



## Role of Social Media in Electoral Campaigns: A Study of Patna with special reference to 2015 Bihar Assembly Election

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**Abstract:** This study aims to analyse the role of social media in an election campaign, using the 2015 Bihar Assembly Election as a case study. Social media has become an important part of our everyday lives, and it is important to consider the possible impact these tools could have on our political process, including their influence on the actions of politicians. Building on existing literature around political participation and social media, as well as literature on the use of social media in a general election campaign, this project intends to provide a new perspective to the subject. Two main

themes emerged in this study on the use of social media by political parties and candidates – social media as means of broadcast; and social media as means of involvement and influence. This project found that, by and large, political parties and politicians use social media primarily as a broadcasting tool during election campaigns to communicate their message to voters. The use of social media has exceeded far beyond its use only for engagement and discussion with voters. The question, whether and how this role will change in the future, provides exciting prospects for research in this area.

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### **Introduction:**

Social media is a new form of communication around the world. It has wide impact across the globe and on every aspect of our life. Politics is no exception. Social media has dramatically transformed the internet. This has rapidly become a forum for political activism in its diverse form. Social media platforms, such as, Facebook, Twitter, YouTube etc. provide new ways to stimulate citizen's engagement in political life, where elections and electoral campaigns have a central role. Personal communication via social media brings political parties closer to their potential voters and helps voters elect their leaders wisely. It has changed from merely an information source to an election battlefield. It presents an opportunity to connect and engage with voters in discussion, as well as receive feedback on