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THE IMPACT OF INFORMATION TECHNOLOGY IN
POLITICAL CAMPAIGNING— HOW EFFECTIVE IS IN MOBILIZING
VOTERS AND NEW WAYS TO IMPROVE THE VOTE SHARE FOR THE
POLITICAL PARTIES AND CANDIDATES USING IT.



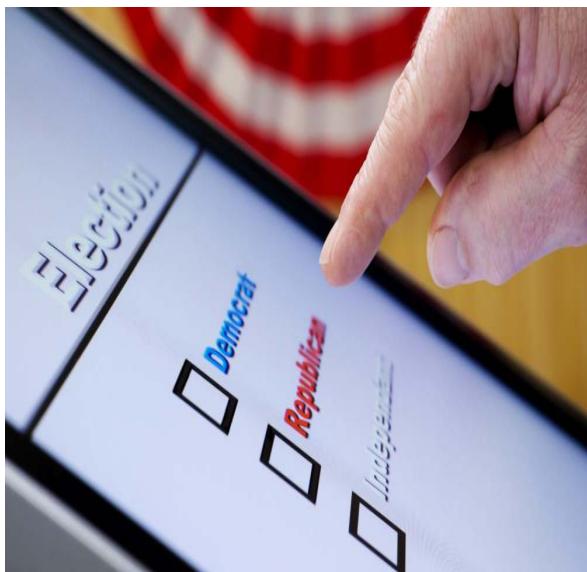
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ABSTRACT

Information technology being the latest in the communication field is rapidly growing in the context of the media communication. Recently, IT has become a key component of political campaigns and has been cited to be so powerful in US, UK and Indian elections held in the recent past. The four types of contact direct online and offline, indirect online and offline constituted our main sources of communication. The 'pull' nature of these technologies, however, means that voters are required to seek out the information rather than have it 'Pushed' to them through their mailboxes and unsolicited phone calls.

KEYWORDS: Information Technology , political parties and candidates , media communication.

INTRODUCTION

Emergence of newer forms raised fresh questions for researchers about their mobilization potential. The arrival of the internet, email, social media or web 2.0 technologies has provided parties and candidates with a range of new and more personalized way to engage in voter contacting. It is expected that those who actively use IT would be more politically enlightened than those who are average users. For instance IT plays a crucial role in enlightening people on political choices. The experimental surveys indicate that the face to face contacting found to be considerably more effective in prompting turnout than direct mail and telephone. Using randomized control trials across several elections they estimated the cost of a canvassing operation to be around \$29 for each new voter, compared with \$38 for a phone bank operation and \$67 for a direct mail campaign.

The campaigns of 2008 , 2012 by Barack Obama and 2014 by Narendra Modi were also seen by many to demonstrate unequivocally the importance of the web and particularly social media for success in modern elections.

IT TOOLS USED IN POLITICAL CAMPAIGNING:

IT tools such as the web campaigning, Social Media Campaigning, Live Chat with voters, Web Streaming, 3D Shows, Blogs, Managing Party and Leaders websites, Mobile Campaigning and Personal Mobile applications account for the rapid transformation of communication technologies. Social media tools such as Face book, Google+, Twitter, YouTube, LinkedIn, iBibo, Myspace and mobile campaigning tools such as Whatsapp, Hike, Wechat, Skype, Line, Google hangouts.

It is necessary to separate or classify modes of contact. The classification is fairly standard for offline modes which generally are divided into whether they use face to face methods versus other more impersonal communication channels, i.e. mail, leaflet, phone call. The latter can be treated individually or aggregated together. For online methods while one can separate specific channels for communication such as email, websites, Twitter, a more important first distinction seems to be whether the source of the contact is direct or indirect, i.e. whether it comes via official channels or is an informal prompt passed on through friends and family. Combining these various distinctions in mode, medium and source yields a two by two table.

How well it works in comparison with other more traditional types of contact. Given how the online mode is disposed to a greater ‘personalizing’ of the campaign message through social media platforms such as Face book and Twitter, and we know a personalization of mobilization messages through friends and family can significantly increase voter turnout, then one might expect that online tools could provide an important new channel for direct mobilization, but might be particularly important for indirect modes of contact or two-step mobilization, in which direct mobilization attempts are mediated through friends or family.

The emergence of newer forms of digital communication has presented a wholly new set of contacting opportunities and raised fresh questions for researchers about their mobilization potential. The results have consistently shown a small but significant boost associated with having a web presence.

In the 2008 presidential elections Obama sent 3 emails per day and built up a list of 13 million recipients. This compares to the paltry efforts of Bush and Kerry in the 2004 US Presidential election who sent a total of 50 and 28 emails, respectively. Given how widely used these social media spaces now are (Obama has 33 m followers in Face book, Narendra modi has 29 m and Angela Markel has 1.1 m) this type of contact is expected to be a significant new channel for voter communication.

The biggest concern for politician's worldwide:

There are a number of related concerns, which are as follows.

- How does information technology change voter's attitudes towards political patterns?
- What are rates of online contact compared with offline methods and how much online contact is mediated or indirect through social networks versus being direct from the party? Also how consistent are these patterns across countries?
- To what extent is online contact most likely to prompt political engagement and again does this vary according to mode used or type of contact i.e. direct or indirect?
- Are information technology covers on political campaigns trustworthy?
- How strong is the influence of information technology on voters at each stage of the campaigning process?
- What factors determine the ability for information technology to influence voters?
- What are the main IT Tools which are accepted by the voters during the election process?
- How can we track the information using IT from top level to the field level and vice versa?

- How does social media, Mobile campaigning and online campaigning affect the voters based on their Age, Gender, Community, Group, Education, Locality, Issues, Problems and Grievances.

To address the above concerns various surveys conducted in UK, USA and India resulted a phenomenal growth of IT and its impact on voters and their voting pattern. Surveyors used different methods, as a first step they used table with data for US and UK national elections over time and track changing patterns in the frequency and types of voter contact being engaged. In looking at these trends they also tried to assess whether online tools actually might be extending political actors reach during an election campaign in terms of size of the voter pool that are contacted. Then they turned attention into questions of impact of the various modes of contact on individual voting behavior and wider involvement of campaign activities. While they expected face to face methods to be extremely important, as noted above but their central focus was on the impact of online contacting, particularly in the mediated or indirect form. Its viral nature means that it radically expands the direct contact opportunities beyond what is possible through face to face and even by phone or direct mail.

The data used to test their research questions are taken from different election surveys.

The UK data has come from two sources. The first one is a post –election, face-to-face survey conducted by BMRB, a UK polling company. The survey included indicators of three forms of contact: online direct contact, offline direct contact, and online indirect contact. The US data are taken from the face-to-face survey of the 2012 time series study of the ANES. The survey included indicators of all four forms of contact: online, offline direct contact, offline and online indirect contact. The basic frequencies for each contact item obtained in the three samples are presented; these are then compared with prior contact figures for each country.

Offline direct contact was very common during the British campaign, in which around half of the electorate reported having been contacted by a party campaign or political organization through methods such as telephone, mail or face-to-face canvassing. This was followed by contact by friends and family, with 16% of the electorate reporting that someone tried to convince them to vote for one candidate or another. According to another survey, a similar proportion of the British electorate (15%) received messages or campaign related content through the internet. In Britain however, online contact by parties and political organizations was only marginal (around 2% of the electorate). This is particularly low if we compare it to the same type of contact in the US over 17% of the American electorate reported an email, SMS, a message through a social network, or contact by another web-based method from candidates or campaigns.

Here they saw that rates of offline contact differed by mode and by country with US campaigns favoring face to face very strongly while UK campaigners tend to rely more heavily on leaflets. A common story to emerge, however, is the general decline in reported contact in more labor intensive methods such as face to face and phone by the campaigners and simultaneous increase in contact occurring indirectly through friends and family. This is particularly apparent in the UK. Taking all forms of contact into account 30% of the UK sample and 61% of the US reported encountering some effort to mobilize them to vote in 2010 and 2012 respectively. This compares with 35% and 71% in 2001 and 2000.

CONCLUSION:

It was almost certain that all the surveys came out with the conclusion that IT has played and going to play significant role in the politics worldwide. The surprising political outcomes in UK, USA, European countries and India .Mainly the second time winning of Barack Obama, David Cameron and

In 2014 general elections Narendra Modi led Bharatiya Janatha Party beat all the poll predictions by winning clear majority in the last 30 years, As per the recent conducted by Google survey after the elections social media has impacted around 30% seats that are almost 160 of 543 constituencies in 2014 Indian elections. Another report by IAMAI showed that Social media campaigns changed 3%-4% of votes in 24 Indian states where Internet usage is sizeable.

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