collected data from social media platforms using API-based research. Extremely high risk is associated with API-based research, which is a computational digital sociology and social sciences technique that extracts records from databases offered by web platforms through an application programme interface. The so-called 'big data' from California is of dubious quality, origin, and perhaps immoral collecting.³⁴

"Whether they know it or not, everyone who has used the Internet has left digital footprints that can be identified by data mining corporations and used to construct purchase profiles,

³² C Fuchs, "The Political Economy of Privacy on Facebook" (2012) Vol. 13 Issue 2 SAGE Journals 139 <<https://journals.sagepub.com/doi/abs/10.1177/1527476411415699>>.

³³ Ken Ward, "Social Networks, the 2016 US Presidential Election, and Kantian Ethics: Applying the Categorical Imperative to Cambridge Analytica's Behavioral Microtargeting" (2018) 33:3 Journal of Media Ethics 133 <<https://www.tandfonline.com/doi/abs/10.1080/23736992.2018.1477047>>.

³⁴ Tommaso Venturini and Richard Rogers, "API-Based Research" or How Can Digital Sociology and Journalism Studies Learn from the Facebook and Cambridge Analytica Data Breach" (2019) 7:4 Digital Journalism 532 <<https://www.tandfonline.com/doi/abs/10.1080/21670811.2019.1591927>>.

medical summaries, and political pitches."³⁵ It is believed that social media data is both potent and neutral. In other words, depending on how the data are exploited, they may be harmful or helpful. For instance, an avalanche of sensitive data was exposed through social media, which has the potential to affect individuals' voting behaviours via psychographic analysis and behavioural micro-targeting. Because they have access to such accounts, social networking firms that monitor, track, record, and sell personal information to third parties violate established information standards. Three privacy concerns have arisen as a result of social media use: (1) self-posting of personal information on our social media pages; (2) posting or sharing the content of others on our pages or websites; and (3) the ability to monitor and track actions and behaviours as a result of cyberspace interactions.³⁶

According to Ali, Islam, Rauf, Ud Din, Guizani, and Rodrigues, privacy and security as well as the management of user data are major themes in the social media discourse.³⁷ Through 'privacy preservation' and 'privacy protection,' a social media user may be certain that their information will remain private or will only be shared with selected individuals. In addition, they assert that there is a considerable danger of privacy invasion with social media, particularly when a user's sensitive information is publicly accessible, making it easy to track them and mine their data. Likewise, social media corporations exacerbate consumers' security and privacy concerns. These firms give their customers with privacy options, but these arrangements are ineffective, insincere, and opaque since these companies acquire more information from their users to satisfy their commercial needs rather than to safeguard user privacy or security. Similar to app developers and marketers, researchers utilise social media data for study reasons and despite the fact that these digital data may help bridge the gap between quantitative and qualitative research, they subject academics to the inherent bias of the framework from which the information is obtained. Any researcher may examine an online phenomenon via crawling, scraping, browsing, reading, and cooperating with websites, among other possible methods. Although such techniques may have limits and biases, such as additional work and time consumption, they are more than a necessary evil since they promote user interface, variety of informational diet, and collaboration with industry research. Consequently, he proposes the term digital fieldwork, which means that researchers do more effort to get the same rich data that they might obtain, for instance, using

³⁵ Patrick Lee Plaisance, "Chapter 9: Privacy" (2014) *Media Ethics: Key Principles for Responsible Practice* <<https://sk.sagepub.com/books/media-ethics-key-principles-for-responsible-practice-second-edition/i674.xml>>.

³⁶ Helen Nissenbaum, *Privacy in Context Technology, Policy, and the Integrity of Social Life* (Stanford University Press 2009) <https://crypto.stanford.edu/portia/papers/privacy_in_context.pdf>.

³⁷ Shaukat Ali and others, "Privacy and Security Issues in Online Social Networks" (2018) Vol. 10(12) MDPI 114 <<https://www.mdpi.com/1999-5903/10/12/114>>.

an ethnographic technique. "We should forsake some of the conveniences of the API and revert to digital fieldwork" when establishing realities about social and political actors in society.³⁸

Haewood says that micro-targeting is a unique concern since it exploits the personal information of the audience without their agreement.³⁹ Micro-targeting is detrimental to democracy because it plays with personal information, hidden in nature, private claims cannot be made good in a marketplace of full of ideas, contains false information, a political party may make contradictory pledge to different audiences, and political actors from outside a country could target individuals with disinformation and misinformation. In addition, he claims that CA used the 87 million user profiles to promote political campaigns in the United Kingdom and the United States by targeting voters with extremely targeted messaging. Micro-targeted political advertisements make the difference between the public forms such as speech, party-political broadcasts and billboards, and the private ones, such as emails and letters; blur and unclear. Thus, micro-targeting political advertising becomes a type of "pseudo-public" speech.

Larson & Vieregger warn that if Facebook chooses to withdraw its API because of the scandal, app developers might be affected financially, since many of them rely on Facebook data for viability and functioning.⁴⁰ Facebook has a duty to restrict access to user data in order to maintain its confidence among its users. If Facebook loses users, this will have a big financial effect on the company, since user engagement has a direct influence on advertising income. Regardless of whether Facebook discontinues its existing API usage, the desire for tailored user data in advertising will endure. According to Vaidhyanathan, the issues that Facebook generates or exacerbates, such as data spikes, privacy breaches, and the spread of hate speech, are not bugs. They do not represent Facebook failures. They are instances of Facebook functioning well."

Facebook users would be better able to safeguard their privacy and autonomy if they stopped taking Facebook quizzes. Collecting data for commercial reasons may thus seem to violate Facebook's terms of service. However, Kogan said that everything he did was lawful because

³⁸Tommaso Venturini and Richard Rogers, "API-Based Research" or How Can Digital Sociology and Journalism Studies Learn from the Facebook and Cambridge Analytica Data Breach" (2019) 7:4 Digital Journalism 532 <<https://www.tandfonline.com/doi/abs/10.1080/21670811.2019.1591927>>.

³⁹Jonathan Haewood, "Pseudo-Public Political Speech: Democratic Implications of the Cambridge Analytica Scandal" (2018) Vol 23 Semantic Scholar 429 <<https://www.semanticscholar.org/paper/Pseudo-public-political-speech%3A-Democratic-of-the-Heawood/bb665a36506a41cc22ae85b2ad503cd58604e705>>.

⁴⁰Eric C Larson and Carl Vieregger, "Teaching Case Strategic Actions in a Platform Context: What Should Facebook Do Next?" (2019) Vol 30 Journal of Information Systems Education <<https://jise.org/Volume30/n2/JISEv30n2p97.pdf>>.

to his strong connection with Facebook, which provided him permission to use the application. Cambridge Analytica thinks that GRS and Kogan get permission for data gathering via informed consent. Facebook further asserts that GRS and Cambridge Analytica did not commit a data breach since they lawfully gathered the data but failed to comply while sharing it with a third party.⁴¹

4.7 LEGAL IMPLICATIONS FOR FACEBOOK

The Federal Trade Commission for Facebook harming consumers' choices imposed \$5 billion penalty to be paid to the Treasurer of the United States. to create a board-appointed privacy committee to limit Mark Zuckerberg's privacy decisions⁴².

Directed the Facebook to name compliance officers to oversee its privacy programme as a personal accountability, CEO Mark Zuckerberg and any designated compliance officers to independently submit to the FTC quarterly and annual certifications of the company's privacy programme and overall order compliance and stated that the false certification would result in individual civil and criminal penalties.

The order established external Facebook monitoring and accordingly the independent third-party assessor evaluate Facebook's privacy programme and identify gaps. Further directed that the assessor's biannual privacy programme reviews must be based on independent fact-gathering, sampling, and testing, not Facebook management's assurance that Company cannot deceive assessor. The FTC shall approve or reject assessors. Importantly, the independent assessor reports quarterly to the new Privacy Board Committee. The order lets the FTC to monitor Facebook's compliance using Federal Rules of Civil Procedure discovery tools.⁴³

Further directed that Facebook, which includes WhatsApp and Instagram, must review the privacy of every new or changed product, service, or practise before implementing it and document its user privacy decisions as part of the order-mandated privacy programme. The Compliance officers must submit a quarterly privacy review report to the CEO, independent

⁴¹ Carole Cadwalladr and Emma Graham-Harrison, "Revealed: 50 Million Facebook Profiles Harvested for Cambridge Analytica in Major Data Breach" (The Guardian, March 2018) <<https://www.theguardian.com/news/2018/mar/17/cambridge-analytica-facebook-influence-us-election>> accessed September 25, 2022.

⁴²FTC Imposes \$5 Billion Penalty and Sweeping New Privacy Restrictions on Facebook | Federal Trade Commission<<https://www.ftc.gov/news-events/news/press-releases/2019/07ftc-imposes-5-billion-penalty-sweeping-new-privacy-restrictions-facebook>> accessed on October 12, 2022.

⁴³Facebook, Inc.: Stipulated Order for Civil Penalty, Monetary Judgment, and Injunctive Relief –(July 24, 2019) (ftc.gov)<https://www.ftc.gov/system/files/documents/cases/182_3109_facebook_order_filed_7-24-19> accessed on October 12, 2022.

assessor, and FTC if requested. Facebook required to report incidents involving 500 or more users' data loss or theft to the Commission and assessor within 30 days of discovery.

As a new privacy policy Facebook has been required to disclose its use of facial recognition technology, obtain affirmative express user consent before any use that materially exceeds its prior disclosures to users, and cannot use security feature phone numbers for advertising clearly and conspicuously. Facebook must encrypt and scan plaintext passwords. It has been prohibited to request email passwords for other services when users sign up for its services.

4.8 BREXIT

Brexit is a catch phrase that is used to describe to the British withdrawal or exit from the European Union (EU). The EU member countries that can trade freely throughout borders due to the minor restrictions placed on them. All member states are guided by European Union Constitution formulated by the European Parliament. One currency is being used, the euro, to facilitate in the trade of goods. However, UK parties claimed that Britain faced too many restrictions from the Union, annual membership fee were felt burdensome and wanted Britain to have full control of their borders and also to restrict the number of people crossing borders, etc. In the referendum held between September 1, 2015, to June 23, 2016 Britain public voted clearly that Britain would remain in the EU and when final polling was held British voters had opted to leave the EU with 51.9% voting out.⁴⁴

There were various campaigns pushing for same results that is Brexit. The stay in EU side was the official side represented by Conservative Prime-Minister David Cameron to Labour Lord Peter Mandelson and Green Party Member of Parliament Caroline Lucas and British Influence, Labour In For Britain, Conservatives In, and Scientists for EU were few who supported the remain in EU side. In the opposing side also, there were multiple parties campaigning to leave the EU especially Vote Leave and Leave EU.

They both campaigned for their respective stances through rallies, television debates, shows, speeches in Parliament, and door to door campaign in key neighbourhoods etc. As Vote Leave and Stronger In treated it like a normal election, concentrating to win over middle England – which generally decide general elections. But the Leave.EU, which was founded by committed businessmen Aaron Banks and Richard Tice, who were aligned with the United Kingdom Independence Party and targeted at a different demographic.

⁴⁴ Alan Draper, “How Social Media and Big Data Shaped the Brexit Campaign Strategy” (Business 2 Community, February 2017) <<https://www.business2community.com/social-data/social-media-big-data-shaped-brexit-campaign-strategy-01770554>> accessed September 26, 2022.

With the huge fundings from supporters Cambridge Analytica was hired by the Leave.EU campaign. reached out to the identified voters and targeted the swaying voters by targeted contents and advertisements on the Facebook based as it was done in the American Presidential Election in 2016.The Leave EU campaign worked out of Banks' offices in Bristol and created Facebook pages for a range of local areas where they hoped to target. Almost the entire UK was covered by some sub-page. The Leave EU campaign: Created provocative media content which appealed to the audience's key fears or targeted the opponents' weaknesses. Published those content across as many different media channels as possible. Used call centre/social media hub operating out of Bristol to follow up with everyone who engages with the post. Later invited them to like the Facebook page which shared it, or to direct them to the Leave.EU website to volunteer. The Big Data and analytical abilities coupled with Social media, campaign 51.9% voters opted to leave EU and Britain exited from European union.

4.9 EUROPEAN UNION AND DATA PROTECTION

The General Data Protection Regulation (GDPR), which became effective in Europe in May 2018, provides privacy regulations. All businesses house that collects private information of the individuals in European Union, irrespective of their location are governed by it. Processing is a broad phrase that encompasses everything associated with personal information, including how an organization processes and utilizes the information, including settling, storing, using, and deleting information.

The GDPR's rules are broadly based on European Union's data privacy legislation, but has a broader scope, stricter standards, and more severe fines. For instance, it requires a advanced level of permission for the use of a particular category of information and expands the rights of individuals to transfer their personal information. For numerous infractions or infringements, noncompliance with the GDPR may end in severe punishments, including monetary fines of up to 4 percent of global yearly revenue. Regarding policy modifications, personal information may be used by other parties, including app developers. If such rights are given, data settings should be made more stringent and a data mining tool is used to examine what is searched.

European Commission's proposals to regulate Digital Services and its providers for economic good and to uphold the democracy are as follows:

European Commission's Digital Services Act proposes as follows:

- (i) The users will have more control over and better information over the content they see and
- (ii) able to choose an option that does not include profiling.
- (iii) banning of Targeted advertising for minors.
- (iv) forbidding the use of sensitive data, such as sexual orientation, religion or ethnicity.
- (v) protect users from harmful and illegal content such as:
 - (a) political or health related disinformation; and
 - (b) rules for protection of freedom of speech.

Further European Commission’s action plan to regulate social media while safeguarding freedom of speech and avoiding censorship contains to:

- promote free and fair elections - by regulating - transparency of sponsored political content.
- revise financing of European political parties;
- strengthen media freedom and pluralism; and
- disinformation.

All these efforts may create harmonious sustained and beneficial digital ecology to society, democracy, and human mankind.

4.10 CONCLUSION

Micro-targeting originated in the United States, where lax data protection regulations may have encouraged the technique's quick development and spread.⁴⁵ Nevertheless, micro-targeting is gaining ground in the EU. Micro-targeting was utilised for the first time on a major scale in the national elections of UK,⁴⁶ the Netherlands,⁴⁷ Germany, and France⁴⁸.

Facebook's user-friendly infrastructure makes micro-targeting simple for political parties. Facebook along with Google possess enormous quantities of personal data and provide political parties with the ability to contact certain demographics without collecting data themselves. Obviously, micro-targeting in the EU is not limited to Facebook, political parties

⁴⁵ B Bimber, “Digital Media in the Obama Campaigns of 2008 and 2012: Adaptation to the Personalized Political Communication Environment” (2014) 11 Journal of Information Technology & Politics 130 <<http://dx.doi.org/10.1080/19331681.2014.895691>>.

⁴⁶ N Anstead, “Data-Driven Campaigning in the 2015 United Kingdom General Election” (2017) 22 The International Journal of Press/Politics 294 <<http://dx.doi.org/10.1177/1940161217706163>>.

⁴⁷ T Dobber and others, “Two Crates of Beer and 40 Pizzas: The Adoption of Innovative Political Behavioural Targeting Techniques” (2017) 6 Internet Policy Review <<http://dx.doi.org/10.14763/2017.4.777>>.

⁴⁸ International IDEA. (2018). *Digital Micro-targeting*. Stockholm: International Institute for Democracy and Electoral Assistance. Retrieved from <https://www.idea.int/publications/catalogue/digital-microtargeting>

may also create micro-targeting tactics alone, or they can contract specialised corporations, for instance, Cambridge Analytica collected the personal information of tens of millions of unknowing voters.⁴⁹ Moreover, simple awareness of data collecting may have chilling effects: individuals may adjust their behaviour if they believe they are being monitored.⁵⁰ Manipulation poses a distinct danger to people.⁵¹ During the 2016 US elections, for example, African Americans were targeted of misinformation campaigns.⁵² In conclusion, political actors may disregard voter groupings they think irrelevant⁵³ or demobilise the followers of rival parties,⁵⁴ the result might be underrepresentation of some social groups, nevertheless, political parties, campaign managers, and advertisers have a great responsibility to generate transparent, fair, and truthful political advertisements to promote well-informed and well-reasoned voting decisions, given the immense importance of trust in democracy for a healthy society.

⁴⁹ Carole Cadwalladr and Emma Graham-Harrison, “Revealed: 50 Million Facebook Profiles Harvested for Cambridge Analytica in Major Data Breach” (The Guardian, March 2018) <<https://www.theguardian.com/news/2018/mar/17/cambridge-analytica-facebook-influence-us-election>> accessed September 25, 2022.

⁵⁰ Neil Richards, “Intellectual Privacy” (Oxford University Press, February 2015) <<https://global.oup.com/academic/product/intellectual-privacy-9780199946143?cc=us&lang=en&>> accessed September 26, 2022.

⁵¹ D Susser, B Roessler and H Nissenbaum, “Technology, Autonomy, and Manipulation” (2019) 8 Internet Policy Review <<http://dx.doi.org/10.14763/2019.2.1410>>.

⁵² Philip N Howard and others, “The IRA, Social Media and Political Polarization in the United States, 2012-2018” (the University of Groningen research portal, August 2019) <<https://research.rug.nl/en/publications/the-ira-social-media-and-political-polarization-in-the-united-sta>> accessed September 26, 2022.

⁵³ Phillip N Howard, “New Media Campaigns and the Managed Citizen” (2007) Vol 24 New York: Cambridge University Press 448 <<https://www.tandfonline.com/doi/abs/10.1080/10584600701641532?journalCode=upcp20>>.

⁵⁴ “Inside the Trump Bunker, With 12 Days to Go” (Bloomberg.com, October 2016) <<https://www.bloomberg.com/news/articles/2016-10-27/inside-the-trump-bunker-with-12-days-to-go>> accessed September 26, 2022.

CHAPTER V

ANALYSIS AND INTERPRETATION

5.1 INTRODUCTION TO SURVEY QUESTIONNAIRE

The survey questionnaire contains five sections. Section I contains questions on demographic details of the respondents. Section II consists general information about the use of social media. Section III comprises questions on the opinions whether forwarded or shared messages in the social media platform during the election campaign cause undue influence. Section IV involves the question about the final decision making and last Section V covers opinion regarding election campaign on social media.

For this research experts in the field of conducting elections and a judiciary member have been interviewed through Interview questionnaire and that comprises two sections. The first section contains their particulars, and the second part consists of questions about comments, views, opinions about micro targeted messages in election campaigns.

The raw piece of information has a journey of its own before it converts into insightful data. In the two most important steps the first step is Data Analysis and second is Data Interpretation.

5.2 ANALYSIS AND INTERPRETATION

The data analysis is the process that transforms raw data into a few groups and tables that are more manageable so that useful information can be found, conclusions can be drawn, and decisions can be made with greater ease.

After the data has been analysed, the next step is to figure out what it all means. The process of figuring out what the processed and analysed data mean is called "data interpretation." It lets us come to conclusions and draw meaningful implications, figure out what the relationships between variables mean, and explain the patterns in the data¹.

Herein appropriate statistical tools and techniques were adopted to fulfil the hypothesis framed via objectives proposed for the study. For analysis, SPSS and AMOS statistical application was used for identifying significant difference, association, relationship and

¹Blogs & Updates on Data Science, Business Analytics, AI Machine Learning - Data Science, Business Analytics, AI Machine Learning (analytixlabs.co.in)<<https://www.analytixlabs.co.in/blog/data-analysis-and-interpretation/#:~:text=Importance%20of%20Data%20Analysis%20and%20Interpretation%20Data%20analysis,helps%20>> last accessed October 13, 2022

influence between the considered variables, whereas the MS-Office Excel application was used to perform rank analysis.

The analysis & interpretation chapter has the following sections as illustrated below for better reader's perceptions:

- Section-I: Reliability Statistics
- Section-II: Demographic Profile
- Section-III: Usage of Social Media among the respondents belonging to various demographic profiles has been investigated in this section.
- Section-IV: Opinion towards micro-targeting in election campaigns has been analysed in this section.
- Section-V: Voting behaviour due to social media among the respondents belonging to various demographic profiles has been studied in this section.

To fulfil the above objectives following statistical techniques were used using above mentioned applications:

- Cronbach Alpha
- Descriptive Statistics
- Multivariate analysis
- Rank Analysis
- Independent Sample Test
- ANOVA
- Correspondence Analysis
- Chi-Square Test

SECTION – I

5.3 Reliability Statistics: Political Party, leader or Candidate

Herein analysis was carried to identify the reliability of the factor considered for the study using the Cronbach Alpha technique.

Table No. 5.1: Reliability Statistics: Political Party, leader or Candidate

Reliability Statistics				
Cronbach's Alpha	N of Items			
.791	5			
Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Did you receive political meme or cartoon /video messages about parties / leaders/ candidates	15.7551	2.886	.875	.774
Did those political meme or cartoon/ video messages help you to decide to whom to vote	15.7840	2.594	.845	.744
Did those political meme or cartoon/ video messages motivated you vote to any particular party or candidate	15.7984	2.380	.861	.760
Did those political meme or cartoon/ video messages persuaded you not to vote any particular party /candidate	15.7634	2.428	.807	.706
Did those meme or cartoon/ video messages created no difference	17.6070	3.612	.870	.769

Source: (Primary data)

5.3.1 Interpretation

The estimated Cronbach Alpha Value for every construct named; Political Party, Leader or candidate is 0.791, which is greater than 0.7 [Standard value]. Hence, the construct and items therein considered for the study are reliable and acceptable.

5.4 Reliability Statistics: Caste or Community or Religion

Herein analysis was carried to identify the reliability of the factor considered for the study using the Cronbach Alpha technique.

Table No. 5.2: Reliability Statistics: Caste or Community or Religion

Reliability Statistics				
Cronbach's Alpha	N of Items			
.767	7			
Item-Total Statistics				
	Scale Mean if Deleted	Scale Variance if Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Did you get picture / video messages related to your caste or community or religion including family deity from your known caste or community or religion related leaders/ association/ group /gurjis/family group/friends	22.7222	3.277	.852	.751
Did those picture/ video messages help you to admire your caste/ community/ religion	22.7119	3.599	.851	.750
Did those picture/ video messages result in feeling of unease or hatred for other caste/ community/ religion	22.7243	4.299	.811	.709
Did those admiration or hatred picture/video messages help you to decide to vote to any particular party / candidate	20.8272	2.745	.802	.706
Did those pictures/video messages created a feeling in you not to vote any particular party/ candidate	20.8374	2.829	.803	.701

Did those caste or community or religion including family deity related picture / video messages created no difference	20.8374	2.545	.811	.710
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Source: (Primary data)

5.4.1 Interpretation

The estimated Cronbach Alpha Value for every construct named; Caste or Community or Religion is 0.767, which is greater than 0.7 [Standard value]. Hence, the construct and items therein considered for the study are reliable and acceptable.

5.5 Reliability Statistics: Divine or Spiritual Influence

Herein analysis was carried to identify the reliability of the factor considered for the study using the Cronbach Alpha technique.

Table No. 5.3: Reliability Statistics: Divine or Spiritual Influence

Reliability Statistics				
Cronbach's Alph ^a	N of Items			
.781	5			
Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Did you get divine or spiritual related picture/ video messages from your spiritual groups through your spiritual group/guru/ family/friends	12.9691	2.253	.832	.730
Did those spiritual picture / video messages nudged you to vote to any particular party or candidate	15.2510	2.683	.811	.710
Did those spiritual picture / video messages created a feeling of not to vote to any particular party or candidate	15.3066	2.869	.818	.717
Did those spiritual picture / video messages created no difference	12.9835	2.565	.808	.706

Source: (Primary data)

5.5.1 Interpretation

The estimated Cronbach Alpha Value for every construct named; Divine or Spiritual influence is 0.781, which is greater than 0.7 [Standard value]. Hence, the construct and items therein considered for the study are reliable and acceptable.

5.6 Reliability Statistics: Racial influence

Herein analysis was carried to identify the reliability of the factor considered for the study using the Cronbach Alpha technique.

Table No.5.4: Reliability Statistics: Racial influence

Reliability Statistics				
Cronbach's Alph ^a	N of Items			
.761	5			
Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Did you get any picture / video messages related to your race from any political group/ community group/friends / family	12.8807	2.303	.824	.725
Did those racial related picture / video messages influenced you to vote to any particular party or candidate	15.2695	2.342	.801	.700
Did those racial related picture / video messages prompted you not to vote any particular party / candidate	15.2490	2.608	.816	.714
Did those racial related picture / video messages created no difference	12.9156	2.193	.829	.729

Source: (Primary data)

5.6.1 Interpretation

The estimated Cronbach Alpha Value for every construct named; Racial influence is 0.761, which is greater than 0.7 [Standard value]. Hence, the construct and items therein considered for the study are reliable and acceptable.

5.7 Reliability Statistics: Mother tongue/ vernacular language

Herein analysis was carried to identify the reliability of the factor considered for the study using the Cronbach Alpha technique.

Table No. 5.5: Reliability Statistics: Mother tongue/ vernacular language

Reliability Statistics				
Cronbach's Alph ^a	N of Items			
.760	5			
Item-Total Statistics				
	Scale Mean if Deleted	Scale Variance if Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Did you get any picture / video messages related to your mother tongue or vernacular language from any political group/ community group/friends / family	12.9095	2.338	.826	.748
Did those mother tongue or vernacular language related picture /video messages nudged you to vote to any particular party or candidate	15.2263	2.749	.825	.723
Did those mother tongue or vernacular language related picture /video messages dissuade you not to vote to any particular party or candidate	15.2593	2.889	.849	.748
Did those racial related picture / video messages created no difference	12.9218	2.513	.849	.748

Source: (Primary data)

5.7.1 Interpretation

The estimated Cronbach Alpha Value for every construct named; Mother Tongue / Vernacular Language is 0.760, which is greater than 0.7 [Standard value]. Hence, the construct and items therein considered for the study are reliable and acceptable.

5.8 Reliability Statistics: National Symbols or Nationalism

Herein analysis was carried to identify the reliability of the factor considered for the study using the Cronbach Alpha technique.

Table No.5.6: National Symbols, Or Nationalism

Reliability Statistics				
Cronbach's Alpha ^a	N of Items			
.782	5			
Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Did you get any picture / video related to national symbols/national spirit from any political group/ friends group/ family	12.9527	2.231	.833	0.731
Did those national symbols/national spirit related picture /video messages inspired you to vote any particular party or candidate.	15.2016	2.706	.813	.712
Did that national symbols/national spirit related picture /video messages uninspired you from voting to any particular party or candidate.	15.3436	2.527	.805	.704
Did those national symbols/national spirit related picture / video messages created no difference	12.9486	2.239	.836	0.734

Source: (Primary data)

5.8.1 Interpretation

The estimated Cronbach Alpha Value for every construct named; National Symbol or Nationalism is 0.782, which is greater than 0.7 [Standard value]. Hence, the construct and items therein considered for the study are reliable and acceptable.

SECTION – II

5.9 Demographic Profile

Herein percentage analysis was carried to identify the demographic profile of the respondents considered for the study.

Table No. 5.7: Percentage Analysis: Demographic Profile

Demography			
		Frequency	Percent
Gender	Male	241	49.6
	Female	233	47.9
	Transgender	12	2.5
	Total	486	100.0
Age	18-28	115	23.7
	29-39	133	27.4
	40-50	128	26.3
	Above 50 years	110	22.6
	Total	486	100.0
Education	Below Matric	62	12.8
	Above Matric	127	26.1
	UG	152	31.3
	PG	105	21.6
	Others	40	8.2
	Total	486	100.0
Occupation	Student	107	22.0
	Trade or Business	104	21.4
	Govt.	48	9.9
	Private	136	28.0
	Others	91	18.7
	Total	486	100.0
Do you have a smartphone	Yes	471	96.9
	No	15	3.1
	Total	486	100.0

Source: (Primary data)

5.9.1 Interpretation

- **Gender:** Among the 486 respondents considered for the study;241 (49.6%) are Male, 233 (47.9%) are Female and 12 (2.5%) are Transgender.
- **Age:** Among the 486 respondents considered for the study; 115 (23.7%) are belonging to the age category between 18-28 years, 133 (27.4%) are belonging to the age category between 29-39 years, 128 (26.3%) are belonging to age category between 40-50 years and 110 (22.6%) are belonging to age category Above 50 years.
- **Education:** Among the 486 respondents considered for the study;62 (12.8%) have education level Below Matric, 127 (26.1%) have education level Above Matric, 152 (31.3%) have education up to UG level, 105 (21.6%) have education up to PG level and 40 (8.2%) have other type education.
- **Occupation:** Among the 486 respondents considered for the study;107 (22.0%) were students, 104 (21.4%) were performing Trade or Business, 48 (9.9%) were Govt. employees, 136 (28.0%) were Private employees and 91 (18.7%) were belonging to other categories.
- **Do you have a smart phone:** Among the 486 respondents considered for the study;471 (96.9%) has smart phones and 15 (3.1%) doesn't have smartphones.

SECTION – III

5.10 Usage of Social Media with Gender

Herein analysis was carried to identify the usage of social media with the demographic profile of the respondents.

Table No. 5.8: Cross Tabulation – Usage of Social Media with Gender

Facebook * Gender Crosstabulation					
		Gender			Total
		Male	Female	Transgender	
Facebook	Many times in a day	1	2	1	4
	Once or twice a day	122	102	2	226
	Some days in a week	111	120	2	233
	Some days in a month	1	1	4	6
	Very rarely	0	2	0	2
	Never	3	4	1	8
	No account	3	2	2	7
Total		241	233	12	486
Twitter * Gender Cross tabulation					
		Gender			Total
		Male	Female	Transgender	
Twitter	Many times in a day	2	1	4	7
	Once or twice a day	1	3	1	5
	Some days in a week	2	1	2	5
	Some days in a month	2	3	0	5
	Very rarely	79	77	0	156
	Never	70	68	2	140
	No account	85	80	3	168
Total		241	233	12	486
WhatsApp * Gender Cross tabulation					
		Gender			Total
		Male	Female	Transgender	
WhatsApp	Many times in a day	105	103	2	210

	Once or twice a day	126	118	2	246
	Some days in a week	4	0	1	5
	Some days in a month	0	5	1	6
	Very rarely	3	5	4	12
	Never	2	1	1	4
	No account	1	1	1	3
Total		241	233	12	486
Instagram * Gender Cross tabulation					
		Gender			
		Male	Female	Transgender	Total
Instagram	Many times in a day	3	2	1	6
	Once or twice a day	2	4	1	7
	Some days in a week	132	115	1	248
	Some days in a month	104	108	4	216
	Never	0	4	2	6
	No account	0	0	3	3
Total		241	233	12	486
YouTube * Gender Cross tabulation					
		Gender			
		Male	Female	Transgender	Total
YouTube	Many times in a day	117	116	3	236
	Once or twice a day	117	108	2	227
	Some days in a week	2	2	3	7
	Some days in a month	2	3	1	6
	Very rarely	2	2	1	5
	Never	1	0	1	2
	No account	0	2	1	3
Total		241	233	12	486

Source: (Primary data)

5.10.1 Interpretation

- **Facebook:** Among the 486 respondents considered for the study; the majority of the male respondents (122) uses Facebook once or twice a day followed by (111) male

respondents who use Facebook some days a week. Similarly, the majority of the female respondents (120) uses Facebook some days in a week followed by (111) male respondents who use Facebook once or twice a day. Similarly, the majority of the (4) transgender uses Facebook some days in a month.

- **Twitter:** Among the 486 respondents considered for the study; the majority of the male respondents (85) either has no account on Twitter or uses Twitter (79) very rarely. Similarly, the majority of the female respondents (80) either has no account on Twitter or uses Twitter (77) very rarely. Similarly, the majority of the (4) transgender uses Twitter Many times a day.
- **WhatsApp:** Among the 486 respondents considered for the study; the majority of the male respondents (126) either uses WhatsApp at least once a day or uses WhatsApp (105) many times a day. Similarly, the majority of the female respondents (118) either uses at least once a day or uses WhatsApp (106) many times a day. Similarly, the majority of them (4) transgender uses WhatsApp very rarely.
- **Instagram:** Among the 486 respondents considered for the study; the majority of the male respondents (132) either uses Instagram some days in a week or uses Instagram (104) some days in a month. Similarly, the majority of the female respondents (115) either uses Instagram some days in a week or uses Instagram (108) some days in a month. Similarly, the majority of the (4) transgender uses Instagram some days in a month
- **YouTube:** Among the 486 respondents considered for the study; the majority of the male respondents (126) either uses YouTube at least once a day or uses YouTube (105) many times a day. Similarly, the majority of the female respondents (118) either uses YouTube at least once a day or uses YouTube (106) many times a day. Similarly, the majority of them (3) transgender uses YouTube either many times in a day or some times in a week.

5.11 Usage of Social Media with Age

Herein analysis was carried to identify the usage of social media with a demographic profile of the respondents.

Table No. 5.9: Cross Tabulation – Usage of Social Media with Age

Facebook * Age Cross tabulation						
		Age				Total
		18-28	29-39	40-50	Above 50 years	
Facebook	Many times in a day	1	0	2	1	4
	Once or twice a day	46	66	63	51	226
	Some days in a week	56	62	62	53	233
	Some days in a month	2	0	0	4	6
	Very rarely	2	0	0	0	2
	Never	5	1	1	1	8
	No account	3	4	0	0	7
Total		115	133	128	110	486
Twitter * Age Cross tabulation						
		Age				Total
		18-28	29-39	40-50	Above 50 years	
Twitter	Many times in a day	3	2	1	1	7
	Once or twice a day	0	3	1	1	5
	Some days in a week	2	0	1	2	5
	Some days in a month	1	2	1	1	5
	Very rarely	34	46	37	39	156
	Never	37	36	41	26	140
	No account	38	44	46	40	168
Total		115	133	128	110	486
WhatsApp * Age Cross tabulation						
		Age				Total
		18-28	29-39	40-50	Above 50 years	
WhatsApp	Many times in a day	53	60	54	43	210
	Once or twice a day	49	69	67	61	246

	Some days in a week	1	1	2	1	5
	Some days in a month	4	0	1	1	6
	Very rarely	7	1	1	3	12
	Never	1	0	3	0	4
	No account	0	2	0	1	3
Total		115	133	128	110	486
Instagram * Age Cross tabulation						
		Age				
		18-28	29-39	40-50	Above 50 years	Total
Instagram	Many times in a day	3	0	2	1	6
	Once or twice a day	2	2	0	3	7
	Some days in a week	55	68	75	50	248
	Some days in a month	51	60	51	54	216
	Never	3	2	0	1	6
	No account	1	1	0	1	3
Total		115	133	128	110	486
YouTube * Age Cross tabulation						
		Age				
		18-28	29-39	40-50	Above 50 years	Total
YouTube	Many times in a day	56	63	55	62	236
	Once or twice a day	50	66	68	43	227
	Some days in a week	3	1	1	2	7
	Some days in a month	1	3	2	0	6
	Very rarely	2	0	1	2	5
	Never	1	0	0	1	2
	No account	2	0	1	0	3
Total		115	133	128	110	486

Source: (Primary data)

5.11.1 Interpretation

- Facebook:**As per the opinions of the 18-28 Years respondents; the majority of the respondents uses Facebook either someday in a week (56) or once or twice a day (46).
 As per the opinions of the 29-39 Years respondents; the majority of the respondents

uses Facebook either once or twice a day (66) or some days a week (62).As per the opinions of the 40-50 Years respondents; the majority of the respondents uses Facebook either once or twice a day (63) or some days a week (62). As per the opinions of the Above 50 Years respondents;the majority of the respondents uses Facebook either someday in a week (53) or once or twice a day (51).

- **Twitter:**As per the opinions of the 18-28 Years respondents; the majority of the respondents uses twitter never (37) or very rarely (34).As per the opinions of the 29-39 Years respondents; the majority of the respondents uses Twitter very rarely (46) or never (36). As per the opinions of the 40-50 Years respondents; the majority of the respondents uses twitter never (41) or very rarely (37). As per the opinions of the above 50 Years respondents;the majority of the respondents uses Twitter very rarely (39) or never (26).
- **WhatsApp:** As per the opinions of the 18-28 Years respondents; the majority of the respondents uses WhatsApp many times a day (53) or once or twice a day (49). As per the opinions of the 29-39 Years respondents; the majority of the respondents uses WhatsApp once or twice a day (69) or many times a day (60). As per the opinions of the 40-50 Years respondents; the majority of the respondents uses WhatsApp once or twice a day (67) or many times a day (54). As per the opinions of the above 50 Years respondents;the majority of the respondents uses WhatsApp once or twice a day (61) or many times a day (43).
- **Instagram:**As per the opinions of the 18-28 Years respondents; the majority of the respondents uses Instagram some days in a week (55) or some days in a month (51).As per the opinions of the 29-39 Years respondents; the majority of the respondents uses Instagram some days in a week (68) or some days in a month (60).As per the opinions of the 40-50 Years respondents; the majority of the respondents uses Instagramsome days in a week (75) or some days in a month (51). As per the opinions of the above 50 Years respondents;the majority of the respondents uses Instagramsome days in a month (50) or some days in a week (50).
- **YouTube:** As per the opinions of the 18-28 Years respondents; the majority of the respondents uses YouTube many times a day (56) or once or twice a day (50).As per the opinions of the 29-39 Years respondents; the majority of the respondents uses YouTube once or twice a day (66) or many times a day (63). As per the opinions of the 40-50 Years respondents; the majority of the respondents uses YouTube once or

twice a day (68) or many times a day (55). As per the opinions of the above 50 Years respondents;the majority of the respondents uses YouTube many times a day (62) or once or twice a day (43).

5.12 Usage of Social Media with Education

Herein analysis was carried to identify the usage of social media with the demographic profile of the respondents.

Table No. 5.10: Cross Tabulation – Usage of Social Media with Education

Facebook * Education Cross tabulation							
		Education					Total
		Below Matric	Above Matric	UG	PG	Others	
Facebook	Many times in a day	1	0	2	1	0	4
	Once or twice a day	33	58	68	50	17	226
	Some days in a week	27	66	69	49	22	233
	Some days in a month	0	0	4	2	0	6
	Very rarely	0	0	1	1	0	2
	Never	0	3	3	2	0	8
	No account	1	0	5	0	1	7
Total		62	127	152	105	40	486
Twitter * Education Cross tabulation							
		Education					Total
		Below Matric	Above Matric	UG	PG	Others	
Twitter	Many times in a day	1	0	6	0	0	7
	Once or twice a day	0	1	3	0	1	5
	Some days in a week	0	1	1	3	0	5
	Some days in a month	0	0	5	0	0	5
	Very rarely	24	36	46	35	15	156
	Never	19	45	38	27	11	140
	No account	18	44	53	40	13	168
Total		62	127	152	105	40	486
WhatsApp * Education Cross tabulation							

		Education					Total
		Below Matric	Above Matric	UG	PG	Others	
WhatsApp	Many times in a day	28	62	63	38	19	210
	Once or twice a day	31	60	73	61	21	246
	Some days in a week	2	0	3	0	0	5
	Some days in a month	0	2	1	3	0	6
	Very rarely	1	2	7	2	0	12
	Never	0	1	2	1	0	4
	No account	0	0	3	0	0	3
Total		62	127	152	105	40	486
Instagram * Education Cross tabulation							
		Education					Total
		Below Matric	Above Matric	UG	PG	Others	
Instagram	Many times in a day	0	1	3	2	0	6
	Once or twice a day	0	0	5	2	0	7
	Some days in a week	28	69	71	56	24	248
	Some days in a month	33	55	69	44	15	216
	Never	1	2	1	1	1	6
	No account	0	0	3	0	0	3
Total		62	127	152	105	40	486
YouTube * Education Cross tabulation							
		Education					Total
		Below Matric	Above Matric	UG	PG	Others	
YouTube	Many times in a day	26	72	65	53	20	236
	Once or twice a day	34	51	78	45	19	227
	Some days in a week	0	1	3	3	0	7
	Some days in a month	1	2	2	0	1	6

	Very rarely	0	1	3	1	0	5
	Never	0	0	1	1	0	2
	No account	1	0	0	2	0	3
Total		62	127	152	105	40	486

Source: (Primary data)

5.12.1 Interpretation

- Facebook:**As per the opinions of the Below Matric respondents; the majority of the respondents uses Facebook either once or twice a day (33) or some days in a week (27).As per the opinions of the Above Matric respondents; the majority of the respondents uses Facebook either someday in a week (66) or once or twice a day (58). As per the opinions of the UG respondents; the majority of the respondents uses Facebook either someday in a week (69) or once or twice a day (68). As per the opinions of the PG respondents; the majority of the respondents uses Facebook either someday in a week (50) or once or twice a day (49). As per the opinions of the other respondents; the majority of the respondents uses Facebook either someday in a week (22) or once or twice a day (17).
- Twitter:** As per the opinions of the Below Matric respondents; the majority of the respondents uses Twitter very rarely (24) or never (19).As per the opinions of the Above Matric respondents; the majority of the respondents uses twitter never (45) or very rarely (36). As per the opinions of the UG respondents; the majority of the respondents uses Twitter very rarely (46) or never (38). As per the opinions of the PG respondents; the majority of the respondents uses Twitter very rarely (35) or never (27). As per the opinions of the other respondents;the majority of the respondents uses Twitter very rarely (15) or never (11).
- WhatsApp:** As per the opinions of the Below Matric respondents; the majority of the respondents uses WhatsApp once or twice a day (31) or many times a day (28).As per the opinions of the Above Matric respondents; the majority of the respondents uses WhatsApp many times a day (62) or once or twice a day (60). As per the opinions of the UG respondents; the majority of the respondents uses WhatsApp once or twice a day (73) or many times a day (63). As per the opinions of the PG respondents; the majority of the respondents uses WhatsApp once or twice a day (38) or many times a

day (61). As per the opinions of the other respondents;the majority of the respondents uses WhatsApp once or twice a day (19) or many times a day (21).

- **Instagram:** As per the opinions of the Below Matric respondents; the majority of the respondents uses Instagram some days in a month (33) or some days in a week (28).As per the opinions of the Above Matric respondents; the majority of the respondents uses Instagram some days in a week (69) or some days in a month (55).As per the opinions of the UG respondents; the majority of the respondents uses Instagram some days in a week (71) or some days in a month (69).As per the opinions of the PG respondents; the majority of the respondents uses Instagram some days in a week (56) or some days in a month (44).As per the opinions of the other respondents;the majority of the respondents uses Instagram some days in a week (24) or some days in a month (15).
- **YouTube:** As per the opinions of the Below Matric respondents; the majority of the respondents uses YouTube once or twice a day (34) or many times a day (26).As per the opinions of the Above Matric respondents; the majority of the respondents uses YouTube many times a day (72) or once or twice a day (51). As per the opinions of the UG respondents; the majority of the respondents uses YouTube once or twice a day (78) or many times a day (65). As per the opinions of the PG respondents; the majority of the respondents uses YouTube many times a day (53) or once or twice a day (45). As per the opinions of the other respondents;the majority of the respondents uses YouTube many times a day (20) or once or twice a day (19).

5.13 Usage of Social Media with Occupation

Herein analysis was carried to identify the usage of social media with the demographic profile of the respondents.

Table No. 5.11: Cross Tabulation – Usage of Social Media with Occupation

Facebook * Occupation Cross tabulation							
		Occupation					Total
		Student	Trade or Business	Govt.	Private	Others	
Facebook	Many times in a day	0	2	1	0	1	4
	Once or twice a day	52	43	22	62	47	226
	Some days in a week	53	55	21	71	33	233
	Some days in a month	0	0	1	1	4	6
	Very rarely	0	2	0	0	0	2
	Never	0	1	2	1	4	8
	No account	2	1	1	1	2	7
Total		107	104	48	136	91	486
Twitter * Occupation Cross tabulation							
		Occupation					Total
		Student	Trade or Business	Govt.	Private	Others	
Twitter	Many times in a day	0	2	1	1	3	7
	Once or twice a day	2	1	0	0	2	5
	Some days in a week	0	0	2	0	3	5
	Some days in a	1	3	0	0	1	5

	month						
	Very rarely	27	39	13	49	28	156
	Never	30	31	12	38	29	140
	No account	47	28	20	48	25	168
Total		107	104	48	136	91	486

WhatsApp * Occupation Cross tabulation

		Occupation					Total
		Student	Trade or Business	Govt.	Private	Others	
WhatsApp	Many times in a day	49	46	17	56	42	210
	Once or twice a day	55	52	24	77	38	246
	Some days in a week	1	0	3	0	1	5
	Some days in a month	1	2	1	0	2	6
	Very rarely	0	2	3	2	5	12
	Never	0	1	0	1	2	4
	No account	1	1	0	0	1	3
Total		107	104	48	136	91	486

Instagram * Occupation Cross tabulation

		Occupation					Total
		Student	Trade or Business	Govt.	Private	Others	
Instagram	Many times in a day	0	1	1	2	2	6
	Once or twice a day	2	3	1	0	1	7
	Some days in a week	53	51	27	77	40	248
	Some days in a month	50	47	18	57	44	216

	Never	2	1	1	0	2	6
	No account	0	1	0	0	2	3
Total		107	104	48	136	91	486
YouTube * Occupation Cross tabulation							
		Occupation					
		Student	Trade or Business	Govt.	Private	Others	Total
YouTube	Many times in a day	47	57	19	71	42	236
	Once or twice a day	57	44	24	63	39	227
	Some days in a week	1	0	1	1	4	7
	Some days in a month	2	1	1	0	2	6
	Very rarely	0	1	1	1	2	5
	Never	0	0	1	0	1	2
	No account	0	1	1	0	1	3
Total		107	104	48	136	91	486

Source: (Primary data)

5.13.1 Interpretation

- Facebook:**As per the opinions of the student respondents; the majority of the respondents uses Facebook either some days in a week (53) or once or twice a day (52).As per the opinions of the trade and business respondents; the majority of the respondents uses Facebook either someday in a week (55) or once or twice a day (43). As per the opinions of the Govt. employee respondents; the majority of the respondents uses Facebook either someday in a week (21) or once or twice a day (22). As per the opinions of the private employee respondents; the majority of the respondents uses Facebook either someday in a week (71) or once or twice a day (62). As per the opinions of the other respondents; the majority of the respondents uses Facebook either someday in a week (33) or once or twice a day (47).

- **Twitter:** As per the opinions of the Student respondents; the majority of the respondents uses twitter never (30) or very rarely (27).As per the opinions of the trade and business respondents; the majority of the respondents uses twitter never (31) or very rarely (39). As per the opinions of the Govt. employee respondents; the majority of the respondents uses Twitter very rarely (13) or never (12). As per the opinions of the private employee respondents; the majority of the respondents uses Twitter very rarely (19) or never (38). As per the opinions of the other respondents; the majority of the respondents uses Twitter very rarely (28) or never (29).
- **WhatsApp:** As per the opinions of the Student respondents; the majority of the respondents uses WhatsApp once or twice a day (55) or many times a day (49).As per the opinions of the trade and business respondents; the majority of the respondents uses WhatsApp many times a day (46) or once or twice a day (52). As per the opinions of the Govt. employee respondents; the majority of the respondents uses WhatsApp once or twice a day (24) or many times a day (17). As per the opinions of the private employee respondents; the majority of the respondents uses WhatsApp once or twice a day (77) or many times a day (56). As per the opinions of the other respondents;the majority of the respondents uses WhatsApp once or twice a day (38) or many times a day (42).
- **Instagram:** As per the opinions of the Student respondents; the majority of the respondents uses Instagram some days in a week (53) or some days in a month (50).As per the opinions of the trade and business respondents; the majority of the respondents uses Instagram some days in a week (51) or some days in a month (47). As per the opinions of the Govt. employee respondents; the majority of the respondents uses Instagram some days in a week (27) or some days in a month (18). As per the opinions of the private employee respondents; the majority of the respondents uses Instagram some days in a week (77) or some days in a month (57). As per the opinions of the other respondents; the majority of the respondents uses Instagram some days in a week (40) or some days in a month (44).
- **YouTube:** As per the opinions of the Below Matric respondents; the majority of the respondents uses YouTube once or twice a day (57) or many times a day (47).As per the opinions of the trade and business respondents; the majority of the respondents uses YouTube many times a day (57) or once or twice a day (44). As per the opinions of the Govt. employee respondents; the majority of the respondents uses YouTube

once or twice a day (24) or many times a day (19). As per the opinions of the private employee respondents; the majority of the respondents uses YouTube many times a day (71) or once or twice a day (63). As per the opinions of the other respondents; the majority of the respondents uses YouTube many times a day (42) or once or twice a day (39).

5.14 Frequency of Message reception with Gender

Herein analysis was carried to identify the frequency of usage of social media with the demographic profile of the respondents.

Table No. 5.12: Cross tabulation - Frequency of Message reception with Gender

Crosstab					
		Gender			Total
		Male	Female	Transgender	
Personal Views on Politics of from friends and family	Daily	119	111	3	233
	Sometimes	115	109	2	226
	Rarely	1	4	2	7
	Never	5	4	3	12
	NR	0	0	1	1
	NA	1	5	1	7
Total		241	233	12	486
		Gender			Total
		Male	Female	Transgender	
Political cartoons/ memes/videos/other material mimicking political leaders	Daily	116	105	2	223
	Sometimes	119	116	0	235
	Rarely	1	1	3	5
	Never	2	7	4	13
	NR	1	1	1	3
	NA	2	3	2	7
Total		241	233	12	486
		Gender			Total
		Male	Female	Transgender	
Cartoons/ memes/videos/other material relating to Caste or community /religion including your family deity.	Daily	0	3	2	5
	Sometimes	107	109	0	216
	Rarely	128	111	0	239
	Never	1	2	3	6
	NR	3	5	5	13
	NA	2	3	2	7

Total		241	233	12	486
		Gender			Total
		Male	Female	Transgender	
Cartoons/ memes/videos/other material relating to divine or spiritual message religious symbols	Daily	1	1	3	5
	Sometimes	63	77	2	142
	Rarely	75	76	1	152
	Never	97	70	2	169
	NR	2	8	2	12
	NA	3	1	2	6
Total		241	233	12	486
		Gender			Total
		Male	Female	Transgender	
Cartoons/ memes/videos/other material relating to your racial history.	Daily	3	2	1	6
	Sometimes	75	75	3	153
	Rarely	73	71	1	145
	Never	85	80	3	168
	NR	4	4	1	9
	NA	1	1	3	5
Total		241	233	12	486
		Gender			Total
		Male	Female	Transgender	
Cartoons/ memes/videos/other material relating to your mother tongue/ vernacular language	Daily	0	2	1	3
	Sometimes	121	116	0	237
	Rarely	115	107	3	225
	Never	1	2	1	4
	NR	0	5	5	10
	NA	4	1	2	7
Total		241	233	12	486
		Gender			Total
		Male	Female	Transgender	
Cartoons/ memes/videos/other material relating to national symbols, or national	Daily	1	2	1	4
	Sometimes	83	84	1	168

borders/ security	Rarely	72	60	2	134
	Never	79	79	2	160
	NR	4	8	4	16
	NA	2	0	2	4
Total		241	233	12	486
		Gender			
		Male	Female	Transgender	Total
Did you receive anything of the above (a) to (g) till the polling day.	Daily	116	105	2	223
	Sometimes	119	116	0	235
	Rarely	1	1	3	5
	Never	2	7	4	13
	NR	1	1	1	3
	NA	2	3	2	7
Total		241	241	233	12

Source: (Primary data)

5.14.1 Interpretation

- Personal Views on Politics from friends and family:** As per the opinions of the male respondents; Most of the respondents receive their personal views on politics either on daily basis (119) or sometimes (115). As per the opinions of the female respondents; Most of the respondents receive their personal views on politics either on daily basis (111) or sometimes (109). As per the opinions of the transgender respondents; Most of the respondents receive their personal views on politics either on daily basis (3) or never (3).
- Reception of political cartoons/ memes/videos/other material mimicking political leaders:** As per the opinions of the male respondents; Most of the respondents receive or forwards political memes either on daily basis (116) or sometimes (119). As per the opinions of the female respondents; Most of the respondents receive political memes either sometimes (116) or daily basis (105). As per the opinions of the transgender respondents; Most of the respondents receive or forwards political memes either rarely (3) or never (4).

- **Reception of caste or community /religion related messages/pictures/videos including your family deity:**As per the opinions of the male respondents; Most of the respondents receive caste-related messages either rarely (128) or sometimes (107). As per the opinions of the female respondents; Most of the respondents receive caste-related messages either rarely (128) or sometimes (107).As per the opinions of the transgender respondents; Most of the respondents not really (5) or never (3) receive caste-related messages
- **Reception of divine or spiritual messages/pictures/videos/ religious symbols:** As per the opinions of the male respondents; Most of the respondents receive divine messages either rarely (75) or sometimes (63). As per the opinions of the female respondents; Most of the respondents receive divine messages either rarely (76) or sometimes (77).As per the opinions of the transgender respondents; Most of the respondents receive divine messages daily basis (3).
- **Reception of racial history/ messages/pictures/videos:**As per the opinions of the male respondents; Most of the respondents receive racial messages either never (85) or sometimes(75). As per the opinions of the female respondents; Most of the respondents receive racial messages either never (80) or sometimes (75).As per the opinions of the transgender respondents; Most of the respondents receive racial messages either never (3) or sometimes (3).
- **Reception relating to your mother tongue/ vernacular language:** As per the opinions of the male respondents; Most of the respondents receive messages on vernacular language either sometimes (121) or rarely (115).As per the opinions of the female respondents; Most of the respondents receive messages in vernacular language either sometimes (116) or rarely (107). As per the opinions of the transgender respondents; Most of the respondents receive messages on vernacular language either rarely (3) or not really (5).
- **Reception of pictures/memes videos relating to national symbols, or national borders/ security:** As per the opinions of the male respondents; Most of the respondents receive messages on nationalism either sometimes (83) or never (79).As per the opinions of the female respondents; Most of the respondents receive messages on nationalism either sometimes (84) or never (79).As per the opinions of the transgender respondents; Most of the respondents do not receive (4) messages on nationalism.

- **Did you receive anything of the above (a) to (g) till the polling day:** As per the opinions of the male respondents; Most of the respondents receive any of the above mentioned memes or message either on daily basis (116) or sometimes (119). As per the opinions of the female respondents; Most of the respondents receive any of the above mentioned memes or message either sometimes (116) or daily basis (105). As per the opinions of the transgender respondents; Most of the respondents receive or forwards political memes either rarely (3) or never (4).

5.15 Frequency of Message reception with Age

Herein analysis was carried to identify the frequency of usage of social media with the demographic profile of the respondents.

Table No. 5.13: Cross tabulation - Frequency of Message reception with Age

Crosstab						
		Age				Total
		18-28	29-39	40-50	Above 50 years	
Personal Views on Politics of from friends and family	Daily	56	53	65	59	233
	Sometimes	51	73	58	44	226
	Rarely	3	2	0	2	7
	Never	3	3	4	2	12
	NR	0	0	0	1	1
	NA	2	2	1	2	7
Total		115	133	128	110	486
		Age				Total
		18-28	29-39	40-50	Above 50 years	
Political cartoons/ memes/videos/other material mimicking political leaders	Daily	48	58	59	58	223
	Sometimes	54	70	64	47	235
	Rarely	2	0	2	1	5
	Never	7	2	2	2	13
	NR	1	1	0	1	3
	NA	3	2	1	1	7
Total		115	133	128	110	486
		Age				Total
		18-28	29-39	40-50	Above 50 years	
Cartoons/ memes/videos/other material relating to Caste or community /religion	Daily	2	2	0	1	5
	Sometimes	53	53	63	47	216
	Rarely	50	73	61	55	239

including your family deity.	Never	3	1	0	2	6
	NR	4	2	3	4	13
	NA	3	2	1	1	7
Total		115	133	128	110	486
		Age				Total
		18-28	29-39	40-50	Above 50 years	
Cartoons/ memes/videos/other material relating to divine or spiritual message religious symbols	Daily	3	0	0	2	5
	Sometimes	29	39	41	33	142
	Rarely	38	42	42	30	152
	Never	38	46	42	43	169
	NR	5	4	1	2	12
	NA	2	2	2	0	6
Total		115	133	128	110	486
		Age				Total
		18-28	29-39	40-50	Above 50 years	
Cartoons/ memes/videos/other material relating to your racial history.	Daily	1	0	2	3	6
	Sometimes	40	41	36	36	153
	Rarely	30	45	40	30	145
	Never	37	45	47	39	168
	NR	4	1	2	2	9
	NA	3	1	1	0	5
Total		115	133	128	110	486
		Age				Total
		18-28	29-39	40-50	Above 50 years	
Cartoons/ memes/videos/other material relating to your mother tongue/ vernacular language	Daily	1	1	0	1	3
	Sometimes	47	68	66	56	237
	Rarely	59	60	57	49	225
	Never	0	1	1	2	4
	NR	4	3	1	2	10

	NA	4	0	3	0	7
Total		115	133	128	110	486
		Age				
		18-28	29-39	40-50	Above 50 years	Total
Cartoons/ memes/videos/other material relating to national symbols, or national borders/ security	Daily	1	0	1	2	4
	Sometimes	40	41	49	38	168
	Rarely	29	41	38	26	134
	Never	38	47	36	39	160
	NR	4	4	3	5	16
	NA	3	0	1	0	4
Total		115	133	128	110	486
		Age				
		18-28	29-39	40-50	Above 50 years	Total
Did you receive anything of the above (a) to (g) till the polling day.	Daily	48	58	59	58	223
	Sometimes	54	70	64	47	235
	Rarely	2	0	2	1	5
	Never	7	2	2	2	13
	NR	1	1	0	1	3
	NA	3	2	1	1	7
Total		115	115	133	128	110

Source: (Primary data)

5.15.1 Interpretation

- Personal Views on Politics from friends and family:** As per the opinions of the 18-28 Years respondents; Most of the respondents receive their personal views on politics either on daily basis (56) or sometimes (51). As per the opinions of the 29-39 Years respondents; Most of the respondents receive their personal views on politics either on daily basis (53) or sometimes (73). As per the opinions of the 40-50 Years respondents; Most of the respondents receive their personal views on politics either on daily basis (65) or sometimes (58). As per the opinions of the above 50 Years of

respondents; Most of the respondents receive their personal views on politics either on daily basis (59) or sometimes (44).

- **Reception of political cartoons/ memes/videos/other material mimicking political leaders:** As per the opinions of the 18-28 Years respondents; Most of the respondents receive or forwards political memes either on daily basis (48) or sometimes (54).As per the opinions of the 29-39 Years respondents; Most of the respondents receive or forwards political memes either on daily basis (58) or sometimes (70).As per the opinions of the 40-50 Years respondents; Most of the respondents receive political memes either on daily basis (59) or sometimes (64).As per the opinions of the above 50 Years of respondents; Most of the respondents receive political memes either on daily basis (58) or sometimes (47).
- **Reception of caste or community /religion related messages/pictures/videos including your family deity:**As per the opinions of the 18-28 Years respondents; Most of the respondents receive caste-related messages either rarely (50) or sometimes (53).As per the opinions of the 29-39 Years respondents; Most of the respondents receive caste-related messages either rarely (73) or sometimes (53).As per the opinions of the 40-50 Years respondents; Most of the respondents receive caste-related messages either rarely (61) or sometimes (63).As per the opinions of the above 50 Years of respondents;Most of the respondents receive caste-related messages either rarely (55) or sometimes (47).
- **Reception of divine or spiritual messages/pictures/videos/ religious symbols:**As per the opinions of the 18-28 Years respondents; Most of the respondents receive divine messages either rarely (38) or never (38).As per the opinions of the 29-39 Years respondents; Most of the respondents receive divine messages either rarely (42) or never (46).As per the opinions of the 40-50 Years respondents; Most of the respondents receive divine messages either rarely (42) or never (42).As per the opinions of the above 50 Years respondents; Most of the respondents receive divine messages either sometimes (33) or never (43).
- **Reception of racial history/ messages/pictures/videos:**As per the opinions of the 18-28 Years respondents; Most of the respondents receive racial messages either never (37) or sometimes (40).As per the opinions of the 29-39 Years respondents; Most of the respondents receive racial messages either never (45) or rarely (45).As per the opinions of the 40-50 Years respondents; Most of the respondents receive racial

messages either never (47) or rarely (40). As per the opinions of the above 50 Years of respondents; Most of the respondents receive racial messages either never (39) or sometimes (36).

- **Reception relating to your mother tongue/ vernacular language:** As per the opinions of the 18-28 Years respondents; Most of the respondents receive messages on vernacular language either sometimes (47) or rarely (59). As per the opinions of the 29-39 Years respondents; Most of the respondents receive messages in vernacular language either sometimes (68) or rarely (60). As per the opinions of the 40-50 Years respondents; Most of the respondents receive messages in vernacular language either sometimes (66) or rarely (57). As per the opinions of the above 50 Years of respondents; Most of the respondents receive messages in vernacular language either sometimes (56) or rarely (49).
- **Reception of pictures/memes videos relating to national symbols, or national borders/ security:** As per the opinions of the 18-28 Years respondents; Most of the respondents receive messages on nationalism either sometimes (40) or never (38). As per the opinions of the 29-39 Years respondents; Most of the respondents receive messages on nationalism never (47). As per the opinions of the 40-50 Years respondents; Most of the respondents receive messages on nationalism either sometimes (49) or rarely (38). As per the opinions of the above 50 Years of respondents; Most of the respondents receive messages on nationalism either sometimes (38) or never (39).
- **Did you receive anything of the above (a) to (g) till the polling day:** As per the opinions of the 18-28 Years respondents; Most of the respondents receive anything of the above (a) to (g) till the polling day either on daily basis (48) or sometimes (54). As per the opinions of the 29-39 Years respondents; Most of the respondents receive anything of the above (a) to (g) till the polling day either on daily basis (58) or sometimes (70). As per the opinions of the 40-50 Years respondents; Most of the respondents receive anything of the above (a) to (g) till the polling day either on daily basis (59) or sometimes (64). As per the opinions of the above 50 Years of respondents; Most of the respondents receive anything of the above (a) to (g) till the polling day either on daily basis (58) or sometimes (47).

5.16 Frequency of Message reception with Education

Herein analysis was carried to identify the frequency of usage of social media with a demographic profile of the respondents.

Table No. 5.14: Cross tabulation - Frequency of Message reception with Education

Crosstab							
		Education					Total
		Below Matric	Above Matric	UG	PG	Others	
Personal Views on Politics of from friends and family	Daily	30	72	68	44	19	233
	Sometimes	30	51	68	57	20	226
	Rarely	0	2	5	0	0	7
	Never	2	1	6	2	1	12
	NR	0	0	1	0	0	1
	NA	0	1	4	2	0	7
Total		62	127	152	105	40	486
		Education					Total
		Below Matric	Above Matric	UG	PG	Others	
Political cartoons/ memes/videos/other material mimicking political leaders	Daily	31	56	68	47	21	223
	Sometimes	28	66	71	52	18	235
	Rarely	0	1	1	3	0	5
	Never	2	4	6	1	0	13
	NR	0	0	3	0	0	3
	NA	1	0	3	2	1	7
Total		62	127	152	105	40	486
		Education					Total
		Below Matric	Above Matric	UG	PG	Others	
Cartoons/ memes/videos/other material relating to Caste or community /religion including	Daily	1	2	2	0	0	5
	Sometimes	28	58	62	50	18	216
	Rarely	30	65	75	48	21	239

your family deity.	Never	0	0	4	2	0	6
	NR	2	2	5	3	1	13
	NA	1	0	4	2	0	7
Total		62	127	152	105	40	486
		Education					
		Below Matric	Above Matric	UG	PG	Others	Total
Cartoons/ memes/videos/other material relating to divine or spiritual message religious symbols	Daily	1	0	4	0	0	5
	Sometimes	15	37	48	30	12	142
	Rarely	24	41	42	32	13	152
	Never	22	46	50	37	14	169
	NR	0	3	4	4	1	12
	NA	0	0	4	2	0	6
Total		62	127	152	105	40	486
		Education					
		Below Matric	Above Matric	UG	PG	Others	Total
Cartoons/ memes/videos/other material relating to your racial history.	Daily	0	1	4	1	0	6
	Sometimes	24	38	51	29	11	153
	Rarely	19	35	39	37	15	145
	Never	17	51	52	34	14	168
	NR	1	2	5	1	0	9
	NA	1	0	1	3	0	5
Total		62	127	152	105	40	486
		Education					
		Below Matric	Above Matric	UG	PG	Others	Total
Cartoons/ memes/videos/other material relating to your mother tongue/ vernacular language	Daily	0	1	2	0	0	3
	Sometimes	33	63	68	50	23	237
	Rarely	27	61	71	50	16	225
	Never	0	0	3	1	0	4
	NR	0	1	5	3	1	10

	NA	2	1	3	1	0	7
Total		62	127	152	105	40	486
		Education					
		Below Matric	Above Matric	UG	PG	Others	Total
Cartoons/ memes/videos/other material relating to national symbols, or national borders/ security	Daily	0	0	3	1	0	4
	Sometimes	23	40	53	39	13	168
	Rarely	13	40	40	28	13	134
	Never	22	44	46	35	13	160
	NR	3	2	9	1	1	16
	NA	1	1	1	1	0	4
Total		62	127	152	105	40	486
		Education					
		Below Matric	Above Matric	UG	PG	Others	Total
Did you receive anything of the above (a) to (g) till the polling day.	Daily	0	0	3	1	0	4
	Sometimes	23	40	53	39	13	168
	Rarely	13	40	40	28	13	134
	Never	22	44	46	35	13	160
	NR	3	2	9	1	1	16
	NA	1	1	1	1	0	4
Total		62	127	152	105	40	486

Source: (Primary data)

5.16.1 Interpretation

- Personal Views on Politics from friends and family:** As per the opinions of the Below Matric respondents; Most of the respondents receive their personal views on politics either on daily basis (30) or sometimes (30).As per the opinions of the Above Matric respondents; Most of the respondents receive their personal views on politics either on daily basis (72) or sometimes (51).As per the opinions of the UG respondents; Most of the respondents receive their personal views on politics either on daily basis (68) or sometimes (68).As per the opinions of the PG respondents; Most of

the respondents receive their personal views on politics either on daily basis (44) or sometimes (57).As per the opinions of the other respondents; Most of the respondents receive their personal views on politics either on daily basis (19) or sometimes (20).

- **Reception of political cartoons/ memes/videos/other material mimicking political leaders:** As per the opinions of the Below Matric respondents; Most of the respondents receive political memes either on daily basis (31) or sometimes (28).As per the opinions of the Above Matric respondents; Most of the respondents receive political memes either on daily basis (56) or sometimes (66).As per the opinions of the UG respondents; Most of the respondents receive political memes either on daily basis (68) or sometimes (71).As per the opinions of the PG respondents; Most of the respondents receive political memes either on daily basis (47) or sometimes (52).As per the opinions of the other respondents; Most of the respondents receive political memes either on daily basis (21) or sometimes (18).
- **Reception of caste or community /religion related messages/pictures/videos including your family deity:** As per the opinions of the Below Matric respondents; Most of the respondents receive caste-related messages either rarely (30) or sometimes (28).As per the opinions of the Above Matric respondents; Most of the respondents receive caste-related messages either rarely (65) or sometimes (58).As per the opinions of the UG respondents; Most of the respondents receive caste-related messages either rarely (75) or sometimes (62).As per the opinions of the PG respondents; Most of the respondents receive caste-related messages either rarely (48) or sometimes (50).As per the opinions of the other respondents;Most of the respondents receive caste-related messages either rarely (21) or sometimes (18).
- **Reception of divine or spiritual messages/pictures/videos/ religious symbols:** As per the opinions of the Below Matric respondents; Most of the respondents receive divine messages either rarely (24) or never (22).As per the opinions of the Above Matric respondents; Most of the respondents receive divine messages either rarely (41) or never (46).As per the opinions of the UG respondents; Most of the respondents receive divine messages either sometimes (48) or never (50).As per the opinions of the PG respondents;Most of the respondents receive divine messages either rarely (32) or never (37). As per the opinions of the other respondents;Most of the respondents receive divine messages either rarely (13) or never (14).

- **Reception of racial history/ messages/pictures/videos:** As per the opinions of the Below Matric respondents; Most of the respondents receive racial messages either rarely (19) or sometimes (24).As per the opinions of the Above Matric respondents; Most of the respondents receive racial messages either never (51) or sometimes (38).As per the opinions of the UG respondents; Most of the respondents receive racial messages either never (52) or sometimes (51).As per the opinions of the PG respondents; Most of the respondents receive racial messages either never (34) or rarely (37).As per the opinions of the other respondents; Most of the respondents receive racial messages either never (14) or rarely (15).
- **Reception relating to your mother tongue/ vernacular language:**As per the opinions of the Below Matric respondents; Most of the respondents receive messages on vernacular language either sometimes (33) or rarely (27).As per the opinions of the Above Matric respondents; Most of the respondents receive messages in vernacular language either sometimes (63) or rarely (61).As per the opinions of the UG respondents; Most of the respondents receive messages in vernacular language either sometimes (68) or rarely (71).As per the opinions of the PG respondents; Most of the respondents receive messages on vernacular language either sometimes (50) or rarely (50).As per the opinions of the other respondents;Most of the respondents receive messages in vernacular language either sometimes (23) or rarely (16).
- **Reception of pictures/memes videos relating to national symbols, or national borders/ security:**As per the opinions of the Below Matric respondents; Most of the respondents receive messages on nationalism either sometimes (23) or never (22).As per the opinions of the Above Matric respondents; Most of the respondents receive messages on nationalism never (44).As per the opinions of the UG respondents; Most of the respondents receive messages on nationalism sometimes (53) or never (46). As per the opinions of the PG respondents; Most of the respondents receive messages on nationalism either sometimes (39) or never (35).As per the opinions of the other respondents;Most of the respondents receive messages on nationalism either sometimes (13) or rarely (13) or never (13).
- **Did you receive anything of the above (a) to (g) till the polling day:**As per the opinions of the Below Matric respondents; Most of the respondents receive anything of the above (a) to (g) either sometimes (23) or never (22).As per the opinions of the Above Matric respondents; Most of the respondents receive anything of the above (a)

to (g) either rarely(40) or sometimes (40). As per the opinions of the UG respondents; Most of the respondents receiveanything of the above (a) to (g) either sometimes (53) or never (46). As per the opinions of the PG respondents; Most of the respondents receiveanything of the above (a) to (g) either sometimes (39) or never (35). As per the opinions of the other respondents; Most of the respondents receiveanything of the above (a) to (g) either sometimes (13) or rarely (13) or never (13).

5.17 Frequency of Message reception with Occupation

Herein analysis was carried to identify the frequency of usage of social media with the demographic profile of the respondents.

Table No. 5.15: Cross tabulation - Frequency of Message reception with Occupation

Crosstab							
		Occupation					Total
		Student	Trade or Business	Govt.	Private	Others	
Personal Views on Politics of from friends and family	Daily	47	51	22	75	38	233
	Sometimes	56	46	23	59	42	226
	Rarely	2	2	1	0	2	7
	Never	1	3	1	2	5	12
	NR	0	0	0	0	1	1
	NA	1	2	1	0	3	7
Total		107	104	48	136	91	486
		Occupation					Total
		Student	Trade or Business	Govt.	Private	Others	
Political cartoons/ memes/videos/other material mimicking political leaders	Daily	47	49	21	74	32	223
	Sometimes	57	50	23	59	46	235
	Rarely	0	0	0	1	4	5
	Never	1	2	3	2	5	13
	NR	1	1	0	0	1	3
	NA	1	2	1	0	3	7
Total		107	104	48	136	91	486
		Occupation					Total
		Student	Trade or Business	Govt.	Private	Others	
Cartoons/ memes/videos/other material relating to Caste	Daily	0	1	2	0	2	5
	Sometimes	51	50	18	57	40	216
	Rarely	52	48	24	76	39	239

or community /religion including your family deity.	Never	1	1	1	1	2	6
	NR	2	1	2	2	6	13
	NA	1	3	1	0	2	7
Total		107	104	48	136	91	486
		Occupation					
		Student	Trade or Business	Govt.	Private	Others	Total
Cartoons/ memes/videos/other material relating to divine or spiritual message religious symbols	Daily	0	0	1	0	4	5
	Sometimes	38	31	10	35	28	142
	Rarely	33	33	18	46	22	152
	Never	32	36	15	53	33	169
	NR	3	3	3	0	3	12
	NA	1	1	1	2	1	6
Total		107	104	48	136	91	486
		Occupation					
		Student	Trade or Business	Govt.	Private	Others	Total
Cartoons/ memes/videos/other material relating to your racial history.	Daily	0	1	1	1	3	6
	Sometimes	36	32	20	41	24	153
	Rarely	30	25	15	48	27	145
	Never	40	42	9	46	31	168
	NR	1	3	2	0	3	9
	NA	0	1	1	0	3	5
Total		107	104	48	136	91	486
		Occupation					
		Student	Trade or Business	Govt.	Private	Others	Total
Cartoons/ memes/videos/other material relating to your mother tongue/	Daily	1	2	0	0	0	3
	Sometimes	50	47	22	75	43	237
	Rarely	54	51	23	58	39	225
	Never	0	1	0	0	3	4
	NR	2	2	1	2	3	10

vernacular language	NA	0	1	2	1	3	7
Total		107	104	48	136	91	486
		Occupation					
		Student	Trade or Business	Govt.	Private	Others	Total
Cartoons/ memes/videos/other material relating to national symbols, or national borders/ security	Daily	0	3	0	0	1	4
	Sometimes	39	29	17	55	28	168
	Rarely	36	24	8	38	28	134
	Never	30	45	18	42	25	160
	NR	2	3	4	0	7	16
	NA	0	0	1	1	2	4
Total		107	104	48	136	91	486
		Occupation					
		Student	Trade or Business	Govt.	Private	Others	Total
Did you receive anything of the above (a) to (g) till the polling day.	Daily	47	49	21	74	32	223
	Sometimes	57	50	23	59	46	235
	Rarely	0	0	0	1	4	5
	Never	1	2	3	2	5	13
	NR	1	1	0	0	1	3
	NA	1	2	1	0	3	7
Total		107	107	104	48	136	91

Source: (Primary data)

5.17.1 Interpretation

- Personal Views on Politics from friends and family:** As per the opinions of the student respondents; Most of the respondents receive their personal views on politics either on daily basis (47) or sometimes (56).As per the opinions of the Trade or Business respondents; Most of the respondents receive their personal views on politics either on daily basis (51) or sometimes (46).As per the opinions of the Govt. employee respondents; Most of the respondents receive their personal views on

politics either on daily basis (22) or sometimes (23).As per the opinions of the Private employee respondents; Most of the respondents receive their personal views on politics either on daily basis (75) or sometimes (59).As per the opinions of the other respondents;Most of the respondents receive their personal views on politics either on daily basis (38) or sometimes (42).

- **Reception of political cartoons/ memes/videos/other material mimicking political leaders:** As per the opinions of the student respondents; Most of the respondents receive political memes either on daily basis (47) or sometimes (57).As per the opinions of the Trade or Business respondents; Most of the respondents receive political memes either on daily basis (49) or sometimes (50).As per the opinions of the Govt. employee respondents; Most of the respondents receive political memes either on daily basis (21) or sometimes (23).As per the opinions of the Private employee respondents; Most of the respondents receive political memes either on daily basis (74) or sometimes (59).As per the opinions of the other respondents; Most of the respondents receive political memes either on daily basis (32) or sometimes (46).
- **Reception of caste or community /religion related messages/pictures/videos including your family deity:** As per the opinions of the student respondents; Most of the respondents receive caste-related messages either rarely (52) or sometimes (51).As per the opinions of the Trade or Business respondents; Most of the respondents receive caste-related messages either rarely (48) or sometimes (50).As per the opinions of the Govt. employee respondents; Most of the respondents receive caste-related messages either rarely (24) or sometimes (18).As per the opinions of the Private employee respondents; Most of the respondents receive caste-related messages either rarely (76) or sometimes (57).As per the opinions of the other respondents;Most of the respondents receive caste-related messages either rarely (30) or sometimes (40).
- **Reception of divine or spiritual messages/pictures/videos/ religious symbols: As per the opinions of the student respondents;**Most of the respondents receive divine messages either rarely (33) or sometimes (38).As per the opinions of the Trade or Business respondents; Most of the respondents receive divine messages either rarely (33) or never (36).As per the opinions of the Govt. employee respondents; Most of the respondents receivedivine messages either rarely (18) or never (15).As per the

opinions of the Private employee respondents; Most of the respondents receive divine messages either rarely (46) or never (53).As per the opinions of the other respondents; Most of the respondents receive divine messages either rarely (22) or never (33).

- **Reception of racial history/ messages/pictures/videos: As per the opinions of the student respondents;**Most of the respondents receive racial messages either never (40) or sometimes (36).As per the opinions of the Trade or Business respondents; Most of the respondents receive racial messages either never (42) or sometimes (32).As per the opinions of the Govt. employee respondents; Most of the respondents receive racial messages either rarely (15) or sometimes (20).As per the opinions of the Private employee respondents; Most of the respondents receive racial messages either rarely (48) or never (46).As per the opinions of the other respondents; Most of the respondents receive racial messages either never (31) or rarely (27).
- **Reception relating to your mother tongue/ vernacular language: As per the opinions of the student respondents;**Most of the respondents receive messages on vernacular language either sometimes (50) or rarely (54).As per the opinions of the Trade or Business respondents; Most of the respondents receive messages in vernacular language either sometimes (47) or rarely (51).As per the opinions of the Govt. employee respondents; Most of the respondents receive messages in vernacular language either sometimes (22) or rarely (23).As per the opinions of the Private employee respondents; Most of the respondents receive messages in vernacular language either sometimes (75) or rarely (58).As per the opinions of the other respondents; Most of the respondents receive messages in vernacular language either sometimes (43) or rarely (39).
- **Reception of pictures/memes videos relating to national symbols, or national borders/ security:** As per the opinions of the student respondents; Most of the respondents receive messages on nationalism either sometimes (39) or rarely (36).As per the opinions of the Trade or Business respondents; Most of the respondents receive messages on nationalism either sometimes (29) or never (45).As per the opinions of the Govt. employee respondents; Most of the respondents receive messages on nationalism either sometimes (17) or never (18).As per the opinions of the Private employee respondents; Most of the respondents receive messages on nationalism either sometimes (55) or never (42).As per the opinions of the other

respondents; Most of the respondents receive messages on nationalism either sometimes (28) or rarely (28).

- Did you receive anything of the above (a) to (g) till the polling day: As per the opinions of the student respondents; Most of the respondents receive anything of the above (a) to (g) either on daily basis (47) or sometimes (57). As per the opinions of the Trade or Business respondents; Most of the respondents receive anything of the above (a) to (g) either on daily basis (49) or sometimes (50). As per the opinions of the Govt. employee respondents; Most of the respondents receive anything of the above (a) to (g) either on daily basis (21) or sometimes (23). As per the opinions of the Private employee respondents; Most of the respondents receive anything of the above (a) to (g) either on daily basis (74) or sometimes (59). As per the opinions of the other respondents; Most of the respondents receive anything of the above (a) to (g) either on daily basis (32) or sometimes (46).

5.18 Frequency of Message Forwarding with Gender

Herein analysis was carried to identify the frequency forwarding messages in the social media with the demographic profile of the respondents.

Table No. 5.16: Cross tabulation - Frequency of Message Forwarding with Gender

Crosstab					
		Gender			Total
		Male	Female	Transgender	
Express Personal Views on Politics	Daily	119	109	2	230
	Sometimes	114	118	2	234
	Rarely	1	2	1	4
	Never	5	2	4	11
	NR	1	2	2	5
	NA	1	0	1	2
Total		241	233	12	486
		Gender			Total
		Male	Female	Transgender	
Political cartoons/ memes/videos/other material mimicking political leaders	Daily	116	114	3	233
	Sometimes	120	110	2	232
	Rarely	3	2	1	6
	Never	1	2	4	7
	NR	0	4	1	5
	NA	1	1	1	3
Total		241	233	12	486
		Gender			Total
		Male	Female	Transgender	
Cartoons/ memes/videos/other material relating to Caste or community /religion including your family deity.	Daily	2	3	2	7
	Sometimes	117	106	2	225
	Rarely	119	118	4	241
	Never	1	3	2	6
	NR	1	1	1	3
	NA	1	2	1	4

Total		241	233	12	486
		Gender			Total
		Male	Female	Transgender	
Cartoons/ memes/videos/other material relating to divine or spiritual message religious symbols	Daily	3	3	1	7
	Sometimes	82	72	1	155
	Rarely	67	84	1	152
	Never	86	70	3	159
	NR	1	1	5	7
	NA	2	3	1	6
Total		241	233	12	486
		Gender			Total
		Male	Female	Transgender	
Cartoons/ memes/videos/other material relating to your racial history	Daily	1	3	1	5
	Sometimes	81	79	1	161
	Rarely	90	86	4	180
	Never	66	62	1	129
	NR	3	2	3	8
	NA	0	1	2	3
Total		241	233	12	486
		Gender			Total
		Male	Female	Transgender	
Cartoons/ memes/videos/other material relating to your mother tongue/ vernacular language	Daily	4	2	2	8
	Sometimes	117	98	4	219
	Rarely	117	126	2	245
	Never	0	1	1	2
	NR	0	1	2	3
	NA	3	5	1	9
Total		241	233	12	486
		Gender			Total
		Male	Female	Transgender	
Cartoons/ memes/videos/other material relating to national symbols, or national	Daily	2	1	3	6
	Sometimes	82	90	3	175

borders/ security	Rarely	72	64	2	138
	Never	78	71	2	151
	NR	2	2	2	6
	NA	5	5	0	10
Total		241	233	12	486
		Gender			
		Male	Female	Transgender	Total
Did you send anything of the above (a) to (g) till the election day.	Daily	114	131	3	248
	Sometimes	123	93	1	217
	Rarely	1	1	0	2
	Never	2	2	3	7
	NR	0	3	3	6
	NA	1	3	2	6
Total		241	233	12	486

Source: (Primary data)

5.18.1 Interpretation

- Personal Views on Politics from friends and family:** As per the opinions of the male respondents; Most of the respondents share their personal views on politics either on daily basis (119) or sometimes (114). As per the opinions of the female respondents; Most of the respondents share their personal views on politics either on daily basis (109) or sometimes (118). As per the opinions of the transgender respondents; Most of the respondents share their personal views on politics either on daily basis (2) or never (2).
- Share or forwards of political cartoons/ memes/videos/other material mimicking political leaders:** As per the opinions of the male respondents; Most of the respondents share political memes either on daily basis (116) or sometimes (120). As per the opinions of the female respondents; Most of the respondents share political memes either sometimes (110) or daily basis (114). As per the opinions of the transgender respondents; Most of the respondents share political memes on either a daily basis (3) or sometimes (2).

- **Share or forwards of caste or community /religion related messages/pictures/videos including your family deity:** As per the opinions of the male respondents; Most of the respondents share caste-related messages either rarely (119) or sometimes (117). As per the opinions of the female respondents; Most of the respondents share caste-related messages either rarely (118) or sometimes (106). As per the opinions of the transgender respondents; Most of the respondents rarely (4) share caste-related messages.
- **Share or forwards of divine or spiritual messages/pictures/videos/ religious symbols:** As per the opinions of the male respondents; Most of the respondents share divine messages either never (86) or sometimes (82). As per the opinions of the female respondents; Most of the respondents share divine messages either rarely (84) or sometimes (72). As per the opinions of the transgender respondents; Most of the respondents do not really (5) or never share (3) share divine messages daily basis.
- **Share or forwards of racial history/ messages/pictures/videos:** As per the opinions of the male respondents; Most of the respondents share racial messages either rarely (90) or sometimes (81). As per the opinions of the female respondents; Most of the respondents share racial messages either rarely (86) or sometimes (79). As per the opinions of the transgender respondents; Most of the respondents share racial messages either rarely (4).
- **Share or forwards relating to your mother tongue / vernacular language:** As per the opinions of the male respondents; Most of the respondents share messages on vernacular language either sometimes (117) or rarely (117). As per the opinions of the female respondents; Most of the respondents share messages on vernacular language either sometimes (98) or rarely (126). As per the opinions of the transgender respondents; Most of the respondents share messages on vernacular language either sometimes (4).
- **Share or Forward of pictures/memes videos relating to national symbols, or national borders/ security:** As per the opinions of the male respondents; Most of the respondents share messages on nationalism either sometimes (82) or never (78). As per the opinions of the female respondents; Most of the respondents share messages on nationalism either sometimes (90) or never (71). As per the opinions of the transgender respondents; Most of the respondents shares messages on nationalism sometimes.

- **Share or forward anything of the above (a) to (g) till the polling:** As per the opinions of the male respondents; Most of the male respondents share their views on politics either on daily basis (114) or sometimes (123). As per the opinions of the female respondents; Most of the respondents share their personal views on politics either on daily basis (131) or sometimes (93). As per the opinions of the transgender respondents; Most of the respondents share their personal views on politics either on daily basis (3) or never (3).

5.19 Frequency of Message Forwarding with Age

Herein analysis was carried to identify the frequency forwarding messages in the social media with the demographic profile of the respondents.

Table No. 5.17: Cross tabulation - Frequency of Message Forwarding with Age

Crosstab						
		Age				Total
		18-28	29-39	40-50	Above 50 years	
Express Personal Views on Politics	Daily	51	64	61	54	230
	Sometimes	56	66	63	49	234
	Rarely	1	1	0	2	4
	Never	6	2	1	2	11
	NR	1	0	2	2	5
	NA	0	0	1	1	2
Total		115	133	128	110	486
		Age				Total
		18-28	29-39	40-50	Above 50 years	
Political cartoons/ memes/videos/other material mimicking political leaders	Daily	53	62	70	48	233
	Sometimes	54	65	55	58	232
	Rarely	1	2	2	1	6
	Never	4	2	0	1	7
	NR	2	0	1	2	5
	NA	1	2	0	0	3
Total		115	133	128	110	486
		Age				Total
		18-28	29-39	40-50	Above 50 years	
Cartoons/ memes/videos/other material relating to Caste or community /religion	Daily	3	1	2	1	7
	Sometimes	58	64	51	52	225
	Rarely	47	66	74	54	241

including your family deity.	Never	3	1	0	2	6
	NR	2	0	1	0	3
	NA	2	1	0	1	4
Total		115	133	128	110	486
		Age				Total
		18-28	29-39	40-50	Above 50 years	
Cartoons/ memes/videos/other material relating to divine or spiritual message religious symbols	Daily	4	0	2	1	7
	Sometimes	37	42	44	32	155
	Rarely	40	32	42	38	152
	Never	29	58	37	35	159
	NR	3	0	2	2	7
	NA	2	1	1	2	6
Total		115	133	128	110	486
		Age				Total
		18-28	29-39	40-50	Above 50 years	
Cartoons/ memes/videos/other material relating to your racial history	Daily	1	1	1	2	5
	Sometimes	42	45	38	36	161
	Rarely	42	47	46	45	180
	Never	27	37	41	24	129
	NR	1	3	1	3	8
	NA	2	0	1	0	3
Total		115	133	128	110	486
		Age				Total
		18-28	29-39	40-50	Above 50 years	
Cartoons/ memes/videos/other material relating to your mother tongue/ vernacular language	Daily	2	2	3	1	8
	Sometimes	57	56	59	47	219
	Rarely	51	73	64	57	245
	Never	0	0	1	1	2
	NR	1	0	0	2	3

	NA	4	2	1	2	9
Total		115	133	128	110	486
		Age				
		18-28	29-39	40-50	Above 50 years	Total
Cartoons/ memes/videos/other material relating to national symbols, or national borders/ security	Daily	3	2	0	1	6
	Sometimes	48	44	50	33	175
	Rarely	29	43	32	34	138
	Never	29	43	41	38	151
	NR	5	0	0	1	6
	NA	1	1	5	3	10
Total		115	133	128	110	486
		Age				
		18-28	29-39	40-50	Above 50 years	Total
Did you send anything of the above (a) to (g) till the polling day.	Daily	60	60	67	61	248
	Sometimes	47	67	58	45	217
	Rarely	0	0	1	1	2
	Never	3	3	0	1	7
	NR	4	2	0	0	6
	NA	1	1	2	2	6
Total		115	133	128	110	486

Source: (Primary data)

5.19.1 Interpretation

- Personal Views on Politics from friends and family:** As per the opinions of the 18-28 Years respondents; Most of the respondents share their personal views on politics either on daily basis (51) or sometimes (56). As per the opinions of the 29-39 Years respondents; Most of the respondents share their personal views on politics either on daily basis (64) or sometimes (66). As per the opinions of the 40-50 Years respondents; Most of the respondents share their personal views on politics either on daily basis (61) or sometimes (63). As per the opinions of the above 50 Years

respondents; Most of the respondents share their personal views on politics either on daily basis (54) or sometimes (49).

- **Share or forwards of political cartoons/ memes/videos/other material mimicking political leaders:** As per the opinions of the 18-28 Years respondents; Most of the respondents share or forwards political memes either on daily basis (53) or sometimes (54). As per the opinions of the 29-39 Years respondents; Most of the respondents share or forwards political memes either on daily basis (62) or sometimes (65). As per the opinions of the 40-50 Years respondents; Most of the respondents share or forwards political memes either on daily basis (70) or sometimes (55). As per the opinions of the above 50 Years of respondents; Most of the respondents share or forwards political memes either on daily basis (48) or sometimes (58).
- **Share or forwards of caste or community /religion related messages/pictures/videos including your family deity:** As per the opinions of the 18-28 Years respondents; Most of the respondents share caste-related messages either rarely (47) or sometimes (58). As per the opinions of the 29-39 Years respondents; Most of the respondents share caste-related messages either rarely (66) or sometimes (64). As per the opinions of the 40-50 Years respondents; Most of the respondents share caste-related messages either rarely (51) or sometimes (74). As per the opinions of the above 50 Years respondents; Most of the respondents share caste-related messages either rarely (54) or sometimes (52).
- **Share or forwards of divine or spiritual messages/pictures/videos/ religious symbols:** As per the opinions of the 18-28 Years respondents; Most of the respondents share divine messages either rarely (40) or sometimes (37). As per the opinions of the 29-39 Years respondents; Most of the respondents share divine messages either sometimes (42) or never (58). As per the opinions of the 40-50 Years respondents; Most of the respondents share divine messages either rarely (42) or sometimes (44). As per the opinions of the above 50 Years respondents; Most of the respondents share divine messages either rarely (38) or never (35).
- **Share or forwards of racial history/ messages/pictures/videos:** As per the opinions of the 18-28 Years respondents; Most of the respondents share racial messages either rarely (42) or sometimes (42). As per the opinions of the 29-39 Years respondents; Most of the respondents share racial messages either sometimes (45) or rarely (47). As per the opinions of the 40-50 Years respondents; Most of the respondents share

racial messages either never (41) or rarely (46). As per the opinions of the above 50 Years of respondents; Most of the respondents share racial messages either rarely (45) or sometimes (36).

- **Share or forwards relating to your mother tongue/ vernacular language:** As per the opinions of the 18-28 Years respondents; Most of the respondents share messages on vernacular language either sometimes (57) or rarely (51). As per the opinions of the 29-39 Years respondents; Most of the respondents share messages on vernacular language either sometimes (56) or rarely (73). As per the opinions of the 40-50 Years respondents; Most of the respondents share messages on vernacular language either sometimes (59) or rarely (64). As per the opinions of the above 50 Years respondents; Most of the respondents share messages on vernacular language either sometimes (47) or rarely (57).
- **Reception of pictures/memes videos relating to national symbols, or national borders/ security:** As per the opinions of the 18-28 Years respondents; Most of the respondents share messages on nationalism either sometimes (48). As per the opinions of the 29-39 Years respondents; Most of the respondents share messages on nationalism sometimes (44). As per the opinions of the 40-50 Years respondents; Most of the respondents share messages on nationalism either sometimes (50) or never (41). As per the opinions of the above 50 Years respondents; Most of the respondents share messages on nationalism either rarely (34) or never (38).
- **Share or forward anything of the above (a) to (g) till the polling:** As per the opinions of the 18-28 Years respondents; Most of the respondents share their personal views on politics either on daily basis (60) or sometimes (47). As per the opinions of the 29-39 Years respondents; Most of the respondents share their personal views on politics either on daily basis (60) or sometimes (67). As per the opinions of the 40-50 Years respondents; Most of the respondents share their personal views on politics either on daily basis (67) or sometimes (58). As per the opinions of the above 50 Years respondents; Most of the respondents share their personal views on politics either on daily basis (61) or sometimes (45).

5.20 Frequency of Message Forwarding with Education

Herein analysis was carried to identify the frequency forwarding messages in the social media with the demographic profile of the respondents.

Table No. 5.18: Cross tabulation - Frequency of Message Forwarding with Education

Crosstab							
		Education					Total
		Below Matric	Above Matric	UG	PG	Others	
Express Personal Views on Politics	Daily	28	59	72	53	18	230
	Sometimes	32	67	65	48	22	234
	Rarely	0	0	4	0	0	4
	Never	0	1	8	2	0	11
	NR	2	0	3	0	0	5
	NA	0	0	0	2	0	2
Total		62	127	152	105	40	486
		Education					Total
		Below Matric	Above Matric	UG	PG	Others	
Political cartoons/ memes/videos/other material mimicking political leaders	Daily	36	67	60	55	15	233
	Sometimes	25	55	81	47	24	232
	Rarely	0	2	3	1	0	6
	Never	1	0	5	0	1	7
	NR	0	2	2	1	0	5
	NA	0	1	1	1	0	3
Total		62	127	152	105	40	486
		Education					Total
		Below Matric	Above Matric	UG	PG	Others	
Cartoons/ memes/videos/other material relating to Caste or community /religion including	Daily	2	1	2	2	0	7
	Sometimes	26	62	74	50	13	225
	Rarely	33	61	69	51	27	241

your family deity.	Never	0	2	3	1	0	6
	NR	1	0	1	1	0	3
	NA	0	1	3	0	0	4
Total		62	127	152	105	40	486
		Education					
		Below Matric	Above Matric	UG	PG	Others	Total
Cartoons/ memes/videos/other material relating to divine or spiritual message religious symbols	Daily	1	1	2	3	0	7
	Sometimes	20	40	43	37	15	155
	Rarely	15	48	48	33	8	152
	Never	23	37	53	30	16	159
	NR	3	0	3	1	0	7
	NA	0	1	3	1	1	6
Total		62	127	152	105	40	486
		Education					
		Below Matric	Above Matric	UG	PG	Others	Total
Cartoons/ memes/videos/other material relating to your racial history	Daily	0	2	2	1	0	5
	Sometimes	18	47	45	35	16	161
	Rarely	24	47	56	41	12	180
	Never	19	31	41	26	12	129
	NR	0	0	6	2	0	8
	NA	1	0	2	0	0	3
Total		62	127	152	105	40	486
		Education					
		Below Matric	Above Matric	UG	PG	Others	Total
Cartoons/ memes/videos/other material relating to your mother tongue/ vernacular language	Daily	1	2	4	1	0	8
	Sometimes	29	62	68	46	14	219
	Rarely	31	62	73	54	25	245
	Never	0	0	0	2	0	2
	NR	1	0	2	0	0	3

	NA	0	1	5	2	1	9
Total		62	127	152	105	40	486
		Education					
		Below Matric	Above Matric	UG	PG	Others	Total
Cartoons/ memes/videos/other material relating to national symbols, or national borders/ security	Daily	0	0	4	1	1	6
	Sometimes	21	53	45	38	18	175
	Rarely	28	34	46	23	7	138
	Never	11	39	48	39	14	151
	NR	1	0	2	3	0	6
	NA	1	1	7	1	0	10
Total		62	127	152	105	40	486
		Education					
		Below Matric	Above Matric	UG	PG	Others	Total
Did you send anything of the above (a) to (g) till the polling day.	Daily	30	64	72	69	13	248
	Sometimes	30	60	66	35	26	217
	Rarely	0	0	2	0	0	2
	Never	1	1	4	1	0	7
	NR	0	1	4	0	1	6
	NA	1	1	4	0	0	6
Total		62	127	152	105	40	486

Source: (Primary data)

5.20.1 Interpretation

- Personal Views on Politics from friends and family:** As per the opinions of the Below Matric respondents; Most of the respondents share their personal views on politics either on daily basis (28) or sometimes (32). As per the opinions of the Above Matric respondents; Most of the respondents share their personal views on politics either on daily basis (59) or sometimes (67). As per the opinions of the UG respondents; Most of the respondents share their personal views on politics either on daily basis (72) or sometimes (65). As per the opinions of the PG respondents; Most

of the respondents share their personal views on politics either on daily basis (53) or sometimes (48). As per the opinions of the other respondents; Most of the respondents share their personal views on politics either on daily basis (18) or sometimes (22).

- **Share or forwards of political cartoons/ memes/videos/other material mimicking political leaders:** As per the opinions of the Below Matric respondents; Most of the respondents share or forwards political memes either on daily basis (36) or sometimes (25). As per the opinions of the Above Matric respondents; Most of the respondents share or forwards political memes either on daily basis (67) or sometimes (55). As per the opinions of the UG respondents; Most of the respondents share or forwards political memes either on daily basis (60) or sometimes (81). As per the opinions of the PG respondents; Most of the respondents share or forwards political memes either on daily basis (55) or sometimes (47). As per the opinions of the other respondents; Most of the respondents share or forwards political memes either on daily basis (15) or sometimes (24).
- **Share or forwards of caste or community /religion related messages/pictures/videos including your family deity:** As per the opinions of the Below Matric respondents; Most of the respondents share caste-related messages either rarely (33) or sometimes (26). As per the opinions of the Above Matric respondents; Most of the respondents share caste-related messages either rarely (61) or sometimes (62). As per the opinions of the UG respondents; Most of the respondents share caste-related messages either rarely (69) or sometimes (74). As per the opinions of the PG respondents; Most of the respondents share caste-related messages either rarely (51) or sometimes (50). As per the opinions of the other respondents; Most of the respondents share caste-related messages either rarely (27) or sometimes (13).
- **Share or forwards of divine or spiritual messages/pictures/videos/ religious symbols:** As per the opinions of the Below Matric respondents; Most of the respondents share divine messages either sometime (20) or never (23). As per the opinions of the Above Matric respondents; Most of the respondents share divine messages either rarely (48) or sometimes (40). As per the opinions of the UG respondents; Most of the respondents share divine messages either sometimes (43) or rarely (48). As per the opinions of the PG respondents; Most of the respondents share divine messages either rarely (33) or sometimes (37). As per the opinions of the other

respondents; Most of the respondents share divine messages either sometimes (15) or never (16).

- **Share or forwards of racial history/ messages/pictures/videos:** As per the opinions of the Below Matric respondents; Most of the respondents share racial messages either sometimes (24) or never (19). As per the opinions of the Above Matric respondents; Most of the respondents share racial messages either rarely (47) or sometimes (47). As per the opinions of the UG respondents; Most of the respondents share racial messages either sometimes (45) and rarely (56). As per the opinions of the PG respondents; Most of the respondents share racial messages either sometimes (35) or rarely (41). As per the opinions of the other respondents; Most of the respondents share racial messages either sometimes (16).
- **Share or forwards relating to your mother tongue/ vernacular language:** As per the opinions of the Below Matric respondents; Most of the respondents share messages on vernacular language either sometimes (29) or rarely (31). As per the opinions of the Above Matric respondents; Most of the respondents share messages on vernacular language either sometimes (62) or rarely (62). As per the opinions of the UG respondents; Most of the respondents share messages on vernacular language either sometimes (68) or rarely (73). As per the opinions of the PG respondents; Most of the respondents share messages on vernacular language either sometimes (46) or rarely (54). As per the opinions of the other respondents; Most of the respondents share messages on vernacular language either sometimes (14) or rarely (25).
- **Share or forward of pictures/memes videos relating to national symbols, or national borders/ security:** As per the opinions of the Below Matric respondents; Most of the respondents share messages on nationalism either sometimes (21) or rarely (28). As per the opinions of the Above Matric respondents; Most of the respondents share messages on nationalism sometimes (53) or never (39). As per the opinions of the UG respondents; Most of the respondents share messages on nationalism sometimes (45) or never (48). As per the opinions of the PG respondents; Most of the respondents share messages on nationalism either sometimes (38) or never (39). As per the opinions of the other respondents; Most of the respondents share messages on nationalism either sometimes (18) or never (14).
- **Share or forward anything of the above (a) to (g) till the polling:** As per the opinions of the Below Matric respondents; Most of the respondents share their

personal views on politics either on daily basis (30) or sometimes (30). As per the opinions of the Above Matric respondents; Most of the respondents share their personal views on politics either on daily basis (64) or sometimes (60). As per the opinions of the UG respondents; Most of the respondents share their personal views on politics either on daily basis (72) or sometimes (66). As per the opinions of the PG respondents; Most of the respondents share their personal views on politics either on daily basis (69) or sometimes (35). As per the opinions of the other respondents; Most of the respondents share their personal views on politics either on daily basis (13) or sometimes (26).

5.21 Frequency of Message Forwarding with Occupation

Herein analysis was carried to identify the frequency forwarding messages in the social media with the demographic profile of the respondents.

Table No. 5.19: Cross tabulation - Frequency of Message Forwarding with Occupation

Crosstab							
		Occupation					Total
		Student	Trade or Business	Govt.	Private	Others	
Express Personal Views on Politics	Daily	49	56	23	63	39	230
	Sometimes	56	43	22	71	42	234
	Rarely	1	2	0	0	1	4
	Never	1	2	2	1	5	11
	NR	0	1	1	0	3	5
	NA	0	0	0	1	1	2
Total		107	104	48	136	91	486
		Occupation					Total
		Student	Trade or Business	Govt.	Private	Others	
Political cartoons/memes/videos/other material mimicking political leaders	Daily	56	43	28	65	41	233
	Sometimes	48	56	17	70	41	232
	Rarely	1	1	0	1	3	6
	Never	1	2	1	0	3	7
	NR	0	2	2	0	1	5
	NA	1	0	0	0	2	3
Total		107	104	48	136	91	486
		Occupation					Total
		Student	Trade or Business	Govt.	Private	Others	
Cartoons/memes/videos/other material relating to Caste	Daily	1	2	4	0	0	7
	Sometimes	52	48	18	62	45	225
	Rarely	52	51	25	73	40	241

or community /religion including your family deity.	Never	2	1	1	0	2	6
	NR	0	1	0	0	2	3
	NA	0	1	0	1	2	4
Total		107	104	48	136	91	486
		Occupation					
		Student	Trade or Business	Govt.	Private	Others	Total
Cartoons/ memes/videos/other material relating to divine or spiritual message religious symbols	Daily	0	2	3	1	1	7
	Sometimes	32	34	16	47	26	155
	Rarely	44	34	11	35	28	152
	Never	29	34	16	52	28	159
	NR	0	0	2	0	5	7
	NA	2	0	0	1	3	6
Total		107	104	48	136	91	486
		Occupation					
		Student	Trade or Business	Govt.	Private	Others	Total
Cartoons/ memes/videos/other material relating to your racial history	Daily	1	1	1	0	2	5
	Sometimes	46	34	12	41	28	161
	Rarely	35	41	22	56	26	180
	Never	24	26	12	39	28	129
	NR	1	1	0	0	6	8
	NA	0	1	1	0	1	3
Total		107	104	48	136	91	486
		Occupation					
		Student	Trade or Business	Govt.	Private	Others	Total
Cartoons/ memes/videos/other material relating to your mother tongue/	Daily	2	1	3	0	2	8
	Sometimes	51	45	21	62	40	219
	Rarely	53	55	22	74	41	245
	Never	0	0	0	0	2	2
	NR	0	1	1	0	1	3

vernacular language	NA	1	2	1	0	5	9
Total		107	104	48	136	91	486
		Occupation					
		Student	Trade or Business	Govt.	Private	Others	Total
Cartoons/ memes/videos/other material relating to national symbols, or national borders/ security	Daily	2	0	1	1	2	6
	Sometimes	48	40	9	55	23	175
	Rarely	26	27	18	40	27	138
	Never	31	31	17	38	34	151
	NR	0	1	2	1	2	6
	NA	0	5	1	1	3	10
Total		107	104	48	136	91	486
		Occupation					
		Student	Trade or Business	Govt.	Private	Others	Total
Did you send anything of the above (a) to (g) till the polling day.	Daily	59	53	23	65	48	248
	Sometimes	44	45	22	69	37	217
	Rarely	0	2	0	0	0	2
	Never	2	1	1	0	3	7
	NR	2	1	1	1	1	6
	NA	0	2	1	1	2	6
Total		107	104	48	136	91	486

Source: (Primary data)

5.21.1 Interpretation

- Personal Views on Politics from friends and family:** As per the opinions of the student respondents; Most of the respondents share their personal views on politics either on daily basis (49) or sometimes (56). As per the opinions of the Trade or Business respondents; Most of the respondents share their personal views on politics either on daily basis (56) or sometimes (43). As per the opinions of the Govt. employee respondents; Most of the respondents share their personal views on politics

either on daily basis (23) or sometimes (22). As per the opinions of the Private employee respondents; Most of the respondents share their personal views on politics either on daily basis (63) or sometimes (71). As per the opinions of the other respondents; Most of the respondents share their personal views on politics either on daily basis (39) or sometimes (42).

- **Share or forwards of political cartoons/ memes/videos/other material mimicking political leaders:** As per the opinions of the student respondents; Most of the respondents share or forwards political memes either on daily basis (56) or sometimes (48). As per the opinions of the Trade or Business respondents; Most of the respondents share or forwards political memes either on daily basis (43) or sometimes (56). As per the opinions of the Govt. employee respondents; Most of the respondents share or forwards political memes either on daily basis (28) or sometimes (17). As per the opinions of the Private employee respondents; Most of the respondents share or forwards political memes either on daily basis (65) or sometimes (70). As per the opinions of the other respondents; Most of the respondents share or forwards political memes either on daily basis (41) or sometimes (41).
- **Share or forwards of caste or community /religion related messages/pictures/videos including your family deity:** As per the opinions of the student respondents; Most of the respondents share caste-related messages either rarely (52) or sometimes (52). As per the opinions of the Trade or Business respondents; Most of the respondents share caste-related messages either rarely (51) or sometimes (48). As per the opinions of the Govt. employee respondents; Most of the respondents share caste-related messages either rarely (25) or sometimes (18). As per the opinions of the Private employee respondents; Most of the respondents share caste-related messages either rarely (73) or sometimes (62). As per the opinions of the other respondents; Most of the respondents share caste-related messages either rarely (40) or sometimes (45).
- **Share or forwards of divine or spiritual messages/pictures/videos/ religious symbols:** As per the opinions of the student respondents; Most of the respondents share divine messages either rarely (44) or sometimes (32). As per the opinions of the Trade or Business respondents; Most of the respondents share divine messages either rarely (34) or never (34) or sometimes (34). As per the opinions of the Govt. employee respondents; Most of the respondents share divine messages either

sometimes (16) or never (16). As per the opinions of the Private employee respondents; Most of the respondents share divine messages either sometimes (47) or never (52). As per the opinions of the other respondents; Most of the respondents share divine messages either rarely (28) or never (28).

- **Share or forwards of racial history/ messages/pictures/videos: As per the opinions of the student respondents;** Most of the respondents share racial messages either rarely (35) or sometimes (46). As per the opinions of the Trade or Business respondents; Most of the respondents share racial messages either rarely (41) or sometimes (34). As per the opinions of the Govt. employee respondents; Most of the respondents share racial messages either rarely (22). As per the opinions of the Private employee respondents; Most of the respondents share racial messages either rarely (56) or never (41). As per the opinions of the other respondents; Most of the respondents share racial messages either never (28) or sometimes (28).
- **Share or forwards relating to your mother tongue/ vernacular language: As per the opinions of the student respondents;** Most of the respondents share messages on vernacular language either sometimes (51) or rarely (53). As per the opinions of the Trade or Business respondents; Most of the respondents share messages on vernacular language either sometimes (45) or rarely (55). As per the opinions of the Govt. employee respondents; Most of the respondents share messages on vernacular language either sometimes (21) or rarely (22). As per the opinions of the Private employee respondents; Most of the respondents share messages on vernacular language either sometimes (62) or rarely (74). As per the opinions of the other respondents; Most of the respondents share messages on vernacular language either sometimes (40) or rarely (41).
- **Share or Forward of pictures/memes videos relating to national symbols, or national borders/ security:** As per the opinions of the student respondents; Most of the respondents share messages on nationalism either sometimes (48) or rarely (31). As per the opinions of the Trade or Business respondents; Most of the respondents share messages on nationalism either sometimes (40) or never (31). As per the opinions of the Govt. employee respondents; Most of the respondents share messages on nationalism either rarely (18) or never (17). As per the opinions of the Private employee respondents; Most of the respondents share messages on nationalism either

sometimes (55) or rarely (40). As per the opinions of the other respondents; Most of the respondents share messages on nationalism either never (34) or rarely (27).

- **Share or forward anything of the above (a) to (g) till the polling:** As per the opinions of the student respondents; Most of the respondents share their personal views on politics either on daily basis (59) or sometimes (44). As per the opinions of the Trade or Business respondents; Most of the respondents share their personal views on politics either on daily basis (53) or sometimes (45). As per the opinions of the Govt. employee respondents; Most of the respondents share their personal views on politics either on daily basis (23) or sometimes (22). As per the opinions of the Private employee respondents; Most of the respondents share their personal views on politics either on daily basis (65) or sometimes (69). As per the opinions of the other respondents; Most of the respondents share their personal views on politics either on daily basis (48) or sometimes (37).

SECTION - IV

5.22 Political Party, leader or candidate with Gender

Herein analysis was carried to identify whether there is a significant difference in opinion among the gender for the Memes to the voter in making voting decisions.

H₀: There is no significant difference in opinion among the gender for the Memes to the voter in making voting decisions.

Table No. 5.20: ANOVA Test -Political Party, leader or candidate with Gender

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
1. Did you receive political meme or cartoon /video messages about parties / leaders/ candidates	Between Groups	10.572	2	5.286	14.347	.000
	Within Groups	177.957	483	.368		
	Total	188.529	485			
2. Did those political meme or cartoon/ video messages help you to decide to whom to vote	Between Groups	56.944	2	28.472	67.085	.000
	Within Groups	204.993	483	.424		
	Total	261.936	485			
3. Did those political meme or cartoon/ video messages motivated you vote to any particular party or candidate	Between Groups	60.199	2	30.099	70.525	.000
	Within Groups	206.139	483	.427		
	Total	266.337	485			
4. Did those political meme or cartoon/ video messages persuaded you not to vote any particular party /candidate	Between Groups	22.341	2	11.171	20.320	.000
	Within Groups	265.529	483	.550		
	Total	287.870	485			
5. Did those meme or cartoon/ video messages created no	Between Groups	.346	2	.173	.438	.646

difference	Within Groups	190.775	483	.395		
	Total	191.121	485			

Source: (Primary data)

5.22.1 Interpretation

The estimated significance value is less than 0.05 for most of the items, meaning the null hypothesis is rejected. Therefore there is a significant difference in opinion among the gender for the Memes to the voter in making a voting decision.

But, for item 5, the estimated significance value is greater than 0.05, meaning the null hypothesis is accepted. Therefore there is no significant difference in opinion among the gender for the Memes to the voter in making a voting decision.

5.23 Rank Analysis -Political Party, leader or candidate with Gender

Having found that there is a significant difference in opinion, mean score based rank analysis was carried out with the individual group.

Table No. 5.21 :Rank Analysis -Political Party, leader or candidate with Gender

Gender	Male		Female		Transgender	
	Mean	Rank	Mean	Rank	Mean	Rank
Did you receive political meme or cartoon /video messages about parties / leaders/ candidates	4.4606	3	4.4292	2	3.5000	1
Did those political meme or cartoon/ video messages help you to decide to whom to vote	4.4772	2	4.4163	3	2.2500	4
Did those political meme or cartoon/ video messages motivated you vote to any particular party or candidate	4.4357	4	4.4335	1	2.1667	5
Did those political meme or cartoon/ video messages persuaded you not to vote any particular party /candidate	4.4813	1	4.4120	4	3.0833	2
Did those meme or cartoon/ video messages created no difference	2.5892	5	2.5451	5	2.6667	3

Source: (Primary data)

5.23.1 Interpretation

Male: As per the opinions of the male respondents; those mimicking memes or cartoons/ videos helps to decide to whom to vote and the political forward/ shared memes or cartoons /video contained mimicking political parties/leaders

Female: As per the opinions of the female respondents; those memes, cartoons/ videos motivated to vote particular party or candidate and the political forward/ shared memes or cartoons /video contained mimicking political parties/leaders.

Transgender: As per the opinions of the Transgender respondents; the political forward/ shared memes or cartoons/video contained mimicking political parties/leaders and those memes/cartoons persuaded not to vote particular party /candidate.

5.24 Memes to Candidate/Voters with Age

Herein analysis was carried to identify whether there is a significant difference in opinion among the respondents belonging to different age categories for the Memes to the voter in making voting decisions.

H₀: There is no significant difference in opinion among the respondents belonging to different age categories for the Memes to the voter in making voting decisions.

Table No. 5.22: ANOVA Test -Political Party, leader or candidate with Age

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
1. Did you receive political meme or cartoon /video messages about parties / leaders/ candidates	Between Groups	1.206	3	.402	1.034	.377
	Within Groups	187.323	482	.389		
	Total	188.529	485			
2. Did those political meme or cartoon/ video messages help you to decide to whom to vote	Between Groups	5.202	3	1.734	3.256	.021
	Within Groups	256.734	482	.533		
	Total	261.936	485			
3. Did those political meme or cartoon/ video messages motivated you vote to any particular party or candidate	Between Groups	2.666	3	.889	1.624	.183
	Within Groups	263.672	482	.547		
	Total	266.337	485			
4. Did those political meme or cartoon/ video messages persuaded you not to vote any particular party /candidate	Between Groups	1.133	3	.378	.635	.593
	Within Groups	286.737	482	.595		
	Total	287.870	485			
5. Did those meme or cartoon/ video messages created no difference	Between Groups	3.469	3	1.156	2.971	.032
	Within Groups	187.652	482	.389		
	Total	191.121	485			

Source: (Primary data)

5.24.1 Interpretation

The estimated significance value is greater than 0.05 for most of the items, meaning the null hypothesis is accepted. Therefore there is no significant difference in opinion among the respondents belonging to different age categories for the Memes to the voter in making voting decisions.

But, for items 1,3, and 4, the estimated significance value is less than 0.05, meaning the null hypothesis is rejected. Therefore there is a significant difference in opinion among the respondents belonging to different age categories for the Memes to the voter in making voting decisions.

5.25 Rank Test - Political Party, leader or candidate with Age

Having found that there is a significant difference in opinion, mean score based rank analysis was carried out with the individual group.

Table No. 5.23: Rank Test -Political Party, leader or candidate with Age

Age	18-28		29-39		40-50		Above 50 years	
	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank
Did you receive political meme or cartoon /video messages about parties / leaders/ candidates	4.3391	2	4.4737	1	4.4219	4	4.4455	1
Did those political meme or cartoon/ video messages help you to decide to whom to vote	4.2261	4	4.3985	4	4.5156	1	4.4182	2
Did those political meme or cartoon/ video messages motivated you vote to any particular party or candidate	4.2522	3	4.4060	3	4.4531	3	4.3909	3
Did those political meme or cartoon/ video messages persuaded you not to vote any particular party /candidate	4.3565	1	4.4361	2	4.4766	2	4.3727	4
Did those meme or cartoon/ video messages created no difference	2.7130	5	2.5263	5	2.5625	5	2.4818	5

Source: (Primary data)

5.25.1 Interpretation

- **18-28 Years:** As per the opinions of the 18-28 Years respondents;those memes/cartoons persuaded not to vote for any particular party /candidate and the political forward/ shared memes or cartoons /video contained mimicking political parties/leaders.
- **29-39 Years:** As per the opinions of the 29-39 Years respondents;the political forward/ shared memes or cartoons /video contained mimicking political parties/leaders and those memes/cartoons persuaded not to vote for any particular party /candidate.
- **40-50 Years:** As per the opinions of the 40-50 Years respondents and those mimicking memes or cartoons/ videos help you to decide to whom to vote.
- **Above 50 Years:** As per the opinions of the Above 50 Years respondents;the political forward/ shared memes or cartoons /video contained mimicking political parties/leaders and those mimicking memes or cartoons/ videos help you to decide to whom to vote.

5.26 Political Party, leader or candidate with Education

Herein analysis was carried to identify whether there is a significant difference in opinion among the respondents having a different level of education for the Memes to the voter in making voting decisions.

H₀: There is no significant difference in opinion among the respondents having a different level of education for the Memes to the voter in making voting decisions.

Table No. 5.24: ANOVA Test -Political Party, leader or candidate with Education

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
1. Did you receive political meme or cartoon /video messages about parties / leaders/ candidates	Between Groups	1.596	4	.399	1.027	.393
	Within Groups	186.933	481	.389		
	Total	188.529	485			
2. Did those political meme or cartoon/ video messages help you to decide to whom to vote	Between Groups	6.564	4	1.641	3.091	.016
	Within Groups	255.372	481	.531		
	Total	261.936	485			
3. Did those political meme or cartoon/ video messages motivated you vote to any particular party or candidate	Between Groups	7.170	4	1.793	3.327	.011
	Within Groups	259.167	481	.539		
	Total	266.337	485			
4. Did those political meme or cartoon/ video messages persuaded you not to vote any particular party /candidate	Between Groups	1.029	4	.257	.431	.786
	Within Groups	286.842	481	.596		
	Total	287.870	485			
5. Did those meme or cartoon/ video messages created no difference	Between Groups	3.635	4	.909	2.331	.055
	Within Groups	187.487	481	.390		
	Total	191.121	485			

Source: (Primary data)

5.26.1 Interpretation

The estimated significance value is greater than 0.05 for most of the items, meaning the null hypothesis is accepted. Therefore there is no significant difference in opinion among the respondents belonging to different educational backgrounds for the Memes to the voter in making voting decisions.

But, for items 2 and 3 the estimated significance value is lesser than 0.05, meaning the null hypothesis is accepted. Therefore there is a significant difference in opinion among the respondents belonging to different educational backgrounds for the Memes to the voter in making voting decisions.

5.27 Rank Analysis - Political Party, leader or candidate with Education

Having found that there is a significant difference in opinion, mean score based rank analysis was carried out with the individual group.

Table No. 5.25: Rank Test -Political Party, leader or candidate with Education

Education	Below Matric		Above Matric		UG		PG		Others	
	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank
Did you receive political meme or cartoon /video messages about parties / leaders/ candidates	4.3548	4	4.5039	1	4.3684	2	4.4381	2	4.4250	4
Did those political meme or cartoon/ video messages help you to decide to whom to vote	4.4839	1	4.4252	4	4.2303	3	4.4667	1	4.5750	1
Did those political meme or cartoon/	4.3871	2	4.4882	2	4.2105	4	4.4190	4	4.5500	2

video messages motivated you vote to any particular party or candidate										
Did those political meme or cartoon/ video messages persuaded you not to vote any particular party /candidate	4.3548	3	4.4646	3	4.3684	1	4.4286	3	4.4750	3
Did those meme or cartoon/ video messages created no difference	2.5806	5	2.5512	5	2.6250	5	2.4381	5	2.7500	5

Source: (Primary data)

5.27.1 Interpretation

- **Below Matric:** As per the opinions of the Below Matric respondents; those mimicking memes or cartoons/ videos help you to decide to whom to vote, those

memes, cartoons/ videos motivated to vote to any particular party or candidate and those memes/cartoons persuaded not to vote any particular party /candidate.

- **Above Matric:** As per the opinions of the Above Matric respondents; the political forward/ shared memes or cartoons /video contained mimicking political parties/leaders and those memes, cartoons/ videos motivated to vote to any particular party or candidate.
- **UG:** As per the opinions of the UG respondents; the political forward/ shared memes or cartoons /video contained mimicking political parties/leaders and those mimicking memes or cartoons/ videos help you to decide to whom to vote.
- **PG:** As per the opinions of the PG respondents; those mimicking memes or cartoons/ videos help you to decide to whom to vote and the political forward/ shared memes or cartoons /video contained mimicking political parties/leaders.
- **Others:** As per the opinions of the other respondents; those mimicking memes or cartoons/ videos help you to decide to whom to vote and those memes, cartoons/ videos motivated to vote to any particular party or candidate.

5.28 Political Party, leader or candidate with Occupation

Herein analysis was carried to identify whether there is a significant difference in opinion among the respondents belonging to the different occupational categories for the Memes to the voter in making voting decisions.

H₀: There is no significant difference in opinion among the respondents belonging to the different occupational categories for the Memes to the voter in making voting decisions.

Table No. 5.26: ANOVA Test -Political Party, leader or candidate with Occupation

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
1. Did you receive political meme or cartoon /video messages about parties / leaders/ candidates	Between Groups	3.907	4	.977	2.545	.039
	Within Groups	184.622	481	.384		
	Total	188.529	485			
2. Did those political meme or cartoon/ video messages help you to decide to whom to vote	Between Groups	7.832	4	1.958	3.706	.006
	Within Groups	254.104	481	.528		
	Total	261.936	485			
3. Did those political meme or cartoon/ video messages motivated you vote to any particular party or candidate	Between Groups	12.578	4	3.144	5.960	.000
	Within Groups	253.760	481	.528		
	Total	266.337	485			
4. Did those political meme or cartoon/ video messages persuaded you not to vote any particular party /candidate	Between Groups	1.952	4	.488	.821	.512
	Within Groups	285.918	481	.594		
	Total	287.870	485			
5. Did those meme or cartoon/ video messages created no difference	Between Groups	.484	4	.121	.305	.874
	Within Groups	190.638	481	.396		
	Total	191.121	485			

Source: (Primary data)

5.28.1 Interpretation

The estimated significance value is less than 0.05 for most of the items, meaning the null hypothesis is rejected. Therefore there is a significant difference in opinion among the respondents belonging to the different occupational categories for the Memes to the voter in making voting decisions.

But, for items 4 and 5, the estimated significance value is greater than 0.05, meaning the null hypothesis is accepted. Therefore there is no significant difference in opinion among the respondents belonging to the different occupational categories for the Memes to the voter in making voting decisions.

5.29 Rank Test - Memes to Candidate/Voters with Occupation

Having found that there is a significant difference in opinion, mean score based rank analysis was carried out with the individual group.

Table No. 5.27: Rank Test -Memes to Candidate/Voters with Occupation

Occupation	Student		Trade or Business		Govt.		Private		Others	
	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank
Did you receive political meme or cartoon /video messages about parties / leaders/ candidates	4.5701	1	4.3654	3	4.2708	3	4.4265	4	4.3846	1
Did those political meme or cartoon/ video messages help you to decide to whom to vote	4.4673	3	4.3365	4	4.2708	3	4.5441	1	4.2088	3
Did those political	4.5514	2	4.4231	2	4.2917	1	4.4412	3	4.0769	4

meme or cartoon/ video messages motivated you vote to any particular party or candidate										
Did those political meme or cartoon/ video messages persuaded you not to vote any particular party /candidate	4.411 2	4	4.432 7	1	4.270 8	2	4.485 3	2	4.362 6	2
Did those meme or cartoon/ video messages created no difference	2.579 4	5	2.576 9	5	2.500 0	5	2.551 5	5	2.615 4	5

Source: (Primary data)

5.29.1 Interpretation

- **Student:** As per the opinions of the student respondents; the political forward/ shared memes or cartoons /video contained mimicking political parties/leaders and those memes, cartoons/ videos motivated to vote to any particular party or candidate.
- **Trade or Business:** As per the opinions of the Trade or Business respondents; those memes, cartoons/ videos motivated to vote to any particular party or candidate and the political forward/ shared memes or cartoons /video contained mimicking political parties/leaders.
- **Govt.:** As per the opinions of the Govt. employee respondents; those memes, cartoons/ videos motivated to vote to any particular party or candidate and those memes/cartoons persuaded you not to vote for any particular party /candidate.
- **Private:** As per the opinions of the Private employee respondents; those mimicking memes or cartoons/ videos help you to decide to whom to vote and those memes/cartoons persuaded not to vote any particular party /candidate.
- **Others:** As per the opinions of the other respondents; the political forward/ shared memes or cartoons /video contained mimicking political parties/leaders and those memes/cartoons persuaded not to vote for any particular party /candidate.

5.30 Caste or Community or Religion with Gender

Herein analysis was carried to identify whether there is a significant difference in opinion among the respondents belonging to different gender for the caste or community or Religion in making voting decisions.

H₀: There is no significant difference in opinion among the respondents belonging to different gender for the caste or community or Religion in making voting decisions.

Table No. 5.28: ANOVA Test -Caste or Community or Religion with Gender

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
1. Did you get picture / video messages related to your caste or community or religion including family deity from your known caste or community or religion related leaders/ association/ group /gurjis/family group/friends	Between Groups	.981	2	.490	1.273	.281
	Within Groups	185.993	483	.385		
	Total	186.973	485			
2. Did those picture/ video messages help you to admire your caste/ community/ religion	Between Groups	.170	2	.085	.211	.809
	Within Groups	194.422	483	.403		
	Total	194.593	485			
3. Did those picture/ video messages result in feeling of unease or hatred for other caste/ community/ religion	Between Groups	16.177	2	8.089	20.908	.000
	Within Groups	186.860	483	.387		
	Total	203.037	485			
4. Did those admiration or hatred picture/video messages help you to decide to vote to any particular party	Between Groups	8.894	2	4.447	9.335	.000
	Within Groups	230.086	483	.476		
	Total	238.979	485			

/ candidate						
5. Did those pictures/video messages created a feeling in you not to vote any particular party/ candidate	Between Groups	5.675	2	2.837	6.388	.002
	Within Groups	214.533	483	.444		
	Total	220.208	485			
6. Did those caste or community or religion including family deity related picture / video messages created no difference	Between Groups	37.728	2	18.864	39.192	.000
	Within Groups	232.480	483	.481		
	Total	270.208	485			

Source: (Primary data)

5.30.1 Interpretation

The estimated significance value is less than 0.05 for most of the items, meaning the null hypothesis is rejected. Therefore there is a significant difference in opinion among the respondents belonging to different gender for the caste or community or religion in making voting decisions.

But, for items 1 and 2, the estimated significance value is greater than 0.05, meaning the null hypothesis is accepted. Therefore there is no significant difference in opinion among the respondents belonging to different gender for the caste or community or religion in making voting decisions.

5.31 Rank Test - Caste or Community or Religion with Gender

Having found that there is a significant difference in opinion, mean score based rank analysis was carried out with the individual group.

Table No. 5.29: Rank Test -Caste or Community or Religion with Gender

Gender	Male		Female		Transgender	
	Mean	Rank	Mean	Rank	Mean	Rank
Did you get picture / video messages related to your caste or community or religion including family deity from your known caste or community or religion related leaders/ association/ group /gurjis/family group/friends	2.5560	5	2.4979	7	2.7500	5
Did those picture/ video messages help you to admire your caste/ community/ religion	2.5270	6	2.5622	5	2.5000	7
Did those picture/ video messages result in feeling of unease or hatred for other caste/ community/ religion	2.4772	7	2.5279	6	3.6667	2
Did those admiration or hatred picture/video messages help you to decide to vote to any particular party / candidate	4.4647	1	4.4335	3	3.5833	3
Did those pictures/video messages created a feeling in you not to vote any particular party/ candidate	4.4149	4	4.4549	2	3.7500	1
Did those caste or community or religion including family deity related picture / video messages created no difference	4.4647	2	4.4592	1	2.6667	6

Source: (Primary data)

5.31.1 Interpretation

- **Male:** As per the opinions of the male respondents; those admiration/ hatred kindling messages pictures/videos contribute you to decide to whom to vote and those messages pictures/videos ceased you not to vote any particular candidate/party.
- **Female:** As per the opinions of the female respondents; those messages pictures/videos ceased you not to vote any particular candidate/party and those messages pictures/videos instigated you to vote to any particular party/candidate.
- **Transgender:** As per the opinions of the transgender respondents; those messages pictures/videos instigated you to vote to any particular party/candidate and those forwarded messages/pictures/ videos impelled hatred on other castes/ community/ religion.

5.32 Caste or Community or Religion with Age

Herein analysis was carried to identify whether there is a significant difference in opinion among the respondents belonging to different age categories for the caste or community or Religion in making voting decisions.

H₀: There is no significant difference in opinion among the respondents belonging to different age categories for the caste or community or Religion in making voting decisions.

Table No. 5.30: ANOVA Test -Caste or Community or Religion with Age

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
1. Did you get picture / video messages related to your caste or community or religion including family deity from your known caste or community or religion related leaders/ association/ group /gurjis/family group/friends	Between Groups	1.142	3	.381	.987	.399
	Within Groups	185.832	482	.386		
	Total	186.973	485			
2. Did those picture/ video messages help you to admire your caste/ community/ religion	Between Groups	1.152	3	.384	.957	.413
	Within Groups	193.440	482	.401		
	Total	194.593	485			
3. Did those picture/ video messages result in feeling of unease or hatred for other caste/ community/ religion	Between Groups	.204	3	.068	.162	.922
	Within Groups	202.833	482	.421		
	Total	203.037	485			
4. Did those admiration or hatred picture/video messages help you to decide to vote to any particular party / candidate	Between Groups	7.970	3	2.657	5.543	.001
	Within Groups	231.009	482	.479		
	Total	238.979	485			
5. Did those pictures/video	Between Groups	2.727	3	.909	2.015	.111

messages created a feeling in you not to vote any particular party/ candidate	Groups					
	Within Groups	217.481	482	.451		
	Total	220.208	485			
6. Did those caste or community or religion including family deity related picture / video messages created no difference	Between Groups	3.823	3	1.274	2.306	.076
	Within Groups	266.385	482	.553		
	Total	270.208	485			

Source: (Primary data)

5.32.1 Interpretation

The estimated significance value is greater than 0.05 for most of the items, meaning the null hypothesis is accepted. Therefore there is no significant difference in opinion among the respondents belonging to different age categories for the caste or community or religion in making voting decisions.

But, for item 4 the estimated significance value is lesser than 0.05, meaning the null hypothesis is rejected. Therefore there is a significant difference in opinion among the respondents belonging to different age categories for the caste or community or religion in making voting decisions.

5.33 Rank test - Caste or Community or Religion with Age

Having found that there is a significant difference in opinion, mean score based rank analysis was carried out with the individual group.

Table No. 5.31: Rank Test -Caste or Community or Religion with Age

Age	18-28		29-39		40-50		Above 50 years	
	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank
Did you get picture / video messages related to your caste or community or religion including family deity from your known caste or community or religion related leaders/ association/ group /gurjis/family group/friends	2.6174	4	2.4962	6	2.5000	5	2.5273	5
Did those picture/ video messages help you to admire your caste/ community/ religion	2.5913	5	2.5865	4	2.4766	6	2.5182	6
Did those picture/ video messages result in feeling of unease or hatred for other caste/ community/ religion	2.5565	6	2.5038	5	2.5234	4	2.5455	4
Did those admiration or hatred picture/video messages help you to decide to vote to any particular party / candidate	4.2348	3	4.5940	1	4.4219	2	4.4364	2

Did those pictures/video messages created a feeling in you not to vote any particular party/ candidate	4.3043	1	4.5113	2	4.4375	1	4.4000	3
Did those caste or community or religion including family deity related picture / video messages created no difference	4.2870	2	4.4361	3	4.4063	3	4.5455	1

Source: (Primary data)

5.33.1 Interpretation

- **18-28 Years:** As per the opinions of the 18-28 Years respondents; those pictures/video messages created a feeling not to vote any particular party/ candidate and those caste or community or religion including family deity related picture / video messages created no difference.
- **29-39 Years:** As per the opinions of the 29-39 Years respondents; those admiration or hatred picture/video messages helped to decide to vote to any particular party / candidate and those pictures/video messages created a feeling not to vote any particular party/ candidate
- **40-50 Years:** As per the opinions of the 40-50 Years respondents; those pictures/video messages created a feeling not to vote any particular party/ candidate and those admiration or hatred picture/video messages helped decide to vote to any particular party / candidate
- **Above 50 Years:** As per the opinions of the above 50 Years respondents; those caste or community or religion including family deity related picture / video messages created no difference and those admiration or hatred picture/video messages helped decide to vote to any particular party / candidate.

5.34 Caste or Community or Religion with Education

Herein analysis was carried to identify whether there is a significant difference in opinion among the respondents belonging to the different educational backgrounds for the caste or community or Religion in making voting decisions.

H₀: There is no significant difference in opinion among the respondents belonging to the different educational backgrounds for the caste or community or Religion in making voting decisions.

Table No. 5.32: ANOVA Test -Caste or Community or Religion with Education

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
1. Did you get picture / video messages related to your caste or community or religion including family deity from your known caste or community or religion related leaders/ association/ group /gurjis/family group/friends	Between Groups	.690	4	.172	.445	.776
	Within Groups	186.284	481	.387		
	Total	186.973	485			
2. Did those picture/ video messages help you to admire your caste/ community/ religion	Between Groups	2.444	4	.611	1.529	.192
	Within Groups	192.149	481	.399		
	Total	194.593	485			
3. Did those picture/ video messages result in feeling of unease or hatred for other caste/ community/ religion	Between Groups	1.934	4	.484	1.157	.329
	Within Groups	201.103	481	.418		
	Total	203.037	485			
4. Did those admiration or hatred picture/video messages help you to decide to vote to any particular party / candidate	Between Groups	3.182	4	.796	1.623	.167
	Within Groups	235.797	481	.490		
	Total	238.979	485			

5. Did those pictures/video messages created a feeling in you not to vote any particular party/ candidate	Between Groups	.754	4	.188	.413	.799
	Within Groups	219.454	481	.456		
	Total	220.208	485			
6. Did those caste or community or religion including family deity related picture / video messages created no difference	Between Groups	5.538	4	1.385	2.516	.041
	Within Groups	264.670	481	.550		
	Total	270.208	485			

Source: (Primary data)

5.34.1 Interpretation

The estimated significance value is greater than 0.05 for most of the items, meaning the null hypothesis is accepted. Therefore there is no significant difference in opinion among the respondents belonging to different educational backgrounds for the message relating to caste or community or religion in making voting decisions.

But, for item 6 the estimated significance value is lesser than 0.05, meaning the null hypothesis is rejected. Therefore there is a significant difference in opinion among the respondents belonging to different educational backgrounds for the message relating to caste or community or religion in making voting decisions.

5.35 Rank Test - Caste or Community or Religion with Education

Having found that there is a significant difference in opinion, mean score based rank analysis was carried out with the individual group.

Table No. 5.33: Rank Test -Caste or Community or Religion with Education

Education	Below Matric		Above Matric		UG		PG		Others	
	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank
Did you get picture / video messages related to your caste or community or religion including family deity from your known caste or community or religion related leaders/ association/ group /gurjis/family group/friends	2.5323	5	2.5118	5	2.5197	5	2.6000	5	2.4750	5
Did those picture/	2.5964	4	2.5194	4	2.4606	6	2.6094	4	2.6754	4

video messages help you to admire your caste/ community/ religion	8		7		5		5		0	
Did those picture/ video messages result in feeling of unease or hatred for other caste/ community/ religion	2.532 3	5	2.503 9	6	2.605 3	4	2.514 3	6	2.375 0	6
Did those admiration or hatred picture/video messages help you to decide to vote to any particular party / candidate	4.467 7	1	4.385 8	3	4.348 7	2	4.561 9	2	4.450 0	3
Did those pictures/video messages created a	4.387 1	2	4.409 4	1	4.388 2	1	4.447 6	3	4.525 0	2

feeling in you not to vote any particular party/ candidate										
Did those caste or community or religion including family deity related picture / video messages created no difference	4.354 8	3	4.401 6	2	4.309 2	3	4.571 4	1	4.575 0	1

Source: (Primary data)

5.35.1 Interpretation

- **Below Matric:** As per the opinions of the Below Matric respondents; those admiration or hatred picture/video messages helped to decide to vote to any particular party / candidate and those pictures/video messages created a feeling not to vote any particular party/ candidate
- **Above Matric:** As per the opinions of the Above Matric respondents; those messages pictures/videos did not induce to whom to vote, those messages pictures/videos haven't created any difference.
- **UG:** As per the opinions of the UG respondents; those pictures/video messages created a feeling not to vote any particular party/ candidate and those admiration or hatred picture/video messages helped to decide to vote to any particular party / candidate.

- **PG:** As per the opinions of the PG respondents; those caste or community or religion including family deity related picture / video messages created no difference and those admiration or hatred picture/video messages helped to decide to vote to any particular party / candidate
- **Others:** As per the opinions of the other respondents; those caste or community or religion including family deity related picture / video messages created no difference and those admiration or hatred picture/video messages helped decide to vote to any particular party / candidate.

5.36 Caste or Community or Religion Influencing Towards Voting With Occupation

Herein analysis was carried to identify whether there is a significant difference in opinion among the respondents belonging to the different occupational categories for the caste or community or Religion in making voting decisions.

H₀: There is no significant difference in opinion among the respondents belonging to the different occupational categories for the caste or community or Religion in making voting decisions.

Table No. 5.34: ANOVA Test -Caste or Community or Religion Influencing Towards Voting With Occupation

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
1. Did you get picture / video messages related to your caste or community or religion including family deity from your known caste or community or religion related leaders/ association/ group /gurjis/family group/friends	Between Groups	.534	4	.134	.345	.848
	Within Groups	186.439	481	.388		
	Total	186.973	485			
2. Did those picture/ video messages help you to admire your caste/ community/ religion	Between Groups	1.999	4	.500	1.248	.290
	Within Groups	192.594	481	.400		
	Total	194.593	485			
3. Did those picture/ video messages result in feeling of unease or hatred for other caste/ community/ religion	Between Groups	1.059	4	.265	.631	.641
	Within Groups	201.978	481	.420		
	Total	203.037	485			
4. Did those admiration or hatred picture/video messages help you to decide to vote to any	Between Groups	1.898	4	.475	.963	.428
	Within Groups	237.081	481	.493		

particular party / candidate	Total	238.979	485			
5. Did those pictures/video messages created a feeling in you not to vote any particular party/ candidate	Between Groups	1.962	4	.491	1.081	.365
	Within Groups	218.246	481	.454		
	Total	220.208	485			
6. Did those caste or community or religion including family deity related picture / video messages created no difference	Between Groups	1.986	4	1.134	1.037	.213
	Within Groups	234.186	481	.462		
	Total	241.218	485			

Source: (Primary data)

5.36.1 Interpretation

The estimated significance value is greater than 0.05 for all of the items, meaning the null hypothesis is accepted. Therefore there is no significant difference in opinion among the respondents belonging to the different occupational categories for the message relating to caste or community or religion in making voting decisions.

5.37 Rank Test - Caste or Community or Religion with Occupation

Having found that there is a significant difference in opinion, mean score based rank analysis was carried out with the individual group.

Table No. 5.35: Rank Test -Caste or Community or Religion with Occupation

Occupation	Student		Trade or Business		Govt.		Private		Others	
	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank
Did you get picture / video messages related to your caste or community or religion including family deity from your known caste or community or religion related leaders/ association/ group /gurjis/family group/friends	2.476 6	5	2.528 8	4	2.583 3	5	2.551 5	4	2.549 5	6
Did those picture/	2.588	4	2.490	6	2.520	6	2.485	6	2.648	4

video messages help you to admire your caste/ community/ religion	8		4		8		3		4	
Did those picture/ video messages result in feeling of unease or hatred for other caste/ community/ religion	2.467 3	6	2.509 6	5	2.625 0	4	2.536 8	5	2.571 4	5
Did those admiration or hatred picture/video messages help you to decide to vote to any particular party / candidate	4.514 0	1	4.355 8	3	4.416 7	2	4.463 2	1	4.362 6	2
Did those pictures/video messages created a	4.514 0	2	4.403 8	2	4.291 7	3	4.426 5	3	4.373 6	1

feeling in you not to vote any particular party/ candidate										
Did those caste or community or religion including family deity related picture / video messages created no difference	4.504 7	3	4.423 1	1	4.458 3	1	4.455 9	2	4.230 8	3

Source: (Primary data)

5.37.1 Interpretation

- **Student:** As per the opinions of the student respondents; those admiration or hatred picture/video messages helped to decide to vote to any particular party / candidate and those pictures/video messages created a feeling not to vote any particular party/ candidate.
- **Trade or Business:** As per the opinions of the Trade or Business respondents; those caste or community or religion including family deity related picture / video messages created no difference and those pictures/video messages created a feeling not to vote any particular party/ candidate.
- **Govt.:** As per the opinions of the Govt. employee respondents; those caste or community or religion including family deity related picture / video messages created

no difference and those admiration or hatred picture/video messages helped to decide to vote to any particular party / candidate.

- **Private:** As per the opinions of the Private employee respondents; those admiration or hatred picture/video messages helped to decide to vote to any particular party / candidate and those caste or community or religion including family deity related picture / video messages created no difference.
- **Others:** As per the opinions of the other respondents; those pictures/video messages created a feeling not to vote any particular party/ candidate and those admiration or hatred picture/video messages helped to decide to vote to any particular party / candidate.

5.38 Divine or spiritual influence with Gender

Herein analysis was carried to identify whether there is a significant difference in opinion among the respondents belonging to different gender for the divine and spiritual messages in making voting decisions.

H₀: There is no significant difference in opinion among the respondents belonging to different gender for the divine and spiritual messages in making voting decisions.

Table No. 5.36: ANOVA Test - Divine or spiritual influence with Gender

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
1. Did you get divine or spiritual related picture/ video messages from your spiritual groups through your spiritual group/guru/ family/friends	Between Groups	25.979	2	12.989	26.589	.000
	Within Groups	235.957	483	.489		
	Total	261.936	485			
2. Did those spiritual picture / video messages nudged you to vote to any particular party or candidate	Between Groups	4.836	2	2.418	3.005	.050
	Within Groups	388.664	483	.805		
	Total	393.500	485			
3. Did those spiritual picture / video messages created a feeling of not to vote to any particular party or candidate	Between Groups	26.336	2	13.168	23.383	.000
	Within Groups	272.002	483	.563		
	Total	298.337	485			
4. Did those spiritual picture / video messages created no difference messages created no difference	Between Groups	17.140	2	8.570	17.723	.000
	Within Groups	233.544	483	.484		
	Total	250.683	485			

Source: (Primary data)

5.38.1 Interpretation

The estimated significance value is lesser than 0.05 for most of the items, meaning the null hypothesis is rejected. Therefore there is a significant difference in opinion among the respondents belonging to different gender for the divine and spiritual messages in making voting decisions.

But, for item 3 the estimated significance value is greater than 0.05, meaning the null hypothesis is accepted. Therefore there is a significant difference in opinion among the respondents belonging to different gender for the divine and spiritual messages in making voting decisions.

5.39 Rank Test - Divine or spiritual influence with Gender

Having found that there is a significant difference in opinion, mean score based rank analysis was carried out with the individual group.

Table No. 5.37: Rank Test - Divine or spiritual influence with Gender

Gender	Male		Female		Transgender	
	Mean	Rank	Mean	Rank	Mean	Rank
Did you get divine or spiritual related picture/ video messages from your spiritual groups through your spiritual group/guru/ family/friends	4.4938	1	4.3605	2	3.0000	1
Did those spiritual picture / video messages nudged you to vote to any particular party or candidate	2.0705	3	2.1159	3	2.8333	3
Did those spiritual picture / video messages created a feeling of not to vote to any particular party or candidate	2.0622	4	2.0172	4	2.6667	4
Did those spiritual picture / video messages created no difference messages created no difference	4.4066	2	4.4249	1	2.9167	2

Source: (Primary data)

5.39.1 Interpretation

- **Male:** As per the opinions of the male respondents; get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family and those messages pictures/videos did not created any difference.
- **Female:** As per the opinions of the female respondents; those messages pictures/videos did not trigger to whom to vote and the Shared or forwarded divine or

spiritual messages/pictures/videos/ stimulated you not to vote for any particular party/candidate.

- **Transgender:** As per the opinions of the transgender respondents; those messages pictures/videos did not trigger to whom to vote and get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family.

5.40 Divine or spiritual influence with Age

Herein analysis was carried to identify whether there is a significant difference in opinion among the respondents belonging to different age categories for the divine and spiritual messages in making voting decisions.

H₀: There is no significant difference in opinion among the respondents belonging to different age categories for the divine and spiritual messages in making voting decisions.

Table No. 5.38: ANOVA Test - Divine or spiritual influence with Age

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
1. Did you get divine or spiritual related picture/ video messages from your spiritual groups through your spiritual group/guru/ family/friends	Between Groups	2.182	3	.727	1.350	.258
	Within Groups	259.754	482	.539		
	Total	261.936	485			
2. Did those spiritual picture / video messages nudged you to vote to any particular party or candidate	Between Groups	4.569	3	1.523	1.887	.131
	Within Groups	388.931	482	.807		
	Total	393.500	485			
3. Did those spiritual picture / video messages created a feeling of not to vote to any particular party or candidate	Between Groups	1.557	3	.519	.843	.471
	Within Groups	296.780	482	.616		
	Total	298.337	485			
4. Did those spiritual picture / video messages created no difference messages created no difference	Between Groups	1.666	3	.555	1.075	.359
	Within Groups	249.017	482	.517		
	Total	250.683	485			

Source: (Primary data)

5.40.1 Interpretation

The estimated significance value is greater than 0.05 for most of the items, meaning the null hypothesis is accepted. Therefore there is no significant difference in opinion among the respondents belonging to different age categories for the divine and spiritual messages in making voting decisions.

5.41 Rank Test - Divine or spiritual influence with Age

Having found that there is a significant difference in opinion, mean score based rank analysis was carried out with the individual group.

Table No. 5.39: Rank Test - Divine or spiritual influence with Age

Age	18-28		29-39		40-50		Above 50 years	
	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank
Did you get divine or spiritual related picture/ video messages from your spiritual groups through your spiritual group/guru/ family/friends	4.2870	1	4.4737	1	4.4063	2	4.3909	1
Did those spiritual picture / video messages nudged you to vote to any particular party or candidate	2.2957	3	2.0075	4	1.9219	4	2.2636	3
Did those spiritual picture / video messages created a feeling of not to vote to any particular party or candidate	2.0870	4	2.1880	3	1.9375	3	2.0000	4
Did those spiritual picture / video messages created no difference	4.2870	2	4.3910	2	4.4453	1	4.3818	2

Source: (Primary data)

5.41.1 Interpretation

- **18-28 Years:** As per the opinions of the 18-28 Years respondents; get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family and the Shared or forwarded divine or spiritual messages/pictures/videos/ created no difference.
- **29-39 Years:** As per the opinions of the 29-39 Years respondents; get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family, those messages pictures/videos the Shared or forwarded divine or spiritual messages/pictures/videos/ created no difference.
- **40-50 Years:** As per the opinions of the 40-50 Years respondents; the Shared or forwarded divine or spiritual messages/pictures/videos/ stimulated you not to vote for any particular party/candidate, get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family and those messages pictures/videos did not trigger to whom to vote.
- **Above 50 Years:** As per the opinions of the above 50 Years respondents; get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family and the Shared or forwarded divine or spiritual messages/pictures/videos/ the Shared or forwarded divine or spiritual messages/pictures/videos/ created no difference.

5.42 Divine or spiritual influence with Education

Herein analysis was carried to identify whether there is a significant difference in opinion among the respondents belonging to the different educational backgrounds for the divine and spiritual messages in making voting decisions.

H₀: There is no significant difference in opinion among the respondents belonging to different educational backgrounds for the divine and spiritual messages in making voting decisions.

Table No. 5.40: ANOVA Test - Divine or spiritual influence with Education

ANOVA						
		Sum of Squares	Df	Mean Square	F	Sig.
1. Did you get divine or spiritual related picture/ video messages from your spiritual groups through your spiritual group/guru/ family/friends	Between Groups	5.897	4	1.474	2.769	.027
	Within Groups	256.040	481	.532		
	Total	261.936	485			
2. Did those spiritual picture / video messages nudged you to vote to any particular party or candidate	Between Groups	3.225	4	.806	.994	.411
	Within Groups	390.275	481	.811		
	Total	393.500	485			
3. Did those spiritual picture / video messages created a feeling of not to vote to any particular party or candidate	Between Groups	.802	4	.201	.324	.862
	Within Groups	297.535	481	.619		
	Total	298.337	485			
4. Did those spiritual picture / video messages created no difference messages created no difference	Between Groups	5.128	4	1.282	2.511	.041
	Within Groups	245.555	481	.511		
	Total	250.683	485			

Source: (Primary data)

5.42.1 Interpretation

The estimated significance value is greater than 0.05 for most of the items, meaning the null hypothesis is accepted. Therefore there is no significant difference in opinion among the respondents belonging to different educational backgrounds for the divine and spiritual messages in making voting decisions.

But, for item 1 and 4 the estimated significance value is less than 0.05, meaning the null hypothesis is rejected. Therefore there is a significantly different in opinion among the respondents belonging to the different educational backgrounds for the divine and spiritual messages in making voting decisions.

5.43 Rank Test - Divine or spiritual influence with Education

Having found that there is a significant difference in opinion, mean score based rank analysis was carried out with the individual group.

Table No. 5.41: Rank Test - Divine or spiritual influence with Education

Education	Below Matric		Above Matric		UG		PG		Others	
	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank
Did you get divine or spiritual related picture/video messages from your spiritual groups through your spiritual group/guru/family/friends	4.5161	1	4.4961	1	4.2434	2	4.4286	1	4.3500	2
Did those spiritual picture / video messages nudged you to vote to any	2.0323	4	1.9843	4	2.1316	4	2.2095	3	2.3000	3

particular party or candidate										
Did those spiritual picture / video messages created a feeling of not to vote to any particular party or candidate	2.145 2	3	1.984 3	3	2.138 2	3	2.028 6	4	1.900 0	4
Did those spiritual picture / video messages created no difference messages created no difference	4.354 8	2	4.425 2	2	4.335 5	1	4.371 4	2	4.450 0	1

Source: (Primary data)

5.43.1 Interpretation

- **Below Matric:** As per the opinions of the Below Matric respondents; get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/

family, the Shared or forwarded divine or spiritual messages/pictures/videos/ stimulated you not to vote any particular party/candidate.

- **Above Matric:** As per the opinions of the Above Matric respondents; get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family and the Shared or forwarded divine or spiritual messages/pictures/videos/ stimulated you not to vote any particular party/candidate.
- **UG:** As per the opinions of the UG respondents;the Shared or forwarded divine or spiritual messages/pictures/videos/ stimulated you not to vote for any particular party/candidate, and get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family.
- **PG:** As per the opinions of the PG respondents; get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family and the Shared or forwarded divine or spiritual messages/pictures/videos/ stimulated you not to vote any particular party/candidate.
- **Others:** As per the opinions of the other respondents;the Shared or forwarded divine or spiritual messages/pictures/videos/ stimulated you not to vote any particular party/candidate and get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family.

5.44 Divine or spiritual influence with Occupation

Herein analysis was carried to identify whether there is a significant difference in opinion among the respondents belonging to the different occupational categories for the divine and spiritual messages in making voting decisions.

H₀: There is no significant difference in opinion among the respondents belonging to the different occupational categories for the divine and spiritual messages in making voting decisions.

Table No. 5.42: ANOVA Test - Divine or spiritual influence with Occupation

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
1. Did you get divine or spiritual related picture/ video messages from your spiritual groups through your spiritual group/guru/ family/friends	Between Groups	3.647	4	.912	1.698	.149
	Within Groups	258.289	481	.537		
	Total	261.936	485			
2. Did those spiritual picture / video messages nudged you to vote to any particular party or candidate	Between Groups	3.027	4	.757	.932	.445
	Within Groups	390.473	481	.812		
	Total	393.500	485			
3. Did those spiritual picture / video messages created a feeling of not to vote to any particular party or candidate	Between Groups	5.975	4	1.494	2.457	.045
	Within Groups	292.363	481	.608		
	Total	298.337	485			
4. Did those spiritual picture / video messages created no difference messages created no difference	Between Groups	1.246	4	.312	.601	.662
	Within Groups	249.437	481	.519		
	Total	250.683	485			

Source: (Primary data)

5.44.1 Interpretation

The estimated significance value is greater than 0.05 for most of the items, meaning the null hypothesis is accepted. Therefore there is no significant difference in opinion among the respondents belonging to the different occupational categories for the divine and spiritual messages in making voting decisions.

But, for item 3 the estimated significance value is less than 0.05, meaning the null hypothesis is rejected. Therefore there is a significantly difference in opinion among the respondents belonging to the different occupational categories for the divine and spiritual messages in making voting decisions.

5.45 Rank Test - Divine or spiritual influence with Occupation

Having found that there is a significant difference in opinion, mean score based rank analysis was carried out with the individual group.

Table No. 5.43: Rank Test - Divine or spiritual influence (messages / pictures / videos) with Occupation

Occupation	Student		Trade or Business		Govt.		Private		Others	
	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank
Did you get divine or spiritual related picture/video messages from your spiritual groups through your spiritual group/guru/family/friends	4.4393	2	4.3846	2	4.3333	1	4.4853	1	4.2418	2
Did those spiritual picture / video messages nudged you to vote to	2.1589	3	2.1058	3	2.0000	3	2.0074	3	2.2747	3

any particular party or candidate										
Did those spiritual picture / video messages created a feeling of not to vote to any particular party or candidate	2.0467	4	2.0769	4	2.0000	3	1.9706	4	2.1978	4
Did those spiritual picture / video messages created no difference messages created no difference	4.4579	1	4.4135	1	4.0833	2	4.4412	2	4.3077	1

Source: (Primary data)

5.45.1 Interpretation

- **Student:** As per the opinions of the student respondents, those messages pictures/videos did not created any difference and get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family.

- **Trade or Business:** As per the opinions of the Trade or Business respondents; those messages pictures/videos did not trigger to whom to vote, and get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family.
- **Govt.:** As per the opinions of the Govt. employee respondents; get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family, those messages pictures/videos did not created any difference.
- **Private:** As per the opinions of the Private employee respondents; get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family, and those messages pictures/videos did not created any difference.
- **Others:** As per the opinions of the other respondents; those messages pictures/videos did not created any difference and get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family.

5.46 Share or forward of racial history/ messages/pictures/videos with Gender

Herein analysis was carried to identify whether there is a significant difference in opinion among the respondents belonging to different gender for the racial history messages in making voting decisions.

H₀: There is no significant difference in opinion among the respondents belonging to different gender for the racial history messages in making voting decisions.

Table No. 5.44: ANOVA Test -Share or forward of racial history/ messages/pictures/videos with Gender

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
1. Did you get any picture / video messages related to your race from any political group/ community group/friends / family	Between Groups	23.337	2	11.669	26.848	.000
	Within Groups	209.922	483	.435		
	Total	233.259	485			
2. Did those racial related picture / video messages influenced you to vote to any particular party or candidate	Between Groups	8.144	2	4.072	4.967	.007
	Within Groups	395.948	483	.820		
	Total	404.093	485			
3. Did those racial related picture / video messages prompted you not to vote any particular party / candidate	Between Groups	6.450	2	3.225	3.869	.022
	Within Groups	402.573	483	.833		
	Total	409.023	485			
4. Did those racial related picture / video messages created no difference	Between Groups	14.118	2	7.059	14.312	.000
	Within Groups	238.238	483	.493		
	Total	252.356	485			

Source: (Primary data)

5.46.1 Interpretation

The estimated significance value is lesser than 0.05 for all the items, meaning the null hypothesis is rejected. Therefore there is a significant difference in opinion among the respondents belonging to different gender for the racial history messages in making voting decisions.

5.47 Rank Test - Share or forward of racial history/ messages/pictures/videos with Gender

Having found that there is a significant difference in opinion, mean score based rank analysis was carried out with the individual group.

Table No. 5.45: Rank Test -Share or forward of racial history/ messages/pictures/videos with Gender

Gender	Male		Female		Transgender	
	Mean	Rank	Mean	Rank	Mean	Rank
Did you get any picture / video messages related to your race from any political group/ community group/friends / family	4.5104	1	4.4206	1	3.0833	2
Did those racial related picture / video messages influenced you to vote to any particular party or candidate	2.0539	4	1.9914	4	2.8333	3
Did those racial related picture / video messages prompted you not to vote any particular party / candidate	2.0830	3	2.0086	3	2.7500	4
Did those racial related picture / video messages created no difference	4.4440	2	4.4034	2	3.3333	1

Source: (Primary data)

5.47.1 Interpretation

- **Male:** As per the opinions of the male respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those messages pictures/videos created no difference.
- **Female:** As per the opinions of the female respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those messages pictures/videos created no difference.

- **Transgender:** As per the opinions of the transgender respondents; those messages pictures/videos created no difference and get racial messages/pictures/videos from political group/ community group/friends group/ family.

5.48 Share or forward of racial history/ messages/pictures/videos with Age

Herein analysis was carried to identify whether there is a significant difference in opinion among the respondents belonging to different age categories for the racial history messages in making voting decisions.

H₀: There is no significant difference in opinion among the respondents belonging to different age categories for the racial history messages in making voting decisions.

Table No. 5.46: ANOVA Test -Share or forward of racial history/ messages/pictures/videos with Age

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
1. Did you get any picture / video messages related to your race from any political group/ community group/friends / family	Between Groups	2.714	3	.905	1.892	.130
	Within Groups	230.545	482	.478		
	Total	233.259	485			
2. Did those racial related picture / video messages influenced you to vote to any particular party or candidate	Between Groups	4.692	3	1.564	1.887	.131
	Within Groups	399.401	482	.829		
	Total	404.093	485			
3. Did those racial related picture / video messages prompted you not to vote any particular party / candidate	Between Groups	2.650	3	.883	1.048	.371
	Within Groups	406.372	482	.843		
	Total	409.023	485			
4. Did those racial related picture / video messages created no difference	Between Groups	1.594	3	.531	1.021	.383
	Within Groups	250.762	482	.520		
	Total	252.356	485			

Source: (Primary data)

5.48.1 Interpretation

The estimated significance value is greater than 0.05 for all the items, meaning the null hypothesis is accepted. Therefore there is no significant difference in opinion among the respondents belonging to different age categories for the racial history messages in making voting decisions.

5.49 Rank Test - Share or forward of racial history/ messages/pictures/videos with Age

Herein mean score based rank analysis was carried out to identify the important impact of the racial message on voting with various individual groups.

Table No. 5.47: Rank Test -Share or forward of racial history/ messages/ pictures / videos with Age

Age	18-28		29-39		40-50		Above 50 years	
	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank
Did you get any picture / video messages related to your race from any political group/ community group/friends / family	4.3043	2	4.4511	1	4.5078	1	4.4545	1
Did those racial related picture / video messages influenced you to vote to any particular party or candidate	2.1217	4	1.9624	4	2.1563	3	1.9273	4
Did those racial related picture / video messages prompted you not to vote any particular party / candidate	2.1304	3	2.0752	3	1.9453	4	2.1182	3
Did those racial related picture / video messages created no difference	4.4348	1	4.4511	2	4.3906	2	4.3000	2

Source: (Primary data)

5.49.1 Interpretation

- **18-28 Years:** As per the opinions of the 18-28 Years respondents; the Shared or forwarded racial messages/pictures/videos created no difference and get racial

messages/pictures/videos from political group/ community group/friends group/ family.

- **29-39 Years:** As per the opinions of the 29-39 Years respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those racial related messages created no difference.
- **40-50 Years:** As per the opinions of the 40-50 Years respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those racial related messages created no difference.
- **Above 50 Years:** As per the opinions of the above 50 Years respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those racial related messages created no difference.

5.50 Share or forward of racial history/ messages/pictures/videos with Education

Herein analysis was carried to identify whether there is a significant difference in opinion among the respondents belonging to the different educational backgrounds for the racial history messages in making voting decisions.

H₀: There is no significant difference in opinion among the respondents belonging to different educational backgrounds for the racial history messages in making voting decisions.

Table No. 5.48: ANOVA Test -Share or forward of racial history/ messages/pictures/videos with Education

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
1. Did you get any picture / video messages related to your race from any political group/ community group/friends / family	Between Groups	1.484	4	.371	.770	.545
	Within Groups	231.776	481	.482		
	Total	233.259	485			
2. Did those racial related picture / video messages influenced you to vote to any particular party or candidate	Between Groups	3.254	4	.813	.976	.420
	Within Groups	400.839	481	.833		
	Total	404.093	485			
3. Did those racial related picture / video messages prompted you not to vote any particular party / candidate	Between Groups	3.240	4	.810	.960	.429
	Within Groups	405.782	481	.844		
	Total	409.023	485			
4. Did those racial related picture / video messages created no difference	Between Groups	2.226	4	.557	1.070	.371
	Within Groups	250.130	481	.520		
	Total	252.356	485			

Source: (Primary data)

5.50.1 Interpretation

The estimated significance value is greater than 0.05 for all the items, meaning the null hypothesis is accepted. Therefore there is no significant difference in opinion among the respondents belonging to different educational backgrounds for the racial history messages in making voting decisions.

5.51 Rank Test - Share or forward of racial history/ messages/pictures/videos with Education

Herein mean score based rank analysis was carried out to identify the important impact of the racial message on voting with various individual groups.

Table No. 5.49: Rank Test -Share or forward of racial history/ messages/pictures/videos with Education

Education	Below Matric		Above Matric		UG		PG		Others	
	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank
Did you get any picture / video messages related to your race from any political group/ community group/friends / family	4.4194	1	4.5039	1	4.3618	1	4.4571	1	4.4250	2
Did those racial related picture / video messages influenced you to vote to any particular party or candidate	2.1452	3	1.9843	4	2.1184	4	1.9333	4	2.0750	3

Did those racial related picture / video messages prompted you not to vote any particular party / candidate	2.016 1	4	1.992 1	3	2.144 7	3	2.123 8	3	1.900 0	4
Did those racial related picture / video messages created no difference	4.403 2	2	4.448 8	2	4.302 6	2	4.428 6	2	4.500 0	1

Source: (Primary data)

5.51.1 Interpretation

- **Below Matric:** As per the opinions of the Below Matric respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those Shared or forwarded racial messages/pictures/videos created no difference.
- **Above Matric:** As per the opinions of the Above Matric respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those Shared or forwarded racial messages/pictures/videos created no difference.
- **UG:** As per the opinions of the UG respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those Shared or forwarded racial messages/pictures/videos created no difference.

- **PG:** As per the opinions of the PG respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those Shared or forwarded racial messages/pictures/videos created no difference.
- **Others:** As per the opinions of the other respondents;those Shared or forwarded racial messages/pictures/videos created no difference and get racial messages/pictures/videos from political group/ community group/friends group/ family.

5.52 Share or forward of racial history/ messages/pictures/videos with Occupation

Herein analysis was carried to identify whether there is a significant difference in opinion among the respondents belonging to the different occupational backgrounds for the racial history messages in making voting decisions.

H₀: There is no significant difference in opinion among the respondents belonging to different occupational backgrounds for the racial history messages in making voting decisions.

Table No. 5.50: ANOVA Test -Share or forward of racial history/ messages/pictures/videos with Occupation

ANOVA						
		Sum of Squares	Df	Mean Square	F	Sig.
1. Did you get any picture / video messages related to your race from any political group/ community group/friends / family	Between Groups	1.934	4	.484	1.005	.404
	Within Groups	231.325	481	.481		
	Total	233.259	485			
2. Did those racial related picture / video messages influenced you to vote to any particular party or candidate	Between Groups	2.583	4	.646	.774	.543
	Within Groups	401.510	481	.835		
	Total	404.093	485			
3. Did those racial related picture / video messages prompted you not to vote any particular party / candidate	Between Groups	5.521	4	1.380	1.645	.162
	Within Groups	403.502	481	.839		
	Total	409.023	485			
4. Did those racial related picture / video messages created no difference	Between Groups	2.047	4	.512	.983	.416
	Within Groups	250.309	481	.520		
	Total	252.356	485			

Source: (Primary data)

5.52.1 Interpretation

The estimated significance value is greater than 0.05 for all the items, meaning the null hypothesis is accepted. Therefore there is no significant difference in opinion among the respondents belonging to the different occupational categories for the racial history messages in making voting decisions.

5.53 Rank Test - Share or forward of racial history/ messages/pictures/videos with Occupation

Herein mean score based rank analysis was carried out to identify the important impact of the racial message on voting with various individual groups.

Table No. 5.51: Rank Test -Share or forward of racial history/ messages/pictures/videos with Occupation

Occupation	Student		Trade or Business		Govt.		Private		Others	
	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank
Did you get any picture / video messages related to your race from any political group/ community group/friends / family	4.5047	1	4.3750	2	4.3125	2	4.4779	1	4.4066	1
Did those racial related picture / video messages influenced you to vote to any particular party or	2.0374	4	1.9519	4	2.2292	3	2.0368	3	2.0659	4

candidate										
Did those racial related picture / video messages prompted you not to vote any particular party / candidate	2.168 2	3	2.038 5	3	2.020 8	4	1.926 5	4	2.197 8	3
Did those racial related picture / video messages created no difference	4.439 3	2	4.394 2	1	4.312 5	1	4.463 2	2	4.296 7	2

Source: (Primary data)

5.53.1 Interpretation

- **Student:** As per the opinions of the student respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those Shared or forwarded racial messages/pictures/videos created no difference.
- **Trade or Business:** As per the opinions of the Trade or Business respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those Shared or forwarded racial messages/pictures/videos created no difference.
- **Govt.:** As per the opinions of the Govt. employee respondents; get racial messages/pictures/videos from political group/ community group/friends group/

family and those Shared or forwarded racial messages/pictures/videos created no difference.

- **Private:** As per the opinions of the Private employee respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those Shared or forwarded racial messages/pictures/videos created no difference.
- **Others:** As per the opinions of the other respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those Shared or forwarded racial messages/pictures/videos created no difference.

5.54 Share or forward relating to your mother tongue/ vernacular language with Gender

Herein analysis was carried to identify whether there is a significant difference in opinion among the respondents belonging to different gender for the messages relating to vernacular language in making voting decisions.

H₀: There is no significant difference in opinion among the respondents belonging to different gender for the messages relating to vernacular language in making voting decisions.

Table No. 5.52: ANOVA Test - Share or forward relating to your mother tongue/ vernacular language with Gender

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
1. Did you get any picture / video messages related to your mother tongue or vernacular language from any political group/ community group/friends / family	Between Groups	19.801	2	9.900	18.639	.000
	Within Groups	256.555	483	.531		
	Total	276.356	485			
2. Did those mother tongue or vernacular language related picture /video messages nudged you to vote to any particular party or candidate	Between Groups	12.820	2	6.410	7.758	.000
	Within Groups	399.051	483	.826		
	Total	411.870	485			
3. Did those mother tongue or vernacular language related picture /video messages dissuade you not to vote to any particular party or candidate	Between Groups	43.299	2	21.649	28.997	.000
	Within Groups	360.613	483	.747		
	Total	403.912	485			
4. Did those racial related picture / video messages	Between Groups	36.513	2	18.256	38.250	.000

created no difference	Within Groups	230.534	483	.477		
	Total	267.047	485			

Source: (Primary data)

5.54.1 Interpretation

The estimated significance value is lesser than 0.05 for all the items, meaning the null hypothesis is rejected. Therefore there is a significant difference in opinion among the respondents belonging to different gender for the messages relating to vernacular language in making voting decisions.

5.55 Rank Test - Share or forward relating to your mother tongue/ vernacular language with Gender

Herein mean score based rank analysis was carried out to identify the important impact of the racial message on voting with various individual groups.

Table No. 5.53: Rank Test - Share or forward relating to your mother tongue/ vernacular language with Gender

Gender	Male		Female		Transgender	
	Mean	Rank	Mean	Rank	Mean	Rank
Did you get any picture / video messages related to your mother tongue or vernacular language from any political group/ community group/friends / family	4.4772	1	4.3777	2	3.1667	2
Did those mother tongue or vernacular language related picture /video messages nudged you to vote to any particular party or candidate	2.0249	3	2.0858	3	3.0833	3
Did those mother tongue or vernacular language related picture /video messages dissuade you not to vote to any particular party or candidate	1.9751	4	2.0258	4	3.9167	1
Did those racial related picture / video messages created no difference	4.4481	2	4.4077	1	2.6667	4

Source: (Primary data)

5.55.1 Interpretation

- **Male:** As per the opinions of the male respondents; get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family and those messages pictures/videos did not created any difference.

- **Female:** As per the opinions of the female respondents; those messages pictures/videos did not created any difference and get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family.
- **Transgender:** As per the opinions of the transgender respondents;the Shared or forwarded language-oriented messages/pictures/videos stirred you to vote for any particular party/candidate and get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family.

5.56 Share or forward relating to your mother tongue/ vernacular language with Age

Herein analysis was carried to identify whether there is a significant difference in opinion among the respondents belonging to different age categories for the messages relating to vernacular language in making voting decisions.

H₀: There is no significant difference in opinion among the respondents belonging to different age categories for the messages relating to vernacular language in making voting decisions.

Table No. 5.54: ANOVA Test - Share or forward relating to your mother tongue/ vernacular language with Age

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
1. Did you get any picture / video messages related to your mother tongue or vernacular language from any political group/ community group/friends / family	Between Groups	2.289	3	.763	1.342	.260
	Within Groups	274.067	482	.569		
	Total	276.356	485			
2. Did those mother tongue or vernacular language related picture /video messages nudged you to vote to any particular party or candidate	Between Groups	2.818	3	.939	1.107	.346
	Within Groups	409.052	482	.849		
	Total	411.870	485			
3. Did those mother tongue or vernacular language related picture /video messages dissuade you not to vote to any particular party or candidate	Between Groups	.790	3	.263	.315	.815
	Within Groups	403.122	482	.836		
	Total	403.912	485			
4. Did those racial related	Between Groups	1.410	3	.470	.853	.466

picture / video messages created no difference	Within Groups	265.637	482	.551		
	Total	267.047	485			

Source: (Primary data)

5.56.1 Interpretation

The estimated significance value is greater than 0.05 for all the items, meaning the null hypothesis is accepted. Therefore there is no significant difference in opinion among the respondents belonging to different age categories for the messages relating to vernacular language in making voting decisions.

5.57 Rank Test - Share or forward relating to your mother tongue/ vernacular language with Age

Herein mean score based rank analysis was carried out to identify the important impact of the racial message on voting with various individual groups.

Table No. 5.55: Rank Test - Share or forward relating to your mother tongue/ vernacular language with Age

Age	18-28		29-39		40-50		Above 50 years	
	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank
Did you get any picture / video messages related to your mother tongue or vernacular language from any political group/ community group/friends / family	4.3391	1	4.4060	2	4.5000	1	4.3273	2
Did those mother tongue or vernacular language related picture /video messages nudged you to vote to any particular party or candidate	2.1913	3	1.9925	4	2.0391	3	2.1182	3
Did those mother tongue or vernacular language related picture /video messages dissuade you not to vote to any particular party or candidate	2.0348	4	2.0075	3	2.0391	3	2.1182	4
Did those racial related picture / video messages created no difference	4.3217	2	4.4511	1	4.4141	2	4.3364	1

Source: (Primary data)

5.57.1 Interpretation

- **18-28 Years:** As per the opinions of the 18-28 Years respondents; get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family and those messages pictures/videos created no difference.
- **29-39 Years:** As per the opinions of the 29-39 Years respondents; get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family and those messages pictures/videos created no difference.
- **40-50 Years:** As per the opinions of the 40-50 Years respondents; get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family and those messages pictures/videos created no difference.
- **Above 50 Years:** As per the opinions of the above 50 Years respondents; get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family and those messages pictures/videos created no difference.

5.58 Share or forward relating to your mother tongue/ vernacular language with Education

Herein analysis was carried to identify whether there is a significant difference in opinion among the respondents belonging to the different educational backgrounds for the messages relating to vernacular language in making voting decisions.

H₀: There is no significant difference in opinion among the respondents belonging to different educational backgrounds for the messages relating to vernacular language in making voting decisions.

Table No. 5.56: ANOVA Test - Share or forward relating to your mother tongue/ vernacular language with Education

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
1. Did you get any picture / video messages related to your mother tongue or vernacular language from any political group/ community group/friends / family	Between Groups	2.958	4	.740	1.301	.269
	Within Groups	273.398	481	.568		
	Total	276.356	485			
2. Did those mother tongue or vernacular language related picture /video messages nudged you to vote to any particular party or candidate	Between Groups	3.183	4	.796	.937	.442
	Within Groups	408.687	481	.850		
	Total	411.870	485			
3. Did those mother tongue or vernacular language related picture /video messages dissuade you not to vote to any particular party or candidate	Between Groups	.575	4	.144	.171	.953
	Within Groups	403.337	481	.839		
	Total	403.912	485			

4. Did those racial related picture / video messages created no difference	Between Groups	5.882	4	1.470	2.708	.030
	Within Groups	261.165	481	.543		
	Total	267.047	485			

Source: (Primary data)

5.58.1 Interpretation

The estimated significance value is greater than 0.05 for most of the items, meaning the null hypothesis is accepted. Therefore there is no significant difference in opinion among the respondents belonging to different educational backgrounds for the messages relating to vernacular language in making voting decisions.

But for item 4 the estimated significance value is lesser than 0.05 for most of the items, meaning the null hypothesis is rejected. Therefore there is a significant difference in opinion among the respondents belonging to different educational backgrounds for the messages relating to vernacular language in making voting decisions.

5.59 Rank Test - Share or forward relating to your mother tongue/ vernacular language with Education

Herein mean score based rank analysis was carried out to identify the important impact of the racial message on voting with various individual groups.

Table No. 5.57: Rank Test - Share or forward relating to your mother tongue/ vernacular language with Education

Education	Below Matric		Above Matric		UG		PG		Others	
	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank
Did you get any picture / video messages related to your mother tongue or vernacular language from any political group/ community group/friends / family	4.4677	1	4.5039	1	4.3421	1	4.3143	2	4.3750	2
Did those mother tongue or vernacular language related picture /video	2.2903	3	2.0394	4	2.0461	4	2.0571	3	2.0750	3

messages nudged you to vote to any particular party or candidate										
Did those mother tongue or vernacular language related picture /video messages dissuade you not to vote to any particular party or candidate	1.967 7	4	2.047 2	3	2.078 9	3	2.057 1	4	2.025 0	4
Did those racial related picture / video messages created no difference	4.290 3	2	4.480 3	2	4.250 0	2	4.476 2	1	4.500 0	1

Source: (Primary data)

5.59.1 Interpretation

- **Below Matric:** As per the opinions of the Below Matric respondents; get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family and those messages pictures/videos did not created any difference.
- **Above Matric:** As per the opinions of the Above Matric respondents; get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family and those messages pictures/videos did not created any difference.
- **UG:** As per the opinions of the UG respondents; get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family and those messages pictures/videos did not created any difference.
- **PG:** As per the opinions of the PG respondents; those messages pictures/videos did not created any difference and get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family.
- **Others:** As per the opinions of the other respondents; those messages pictures/videos did not created any difference and get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family.

5.60 Share or forward relating to your mother tongue/ vernacular language with Occupation

Herein analysis was carried to identify whether there is a significant difference in opinion among the respondents belonging to the different occupational categories for the messages relating to vernacular language in making voting decisions.

H₀: There is no significant difference in opinion among the respondents belonging to the different occupational categories for the messages relating to vernacular language in making voting decisions.

Table No. 5.58: ANOVA Test - Share or forward relating to your mother tongue/ vernacular language with Occupation

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
1. Did you get any picture / video messages related to your mother tongue or vernacular language from any political group/ community group/friends / family	Between Groups	2.975	4	.744	1.309	.266
	Within Groups	273.381	481	.568		
	Total	276.356	485			
2. Did those mother tongue or vernacular language related picture /video messages nudged you to vote to any particular party or candidate	Between Groups	8.094	4	2.023	2.410	.048
	Within Groups	403.776	481	.839		
	Total	411.870	485			
3. Did those mother tongue or vernacular language related picture /video messages dissuade you not to vote to any particular party or candidate	Between Groups	2.767	4	.692	.830	.507
	Within Groups	401.144	481	.834		
	Total	403.912	485			

4. Did those racial related picture / video messages created no difference	Between Groups	5.614	4	1.404	2.582	.037
	Within Groups	261.433	481	.544		
	Total	267.047	485			

Source: (Primary data)

5.60.1 Interpretation

The estimated significance value is greater than 0.05 for most of the items, meaning the null hypothesis is accepted. Therefore there is no significant difference in opinion among the respondents belonging to the different occupational categories for the messages relating to vernacular language in making voting decisions.

But for items 2 and 4 the estimated significance value is lesser than 0.05 for most of the items, meaning the null hypothesis is rejected. Therefore there is a significant difference in opinion among the respondents belonging to the different occupational categories for the messages relating to vernacular language in making voting decisions.

5.61 Rank Test - Share or forward relating to your mother tongue/ vernacular language with Occupation

Herein mean score based rank analysis was carried out to identify the important impact of the racial message on voting with various individual groups.

Table No. 5.59: Rank Test - Share or forward relating to your mother tongue/ vernacular language with Occupation

Occupation	Student		Trade or Business		Govt.		Private		Others	
	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank
Did you get any picture / video messages related to your mother tongue or vernacular language from any political group/ community group/friends / family	4.5140	1	4.3365	2	4.2917	1	4.4338	2	4.3297	1
Did those mother tongue or vernacular language related picture	2.1495	3	2.2019	3	2.2708	3	1.9118	4	2.0110	4

/video messages nudged you to vote to any particular party or candidate										
Did those mother tongue or vernacular language related picture /video messages dissuade you not to vote to any particular party or candidate	1.981 3	4	2.086 5	4	2.208 3	4	1.977 9	3	2.098 9	3
Did those racial related picture / video messages created no difference	4.429 9	2	4.423 1	1	4.166 7	2	4.485 3	1	4.252 7	2

Source: (Primary data)

5.61.1 Interpretation

- **Student:** As per the opinions of the student respondents; get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family and those messages pictures/videos did not created any difference.
- **Trade or Business:** As per the opinions of the Trade or Business respondents; get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family and those messages pictures/videos did not created any difference.
- **Govt.:** As per the opinions of the Govt. employee respondents; get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family and those messages pictures/videos did not created any difference.
- **Private:** As per the opinions of the Private employee respondents; those messages pictures/videos did not created any difference and get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family.
- **Others:** As per the opinions of the other respondents;those messages pictures/videos did not created any difference and get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family.

5.62 Nationalism with gender

Herein analysis was carried to identify whether there is a significant difference in opinion among the respondents belonging to different gender for the messages relating to nationalism in making voting decisions.

H₀: There is no significant difference in opinion among the respondents belonging to different gender for the messages relating to nationalism in making voting decisions.

Table No. 5.60: ANOVA Test - Nationalism with gender

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
1. Did you get any picture / video related to national symbols/national spirit from any political group/ friends group/ family	Between Groups	29.865	2	14.932	29.336	.000
	Within Groups	245.855	483	.509		
	Total	275.720	485			
2. Did those national symbols/national spirit related picture /video messages inspired you to vote any particular party or candidate.	Between Groups	28.732	2	14.366	17.862	.000
	Within Groups	388.472	483	.804		
	Total	417.204	485			
3. Did that national symbols/national spirit related picture /video messages uninspired you from voting to any particular party or candidate.	Between Groups	27.723	2	13.861	17.067	.000
	Within Groups	392.277	483	.812		
	Total	420.000	485			
4. Did those national symbols/national spirit related picture / video	Between Groups	24.672	2	12.336	26.662	.000
	Within Groups	223.476	483	.463		
	Total	248.148	485			

messages created no difference						
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Source: (Primary data)

5.62.1 Interpretation

The estimated significance value is lesser than 0.05 for all the items, meaning the null hypothesis is rejected. Therefore there is a significant difference in opinion among the respondents belonging to different gender for the messages relating to nationalism in making voting decisions.

5.63 Rank Test - Nationalism with gender

Herein mean score based rank analysis was carried out to identify the important impact of the racial message on voting with various individual groups.

Table No. 5.61: Rank Test - Nationalism with gender

Gender	Male		Female		Transgender	
	Mean	Rank	Mean	Rank	Mean	Rank
Did you get any picture / video related to national symbols/national spirit from any political group/ friends group/ family	4.4357	2	4.4249	1	2.8333	4
Did those national symbols/national spirit related picture /video messages inspired you to vote any particular party or candidate.	2.0871	3	2.1202	3	3.6667	1
Did that national symbols/national spirit related picture /video messages uninspired you from voting to any particular party or candidate.	1.9710	4	1.9528	4	3.5000	2
Did those national symbols/national spirit related picture / video messages created no difference	4.4689	1	4.3906	2	3.0000	3

Source: (Primary data)

5.63.1 Interpretation

- **Male:** As per the opinions of the male respondents; those Shared or forwarded national symbols/national spirit related pictures/videos messages created no difference and get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family.
- **Female:** As per the opinions of the female respondents; get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/

family and those Shared or forwarded national symbols/national spirit related pictures/videos messages created no difference.

- **Transgender:** As per the opinions of the transgender respondents;the decision to whom to vote was inspired by shared or forwarded national symbols/national spirit related contents/pictures/videos and the Shared or forwarded national symbols/national spirit related messages/pictures/videos driven you to vote any particular party/candidate.

5.64 Nationalism with Age

Herein analysis was carried to identify whether there is a significant difference in opinion among the respondents belonging to different age categories for the messages relating to nationalism in making voting decisions.

H₀: There is no significant difference in opinion among the respondents belonging to different age categories for the messages relating to nationalism in making voting decisions.

Table No. 5.62: ANOVA Test - Nationalism with Age

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
1. Did you get any picture / video related to national symbols/national spirit from any political group/ friends group/ family	Between Groups	.193	3	.064	.112	.953
	Within Groups	275.528	482	.572		
	Total	275.720	485			
2. Did those national symbols/national spirit related picture /video messages inspired you to vote any particular party or candidate.	Between Groups	.645	3	.215	.249	.862
	Within Groups	416.558	482	.864		
	Total	417.204	485			
3. Did that national symbols/national spirit related picture /video messages uninspired you from voting to any particular party or candidate.	Between Groups	6.512	3	2.171	2.530	.057
	Within Groups	413.488	482	.858		
	Total	420.000	485			
4. Did those national symbols/national spirit related picture / video messages created no	Between Groups	.823	3	.274	.534	.659
	Within Groups	247.326	482	.513		
	Total	248.148	485			

difference						
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Source: (Primary data)

5.64.1 Interpretation

The estimated significance value is greater than 0.05 for all the items, meaning the null hypothesis is accepted. Therefore there is no significant difference in opinion among the respondents belonging to different age categories for the messages relating to nationalism in making voting decisions.

5.65 Nationalism with Age

Herein mean score based rank analysis was carried out to identify the important impact of the racial message on voting with various individual groups.

Table No. 5.63: Rank Test - Nationalism with Age

Age	18-28		29-39		40-50		Above 50 years	
	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank
Did you get any picture / video related to national symbols/national spirit from any political group/ friends group/ family	4.4357	2	4.4249	1	2.8333	4	4.4357	2
Did those national symbols/national spirit related picture /video messages inspired you to vote any particular party or candidate.	2.0871	3	2.1202	3	3.6667	1	2.0871	3
Did that national symbols/national spirit related picture /video messages uninspired you from voting to any particular party or candidate.	1.9710	4	1.9528	4	3.5000	2	1.9710	4
Did those national symbols/national spirit related picture / video messages created no difference	4.4689	1	4.3906	2	3.0000	3	4.4689	1

Source: (Primary data)

5.65.1 Interpretation

- **18-28 Years:** As per the opinions of the 18-28 Years respondents; get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family and those messages/ pictures/videos did not created any difference.
- **29-39 Years:** As per the opinions of the 29-39 Years respondents; get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family and those messages/ pictures/videos did not created any difference.
- **40-50 Years:** As per the opinions of the 40-50 Years respondents; those messages/ pictures/videos did not entice me to whom to vote and get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family and the Shared or forwarded national symbols/national spirit related messages/pictures/videos/ restrained you from voting to any particular party/candidate.
- **Above 50 Years:** As per the opinions of the above 50 Years respondents; get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family and those messages/ pictures/videos did not created any difference.

5.66 Nationalism with Education

Herein analysis was carried to identify whether there is a significant difference in opinion among the respondents belonging to the different educational backgrounds for the messages relating to nationalism in making voting decisions.

H₀: There is no significant difference in opinion among the respondents belonging to different educational backgrounds for the messages relating to nationalism in making voting decisions.

Table No. 5.64: ANOVA Test - Nationalism with Education

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
1. Did you get any picture / video related to national symbols/national spirit from any political group/ friends group/ family	Between Groups	.452	4	.113	.198	.940
	Within Groups	275.268	481	.572		
	Total	275.720	485			
2. Did those national symbols/national spirit related picture /video messages inspired you to vote any particular party or candidate.	Between Groups	6.155	4	1.539	1.801	.127
	Within Groups	411.049	481	.855		
	Total	417.204	485			
3. Did that national symbols/national spirit related picture /video messages uninspired you from voting to any particular party or candidate.	Between Groups	4.724	4	1.181	1.368	.244
	Within Groups	415.276	481	.863		
	Total	420.000	485			
4. Did those national symbols/national spirit related picture / video	Between Groups	.742	4	.186	.361	.836
	Within Groups	247.406	481	.514		

messages created no difference	Total	248.148	485			
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Source: (Primary data)

5.66.1 Interpretation

The estimated significance value is greater than 0.05 for all the items, meaning the null hypothesis is accepted. Therefore there is no significant difference in opinion among the respondents belonging to different educational backgrounds for the messages relating to nationalism in making voting decisions.

5.67 Rank Test - Nationalism with Education

Herein mean score based rank analysis was carried out to identify the important impact of the racial message on voting with various individual groups.

Table No. 5.65: Rank Test - Nationalism with Education

Education	Below Matric		Above Matric		UG		PG		Others	
	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank
Did you get any picture / video related to national symbols/national spirit from any political group/ friends group/ family	4.4087	1	4.3609	2	4.3906	2	4.4091	1	4.4087	1
Did those national symbols/national spirit related picture /video messages inspired you to vote any particular party or candidate.	2.1478	4	2.0977	3	2.1328	3	2.2000	3	2.1478	4
Did that national symbols/national spirit related picture /video	2.1739	3	1.8797	4	1.9219	4	2.0545	4	2.1739	3

messages uninspired you from voting to any particular party or candidate.										
Did those national symbols/nation al spirit related picture / video messages created no difference	4.356 5	2	4.368 4	1	4.460 9	1	4.390 9	2	4.356 5	2

Source: (Primary data)

5.67.1 Interpretation

- **Below Matric:** As per the opinions of the Below Matric respondents; get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family and the Shared or forwarded national symbols/national spirit related messages/pictures/videos/ created no difference.
- **Above Matric:** As per the opinions of the Above Matric respondents; the Shared or forwarded national symbols/national spirit related messages/pictures/videos/ created no difference and get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family.
- **UG:** As per the opinions of the UG respondents; the Shared or forwarded national symbols/national spirit related messages/pictures/videos/ created no difference and get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family.
- **PG:** As per the opinions of the PG respondents; get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family and

the Shared or forwarded national symbols/national spirit related messages/pictures/videos/ created no difference.

- **Others:** As per the opinions of the other respondents; get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family and the Shared or forwarded national symbols/national spirit related messages/pictures/videos/ created no difference.

5.68 Nationalism with Occupation

Herein analysis was carried to identify whether there is a significant difference in opinion among the respondents belonging to the different occupational categories for the messages relating to nationalism in making voting decisions.

H₀: There is no significant difference in opinion among the respondents belonging to the different occupational categories for the messages relating to nationalism in making voting decisions.

Table No. 5.66: ANOVA Test - Nationalism with Occupation

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
1. Did you get any picture / video related to national symbols/national spirit from any political group/ friends group/ family	Between Groups	7.069	4	1.767	3.164	.014
	Within Groups	268.651	481	.559		
	Total	275.720	485			
2. Did those national symbols/national spirit related picture /video messages inspired you to vote any particular party or candidate.	Between Groups	4.218	4	1.055	1.228	.298
	Within Groups	412.986	481	.859		
	Total	417.204	485			
3. Did that national symbols/national spirit related picture /video messages uninspired you from voting to any particular party or candidate.	Between Groups	4.394	4	1.099	1.271	.280
	Within Groups	415.606	481	.864		
	Total	420.000	485			
4. Did those national symbols/national spirit related picture / video	Between Groups	2.570	4	.643	1.258	.285
	Within Groups	245.578	481	.511		

messages created no difference	Total	248.148	485			
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Source: (Primary data)

5.68.1 Interpretation

The estimated significance value is greater than 0.05 for most of the items, meaning the null hypothesis is accepted. Therefore there is no significant difference in opinion among the respondents belonging to the different occupational categories for the messages relating to nationalism in making voting decisions.

But for item 1 estimated significance value is lesser than 0.05, meaning the null hypothesis is rejected. Therefore there is a significant difference in opinion among the respondents belonging to the different occupational categories for the messages relating to nationalism in making voting decisions.

5.69 Rank Test - Nationalism with Occupation

Herein mean score based rank analysis was carried out to identify the important impact of the racial message on voting with various individual groups.

Table No. 5.67: Rank Test - Nationalism with Occupation

Occupation	Student		Trade or Business		Govt.		Private		Others	
	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank
Did you get any picture / video related to national symbols/national spirit from any political group/ friends group/ family	4.4860	1	4.3269	2	4.2083	2	4.5221	1	4.2527	2
Did those national symbols/national spirit related picture /video messages inspired you to vote any particular party or candidate.	2.0561	3	2.1635	3	2.2500	3	2.0588	3	2.2857	3
Did that national symbols/national spirit related picture /video	1.8785	4	2.0385	4	2.0833	4	1.9412	4	2.1429	4

messages uninspired you from voting to any particular party or candidate.										
Did those national symbols/nation al spirit related picture / video messages created no difference	4.448 6	2	4.403 8	1	4.333 3	1	4.455 9	2	4.263 7	1

Source: (Primary data)

5.69.1 Interpretation

- **Student:** As per the opinions of the student respondents; get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family and the Shared or forwarded national symbols/national spirit related messages/pictures/videos/ created no difference.
- **Trade or Business:** As per the opinions of the Trade or Business respondents; those messages/ pictures/videos did not created any difference and get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family.
- **Govt.:** As per the opinions of the Govt. employee respondents; those messages/ pictures/videos did not created any difference and get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family.
- **Private:** As per the opinions of the Private employee respondents; get messages/pictures/videos relating to national symbols/national spirit related to

political group/ friends group/ family and the Shared or forwarded national symbols/national spirit related messages/pictures/videos/ created no difference.

- **Others:** As per the opinions of the other respondents;those messages/ pictures/videos did not created any difference and get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family.

SECTION – V

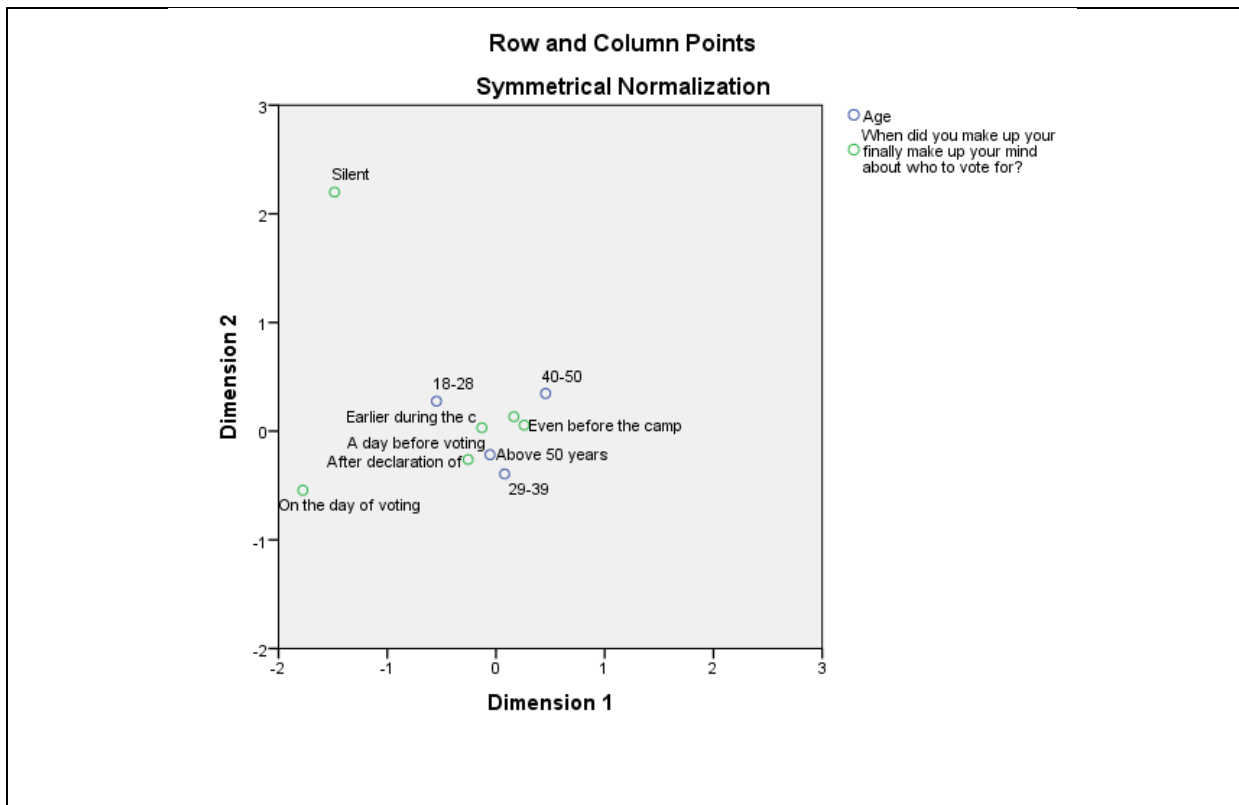
5.70 Mind about Who to Vote For

Herein correspondence analysis was carried to identify whether there is an association between voting behaviour and age.

H₀: There is no significant association between age and voting behaviour.

Table No. 5.68: Correspondence Analysis -Mind about Who to Vote For

Correspondence Table					
When did you make up your finally make up your mind about who to vote for?	Age				
	18-28	29-39	40-50	Above 50 years	Active Margin
On the day of voting	3	2	0	2	7
A day before voting	2	2	2	2	8
Earlier during the campaign	36	43	47	33	159
Even before the campaign started	30	39	44	34	147
After declaration of election	40	47	33	38	158
Silent	4	0	2	1	7
Active Margin	115	133	128	110	486
Dimension	Singular Value		Inertia	Chi Square Sig.	
1	.128		.016	13.371	
2	.103		.011		
3	.023		.001		
Total			.028		



Source: (Primary data)

Graph No. 5.1

5.70.1 Interpretation

The estimated Chi-square significance value is greater than 0.05, meaning the null hypothesis is accepted. Therefore there is no significant association between age and voting behaviour.

But from the correspondence table and graphs, it can be interpreted that most of the respondents irrespective of age would decide whom to vote either earlier before the campaign or after the declaration of the election.

5.71 Advice for Voting

Herein correspondence analysis was carried to identify whether there is an association between advice for voting and age.

H₀: There is no significant association between age and advice for voting.

Table No. 5.69: Correspondence Analysis - Advice for Voting

Correspondence Table						
While deciding to vote for, did you get someone's advice?		Age				Active Margin
		18-28	29-39	40-50	Above 50 years	
Yes		107	129	122	105	463
No		6	1	2	2	11
Not really		2	3	4	3	12
Active Margin		115	133	128	110	486
Dimension	Singular Value	Inertia		Chi Square	Sig.	
1	.115	.013			.342 ^a	
2	.025	.001				
Total		.014		6.777		

Row and Column Points
Symmetrical Normalization

Legend:
○ Age
○ While deciding to vote for, did you get someone's advice?

Source: (Primary data)

Graph No. 5.2

5.71.1 Interpretation

The estimated Chi-square significance value is greater than 0.05, meaning the null hypothesis is accepted. Therefore there is no significant association between age and advice for voting.

But from the correspondence table and graphs, it can be interpreted that most of the respondents irrespective of age take advice before voting.

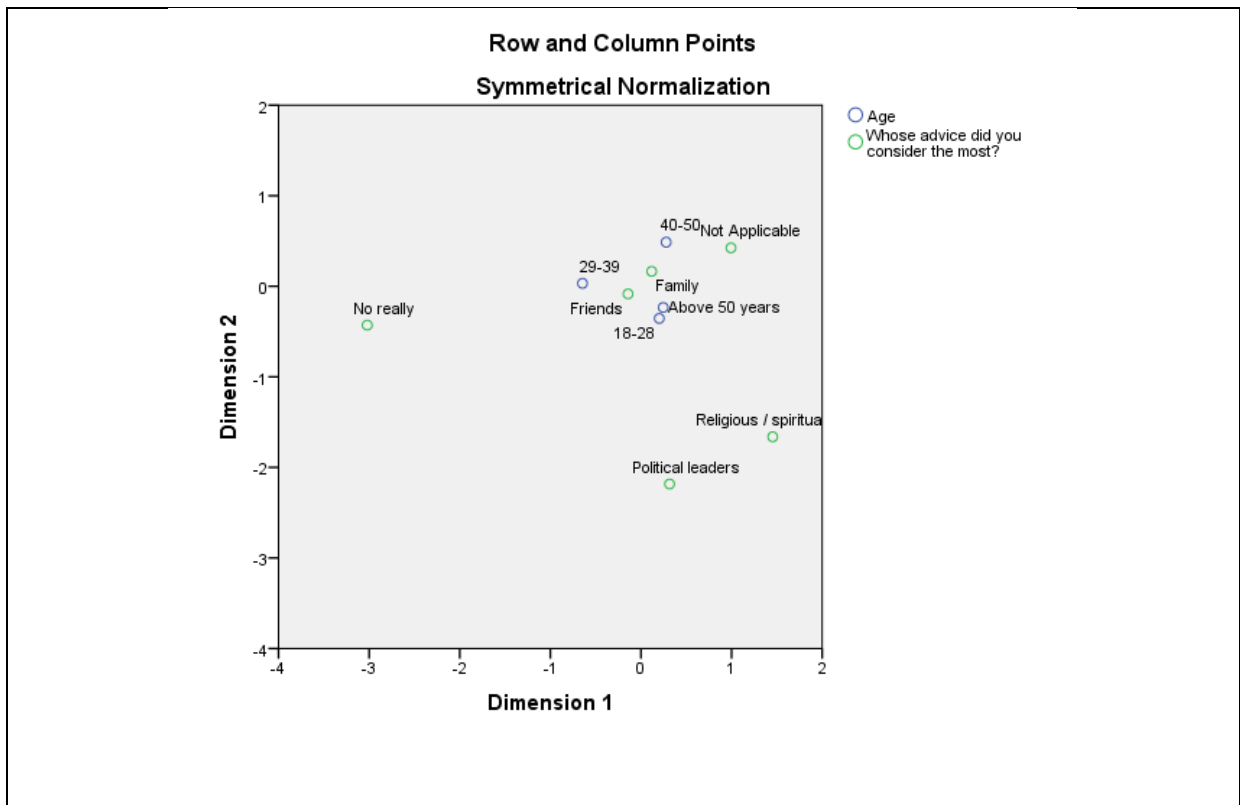
5.72 Advice Considered the Most

Herein correspondence analysis was carried to identify whether there is an association between advice for voting and age.

H₀: There is no significant association between age and advice for voting.

Table No. 5.70: Correspondence Analysis - Advice Considered the Most

Correspondence Table					
Whose advice did you consider the most?	Age				
	18-28	29-39	40-50	Above 50 years	Active Margin
Family	53	59	68	52	232
Friends	53	68	55	52	228
Media	2	1	0	2	5
Religious / spiritual leaders	3	0	1	2	6
None of them	1	4	0	0	5
Silent	3	1	4	2	10
Active Margin	115	133	128	110	486
Dimension	Singular Value		Inertia	Chi Square	Sig.
1	.157		.025	18.228	0.342
2	.105		.011		
3	.041		.002		
Total			.038		



Source: (Primary data)

Graph No. 5.3

5.72.1 Interpretation

The estimated Chi-square significance value is greater than 0.05, meaning the null hypothesis is accepted. Therefore there is no significant association between age and advice for voting.

But from the correspondence table and graphs, it can be interpreted that most of the respondents irrespective of age take advice for voting most from family and friends.

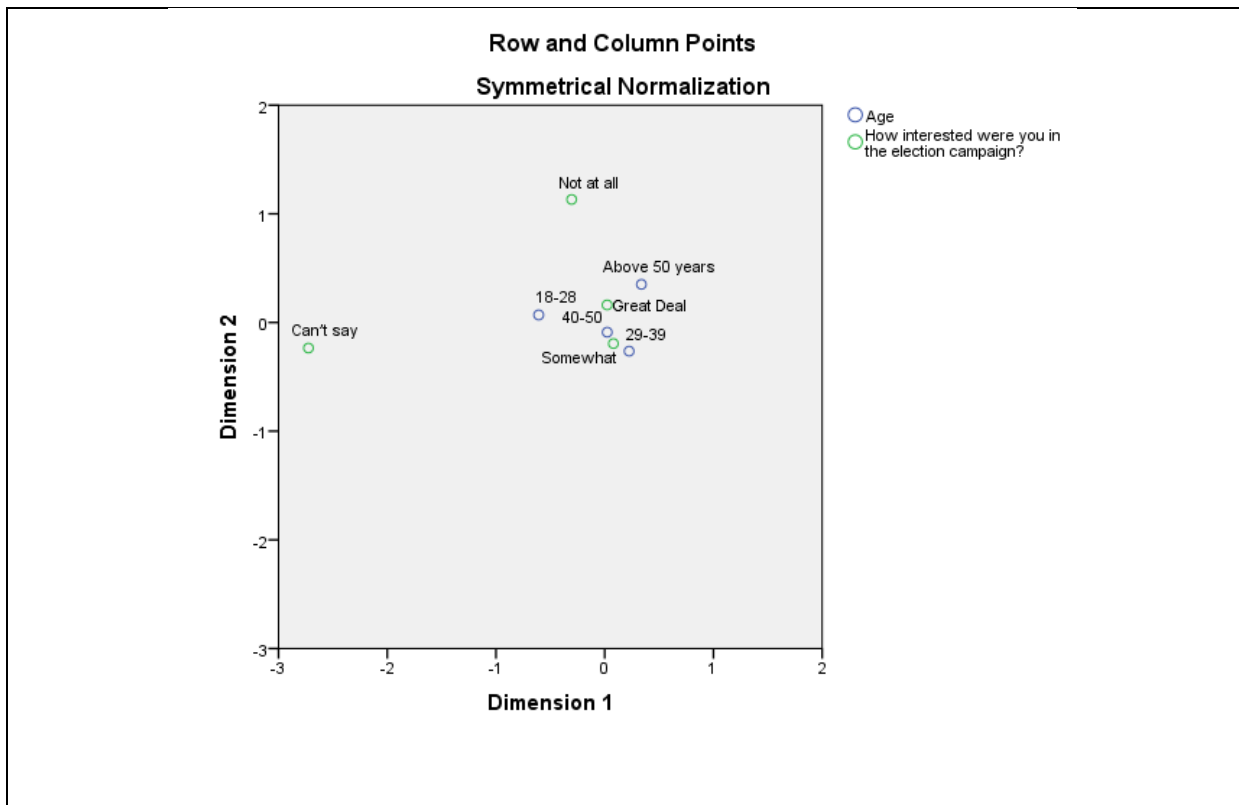
5.73 Interest in Election Campaign

Herein correspondence analysis was carried to identify whether there is an association between interest in election campaigns and age.

H₀: There is no significant association between age and interest in the election campaign.

Table No. 5.71: Correspondence Analysis -Interest in Election Campaign

Correspondence Table					
How interested were you in the election campaign?	Age				
	18-28	29-39	40-50	Above 50 years	Active Margin
Great Deal	57	64	61	58	240
Somewhat	51	67	63	50	231
Not at all	2	1	2	2	7
Can't say	5	1	2	0	8
Active Margin	115	133	128	110	486
Dimension	Singular Value		Inertia	Chi Square	Sig.
1	.127		.016	9.211	.251
2	.050		.003		
3	.018		.000		
Total			.019		



Source: (Primary data)

Graph No. 5.4

5.73.1 Interpretation

The estimated Chi-square significance value is greater than 0.05, meaning the null hypothesis is accepted. Therefore there is no significant association between age and interest in the election campaign.

But from the correspondence table and graphs, it can be interpreted that most of the respondents irrespective of age have either a great deal of interest or at least somewhat interest in the election campaign.

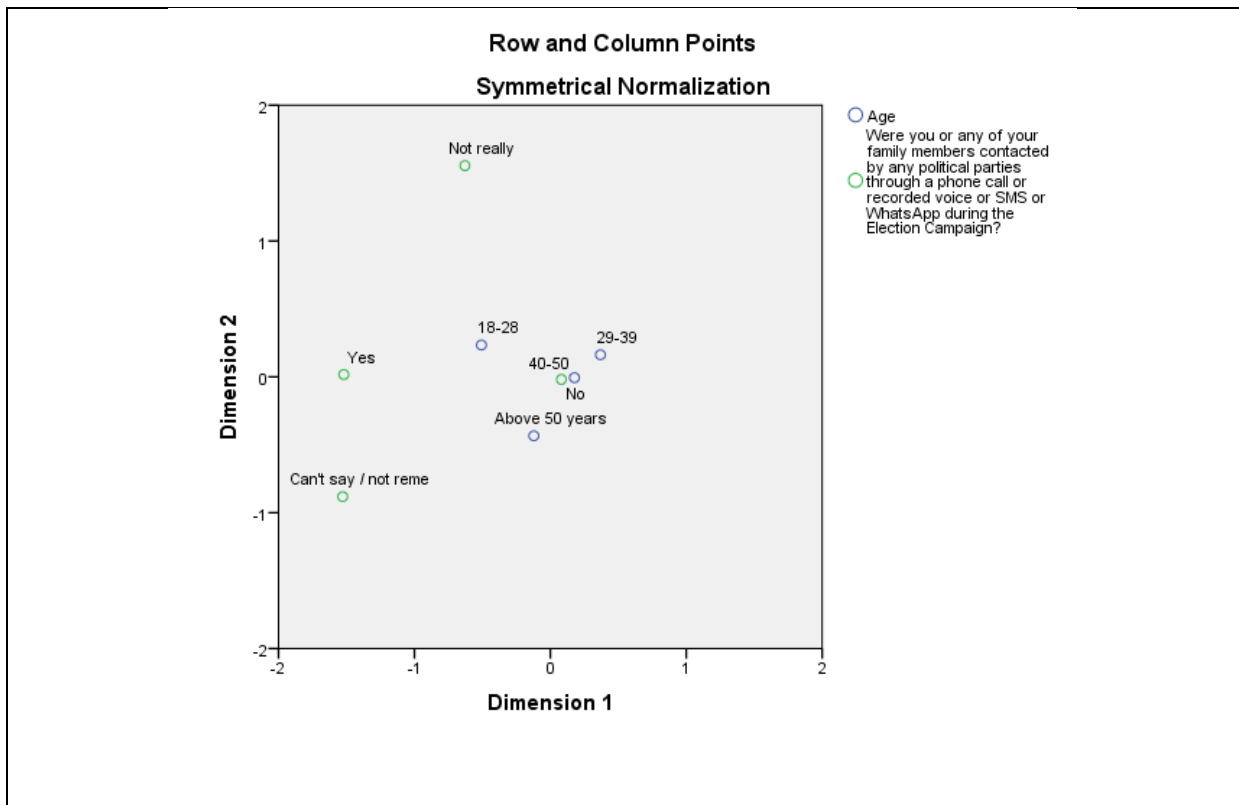
5.74 Contact with Political parties

Herein correspondence analysis was carried to identify whether there is an association between contact with political parties and age.

H₀: There is no significant association between age and contact with political parties.

Table No. 5.72: Correspondence Analysis -Contact with Political parties

Correspondence Table					
Were you or any of your family members contacted by any political parties through a phone call or recorded voice or SMS or WhatsApp during the Election Campaign?	Age				
	18-28	29-39	40-50	Above 50 years	Active Margin
Yes	5	1	3	3	12
No	103	128	122	103	456
Not really	4	3	2	1	10
Can't say / not remember	3	1	1	3	8
Active Margin	115	133	128	110	486
Dimension	Singular Value		Inertia	Chi Square	Sig.
1	.110		.012	8.273	.418
2	.063		.004		
3	.032		.001		
Total			.017		



Source: (Primary data)

Graph No. 5.5

5.74.1 Interpretation

The estimated Chi-square significance value is greater than 0.05, meaning the null hypothesis is accepted. Therefore there is no significant association between age and contact with political parties.

But from the correspondence table and graphs, it can be interpreted that most of the respondents irrespective of age don't have contact with a political party.

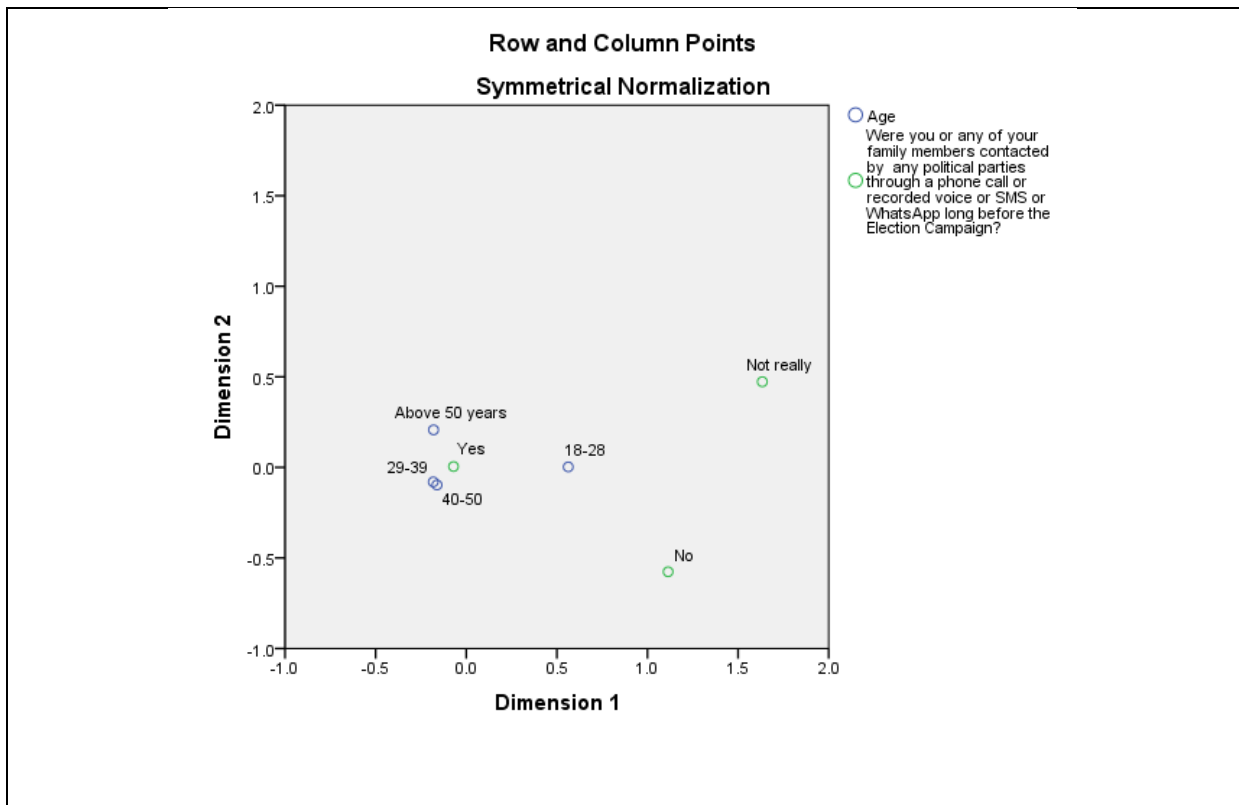
5.75 Families Contact of Political Parties

Herein correspondence analysis was carried to identify whether there is an association between families contact with political parties and age.

H₀: There is no significant association between age and families contact with political parties.

Table No. 5.73: Correspondence Analysis - Contact of Political Parties

Correspondence Table					
Were you or any of your family members contacted by any political parties through a phone call or recorded voice or SMS or WhatsApp long before the Election Campaign?	Age				
	18-28	29-39	40-50	Above 50 years	Active Margin
Yes	105	128	123	106	462
No	5	3	3	2	13
Not really	5	2	2	2	11
Can't say / not remember	0	0	0	0	0
Active Margin	115	133	128	110	486
Dimension	Singular Value	Inertia	Chi Square	Sig.	
1	.098	.010		.852 ^a	
2	.014	.000			
Total		.010	4.790		



Source: (Primary data)

Graph No. 5.6

5.75.1 Interpretation

The estimated Chi-square significance value is greater than 0.05, meaning the null hypothesis is accepted. Therefore there is no significant association between age and families contact with political parties.

But from the correspondence table and graphs, it can be interpreted that most of the respondents irrespective of age do has contact with the political party through their families.

5.76 First-time voter

Herein correspondence analysis was carried to identify whether there is an association between first time and age.

H₀: There is no significant association between age and first-time voters.

Table No. 5.74: Correspondence Analysis -First-time voter

Correspondence Table					
Are you a first-time voter?	Age				
	18-28	29-39	40-50	Above 50 years	Active Margin
Yes	5	2	5	4	16
No	104	127	122	103	456
Not really	6	4	1	3	14
Active Margin	115	133	128	110	486
Dimension	Singular Value		Inertia	Chi Square	Sig.
1	.095		.009	6.233	.398 ^a
2	.062		.004		
Total			.013		

Row and Column Points
Symmetrical Normalization

Legend:
○ Age
○ Are you a first time voter?

Source: (Primary data)

Graph No. 5.7

5.76.1 Interpretation

The estimated Chi-square significance value is greater than 0.05, meaning the null hypothesis is accepted. Therefore there is no significant association between age and first-time voters.

But from the correspondence table and graphs, it can be interpreted that most of the respondents irrespective of age most of them are not first-time voters.

5.77 Social Media Campaign Helpfulness

Herein correspondence analysis was carried to identify whether there is an association between social media campaign helpfulness and age.

H₀: There is no significant association between age and social media campaign helpfulness.

Table No. 5.75: Correspondence Analysis - Social Media Campaign Helpfulness

Correspondence Table						
How far social media campaign was helpful to whom to vote for?		Age				Active Margin
		18-28	29-39	40-50	Above 50 years	
Fully		59	64	71	57	251
Some What		55	65	56	50	226
Not at all		1	4	1	3	9
Active Margin		115	133	128	110	486
Dimension	Singular Value	Inertia		Chi Square	Sig.	
1	.083	.007		3.930	.686 ^a	
2	.033	.001				
Total		.008				

Row and Column Points
Symmetrical Normalization

Source: (Primary data)

Graph No. 5.8

5.77.1 Interpretation

The estimated Chi-square significance value is greater than 0.05, meaning the null hypothesis is accepted. Therefore there is no significant association between age and social media campaign helpfulness.

But from the correspondence table and graphs, it can be interpreted that most of the respondents irrespective of age most of them feel the campaign was either fully or somewhat helpful.

5.78 Affiliation with party

Herein correspondence analysis was carried to identify whether there is an association between affiliation of party and age.

H₀: There is no significant association between age and affiliation with the party.

Table No. 5.76: Correspondence Analysis - Affiliation with party

Correspondence Table						
Do you Identify/affiliate with any party?		Age				
		18-28	29-39	40-50	Above 50 years	Active Margin
Yes		6	2	2	1	11
No		107	130	123	105	465
Can't say		2	1	3	4	10
Active Margin		115	133	128	110	486
Dimension	Singular Value	Inertia		Chi Square	Sig.	
1	.114	.013		8.630	.195 ^a	
2	.069	.005				
Total		.018				

Row and Column Points
Symmetrical Normalization

Source: (Primary data)

Graph No. 5.9

5.78.1 Interpretation

The estimated Chi-square significance value is greater than 0.05, meaning the null hypothesis is accepted. Therefore there is no significant association between age and affiliation with the party.

But from the correspondence table and graphs, it can be interpreted that most of the respondents irrespective of age do has no affiliation with the political party through their families.

5.79 Voting for the Candidate of will

Herein correspondence analysis was carried to identify whether there is an association between voting for the candidate of will and age.

H₀: There is no significant association between age and voting for the candidate of will.

Table No. 5.77: Correspondence Analysis -Voting for the Candidate of will

Correspondence Table					
Did you vote for the party or candidate the one you wanted to vote for?	Age				
	18-28	29-39	40-50	Above 50 years	Active Margin
Yes	102	127	125	107	461
No	8	4	3	3	18
Can't say	5	2	0	0	7
Active Margin	115	133	128	110	486
Dimension	Singular Value		Inertia	Chi Square	Sig.
1	.176		.031		
2	.021		.000		
Total			.031	15.202	.019 ^a

Row and Column Points
Symmetrical Normalization

Source: (Primary data)

Graph No. 5.10

5.79.1 Interpretation

The estimated Chi-square significance value is greater than 0.05, meaning the null hypothesis is accepted. Therefore there is no significant association between age and voting for the candidate of will.

But from the correspondence table and graphs, it can be interpreted that most of the respondents irrespective of age use to vote for the candidate of will.

5.80 Voting Behaviour

Herein correspondence analysis was carried to identify whether there is an association between voting behaviour and age.

H₀: There is no significant association between age and voting behaviour.

Table No. 5.78: Chi-Square Test - Voting Behaviour

		Age				Total	Chi-Square Sig.
		18-28	29-39	40-50	Above 50 years		
Did you vote for the party or candidate the one you wanted to vote for?	Yes	102	127	125	107	461	0.11
	No	8	4	3	3	18	
	Can't say	5	2	0	0	7	
Total		115	133	128	110	486	
		Age				Total	Chi-Square Sig.
		18-28	29-39	40-50	Above 50 years		
If yes, is it correct to say that it was because of the influence of social media messages/pictures/ videos?	Yes	3	2	1	1	7	0.256
	No	104	127	124	106	461	
Total		107	129	125	107	468	
		Age				Total	Chi-Square Sig.
		18-28	29-39	40-50	Above 50 years		
During polling time /day did you change your decision to whom to vote?	Yes	38	34	34	35	141	0.187
	No	77	99	94	75	345	
Total		115	133	128	110	486	
		Age				Total	Chi-Square Sig.
		18-28	29-39	40-50	Above 50 years		

If yes, is it correct to say that it was because of incitement of social media messages/pictures/ videos?	Yes	15	10	11	13	49	0.438
	No	23	24	23	22	92	
Total		38	34	34	35	141	

Source: (Primary data)

5.80.1 Interpretation

The estimated Chi-square significance value is greater than 0.05, meaning the null hypothesis is accepted. Therefore there is no significant association between age and voting behaviour.

But from the cross table, it can be interpreted that most of the respondents irrespective of age use to vote for the candidate of will, which is mostly not influenced by social media. Even during the polling time, they will not change the decision, in case of the decision change, the change is not brought by the social media.

5.81 Effect of Social Media on voting behaviour with Gender

Herein correspondence analysis was carried to identify whether there is an association between gender and the effect of social media on voting behaviour.

H₀: There is no significant association between gender and the effect of social media on voting behaviour.

Table No. 5.79: Chi-Square -Effect of Social Media on voting behaviour with Gender

		Gender			Total	Chi-Square Sig.
		Male	Female	Transgender		
Do you agree social media have increased personal political communication between the voter and the party?	Yes	236	226	6	468	0.621
	No	5	7	6	18	
Total		241	233	12	486	
		Gender			Total	Chi-Square Sig.
		Male	Female	Transgender		
Do you think that social media election campaigns help in canvassing voters?	Yes	235	225	4	464	0.125
	No	6	8	8	22	
Total		241	233	12	486	
		Gender			Total	Chi-Square Sig.
		Male	Female	Transgender		
Is social media playing a useful role in elections?	Yes	240	225	11	476	0.328
	No	1	8	1	10	
Total		241	233	12	486	
		Gender			Total	Chi-Square Sig.
		Male	Female	Transgender		
Social media is the medium of	Yes	4	6	4	14	0.116

unknown sources and it does not make the voter decide to whom to vote, Do you agree with me?	No	237	227	8	472	
Total		241	233	12	486	
		Gender				Chi-Square Sig.
		Male	Female	Transgender	Total	
Do you agree during elections, in social media general public receive more political satire and funny memes/ cartoons?	Yes	233	226	5	464	
	No	8	7	7	22	
Total		241	233	12	486	0.143
		Gender				Chi-Square Sig.
		Male	Female	Transgender	Total	
Do you agree that in social media there was false information?	Yes	237	226	4	467	
	No	4	7	8	19	
Total		241	233	12	486	0.513
		Gender				Chi-Square Sig.
		Male	Female	Transgender	Total	
Do you agree that during the campaign period in social media there were large false and fabricated pictures and videos?	Yes	236	227	5	468	
	No	5	6	7	18	
Total		241	233	12	486	0.328
		Gender				Chi-Square Sig.
		Male	Female	Transgender	Total	
Do you agree that during the campaign period in social media there large false and fabricated pictures and videos will sway the voters' decision	Yes	237	228	5	470	
	No	4	5	7	16	
						0.283

Total		241	233	12	486	
		Gender				Chi-Square Sig.
		Male	Female	Transgender	Total	
Did you stay updated with the latest Political trends through social media?	Yes	236	224	7	467	0.419
	No	5	9	5	19	
Total		241	233	12	486	
		Gender				Chi-Square Sig.
		Male	Female	Transgender	Total	
Social media is best at using for election campaign	Yes	238	227	8	473	0.318
	No	3	6	4	13	
Total		241	233	12	486	
		Gender				Chi-Square Sig.
		Male	Female	Transgender	Total	
Are you satisfied with your present frequency of updates and level of engagement with voters? Would you be open to a more livewire contact?	Yes	236	226	5	467	0.219
	No	5	7	7	19	
Total		241	233	12	486	
		Gender				Chi-Square Sig.
		Male	Female	Transgender	Total	
Do you think the New Media campaign facilitates the compressive campaign	Yes	236	227	6	469	0.613
	No	5	6	6	17	
Total		241	233	12	486	

Source: (Primary data)

5.81.1 Interpretation

The estimated Chi-square significance value is greater than 0.05, meaning the null hypothesis is accepted. Therefore there is no significant association between gender and the effect of social media on voting behaviour.

From the cross table it can be interpreted that most of the respondents accept that;

- Social media have increased personal political communication between the voter and the party.
- Social media election campaigns help in canvassing voters.
- Social media playing a useful role in elections.
- Social media is the medium of unknown sources and it does make the voter decide to whom to vote.
- They agree that through social media general public receive more political satire and funny memes/ cartoons.
- They agree that social media were false information sometimes.
- They agree that during the campaign period in social media there were large false and fabricated pictures and videos.
- They agree that during the campaign period in social media there are largely false and fabricated pictures and videos that will sway the voters' decision.
- The respondents were updated with the latest Political trends through social media.
- Social media is best at using for the election campaign.
- They are satisfied with the present frequency of updates and level of engagement with voters.
- They think the New Media campaign facilitates the compressive campaign.

5.82 Effect of Social Media on voting behaviour with Age

Herein correspondence analysis was carried to identify whether there is an association between age and the effect of social media on voting behaviour.

H₀: There is no significant association between age and the effect of social media on voting behaviour.

Table No. 5.80: Chi-Square -Effect of Social Media on voting behaviour with Age

		Age				Total	Chi-Square Sig.
		18- 28	29- 39	40- 50	Above 50 yrs.		
Do you agree social media have increased personal political communication between the voter and the party?	Yes	108	128	126	106	468	0.513
	No	7	5	2	4	18	
Total		115	133	128	110	486	
		Age				Total	Chi-Square Sig.
		18- 28	29- 39	40- 50	Above 50 yrs.		
Do you think that social media election campaigns help in canvassing voters?	Yes	107	129	124	104	464	0.276
	No	8	4	4	6	22	
Total		115	133	128	110	486	
		Age				Total	Chi-Square Sig.
		18- 28	29- 39	40- 50	Above 50 yrs.		
Is social media playing a useful role in elections?	Yes	111	131	125	109	476	0.346
	No	4	2	3	1	10	
Total		115	133	128	110	486	
		Age				Total	Chi-Square Sig.
		18- 28	29- 39	40- 50	Above 50 yrs.		
Social media is the medium of	Yes	7	2	3	2	14	0.623

unknown sources and it does not make the voter decide to whom to vote, Do you agree with me?	No	108	131	125	108	472	
Total		115	133	128	110	486	
		Age					Chi-Square Sig.
		18-28	29-39	40-50	Above 50 yrs.	Total	
Do you agree during elections, in social media general public receive more political satire and funny memes/ cartoons?	Yes	107	129	124	104	464	0.198
	No	8	4	4	6	22	
Total		115	133	128	110	486	
		Age					Chi-Square Sig.
		18-28	29-39	40-50	Above 50 yrs.	Total	
Do you agree that in social media there was false information?	Yes	110	129	123	105	467	0.089
	No	5	4	5	5	19	
Total		115	133	128	110	486	
		Age					Chi-Square Sig.
		18-28	29-39	40-50	Above 50 yrs.	Total	
Do you agree that during the campaign period in social media there were large false and fabricated pictures and videos?	Yes	109	130	125	104	468	0.246
	No	6	3	3	6	18	
Total		115	133	128	110	486	
		Age					Chi-Square Sig.
		18-28	29-39	40-50	Above 50 yrs.	Total	
Do you agree that during the	Yes	109	131	125	105	470	0.368

campaign period in social media there large false and fabricated pictures and videos will sway the voters' decision	No	6	2	3	5	16	
Total		115	133	128	110	486	
		Age					Chi-Square Sig.
		18-28	29-39	40-50	Above 50 yrs.	Total	
Did you stay updated with the latest Political trends through social media?	Yes	108	129	124	106	467	0.419
	No	7	4	4	4	19	
Total		115	133	128	110	486	
		Age					Chi-Square Sig.
		18-28	29-39	40-50	Above 50 yrs.	Total	
Social media is best at using for election campaign	Yes	109	130	127	107	473	0.513
	No	6	3	1	3	13	
Total		115	133	128	110	486	
		Age					Chi-Square Sig.
		18-28	29-39	40-50	Above 50 yrs.	Total	
Are you satisfied with your present frequency of updates and level of engagement with voters? Would you be open to a more livewire contact?	Yes	103	131	126	107	467	0.096
	No	12	2	2	3	19	
Total		115	133	128	110	486	
		Age					Chi-Square Sig.
		18-28	29-39	40-50	Above 50 yrs.	Total	
Do you think the New Media campaign facilitates the compressive campaign	Yes	107	130	126	106	469	0.157
	No	8	3	2	4	17	

Total	115	133	128	110	486	
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Source: (Primary data)

5.82.1 Interpretation

The estimated Chi-square significance value is greater than 0.05, meaning the null hypothesis is accepted. Therefore there is no significant association between age and the effect of social media on voting behaviour.

From the cross table it can be interpreted that most of the respondents accept that;

- Social media have increased personal political communication between the voter and the party.
- Social media election campaigns help in canvassing voters.
- Social media playing a useful role in elections.
- Social media is the medium of unknown sources and it does make the voter decide to whom to vote.
- They agree that through social media general public receive more political satire and funny memes/ cartoons.
- They agree that social media were false information sometimes.
- They agree that during the campaign period in social media there were large false and fabricated pictures and videos.
- They agree that during the campaign period in social media there are largely false and fabricated pictures and videos that will sway the voters' decision.
- The respondents were updated with the latest Political trends through social media.
- Social media is best at using for the election campaign.
- They are satisfied with the present frequency of updates and level of engagement with voters.
- They think the New Media campaign facilitates the compressive campaign.

5.83 Effect of Social Media on voting behaviour with Education

Herein correspondence analysis was carried to identify whether there is an association between education and the effect of social media on voting behaviour.

H₀: There is no significant association between education and the effect of social media on voting behaviour.

Table No. 5.81: Chi-Square -Effect of Social Media on voting behaviour with Education

		Education					Total	Chi-Square Sig.
		Below Matric	Above Matric	UG	PG	Others		
Do you agree social media have increased personal political communication between the voter and the party?	Yes	60	125	141	103	39	468	0.317
	No	2	2	11	2	1	18	
Total		62	127	152	105	40	486	
		Education					Total	Chi-Square Sig.
		Below Matric	Above Matric	UG	PG	Others		
Do you think that social media election campaigns help in canvassing voters?	Yes	59	124	141	101	39	464	0.721
	No	3	3	11	4	1	22	
Total		62	127	152	105	40	486	
		Education					Total	Chi-Square Sig.
		Below Matric	Above Matric	UG	PG	Others		
Is the social media playing a useful role in elections?	Yes	61	122	149	104	40	476	0.638
	No	1	5	3	1	0	10	
Total		62	127	152	105	40	486	
		Education					Total	Chi-Square Sig.
		Below Matric	Above Matric	UG	PG	Others		

Social media is the medium of unknown sources and it does not make the voter decide to whom to vote, Do you agree with me?	Yes	1	4	5	3	1	14	0.183
	No	61	123	147	102	39	472	
Total		62	127	152	105	40	486	
		Education					Total	Chi-Square Sig.
		Below Matric	Above Matric	UG	PG	Others		
Do you agree during elections, in social media general public receive more political satire and funny memes/ cartoons?	Yes	58	123	142	101	40	464	0.217
	No	4	4	10	4	0	22	
Total		62	127	152	105	40	486	
		Education					Total	Chi-Square Sig.
		Below Matric	Above Matric	UG	PG	Others		
Do you agree that in social media there was false information?	Yes	61	124	142	100	40	467	0.318
	No	1	3	10	5	0	19	
Total		62	127	152	105	40	486	
		Education					Total	Chi-Square Sig.
		Below Matric	Above Matric	UG	PG	Others		
Do you agree that during the campaign period in social media there were large false and fabricated pictures and videos?	Yes	61	125	143	100	39	468	0.087
	No	1	2	9	5	1	18	
Total		62	127	152	105	40	486	
		Education					Total	Chi-

		Below Matric	Above Matric	UG	PG	Others		Square Sig.
Do you agree that during the campaign period in social media there large false and fabricated pictures and videos will sway the voter's decision	Yes	61	127	141	101	40	470	0.098
	No	1	0	11	4	0	16	
Total		62	127	152	105	40	486	
		Education					Total	Chi-Square Sig.
		Below Matric	Above Matric	UG	PG	Others		
Did you stay updated with the latest Political trends through social media?	Yes	61	124	143	100	39	467	0.159
	No	1	3	9	5	1	19	
Total		62	127	152	105	40	486	
		Education					Total	Chi-Square Sig.
		Below Matric	Above Matric	UG	PG	Others		
Social media is best at using for election campaign	Yes	61	126	144	103	39	473	0.184
	No	1	1	8	2	1	13	
Total		62	127	152	105	40	486	
		Education					Total	Chi-Square Sig.
		Below Matric	Above Matric	UG	PG	Others		
Are you satisfied with your present frequency of updates and level of engagement with voters? Would you be open to a more livewire contact?	Yes	61	124	142	100	40	467	0.216
	No	1	3	10	5	0	19	
Total		62	127	152	105	40	486	

		Education					Total	Chi-Square Sig.
		Below Matric	Above Matric	UG	PG	Others		
Do you think the New Media campaign facilitates the compressive campaign	Yes	60	125	142	103	39	469	0.381
	No	2	2	10	2	1	17	
Total		62	127	152	105	40	486	

Source: (Primary data)

5.83.1 Interpretation

The estimated Chi-square significance value is greater than 0.05, meaning the null hypothesis is accepted. Therefore there is no significant association between education and the effect of social media on voting behaviour.

From the cross table it can be interpreted that most of the respondents accept that;

- Social media have increased personal political communication between the voter and the party.
- Social media election campaigns help in canvassing voters.
- Social media playing a useful role in elections.
- Social media is the medium of unknown sources and it does make the voter decide to whom to vote.
- They agree that through social media general public receive more political satire and funny memes/ cartoons.
- They agree that social media were false information sometimes.
- They agree that during the campaign period in social media there were large false and fabricated pictures and videos.
- They agree that during the campaign period in social media there are largely false and fabricated pictures and videos that will sway the voters' decision.
- The respondents were updated with the latest Political trends through social media.
- Social media is best at using for the election campaign.

- They are satisfied with the present frequency of updates and level of engagement with voters.
- They think the New Media campaign facilitates the compressive campaign.

5.84 Effect of Social Media on voting behaviour with Occupation

Herein correspondence analysis was carried to identify whether there is an association between occupation and the effect of social media on voting behaviour.

H₀: There is no significant association between occupation and the effect of social media on voting behaviour.

Table No. 5.82: Chi-Square -Effect of Social Media on voting behaviour with Occupation

		Occupation					Total	Chi-Square Sig.
		Student	Business	Govt.	Private	Others		
Do you agree social media have increased personal political communication between the voter and the party?	Yes	105	98	44	135	86	468	0.612
	No	2	6	4	1	5	18	
Total		107	104	48	136	91	486	
		Occupation					Total	Chi-Square Sig.
		Student	Business	Govt.	Private	Others		
Do you think that social media election campaigns help in canvassing voters?	Yes	104	99	43	134	84	464	0.518
	No	3	5	5	2	7	22	
Total		107	104	48	136	91	486	
		Occupation					Total	Chi-Square Sig.
		Student	Business	Govt.	Private	Others		
Is the social media playing a useful role in elections?	Yes	106	101	45	136	88	476	0.423
	No	1	3	3	0	3	10	

Total		107	104	48	136	91	486	
		Occupation						Chi-Square Sig.
		Student	Business	Govt.	Private	Others	Total	
Social media is the medium of unknown sources and it does not make the voter decide to whom to vote, Do you agree with me?	Yes	3	1	4	2	4	14	
	No	104	103	44	134	87	472	
Total		107	104	48	136	91	486	0.283
		Occupation						Chi-Square Sig.
		Student	Business	Govt.	Private	Others	Total	
Do you agree during elections, in social media general public receive more political satire and funny memes/ cartoons?	Yes	105	100	41	135	83	464	
	No	2	4	7	1	8	22	
Total		107	104	48	136	91	486	0.195
		Occupation						Chi-Square Sig.
		Student	Business	Govt.	Private	Others	Total	
Do you agree that in social media there was false information?	Yes	106	101	44	134	82	467	
	No	1	3	4	2	9	19	
Total		107	104	48	136	91	486	0.218
		Occupation						Chi-Square Sig.
		Student	Business	Govt.	Private	Others	Total	
Do you agree that during the campaign	Yes	106	101	47	134	80	468	0.187
	No	1	3	1	2	11	18	

period in social media there were large false and fabricated pictures and videos?								
Total		107	104	48	136	91	486	
		Occupation					Total	Chi-Square Sig.
		Student	Business	Govt.	Private	Others		
Do you agree that during the campaign period in social media there large false and fabricated pictures and videos will sway the voter's decision	Yes	106	98	48	136	82	470	0.861
	No	1	6	0	0	9	16	
Total		107	104	48	136	91	486	0.861
		Occupation					Total	Chi-Square Sig.
		Student	Business	Govt.	Private	Others		
Did you stay updated with the latest Political trends through social media?	Yes	104	99	46	136	82	467	0.832
	No	3	5	2	0	9	19	
Total		107	104	48	136	91	486	0.832
		Occupation					Total	Chi-Square Sig.
		Student	Trade or Business	Govt.	Private	Others		
Social media is best at using for election campaign	Yes	103	101	47	135	87	473	0.216
	No	4	3	1	1	4	13	
Total		107	104	48	136	91	486	0.216
		Occupation					Total	Chi-Square Sig.
		Student	Business	Govt.	Private	Others		

								Sig.
Are you satisfied with your present frequency of updates and level of engagement with voters? Would you be open to a more livewire contact?	Yes	105	100	44	134	84	463	0.413
	No							
		2	4	4	2	7	19	
Total		107	104	48	136	91	486	
		Occupation						Chi-Square Sig.
		Student	Business	Govt.	Private	Others	Total	
Do you think the New Media campaign facilitates the compressive campaign	Yes	104	101	44	134	86	469	0.490
	No	3	3	4	2	5	17	
Total		107	104	48	136	91	486	

Source: (Primary data)

5.84.1 Interpretation

The estimated Chi-square significance value is greater than 0.05, meaning the null hypothesis is accepted. Therefore there is no significant association between occupation and the effect of social media on voting behaviour.

From the cross table it can be interpreted that most of the respondents accept that;

- Social media have increased personal political communication between the voter and the party.
- Social media election campaigns help in canvassing voters.
- Social media playing a useful role in elections.

- Social media is the medium of unknown sources and it does make the voter decide to whom to vote.
- They agree that through social media general public receive more political satire and funny memes/ cartoons.
- They agree that social media were false information sometimes.
- They agree that during the campaign period in social media there were large false and fabricated pictures and videos.
- They agree that during the campaign period in social media there are largely false and fabricated pictures and videos that will sway the voters' decision.
- The respondents were updated with the latest Political trends through social media.
- Social media is best at using for the election campaign.
- They are satisfied with the present frequency of updates and level of engagement with voters.
- They think the New Media campaign facilitates the compressive campaign.

CHAPTER VI

FINDINGS, SUGGESTIONS AND CONCLUSION

6.1 FINDINGS

6.1.1 DEMOGRAPHIC PROFILE

- **Gender:** Among the 486 respondents considered for the study;241 (49.6%) are Male, 233 (47.9%) are Female and 12 (2.5%) are Transgender.
- **Age:** Among the 486 respondents considered for the study; 115 (23.7%) are belonging to the age category between 18-28 years, 133 (27.4%) are belonging to the age category between 29-39 years, 128 (26.3%) are belonging to age category between 40-50 years and 110 (22.6%) are belonging to age category above 50 years.
- **Education:** Among the 486 respondents considered for the study;62 (12.8%) have education level Below Matric, 127 (26.1%) have education level Above Matric, 152 (31.3%) have education up to UG level, 105 (21.6%) have education up to PG level and 40 (8.2%) have other type education.
- **Occupation:** Among the 486 respondents considered for the study;107 (22.0%) were students, 104 (21.4%) were performing Trade or Business, 48 (9.9%) were Govt. employees, 136 (28.0%) were Private employees and 91 (18.7%) were belonging to other categories.
- **Do you have a smart phone:** Among the 486 respondents considered for the study; 471 (96.9%) has smart phones and 15 (3.1%) doesn't have smartphones.

6.1.2 USAGE OF SOCIAL MEDIA WITH GENDER

- **Facebook:** Among the 486 respondents considered for the study; the majority of the male respondents (122) uses Facebook once or twice a day followed by (111) male respondents who use Facebook some days a week. Similarly, the majority of the female respondents (120) uses Facebook some days in a week followed by (111) male respondents who use Facebook once or twice a day. Similarly, the majority of the (4) transgender uses Facebook some days in a month.

- **Twitter:** Among the 486 respondents considered for the study; the majority of the male respondents (85) either has no account on Twitter or use Twitter (79) very rarely. Similarly, the majority of the female respondents (80) either have no account on Twitter or use Twitter (77) very rarely. Similarly, the majority of the (4) transgender uses Twitter Many times a day.
- **WhatsApp:** Among the 486 respondents considered for the study; the majority of the male respondents (126) either use WhatsApp at least once a day or use WhatsApp (105) many times a day. Similarly, the majority of the female respondents (118) either use at least once a day or use WhatsApp (106) many times a day. Similarly, the majority of them (4) transgender uses WhatsApp very rarely.
- **Instagram:** Among the 486 respondents considered for the study; the majority of the male respondents (132) either use Instagram some days in a week or uses Instagram (104) some days in a month. Similarly, the majority of the female respondents (115) either use Instagram some days in a week or uses Instagram (108) some days in a month. Similarly, the majority of the (4) transgender uses Instagram some days in a month
- **YouTube:** Among the 486 respondents considered for the study; the majority of the male respondents (126) either use YouTube at least once a day or use YouTube (105) many times a day. Similarly, the majority of the female respondents (118) either use YouTube at least once a day or use YouTube (106) many times a day. Similarly, the majority of them (3) transgender uses YouTube either many times in a day or some times in a week.

6.1.3 USAGE OF SOCIAL MEDIA WITH AGE

- **Facebook:** As per the opinion of the 18-28 Years respondents; the majority of the respondents uses Facebook either someday in a week (56) or once or twice a day (46). As per the opinions of the 29-39 Years respondents; the majority of the respondents uses Facebook either once or twice a day (66) or some days a week (62). As per the opinions of the 40-50 Years respondents; the majority of the respondents uses Facebook either once or twice a day (63) or some days a week (62). As per the opinions of the Above 50 Years respondents; the majority of the respondents uses Facebook either someday in a week (53) or once or twice a day (51).

- **Twitter:**As per the opinions of the 18-28 Years respondents; the majority of the respondents uses twitter never (37) or very rarely (34).As per the opinions of the 29-39 Years respondents; the majority of the respondents uses Twitter very rarely (46) or never (36). As per the opinions of the 40-50 Years respondents; the majority of the respondents use twitter never (41) or very rarely (37). As per the opinions of the above 50 Years respondents; the majority of the respondents use Twitter very rarely (39) or never (26).
- **WhatsApp:** As per the opinions of the 18-28 Years respondents; the majority of the respondents uses WhatsApp many times a day (53) or once or twice a day (49). As per the opinions of the 29-39 Years respondents; the majority of the respondents use WhatsApp once or twice a day (69) or many times a day (60). As per the opinions of the 40-50 Years respondents; the majority of the respondents use WhatsApp once or twice a day (67) or many times a day (54). As per the opinions of the above 50 Years respondents; the majority of the respondents use WhatsApp once or twice a day (61) or many times a day (43).
- **Instagram:**As per the opinion of the 18-28 Years respondents; the majority of the respondents use Instagram some days in a week (55) or some days in a month (51). As per the opinions of the 29-39 Years respondents; the majority of the respondents uses Instagram some days in a week (68) or some days in a month (60).As per the opinions of the 40-50 Years respondents; the majority of the respondents use Instagram some days in a week (75) or some days in a month (51). As per the opinions of the above 50 Years respondents; the majority of the respondents use Instagram some days in a month (50) or some days in a week (50).
- **YouTube:** As per the opinion of the 18-28 Years respondents; the majority of the respondents use YouTube many times a day (56) or once or twice a day (50).As per the opinions of the 29-39 Years respondents; the majority of the respondents use YouTube once or twice a day (66) or many times a day (63). As per the opinions of the 40-50 Years respondents; the majority of the respondents use YouTube once or twice a day (68) or many times a day (55). As per the opinions of the above 50 Years respondents; the majority of the respondents use YouTube many times a day (62) or once or twice a day (43).

6.1.4 USAGE OF SOCIAL MEDIA WITH EDUCATION

- **Facebook:** As per the opinions of the Below Matric respondents; the majority of the respondents use Facebook either once or twice a day (33) or some days in a week (27). As per the opinions of the Above Matric respondents; the majority of the respondents uses Facebook either someday in a week (66) or once or twice a day (58). As per the opinions of the UG respondents; the majority of the respondents use Facebook either someday in a week (69) or once or twice a day (68). As per the opinions of the PG respondents; the majority of the respondents use Facebook either someday in a week (50) or once or twice a day (49). As per the opinions of the other respondents; the majority of the respondents use Facebook either someday in a week (22) or once or twice a day (17).
- **Twitter:** As per the opinions of the Below Matric respondents; the majority of the respondents use Twitter very rarely (24) or never (19). As per the opinions of the Above Matric respondents; the majority of the respondents use twitter never (45) or very rarely (36). As per the opinion of the UG respondents; the majority of the respondents use Twitter very rarely (46) or never (38). As per the opinion of the PG respondents; the majority of the respondents use Twitter very rarely (35) or never (27). As per the opinion of the other respondents; the majority of the respondents use Twitter very rarely (15) or never (11).
- **WhatsApp:** As per the opinions of the Below Matric respondents; the majority of the respondents use WhatsApp once or twice a day (31) or many times a day (28). As per the opinions of the Above Matric respondents; the majority of the respondents use WhatsApp many times a day (62) or once or twice a day (60). As per the opinion of the UG respondents; the majority of the respondents use WhatsApp once or twice a day (73) or many times a day (63). As per the opinion of the PG respondents; the majority of the respondents use WhatsApp once or twice a day (38) or many times a day (61). As per the opinions of the other respondents; the majority of the respondents use WhatsApp once or twice a day (19) or many times a day (21).
- **Instagram:** As per the opinion of the Below Matric respondents; the majority of the respondents use Instagram some days in a month (33) or some days in a week (28). As per the opinion of the Above Matric respondents; the majority of the respondents uses

Instagram some days in a week (69) or some days in a month (55). As per the opinion of the UG respondents; the majority of the respondents use Instagram some days in a week (71) or some days in a month (69). As per the opinion of the PG respondents; the majority of the respondents use Instagram some days in a week (56) or some days in a month (44). As per the opinion of the other respondents; the majority of the respondents use Instagram some days in a week (24) or some days in a month (15).

- **YouTube:** As per the opinion of the Below Matric respondents; the majority of the respondents use YouTube once or twice a day (34) or many times a day (26). As per the opinion of the Above Matric respondents; the majority of the respondents use YouTube many times a day (72) or once or twice a day (51). As per the opinions of the UG respondents; the majority of the respondents uses YouTube once or twice a day (78) or many times a day (65). As per the opinions of the PG respondents; the majority of the respondents uses YouTube many times a day (53) or once or twice a day (45). As per the opinions of the other respondents; the majority of the respondents uses YouTube many times a day (20) or once or twice a day (19).

6.1.5 USAGE OF SOCIAL MEDIA WITH OCCUPATION

- **Facebook:** As per the opinions of the student respondents; the majority of the respondents uses Facebook either some days in a week (53) or once or twice a day (52). As per the opinions of the trade and business respondents; the majority of the respondents uses Facebook either someday in a week (55) or once or twice a day (43). As per the opinions of the Govt. employee respondents; the majority of the respondents use Facebook either someday in a week (21) or once or twice a day (22). As per the opinions of the private employee respondents; the majority of the respondents uses Facebook either someday in a week (71) or once or twice a day (62). As per the opinions of the other respondents; the majority of the respondents uses Facebook either someday in a week (33) or once or twice a day (47).
- **Twitter:** As per the opinions of the Student respondents; the majority of the respondents uses twitter never (30) or very rarely (27). As per the opinions of the trade and business respondents; the majority of the respondents uses twitter never (31) or very rarely (39). As per the opinions of the Govt. employee respondents; the majority of the respondents use Twitter very rarely (13) or never (12). As per the opinions of

the private employee respondents; the majority of the respondents uses Twitter very rarely (19) or never (38). As per the opinions of the other respondents; the majority of the respondents uses Twitter very rarely (28) or never (29).

- **WhatsApp:** As per the opinions of the Student respondents; the majority of the respondents use WhatsApp once or twice a day (55) or many times a day (49).As per the opinions of the trade and business respondents; the majority of the respondents uses WhatsApp many times a day (46) or once or twice a day (52). As per the opinions of the Govt. employee respondents; the majority of the respondents use WhatsApp once or twice a day (24) or many times a day (17). As per the opinions of the private employee respondents; the majority of the respondents uses WhatsApp once or twice a day (77) or many times a day (56). As per the opinions of the other respondents;the majority of the respondents uses WhatsApp once or twice a day (38) or many times a day (42).
- **Instagram:** As per the opinions of the Student respondents; the majority of the respondents use Instagram some days in a week (53) or some days in a month (50).As per the opinions of the trade and business respondents; the majority of the respondents uses Instagram some days in a week (51) or some days in a month (47). As per the opinions of the Govt. employee respondents; the majority of the respondents use Instagram some days in a week (27) or some days in a month (18). As per the opinions of the private employee respondents; the majority of the respondents uses Instagram some days in a week (77) or some days in a month (57). As per the opinions of the other respondents; the majority of the respondents uses Instagram some days in a week (40) or some days in a month (44).
- **YouTube:** As per the opinions of the Below Matric respondents; the majority of the respondents use YouTube once or twice a day (57) or many times a day (47).As per the opinions of the trade and business respondents; the majority of the respondents uses YouTube many times a day (57) or once or twice a day (44). As per the opinions of the Govt. employee respondents; the majority of the respondents use YouTube once or twice a day (24) or many times a day (19). As per the opinions of the private employee respondents; the majority of the respondents uses YouTube many times a day (71) or once or twice a day (63). As per the opinions of the other respondents;the majority of the respondents uses YouTube many times a day (42) or once or twice a day (39).

6.1.6 FREQUENCY OF MESSAGE RECEPTION WITH GENDER

- **Personal Views on Politics from friends and family:** As per the opinions of the male respondents; Most of the respondents receive their personal views on politics either on daily basis (119) or sometimes (115). As per the opinions of the female respondents; Most of the respondents receive their personal views on politics either on daily basis (111) or sometimes (109). As per the opinions of the transgender respondents; Most of the respondents receive their personal views on politics either on daily basis (3) or never (3).
- **Reception of political cartoons/ memes/videos/other material mimicking political leaders:** As per the opinions of the male respondents; Most of the respondents receive or forwards political memes either on daily basis (116) or sometimes (119). As per the opinions of the female respondents; Most of the respondents receive political memes either sometimes (116) or daily basis (105). As per the opinions of the transgender respondents; Most of the respondents receive or forwards political memes either rarely (3) or never (4).
- **Reception of caste or community /religion related messages/pictures/videos including your family deity:** As per the opinions of the male respondents; Most of the respondents receive caste-related messages either rarely (128) or sometimes (107). As per the opinions of the female respondents; Most of the respondents receive caste-related messages either rarely (128) or sometimes (107). As per the opinions of the transgender respondents; Most of the respondents not really (5) or never (3) receive caste-related messages
- **Reception of divine or spiritual messages/pictures/videos/ religious symbols:** As per the opinions of the male respondents; Most of the respondents receive divine messages either rarely (75) or sometimes (63). As per the opinions of the female respondents; Most of the respondents receive divine messages either rarely (76) or sometimes (77). As per the opinions of the transgender respondents; Most of the respondents receive divine messages daily basis (3).
- **Reception of racial history/ messages/pictures/videos:** As per the opinions of the male respondents; Most of the respondents receive racial messages either never (85) or sometimes (75). As per the opinions of the female respondents; Most of the

respondents receive racial messages either never (80) or sometimes (75).As per the opinions of the transgender respondents; Most of the respondents receive racial messages either never (3) or sometimes (3).

- **Reception relating to your mother tongue / vernacular language:** As per the opinions of the male respondents; Most of the respondents receive messages on vernacular language either sometimes (121) or rarely (115).As per the opinions of the female respondents; Most of the respondents receive messages in vernacular language either sometimes (116) or rarely (107). As per the opinions of the transgender respondents; Most of the respondents receive messages on vernacular language either rarely (3) or not really (5).
- **Reception of pictures/memes videos relating to national symbols, or national borders/ security:** As per the opinions of the male respondents; Most of the respondents receive messages on nationalism either sometimes (83) or never (79).As per the opinions of the female respondents; Most of the respondents receive messages on nationalism either sometimes (84) or never (79). As per the opinions of the transgender respondents; Most of the respondents do not receive (4) messages on nationalism.
- **Did you receive anything from the above (a) to (g) till the polling day:** As per the opinions of the male respondents; Most of the respondents receive any of the above-mentioned memes or messages either on daily basis (116) or sometimes (119). As per the opinions of the female respondents; Most of the respondents receive any of the above-mentioned memes or messages either sometimes (116) or daily basis (105). As per the opinions of the transgender respondents; Most of the respondents receive or forwards political memes either rarely (3) or never (4).

6.1.7 FREQUENCY OF MESSAGE RECEPTION WITH AGE

- **Personal Views on Politics from friends and family:** As per the opinions of the 18-28 Years respondents; Most of the respondents receive their personal views on politics either on daily basis (56) or sometimes (51).As per the opinions of the 29-39 Years respondents; Most of the respondents receive their personal views on politics either on daily basis (53) or sometimes (73). As per the opinions of the 40-50 Years respondents; Most of the respondents receive their personal views on politics either on

daily basis (65) or sometimes (58). As per the opinions of the above 50 Years of respondents; Most of the respondents receive their personal views on politics either on daily basis (59) or sometimes (44).

- **Reception of political cartoons/ memes/videos/other material mimicking political leaders:** As per the opinions of the 18-28 Years respondents; Most of the respondents receive or forwards political memes either on daily basis (48) or sometimes (54).As per the opinions of the 29-39 Years respondents; Most of the respondents receive or forwards political memes either on daily basis (58) or sometimes (70). As per the opinions of the 40-50 Years respondents; Most of the respondents receive political memes either on daily basis (59) or sometimes (64). As per the opinions of the above 50 Years of respondents; Most of the respondents receive political memes either on daily basis (58) or sometimes (47).
- **Reception of caste or community /religion related messages/pictures/videos including your family deity:**As per the opinions of the 18-28 Years respondents; Most of the respondents receive caste-related messages either rarely (50) or sometimes (53).As per the opinions of the 29-39 Years respondents; Most of the respondents receive caste-related messages either rarely (73) or sometimes (53). As per the opinions of the 40-50 Years respondents; Most of the respondents receive caste-related messages either rarely (61) or sometimes (63). As per the opinions of the above 50 Years of respondents;Most of the respondents receive caste-related messages either rarely (55) or sometimes (47).
- **Reception of divine or spiritual messages/pictures/videos/ religious symbols:** As per the opinions of the 18-28 Years respondents; Most of the respondents receive divine messages either rarely (38) or never (38).As per the opinions of the 29-39 Years respondents; Most of the respondents receive divine messages either rarely (42) or never (46). As per the opinions of the 40-50 Years respondents; Most of the respondents receive divine messages either rarely (42) or never (42). As per the opinions of the above 50 Years respondents; Most of the respondents receive divine messages either sometimes (33) or never (43).
- **Reception of racial history/ messages/pictures/videos:** As per the opinions of the 18-28 Years respondents; Most of the respondents receive racial messages either never (37) or sometimes (40).As per the opinions of the 29-39 Years respondents; Most of the respondents receive racial messages either never (45) or rarely (45). As

per the opinions of the 40-50 Years respondents; Most of the respondents receive racial messages either never (47) or rarely (40). As per the opinions of the above 50 Years of respondents; Most of the respondents receive racial messages either never (39) or sometimes (36).

- **Reception relating to your mother tongue/ vernacular language:** As per the opinions of the 18-28 Years respondents; Most of the respondents receive messages on vernacular language either sometimes (47) or rarely (59).As per the opinions of the 29-39 Years respondents; Most of the respondents receive messages in vernacular language either sometimes (68) or rarely (60). As per the opinions of the 40-50 Years respondents; Most of the respondents receive messages in vernacular language either sometimes (66) or rarely (57). As per the opinions of the above 50 Years of respondents; Most of the respondents receive messages in vernacular language either sometimes (56) or rarely (49).
- **Reception of pictures/memes videos relating to national symbols, or national borders/ security:** As per the opinions of the 18-28 Years respondents; Most of the respondents receive messages on nationalism either sometimes (40) or never (38).As per the opinions of the 29-39 Years respondents; Most of the respondents receive messages on nationalism never (47). As per the opinions of the 40-50 Years respondents; Most of the respondents receive messages on nationalism either sometimes (49) or rarely (38). As per the opinions of the above 50 Years of respondents; Most of the respondents receive messages on nationalism either sometimes (38) or never (39).
- **Did you receive anything of the above (a) to (g) till the polling day:** As per the opinions of the 18-28 Years respondents; Most of the respondents receive anything of the above (a) to (g) till the polling day either on daily basis (48) or sometimes (54).As per the opinions of the 29-39 Years respondents; Most of the respondents receive anything of the above (a) to (g) till the polling day either on daily basis (58) or sometimes (70). As per the opinions of the 40-50 Years respondents; Most of the respondents receive anything of the above (a) to (g) till the polling day either on daily basis (59) or sometimes (64). As per the opinions of the above 50 Years of respondents; Most of the respondents receive anything of the above (a) to (g) till the polling day either on daily basis (58) or sometimes (47).

6.1.8 FREQUENCY OF MESSAGE RECEPTION WITH EDUCATION

- **Personal Views on Politics from friends and family:** As per the opinions of the Below Matric respondents; Most of the respondents receive their personal views on politics either on daily basis (30) or sometimes (30).As per the opinions of the Above Matric respondents; Most of the respondents receive their personal views on politics either on daily basis (72) or sometimes (51). As per the opinions of the UG respondents; Most of the respondents receive their personal views on politics either on daily basis (68) or sometimes (68). As per the opinions of the PG respondents; Most of the respondents receive their personal views on politics either on daily basis (44) or sometimes (57). As per the opinions of the other respondents; Most of the respondents receive their personal views on politics either on daily basis (19) or sometimes (20).
- **Reception of political cartoons/ memes/videos/other material mimicking political leaders:** As per the opinions of the Below Matric respondents; Most of the respondents receive political memes either on daily basis (31) or sometimes (28).As per the opinions of the Above Matric respondents; Most of the respondents receive political memes either on daily basis (56) or sometimes (66). As per the opinions of the UG respondents; Most of the respondents receive political memes either on daily basis (68) or sometimes (71). As per the opinions of the PG respondents; Most of the respondents receive political memes either on daily basis (47) or sometimes (52). As per the opinions of the other respondents; Most of the respondents receive political memes either on daily basis (21) or sometimes (18).
- **Reception of caste or community /religion related messages/pictures/videos including your family deity:** As per the opinions of the Below Matric respondents; Most of the respondents receive caste-related messages either rarely (30) or sometimes (28).As per the opinions of the Above Matric respondents; Most of the respondents receive caste-related messages either rarely (65) or sometimes (58). As per the opinions of the UG respondents; Most of the respondents receive caste-related messages either rarely (75) or sometimes (62). As per the opinions of the PG respondents; Most of the respondents receive caste-related messages either rarely (48) or sometimes (50). As per the opinions of the other respondents;Most of the respondents receive caste-related messages either rarely (21) or sometimes (18).
- **Reception of divine or spiritual messages/pictures/videos/ religious symbols:** As per the opinions of the Below Matric respondents; Most of the respondents receive

divine messages either rarely (24) or never (22).As per the opinions of the Above Matric respondents; Most of the respondents receive divine messages either rarely (41) or never (46). As per the opinions of the UG respondents; Most of the respondents receive divine messages either sometimes (48) or never (50). As per the opinions of the PG respondents;Most of the respondents receive divine messages either rarely (32) or never (37). As per the opinions of the other respondents;Most of the respondents receive divine messages either rarely (13) or never (14).

- **Reception of racial history/ messages/pictures/videos:** As per the opinions of the Below Matric respondents; Most of the respondents receive racial messages either rarely (19) or sometimes (24).As per the opinions of the Above Matric respondents; Most of the respondents receive racial messages either never (51) or sometimes (38). As per the opinions of the UG respondents; Most of the respondents receive racial messages either never (52) or sometimes (51). As per the opinions of the PG respondents; Most of the respondents receive racial messages either never (34) or rarely (37). As per the opinions of the other respondents; Most of the respondents receive racial messages either never (14) or rarely (15).
- **Reception relating to your mother tongue/ vernacular language:** As per the opinions of the Below Matric respondents; Most of the respondents receive messages on vernacular language either sometimes (33) or rarely (27).As per the opinions of the Above Matric respondents; Most of the respondents receive messages in vernacular language either sometimes (63) or rarely (61). As per the opinions of the UG respondents; Most of the respondents receive messages in vernacular language either sometimes (68) or rarely (71). As per the opinions of the PG respondents; Most of the respondents receive messages on vernacular language either sometimes (50) or rarely (50). As per the opinions of the other respondents;Most of the respondents receive messages in vernacular language either sometimes (23) or rarely (16).
- **Reception of pictures/memes videos relating to national symbols, or national borders/ security:** As per the opinions of the Below Matric respondents; Most of the respondents receive messages on nationalism either sometimes (23) or never (22).As per the opinions of the Above Matric respondents; Most of the respondents receive messages on nationalism never (44). As per the opinions of the UG respondents; Most of the respondents receive messages on nationalism sometimes (53) or never (46). As per the opinions of the PG respondents; Most of the respondents receive messages on

nationalism either sometimes (39) or never (35). As per the opinions of the other respondents; Most of the respondents receive messages on nationalism either sometimes (13) or rarely (13) or never (13).

- **Did you receive anything of the above (a) to (g) till the polling day:** As per the opinions of the Below Matric respondents; Most of the respondents receive anything of the above (a) to (g) either sometimes (23) or never (22). As per the opinions of the Above Matric respondents; Most of the respondents receive anything of the above (a) to (g) either rarely (40) or sometimes (40). As per the opinions of the UG respondents; Most of the respondents receive anything of the above (a) to (g) either sometimes (53) or never (46). As per the opinions of the PG respondents; Most of the respondents receive anything of the above (a) to (g) either sometimes (39) or never (35). As per the opinions of the other respondents; Most of the respondents receive anything of the above (a) to (g) either sometimes (13) or rarely (13) or never (13).

6.1.9 FREQUENCY OF MESSAGE RECEPTION WITH OCCUPATION

- **Personal Views on Politics from friends and family:** As per the opinions of the student respondents; Most of the respondents receive their personal views on politics either on daily basis (47) or sometimes (56). As per the opinions of the Trade or Business respondents; Most of the respondents receive their personal views on politics either on daily basis (51) or sometimes (46). As per the opinions of the Govt. employee respondents; Most of the respondents receive their personal views on politics either on daily basis (22) or sometimes (23). As per the opinions of the Private employee respondents; Most of the respondents receive their personal views on politics either on daily basis (75) or sometimes (59). As per the opinions of the other respondents; Most of the respondents receive their personal views on politics either on daily basis (38) or sometimes (42).
- **Reception of political cartoons/ memes/videos/other material mimicking political leaders:** As per the opinions of the student respondents; Most of the respondents receive political memes either on daily basis (47) or sometimes (57). As per the opinions of the Trade or Business respondents; Most of the respondents receive political memes either on daily basis (49) or sometimes (50). As per the opinions of the Govt. employee respondents; Most of the respondents receive political memes

either on daily basis (21) or sometimes (23). As per the opinions of the Private employee respondents; Most of the respondents receive political memes either on daily basis (74) or sometimes (59). As per the opinions of the other respondents; Most of the respondents receive political memes either on daily basis (32) or sometimes (46).

- **Reception of caste or community /religion related messages/pictures/videos including your family deity:** As per the opinions of the student respondents; Most of the respondents receive caste-related messages either rarely (52) or sometimes (51).As per the opinions of the Trade or Business respondents; Most of the respondents receive caste-related messages either rarely (48) or sometimes (50). As per the opinions of the Govt. employee respondents; Most of the respondents receive caste-related messages either rarely (24) or sometimes (18). As per the opinions of the Private employee respondents; Most of the respondents receive caste-related messages either rarely (76) or sometimes (57). As per the opinions of the other respondents;Most of the respondents receive caste-related messages either rarely (30) or sometimes (40).
- **Reception of divine or spiritual messages/pictures/videos/ religious symbols: As per the opinions of the student respondents;** Most of the respondents receive divine messages either rarely (33) or sometimes (38).As per the opinions of the Trade or Business respondents; Most of the respondents receive divine messages either rarely (33) or never (36). As per the opinions of the Govt. employee respondents; Most of the respondents receive divine messages either rarely (18) or never (15). As per the opinions of the Private employee respondents; Most of the respondents receive divine messages either rarely (46) or never (53). As per the opinions of the other respondents; Most of the respondents receive divine messages either rarely (22) or never (33).
- **Reception of racial history/ messages/pictures/videos: As per the opinions of the student respondents;** Most of the respondents receive racial messages either never (40) or sometimes (36).As per the opinions of the Trade or Business respondents; Most of the respondents receive racial messages either never (42) or sometimes (32). As per the opinions of the Govt. employee respondents; Most of the respondents receive racial messages either rarely (15) or sometimes (20). As per the opinions of the Private employee respondents; Most of the respondents receive racial messages

either rarely (48) or never (46). As per the opinions of the other respondents; Most of the respondents receive racial messages either never (31) or rarely (27).

- **Reception relating to your mother tongue/ vernacular language: As per the opinions of the student respondents;** Most of the respondents receive messages on vernacular language either sometimes (50) or rarely (54).As per the opinions of the Trade or Business respondents; Most of the respondents receive messages in vernacular language either sometimes (47) or rarely (51). As per the opinions of the Govt. employee respondents; Most of the respondents receive messages in vernacular language either sometimes (22) or rarely (23). As per the opinions of the Private employee respondents; Most of the respondents receive messages in vernacular language either sometimes (75) or rarely (58). As per the opinions of the other respondents; Most of the respondents receive messages in vernacular language either sometimes (43) or rarely (39).
- **Reception of pictures/memes videos relating to national symbols, or national borders/ security:** As per the opinions of the student respondents; Most of the respondents receive messages on nationalism either sometimes (39) or rarely (36).As per the opinions of the Trade or Business respondents; Most of the respondents receive messages on nationalism either sometimes (29) or never (45). As per the opinions of the Govt. employee respondents; Most of the respondents receive messages on nationalism either sometimes (17) or never (18). As per the opinions of the Private employee respondents; Most of the respondents receive messages on nationalism either sometimes (55) or never (42). As per the opinions of the other respondents; Most of the respondents receive messages on nationalism either sometimes (28) or rarely (28).
- **Did you receive anything of the above (a) to (g) till the polling day:** As per the opinions of the student respondents; Most of the respondents receive anything of the above (a) to (g) either on daily basis (47) or sometimes (57).As per the opinions of the Trade or Business respondents; Most of the respondents receive anything of the above (a) to (g) either on daily basis (49) or sometimes (50). As per the opinions of the Govt. employee respondents; Most of the respondents receive anything of the above (a) to (g) either on daily basis (21) or sometimes (23). As per the opinions of the Private employee respondents; Most of the respondents receive anything of the above (a) to (g) either on daily basis (74) or sometimes (59). As per the opinions of the other

respondents; Most of the respondents receive anything of the above (a) to (g) either on daily basis (32) or sometimes (46).

6.1.10 FREQUENCY OF MESSAGE FORWARDING WITH GENDER

- **Personal Views on Politics from friends and family:** As per the opinions of the male respondents; Most of the respondents share their personal views on politics either on daily basis (119) or sometimes (114). As per the opinions of the female respondents; Most of the respondents share their personal views on politics either on daily basis (109) or sometimes (118). As per the opinions of the transgender respondents; Most of the respondents share their personal views on politics either on daily basis (2) or never (2).
- **Share or forwards of political cartoons/ memes/videos/other material mimicking political leaders:** As per the opinions of the male respondents; Most of the respondents share political memes either on daily basis (116) or sometimes (120). As per the opinions of the female respondents; Most of the respondents share political memes either sometimes (110) or daily basis (114). As per the opinions of the transgender respondents; Most of the respondents share political memes on either a daily basis (3) or sometimes (2).
- **Share or forwards of caste or community /religion related messages/pictures/videos including your family deity:** As per the opinions of the male respondents; Most of the respondents share caste-related messages either rarely (119) or sometimes (117). As per the opinions of the female respondents; Most of the respondents share caste-related messages either rarely (118) or sometimes (106). As per the opinions of the transgender respondents; Most of the respondents rarely (4) share caste-related messages.
- **Share or forwards of divine or spiritual messages/pictures/videos/ religious symbols:** As per the opinions of the male respondents; Most of the respondents share divine messages either never (86) or sometimes (82). As per the opinions of the female respondents; Most of the respondents share divine messages either rarely (84) or sometimes (72). As per the opinions of the transgender respondents; Most of the respondents do not really (5) or never share (3) share divine messages daily basis.

- **Share or forwards of racial history/ messages/pictures/videos:** As per the opinions of the male respondents; Most of the respondents share racial messages either rarely (90) or sometimes (81). As per the opinions of the female respondents; Most of the respondents share racial messages either rarely (86) or sometimes (79). As per the opinions of the transgender respondents; Most of the respondents share racial messages either rarely (4).
- **Share or forwards relating to your mother tongue / vernacular language:** As per the opinions of the male respondents; Most of the respondents share messages on vernacular language either sometimes (117) or rarely (117). As per the opinions of the female respondents; Most of the respondents share messages on vernacular language either sometimes (98) or rarely (126). As per the opinions of the transgender respondents; Most of the respondents share messages on vernacular language either sometimes (4).
- **Share or Forward pictures/memes videos relating to national symbols, or national borders/ security:** As per the opinions of the male respondents; Most of the respondents share messages on nationalism either sometimes (82) or never (78). As per the opinions of the female respondents; Most of the respondents share messages on nationalism either sometimes (90) or never (71). As per the opinions of the transgender respondents; Most of the respondents shares messages on nationalism sometimes.
- **Share or forward anything of the above (a) to (g) till the polling:** As per the opinions of the male respondents; Most of the male respondents share their views on politics either on daily basis (114) or sometimes (123). As per the opinions of the female respondents; Most of the respondents share their personal views on politics either on daily basis (131) or sometimes (93). As per the opinions of the transgender respondents; Most of the respondents share their personal views on politics either on daily basis (3) or never (3).

6.1.11 FREQUENCY OF MESSAGE FORWARDING WITH AGE

- **Personal Views on Politics from friends and family:** As per the opinions of the 18-28 Years respondents; Most of the respondents share their personal views on politics either on daily basis (51) or sometimes (56). As per the opinions of the 29-39 Years

respondents; Most of the respondents share their personal views on politics either on daily basis (64) or sometimes (66). As per the opinions of the 40-50 Years respondents; Most of the respondents share their personal views on politics either on daily basis (61) or sometimes (63). As per the opinions of the above 50 Years respondents; Most of the respondents share their personal views on politics either on daily basis (54) or sometimes (49).

- **Share or forwards of political cartoons/ memes/videos/other material mimicking political leaders:** As per the opinions of the 18-28 Years respondents; Most of the respondents share or forwards political memes either on daily basis (53) or sometimes (54). As per the opinions of the 29-39 Years respondents; Most of the respondents share or forwards political memes either on daily basis (62) or sometimes (65). As per the opinions of the 40-50 Years respondents; Most of the respondents share or forwards political memes either on daily basis (70) or sometimes (55). As per the opinions of the above 50 Years of respondents; Most of the respondents share or forwards political memes either on daily basis (48) or sometimes (58).
- **Share or forwards of caste or community /religion related messages/pictures/videos including your family deity:** As per the opinions of the 18-28 Years respondents; Most of the respondents share caste-related messages either rarely (47) or sometimes (58). As per the opinions of the 29-39 Years respondents; Most of the respondents share caste-related messages either rarely (66) or sometimes (64). As per the opinions of the 40-50 Years respondents; Most of the respondents share caste-related messages either rarely (51) or sometimes (74). As per the opinions of the above 50 Years respondents; Most of the respondents share caste-related messages either rarely (54) or sometimes (52).
- **Share or forwards of divine or spiritual messages/pictures/videos/ religious symbols:** As per the opinions of the 18-28 Years respondents; Most of the respondents share divine messages either rarely (40) or sometimes (37). As per the opinions of the 29-39 Years respondents; Most of the respondents share divine messages either sometimes (42) or never (58). As per the opinions of the 40-50 Years respondents; Most of the respondents share divine messages either rarely (42) or sometimes (44). As per the opinions of the above 50 Years respondents; Most of the respondents share divine messages either rarely (38) or never (35).

- **Share or forwards of racial history/ messages/pictures/videos:** As per the opinions of the 18-28 Years respondents; Most of the respondents share racial messages either rarely (42) or sometimes (42). As per the opinions of the 29-39 Years respondents; Most of the respondents share racial messages either sometimes (45) or rarely (47). As per the opinions of the 40-50 Years respondents; Most of the respondents share racial messages either never (41) or rarely (46). As per the opinions of the above 50 Years of respondents; Most of the respondents share racial messages either rarely (45) or sometimes (36).
- **Share or forwards relating to your mother tongue/ vernacular language:** As per the opinions of the 18-28 Years respondents; Most of the respondents share messages on vernacular language either sometimes (57) or rarely (51). As per the opinions of the 29-39 Years respondents; Most of the respondents share messages on vernacular language either sometimes (56) or rarely (73). As per the opinions of the 40-50 Years respondents; Most of the respondents share messages on vernacular language either sometimes (59) or rarely (64). As per the opinions of the above 50 Years respondents; Most of the respondents share messages on vernacular language either sometimes (47) or rarely (57).
- **Reception of pictures/memes videos relating to national symbols, or national borders/ security:** As per the opinions of the 18-28 Years respondents; Most of the respondents share messages on nationalism either sometimes (48). As per the opinions of the 29-39 Years respondents; Most of the respondents share messages on nationalism sometimes (44). As per the opinions of the 40-50 Years respondents; Most of the respondents share messages on nationalism either sometimes (50) or never (41). As per the opinions of the above 50 Years respondents; Most of the respondents share messages on nationalism either rarely (34) or never (38).
- **Share or forward anything of the above (a) to (g) till the polling:** As per the opinions of the 18-28 Years respondents; Most of the respondents share their personal views on politics either on daily basis (60) or sometimes (47). As per the opinions of the 29-39 Years respondents; Most of the respondents share their personal views on politics either on daily basis (60) or sometimes (67). As per the opinions of the 40-50 Years respondents; Most of the respondents share their personal views on politics either on daily basis (67) or sometimes (58). As per the opinions of the above 50

Years respondents; Most of the respondents share their personal views on politics either on daily basis (61) or sometimes (45).

6.1.12 FREQUENCY OF MESSAGE FORWARDING WITH EDUCATION

- **Personal Views on Politics from friends and family:** As per the opinions of the Below Matric respondents; Most of the respondents share their personal views on politics either on daily basis (28) or sometimes (32). As per the opinions of the Above Matric respondents; Most of the respondents share their personal views on politics either on daily basis (59) or sometimes (67). As per the opinions of the UG respondents; Most of the respondents share their personal views on politics either on daily basis (72) or sometimes (65). As per the opinions of the PG respondents; Most of the respondents share their personal views on politics either on daily basis (53) or sometimes (48). As per the opinions of the other respondents; Most of the respondents share their personal views on politics either on daily basis (18) or sometimes (22).
- **Share or forwards of political cartoons/ memes/videos/other material mimicking political leaders:** As per the opinions of the Below Matric respondents; Most of the respondents share or forwards political memes either on daily basis (36) or sometimes (25). As per the opinions of the Above Matric respondents; Most of the respondents share or forwards political memes either on daily basis (67) or sometimes (55). As per the opinions of the UG respondents; Most of the respondents share or forwards political memes either on daily basis (60) or sometimes (81). As per the opinions of the PG respondents; Most of the respondents share or forwards political memes either on daily basis (55) or sometimes (47). As per the opinions of the other respondents; Most of the respondents share or forwards political memes either on daily basis (15) or sometimes (24).
- **Share or forwards of caste or community /religion related messages/pictures/videos including your family deity:** As per the opinions of the Below Matric respondents; Most of the respondents share caste-related messages either rarely (33) or sometimes (26). As per the opinions of the Above Matric respondents; Most of the respondents share caste-related messages either rarely (61) or sometimes (62). As per the opinions of the UG respondents; Most of the respondents share caste-related messages either rarely (69) or sometimes (74). As per

the opinions of the PG respondents; Most of the respondents share caste-related messages either rarely (51) or sometimes (50). As per the opinions of the other respondents; Most of the respondents share caste-related messages either rarely (27) or sometimes (13).

- **Share or forwards of divine or spiritual messages/pictures/videos/ religious symbols:** As per the opinions of the Below Matric respondents; Most of the respondents share divine messages either sometime (20) or never (23). As per the opinions of the Above Matric respondents; Most of the respondents share divine messages either rarely (48) or sometimes (40). As per the opinions of the UG respondents; Most of the respondents share divine messages either sometimes (43) or rarely (48). As per the opinions of the PG respondents; Most of the respondents share divine messages either rarely (33) or sometimes (37). As per the opinions of the other respondents; Most of the respondents share divine messages either sometimes (15) or never (16).
- **Share or forwards of racial history/ messages/pictures/videos:** As per the opinions of the Below Matric respondents; Most of the respondents share racial messages either sometimes (24) or never (19). As per the opinions of the Above Matric respondents; Most of the respondents share racial messages either rarely (47) or sometimes (47). As per the opinions of the UG respondents; Most of the respondents share racial messages either sometimes (45) or rarely (56). As per the opinions of the PG respondents; Most of the respondents share racial messages either sometimes (35) or rarely (41). As per the opinions of the other respondents; Most of the respondents share racial messages either sometimes (16).
- **Share or forwards relating to your mother tongue/ vernacular language:** As per the opinions of the Below Matric respondents; Most of the respondents share messages on vernacular language either sometimes (29) or rarely (31). As per the opinions of the Above Matric respondents; Most of the respondents share messages on vernacular language either sometimes (62) or rarely (62). As per the opinions of the UG respondents; Most of the respondents share messages on vernacular language either sometimes (68) or rarely (73). As per the opinions of the PG respondents; Most of the respondents share messages on vernacular language either sometimes (46) or rarely (54). As per the opinions of the other respondents; Most of the respondents share messages on vernacular language either sometimes (14) or rarely (25).

- **Share or forward pictures/memes videos relating to national symbols, or national borders/ security:** As per the opinions of the Below Matric respondents; Most of the respondents share messages on nationalism either sometimes (21) or rarely (28). As per the opinions of the Above Matric respondents; Most of the respondents share messages on nationalism sometimes (53) or never (39). As per the opinions of the UG respondents; Most of the respondents share messages on nationalism sometimes (45) or never (48). As per the opinions of the PG respondents; Most of the respondents share messages on nationalism either sometimes (38) or never (39). As per the opinions of the other respondents; Most of the respondents share messages on nationalism either sometimes (18) or never (14).
- **Share or forward anything of the above (a) to (g) till the polling:** As per the opinions of the Below Matric respondents; Most of the respondents share their personal views on politics either on daily basis (30) or sometimes (30). As per the opinions of the Above Matric respondents; Most of the respondents share their personal views on politics either on daily basis (64) or sometimes (60). As per the opinions of the UG respondents; Most of the respondents share their personal views on politics either on daily basis (72) or sometimes (66). As per the opinions of the PG respondents; Most of the respondents share their personal views on politics either on daily basis (69) or sometimes (35). As per the opinions of the other respondents; Most of the respondents share their personal views on politics either on daily basis (13) or sometimes (26).

5.1.13 FREQUENCY OF MESSAGE FORWARDING WITH OCCUPATION

- **Personal Views on Politics from friends and family:** As per the opinions of the student respondents; Most of the respondents share their personal views on politics either on daily basis (49) or sometimes (56). As per the opinions of the Trade or Business respondents; Most of the respondents share their personal views on politics either on daily basis (56) or sometimes (43). As per the opinions of the Govt. employee respondents; Most of the respondents share their personal views on politics either on daily basis (23) or sometimes (22). As per the opinions of the Private employee respondents; Most of the respondents share their personal views on politics either on daily basis (63) or sometimes (71). As per the opinions of the other

respondents; Most of the respondents share their personal views on politics either on daily basis (39) or sometimes (42).

- **Share or forwards of political cartoons/ memes/videos/other material mimicking political leaders:** As per the opinions of the student respondents; Most of the respondents share or forwards political memes either on daily basis (56) or sometimes (48). As per the opinions of the Trade or Business respondents; Most of the respondents share or forwards political memes either on daily basis (43) or sometimes (56). As per the opinions of the Govt. employee respondents; Most of the respondents share or forwards political memes either on daily basis (28) or sometimes (17). As per the opinions of the Private employee respondents; Most of the respondents share or forwards political memes either on daily basis (65) or sometimes (70). As per the opinions of the other respondents; Most of the respondents share or forwards political memes either on daily basis (41) or sometimes (41).
- **Share or forwards of caste or community /religion related messages/pictures/videos including your family deity:** As per the opinions of the student respondents; Most of the respondents share caste-related messages either rarely (52) or sometimes (52). As per the opinions of the Trade or Business respondents; Most of the respondents share caste-related messages either rarely (51) or sometimes (48). As per the opinions of the Govt. employee respondents; Most of the respondents share caste-related messages either rarely (25) or sometimes (18). As per the opinions of the Private employee respondents; Most of the respondents share caste-related messages either rarely (73) or sometimes (62). As per the opinions of the other respondents; Most of the respondents share caste-related messages either rarely (40) or sometimes (45).
- **Share or forwards of divine or spiritual messages/pictures/videos/ religious symbols:** As per the opinions of the student respondents; Most of the respondents share divine messages either rarely (44) or sometimes (32). As per the opinions of the Trade or Business respondents; Most of the respondents share divine messages either rarely (34) or never (34) or sometimes (34). As per the opinions of the Govt. employee respondents; Most of the respondents share divine messages either sometimes (16) or never (16). As per the opinions of the Private employee respondents; Most of the respondents share divine messages either sometimes (47) or

never (52). As per the opinions of the other respondents; Most of the respondents share divine messages either rarely (28) or never (28).

- **Share or forwards of racial history/ messages/pictures/videos: As per the opinions of the student respondents;** Most of the respondents share racial messages either rarely (35) or sometimes (46). As per the opinions of the Trade or Business respondents; Most of the respondents share racial messages either rarely (41) or sometimes (34). As per the opinions of the Govt. employee respondents; Most of the respondents share racial messages either rarely (22). As per the opinions of the Private employee respondents; Most of the respondents share racial messages either rarely (56) or never (41). As per the opinions of the other respondents; Most of the respondents share racial messages either never (28) or sometimes (28).
- **Share or forwards relating to your mother tongue/ vernacular language: As per the opinions of the student respondents;** Most of the respondents share messages on vernacular language either sometimes (51) or rarely (53). As per the opinions of the Trade or Business respondents; Most of the respondents share messages on vernacular language either sometimes (45) or rarely (55). As per the opinions of the Govt. employee respondents; Most of the respondents share messages on vernacular language either sometimes (21) or rarely (22). As per the opinions of the Private employee respondents; Most of the respondents share messages on vernacular language either sometimes (62) or rarely (74). As per the opinions of the other respondents; Most of the respondents share messages on vernacular language either sometimes (40) or rarely (41).
- **Share or Forward pictures/memes videos relating to national symbols, or national borders/ security:** As per the opinions of the student respondents; Most of the respondents share messages on nationalism either sometimes (48) or rarely (31). As per the opinions of the Trade or Business respondents; Most of the respondents share messages on nationalism either sometimes (40) or never (31). As per the opinions of the Govt. employee respondents; Most of the respondents share messages on nationalism either rarely (18) or never (17). As per the opinions of the Private employee respondents; Most of the respondents share messages on nationalism either sometimes (55) or rarely (40). As per the opinions of the other respondents; Most of the respondents share messages on nationalism either never (34) or rarely (27).

- **Share or forward anything of the above (a) to (g) till the polling:** As per the opinions of the student respondents; Most of the respondents share their personal views on politics either on daily basis (59) or sometimes (44). As per the opinions of the Trade or Business respondents; Most of the respondents share their personal views on politics either on daily basis (53) or sometimes (45). As per the opinions of the Govt. employee respondents; Most of the respondents share their personal views on politics either on daily basis (23) or sometimes (22). As per the opinions of the Private employee respondents; Most of the respondents share their personal views on politics either on daily basis (65) or sometimes (69). As per the opinions of the other respondents; Most of the respondents share their personal views on politics either on daily basis (48) or sometimes (37).

6.1.14 POLITICAL PARTY, LEADER OR CANDIDATE WITH GENDER

- There is a significant difference in opinion among the gender for the Memes to the voter in making a voting decision.
 - **Male:** As per the opinions of the male respondents; those mimicking memes or cartoons/ videos helps to decide to whom to vote and the political forward/ shared memes or cartoons /video contained mimicking political parties/leaders
 - **Female:** As per the opinions of the female respondents; those memes, cartoons/ videos motivated to vote particular party or candidate and the political forward/ shared memes or cartoons /video contained mimicking political parties/leaders.
 - **Transgender:** As per the opinions of the Transgender respondents; the political forward/ shared memes or cartoons/video contained mimicking political parties/leaders and those memes/cartoons persuaded not to vote particular party /candidate.

6.1.15 POLITICAL PARTY, LEADER OR CANDIDATE WITH AGE

- There is a significant difference in opinion among the respondents belonging to different age categories for the Memes to the voter in making voting decisions.

- **18-28 Years:** As per the opinions of the 18-28 Years respondents;those memes/cartoons persuaded not to vote for any particular party /candidate and the political forward/ shared memes or cartoons /video contained mimicking political parties/leaders.
- **29-39 Years:** As per the opinions of the 29-39 Years respondents;the political forward/ shared memes or cartoons /video contained mimicking political parties/leaders and those memes/cartoons persuaded not to vote for any particular party /candidate.
- **40-50 Years:** As per the opinions of the 40-50 Years respondents and those mimicking memes or cartoons/ videos help you to decide to whom to vote.
- **Above 50 Years:** As per the opinions of the Above 50 Years respondents;the political forward/ shared memes or cartoons /videos contained mimicking political parties/leaders and those mimicking memes or cartoons/ videos help you to decide to whom to vote.

6.1.16 POLITICAL PARTY, LEADER OR CANDIDATE WITH EDUCATION

- There is a significant difference in opinion among the respondents belonging to different educational backgrounds for the Memes to the voter in making voting decisions.
 - **Below Matric:** As per the opinions of the Below Matric respondents; those mimicking memes or cartoons/ videos help you to decide to whom to vote, those memes, cartoons/ videos motivated to vote to any particular party or candidate and those memes/cartoons persuaded not to vote any particular party /candidate.
 - **Above Matric:** As per the opinions of the Above Matric respondents; the political forward/ shared memes or cartoons /videos contained mimicking political parties/leaders and those memes, cartoons/ videos motivated to vote to any particular party or candidate.
 - **UG:** As per the opinions of the UG respondents; the political forward/ shared memes or cartoons /videos contained mimicking political parties/leaders and those mimicking memes or cartoons/ videos help you to decide to whom to vote.

- **PG:** As per the opinions of the PG respondents; those mimicking memes or cartoons/ videos help you to decide to whom to vote and the political forward/ shared memes or cartoons /video contained mimicking political parties/leaders.
- **Others:** As per the opinions of the other respondents; those mimicking memes or cartoons/ videos help you to decide to whom to vote and those memes, cartoons/ videos motivated to vote to any particular party or candidate.

6.1.17 POLITICAL PARTY, LEADER OR CANDIDATE WITH OCCUPATION

- There is a significant difference in opinion among the respondents belonging to the different occupational categories for the Memes to the voter in making voting decisions.
 - **Student:** As per the opinions of the student respondents; the political forward/ shared memes or cartoons /videos contained mimicking political parties/leaders and those memes, cartoons/ videos motivated to vote to any particular party or candidate.
 - **Trade or Business:** As per the opinions of the Trade or Business respondents; those memes, cartoons/ videos motivated to vote to any particular party or candidate and the political forward/ shared memes or cartoons /video contained mimicking political parties/leaders.
 - **Govt.:** As per the opinions of the Govt. employee respondents; those memes, cartoons/ videos motivated to vote to any particular party or candidate and those memes/cartoons persuaded you not to vote for any particular party /candidate.
 - **Private:** As per the opinions of the Private employee respondents; those mimicking memes or cartoons/ videos help you to decide to whom to vote and those memes/cartoons persuaded not to vote for any particular party /candidate.
 - **Others:** As per the opinions of the other respondents; the political forward/ shared memes or cartoons /video contained mimicking political parties/leaders and those memes/cartoons persuaded not to vote for any particular party /candidate.

6.1.18 CASTE OR COMMUNITY OR RELIGION WITH GENDER

- There is a significant difference in opinion among the respondents belonging to different gender for the caste or community or religion in making voting decisions.
 - **Male:** As per the opinions of the male respondents; those admiration/ hatred kindling messages pictures/videos contribute you to decide to whom to vote and those messages pictures/videos ceased you not to vote any particular candidate/party.
 - **Female:** As per the opinions of the female respondents; those messages pictures/videos ceased you not to vote for any particular candidate/party and those messages pictures/videos instigated you to vote to any particular party/candidate.
 - **Transgender:** As per the opinions of the transgender respondents; those messages pictures/videos instigated you to vote to any particular party/candidate and those forwarded messages/pictures/ videos impelled hatred on other castes/communities/religions.

6.1.19 CASTE OR COMMUNITY OR RELIGION WITH AGE

- There is a significant difference in opinion among the respondents belonging to different age categories for the caste or community or religion in making voting decisions.
 - **18-28 Years:** As per the opinions of the 18-28 Years respondents; those pictures/video messages created a feeling not to vote for any particular party/ candidate and those caste or community or religion including family deity related picture/video messages created no difference.
 - **29-39 Years:** As per the opinions of the 29-39 Years respondents; those admiration or hatred picture/video messages helped to decide to vote to any particular party/candidate and those pictures/video messages created a feeling not to vote for any particular party/ candidate
 - **40-50 Years:** As per the opinions of the 40-50 Years respondents; those pictures/video messages created a feeling not to vote for any particular party/

candidate and those admiration or hatred picture/video messages helped decide to vote to any particular party/candidate

- **Above 50 Years:** As per the opinions of the above 50 Years respondents; those caste or community or religion including family deity related picture/video messages created no difference and those admiration or hatred picture/video messages helped decide to vote to any particular party/candidate.

6.1.20 CASTE OR COMMUNITY OR RELIGION WITH EDUCATION

- There is a significant difference in opinion among the respondents belonging to different educational backgrounds for the message relating to caste or community or religion in making voting decisions.
 - **Below Matric:** As per the opinions of the Below Matric respondents; those admiration or hatred picture/video messages helped to decide to vote to any particular party/candidate and those pictures/video messages created a feeling not to vote for any particular party/ candidate
 - **Above Matric:** As per the opinions of the Above Matric respondents; those messages pictures/videos did not induce to whom to vote, those messages pictures/videos haven't created any difference.
 - **UG:** As per the opinions of the UG respondents; those pictures/video messages created a feeling not to vote for any particular party/ candidate and those admiration or hatred picture/video messages helped to decide to vote for any particular party/candidate.
 - **PG:** As per the opinions of the PG respondents; those caste or community or religion including family deity related picture/video messages created no difference and those admiration or hatred picture/video messages helped to decide to vote to any particular party/candidate
 - **Others:** As per the opinions of the other respondents; those caste or community or religion including family deity related picture/video messages created no difference and those admiration or hatred picture/video messages helped decide to vote to any particular party/candidate.

6.1.21 CASTE OR COMMUNITY OR RELIGION WITH OCCUPATION

- There is no significant difference in opinion among the respondents belonging to the different occupational categories for the message relating to caste or community or religion in making voting decisions.
 - **Student:** As per the opinions of the student respondents; those admiration or hatred picture/video messages helped to decide to vote to any particular party/candidate and those pictures/video messages created a feeling not to vote for any particular party/ candidate.
 - **Trade or Business:** As per the opinions of the Trade or Business respondents; those caste or communities or religions including family deity related picture/video messages created no difference and those pictures/video messages created a feeling not to vote for any particular party/ candidate.
 - **Govt.:** As per the opinions of the Govt. employee respondents; those caste or community or religion including family deity related picture/video messages created no difference and those admiration or hatred picture/video messages helped to decide to vote to any particular party/candidate.
 - **Private:** As per the opinions of the Private employee respondents; those admiration or hatred picture/video messages helped to decide to vote to any particular party/candidate and those caste or community or religion including family deity related picture/video messages created no difference.
 - **Others:** As per the opinions of the other respondents; those pictures/video messages created a feeling not to vote for any particular party/ candidate and those admiration or hatred picture/video messages helped to decide to vote for any particular party/candidate.

6.1.22 DIVINE OR SPIRITUAL INFLUENCE WITH GENDER

- There is a significant difference in opinion among the respondents belonging to different gender for the divine and spiritual messages in making voting decisions.
 - **Male:** As per the opinions of the male respondents; get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family and those messages pictures/videos did not create any difference.

- **Female:** As per the opinions of the female respondents; those messages pictures/videos did not trigger to whom to vote and the Shared or forwarded divine or spiritual messages/pictures/videos/ stimulated you not to vote for any particular party/candidate.
- **Transgender:** As per the opinions of the transgender respondents; those messages pictures/videos did not trigger to whom to vote and get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family.

6.1.23 DIVINE OR SPIRITUAL INFLUENCE WITH AGE

- There is no significant difference in opinion among the respondents belonging to different age categories for the divine and spiritual messages in making voting decisions.
- **18-28 Years:** As per the opinions of the 18-28 Years respondents; get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family and the Shared or forwarded divine or spiritual messages/pictures/videos/ created no difference.
- **29-39 Years:** As per the opinions of the 29-39 Years respondents; get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family, those messages pictures/videos the Shared or forwarded divine or spiritual messages/pictures/videos/ created no difference.
- **40-50 Years:** As per the opinions of the 40-50 Years respondents; the Shared or forwarded divine or spiritual messages/pictures/videos/ stimulated you not to vote for any particular party/candidate, get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family and those messages pictures/videos did not trigger to whom to vote.
- **Above 50 Years:** As per the opinions of the above 50 Years respondents; get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family and the Shared or forwarded divine or spiritual messages/pictures/videos/ the Shared or forwarded divine or spiritual messages/pictures/videos/ created no difference.

6.1.24 DIVINE OR SPIRITUAL INFLUENCE WITH EDUCATION

- There is a significant difference in opinion among the respondents belonging to different educational backgrounds for the divine and spiritual messages in making voting decisions.
- **Below Matric:** As per the opinions of the Below Matric respondents; get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family, the Shared or forwarded divine or spiritual messages/pictures/videos/ stimulated you not to vote any particular party/candidate.
- **Above Matric:** As per the opinions of the Above Matric respondents; get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family and the Shared or forwarded divine or spiritual messages/pictures/videos/ stimulated you not to vote any particular party/candidate.
- **UG:** As per the opinions of the UG respondents;the Shared or forwarded divine or spiritual messages/pictures/videos/ stimulated you not to vote for any particular party/candidate, and get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family.
- **PG:** As per the opinions of the PG respondents; get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family and the Shared or forwarded divine or spiritual messages/pictures/videos/ stimulated you not to vote any particular party/candidate.
- **Others:** As per the opinions of the other respondents;the Shared or forwarded divine or spiritual messages/pictures/videos/ stimulated you not to vote for any particular party/candidate and get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family.

6.1.25 DIVINE OR SPIRITUAL INFLUENCE WITH OCCUPATION

- There is a significant difference in opinion among the respondents belonging to the different occupational categories for the divine and spiritual messages in making voting decisions.

- **Student:** As per the opinions of the student respondents, those messages pictures/videos did not create any difference and get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family.
- **Trade or Business:** As per the opinions of the Trade or Business respondents; those messages pictures/videos did not trigger to whom to vote, and get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family.
- **Govt.:** As per the opinions of the Govt. employee respondents; get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family, those messages pictures/videos did not create any difference.
- **Private:** As per the opinions of the Private employee respondents; get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family, and those messages pictures/videos did not create any difference.
- **Others:** As per the opinions of the other respondents; those messages pictures/videos did not create any difference and get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family.

6.1.26 SHARE OR FORWARD OF RACIAL HISTORY/PICTURES/VIDEOS WITH GENDER

- There is a significant difference in opinion among the respondents belonging to different gender for the racial history messages in making voting decisions.
- **Male:** As per the opinions of the male respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those messages pictures/videos created no difference.
- **Female:** As per the opinions of the female respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those messages pictures/videos created no difference.

- **Transgender:** As per the opinions of the transgender respondents; those messages pictures/videos created no difference and get racial messages/pictures/videos from political groups/ community groups/friends groups/ family.

6.1.27 SHARE OR FORWARD OF RACIAL
HISTORY/MESSAGES/PICTURES/VIDEOS WITH AGE

- There is no significant difference in opinion among the respondents belonging to different age categories for the racial history messages in making voting decisions.
 - **18-28 Years:** As per the opinions of the 18-28 Years respondents; the Shared or forwarded racial messages/pictures/videos created no difference and get racial messages/pictures/videos from political group/ community group/friends group/ family.
 - **29-39 Years:** As per the opinions of the 29-39 Years respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those racial related messages created no difference.
 - **40-50 Years:** As per the opinions of the 40-50 Years respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those racial related messages created no difference.
 - **Above 50 Years:** As per the opinions of the above 50 Years respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those racial related messages created no difference.

6.1.28 SHARE OR FORWARD OF RACIAL
HISTORY/MESSAGES/PICTURES/VIDEOS WITH EDUCATION

- There is no significant difference in opinion among the respondents belonging to different educational backgrounds for the racial history messages in making voting decisions.
 - **Below Matric:** As per the opinions of the Below Matric respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those Shared or forwarded racial messages/pictures/videos created no difference.

- **Above Matric:** As per the opinions of the Above Matric respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those Shared or forwarded racial messages/pictures/videos created no difference.
- **UG:** As per the opinions of the UG respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those Shared or forwarded racial messages/pictures/videos created no difference.
- **PG:** As per the opinions of the PG respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those Shared or forwarded racial messages/pictures/videos created no difference.
- **Others:** As per the opinions of the other respondents; those Shared or forwarded racial messages/pictures/videos created no difference and get racial messages/pictures/videos from political group/ community group/friends group/ family.

6.1.29 SHARE OR FORWARD OF RACIAL
HISTORY/MESSAGES/PICTURES/VIDEOS WITH OCCUPATION

- There is no significant difference in opinion among the respondents belonging to the different occupational categories for the racial history messages in making voting decisions.
 - **Student:** As per the opinions of the student respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those Shared or forwarded racial messages/pictures/videos created no difference.
 - **Trade or Business:** As per the opinions of the Trade or Business respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those Shared or forwarded racial messages/pictures/videos created no difference.
 - **Govt.:** As per the opinions of the Govt. employee respondents; get racial messages/pictures/videos from political group/ community group/friends

group/ family and those Shared or forwarded racial messages/pictures/videos created no difference.

- **Private:** As per the opinions of the Private employee respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those Shared or forwarded racial messages/pictures/videos created no difference.
- **Others:** As per the opinions of the other respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those Shared or forwarded racial messages/pictures/videos created no difference.

6.1.30 SHARE OR FORWARD RELATING TO YOUR MOTHER TONGUE/VERNACULAR LANGUAGE WITH GENDER

- There is a significant difference in opinion among the respondents belonging to different gender for the messages relating to vernacular language in making voting decisions.
 - **Male:** As per the opinions of the male respondents; get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family and those messages pictures/videos did not create any difference.
 - **Female:** As per the opinions of the female respondents; those messages pictures/videos did not create any difference and get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family.
 - **Transgender:** As per the opinions of the transgender respondents; the Shared or forwarded language-oriented messages/pictures/videos stirred you to vote for any particular party/candidate and get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family.

6.1.31 SHARE OR FORWARD RELATING TO YPUR MOTHER TONGUE/VERNACULAR LANGUAGE WITH AGE

- There is no significant difference in opinion among the respondents belonging to different age categories for the messages relating to vernacular language in making voting decisions.
 - **18-28 Years:** As per the opinions of the 18-28 Years respondents; get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family and those messages pictures/videos created no difference.
 - **29-39 Years:** As per the opinions of the 29-39 Years respondents; get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family and those messages pictures/videos created no difference.
 - **40-50 Years:** As per the opinions of the 40-50 Years respondents; get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family and those messages pictures/videos created no difference.
 - **Above 50 Years:** As per the opinions of the above 50 Years respondents; get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family and those messages pictures/videos created no difference.

6.1.32 SHARE OR FORWARD RELATING TO YOUR MOTHER TONGUE/VERNACULAR LANGUAGE WITH EDUCATION

- There is a significant difference in opinion among the respondents belonging to different educational backgrounds for the messages relating to vernacular language in making voting decisions.
 - **Below Matric:** As per the opinions of the Below Matric respondents; get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community

group/friends group/ family and those messages pictures/videos did not create any difference.

- **Above Matric:** As per the opinions of the Above Matric respondents; get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family and those messages pictures/videos did not create any difference.
- **UG:** As per the opinions of the UG respondents; get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family and those messages pictures/videos did not create any difference.
- **PG:** As per the opinions of the PG respondents; those messages pictures/videos did not create any difference and get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family.
- **Others:** As per the opinions of the other respondents; those messages pictures/videos did not create any difference and get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family.

6.1.33 SHARE OR FORWARD RELATING TO YOUR MOTHER TONGUE/VERNACULAR LANGUAGE WITH OCCUPATION

- There is a significant difference in opinion among the respondents belonging to the different occupational categories for the messages relating to vernacular language in making voting decisions.
 - **Student:** As per the opinions of the student respondents; get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family and those messages pictures/videos did not create any difference.
 - **Trade or Business:** As per the opinions of the Trade or Business respondents; get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community

group/friends group/ family and those messages pictures/videos did not create any difference.

- **Govt.:** As per the opinions of the Govt. employee respondents; get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family and those messages pictures/videos did not create any difference.
- **Private:** As per the opinions of the Private employee respondents; those messages pictures/videos did not create any difference and get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family.
- **Others:** As per the opinions of the other respondents; those messages pictures/videos did not create any difference and get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family.

6.1.34 NATIONALISM WITH GENDER

- There is a significant difference in opinion among the respondents belonging to different gender for the messages relating to nationalism in making voting decisions.
 - **Male:** As per the opinions of the male respondents; those Shared or forwarded national symbols/national spirit related pictures/videos messages created no difference and get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family.
 - **Female:** As per the opinions of the female respondents; get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family and those Shared or forwarded national symbols/national spirit related pictures/videos messages created no difference.
 - **Transgender:** As per the opinions of the transgender respondents; the decision to whom to vote was inspired by shared or forwarded national symbols/national spirit related contents/pictures/videos and the Shared or forwarded national symbols/national spirit related messages/pictures/videos driven you to vote any particular party/candidate.

6.1.35 NATIONALISM WITH AGE

- There is no significant difference in opinion among the respondents belonging to different age categories for the messages relating to nationalism in making voting decisions.
 - **18-28 Years:** As per the opinions of the 18-28 Years respondents; get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family and those messages/ pictures/videos did not create any difference.
 - **29-39 Years:** As per the opinions of the 29-39 Years respondents; get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family and those messages/ pictures/videos did not create any difference.
 - **40-50 Years:** As per the opinions of the 40-50 Years respondents; those messages/ pictures/videos did not entice me to whom to vote and get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family and the Shared or forwarded national symbols/national spirit related messages/pictures/videos/ restrained you from voting to any particular party/candidate.
 - **Above 50 Years:** As per the opinions of the above 50 Years respondents; get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family and those messages/ pictures/videos did not create any difference.

6.1.36 NATIONALISM WITH EDUCATION

- There is no significant difference in opinion among the respondents belonging to different educational backgrounds for the messages relating to nationalism in making voting decisions.
 - **Below Matric:** As per the opinions of the Below Matric respondents; get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family and the Shared or forwarded national symbols/national spirit related messages/pictures/videos/ created no difference.

- **Above Matric:** As per the opinions of the Above Matric respondents; the Shared or forwarded national symbols/national spirit related messages/pictures/videos/ created no difference and get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family.
- **UG:** As per the opinions of the UG respondents; the Shared or forwarded national symbols/national spirit related messages/pictures/videos/ created no difference and get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family.
- **PG:** As per the opinions of the PG respondents; get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family and the Shared or forwarded national symbols/national spirit related messages/pictures/videos/ created no difference.
- **Others:** As per the opinions of the other respondents; get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family and the Shared or forwarded national symbols/national spirit related messages/pictures/videos/ created no difference.

6.1.37 NATIONALISM WITH OCCUPATION

- There is a significant difference in opinion among the respondents belonging to the different occupational categories for the messages relating to nationalism in making voting decisions.
 - **Student:** As per the opinions of the student respondents; get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family and the Shared or forwarded national symbols/national spirit related messages/pictures/videos/ created no difference.
 - **Trade or Business:** As per the opinions of the Trade or Business respondents; those messages/ pictures/videos did not create any difference and get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family.

- **Govt.:** As per the opinions of the Govt. employee respondents; those messages/ pictures/videos did not create any difference and get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family.
- **Private:** As per the opinions of the Private employee respondents; get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family and the Shared or forwarded national symbols/national spirit related messages/pictures/videos/ created no difference.
- **Others:** As per the opinions of the other respondents; those messages/ pictures/videos did not create any difference and get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family.

6.1.38 MIND ABOUT WHO TO VOTE FOR

- It can be interpreted that most of the respondents irrespective of age would decide whom to vote either earlier before the campaign or after the declaration of the election.

6.1.39 ADVICE FOR VOTING

- It can be interpreted that most of the respondents irrespective of age take advice before voting.

6.1.40 ADVICE CONSIDERED THE MOST

- It can be interpreted that most of the respondents irrespective of age take advice for voting most from family and friends.

6.1.41 INTEREST IN ELECTION CAMPAIGN

- It can be interpreted that most of the respondents irrespective of age have either a great deal of interest or at least somewhat interest in the election campaign.

6.1.42 CONTACT WITH POLITICAL PARTIES

- It can be interpreted that most of the respondents irrespective of age don't have contact with a political party.

6.1.43 FAMILIES CONTACT OF POLITICAL PARTIES

- It can be interpreted that most of the respondents irrespective of age do has contact with the political party through their families.

6.1.44 FIRST-TIME VOTERS

- It can be interpreted that most of the respondents irrespective of age most of them are not first-time voters.

6.1.45 SOCIAL MEDIA CAMPAIGN HELPFULNESS

- It can be interpreted that most of the respondents irrespective of age most of them feel the campaign was either fully or somewhat helpful.

6.1.46 AFFILIATION WITH PARTY

- It can be interpreted that most of the respondents irrespective of age do has no affiliation with the political party through their families.

6.1.47 VOTING FOR THE CANDIDATE OF WILL

- It can be interpreted that most of the respondents irrespective of age use to vote for the candidate of will.

6.1.48 VOTING BEHAVIOUR

- It can be interpreted that most of the respondents irrespective of age used to vote for the candidate of will, which is mostly not influenced by social media. Even during the polling time, they will not change the decision, in case of the decision change, the change is not brought by the social media.

6.1.49 EFFECT OF SOCIAL MEDIA ON VOTING BEHAVIOUR WITH GENDER

- Social media have increased personal political communication between the voter and the party.
- Social media election campaigns help in canvassing voters.
- Social media plays a useful role in elections.
- Social media is the medium of unknown sources and it does make the voter decide to whom to vote.
- They agree that through social media general public receive more political satire and funny memes/ cartoons.
- They agree that social media were false information sometimes.
- They agree that during the campaign period in social media there were large false and fabricated pictures and videos.
- They agree that during the campaign period in social media there are largely false and fabricated pictures and videos that will sway the voters' decision.
- The respondents were updated with the latest Political trends through social media.
- Social media is best at using for election campaigns.
- They are satisfied with the present frequency of updates and level of engagement with voters.
- They think the New Media campaign facilitates the compressive campaign.

6.1.50 EFFECT OF SOCIAL MEDIA ON VOTING BEHAVIOUR WITH AGE

- Social media have increased personal political communication between the voter and the party.
- Social media election campaigns help in canvassing voters.
- Social media plays a useful role in elections.
- Social media is the medium of unknown sources and it does make the voter decide to whom to vote.
- They agree that through social media general public receive more political satire and funny memes/ cartoons.
- They agree that social media were false information sometimes.
- They agree that during the campaign period in social media there were large false and fabricated pictures and videos.
- They agree that during the campaign period in social media there are largely false and fabricated pictures and videos that will sway the voters' decision.
- The respondents were updated with the latest Political trends through social media.
- Social media is best at using for election campaigns.
- They are satisfied with the present frequency of updates and level of engagement with voters.
- They think the New Media campaign facilitates the compressive campaign.

6.1.51 EFFECT OF SOCIAL MEDIA ON VOTING BEHAVIOUR WITH EDUCATION

- Social media have increased personal political communication between the voter and the party.
- Social media election campaigns help in canvassing voters.
- Social media plays a useful role in elections.
- Social media is the medium of unknown sources and it does make the voter decide to whom to vote.
- They agree that through social media general public receive more political satire and funny memes/ cartoons.
- They agree that social media were false information sometimes.

- They agree that during the campaign period in social media there were large false and fabricated pictures and videos.
- They agree that during the campaign period in social media there are largely false and fabricated pictures and videos that will sway the voters' decision.
- The respondents were updated with the latest Political trends through social media.
- Social media is best at using for election campaigns.
- They are satisfied with the present frequency of updates and level of engagement with voters.
- They think the New Media campaign facilitates the compressive campaign.

6.1.52 EFFECT OF SOCIAL MEDIA ON VOTING BEHAVIOUR WITH OCCUPATION

- Social media have increased personal political communication between the voter and the party.
- Social media election campaigns help in canvassing voters.
- Social media plays a useful role in elections.
- Social media is the medium of unknown sources and it does make the voter decide to whom to vote.
- They agree that through social media general public receive more political satire and funny memes/ cartoons.
- They agree that social media were false information sometimes.
- They agree that during the campaign period in social media there were large false and fabricated pictures and videos.
- They agree that during the campaign period in social media there are largely false and fabricated pictures and videos that will sway the voters' decision.
- The respondents were updated with the latest Political trends through social media.
- Social media is best at using for election campaigns.
- They are satisfied with the present frequency of updates and level of engagement with voters.
- They think the New Media campaign facilitates the compressive campaign.

6.2 SUGGESTIONS

The findings of the study unequivocally suggest that most of the respondents use WhatsApp, Facebook and YouTube significantly than other social media. Further, it was understood that the respondents receive messages related to personal views on politics from friends and family, political cartoons/ memes/videos/other material mimicking political leaders and messages relating to their mother tongue/ vernacular language. It is noted that the respondents would share personal views on politics with friends and family and share or forward political cartoons/ memes/videos/other material mimicking political leaders. This indicates that the same messages received are forwarded to others till the polling date by respondents. Hereby social media especially WhatsApp, Facebook and YouTube can significantly influence the viewer and make him forward the same without knowing the authenticity of the information. Therefore, it is suggested to the government may strictly enforce the law strictly and tighten the mechanism to check the authenticity of the information and to delete those contents. Further, it may be requested to the government take strict actions, such as casing a file on respondents who create and publicise false rumours among the public during the election period.

Using the analysis made it was perceived that messages related to Political Party, leader or candidate are considerably shared among the respondents. Further from the rank analysis, it was found that messages related to Political Party, leader or candidate makes the respondents decide on whom to vote and whom not to vote. Also, through the study, it was found that the majority of the respondents rarely look into caste and racial related messages, yet those messages can help the voter to decide whom to vote. Hereby it is suggested to the government to impose strict laws involving punishments against the individuals who are periodically creating and spreading unauthenticated and flawed messages related to political party, caste and racial among the public. Whether it prejudicially affects the electoral process as per the mandate of sub-section (3A) of Section 123 of the Representation of Peoples Act, 1951. Though the survey suggests that messages related to spirituality, mother tongue and nationalism is not influencing or creating any triggers among the voter but if such influence makes elector to believe that he or any person in whom he is interested will become an object of divine displeasure or spiritual censure, the mandate of subsection (2) of Section 123 needs to be attracted. Therefore, it is suggested to government and cyber-security to focus on

messages related to Political Party, racial, caste and spiritual censure. It was found from the opinion of the respondents that social media have increased personal political communication between the voter and the party, social media election campaigns help in canvassing voters and plays an important role in elections. Hereby, it is suggested to respondents and message creators to forward messages with genuine and authentic content with appropriate evidence in social media platforms to influence the voters using E-Election campaign.

As per the opinions collected from experts (Sh. K F Wilfred - Former Sr. Principal Secretary, ECI and present Director, India International Institute of Democracy & Election Management; Sh. Naresh Gupta IAS - Former Election Commissioner, Tamil Nadu; Justice P. Kalaiyaran - Former High Court Judge, High Court of Madras.) through interview methods it was agreed there is no proactive monitoring of the media/platform used by parties and candidates. Although there is some form of monitoring of media to see if there is an instance of 'paid news' on behalf of any candidate, these are based on Election Commission's instructions and do not have legal backing. Further, even if the monitoring team arrives at a finding that any article/news published in the media is actually 'paid news', the only consequence is that a notional expenditure amount on this account is booked against the candidate. This only means that the amount gets counted for the ceiling of election expenses for that candidate. Having said this, experts also convey that they cannot find fault with the media for reporting what the leaders of a political party have stated. It is Media's job to report incidents, whether or not the incident being reported involves any violation of the law. What is needed is vigilant political parties and civil society organisations to pursue cases of speeches/posts which are in violation of the law and robust following up before the appropriate forum for proper inquiry and timely adjudication in the matter.

They have a neutral view of the present technology. Technology is indeed providing easy tools across sectors and for a variety of purposes. Using technology for compiling data or accessing information and using it, ipso facto, cannot be treated as an offence under the election law. An offence under the election law or corrupt practice would arise only if there is an act of using the data so collected for any illegal purpose, like for appealing for vote based on religion/caste/community, etc. As per the experts view for the forward of political messages, this would depend on the social media platform used by the respondent. For instance, if there is a WhatsApp chat between two persons or even a group of persons involving transferring/ forwarding of political message, etc. that should not be hit by the silence period provisions under section 126 of Representation of Peoples Act, 1951 because it

is a conversation between/among people who are communicating among themselves in a closed network. It is like a conversation between “friends”. What section 126 prohibits during the silence period is ‘displaying election matter to the public’, and not an exchange of views/opinion between individuals. On the other hand, if there is a post on a platform such as Facebook for instance on an “election matter” covered under the definition given in Section 126, which is on display for any Facebook user, that in my view would come under the purview of Section 126(1)(b). Also, they are not sure about the capability of the social media platforms and the technology to track the posting of election matters in violation of the law. If it is indeed possible to track, they say that the matters that would be hit by Section 126 or by any other provision of law should be flagged for action.

Rules should ideally apply uniformly across all media including social media. However, the question will be of enforceability. Therefore, the view is that the social media platforms should educate and alert their users about the legal provisions regarding displaying election matters on the media during the period of elections, and about the ‘silence period’, etc. Thereafter, the media platform should be responsible for dealing with violations appropriately according to their standard norms. In addition to this, for any criminality involved in the display of the matter, the criminal law can be invoked against the offender.

Most notably, the creation and circulation of fake news and messages focusing particular religion, caste, community, ethnicity, language and religious symbols are the brainchild of data mining and analytics firm. Recently, we have witnessed massive outcry against the hiring by Indian political parties of Cambridge Analytica for the purpose of political micro-targeting. This becomes a serious challenge when rumours, morphed images, clic-baits, motivated stories, unverified information and planted stories for various interests through WhatsApp, Facebook, Twitter spread easily among 35 crore internet users in India.¹ The informational autonomy of the voter is under serious threat because the entire process of collecting personal data continues to remain unregulated and is also proprietary in nature. It is thus extremely difficult to trace the methods used by such firms to scrutinize the personal life and intimate details of the individuals. Such factor highlights the need for regulating social media platforms by way of a comprehensive data protection law which takes issues such as political micro-targeting seriously. Still the much-needed legislation in Indian context i.e.,

¹“Insights into Editorial: In Political Micro-Targeting, the Vulnerable Indian Voter” (INSIGHTSIAS, February 2020) <<https://www.insightsonindia.com/2020/02/19/insights-into-editorial-in-political-micro-targeting-the-vulnerable-indian-voter/>> accessed September 27, 2022.

Data Protection Bill has been delayed besides starting its journey since 2017. The provision of the bill has, however, undergone an expansion and will now cover both personal and non-personal data. Even it provides that all social media platforms which do not act as intermediaries should be treated as publishers and be held accountable for the content they host. This moves away from the Information Technology Act 2000, its amendment in 2008 and subsequent regulations around intermediaries, which protected intermediaries from content posted by third parties. The draft empowers the central government to notify social media intermediaries as significant data fiduciaries if their user base crosses a certain threshold and whose actions are likely to have an impact on electoral democracy. This provision merits serious discussion to ensure that digital tools are used for enhancing democracy through citizen participation, and not for harvesting personal data for voter targeting.²

The experts are not at all inclined to put the blame on Article 19(1) which is one of the pillars upholding the human rights of citizens. The leaders of political parties and candidates should show the maturity to not to indulge in hoodwinking the electors. They believe that this will happen if and when our electors become enlightened enough. At the present juncture, it will not be wrong to say that large sections of the electorate get easily swayed by religious and caste emotions and other narrow considerations. This is encouraging the political parties and candidates to take the easier route of appeasing the electors with one promise or the other or appealing to religion, caste, etc. When the time comes when political contestants realise that the electors are not going to fall into such traps, they will start addressing real issues. A vigilant and empowered electorate using artificial intelligence will be the answer to many of the ills in elections. On its part, the Election Commission is also leveraging technology in its monitoring mechanism. There are mobile Apps to enable ordinary citizens to be part of the monitoring architecture using these Apps. But, we have to admit that these will only be catch-up measures. Technology will be constantly on the upgrade. To reiterate, the day politicians realise that the electors are looking for good governance and nothing else, most of the ills will disappear.

6.3 FUTURE AHEAD:

² “A Look at Proposed Changes to India’s (Personal) Data Protection Bill” (A look at proposed changes to India’s (Personal) Data Protection Bill, January 2022) <<https://iapp.org/news/a/a-look-at-proposed-changes-to-indias-personal-data-protection-bill/>> accessed April 2022.

Finally, India is the world's young, largest, and most successful democracy. It upholds free and fair elections. The study suggests that there is a lack of election campaign laws, particularly to control the digital computer technology and internet-based media, which pose an imminent threat to democracy from both within and outside the territory. This has been experienced by the western democratic countries, and they are in the process of ensuring the security of their democracies through legislation. The Election Commission and Ministry of Information Technology can conduct research and consultations with the technocrats, lawyers, scholars and other stake holders to understand the gross root problems and arrive at robust solutions that are beneficial to all the stake holders. It is significant to suggest that the Election Commission shall enact comprehensive statute to deal with all medias in the ever-growing digital eco system instead of present piece meal sectoral laws and instructions, guidelines and ethical codes which does have strong legal support to enforce.

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2.2.3 CONVENTION

2.2.4 ONLINE SOURCES

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2.2.5 REPORTS

1. Election Commission of India, Report of fifth general election narrative and reflective part (1972)

ANNEXURE 1

Interview Questionnaire						
I. Personal Information						
Designation	Name					
Former High Court Judge, High Court of Madras.	Justice P. Kalaiyaranan					
Former Election Commissioner, Tamil Nadu.	Sh. Naresh Gupta IAS					
Former Sr. Principal Secretary, ECI and present Director, India International Institute of Democracy & Election Management.	Sh. K F Wilfred					
II. Comments/View/ Opinion about micro targeted Messages in Election Campaigns:						
Sl. No.	Variables	Yes 1	somewhat 2	Neutral 3	No 4	Not at All 5
1.	During election campaign caste, community, religion, race or language is always being used by political parties to tweak the voters and they have been recognised as corrupt practices under the RP Act, 1951 but whereas the medium/ media/platform through which they are being disseminated are not being regulated under the RP Act. Your opinion on this					
2.	Presently technology augmented Micro					

	Targeting is amplifying none other corrupt practices than that are given under sec.123 of the RP Act, 1951.					
3.	Your opinion about sharing and forwarding political meme or cartoon /video messages forwarded or shared in social media during the period of forty eight-hours (silence period)					
4.	In your opinion How far shared or forwarded political meme or cartoon /video messages, social media or digital media platforms could be brought within the purview of section 126 of the Representation of People Act, 1951 when it is difficult to trace the origin/creator?					
5.	In your opinion –whether extending same rules that that are applicable to traditional media will be ample to the ever growing Artificial Technology based social media.					
6.	Whether is it correct to say that the right to					

	<p>freedom of speech and expression guaranteed under Art.19 (1) (a) of the Constitution is curtailing from making strong laws to regulate the election campaign</p>					
7.	<p>The application of Artificial Intelligence and its tools are used by the social media, internet companies and they play a vital role in election campaigns in situation election laws are not in phase with the technology application in this field, what is your suggestion to ensure the right to free and fair elections</p>					

ANNEXURE 2

To study whether MICRO TARGETING is causing undue influence through social media platforms during ELECTION CAMPAIGN:

Study with reference to Tamil Nadu Assembly Election 2021

@ chennai

QUESTIONNAIRE

I. Demographic Profile

1. Name *¹
2. Gender (a) Male (b) Female (c) Transgender
3. Age
(a) 18-28 (b) 29-39 (c) 40-50 (D)above 50 years
4. Education
(a) Below Matric (b)above Matric (C) UG (D) PG (E) Others
6. Occupation
(a) Student (b) Trade or Business (c) Govt.(d) Private (e) others
7. Do you have a smart phone (a) Yes (b)No

II. General Information: regarding the use of Social Media

8. How often do you use the following – Whether many times a day, some days a week, some days a month, very rarely or never?

		Many times a day	Once or twice a day	Some days a week	Some days a month	Very rarely	Never	No account	NR
a.	Facebook	1	2	3	4	5	6	7	8
b.	Twitter	1	2	3	4	5	6	7	8
c.	WhatsApp	1	2	3	4	5	6	7	8
d.	Instagram	1	2	3	4	5	6	7	8
e.	Youtube	1	2	3	4	5	6	7	8

*If you have reservation need not disclose

9. (if you use Facebook or Twitter or WhatsApp or Instagram even if very rarely) and how frequently did you receive shares or forwards of the following on WhatsApp, Facebook, Instagram, YouTube or Twitter during Election period—daily sometimes, rarely or never?

		Daily	sometimes	Rarely	Never	NR	NA
a.	Personal Views on Politics from friends and family.	1	2	3	4	5	6
b.	Political cartoons/ memes/videos/other material mimicking political leaders.	1	2	3	4	5	6
c.	cartoons/ memes/videos/other material relating to Caste or community /religion including your family deity.	1	2	3	4	5	6
d.	cartoons/ memes/videos/other material relating to divine or spiritual message religious symbols	1	2	3	4	5	6
e.	cartoons/ memes/videos/other material relating to your racial history	1	2	3	4	5	6
f.	cartoons/ memes/videos/other material relating to your mother tongue/ vernacular language	1	2	3	4	5	6
g.	cartoons/ memes/videos/other material relating to national symbols, or national borders/ security	1	2	3	4	5	6
h.	Did you receive anything of the above (a) to (g) till the polling day.	1	2	3	4	5	6

10. (if you use Facebook or Twitter or WhatsApp or Instagram even if very rarely) and how frequently did you send or forward or share to others the following on WhatsApp, Facebook, Instagram, Youtube or Twitter during Election period– daily sometimes, rarely or never?

		Daily	sometimes	Rarely	Never	NR	NA
a.	Express Personal Views on Politics	1	2	3	4	5	6
b.	political cartoons/ memes/videos/other material mimicking political leaders	1	2	3	4	5	6
c.	Cartoons/ memes/videos/other material relating to Caste or community /religion including your family deity.	1	2	3	4	5	6
d.	cartoons/ memes/videos/other material relating to divine or spiritual message religious symbols	1	2	3	4	5	6
e.	cartoons/ memes/videos/other material relating to your racial history	1	2	3	4	5	6
f.	cartoons/ memes/videos/other material relating to your mother tongue/ vernacular language	1	2	3	4	5	6
g.	cartoons/ memes/videos/other material relating to national symbols, or national borders/ security	1	2	3	4	5	6
h.	Did you send anything of the above (a) to (g) till the polling day?	1	2	3	4	5	6

III. Give your opinion: whether the following micro targeted messages forwarded or shared in the social media platform during election campaign: cause undue influence

(5- Never; 4-No; 3-cannot say; 2-to some extent; 1-considerably)

S.NO	Variables	5	4	3	2	1
	(A) Political Party, leader or Candidate					

10.	Did you receive political meme or cartoon /videomessages about parties / leaders/ candidates					
11.	Did those political meme or cartoon/ video messages help you to decide to whom to vote					
12.	Did those politicalmeme or cartoon/ video messages motivated you vote to any particular party or candidate					
13.	Did those political meme or cartoon/ video messages persuadedyou not to vote any particular party /candidate					
14.	Did those meme or cartoon/ video messages created no difference					
(B) Caste or Communityor Religion						
15.	Did you get picture / video messages related to your caste or community or religion including family deity from your known caste or community or religion related leaders/ association/ group /gurjis/family group/friends					
16.	Did those picture/ videomessageshelp you to admire your caste/ community/ religion					
17.	Did those picture/ video messagesresult in feeling of unease orhatred for other caste/ community/ religion					
18.	Did those admiration or hatred picture/video messageshelpyou to decide to vote to any particular party / candidate					
19.	Did those pictures/videomessages created a feeling in younot to vote any particular party/ candidate					
20.	Did those caste or community or religion including family deity related picture / video messages created no difference					
(C) Divine or spiritual Influence						
21.	Did you get divine or spiritual related picture/ video messages from your spiritual groups through your					

	spiritual group/guru/ family/friends					
22.	Did those spiritual picture / video messages nudged you to vote to any particular party or candidate					
23.	Did those spiritual picture / video messages created a feeling of not to vote to any particular party or candidate					
24.	Did those spiritual picture / video messages created no difference messages created no difference					
(D) Racial Influence						
25.	Did you get any picture / videomessagesrelated to your race from any political group/ community group/friends / family					
26.	Did those racialrelated picture / videomessages influenced you to vote to any particular party or candidate					
27.	Did those racialrelated picture / videomessages prompted you not to vote any particular party / candidate					
28.	Did those racial related picture / video messages created no difference					
(E) Mother tongue/ Vernacular language						
28.	Did you get any picture / videomessages related to your mother tongue or vernacular language from any political group/ community group/friends / family					
29.	Did those mother tongue or vernacular languagerelated picture /video messages nudged you to vote to any particular party or candidate					
30.	Did those mother tongue or vernacular languagerelated picture /video messages dissuade you not to vote to any particular party or candidate					
31.	Did those racial related picture / video messages created no difference					
(F) National symbols or nationalism						

32.	Did you get any picture / video related to national symbols/national spirit from any political group/ friends group/ family					
33.	Did those national symbols/national spirit related picture /video messages inspire you to vote any particular party or candidate.					
34.	Did that national symbols/national spirit related picture /video messages uninspire you from voting to any particular party or candidate.					
35.	Did those national symbols/national spirit related picture / video messages create no difference					

IV. Question about your final decision making:

36.	When did you finally make up your mind about who to vote for?						
1.	On the day of voting	2.	A day before voting	3.	Earlier during the campaign		
4.	Even before the campaign started	5.	After declaration of election	6.	silent		
37.	who influenced you the most in making final decision?						
1.	Family	2.	Friends	3.	Media		
4.	Political /Religious /spiritual leaders	5.	None of them	6.	Silent		
38.	How interested were you in the election campaign?						
1.	Great Deal	2.	some what	3.	Not at all	Can't say	
39.	Were you or any of your family members contacted by any political parties through a phone call or recorded voice or SMS or WhatsApp during the Election Campaign?						
1.	Yes	2.	No	3.	Not really	4.	Can't say/ not remember
40.	Did you vote for the party or candidate the one you really wanted to vote						
1.	Yes	2.	No	3.	Can't say		
41.	During polling time /day did you change your decision to whom to vote						
1.	Yes	2.	No	3.	Can't say		
42.	If yes, is it correct say that it was because of influence of social media pictures/ video messages?						
1.	Yes	2.	No	3.	Not sure		

V: Dichotomous questions: your opinion about election campaign in social media.

43.	Do you agree that social media have increased personal political communication between general public and parties	
	(1) Yes	(2) No
44.	Do you agree that before and during election period in all the social media volume of politics related meme/cartoon/video messages are high	
	(1) Yes	(2) No
45.	Do you think that social media election campaign help in canvassing voters?	
	(1) Yes	(2) No
46.	Do you agree that through social media voters stay updated with the latest Political trends	
	(1) Yes	(2) No
47.	Do you agree that the election campaign in social media is helpful for first time voters only	
	(1) Yes	(2) No
48.	Do you aware from where these political meme/cartoon/picture/video messages in the social media originates	
	(1) Yes	(2) No
49.	Do you aware that there is a large false and fabricated picture and video messages in the social media	
	(1) Yes	(2) No
50.	Do you agree that the political messages in social media are not reliable?	
	(1) Yes	(2) No
51.	Do you agree that the political meme/cartoon/picture/video messages in the social media during election campaign is an entertainment than nudging	
	(1) Yes	(2) No

A Critical Analysis of Influence of Micro Targeting in 2021 Assembly Election Campaigns in Chennai

Thesis submitted in fulfilment of the requirements for the Degree of

DOCTOR OF PHILOSOPHY

By

Nirmala Krishnamoorthy



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CHAPTER VI

FINDINGS, SUGGESTIONS AND CONCLUSION

6.1 FINDINGS

6.1.1 DEMOGRAPHIC PROFILE

- **Gender:** Among the 486 respondents considered for the study;241 (49.6%) are Male, 233 (47.9%) are Female and 12 (2.5%) are Transgender.
- **Age:** Among the 486 respondents considered for the study; 115 (23.7%) are belonging to the age category between 18-28 years, 133 (27.4%) are belonging to the age category between 29-39 years, 128 (26.3%) are belonging to age category between 40-50 years and 110 (22.6%) are belonging to age category above 50 years.
- **Education:** Among the 486 respondents considered for the study;62 (12.8%) have education level Below Matric, 127 (26.1%) have education level Above Matric, 152 (31.3%) have education up to UG level, 105 (21.6%) have education up to PG level and 40 (8.2%) have other type education.
- **Occupation:** Among the 486 respondents considered for the study;107 (22.0%) were students, 104 (21.4%) were performing Trade or Business, 48 (9.9%) were Govt. employees, 136 (28.0%) were Private employees and 91 (18.7%) were belonging to other categories.
- **Do you have a smart phone:** Among the 486 respondents considered for the study; 471 (96.9%) has smart phones and 15 (3.1%) doesn't have smartphones.

6.1.2 USAGE OF SOCIAL MEDIA WITH GENDER

- **Facebook:** Among the 486 respondents considered for the study; the majority of the male respondents (122) uses Facebook once or twice a day followed by (111) male respondents who use Facebook some days a week. Similarly, the majority of the female respondents (120) uses Facebook some days in a week followed by (111) male respondents who use Facebook once or twice a day. Similarly, the majority of the (4) transgender uses Facebook some days in a month.

- **Twitter:** Among the 486 respondents considered for the study; the majority of the male respondents (85) either has no account on Twitter or use Twitter (79) very rarely. Similarly, the majority of the female respondents (80) either have no account on Twitter or use Twitter (77) very rarely. Similarly, the majority of the (4) transgender uses Twitter Many times a day.
- **WhatsApp:** Among the 486 respondents considered for the study; the majority of the male respondents (126) either use WhatsApp at least once a day or use WhatsApp (105) many times a day. Similarly, the majority of the female respondents (118) either use at least once a day or use WhatsApp (106) many times a day. Similarly, the majority of them (4) transgender uses WhatsApp very rarely.
- **Instagram:** Among the 486 respondents considered for the study; the majority of the male respondents (132) either use Instagram some days in a week or uses Instagram (104) some days in a month. Similarly, the majority of the female respondents (115) either use Instagram some days in a week or uses Instagram (108) some days in a month. Similarly, the majority of the (4) transgender uses Instagram some days in a month
- **YouTube:** Among the 486 respondents considered for the study; the majority of the male respondents (126) either use YouTube at least once a day or use YouTube (105) many times a day. Similarly, the majority of the female respondents (118) either use YouTube at least once a day or use YouTube (106) many times a day. Similarly, the majority of them (3) transgender uses YouTube either many times in a day or some times in a week.

6.1.3 USAGE OF SOCIAL MEDIA WITH AGE

- **Facebook:** As per the opinion of the 18-28 Years respondents; the majority of the respondents uses Facebook either someday in a week (56) or once or twice a day (46). As per the opinions of the 29-39 Years respondents; the majority of the respondents uses Facebook either once or twice a day (66) or some days a week (62). As per the opinions of the 40-50 Years respondents; the majority of the respondents uses Facebook either once or twice a day (63) or some days a week (62). As per the opinions of the Above 50 Years respondents; the majority of the respondents uses Facebook either someday in a week (53) or once or twice a day (51).

- **Twitter:**As per the opinions of the 18-28 Years respondents; the majority of the respondents uses twitter never (37) or very rarely (34).As per the opinions of the 29-39 Years respondents; the majority of the respondents uses Twitter very rarely (46) or never (36). As per the opinions of the 40-50 Years respondents; the majority of the respondents use twitter never (41) or very rarely (37). As per the opinions of the above 50 Years respondents; the majority of the respondents use Twitter very rarely (39) or never (26).
- **WhatsApp:** As per the opinions of the 18-28 Years respondents; the majority of the respondents uses WhatsApp many times a day (53) or once or twice a day (49). As per the opinions of the 29-39 Years respondents; the majority of the respondents use WhatsApp once or twice a day (69) or many times a day (60). As per the opinions of the 40-50 Years respondents; the majority of the respondents use WhatsApp once or twice a day (67) or many times a day (54). As per the opinions of the above 50 Years respondents; the majority of the respondents use WhatsApp once or twice a day (61) or many times a day (43).
- **Instagram:**As per the opinion of the 18-28 Years respondents; the majority of the respondents use Instagram some days in a week (55) or some days in a month (51). As per the opinions of the 29-39 Years respondents; the majority of the respondents uses Instagram some days in a week (68) or some days in a month (60).As per the opinions of the 40-50 Years respondents; the majority of the respondents use Instagram some days in a week (75) or some days in a month (51). As per the opinions of the above 50 Years respondents; the majority of the respondents use Instagram some days in a month (50) or some days in a week (50).
- **YouTube:** As per the opinion of the 18-28 Years respondents; the majority of the respondents use YouTube many times a day (56) or once or twice a day (50).As per the opinions of the 29-39 Years respondents; the majority of the respondents use YouTube once or twice a day (66) or many times a day (63). As per the opinions of the 40-50 Years respondents; the majority of the respondents use YouTube once or twice a day (68) or many times a day (55). As per the opinions of the above 50 Years respondents; the majority of the respondents use YouTube many times a day (62) or once or twice a day (43).

6.1.4 USAGE OF SOCIAL MEDIA WITH EDUCATION

- **Facebook:** As per the opinions of the Below Matric respondents; the majority of the respondents use Facebook either once or twice a day (33) or some days in a week (27).As per the opinions of the Above Matric respondents; the majority of the respondents uses Facebook either someday in a week (66) or once or twice a day (58). As per the opinions of the UG respondents; the majority of the respondents use Facebook either someday in a week (69) or once or twice a day (68). As per the opinions of the PG respondents; the majority of the respondents use Facebook either someday in a week (50) or once or twice a day (49). As per the opinions of the other respondents; the majority of the respondents use Facebook either someday in a week (22) or once or twice a day (17).
- **Twitter:** As per the opinions of the Below Matric respondents; the majority of the respondents useTwitter very rarely (24) or never (19).As per the opinions of the Above Matric respondents; the majority of the respondents use twitter never (45) or very rarely (36). As per the opinion of the UG respondents; the majority of the respondents useTwitter very rarely (46) or never (38). As per the opinion of the PG respondents; the majority of the respondents useTwitter very rarely (35) or never (27). As per the opinion of the other respondents; the majority of the respondents useTwitter very rarely (15) or never (11).
- **WhatsApp:** As per the opinions of the Below Matric respondents; the majority of the respondents use WhatsApp once or twice a day (31) or many times a day (28).As per the opinions of the Above Matric respondents; the majority of the respondents use WhatsApp many times a day (62) or once or twice a day (60). As per the opinion of the UG respondents; the majority of the respondents use WhatsApp once or twice a day (73) or many times a day (63). As per the opinion of the PG respondents; the majority of the respondents use WhatsApp once or twice a day (38) or many times a day (61). As per the opinions of the other respondents;the majority of the respondents use WhatsApp once or twice a day (19) or many times a day (21).
- **Instagram:** As per the opinion of the Below Matric respondents; the majority of the respondents use Instagram some days in a month (33) or some days in a week (28).As per the opinion of the Above Matric respondents; the majority of the respondents uses

Instagram some days in a week (69) or some days in a month (55). As per the opinion of the UG respondents; the majority of the respondents use Instagram some days in a week (71) or some days in a month (69). As per the opinion of the PG respondents; the majority of the respondents use Instagram some days in a week (56) or some days in a month (44). As per the opinion of the other respondents; the majority of the respondents use Instagram some days in a week (24) or some days in a month (15).

- **YouTube:** As per the opinion of the Below Matric respondents; the majority of the respondents use YouTube once or twice a day (34) or many times a day (26). As per the opinion of the Above Matric respondents; the majority of the respondents use YouTube many times a day (72) or once or twice a day (51). As per the opinions of the UG respondents; the majority of the respondents uses YouTube once or twice a day (78) or many times a day (65). As per the opinions of the PG respondents; the majority of the respondents uses YouTube many times a day (53) or once or twice a day (45). As per the opinions of the other respondents; the majority of the respondents uses YouTube many times a day (20) or once or twice a day (19).

6.1.5 USAGE OF SOCIAL MEDIA WITH OCCUPATION

- **Facebook:** As per the opinions of the student respondents; the majority of the respondents uses Facebook either some days in a week (53) or once or twice a day (52). As per the opinions of the trade and business respondents; the majority of the respondents uses Facebook either someday in a week (55) or once or twice a day (43). As per the opinions of the Govt. employee respondents; the majority of the respondents use Facebook either someday in a week (21) or once or twice a day (22). As per the opinions of the private employee respondents; the majority of the respondents uses Facebook either someday in a week (71) or once or twice a day (62). As per the opinions of the other respondents; the majority of the respondents uses Facebook either someday in a week (33) or once or twice a day (47).
- **Twitter:** As per the opinions of the Student respondents; the majority of the respondents uses twitter never (30) or very rarely (27). As per the opinions of the trade and business respondents; the majority of the respondents uses twitter never (31) or very rarely (39). As per the opinions of the Govt. employee respondents; the majority of the respondents use Twitter very rarely (13) or never (12). As per the opinions of

the private employee respondents; the majority of the respondents uses Twitter very rarely (19) or never (38). As per the opinions of the other respondents; the majority of the respondents uses Twitter very rarely (28) or never (29).

- **WhatsApp:** As per the opinions of the Student respondents; the majority of the respondents use WhatsApp once or twice a day (55) or many times a day (49).As per the opinions of the trade and business respondents; the majority of the respondents uses WhatsApp many times a day (46) or once or twice a day (52). As per the opinions of the Govt. employee respondents; the majority of the respondents use WhatsApp once or twice a day (24) or many times a day (17). As per the opinions of the private employee respondents; the majority of the respondents uses WhatsApp once or twice a day (77) or many times a day (56). As per the opinions of the other respondents;the majority of the respondents uses WhatsApp once or twice a day (38) or many times a day (42).
- **Instagram:** As per the opinions of the Student respondents; the majority of the respondents use Instagram some days in a week (53) or some days in a month (50).As per the opinions of the trade and business respondents; the majority of the respondents uses Instagram some days in a week (51) or some days in a month (47). As per the opinions of the Govt. employee respondents; the majority of the respondents use Instagram some days in a week (27) or some days in a month (18). As per the opinions of the private employee respondents; the majority of the respondents uses Instagram some days in a week (77) or some days in a month (57). As per the opinions of the other respondents; the majority of the respondents uses Instagram some days in a week (40) or some days in a month (44).
- **YouTube:** As per the opinions of the Below Matric respondents; the majority of the respondents use YouTube once or twice a day (57) or many times a day (47).As per the opinions of the trade and business respondents; the majority of the respondents uses YouTube many times a day (57) or once or twice a day (44). As per the opinions of the Govt. employee respondents; the majority of the respondents use YouTube once or twice a day (24) or many times a day (19). As per the opinions of the private employee respondents; the majority of the respondents uses YouTube many times a day (71) or once or twice a day (63). As per the opinions of the other respondents;the majority of the respondents uses YouTube many times a day (42) or once or twice a day (39).

6.1.6 FREQUENCY OF MESSAGE RECEPTION WITH GENDER

- **Personal Views on Politics from friends and family:** As per the opinions of the male respondents; Most of the respondents receive their personal views on politics either on daily basis (119) or sometimes (115). As per the opinions of the female respondents; Most of the respondents receive their personal views on politics either on daily basis (111) or sometimes (109). As per the opinions of the transgender respondents; Most of the respondents receive their personal views on politics either on daily basis (3) or never (3).
- **Reception of political cartoons/ memes/videos/other material mimicking political leaders:** As per the opinions of the male respondents; Most of the respondents receive or forwards political memes either on daily basis (116) or sometimes (119). As per the opinions of the female respondents; Most of the respondents receive political memes either sometimes (116) or daily basis (105). As per the opinions of the transgender respondents; Most of the respondents receive or forwards political memes either rarely (3) or never (4).
- **Reception of caste or community /religion related messages/pictures/videos including your family deity:** As per the opinions of the male respondents; Most of the respondents receive caste-related messages either rarely (128) or sometimes (107). As per the opinions of the female respondents; Most of the respondents receive caste-related messages either rarely (128) or sometimes (107). As per the opinions of the transgender respondents; Most of the respondents not really (5) or never (3) receive caste-related messages
- **Reception of divine or spiritual messages/pictures/videos/ religious symbols:** As per the opinions of the male respondents; Most of the respondents receive divine messages either rarely (75) or sometimes (63). As per the opinions of the female respondents; Most of the respondents receive divine messages either rarely (76) or sometimes (77). As per the opinions of the transgender respondents; Most of the respondents receive divine messages daily basis (3).
- **Reception of racial history/ messages/pictures/videos:** As per the opinions of the male respondents; Most of the respondents receive racial messages either never (85) or sometimes (75). As per the opinions of the female respondents; Most of the

respondents receive racial messages either never (80) or sometimes (75).As per the opinions of the transgender respondents; Most of the respondents receive racial messages either never (3) or sometimes (3).

- **Reception relating to your mother tongue / vernacular language:** As per the opinions of the male respondents; Most of the respondents receive messages on vernacular language either sometimes (121) or rarely (115).As per the opinions of the female respondents; Most of the respondents receive messages in vernacular language either sometimes (116) or rarely (107). As per the opinions of the transgender respondents; Most of the respondents receive messages on vernacular language either rarely (3) or not really (5).
- **Reception of pictures/memes videos relating to national symbols, or national borders/ security:** As per the opinions of the male respondents; Most of the respondents receive messages on nationalism either sometimes (83) or never (79).As per the opinions of the female respondents; Most of the respondents receive messages on nationalism either sometimes (84) or never (79). As per the opinions of the transgender respondents; Most of the respondents do not receive (4) messages on nationalism.
- **Did you receive anything from the above (a) to (g) till the polling day:** As per the opinions of the male respondents; Most of the respondents receive any of the above-mentioned memes or messages either on daily basis (116) or sometimes (119). As per the opinions of the female respondents; Most of the respondents receive any of the above-mentioned memes or messages either sometimes (116) or daily basis (105). As per the opinions of the transgender respondents; Most of the respondents receive or forwards political memes either rarely (3) or never (4).

6.1.7 FREQUENCY OF MESSAGE RECEPTION WITH AGE

- **Personal Views on Politics from friends and family:** As per the opinions of the 18-28 Years respondents; Most of the respondents receive their personal views on politics either on daily basis (56) or sometimes (51).As per the opinions of the 29-39 Years respondents; Most of the respondents receive their personal views on politics either on daily basis (53) or sometimes (73). As per the opinions of the 40-50 Years respondents; Most of the respondents receive their personal views on politics either on

daily basis (65) or sometimes (58). As per the opinions of the above 50 Years of respondents; Most of the respondents receive their personal views on politics either on daily basis (59) or sometimes (44).

- **Reception of political cartoons/ memes/videos/other material mimicking political leaders:** As per the opinions of the 18-28 Years respondents; Most of the respondents receive or forwards political memes either on daily basis (48) or sometimes (54). As per the opinions of the 29-39 Years respondents; Most of the respondents receive or forwards political memes either on daily basis (58) or sometimes (70). As per the opinions of the 40-50 Years respondents; Most of the respondents receive political memes either on daily basis (59) or sometimes (64). As per the opinions of the above 50 Years of respondents; Most of the respondents receive political memes either on daily basis (58) or sometimes (47).
- **Reception of caste or community /religion related messages/pictures/videos including your family deity:** As per the opinions of the 18-28 Years respondents; Most of the respondents receive caste-related messages either rarely (50) or sometimes (53). As per the opinions of the 29-39 Years respondents; Most of the respondents receive caste-related messages either rarely (73) or sometimes (53). As per the opinions of the 40-50 Years respondents; Most of the respondents receive caste-related messages either rarely (61) or sometimes (63). As per the opinions of the above 50 Years of respondents; Most of the respondents receive caste-related messages either rarely (55) or sometimes (47).
- **Reception of divine or spiritual messages/pictures/videos/ religious symbols:** As per the opinions of the 18-28 Years respondents; Most of the respondents receive divine messages either rarely (38) or never (38). As per the opinions of the 29-39 Years respondents; Most of the respondents receive divine messages either rarely (42) or never (46). As per the opinions of the 40-50 Years respondents; Most of the respondents receive divine messages either rarely (42) or never (42). As per the opinions of the above 50 Years respondents; Most of the respondents receive divine messages either sometimes (33) or never (43).
- **Reception of racial history/ messages/pictures/videos:** As per the opinions of the 18-28 Years respondents; Most of the respondents receive racial messages either never (37) or sometimes (40). As per the opinions of the 29-39 Years respondents; Most of the respondents receive racial messages either never (45) or rarely (45). As

per the opinions of the 40-50 Years respondents; Most of the respondents receive racial messages either never (47) or rarely (40). As per the opinions of the above 50 Years of respondents; Most of the respondents receive racial messages either never (39) or sometimes (36).

- **Reception relating to your mother tongue/ vernacular language:** As per the opinions of the 18-28 Years respondents; Most of the respondents receive messages on vernacular language either sometimes (47) or rarely (59).As per the opinions of the 29-39 Years respondents; Most of the respondents receive messages in vernacular language either sometimes (68) or rarely (60). As per the opinions of the 40-50 Years respondents; Most of the respondents receive messages in vernacular language either sometimes (66) or rarely (57). As per the opinions of the above 50 Years of respondents; Most of the respondents receive messages in vernacular language either sometimes (56) or rarely (49).
- **Reception of pictures/memes videos relating to national symbols, or national borders/ security:** As per the opinions of the 18-28 Years respondents; Most of the respondents receive messages on nationalism either sometimes (40) or never (38).As per the opinions of the 29-39 Years respondents; Most of the respondents receive messages on nationalism never (47). As per the opinions of the 40-50 Years respondents; Most of the respondents receive messages on nationalism either sometimes (49) or rarely (38). As per the opinions of the above 50 Years of respondents; Most of the respondents receive messages on nationalism either sometimes (38) or never (39).
- **Did you receive anything of the above (a) to (g) till the polling day:** As per the opinions of the 18-28 Years respondents; Most of the respondents receive anything of the above (a) to (g) till the polling day either on daily basis (48) or sometimes (54).As per the opinions of the 29-39 Years respondents; Most of the respondents receive anything of the above (a) to (g) till the polling day either on daily basis (58) or sometimes (70). As per the opinions of the 40-50 Years respondents; Most of the respondents receive anything of the above (a) to (g) till the polling day either on daily basis (59) or sometimes (64). As per the opinions of the above 50 Years of respondents; Most of the respondents receive anything of the above (a) to (g) till the polling day either on daily basis (58) or sometimes (47).

6.1.8 FREQUENCY OF MESSAGE RECEPTION WITH EDUCATION

- **Personal Views on Politics from friends and family:** As per the opinions of the Below Matric respondents; Most of the respondents receive their personal views on politics either on daily basis (30) or sometimes (30).As per the opinions of the Above Matric respondents; Most of the respondents receive their personal views on politics either on daily basis (72) or sometimes (51). As per the opinions of the UG respondents; Most of the respondents receive their personal views on politics either on daily basis (68) or sometimes (68). As per the opinions of the PG respondents; Most of the respondents receive their personal views on politics either on daily basis (44) or sometimes (57). As per the opinions of the other respondents; Most of the respondents receive their personal views on politics either on daily basis (19) or sometimes (20).
- **Reception of political cartoons/ memes/videos/other material mimicking political leaders:** As per the opinions of the Below Matric respondents; Most of the respondents receive political memes either on daily basis (31) or sometimes (28).As per the opinions of the Above Matric respondents; Most of the respondents receive political memes either on daily basis (56) or sometimes (66). As per the opinions of the UG respondents; Most of the respondents receive political memes either on daily basis (68) or sometimes (71). As per the opinions of the PG respondents; Most of the respondents receive political memes either on daily basis (47) or sometimes (52). As per the opinions of the other respondents; Most of the respondents receive political memes either on daily basis (21) or sometimes (18).
- **Reception of caste or community /religion related messages/pictures/videos including your family deity:** As per the opinions of the Below Matric respondents; Most of the respondents receive caste-related messages either rarely (30) or sometimes (28).As per the opinions of the Above Matric respondents; Most of the respondents receive caste-related messages either rarely (65) or sometimes (58). As per the opinions of the UG respondents; Most of the respondents receive caste-related messages either rarely (75) or sometimes (62). As per the opinions of the PG respondents; Most of the respondents receive caste-related messages either rarely (48) or sometimes (50). As per the opinions of the other respondents;Most of the respondents receive caste-related messages either rarely (21) or sometimes (18).
- **Reception of divine or spiritual messages/pictures/videos/ religious symbols:** As per the opinions of the Below Matric respondents; Most of the respondents receive

divine messages either rarely (24) or never (22).As per the opinions of the Above Matric respondents; Most of the respondents receive divine messages either rarely (41) or never (46). As per the opinions of the UG respondents; Most of the respondents receive divine messages either sometimes (48) or never (50). As per the opinions of the PG respondents;Most of the respondents receive divine messages either rarely (32) or never (37). As per the opinions of the other respondents;Most of the respondents receive divine messages either rarely (13) or never (14).

- **Reception of racial history/ messages/pictures/videos:** As per the opinions of the Below Matric respondents; Most of the respondents receive racial messages either rarely (19) or sometimes (24).As per the opinions of the Above Matric respondents; Most of the respondents receive racial messages either never (51) or sometimes (38). As per the opinions of the UG respondents; Most of the respondents receive racial messages either never (52) or sometimes (51). As per the opinions of the PG respondents; Most of the respondents receive racial messages either never (34) or rarely (37). As per the opinions of the other respondents; Most of the respondents receive racial messages either never (14) or rarely (15).
- **Reception relating to your mother tongue/ vernacular language:** As per the opinions of the Below Matric respondents; Most of the respondents receive messages on vernacular language either sometimes (33) or rarely (27).As per the opinions of the Above Matric respondents; Most of the respondents receive messages in vernacular language either sometimes (63) or rarely (61). As per the opinions of the UG respondents; Most of the respondents receive messages in vernacular language either sometimes (68) or rarely (71). As per the opinions of the PG respondents; Most of the respondents receive messages on vernacular language either sometimes (50) or rarely (50). As per the opinions of the other respondents;Most of the respondents receive messages in vernacular language either sometimes (23) or rarely (16).
- **Reception of pictures/memes videos relating to national symbols, or national borders/ security:** As per the opinions of the Below Matric respondents; Most of the respondents receive messages on nationalism either sometimes (23) or never (22).As per the opinions of the Above Matric respondents; Most of the respondents receive messages on nationalism never (44). As per the opinions of the UG respondents; Most of the respondents receive messages on nationalism sometimes (53) or never (46). As per the opinions of the PG respondents; Most of the respondents receive messages on

nationalism either sometimes (39) or never (35). As per the opinions of the other respondents; Most of the respondents receive messages on nationalism either sometimes (13) or rarely (13) or never (13).

- **Did you receive anything of the above (a) to (g) till the polling day:** As per the opinions of the Below Matric respondents; Most of the respondents receive anything of the above (a) to (g) either sometimes (23) or never (22). As per the opinions of the Above Matric respondents; Most of the respondents receive anything of the above (a) to (g) either rarely (40) or sometimes (40). As per the opinions of the UG respondents; Most of the respondents receive anything of the above (a) to (g) either sometimes (53) or never (46). As per the opinions of the PG respondents; Most of the respondents receive anything of the above (a) to (g) either sometimes (39) or never (35). As per the opinions of the other respondents; Most of the respondents receive anything of the above (a) to (g) either sometimes (13) or rarely (13) or never (13).

6.1.9 FREQUENCY OF MESSAGE RECEPTION WITH OCCUPATION

- **Personal Views on Politics from friends and family:** As per the opinions of the student respondents; Most of the respondents receive their personal views on politics either on daily basis (47) or sometimes (56). As per the opinions of the Trade or Business respondents; Most of the respondents receive their personal views on politics either on daily basis (51) or sometimes (46). As per the opinions of the Govt. employee respondents; Most of the respondents receive their personal views on politics either on daily basis (22) or sometimes (23). As per the opinions of the Private employee respondents; Most of the respondents receive their personal views on politics either on daily basis (75) or sometimes (59). As per the opinions of the other respondents; Most of the respondents receive their personal views on politics either on daily basis (38) or sometimes (42).
- **Reception of political cartoons/ memes/videos/other material mimicking political leaders:** As per the opinions of the student respondents; Most of the respondents receive political memes either on daily basis (47) or sometimes (57). As per the opinions of the Trade or Business respondents; Most of the respondents receive political memes either on daily basis (49) or sometimes (50). As per the opinions of the Govt. employee respondents; Most of the respondents receive political memes

either on daily basis (21) or sometimes (23). As per the opinions of the Private employee respondents; Most of the respondents receive political memes either on daily basis (74) or sometimes (59). As per the opinions of the other respondents; Most of the respondents receive political memes either on daily basis (32) or sometimes (46).

- **Reception of caste or community /religion related messages/pictures/videos including your family deity:** As per the opinions of the student respondents; Most of the respondents receive caste-related messages either rarely (52) or sometimes (51).As per the opinions of the Trade or Business respondents; Most of the respondents receive caste-related messages either rarely (48) or sometimes (50). As per the opinions of the Govt. employee respondents; Most of the respondents receive caste-related messages either rarely (24) or sometimes (18). As per the opinions of the Private employee respondents; Most of the respondents receive caste-related messages either rarely (76) or sometimes (57). As per the opinions of the other respondents;Most of the respondents receive caste-related messages either rarely (30) or sometimes (40).
- **Reception of divine or spiritual messages/pictures/videos/ religious symbols: As per the opinions of the student respondents;** Most of the respondents receive divine messages either rarely (33) or sometimes (38).As per the opinions of the Trade or Business respondents; Most of the respondents receive divine messages either rarely (33) or never (36). As per the opinions of the Govt. employee respondents; Most of the respondents receive divine messages either rarely (18) or never (15). As per the opinions of the Private employee respondents; Most of the respondents receive divine messages either rarely (46) or never (53). As per the opinions of the other respondents; Most of the respondents receive divine messages either rarely (22) or never (33).
- **Reception of racial history/ messages/pictures/videos: As per the opinions of the student respondents;** Most of the respondents receive racial messages either never (40) or sometimes (36).As per the opinions of the Trade or Business respondents; Most of the respondents receive racial messages either never (42) or sometimes (32). As per the opinions of the Govt. employee respondents; Most of the respondents receive racial messages either rarely (15) or sometimes (20). As per the opinions of the Private employee respondents; Most of the respondents receive racial messages

either rarely (48) or never (46). As per the opinions of the other respondents; Most of the respondents receive racial messages either never (31) or rarely (27).

- **Reception relating to your mother tongue/ vernacular language: As per the opinions of the student respondents;** Most of the respondents receive messages on vernacular language either sometimes (50) or rarely (54).As per the opinions of the Trade or Business respondents; Most of the respondents receive messages in vernacular language either sometimes (47) or rarely (51). As per the opinions of the Govt. employee respondents; Most of the respondents receive messages in vernacular language either sometimes (22) or rarely (23). As per the opinions of the Private employee respondents; Most of the respondents receive messages in vernacular language either sometimes (75) or rarely (58). As per the opinions of the other respondents; Most of the respondents receive messages in vernacular language either sometimes (43) or rarely (39).
- **Reception of pictures/memes videos relating to national symbols, or national borders/ security:** As per the opinions of the student respondents; Most of the respondents receive messages on nationalism either sometimes (39) or rarely (36).As per the opinions of the Trade or Business respondents; Most of the respondents receive messages on nationalism either sometimes (29) or never (45). As per the opinions of the Govt. employee respondents; Most of the respondents receive messages on nationalism either sometimes (17) or never (18). As per the opinions of the Private employee respondents; Most of the respondents receive messages on nationalism either sometimes (55) or never (42). As per the opinions of the other respondents; Most of the respondents receive messages on nationalism either sometimes (28) or rarely (28).
- **Did you receive anything of the above (a) to (g) till the polling day:** As per the opinions of the student respondents; Most of the respondents receive anything of the above (a) to (g) either on daily basis (47) or sometimes (57).As per the opinions of the Trade or Business respondents; Most of the respondents receive anything of the above (a) to (g) either on daily basis (49) or sometimes (50). As per the opinions of the Govt. employee respondents; Most of the respondents receive anything of the above (a) to (g) either on daily basis (21) or sometimes (23). As per the opinions of the Private employee respondents; Most of the respondents receive anything of the above (a) to (g) either on daily basis (74) or sometimes (59). As per the opinions of the other

respondents; Most of the respondents receive anything of the above (a) to (g) either on daily basis (32) or sometimes (46).

6.1.10 FREQUENCY OF MESSAGE FORWARDING WITH GENDER

- **Personal Views on Politics from friends and family:** As per the opinions of the male respondents; Most of the respondents share their personal views on politics either on daily basis (119) or sometimes (114). As per the opinions of the female respondents; Most of the respondents share their personal views on politics either on daily basis (109) or sometimes (118). As per the opinions of the transgender respondents; Most of the respondents share their personal views on politics either on daily basis (2) or never (2).
- **Share or forwards of political cartoons/ memes/videos/other material mimicking political leaders:** As per the opinions of the male respondents; Most of the respondents share political memes either on daily basis (116) or sometimes (120). As per the opinions of the female respondents; Most of the respondents share political memes either sometimes (110) or daily basis (114). As per the opinions of the transgender respondents; Most of the respondents share political memes on either a daily basis (3) or sometimes (2).
- **Share or forwards of caste or community /religion related messages/pictures/videos including your family deity:** As per the opinions of the male respondents; Most of the respondents share caste-related messages either rarely (119) or sometimes (117). As per the opinions of the female respondents; Most of the respondents share caste-related messages either rarely (118) or sometimes (106). As per the opinions of the transgender respondents; Most of the respondents rarely (4) share caste-related messages.
- **Share or forwards of divine or spiritual messages/pictures/videos/ religious symbols:** As per the opinions of the male respondents; Most of the respondents share divine messages either never (86) or sometimes (82). As per the opinions of the female respondents; Most of the respondents share divine messages either rarely (84) or sometimes (72). As per the opinions of the transgender respondents; Most of the respondents do not really (5) or never share (3) share divine messages daily basis.

- **Share or forwards of racial history/ messages/pictures/videos:** As per the opinions of the male respondents; Most of the respondents share racial messages either rarely (90) or sometimes (81). As per the opinions of the female respondents; Most of the respondents share racial messages either rarely (86) or sometimes (79). As per the opinions of the transgender respondents; Most of the respondents share racial messages either rarely (4).
- **Share or forwards relating to your mother tongue / vernacular language:** As per the opinions of the male respondents; Most of the respondents share messages on vernacular language either sometimes (117) or rarely (117). As per the opinions of the female respondents; Most of the respondents share messages on vernacular language either sometimes (98) or rarely (126). As per the opinions of the transgender respondents; Most of the respondents share messages on vernacular language either sometimes (4).
- **Share or Forward pictures/memes videos relating to national symbols, or national borders/ security:** As per the opinions of the male respondents; Most of the respondents share messages on nationalism either sometimes (82) or never (78). As per the opinions of the female respondents; Most of the respondents share messages on nationalism either sometimes (90) or never (71). As per the opinions of the transgender respondents; Most of the respondents shares messages on nationalism sometimes.
- **Share or forward anything of the above (a) to (g) till the polling:** As per the opinions of the male respondents; Most of the male respondents share their views on politics either on daily basis (114) or sometimes (123). As per the opinions of the female respondents; Most of the respondents share their personal views on politics either on daily basis (131) or sometimes (93). As per the opinions of the transgender respondents; Most of the respondents share their personal views on politics either on daily basis (3) or never (3).

6.1.11 FREQUENCY OF MESSAGE FORWARDING WITH AGE

- **Personal Views on Politics from friends and family:** As per the opinions of the 18-28 Years respondents; Most of the respondents share their personal views on politics either on daily basis (51) or sometimes (56). As per the opinions of the 29-39 Years

respondents; Most of the respondents share their personal views on politics either on daily basis (64) or sometimes (66). As per the opinions of the 40-50 Years respondents; Most of the respondents share their personal views on politics either on daily basis (61) or sometimes (63). As per the opinions of the above 50 Years respondents; Most of the respondents share their personal views on politics either on daily basis (54) or sometimes (49).

- **Share or forwards of political cartoons/ memes/videos/other material mimicking political leaders:** As per the opinions of the 18-28 Years respondents; Most of the respondents share or forwards political memes either on daily basis (53) or sometimes (54). As per the opinions of the 29-39 Years respondents; Most of the respondents share or forwards political memes either on daily basis (62) or sometimes (65). As per the opinions of the 40-50 Years respondents; Most of the respondents share or forwards political memes either on daily basis (70) or sometimes (55). As per the opinions of the above 50 Years of respondents; Most of the respondents share or forwards political memes either on daily basis (48) or sometimes (58).
- **Share or forwards of caste or community /religion related messages/pictures/videos including your family deity:** As per the opinions of the 18-28 Years respondents; Most of the respondents share caste-related messages either rarely (47) or sometimes (58). As per the opinions of the 29-39 Years respondents; Most of the respondents share caste-related messages either rarely (66) or sometimes (64). As per the opinions of the 40-50 Years respondents; Most of the respondents share caste-related messages either rarely (51) or sometimes (74). As per the opinions of the above 50 Years respondents; Most of the respondents share caste-related messages either rarely (54) or sometimes (52).
- **Share or forwards of divine or spiritual messages/pictures/videos/ religious symbols:** As per the opinions of the 18-28 Years respondents; Most of the respondents share divine messages either rarely (40) or sometimes (37). As per the opinions of the 29-39 Years respondents; Most of the respondents share divine messages either sometimes (42) or never (58). As per the opinions of the 40-50 Years respondents; Most of the respondents share divine messages either rarely (42) or sometimes (44). As per the opinions of the above 50 Years respondents; Most of the respondents share divine messages either rarely (38) or never (35).

- **Share or forwards of racial history/ messages/pictures/videos:** As per the opinions of the 18-28 Years respondents; Most of the respondents share racial messages either rarely (42) or sometimes (42). As per the opinions of the 29-39 Years respondents; Most of the respondents share racial messages either sometimes (45) or rarely (47). As per the opinions of the 40-50 Years respondents; Most of the respondents share racial messages either never (41) or rarely (46). As per the opinions of the above 50 Years of respondents; Most of the respondents share racial messages either rarely (45) or sometimes (36).
- **Share or forwards relating to your mother tongue/ vernacular language:** As per the opinions of the 18-28 Years respondents; Most of the respondents share messages on vernacular language either sometimes (57) or rarely (51). As per the opinions of the 29-39 Years respondents; Most of the respondents share messages on vernacular language either sometimes (56) or rarely (73). As per the opinions of the 40-50 Years respondents; Most of the respondents share messages on vernacular language either sometimes (59) or rarely (64). As per the opinions of the above 50 Years respondents; Most of the respondents share messages on vernacular language either sometimes (47) or rarely (57).
- **Reception of pictures/memes videos relating to national symbols, or national borders/ security:** As per the opinions of the 18-28 Years respondents; Most of the respondents share messages on nationalism either sometimes (48). As per the opinions of the 29-39 Years respondents; Most of the respondents share messages on nationalism sometimes (44). As per the opinions of the 40-50 Years respondents; Most of the respondents share messages on nationalism either sometimes (50) or never (41). As per the opinions of the above 50 Years respondents; Most of the respondents share messages on nationalism either rarely (34) or never (38).
- **Share or forward anything of the above (a) to (g) till the polling:** As per the opinions of the 18-28 Years respondents; Most of the respondents share their personal views on politics either on daily basis (60) or sometimes (47). As per the opinions of the 29-39 Years respondents; Most of the respondents share their personal views on politics either on daily basis (60) or sometimes (67). As per the opinions of the 40-50 Years respondents; Most of the respondents share their personal views on politics either on daily basis (67) or sometimes (58). As per the opinions of the above 50

Years respondents; Most of the respondents share their personal views on politics either on daily basis (61) or sometimes (45).

6.1.12 FREQUENCY OF MESSAGE FORWARDING WITH EDUCATION

- **Personal Views on Politics from friends and family:** As per the opinions of the Below Matric respondents; Most of the respondents share their personal views on politics either on daily basis (28) or sometimes (32). As per the opinions of the Above Matric respondents; Most of the respondents share their personal views on politics either on daily basis (59) or sometimes (67). As per the opinions of the UG respondents; Most of the respondents share their personal views on politics either on daily basis (72) or sometimes (65). As per the opinions of the PG respondents; Most of the respondents share their personal views on politics either on daily basis (53) or sometimes (48). As per the opinions of the other respondents; Most of the respondents share their personal views on politics either on daily basis (18) or sometimes (22).
- **Share or forwards of political cartoons/ memes/videos/other material mimicking political leaders:** As per the opinions of the Below Matric respondents; Most of the respondents share or forwards political memes either on daily basis (36) or sometimes (25). As per the opinions of the Above Matric respondents; Most of the respondents share or forwards political memes either on daily basis (67) or sometimes (55). As per the opinions of the UG respondents; Most of the respondents share or forwards political memes either on daily basis (60) or sometimes (81). As per the opinions of the PG respondents; Most of the respondents share or forwards political memes either on daily basis (55) or sometimes (47). As per the opinions of the other respondents; Most of the respondents share or forwards political memes either on daily basis (15) or sometimes (24).
- **Share or forwards of caste or community /religion related messages/pictures/videos including your family deity:** As per the opinions of the Below Matric respondents; Most of the respondents share caste-related messages either rarely (33) or sometimes (26). As per the opinions of the Above Matric respondents; Most of the respondents share caste-related messages either rarely (61) or sometimes (62). As per the opinions of the UG respondents; Most of the respondents share caste-related messages either rarely (69) or sometimes (74). As per

the opinions of the PG respondents; Most of the respondents share caste-related messages either rarely (51) or sometimes (50). As per the opinions of the other respondents; Most of the respondents share caste-related messages either rarely (27) or sometimes (13).

- **Share or forwards of divine or spiritual messages/pictures/videos/ religious symbols:** As per the opinions of the Below Matric respondents; Most of the respondents share divine messages either sometime (20) or never (23). As per the opinions of the Above Matric respondents; Most of the respondents share divine messages either rarely (48) or sometimes (40). As per the opinions of the UG respondents; Most of the respondents share divine messages either sometimes (43) or rarely (48). As per the opinions of the PG respondents; Most of the respondents share divine messages either rarely (33) or sometimes (37). As per the opinions of the other respondents; Most of the respondents share divine messages either sometimes (15) or never (16).
- **Share or forwards of racial history/ messages/pictures/videos:** As per the opinions of the Below Matric respondents; Most of the respondents share racial messages either sometimes (24) or never (19). As per the opinions of the Above Matric respondents; Most of the respondents share racial messages either rarely (47) or sometimes (47). As per the opinions of the UG respondents; Most of the respondents share racial messages either sometimes (45) or rarely (56). As per the opinions of the PG respondents; Most of the respondents share racial messages either sometimes (35) or rarely (41). As per the opinions of the other respondents; Most of the respondents share racial messages either sometimes (16).
- **Share or forwards relating to your mother tongue/ vernacular language:** As per the opinions of the Below Matric respondents; Most of the respondents share messages on vernacular language either sometimes (29) or rarely (31). As per the opinions of the Above Matric respondents; Most of the respondents share messages on vernacular language either sometimes (62) or rarely (62). As per the opinions of the UG respondents; Most of the respondents share messages on vernacular language either sometimes (68) or rarely (73). As per the opinions of the PG respondents; Most of the respondents share messages on vernacular language either sometimes (46) or rarely (54). As per the opinions of the other respondents; Most of the respondents share messages on vernacular language either sometimes (14) or rarely (25).

- **Share or forward pictures/memes videos relating to national symbols, or national borders/ security:** As per the opinions of the Below Matric respondents; Most of the respondents share messages on nationalism either sometimes (21) or rarely (28). As per the opinions of the Above Matric respondents; Most of the respondents share messages on nationalism sometimes (53) or never (39). As per the opinions of the UG respondents; Most of the respondents share messages on nationalism sometimes (45) or never (48). As per the opinions of the PG respondents; Most of the respondents share messages on nationalism either sometimes (38) or never (39). As per the opinions of the other respondents; Most of the respondents share messages on nationalism either sometimes (18) or never (14).
- **Share or forward anything of the above (a) to (g) till the polling:** As per the opinions of the Below Matric respondents; Most of the respondents share their personal views on politics either on daily basis (30) or sometimes (30). As per the opinions of the Above Matric respondents; Most of the respondents share their personal views on politics either on daily basis (64) or sometimes (60). As per the opinions of the UG respondents; Most of the respondents share their personal views on politics either on daily basis (72) or sometimes (66). As per the opinions of the PG respondents; Most of the respondents share their personal views on politics either on daily basis (69) or sometimes (35). As per the opinions of the other respondents; Most of the respondents share their personal views on politics either on daily basis (13) or sometimes (26).

5.1.13 FREQUENCY OF MESSAGE FORWARDING WITH OCCUPATION

- **Personal Views on Politics from friends and family:** As per the opinions of the student respondents; Most of the respondents share their personal views on politics either on daily basis (49) or sometimes (56). As per the opinions of the Trade or Business respondents; Most of the respondents share their personal views on politics either on daily basis (56) or sometimes (43). As per the opinions of the Govt. employee respondents; Most of the respondents share their personal views on politics either on daily basis (23) or sometimes (22). As per the opinions of the Private employee respondents; Most of the respondents share their personal views on politics either on daily basis (63) or sometimes (71). As per the opinions of the other

respondents; Most of the respondents share their personal views on politics either on daily basis (39) or sometimes (42).

- **Share or forwards of political cartoons/ memes/videos/other material mimicking political leaders:** As per the opinions of the student respondents; Most of the respondents share or forwards political memes either on daily basis (56) or sometimes (48). As per the opinions of the Trade or Business respondents; Most of the respondents share or forwards political memes either on daily basis (43) or sometimes (56). As per the opinions of the Govt. employee respondents; Most of the respondents share or forwards political memes either on daily basis (28) or sometimes (17). As per the opinions of the Private employee respondents; Most of the respondents share or forwards political memes either on daily basis (65) or sometimes (70). As per the opinions of the other respondents; Most of the respondents share or forwards political memes either on daily basis (41) or sometimes (41).
- **Share or forwards of caste or community /religion related messages/pictures/videos including your family deity:** As per the opinions of the student respondents; Most of the respondents share caste-related messages either rarely (52) or sometimes (52). As per the opinions of the Trade or Business respondents; Most of the respondents share caste-related messages either rarely (51) or sometimes (48). As per the opinions of the Govt. employee respondents; Most of the respondents share caste-related messages either rarely (25) or sometimes (18). As per the opinions of the Private employee respondents; Most of the respondents share caste-related messages either rarely (73) or sometimes (62). As per the opinions of the other respondents; Most of the respondents share caste-related messages either rarely (40) or sometimes (45).
- **Share or forwards of divine or spiritual messages/pictures/videos/ religious symbols:** As per the opinions of the student respondents; Most of the respondents share divine messages either rarely (44) or sometimes (32). As per the opinions of the Trade or Business respondents; Most of the respondents share divine messages either rarely (34) or never (34) or sometimes (34). As per the opinions of the Govt. employee respondents; Most of the respondents share divine messages either sometimes (16) or never (16). As per the opinions of the Private employee respondents; Most of the respondents share divine messages either sometimes (47) or

never (52). As per the opinions of the other respondents; Most of the respondents share divine messages either rarely (28) or never (28).

- **Share or forwards of racial history/ messages/pictures/videos: As per the opinions of the student respondents;** Most of the respondents share racial messages either rarely (35) or sometimes (46). As per the opinions of the Trade or Business respondents; Most of the respondents share racial messages either rarely (41) or sometimes (34). As per the opinions of the Govt. employee respondents; Most of the respondents share racial messages either rarely (22). As per the opinions of the Private employee respondents; Most of the respondents share racial messages either rarely (56) or never (41). As per the opinions of the other respondents; Most of the respondents share racial messages either never (28) or sometimes (28).
- **Share or forwards relating to your mother tongue/ vernacular language: As per the opinions of the student respondents;** Most of the respondents share messages on vernacular language either sometimes (51) or rarely (53). As per the opinions of the Trade or Business respondents; Most of the respondents share messages on vernacular language either sometimes (45) or rarely (55). As per the opinions of the Govt. employee respondents; Most of the respondents share messages on vernacular language either sometimes (21) or rarely (22). As per the opinions of the Private employee respondents; Most of the respondents share messages on vernacular language either sometimes (62) or rarely (74). As per the opinions of the other respondents; Most of the respondents share messages on vernacular language either sometimes (40) or rarely (41).
- **Share or Forward pictures/memes videos relating to national symbols, or national borders/ security:** As per the opinions of the student respondents; Most of the respondents share messages on nationalism either sometimes (48) or rarely (31). As per the opinions of the Trade or Business respondents; Most of the respondents share messages on nationalism either sometimes (40) or never (31). As per the opinions of the Govt. employee respondents; Most of the respondents share messages on nationalism either rarely (18) or never (17). As per the opinions of the Private employee respondents; Most of the respondents share messages on nationalism either sometimes (55) or rarely (40). As per the opinions of the other respondents; Most of the respondents share messages on nationalism either never (34) or rarely (27).

- **Share or forward anything of the above (a) to (g) till the polling:** As per the opinions of the student respondents; Most of the respondents share their personal views on politics either on daily basis (59) or sometimes (44). As per the opinions of the Trade or Business respondents; Most of the respondents share their personal views on politics either on daily basis (53) or sometimes (45). As per the opinions of the Govt. employee respondents; Most of the respondents share their personal views on politics either on daily basis (23) or sometimes (22). As per the opinions of the Private employee respondents; Most of the respondents share their personal views on politics either on daily basis (65) or sometimes (69). As per the opinions of the other respondents; Most of the respondents share their personal views on politics either on daily basis (48) or sometimes (37).

6.1.14 POLITICAL PARTY, LEADER OR CANDIDATE WITH GENDER

- There is a significant difference in opinion among the gender for the Memes to the voter in making a voting decision.
 - **Male:** As per the opinions of the male respondents; those mimicking memes or cartoons/ videos helps to decide to whom to vote and the political forward/ shared memes or cartoons /video contained mimicking political parties/leaders
 - **Female:** As per the opinions of the female respondents; those memes, cartoons/ videos motivated to vote particular party or candidate and the political forward/ shared memes or cartoons /video contained mimicking political parties/leaders.
 - **Transgender:** As per the opinions of the Transgender respondents; the political forward/ shared memes or cartoons/video contained mimicking political parties/leaders and those memes/cartoons persuaded not to vote particular party /candidate.

6.1.15 POLITICAL PARTY, LEADER OR CANDIDATE WITH AGE

- There is a significant difference in opinion among the respondents belonging to different age categories for the Memes to the voter in making voting decisions.

- **18-28 Years:** As per the opinions of the 18-28 Years respondents;those memes/cartoons persuaded not to vote for any particular party /candidate and the political forward/ shared memes or cartoons /video contained mimicking political parties/leaders.
- **29-39 Years:** As per the opinions of the 29-39 Years respondents;the political forward/ shared memes or cartoons /video contained mimicking political parties/leaders and those memes/cartoons persuaded not to vote for any particular party /candidate.
- **40-50 Years:** As per the opinions of the 40-50 Years respondents and those mimicking memes or cartoons/ videos help you to decide to whom to vote.
- **Above 50 Years:** As per the opinions of the Above 50 Years respondents;the political forward/ shared memes or cartoons /videos contained mimicking political parties/leaders and those mimicking memes or cartoons/ videos help you to decide to whom to vote.

6.1.16 POLITICAL PARTY, LEADER OR CANDIDATE WITH EDUCATION

- There is a significant difference in opinion among the respondents belonging to different educational backgrounds for the Memes to the voter in making voting decisions.
 - **Below Matric:** As per the opinions of the Below Matric respondents; those mimicking memes or cartoons/ videos help you to decide to whom to vote, those memes, cartoons/ videos motivated to vote to any particular party or candidate and those memes/cartoons persuaded not to vote any particular party /candidate.
 - **Above Matric:** As per the opinions of the Above Matric respondents; the political forward/ shared memes or cartoons /videos contained mimicking political parties/leaders and those memes, cartoons/ videos motivated to vote to any particular party or candidate.
 - **UG:** As per the opinions of the UG respondents; the political forward/ shared memes or cartoons /videos contained mimicking political parties/leaders and those mimicking memes or cartoons/ videos help you to decide to whom to vote.

- **PG:** As per the opinions of the PG respondents; those mimicking memes or cartoons/ videos help you to decide to whom to vote and the political forward/ shared memes or cartoons /video contained mimicking political parties/leaders.
- **Others:** As per the opinions of the other respondents; those mimicking memes or cartoons/ videos help you to decide to whom to vote and those memes, cartoons/ videos motivated to vote to any particular party or candidate.

6.1.17 POLITICAL PARTY, LEADER OR CANDIDATE WITH OCCUPATION

- There is a significant difference in opinion among the respondents belonging to the different occupational categories for the Memes to the voter in making voting decisions.
 - **Student:** As per the opinions of the student respondents; the political forward/ shared memes or cartoons /videos contained mimicking political parties/leaders and those memes, cartoons/ videos motivated to vote to any particular party or candidate.
 - **Trade or Business:** As per the opinions of the Trade or Business respondents; those memes, cartoons/ videos motivated to vote to any particular party or candidate and the political forward/ shared memes or cartoons /video contained mimicking political parties/leaders.
 - **Govt.:** As per the opinions of the Govt. employee respondents; those memes, cartoons/ videos motivated to vote to any particular party or candidate and those memes/cartoons persuaded you not to vote for any particular party /candidate.
 - **Private:** As per the opinions of the Private employee respondents; those mimicking memes or cartoons/ videos help you to decide to whom to vote and those memes/cartoons persuaded not to vote for any particular party /candidate.
 - **Others:** As per the opinions of the other respondents; the political forward/ shared memes or cartoons /video contained mimicking political parties/leaders and those memes/cartoons persuaded not to vote for any particular party /candidate.

6.1.18 CASTE OR COMMUNITY OR RELIGION WITH GENDER

- There is a significant difference in opinion among the respondents belonging to different gender for the caste or community or religion in making voting decisions.
 - **Male:** As per the opinions of the male respondents; those admiration/ hatred kindling messages pictures/videos contribute you to decide to whom to vote and those messages pictures/videos ceased you not to vote any particular candidate/party.
 - **Female:** As per the opinions of the female respondents; those messages pictures/videos ceased you not to vote for any particular candidate/party and those messages pictures/videos instigated you to vote to any particular party/candidate.
 - **Transgender:** As per the opinions of the transgender respondents; those messages pictures/videos instigated you to vote to any particular party/candidate and those forwarded messages/pictures/ videos impelled hatred on other castes/communities/religions.

6.1.19 CASTE OR COMMUNITY OR RELIGION WITH AGE

- There is a significant difference in opinion among the respondents belonging to different age categories for the caste or community or religion in making voting decisions.
 - **18-28 Years:** As per the opinions of the 18-28 Years respondents; those pictures/video messages created a feeling not to vote for any particular party/candidate and those caste or community or religion including family deity related picture/video messages created no difference.
 - **29-39 Years:** As per the opinions of the 29-39 Years respondents; those admiration or hatred picture/video messages helped to decide to vote to any particular party/candidate and those pictures/video messages created a feeling not to vote for any particular party/ candidate
 - **40-50 Years:** As per the opinions of the 40-50 Years respondents; those pictures/video messages created a feeling not to vote for any particular party/

candidate and those admiration or hatred picture/video messages helped decide to vote to any particular party/candidate

- **Above 50 Years:** As per the opinions of the above 50 Years respondents; those caste or community or religion including family deity related picture/video messages created no difference and those admiration or hatred picture/video messages helped decide to vote to any particular party/candidate.

6.1.20 CASTE OR COMMUNITY OR RELIGION WITH EDUCATION

- There is a significant difference in opinion among the respondents belonging to different educational backgrounds for the message relating to caste or community or religion in making voting decisions.
 - **Below Matric:** As per the opinions of the Below Matric respondents; those admiration or hatred picture/video messages helped to decide to vote to any particular party/candidate and those pictures/video messages created a feeling not to vote for any particular party/ candidate
 - **Above Matric:** As per the opinions of the Above Matric respondents; those messages pictures/videos did not induce to whom to vote, those messages pictures/videos haven't created any difference.
 - **UG:** As per the opinions of the UG respondents; those pictures/video messages created a feeling not to vote for any particular party/ candidate and those admiration or hatred picture/video messages helped to decide to vote for any particular party/candidate.
 - **PG:** As per the opinions of the PG respondents; those caste or community or religion including family deity related picture/video messages created no difference and those admiration or hatred picture/video messages helped to decide to vote to any particular party/candidate
 - **Others:** As per the opinions of the other respondents; those caste or community or religion including family deity related picture/video messages created no difference and those admiration or hatred picture/video messages helped decide to vote to any particular party/candidate.

6.1.21 CASTE OR COMMUNITY OR RELIGION WITH OCCUPATION

- There is no significant difference in opinion among the respondents belonging to the different occupational categories for the message relating to caste or community or religion in making voting decisions.
 - **Student:** As per the opinions of the student respondents; those admiration or hatred picture/video messages helped to decide to vote to any particular party/candidate and those pictures/video messages created a feeling not to vote for any particular party/ candidate.
 - **Trade or Business:** As per the opinions of the Trade or Business respondents; those caste or communities or religions including family deity related picture/video messages created no difference and those pictures/video messages created a feeling not to vote for any particular party/ candidate.
 - **Govt.:** As per the opinions of the Govt. employee respondents; those caste or community or religion including family deity related picture/video messages created no difference and those admiration or hatred picture/video messages helped to decide to vote to any particular party/candidate.
 - **Private:** As per the opinions of the Private employee respondents; those admiration or hatred picture/video messages helped to decide to vote to any particular party/candidate and those caste or community or religion including family deity related picture/video messages created no difference.
 - **Others:** As per the opinions of the other respondents; those pictures/video messages created a feeling not to vote for any particular party/ candidate and those admiration or hatred picture/video messages helped to decide to vote for any particular party/candidate.

6.1.22 DIVINE OR SPIRITUAL INFLUENCE WITH GENDER

- There is a significant difference in opinion among the respondents belonging to different gender for the divine and spiritual messages in making voting decisions.
 - **Male:** As per the opinions of the male respondents; get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family and those messages pictures/videos did not create any difference.

- **Female:** As per the opinions of the female respondents; those messages pictures/videos did not trigger to whom to vote and the Shared or forwarded divine or spiritual messages/pictures/videos/ stimulated you not to vote for any particular party/candidate.
- **Transgender:** As per the opinions of the transgender respondents; those messages pictures/videos did not trigger to whom to vote and get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family.

6.1.23 DIVINE OR SPIRITUAL INFLUENCE WITH AGE

- There is no significant difference in opinion among the respondents belonging to different age categories for the divine and spiritual messages in making voting decisions.
- **18-28 Years:** As per the opinions of the 18-28 Years respondents; get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family and the Shared or forwarded divine or spiritual messages/pictures/videos/ created no difference.
- **29-39 Years:** As per the opinions of the 29-39 Years respondents; get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family, those messages pictures/videos the Shared or forwarded divine or spiritual messages/pictures/videos/ created no difference.
- **40-50 Years:** As per the opinions of the 40-50 Years respondents; the Shared or forwarded divine or spiritual messages/pictures/videos/ stimulated you not to vote for any particular party/candidate, get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family and those messages pictures/videos did not trigger to whom to vote.
- **Above 50 Years:** As per the opinions of the above 50 Years respondents; get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family and the Shared or forwarded divine or spiritual messages/pictures/videos/ the Shared or forwarded divine or spiritual messages/pictures/videos/ created no difference.

6.1.24 DIVINE OR SPIRITUAL INFLUENCE WITH EDUCATION

- There is a significant difference in opinion among the respondents belonging to different educational backgrounds for the divine and spiritual messages in making voting decisions.
- **Below Matric:** As per the opinions of the Below Matric respondents; get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family, the Shared or forwarded divine or spiritual messages/pictures/videos/ stimulated you not to vote any particular party/candidate.
- **Above Matric:** As per the opinions of the Above Matric respondents; get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family and the Shared or forwarded divine or spiritual messages/pictures/videos/ stimulated you not to vote any particular party/candidate.
- **UG:** As per the opinions of the UG respondents;the Shared or forwarded divine or spiritual messages/pictures/videos/ stimulated you not to vote for any particular party/candidate, and get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family.
- **PG:** As per the opinions of the PG respondents; get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family and the Shared or forwarded divine or spiritual messages/pictures/videos/ stimulated you not to vote any particular party/candidate.
- **Others:** As per the opinions of the other respondents;the Shared or forwarded divine or spiritual messages/pictures/videos/ stimulated you not to vote for any particular party/candidate and get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family.

6.1.25 DIVINE OR SPIRITUAL INFLUENCE WITH OCCUPATION

- There is a significant difference in opinion among the respondents belonging to the different occupational categories for the divine and spiritual messages in making voting decisions.

- **Student:** As per the opinions of the student respondents, those messages pictures/videos did not create any difference and get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family.
- **Trade or Business:** As per the opinions of the Trade or Business respondents; those messages pictures/videos did not trigger to whom to vote, and get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family.
- **Govt.:** As per the opinions of the Govt. employee respondents; get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family, those messages pictures/videos did not create any difference.
- **Private:** As per the opinions of the Private employee respondents; get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family, and those messages pictures/videos did not create any difference.
- **Others:** As per the opinions of the other respondents; those messages pictures/videos did not create any difference and get divine or spiritual messages/pictures/videos from spiritual groups through spiritual group/guru/ family.

6.1.26 SHARE OR FORWARD OF RACIAL HISTORY/PICTURES/VIDEOS WITH GENDER

- There is a significant difference in opinion among the respondents belonging to different gender for the racial history messages in making voting decisions.
- **Male:** As per the opinions of the male respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those messages pictures/videos created no difference.
- **Female:** As per the opinions of the female respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those messages pictures/videos created no difference.

- **Transgender:** As per the opinions of the transgender respondents; those messages pictures/videos created no difference and get racial messages/pictures/videos from political groups/ community groups/friends groups/ family.

6.1.27 SHARE OR FORWARD OF RACIAL
HISTORY/MESSAGES/PICTURES/VIDEOS WITH AGE

- There is no significant difference in opinion among the respondents belonging to different age categories for the racial history messages in making voting decisions.
 - **18-28 Years:** As per the opinions of the 18-28 Years respondents; the Shared or forwarded racial messages/pictures/videos created no difference and get racial messages/pictures/videos from political group/ community group/friends group/ family.
 - **29-39 Years:** As per the opinions of the 29-39 Years respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those racial related messages created no difference.
 - **40-50 Years:** As per the opinions of the 40-50 Years respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those racial related messages created no difference.
 - **Above 50 Years:** As per the opinions of the above 50 Years respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those racial related messages created no difference.

6.1.28 SHARE OR FORWARD OF RACIAL
HISTORY/MESSAGES/PICTURES/VIDEOS WITH EDUCATION

- There is no significant difference in opinion among the respondents belonging to different educational backgrounds for the racial history messages in making voting decisions.
 - **Below Matric:** As per the opinions of the Below Matric respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those Shared or forwarded racial messages/pictures/videos created no difference.

- **Above Matric:** As per the opinions of the Above Matric respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those Shared or forwarded racial messages/pictures/videos created no difference.
- **UG:** As per the opinions of the UG respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those Shared or forwarded racial messages/pictures/videos created no difference.
- **PG:** As per the opinions of the PG respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those Shared or forwarded racial messages/pictures/videos created no difference.
- **Others:** As per the opinions of the other respondents; those Shared or forwarded racial messages/pictures/videos created no difference and get racial messages/pictures/videos from political group/ community group/friends group/ family.

6.1.29 SHARE OR FORWARD OF RACIAL HISTORY/MESSAGES/PICTURES/VIDEOS WITH OCCUPATION

- There is no significant difference in opinion among the respondents belonging to the different occupational categories for the racial history messages in making voting decisions.
 - **Student:** As per the opinions of the student respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those Shared or forwarded racial messages/pictures/videos created no difference.
 - **Trade or Business:** As per the opinions of the Trade or Business respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those Shared or forwarded racial messages/pictures/videos created no difference.
 - **Govt.:** As per the opinions of the Govt. employee respondents; get racial messages/pictures/videos from political group/ community group/friends

group/ family and those Shared or forwarded racial messages/pictures/videos created no difference.

- **Private:** As per the opinions of the Private employee respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those Shared or forwarded racial messages/pictures/videos created no difference.
- **Others:** As per the opinions of the other respondents; get racial messages/pictures/videos from political group/ community group/friends group/ family and those Shared or forwarded racial messages/pictures/videos created no difference.

6.1.30 SHARE OR FORWARD RELATING TO YOUR MOTHER TONGUE/VERNACULAR LANGUAGE WITH GENDER

- There is a significant difference in opinion among the respondents belonging to different gender for the messages relating to vernacular language in making voting decisions.
 - **Male:** As per the opinions of the male respondents; get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family and those messages pictures/videos did not create any difference.
 - **Female:** As per the opinions of the female respondents; those messages pictures/videos did not create any difference and get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family.
 - **Transgender:** As per the opinions of the transgender respondents; the Shared or forwarded language-oriented messages/pictures/videos stirred you to vote for any particular party/candidate and get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family.

6.1.31 SHARE OR FORWARD RELATING TO YPUR MOTHER TONGUE/VERNACULAR LANGUAGE WITH AGE

- There is no significant difference in opinion among the respondents belonging to different age categories for the messages relating to vernacular language in making voting decisions.
 - **18-28 Years:** As per the opinions of the 18-28 Years respondents; get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family and those messages pictures/videos created no difference.
 - **29-39 Years:** As per the opinions of the 29-39 Years respondents; get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family and those messages pictures/videos created no difference.
 - **40-50 Years:** As per the opinions of the 40-50 Years respondents; get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family and those messages pictures/videos created no difference.
 - **Above 50 Years:** As per the opinions of the above 50 Years respondents; get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family and those messages pictures/videos created no difference.

6.1.32 SHARE OR FORWARD RELATING TO YOUR MOTHER TONGUE/VERNACULAR LANGUAGE WITH EDUCATION

- There is a significant difference in opinion among the respondents belonging to different educational backgrounds for the messages relating to vernacular language in making voting decisions.
 - **Below Matric:** As per the opinions of the Below Matric respondents; get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community

group/friends group/ family and those messages pictures/videos did not create any difference.

- **Above Matric:** As per the opinions of the Above Matric respondents; get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family and those messages pictures/videos did not create any difference.
- **UG:** As per the opinions of the UG respondents; get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family and those messages pictures/videos did not create any difference.
- **PG:** As per the opinions of the PG respondents; those messages pictures/videos did not create any difference and get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family.
- **Others:** As per the opinions of the other respondents; those messages pictures/videos did not create any difference and get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family.

6.1.33 SHARE OR FORWARD RELATING TO YOUR MOTHER TONGUE/VERNACULAR LANGUAGE WITH OCCUPATION

- There is a significant difference in opinion among the respondents belonging to the different occupational categories for the messages relating to vernacular language in making voting decisions.
 - **Student:** As per the opinions of the student respondents; get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family and those messages pictures/videos did not create any difference.
 - **Trade or Business:** As per the opinions of the Trade or Business respondents; get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community

group/friends group/ family and those messages pictures/videos did not create any difference.

- **Govt.:** As per the opinions of the Govt. employee respondents; get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family and those messages pictures/videos did not create any difference.
- **Private:** As per the opinions of the Private employee respondents; those messages pictures/videos did not create any difference and get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family.
- **Others:** As per the opinions of the other respondents; those messages pictures/videos did not create any difference and get mother tongue or vernacular language-oriented shared or forwarded messages/pictures/videos from any of the political group/ community group/friends group/ family.

6.1.34 NATIONALISM WITH GENDER

- There is a significant difference in opinion among the respondents belonging to different gender for the messages relating to nationalism in making voting decisions.
 - **Male:** As per the opinions of the male respondents; those Shared or forwarded national symbols/national spirit related pictures/videos messages created no difference and get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family.
 - **Female:** As per the opinions of the female respondents; get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family and those Shared or forwarded national symbols/national spirit related pictures/videos messages created no difference.
 - **Transgender:** As per the opinions of the transgender respondents; the decision to whom to vote was inspired by shared or forwarded national symbols/national spirit related contents/pictures/videos and the Shared or forwarded national symbols/national spirit related messages/pictures/videos driven you to vote any particular party/candidate.

6.1.35 NATIONALISM WITH AGE

- There is no significant difference in opinion among the respondents belonging to different age categories for the messages relating to nationalism in making voting decisions.
 - **18-28 Years:** As per the opinions of the 18-28 Years respondents; get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family and those messages/ pictures/videos did not create any difference.
 - **29-39 Years:** As per the opinions of the 29-39 Years respondents; get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family and those messages/ pictures/videos did not create any difference.
 - **40-50 Years:** As per the opinions of the 40-50 Years respondents; those messages/ pictures/videos did not entice me to whom to vote and get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family and the Shared or forwarded national symbols/national spirit related messages/pictures/videos/ restrained you from voting to any particular party/candidate.
 - **Above 50 Years:** As per the opinions of the above 50 Years respondents; get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family and those messages/ pictures/videos did not create any difference.

6.1.36 NATIONALISM WITH EDUCATION

- There is no significant difference in opinion among the respondents belonging to different educational backgrounds for the messages relating to nationalism in making voting decisions.
 - **Below Matric:** As per the opinions of the Below Matric respondents; get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family and the Shared or forwarded national symbols/national spirit related messages/pictures/videos/ created no difference.

- **Above Matric:** As per the opinions of the Above Matric respondents; the Shared or forwarded national symbols/national spirit related messages/pictures/videos/ created no difference and get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family.
- **UG:** As per the opinions of the UG respondents; the Shared or forwarded national symbols/national spirit related messages/pictures/videos/ created no difference and get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family.
- **PG:** As per the opinions of the PG respondents; get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family and the Shared or forwarded national symbols/national spirit related messages/pictures/videos/ created no difference.
- **Others:** As per the opinions of the other respondents; get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family and the Shared or forwarded national symbols/national spirit related messages/pictures/videos/ created no difference.

6.1.37 NATIONALISM WITH OCCUPATION

- There is a significant difference in opinion among the respondents belonging to the different occupational categories for the messages relating to nationalism in making voting decisions.
 - **Student:** As per the opinions of the student respondents; get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family and the Shared or forwarded national symbols/national spirit related messages/pictures/videos/ created no difference.
 - **Trade or Business:** As per the opinions of the Trade or Business respondents; those messages/ pictures/videos did not create any difference and get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family.

- **Govt.:** As per the opinions of the Govt. employee respondents; those messages/ pictures/videos did not create any difference and get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family.
- **Private:** As per the opinions of the Private employee respondents; get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family and the Shared or forwarded national symbols/national spirit related messages/pictures/videos/ created no difference.
- **Others:** As per the opinions of the other respondents; those messages/ pictures/videos did not create any difference and get messages/pictures/videos relating to national symbols/national spirit related to political group/ friends group/ family.

6.1.38 MIND ABOUT WHO TO VOTE FOR

- It can be interpreted that most of the respondents irrespective of age would decide whom to vote either earlier before the campaign or after the declaration of the election.

6.1.39 ADVICE FOR VOTING

- It can be interpreted that most of the respondents irrespective of age take advice before voting.

6.1.40 ADVICE CONSIDERED THE MOST

- It can be interpreted that most of the respondents irrespective of age take advice for voting most from family and friends.

6.1.41 INTEREST IN ELECTION CAMPAIGN

- It can be interpreted that most of the respondents irrespective of age have either a great deal of interest or at least somewhat interest in the election campaign.

6.1.42 CONTACT WITH POLITICAL PARTIES

- It can be interpreted that most of the respondents irrespective of age don't have contact with a political party.

6.1.43 FAMILIES CONTACT OF POLITICAL PARTIES

- It can be interpreted that most of the respondents irrespective of age do has contact with the political party through their families.

6.1.44 FIRST-TIME VOTERS

- It can be interpreted that most of the respondents irrespective of age most of them are not first-time voters.

6.1.45 SOCIAL MEDIA CAMPAIGN HELPFULNESS

- It can be interpreted that most of the respondents irrespective of age most of them feel the campaign was either fully or somewhat helpful.

6.1.46 AFFILIATION WITH PARTY

- It can be interpreted that most of the respondents irrespective of age do has no affiliation with the political party through their families.

6.1.47 VOTING FOR THE CANDIDATE OF WILL

- It can be interpreted that most of the respondents irrespective of age use to vote for the candidate of will.

6.1.48 VOTING BEHAVIOUR

- It can be interpreted that most of the respondents irrespective of age used to vote for the candidate of will, which is mostly not influenced by social media. Even during the polling time, they will not change the decision, in case of the decision change, the change is not brought by the social media.

6.1.49 EFFECT OF SOCIAL MEDIA ON VOTING BEHAVIOUR WITH GENDER

- Social media have increased personal political communication between the voter and the party.
- Social media election campaigns help in canvassing voters.
- Social media plays a useful role in elections.
- Social media is the medium of unknown sources and it does make the voter decide to whom to vote.
- They agree that through social media general public receive more political satire and funny memes/ cartoons.
- They agree that social media were false information sometimes.
- They agree that during the campaign period in social media there were large false and fabricated pictures and videos.
- They agree that during the campaign period in social media there are largely false and fabricated pictures and videos that will sway the voters' decision.
- The respondents were updated with the latest Political trends through social media.
- Social media is best at using for election campaigns.
- They are satisfied with the present frequency of updates and level of engagement with voters.
- They think the New Media campaign facilitates the compressive campaign.

6.1.50 EFFECT OF SOCIAL MEDIA ON VOTING BEHAVIOUR WITH AGE

- Social media have increased personal political communication between the voter and the party.
- Social media election campaigns help in canvassing voters.
- Social media plays a useful role in elections.
- Social media is the medium of unknown sources and it does make the voter decide to whom to vote.
- They agree that through social media general public receive more political satire and funny memes/ cartoons.
- They agree that social media were false information sometimes.
- They agree that during the campaign period in social media there were large false and fabricated pictures and videos.
- They agree that during the campaign period in social media there are largely false and fabricated pictures and videos that will sway the voters' decision.
- The respondents were updated with the latest Political trends through social media.
- Social media is best at using for election campaigns.
- They are satisfied with the present frequency of updates and level of engagement with voters.
- They think the New Media campaign facilitates the compressive campaign.

6.1.51 EFFECT OF SOCIAL MEDIA ON VOTING BEHAVIOUR WITH EDUCATION

- Social media have increased personal political communication between the voter and the party.
- Social media election campaigns help in canvassing voters.
- Social media plays a useful role in elections.
- Social media is the medium of unknown sources and it does make the voter decide to whom to vote.
- They agree that through social media general public receive more political satire and funny memes/ cartoons.
- They agree that social media were false information sometimes.

- They agree that during the campaign period in social media there were large false and fabricated pictures and videos.
- They agree that during the campaign period in social media there are largely false and fabricated pictures and videos that will sway the voters' decision.
- The respondents were updated with the latest Political trends through social media.
- Social media is best at using for election campaigns.
- They are satisfied with the present frequency of updates and level of engagement with voters.
- They think the New Media campaign facilitates the compressive campaign.

6.1.52 EFFECT OF SOCIAL MEDIA ON VOTING BEHAVIOUR WITH OCCUPATION

- Social media have increased personal political communication between the voter and the party.
- Social media election campaigns help in canvassing voters.
- Social media plays a useful role in elections.
- Social media is the medium of unknown sources and it does make the voter decide to whom to vote.
- They agree that through social media general public receive more political satire and funny memes/ cartoons.
- They agree that social media were false information sometimes.
- They agree that during the campaign period in social media there were large false and fabricated pictures and videos.
- They agree that during the campaign period in social media there are largely false and fabricated pictures and videos that will sway the voters' decision.
- The respondents were updated with the latest Political trends through social media.
- Social media is best at using for election campaigns.
- They are satisfied with the present frequency of updates and level of engagement with voters.
- They think the New Media campaign facilitates the compressive campaign.

6.2 SUGGESTIONS

The findings of the study unequivocally suggest that most of the respondents use WhatsApp, Facebook and YouTube significantly than other social media. Further, it was understood that the respondents receive messages related to personal views on politics from friends and family, political cartoons/ memes/videos/other material mimicking political leaders and messages relating to their mother tongue/ vernacular language. It is noted that the respondents would share personal views on politics with friends and family and share or forward political cartoons/ memes/videos/other material mimicking political leaders. This indicates that the same messages received are forwarded to others till the polling date by respondents. Hereby social media especially WhatsApp, Facebook and YouTube can significantly influence the viewer and make him forward the same without knowing the authenticity of the information. Therefore, it is suggested to the government may strictly enforce the law strictly and tighten the mechanism to check the authenticity of the information and to delete those contents. Further, it may be requested to the government take strict actions, such as casing a file on respondents who create and publicise false rumours among the public during the election period.

Using the analysis made it was perceived that messages related to Political Party, leader or candidate are considerably shared among the respondents. Further from the rank analysis, it was found that messages related to Political Party, leader or candidate makes the respondents decide on whom to vote and whom not to vote. Also, through the study, it was found that the majority of the respondents rarely look into caste and racial related messages, yet those messages can help the voter to decide whom to vote. Hereby it is suggested to the government to impose strict laws involving punishments against the individuals who are periodically creating and spreading unauthenticated and flawed messages related to political party, caste and racial among the public. Whether it prejudicially affects the electoral process as per the mandate of sub-section (3A) of Section 123 of the Representation of Peoples Act, 1951. Though the survey suggests that messages related to spirituality, mother tongue and nationalism is not influencing or creating any triggers among the voter but if such influence makes elector to believe that he or any person in whom he is interested will become an object of divine displeasure or spiritual censure, the mandate of subsection (2) of Section 123 needs to be attracted. Therefore, it is suggested to government and cyber-security to focus on

messages related to Political Party, racial, caste and spiritual censure. It was found from the opinion of the respondents that social media have increased personal political communication between the voter and the party, social media election campaigns help in canvassing voters and plays an important role in elections. Hereby, it is suggested to respondents and message creators to forward messages with genuine and authentic content with appropriate evidence in social media platforms to influence the voters using E-Election campaign.

As per the opinions collected from experts (Sh. K F Wilfred - Former Sr. Principal Secretary, ECI and present Director, India International Institute of Democracy & Election Management; Sh. Naresh Gupta IAS - Former Election Commissioner, Tamil Nadu; Justice P. Kalaiyaran - Former High Court Judge, High Court of Madras.) through interview methods it was agreed there is no proactive monitoring of the media/platform used by parties and candidates. Although there is some form of monitoring of media to see if there is an instance of 'paid news' on behalf of any candidate, these are based on Election Commission's instructions and do not have legal backing. Further, even if the monitoring team arrives at a finding that any article/news published in the media is actually 'paid news', the only consequence is that a notional expenditure amount on this account is booked against the candidate. This only means that the amount gets counted for the ceiling of election expenses for that candidate. Having said this, experts also convey that they cannot find fault with the media for reporting what the leaders of a political party have stated. It is Media's job to report incidents, whether or not the incident being reported involves any violation of the law. What is needed is vigilant political parties and civil society organisations to pursue cases of speeches/posts which are in violation of the law and robust following up before the appropriate forum for proper inquiry and timely adjudication in the matter.

They have a neutral view of the present technology. Technology is indeed providing easy tools across sectors and for a variety of purposes. Using technology for compiling data or accessing information and using it, ipso facto, cannot be treated as an offence under the election law. An offence under the election law or corrupt practice would arise only if there is an act of using the data so collected for any illegal purpose, like for appealing for vote based on religion/caste/community, etc. As per the experts view for the forward of political messages, this would depend on the social media platform used by the respondent. For instance, if there is a WhatsApp chat between two persons or even a group of persons involving transferring/ forwarding of political message, etc. that should not be hit by the silence period provisions under section 126 of Representation of Peoples Act, 1951 because it

is a conversation between/among people who are communicating among themselves in a closed network. It is like a conversation between “friends”. What section 126 prohibits during the silence period is ‘displaying election matter to the public’, and not an exchange of views/opinion between individuals. On the other hand, if there is a post on a platform such as Facebook for instance on an “election matter” covered under the definition given in Section 126, which is on display for any Facebook user, that in my view would come under the purview of Section 126(1)(b). Also, they are not sure about the capability of the social media platforms and the technology to track the posting of election matters in violation of the law. If it is indeed possible to track, they say that the matters that would be hit by Section 126 or by any other provision of law should be flagged for action.

Rules should ideally apply uniformly across all media including social media. However, the question will be of enforceability. Therefore, the view is that the social media platforms should educate and alert their users about the legal provisions regarding displaying election matters on the media during the period of elections, and about the ‘silence period’, etc. Thereafter, the media platform should be responsible for dealing with violations appropriately according to their standard norms. In addition to this, for any criminality involved in the display of the matter, the criminal law can be invoked against the offender.

Most notably, the creation and circulation of fake news and messages focusing particular religion, caste, community, ethnicity, language and religious symbols are the brainchild of data mining and analytics firm. Recently, we have witnessed massive outcry against the hiring by Indian political parties of Cambridge Analytica for the purpose of political micro-targeting. This becomes a serious challenge when rumours, morphed images, clic-baits, motivated stories, unverified information and planted stories for various interests through WhatsApp, Facebook, Twitter spread easily among 35 crore internet users in India.¹ The informational autonomy of the voter is under serious threat because the entire process of collecting personal data continues to remain unregulated and is also proprietary in nature. It is thus extremely difficult to trace the methods used by such firms to scrutinize the personal life and intimate details of the individuals. Such factor highlights the need for regulating social media platforms by way of a comprehensive data protection law which takes issues such as political micro-targeting seriously. Still the much-needed legislation in Indian context i.e.,

¹“Insights into Editorial: In Political Micro-Targeting, the Vulnerable Indian Voter” (INSIGHTSIAS, February 2020) <<https://www.insightsonindia.com/2020/02/19/insights-into-editorial-in-political-micro-targeting-the-vulnerable-indian-voter/>> accessed September 27, 2022.

Data Protection Bill has been delayed besides starting its journey since 2017. The provision of the bill has, however, undergone an expansion and will now cover both personal and non-personal data. Even it provides that all social media platforms which do not act as intermediaries should be treated as publishers and be held accountable for the content they host. This moves away from the Information Technology Act 2000, its amendment in 2008 and subsequent regulations around intermediaries, which protected intermediaries from content posted by third parties. The draft empowers the central government to notify social media intermediaries as significant data fiduciaries if their user base crosses a certain threshold and whose actions are likely to have an impact on electoral democracy. This provision merits serious discussion to ensure that digital tools are used for enhancing democracy through citizen participation, and not for harvesting personal data for voter targeting.²

The experts are not at all inclined to put the blame on Article 19(1) which is one of the pillars upholding the human rights of citizens. The leaders of political parties and candidates should show the maturity to not to indulge in hoodwinking the electors. They believe that this will happen if and when our electors become enlightened enough. At the present juncture, it will not be wrong to say that large sections of the electorate get easily swayed by religious and caste emotions and other narrow considerations. This is encouraging the political parties and candidates to take the easier route of appeasing the electors with one promise or the other or appealing to religion, caste, etc. When the time comes when political contestants realise that the electors are not going to fall into such traps, they will start addressing real issues. A vigilant and empowered electorate using artificial intelligence will be the answer to many of the ills in elections. On its part, the Election Commission is also leveraging technology in its monitoring mechanism. There are mobile Apps to enable ordinary citizens to be part of the monitoring architecture using these Apps. But, we have to admit that these will only be catch-up measures. Technology will be constantly on the upgrade. To reiterate, the day politicians realise that the electors are looking for good governance and nothing else, most of the ills will disappear.

6.3 FUTURE AHEAD:

² “A Look at Proposed Changes to India’s (Personal) Data Protection Bill” (A look at proposed changes to India’s (Personal) Data Protection Bill, January 2022) <<https://iapp.org/news/a/a-look-at-proposed-changes-to-indias-personal-data-protection-bill/>> accessed April 2022.

Finally, India is the world's young, largest, and most successful democracy. It upholds free and fair elections. The study suggests that there is a lack of election campaign laws, particularly to control the digital computer technology and internet-based media, which pose an imminent threat to democracy from both within and outside the territory. This has been experienced by the western democratic countries, and they are in the process of ensuring the security of their democracies through legislation. The Election Commission and Ministry of Information Technology can conduct research and consultations with the technocrats, lawyers, scholars and other stake holders to understand the gross root problems and arrive at robust solutions that are beneficial to all the stake holders. It is significant to suggest that the Election Commission shall enact comprehensive statute to deal with all medias in the ever-growing digital eco system instead of present piece meal sectoral laws and instructions, guidelines and ethical codes which does have strong legal support to enforce.