Political communication through twitter by AAP on state assembly election in Delhi 2020: An empirical study

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Abstract

Social Media has become indispensable today for any kind of elections across the globe. India is one of the major emerging countries using social media for political communication after USA. Knowing the power of social media Aam Admi Party (AAP) used twitter as main political communication platform during assembly election in Delhi, 2020. When mainstream media were not supporting AAP party, social media came as an immediate risqué in this juncture. AAP party soon realized the power of social media and started bombarding their agenda through social media specially 'Twitter'. Rest is the history. Everybody knows how AAP party won the election in 2020 assembly election with thumbing majority.

The current research is based on the this theme and tries to analyze the power of twitter as political communication tools during assembly election 2020 and its relative impact on AAP party win. The empirical results analysis 'twitter' and its uses for political communication.

Key Words:

Politics Communication, Twitter, Social Media, Social Media tools, Assembly Election, BJP,AAP party, Delhi States.

Introduction

During the last decade India has emerged as one of the major power centers of social media uses and social media tools have became a prominent medium for political communication, discussion, debate and transmission of message for the mass. In any democratic country, such as India, online tools now have a very significant and impactful influence especially in the election campaigns. Few social media technologies supply us with information that is directly related to the issue of politics. In today's world, political discourse is generated through networks that are built on the Internet. After the introduction of technology into communication, the dissemination of information and ideas has become more commercialized and rapid. It has successfully garnered space among political leaders and voters to discuss political issues on the internet. At the very least, information has reached the voters. We have dozens of social media platforms in modern culture, but Facebook, Snapchat, Instagram, and Twitter are the most popular in India. It is important to note that many social media debates, topics being debated in society, and thus all concerns broadly garner the attention of

politicians, governments, civil societies, and people all over the world via Twitter. These topics were all local or country specific at the time, and they were not discussed on social media. However, after becoming viral, these local issues became incredibly popular in a short period of time.

 One of the most effective and prominent social media tool is "Twitter'. Twitter permit and encourages dialogue between multiple users at the same time thus giving it an open form of discussion and debate on the virtual platform. Since everyone can see what others are putting across thus it encourages openness and accountability in conversation. Twitter's strength is real-time. As a result, society's reliance or faith in social media platforms has grown and has become acceptable and popular. Late BJP prominent leader Sushma Swaraj used Twitter to address numerous international crises. She was more active on Twitter than the rest of the party's politicians.

The AAP (AAM ADMI PARTY) was founded in the midst of the Anna Hajare social movement in Delhi, which demanded the passage of the Jan Lokpal Bill. Furthermore, after being widely discussed on social media, this movement became fairly famous around the world. It's no exaggeration to state that the AAP was founded shortly after the Jan Lokpal Bill campaign, which was widely discussed by both the general public and lawmakers using social media platforms. It is one of the most prominent political party which is very active on Twitter in order to raise issues of social and political concerns. AAP President Mr. Arvind Kejriwal's post "Heartfelt congratulation to the people of Gujarat for introducing fresh politics" went viral on Twitter recently. This tweet signifies that the people of Gujarat were fed up with the BJP and Congress's politics, and that they needed politics of work rather than blame. Gujaratis desired an alternative, and as a result, the AAP gained 27 seats in the recent municipal election in Gujarat. Once again, AAP has replaced the Congress Party to take second place behind the BJP. During the state assembly election and municipal election in Delhi, the same scenario of voters switching from the Congress to the AAP was presented. As a result of the change in political dimensions in Delhi, the city's politics has become three-dimensional. As a result, this study takes into account all of the above-mentioned concerns and attempts to explore them in depth in the paper.

Review of Literature:

In the digital age, the issue of the public sphere has grown both more relevant and more challenging, thanks to Jurgen Habermas' public sphere. The legitimacy and importance of postmodern critique to Habermas' concept of the public sphere cannot be questioned, yet Habermas' concept of a critical publicity and the concept of a public sphere remain immensely valuable for media theory today. During the election, the type of public conversation discussed by Habermas remains the same. The public and political discourse in society have transformed as a result of social media's intervention in politics. The ability to comprehend phenomena was given by social media. Therefore, this theory is appropriate for this study too.

The discussion on the twitter is admired by public and politicians both .**Curran et al, 2012** argued about web social media support a short of knowledge and information "democratization," transformation people from content consumers into content producers, or "Producers"[1] . Out of Many prominent thinkers as **Hindman,** argued about social media and politics," The internet has not fundamentally changed the nature of political action. It has only provided tools that empower people to have more direct, constant and personal participation in the formal political process- if they want

to"[2]. Besides, as **Nielsen(2010)** also realized, ''mundane internet tools''(such as Facebook, Twitter, and e-mail) are more deeply associated into mobilizing practices in political campaigns than emerging and specialized ones, since its ubiquity attests to their importance"[3].

Ganious and Wagner (2013) argue over the political fallout of social media, saying that "social media has done the job of changing the political mess in America, sharing social media information, and consume does the act of controlling. He says this through two main issues. First, consumers want to use social media networks for communication in which they can openly use content according to their own needs. At the same time, others define their message by changing the form through the social network (social union building) for politicians"[4].

Samuels (2011) elaborate about "social media networking sites such as Facebook, Twitter, and Youtube in the USA, emphasis on people organized their ideas, thoughts throw the major social networking site's mentioned above. A tiny social media protest convert into a social action sometime it became a huge offline protests. The history of campaign in politics' through various media platforms is very old, but yes, in American democratic election 1960's, technical intervention in political communication being started. First TV (television) oration was gave by Democratic party senator John –F- Canady against his political rival Richard Nikson. That time in American citizens own 88 percent of television sets, 74 million citizens are associated to followed John Canady and Richard Nickson during general elction through the medium"[5].

Research Questions:

1. How political discourses are instituted by AAP?
2. Which were the most prominent issues being raised by AAP?
3. Issues raised by AAP on social media platform through twitter?

Research Methodology:

The research design is essentially a plan or technique for efficiently obtaining the answers to the study questions (Burns,2000). It is a comprehensive strategy, structure, and plan for conducting a research study. It serves as a comprehensive guidance for a researcher to successfully complete and conclude their investigation (Ramamurthy,2015).

The current analysis suggests that political campaigning for the state assembly election has reached a peak, and 'Twitter' has increasingly become a battleground throughout the election. It is a well-known digital public area where the public can discuss a variety of concerns that cannot be addressed through direct contact.

The data was gathered through Twitter's application programming interface (API), which enables for the retrieval of any unprotected user's latest 3,200 tweets. On the basis of the qualitative content analysis approach, primary data was employed for the study. The information is provided in the form of a bar graph, a pie chart, and graphs.

Sample Size:

Table 1.1: Sample size : Display of details of the tweets between January2020 and February

Political Party	Twitter Handler	Data collection time(January)	Data collection time(February)	Total Tweets
AAP	@AamAdmiParty	January 2020	February 2020	
Tweets		200	200	400

This research was based on data gathered from Twitter API user-generated material. AAP's 400 tweets were retrieved from AAP's official Twitter handler @AamAdmiParty and posted on the party forum. The data was collected over the course of two months, between January and February 2020. On the 21st of January 2020, the chief election commissioner and the Delhi state election commission will meet for the first time to discuss the upcoming Delhi state assembly election. On the due date, the election department announced the election schedule. So, the election department made a decision, and the election was announced on the 14th of January 2020, with the last day for filing nominations on the 21st of January, the poll date on the 8th of February, and the county election on the 8th of February. While counting of votes and final result came out on 11th of February 2020.

Objective	Research Question	Data collection tools and Method
To be study the political communication of AAP (**AAM ADMI PARTY**) during the Delhi state assembly election, 2020 through twitter trend 2020.	• How AAP's use of Twitter to promote political debate • During the election, how many issues did the AAP raise on Twitter? • What were AAP's main concerns during assembly election 2020?	Data being collected from twitter application programming interface (API)+ Content analysis of tweets .

Data Interpretation and Analysis

Table 1.2: Frequency of Political discourses discussed on Twitter by AAP (combined for January and February 2020)

month	Twe ets	Civic Issues	Employment	Political Attach	National	Religious	Mod of Campaign	Rural Village	Vote Appeal in favour	Election & Voter	Public Health	Physiological	Trader Related	States Issue	Business Related	International	Law & Order	Women	Health	Education	Governance

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Total Tweets	400	54	16	125	94	54	172	26	96	97	13	107	26	86	16		6	7	13	43	14

The above table depicts two months' worth of data, with twenty major topics raised by AAP, Aam Admi Party, on social media channels during the election cycle on Twitter. Through the aforementioned concerns, the AAP is attempting to develop political communication with voters. During the election, the party raised civic, employment, political assault, national, religious, health, women, and state problems, which are broadly visualised inside the bar graph (fig 1.1)

It shows the AAP's discussions over the period of two months. The maximum issues raised concerns are that of related to the mode of campaign followed by political attachments. The party was also attempting to link more to business-related concerns on social media platforms because, in Delhi, the business community plays a very essential and crucial role in reaching a crescendo in favour of his political party. However, there are some problems connected to sealing and GST that have been hotly debated on Twitter in Delhi throughout the election season; both of these topics are more related to the Delhi business community.

AAP did not forget to bring up some international concerns, which were discussed at length but which the party was attempting to link itself with.

Fig: 1.2: Political discourses discussed on Twitter by AAP (combined for January and February 2020)
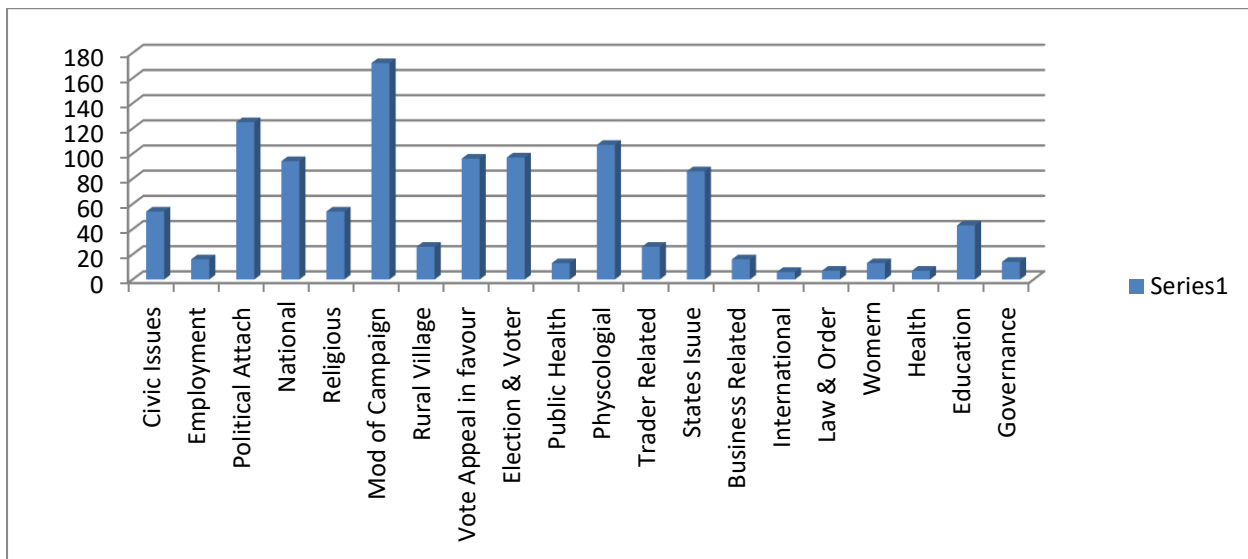
Table 1.3: Frequency of Political discourses discussed on Twitter by AAP (For the month of January 2020)

MONTH	Tweets	Civic Issues	Employment	Political Attach	National	Religious	Mod of Campaign	Rural Village	Vote Appeal in favor	Election & Voter	Public Health	Physiological	Trader Related	States Isuue	Business Related	International	Law & Order	Women	Health	Education	Governance
January	200	19	3	33	46	10	97	12	42	52	7	46	8	24	4	1	4	3	1	15	5

Fig: 1.2: Political discourses discussed on Twitter by AAP (For the month of January 2020)
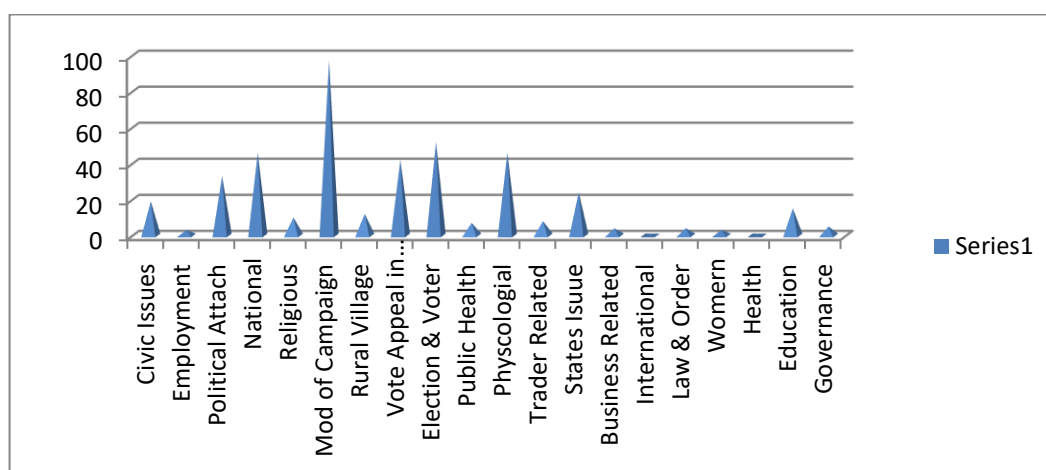
The above table is attempting to provide a response to the issues of concerns in the month of January 2020. Most importantly, there were more than 50 concerns that arose independently during the data interpretation process, however only the twenty issues stated above were studied. During the election, AAP extensively discussed, debated, and argued over the aforementioned subjects on social media. All 50 issues attempt to fit into the twenty issues listed above. During the election, the AAP was more interested in raising the above problems. Civic, employment, political, national religion, campaign mode, rural, vote appeal in favour, public health, physiological, traders, business, international, law & order, women, health, education, and governance are among the problems.
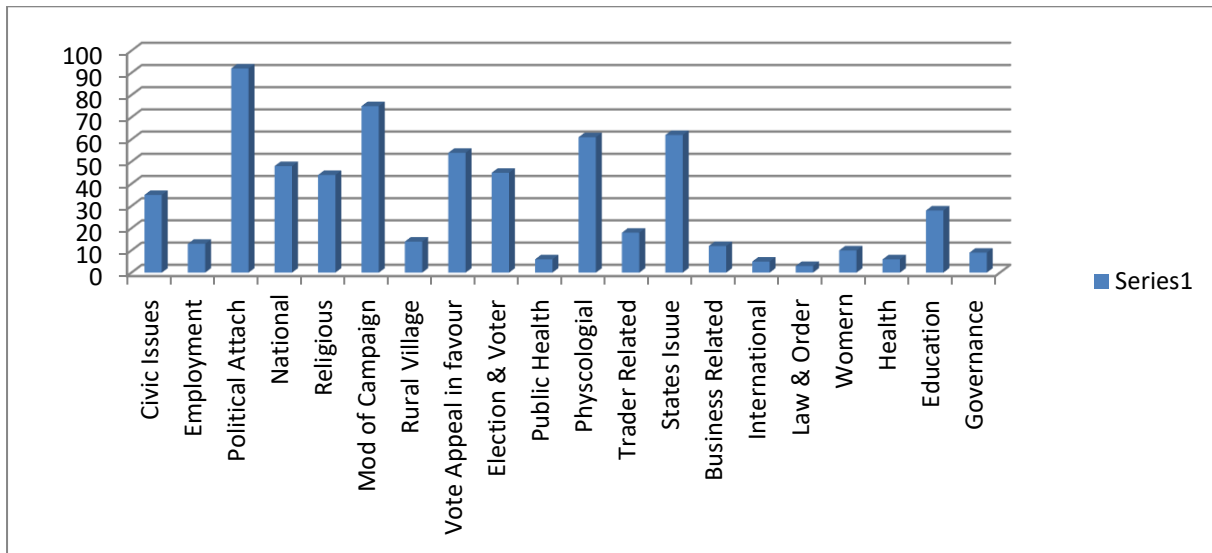
Table 1.4: Frequency of Political discourses discussed on Twitter by AAP (For the month of February 2020)

month	Tweets	Civic Issues	Employment	Political Attach	National	Religious	Mod of Campaign	Rural Village	Vote Appeal in favor	Election & Voter	Public Health	Physiological	Trader Related	States Issue	Business Related	International	Law & Order	Women	Health	Education	Governance

FEB	200	35	13	92	48	44	75	14	54	45	6	61	18	62	12	5	3	10	6	28	9

Fig: 1.3: Political discourses discussed on Twitter by AAP (For the month of Febuary 2020)

Interpretation of table followed by the bar graph above, stated that from various issues political attack is done by more by AAP. On social media platform, In this issue AAP was trying to criticized among opposition leaders as well as party also. So the frequency of political attack was ninety-two (92) times, which also representing in graph by the blue line, that line in crossing the number of 90 over there which means that issue being discussed more in February month 2020 in election.

 Apart from that, the second most discussed issue on social media platform during election being discussed by, "Mode of Campaign". This issue have a frequency of seventy five (75) times among all . By this issue AAP trying to established a discussion among the mass through social media platform. This mode of campaigning in calculated information of both online and offline communication, AAP trying to established more political communication by this issue among the voters, this issue is broad himself it included other such as small meeting, Nukkadsabha, social gathering, mass gathering, small and big rally. During the election such activities broadly emerged by political leaders. All above activities are laying down the primary function of political communication. Respectively both physiological and state issues respectively have a frequency of 62 and 61, throughout the election. On twitter, AAP raised such kind of issues that could be put the physiological pressure on voter to cast vote in favor.

Out of this contest, new discourse being discussed by AAP during the election 2020 that came to know after the interpretation on data, these issues are national and religious. Respectively, both issues has a frequency of 49 and 48 out of two hundred tweets.

Above two issues are not the new for the political discussion, out of these two issues one have a historical association with the society, that is more dipper in the meaning when the issue "religion"

associated within the Indian contest. But, yes nationalism is the new issue, that more saw after the emergence of BJP in power, But as safeguard or counter AAP also raised that issue tweeter.

Least not the less, AAP trying to trying to focus on civic, education and health issues, these three issue are more prominently raised by the political party. On the other hand, gender issues was not seen to graph more attention, the same rural, international and law & order remain come to the category on less discussed during the election on Delhi state assembly in 2020.

. **Table 1.5: Prominent issues of concern raised by AAP in the month of January 2020**

MONTH	Tweets	Civic Issues	Political Attach	National	Religious	Mod of Campaign	Vote Appeal in favor	Election & Voter	Physiological	Trader Related	States Issue	Education
January	200	19	33	46	10	97	42	52	46	8	24	15

Fig 1.4: Prominenet issues in Janauary 2020
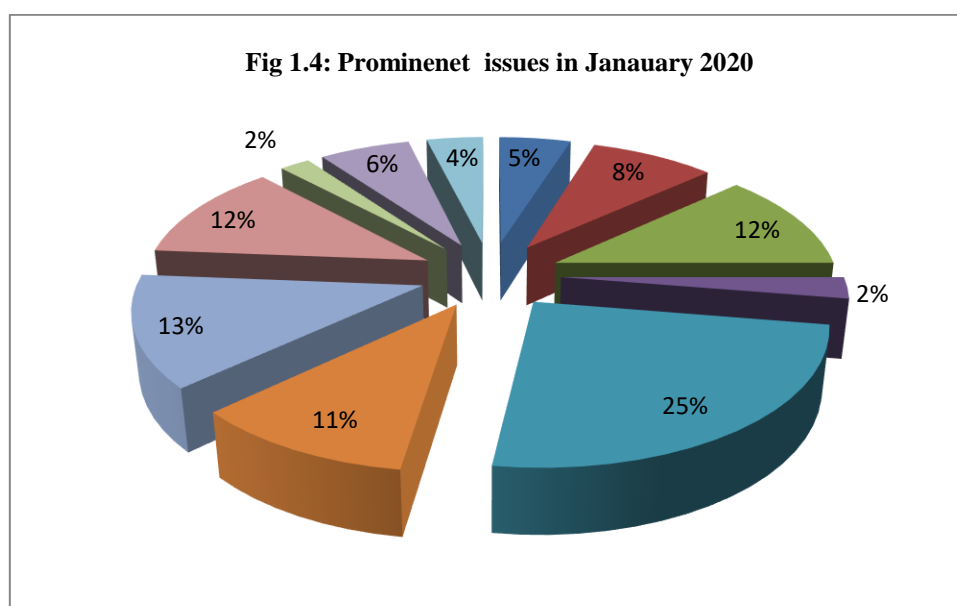
In the month of January, most prominent issue being raised by AAP was, "mode of campaign". Prominent issue was political campaign during the one month discourse which lay down online. This above mentioned issue grape 25% out of total communication being had happened online. Secondly this party more prominently raising issue on election anomaly. In this issue AAP never forgot to target even election commission and his favoritism, that issue also occupied 13% percent. Similarly, to prominent issue out of eleven, "national and psychological" have occupying equal space on online discussion which being done by political party during certain space of time. Both of two issues have 12% discussion in frequency, among all the issues.

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Some other prominent issue are as follow, "Education frequency is 15, vote appeal frequency is 42, political attack frequency is 33, state issues frequency is 24, civic issue frequency is 19, religious 10 and traders frequency is 8.

Table 1.6: Prominent issues of concern raised by AAP in the month of February 2020

MONTH	Tweets	Civic Issues	Political Attach	National	Religious	Mod of Campaign	Vote Appeal in favors	Election & Voter	Physiological	Trader Related	States Issue	Education
February	200	35	92	48	44	75	54	45	61	18	62	28

Fig 1.5: Priminenet issues in Feburary 2020

- Civic Issues
- Political Attach
- National
- Religious
- Mod of Campaign
- Vote Appeal in favour
- Election & Voter
- Physcologial
- Trader Related
- States Isuue
- Education
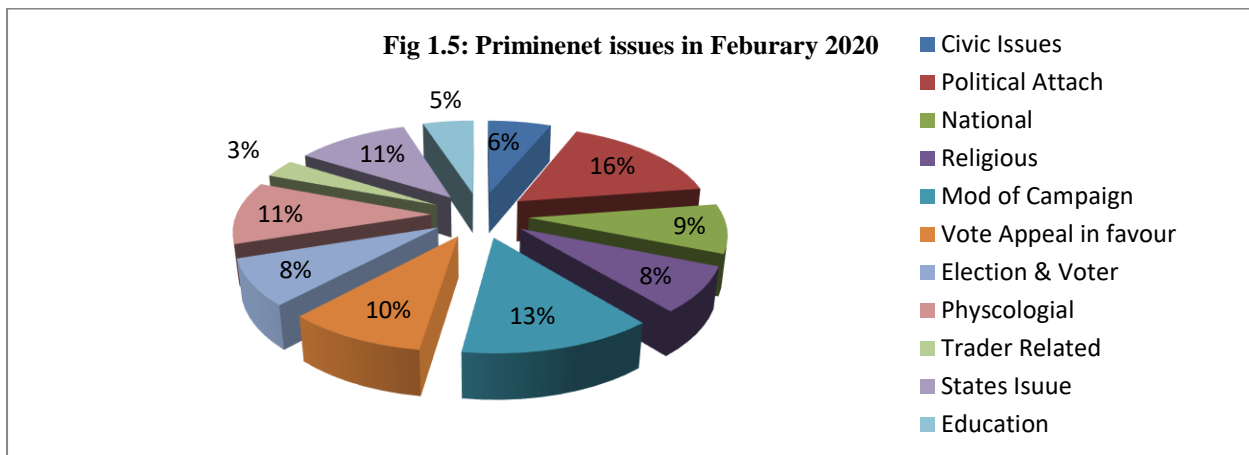
Out of twenty issues raised by AAP during the state assembly election in February, eleven were highlighted. These eleven highlighted issues include education, religious, civic, physiological, political attack, mode of campaigning, national, international, vote appeal in favour, business, and many more. So, out of 200 tweets, "political attack" was discussed the most during the election season. The frequency count was 92. Political attacks on opponents have increased by 16 percent, gaining more attention on social media and other issues.

Second, information was shared through various online meetings, resulting in a 13 percent increase in total space on Twitter. Itmean's tweet frequency was raised by online75 times out of 200 tweets, making it the second most prominent issue raised through the campaign mode, which was widely debated on social media platforms as well.

Third, AAP's demand for full statehood came in third place on the list of the most prominent issues raised by the party. In the third state assembly election contested by AAP in Delhi, the demand for complete statehood remains unchanged. This issue has been raised 62 times, which means that out of 200 tweets, this subject has been discussed 62 times. When it comes to percentages, this issue takes up 11 percent of the total.

Although the following important topics have been discussed in a broad sense, they fall into the categories of physiological, educational, national, religious, civic, and trader issues.

Table 1.7: Prominent issues of concern raised by AAP combined for January 2020-Febuaray 2020

MONTH(January and February)	Tweets	Civic Issues	Political Attach	National	Religious	Mod of Campaign	Vote Appeal in favour	Election & Voter	Physcologial	Trader Related	States Isuue	Education
Total Tweetswith the frequency of tweet	400	54	125	94	54	172	96	97	107	26	86	43

Fig 1.6: Prominet isues combined
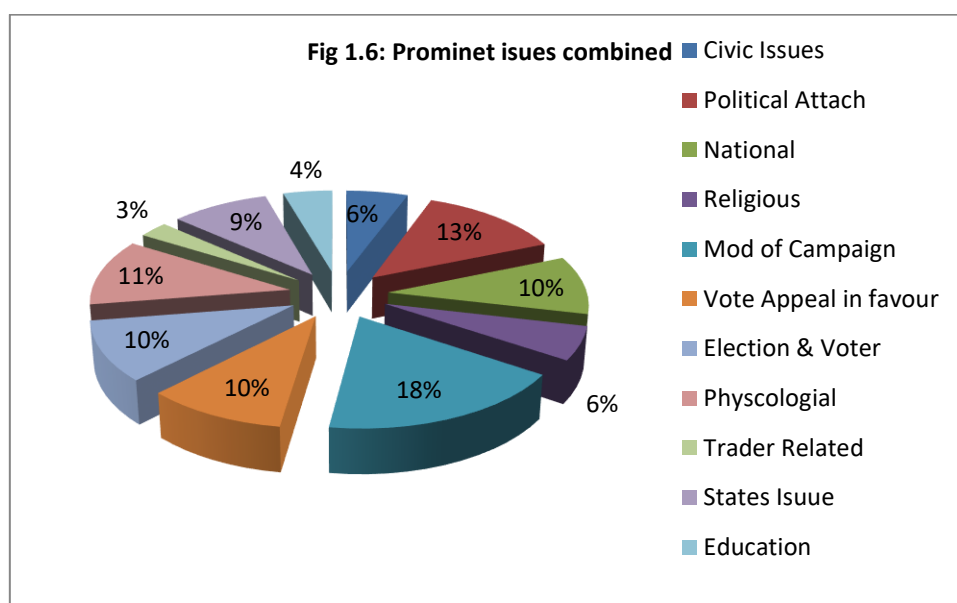
Comparison of the issues for two months

- During January month, "Mode-of-campaign" was the issue which was deliberately discussed by political party, But comparatively, in February issue "Political attack" was more viral on Twitter by political party AAP.
- Secondly in February, picture of raising issue was much differed as comparing to January month. Second most prominent issue in February 2020, was "Mode of campaign "on discussed month but in January "election & voter" related issue was more raised by on Twitter.
- State issue (full statehood)are among come under the prominent issues, state related issues was also prominently raised by AAP, among the leaders of AAP, state issue in February month was more deliberately discussed between the politicians and voter during election.

- There is an issue which was less discussed on the month of January as compare to February. Respectively in January this issue frequency was 42 and 62 in February also. So there is huge difference show in table that this issue remains prominent among all the discussion being raised.
- Focus on civic issues was discussed less by AAP on twitter handler because this issue more related to the civic body in Delhi, in civic AAP occupied less means BJP overrule the civic government. So, AAP have less focus among the civic issue, being less discussed on the platform also.
- This party in more focusing to raising national importance issue among the voter through social media platform twitter. This issue both the month consequently raised and discusses come under the category of most prominent issues it's all showing in frequency in January it was raised by 46 and February it was 48. With the two month time span of election this issue quite popular and prominent.
- Traders issue in Delhi less discussed on January month but yes, this was also not more discussed in February also.
- Education in very important and prominent issue, AAP in more involve to raise this issue on twitter. In January it has a frequency on 19 among all the issues and gets almost double the next month. This clearly establishes that education is also an important issue for the political discourses..
- Without this issue no political election took place in Indian contest, this the issue became always more prominent category ever in Indian democracy. Religious issue are quite important among the voters and political parties too. Frequency showing number was 10 in January but this issue more discussed and raised by political party during election.

Conclusion and findings:

More discussion took place in the form of, "Mode of campaign" during election. Political attack is that issue which is used by AAP as a political weapon on opposition on social media platform twitter. Other nine issues are also discussed much on social media platform. Looking into all the above issues, it is not to be exaggerate that Aam Admi Party raised all prominent issues from their personnel twitter handler. Result is that all issue comes under the category of most prominent issues.

In all a total of twenty issues were raised by AAP during the elections which are of relevance to the voters and were broadly discussed during the period. Social media is very helpful to understand the scenario of political communication goes all around between elections. AAP was more trying to establish and discus through the political campaign, march, nukkadnatak and chaupal and many other means.

Statehood was the issue which discussed broadly in state assembly election and AAP trying to encircle BJP. Demand of full state hood for Delhi was an issue which remains same as till date.

Education policy, AAP briefly discussed issue of education during the election on social media platform, lot of work being is being done, and a major revamp by AAP to improve the education system in Delhi, So this was the issue which broadly discussed by AAP and admired by the public /voters of Delhi.

Political attack, AAP targeting opponents in assembly election in Delhi by raising various issues on social media platform, usually in politics it is common. Main targeting political party of AAP is BJP, because after the emergency of AAP in Delhi, all voter percentage being gained by AAP, that was actually associated to congress party, but now all congress votes are shifted from Indian National Congress to AAP, so AAP got mass increased in Delhi.

Caste, class and most prominently religion have played a prominent role during the election in Delhi also. In Delhi this issue is not much prominent but still has some root, which is very much associated with the political discourse also. So, from the study of above data, it can very well be concluded that, the issues raised by AAP were easily understood by the voters in the society. And it played a significant role in establishing the discussions further.. It was not easy to imagine that political communication could be so wide spread among all strata's before the emergence of social media tools twitter.

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