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# Use of Social Media for Political Campaign: A Comparative Study on Politicians of Three Countries

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University of Rajshahi

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**Ph. D. Thesis**

**USE OF SOCIAL MEDIA FOR POLITICAL  
CAMPAIGN: A COMPARATIVE STUDY ON  
POLITICIANS OF THREE COUNTRIES**

রাজনৈতিক প্রচারাভিযানে সামাজিক মাধ্যমের ব্যবহার: তিনটি দেশের  
রাজনীতিবিদদের উপর একটি তুলনামূলক সমীক্ষা



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**November 2019**

# Dedication

**Dedicated**

**To My**

**Parents**

## Declaration

I declare that all of the work in this dissertation is completely my own except for the words have been placed in inverted commas and referenced from the original source. Furthermore, texts cited are referenced as such and placed in the reference section. A full reference section is included within this thesis at the end. No part of this work has been previously submitted for assessment in any form, either at Rajshahi University or any other institutions in Bangladesh.



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Session: 2015-2016

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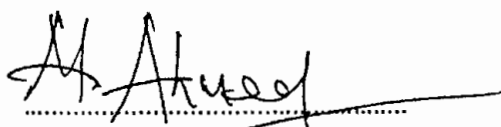
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## Letter of Acceptance

This is to certify that this thesis, titled 'USE OF SOCIAL MEDIA FOR POLITICAL CAMPAIGN: A COMPARATIVE STUDY ON POLITICIANS ON THREE COUNTRIES' is the work of Dipayan Sarker, session: 2015-2016 roll: 161054 registration No: 01231 has completed his Ph. D report under my supervision.

I wish every success in life.

A handwritten signature in black ink, appearing to read 'Dr. Mustak Ahmed', written over a horizontal dotted line.

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## Acknowledgement

First of all I would like to express the deepest sense of gratitude to Almighty Allah' & thanks for immeasurable grace & profound kindness for giving me the strength and the composure to finish the task.

My heartiest gratitude to my supervisor Dr. Mustak Ahmed, Professor, Department of Mass Communication and Journalism, University of Rajshahi, for giving me enthusiastic guidance, proper direction and valuable suggestions during the entire phase of the study to prepare this report successfully.

My sincerest gratitude and salute to all teacher of the department. Special thanks to my family members who gave me their helping hand for finishing this report.

With regards,



Dipayan Sarker

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## **Abstract of the Study**

The use of social media in politics has persistent to develop in recent times. Digital media is dynamic the style politicians move with public overcoming any barrier like ne'er previously. In recent years, social media are a unit a unit a unit same to possess a sway on the public talk and communication among the society. Specially, social media square measure further and extra used in political context. Further recently, microblogging services and social network sites square measure a unit believed to possess the potential for increasing political participation. whereas Twitter is also a glorious platform for users to unfold not alone information commonly however collectively affairs of state publically through their networks, political establishments ( politicians, political parties, political foundations, etc.) have collectively begun to use Facebook pages or teams for the aim of getting into direct dialogs with voters and exciting further political discussions. Belief is that the central to democracy. Presently Bangladesh government is ennobling individuals to make digital world. Up to presently it's legendary that such quite work has not conducted in Bangladesh before. It results square measure useful to make effective social auditory communication for politicians.

Within the age of digital world, social media are a unit a unit same to have a bearing on the final public sphere and communication inside the society. There's very little doubt that social media and social networking websites have ballooned over the past few years. Politicians from all levels around the world square measure victimization social media tools to spice up support connect with voters and unfold their message.

Social media change users to not alone get information but put together move with others through on-line expression like posting political commentaries on blogs and social network sites and sharing transmission comment (Naseer, 2014). The study aims to seem at the extent use of social media by the political parties, leaders to promote their image and political messages, among their supporters and peoples in social networking sites. The study intends to seem at the content delivering by the politicians for public support. Campaigns and social media are a unit inside the news lots this year. Specifically, social media unit of measurement more and more utilized in political context. Further recently, blogging services ( as twitter) and social-network sites (as Facebook) unit of measurement believed to have the potential for increasing political participation. Social media' like Facebook or Twitter

became enormously widespread in recent years. Their quality provides new opportunities for info assortment by state and private companies, whereas Twitter may be a good platform for users to unfold not alone knowledge ordinarily but put together affairs of state publicly through their networks, political institutions (e.g., politicians, political parties, political foundations, etc.) have put together begun to use Facebook pages or groups for the aim of going in direct dialogs with voters and provoking further political discussions.

Previous studies have shown that from the angle of political institutions, there is associate rising need to be compelled to endlessly collect, monitor, analyze, summarize, and visualize politically relevant knowledge from social media. These activities, that unit of measurement subsumed below “social media analytics,” unit of measurement thought-about hard tasks attributable to associate degree outsized numbers of varied social media platforms likewise as a result of the nice quantity and quality and knowledge. Systematic trailing and analysis approaches aboard applicable scientific methods and techniques in political domain unit of measurement still lacking.

There's next to no uncertainty that online media and person to person communication sites have expanded in the course of recent years. Politicians from all levels far and wide unit of estimation exploitation online media instruments to zest up help associate with citizens and unfurl their message. Social media change users to not alone get knowledge but put together move with others through on-line expression like posting political commentaries on blogs and social network sites and sharing transmission comment. The study aims to seem at the extent use of social media by the political parties, leaders to promote their image and political messages, among their supporters and peoples in social networking sites. The study intends to seem at the content delivering by the politicians for public support.

Digital media is changing the way political parties move with voters bridging the gap like never before. In recent years, social media are a unit of measurement same to have an impact on the final public discourse and communication inside the society. Specifically, social media unit of measurement more and more utilized in political context. In further recently, microblogging services (e.g., twitter) and social network sites (e.g., Facebook) unit of measurement believed to have the

potential for increasing political participation. whereas Twitter may be a good platform for users to unfold not alone knowledge ordinarily but put together affairs of state publicly through their networks, political institutions (e.g., politicians, political parties, political foundations, etc.) have put together begun to use Facebook pages or groups for the aim of going in direct dialogs with voters and provoking further political discussions.

Opinion is that the central to democracy. Presently People's Republic of Bangladesh government is exalting of us to make digital world. So far it's illustrious that such moderately work has not conducted in People's Republic of Bangladesh before. It results are a unit helpful to make effective social speech for politicians.

# **Chapter One**

## Introduction and Aims of the Study

# **Chapter One**

## **Introduction and Aims of the Study**

### **1.0 Introduction**

Twenty-first centuries, the world is far more modern than any of the past. The internet, especially the social media, has triggered this modernization. The importance of social media is increasing day by day in the present modern society reality. All the people including ordinary people, civil society, journalists, politicians, and people of the profession are choosing the media as the favorite medium, the social media because there are plenty of opportunities here. Users are able to express their opinion, create images or videos to spread or share different topics. Interestingly, the user here is playing the role of data or source as the information itself, as well as users reading newspapers, viewing photos/videos as a customer on the same platform. In this way, social media worldwide is becoming popular and its users are increasing at geometric rates.

Studies said that more than a quarter of the world's population is using Facebook regularly. According to Facebook Inc's data, currently (July 2013) regular Facebook users of 200 million and InternetWorld, the number of active subscribers is 32 million 80 million (bdnews24.com, 28 June, 2017). It is a matter of concern that the number of Facebook users started in 2004 is now more than the population of any country in the world and more than any of the six of the world's seven continents. Using social media as a whole, not just Facebook or Twitter, is growing faster than any of the past. Currently 37 percent of the people in the world use this social media. This image of social media in the context of the global context has been widespread in Bangladesh.

The emergence of social media in Bangladesh in the last decade is surprising. Currently, Bangladesh is the fifth country in the Internet users in Asia. According to the information provided by the website Internet Worlds, on June 30, 2016, internet users in Bangladesh had approximately six and a half million people and nearly 25 million Facebook users, 39 percent of the total population and 13 percent respectively (13 percent). As a percentage, this number will be quite bigger than many countries. Currently, every class of people, especially



youth society, has woken up to social media like Facebook, Twitter, GooglePlus etc.

Statistics say that more than a quarter of the world's population is using Facebook regularly. According to Facebook Inc's data, currently (July 2013) regular Facebook users of 200 million and InternetWorld, the number of active subscribers is 32 million 80 million (bdnews24.com, 28 June, 2017). It is a matter of concern that the number of Facebook users started in 2004 is now more than the population of any country in the world, and more than any of the six of the world's seven continents. Using social media as a whole, not just Facebook or Twitter, is growing faster than any of the past. Currently 37 percent of the people in the world use this social media. This image of social media in the context of the global context has been widespread in Bangladesh.

The emergence of social media in Asian country within the last decade is shocking. Currently, Asian country is that the fifth country within the web users in Asia (see Appendix-1). Per the knowledge provided by the web site web Worlds, on June 30, 2016, web users in Asian country had about six and a million individuals and nearly twenty five million

Facebook users, 99% of the full population and 13% severally. As a proportion, this variety is quite larger than several countries.

Currently, each category of individuals, particularly youth society, has woken up to social media like Facebook, Twitter, GooglePlus etc. Social media is associate degree Internet-based medium that helps users produce and exchange web content supported normal and technological support. Internet is to be a generation of technology wherever users act with others, dialogue and keep the discussion going. It is often known as associate degree idol or nature of the online. Supported this, social networking sites are developed. In reference to social media, the link between the sender and therefore the recipient has modified. Currently the recipient may be as vital because the sender. Once a sender is language something, the client is responsive or commenting concerning him, and then his position is modified to the recipient's position. the initial sender goes to the recipient's place. That is, a form of interaction goes on and therefore the relationship is being developed because it continues (Huq : 2015).

Recently, social media (weblog, microblogging) has come to be a big role in building political structures worldwide. Leaders-workers have become

a lot of active during this platform. Additionally, social media technology in political interaction and influence is a lot of vital as recently seen within the U. S. election campaign.

Social media is changing into a favorite of politicians to act with voters, communicate and distribute vital data among them. Social media is being self-publishing as a platform for social, informative and political changes across the globe, together with Europe, and is being employed as a tool to influence varied sectors of society.

However currently the event of it's among the social media has become a perfect vehicle for the event of the profile of the politicians that has promptly given chance to reaching bent on many folks concerning their political activity. Current America President Donald Trump Indian Prime Minister Norendra Modi is incredibly active in victimization social media or Twitter. Turkey's Prime Minister Erdogan is active, more politicians of the country together with Narendra Modi of India. Beside from sharing varied socio-economic problems, politicians use social media to make voice of people and influence. Twitter has emerged as a "very vital tool" particularly for politicians. Campaigns and social media are within the news tons this year.

In contemporary years, social media are a unit same to possess a bearing on the general public dialogue and interaction within the society. Specifically, social media are a unit progressively employed in political context. A lot of recently, small blogging service area and Facebook are a unit supposed to possess the latent for snowballing political involvement.

Social media' like Facebook or Twitter became staggeringly standard in recent years while Twitter is a perfect raised area for users to unfold not solely data generally however additionally politics publically through their systems, political establishments have additionally started to use Facebook pages or teams for the aim of going in direct conversation with voters and inspiring a lot of political deliberations.

Earlier studies have displayed that from the attitude of political establishments, there's associate degree rising have to be compelled to endlessly gather, observe, investigate, encapsulate, and dream of politically significant data from social media. These actions, that are a unit incorporated underneath social media analytics are a unit thought of tough tasks thanks to an oversized numbers of various social media platforms additionally because the great amount and quality knowledge

and data. Systematic pursuit and analysis approaches together with applicable scientific strategies and techniques in political domain area unit still lacking.

In the age of digital world, social media are said to have an influence on the public sphere and communication in the society<sup>1</sup>. There is no doubt that social media and social networking websites have ballooned over the past few years. Politicians from all levels around the world are using social media tools to raise support, connect with voters and spread their message. Social media allow users to not only seek information but also interact with others through online expression such as posting political commentaries on blogs and social network sites and sharing multimedia commentary (Naseer, 2014)<sup>2</sup>. The study aims to examine the extent use of social media by the political parties, leaders to promote their image and political messages, among their supporters and peoples in social networking sites. The study intends to examine the content delivering by the politicians for public support.

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<sup>1</sup> Vijaykumar Meti, [Political Communication In Digital Age – Social Media Analysis]  
<https://www.slideshare.net/vmeti /political-communication-in-digital-age-social-media-analysis>

<sup>2</sup> Naseer, Mr Sajjad [Social media impact on political campaigns]  
<https://www.studymode.com/essays/Social-Media-Impact-On-Political-Campaigns-49309848.html>

## 1.1 Importance of the Study:

The use of social media in politics has continuing to grow in recent times. Digital media is dynamical the manner politicians move with public bridging the gap like ne'er before. In recent years, social media are a unit same to possess an effect on the general public discourse and communication within the society. Specially, social media are more and more utilized in political context. Additional recently, microblogging services (e.g., Twitter) and social network sites (e.g., Facebook) are a unit believed to possess the potential for increasing political participation. whereas Twitter is a perfect platform for users to unfold not solely data normally however conjointly political affairs publically through their networks, political establishments (e.g., politicians, political parties, political foundations, etc.) have conjointly begun to use Facebook pages or teams for the aim of going in direct dialogs with voters and inspiring additional political discussions. Belief is that the central to democracy. Currently East Pakistan government is ennobling folks to create digital world. Up to now it's legendary that such quite work has not conducted in East Pakistan before. It results are useful to create effective social oral communication for politicians.

## 1.2 Rationale of Study

In the previous barely any years, online media have indicated a climb of client checks and are object of logical investigation (Wigand et al. 2010; McAfee 2006). For instance, very 800 million people's overall region unit individuals from the Facebook organization (Facebook 2011) while Twitter tallies very 200,000,000 records altogether (HuffPost specialized school 2011). This idea appropriation of web-based media applications has adjusted the material science of information dispersion. Till various years past, the key obstruction for someone WHO required a lump of information to unfurl through a network was the cost of the specialized foundation expected to prevail in a curiously large assortment of people.

Today, with inescapable admittance to the web, this bottleneck has generally been eliminated. In this specific circumstance, individual business endeavor modalities like interpersonal organization locales (SNS), microblogging, and weblogs got current. (Kaplan, Andreas M. and, Michael Haenlein, 2010). the strategy by which people discover, arrange, and organize groups of individuals with comparable interests, the sum and nature of information and news sources available, and along these lines the capacity to request and offer suppositions and ideas over

various points have all gone through sensational alteration with the expansion of online media<sup>3</sup> (Agrawal et al. 2011).

Subsequently, the developing connectedness of correspondence in web-based media suggests a rudimentary adjustment in old public correspondence that has in some cases been totally started and overseen by explicit entertainers, e.g., legislators, firms further as columnists (Chadwick 2006). This improvement is by and by controlled by shifted disciplines like sociology, communication studies, information frameworks, social sciences, and phonetics.

Among various fields of intrigue, it's a standard objective to raise see methods of correspondence like plan setting or supposition making in online media. Given the gigantic development of web-based media, over all Twitter and Facebook, web-based media territory unit dynamically used in political setting as of late—both by electors and political foundations (e.g., politicians, ideological groups, political establishments, assume tanks and so forth.). From the edge of political foundations, it's important to effectively take an interest inside the political

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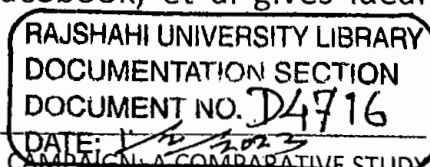
<sup>3</sup>[https://www.researchgate.net/publication/306158429\\_Social\\_media\\_and\\_political\\_communication\\_a\\_social\\_media\\_analytics\\_framework](https://www.researchgate.net/publication/306158429_Social_media_and_political_communication_a_social_media_analytics_framework)



correspondence upheld the use of online media, especially all through political races.

Social-media media in this manner speaks to the best vehicle and information base to quantify conclusion on approaches and political positions further on construct network uphold for up-and-comers pursuing public positions (Zeng et al. 2010). it's been resolved that during a} exceptionally short zone of your time, lawmakers in elegant majority rule governments over the globe have eagerly received online media for taking an interest their constituents, getting into direct discoursed with electors and facultative clear political conversations (Hong and Nadler 2011). During this respect, North American nation legislator's territory unit previously mentioned to possess a main part with the chief recognized case of Barack Obama being able to with progress utilize web-based media among his last political race (Wattal et al. 2010).

On the elective hand, web-based media are a unit of estimation aforementioned to have the potential for expanding political interest and conversations among citizens. Twitter, Facebook, et al gives ideal



stages to clients to unfurl not the only one data normally but rather mutually political convictions through their organizations.

Studies have indicated that from the edge of political organizations and politicians, there is a need to unendingly accumulate, screen, break down, sum up, and imagine politically critical data from on-line online media with the objective to fortify correspondence with citizens and electors (Zeng et al. 2010; Kavanaugh et al. 2011; Paris and Wan 2011; Alfred Stieglitz et al. 2012). For instance, it is important to recognize strong clients or (political) assessment pioneers, and follow the conversations occurring inside their friends, outstandingly in times of political races. Entirely unexpected pertinent issues may concern the recognizable proof of in labor issues and patterns moreover because of the adaptability to make expectation of likely rising points. The last word objective is then to encourage a smaller and far reaching characterize (e.g., in normal reports or measure of your time dashboards) that totals and pictures examination results from completely entirely unexpected online media stages. Nonetheless, this can be frequently pondered an intense errand as a result of partner oversize quantities of fluctuated

web-based media stages and tremendous sum also as nature of information and unstructured data.

One purpose behind this can be frequently that data of this sort isn't contemplated by recommends that of exemplary data recovery as done by basic web indexes. Unmistakable particular subjects, assembling and investigating data and blend them is consequently still a test, which, notwithstanding, is being handled by "online media investigation" (Zeng et al. 2010; Agrawal et al. 2011; Leskovec 2011; Nagarajan et al. 2011). In sync with Zeng et al. (2010), online media investigation is hypothetically to gracefully devices and foundations to collect, watch, dissect, sum up, related envision web-based media information in a programmed implies that in view of the enormous measure of (generally unstructured) web-based media information.

Web-based media investigation has become increasingly more noteworthy not just for political organizations and government segment (Kavanaugh et al. 2011; Paris and Wan 2011; Alfred Stieglitz et al. 2012) however mutually among the setting of business and advancing (e.g., Gruhl et al. 2010; Larson and Watson 2011). Revenue driven organizations unit of estimation sound into online media as each a

stylish proposal of information and a business execution stage for item vogue and advancement, customer and unbiased relationship the board, and advancing. For them, web-based media speak to an indispensable an aspect of the cutting edge business knowledge stage (Gruhl et al. 2010).

Online media are a unit printed as "a group of web put together applications that depend with respect to the insightful and mechanical establishments of web 2.0 that permit the creation and trade of client produced content" (Kaplan and Haenlein 2010). As of late, online media like SNS, weblogs, microblogging, partner degreed wikis assume AN undeniably vital function in molding political correspondence among the North Yankee nation and around the globe (Aday et al. 2010; Benkler 2006; Pilot 2003; Farrell and Drezner 2008; Sunstein 2002; Tumasjan et al. 2011). The possibilities of web-based media seem, by all accounts, to be generally encouraging in political setting as they will be partner empowering agent for included interest and vote based system. Creighton (2005) characterizes public interest because of the technique by that public issues, needs and qualities unit consolidated into legislative and friends choosing.

The faulty e-cooperation centers not solely around this system yet mutually on exploitation the online as an extra or restrictive instrument to make discoursed between the appointive and accordingly the citizens. identified with that, Karpf (2009) presents the idea of "governmental issues a couple of zero," which can be perceived because of the outfitting of the Web's down demonstration expenses and its state of data plenitude, close to the objective of building extra equitable, intuitive political establishments. There is a developing collection of investigation spend significant time in the function of online media in political consultation.

The ongoing USA presidential mission in 2008 has demonstrated that online media innovations turned out to be increasingly more essential for political correspondence and influence (Wattal et al. 2010). It got self-evident, that web-based media may be with progress custom-made to contact and look for exhortation from citizens yet on scatter important information to them. Especially kids were dazzled to political subject's exploitation online media as correspondence stage (Chen et al. 2009; Kushin and field marshal 2009).

### 1.3 Objectives of the Study

There are some major objectives of the study given bellow:

- a) To settle on the patterns of political campaign among three countries.
- b) What varieties of political messages delivered the politicians?
- c) Live the effectiveness of political campaign through social media.
- d) To unfold the many of use social media in political campaigns.
- e) To settle on utilize the social media in political campaigns.
- f) To analysis the positive and negative attitudes showing by the users to politics.

Specifically the foremost aims of the thesis are:

- 1. To unfold the many of use social media in political campaigns.
- 2. To hunt out utilize the social media in political campaigns.
- 3. To analysis the positive and negative attitudes showing by the users to politics.

## **Chapter Two**

### Social Media in Bangladesh

## **Chapter Two**

### **Social Media in Bangladesh**

The emergence of social media in Bangladesh in the last decade is surprising. Currently, Bangladesh is the fifth country in the Internet users in Asia. According to the information provided by the website Internet Worlds, on June 30, 2016, internet users in Bangladesh had approximately six and a half million people and nearly 25 million Facebook users, 39 percent of the total population and 13 percent respectively (13 percent). As a percentage, this number will be quite bigger than many countries. Currently, every class of people, especially youth society, has woken up to social media like Facebook, Twitter, GooglePlus etc.

Statistics say that more than a quarter of the world's population is using Facebook regularly. According to Facebook Inc's data, currently (July 2013) regular Facebook users of 200 million and InternetWorld, the number of active subscribers is 32 million 80 million (bdnews24.com, 28 June, 2017). It is a matter of concern that the number of Facebook users



started in 2004 is now more than the population of any country in the world, and more than any of the six of the world's seven continents. Using social media as a whole, not just Facebook or Twitter, is growing faster than any of the past. Currently 37 percent of the people in the world use this social media. This image of social media in the context of the global context has been widespread in Bangladesh.

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Social media is an Internet-based medium that helps users create and exchange web pages based on standard and technological support. Web is to be a generation of technology where users interact with others,

debate and keep the discussion going. It can be called an idol or nature of the web. Based on this, social networking sites have been developed. In relation to social media, the relationship between the sender and the recipient has changed. Now the recipient can also be as important as the sender. When a sender is saying anything, the customer is answering or commenting about him, and then his position is changed to the recipient's position. The original sender is going to the recipient's place. That is, a kind of interaction is going on and the relationship is being developed as it continues (Huq: 2015).

Recently, social media (weblog, microblogging) has played a significant role in building political structures worldwide. Leaders-workers are becoming more active in this platform. In addition, social media technology in political interaction and influence is more significant as recently seen in the United States election campaign (Dodhadhav B Dusha 2010). Social media is becoming a favorite of politicians to interact with voters, communicate and distribute important information among them.

Social media is being self-publishing as a platform for social, informative and political changes across the world, including Europe, and is being

used as a tool to influence various sectors of society. Although social media did not emerge for the political motives of its politicians, AJA setting and election campaign (such as the Cold Strike, 2017). But now the development of its "Sarpatta-Nasarmamrah" among the social media has become an ideal vehicle for the development of the profile of the politicians, which has promptly given opportunity to reaching out to many people about their political activity (Ajadhathu, 2010). Current US President Donald Trump is very active in using social media or Twitter. Turkey's Prime Minister Erdogan is active, many more politicians of the country including Narendra Modi of India. Apart from sharing various socio-economic issues, politicians use social media to create public opinion and influence. Twitter has emerged as a "very important tool" especially for politicians (priya.com).

Bangladeshi politicians are increasingly active in social life. Information Minister Hasanul Huq Inu recently said in an interview with Deutsche Welle, "If there is a living in the digital world, then every minister and ministry will be involved with Facebook. To make digital Bangladesh, every ministry should be connected with social media" (Deutsche Welle; 07 September 2016). He also said that the administration has progressed

to a stage. Our Deputy Commissioner or Upazila Administrator has gone directly to accountability by opening a Facebook account. This is clear from the minister's interview, all social activities and action required to build a digital Bangladesh.

At present, almost every leader of the Awami League has a Facebook page. Communications Minister Obaidul Quader, Sajeeb Wazed Joy, Junaid Ahmed Palak, many active members of parliament and activists on Facebook and Twitter. On the other hand BNP chairperson Begum Khaleda Zia, many other politicians are also using social media (Risingbd.com, December 27, 2015).

The people of Bangladesh have inside the ongoing past begun grip the significance of online media in conclusive the political ascent during this nation. This content spotlights on the employments of web-based media in legislative issues and especially its Bangladesh point of view. Utilized as a gracefullly of political news and information. In spite of the fact that the overall population actually trust mode for solid political news and information, online media locales conjointly remain a significant half in transferring news and information to the overall population especially on-line clients. Citizens Joined Countries organization pay the greater

part of their experience on-line get the chance to search out accommodating information upheld their political competitors and pioneers and conjointly the political situation inside the nation.

### **Make crusade promotions**

For legislators running for seats in government, online media will be a legitimate medium to shape crusade promotions. Such will be accomplished with the help of set up business networks like Infoinfo.com.bd. Contact a long-term professional resource so they will create a web-based media page or bunch for your mission. Mission advertisements region unit utilized by government officials in communicating their inclinations also as golf shot out their elocution to on what they're able to do they get appointive. Evidently, the mission advertisements made on there for online media additionally can be shared so on change a few web-based media adherents to take a gander at the genuine information that is sent for political reasons.

### **2.2 Politicians associate with electors**

With the drawing closer of online media and expanded use, lawmakers presently get an opportunity to append and speak with possible citizens and fans. Through these mediums, they can trade their allies in

discussions and conversations on-line any place allies raise inquiries, offer proposals, and conjointly censure them. It's simpler to join with clients on social as this permit them to accomplish a more extensive crowd and gives the upside of quick criticism as opposed to elective standard vehicles of correspondence. Also, the use of web-based media in legislative issues has rebuilt political structures and standards. Has broken the standard any place legislators weren't permitted nor ready to act with allies and public at a private level. In Bangladesh, the online media buzz was gotten with generally quality till damnation poor free and accordingly the administration resolved to boycott web-based media for a second inside the entire nation. Being a rural that her resident's hunger for news is high, the boycott influenced a few and a lot of very a few exercises to a halt.

Nonetheless, online media still stays a major gracefully of reports and information to the adolescent and electors of Bangladesh by and large. Ideological groups are a unit setting out to officially utilize the office of online media like Facebook and Twitter and their own portable applications for crusades. The decision party, Awami Class (AL), as of now contains a bunch alluded to as "Decision in favor of Pontoon" to get

quality before the races. Sources at the Awami Alliance same the gathering is at present organizing on-line crusades, as controlled by PM Sheikh Hasina and her son Sajeeb Wazed Joy, the ICT consultant.

Political personalities as well as party activities are also running. As a team the Bangladesh Awami League and the BNP in the name of the Facebook pages and groups on Facebook are many. Apart from this, the part of the two parties is the Facebook page and ID of their branch branches of the organization or the whole country. Therefore, it is critical to explore how government officials are running their gathering exercises through online media. So the ebb and flow research has been picked the utilization of web-based media in political activities and political exercises of politicians through web-based media. Facebook and Twitter posts of politicians among three nations to have been analyzed and dissected in this the momentum research.

## **Chapter Three**

Social Media in Modern Society  
and Politics: A Relevant Review



# **Chapter Three**

## **Social Media in Modern Society and Politics:**

### **A Relevant Review**

#### **3.0 Introduction**

Recent changes in the social system have been achieved due to the information technology revolution. How to communicate with the social media in the modern society reality has been discussed in the current chapter. Besides, due to the involvement of current research, efforts have been made to lift the political parties, especially the Awami League and BNP from the beginning. Finally, discussing social media and politics as well as discussing how active politicians of Bangladesh are now in the social media.

#### **3.1 Introduction to the Modern Society**

The difference in social action is the foundation of modern society. In the modern society, diverse types of social norms exist in various social functions. For example, modern middle class employees can say, in modern society, there is no different society or organization under which they all may have their parents, husbands, lovers, friends, voters,

citizens, children, fans or neighbors There is a role. In the reality of different social laws, people generally expect that there are certain rules that govern the social system and the modern society where they are together. Such as: Company, School, Family, Church, Fan Club, Political Party etc.

Jürgen Habermas Describes how modern society develops in different environments where humanitarian activities play a big role. He said that modernity is reflected-

- A. Economic customs from families, where modern economies emerge (on the basis of wages and capital).
- B. The development of public political environments, where people hold political ideology in the Nagarik, Vote etc.

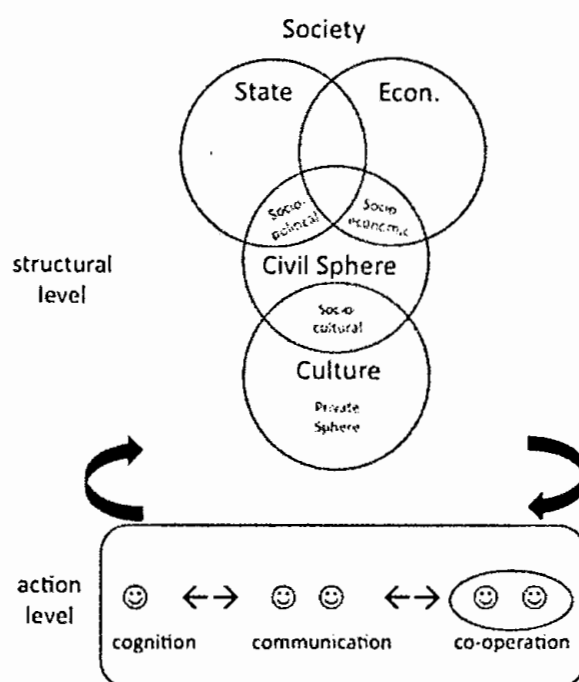
In the past, the modern society is in contrast to the political society. Because prior political power was regulated by various rulers/ emperors, nobles and churches. But the modern society system gradually changed from economics to capitalist economy and established personal ownership, which means production and reasonable capital accumulation. Though the economy did not emerge as a private part of the family, but it was organized in collaboration with the commodity markets, which played the role of single family members.

At present, economic environment has been created, but it serves as the basis of intimacy and family economy to create an environment of reproductive labor (Arendt, 1958:47-68). Habermas argues that in modern society, economics and politics are such a system that is used as an instrument of money and power to colonize and influence. According to him, the modern economy is a capitalist system of institutional production, distribution and consumption whose foundation is the collection of capital through the sale of goods; Which is produced by workers and is obliged to sell their labor power to the owners of their capital; And where specific attention is taken for those who have the right to adventure time.

Again, the modern political system is largely a bureaucratic state system, where independence of parliamentary democracy (political parties, uninterrupted, parliamentary procedures), guarantees of independence (freedom of speech, meeting-gathering, organization, press, movement, ownership, beliefs and thoughts, opinions and freedom of expression) and the implementation of the Act of the Social Act of the country by eliminating the conflict by the state.

Apart from the state and capitalist economy, along with cultural environment, modern society also constitutes, therefore, the separation of individual and cosmopolitanism happens. Hannah Arendt emphasizes the importance of personal environments that the class of academic society which is "a sphere of intimacy" Works as (Arendt 1958, 38) and family life, emotion and sexual relationships are also included. Habermas adds to this analysis that the amount of personal intervention plays a central role, (Habermas 1989:156).

Apart from this, he also mentions some things that the personal interpretation of leisure activities is in heaven. In other words, anyone who can tell that the role of private sphere in capital, the role of personal leisure and enjoyment, is what Habermas furthermore emphasizes the importance of reproduction of labor power in important, productive and adventurous work. Political and economic change is the basis of modern society. Various contributions that have always been in human life, through trade and service through state and economical means they exchange products with social work. In image 1.1, a whole aspect of this change was highlighted.



### 3.1 Early society (Fuchs Christian, Trottier Daniel; 2014)

So it is clear that in the modern society, the economy carries a parallelism. Social-politics, socio-economics and social-culture remain in the heart of modern society, which can be called a civil sphere.

#### Social media activities in modern society

The necessity of social media in society in the ongoing world reality is undeniable. The condition of this need arose at such a level that social media is being termed as a platform for the individual's daily activities, political-social-economic-cultural activities, social coup etc. In society, the nature and the range of social media have been widely spread. Social

media can contribute to different aspects of social contradictions, humanities, politics, economy or culture, and play a role in changing the affair.

With the help of social media, today we need to be mentally good or build a personal relationship and to repair or continue the relationship. Community involvement, Social membership and Social Identity Etc. makes issues in modern society, some of the technical features of this medium are demeaning people as well as people of different faiths of different values are being gathered or they are able to do well. In addition, the way its technical properties are affecting us, we are spreading or applying our values to it. There are many more such effects: Relationship Make, Personal Interaction, or through their work Social Identity Made etc. And these things are called Very much dependent on our aspiration of self-exploration, affiliation and competition (Greenbowe: 2009).

### **Self-exploration**

If you look at the social media usage patterns, it will be clear that here people have a desire to express themselves. Here people have the desire

to be connected or work in a competition. Someone is expressing his opinion or sharing various topics such as: If any important news in the newspaper seems important to anyone, he can share it, and it also shows that he or she does not agree with the news. As a result, we understand what his opinion is.

### **Stay connected**

As a social organism, we want to associate with friends, relatives or family in society, as well as our desire to connect with friends, relatives or family through social media. For example, due to the video call we can communicate or communicate with our family or friends through more interaction with telephone, telegraph etc.

### **Creativity Competition**

Creativity competition That is, what is my position in the people's creativity in different fields? Or maybe a person is practicing a subject or publishing a subject where I try to make it better? Can I try to raise my level by looking at its level? The total can have a kind of attitude of competition from one or the other. So, depending on the development of relationships, creating social contacts or intimacy with the

community, etc self-expiration, affiliation, competition how good is the level of or what we expect from them. So we can tell social media about a dependent variable. That is how we will run it, depending on the way our hope does not co-ordinate with desire.

Again, in terms of its suitability it can be said simultaneously Interactive and Mass Communication (Maryanne Gaitho; 2016). **Interactive** In the sense that we used to communicate through telegraph or telephone in the past, which means, reducing the person's immunity, or trying to overcome physical barriers. Even today, we can do the same thing with the help of social media More Interactive Is. Increasing amounts of amusement or through it, we are able to conquer a large quantity of oil, which is why it is called Interactive. That means we can communicate more effectively with others in less time. The other one is **Mass Communication**. The mediums of social media are being spread in a very quick time, in a very quick way, to a large number of people. To Mass Audience To Mass Audience. So it is said to be a kind of mass communication. That is, not only from a particular center, it is possible to spread different issues among people of the masses (Maryanne Gaitho; 2016). Based on the theoretical conjecture process in



information processing, and on the basis of social theory, we can describe social media as an observer in the society (third-level model of modern society). So social media activities act as a representative of scholarly literature. Literature is a matter of the same as running and it also has a similarity with it. Some of the structural features of social media are discussed below:

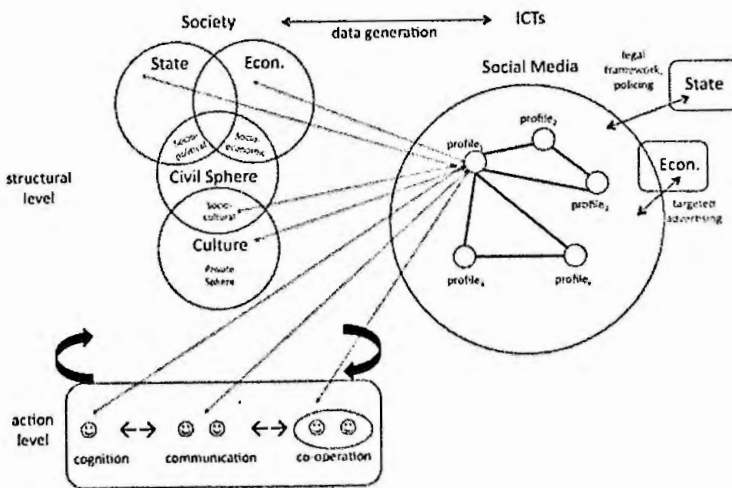
**Integrated sociality:** There are three types of social media socialization (cognition, communication, cooperation) Enables the fullness of donation. For example, a person on Facebook can publish multi-media content (adaptation level). As a result, others can also comment (Communication level) and others can use that bandwidth. So a number of elements of that new material-one can be published (mutual cooperation level). Only three of the top three levels are not actually good results, but these three levels are actively available at the same place for the convenience of technology. Such as: Facebook Through this, three issues will be available simultaneously.

**Integrated roles:** Social media such as Facebook is based on the foundation of personal profile that describes many daily roles or behaviors in human life. In the contemporary modern society, due to

different social roles, its congenial tendencies are seen in different social forms. Through these two borders of public life and personal life, the workplace and the house have become similar. We have seen that the method set by Habermas (economics, state) and lifeworld resides in the center of modern society. This means that the social profile, like Facebook and Twitter, has a personal profile on any one-sided affair and plays a special role in it.

**Integrated and converging communication on social media:** There are social effects in these mediums as a result of various social activities (adaptation, communication, interaction) between social media like Facebook, Twitter Where our (economic, state) behavior is embodied and universally recognized as a single profile. In this illustration process as a single profile, data (a) through which social activism is maintained and (b) social relations are created. This means that in order to create profiles in social media (A1), personal data, (A.2) communicative data, (A3) takes social networking data / community data so that (B1) personal role (friend, boyfriend- Lover, relatives, parents, children, etc.). As well as (B2) the citizen role (community-cultural role as a member of the community, as a member of the Association of the Pedestal), and

(b3) can play the role of the people (active participants and supporters as socio-economic and socio-political role). Apart from this, (b 4) systematic role (in politics: voters, citizens, buyers, politicians, bureaucracy etc; in the economy: workers, managers, owners, buyers / sellers etc.) Different levels of behavior and activity vary according to the different social roles and activities of the people, such as in a different place of work and close or intimate friendships. In Table 1.2, an attempt has been made to give an idea about the social networking process. The whole communication process of social media is the combination of many networks. The social role of social structures and societies through social means that many social activities can be accomplished in a platform like a social medium.



### 3.2 Integrated and converging communication on social media

### **3.2 Social communication process**

Any person as a citizen can use it to communicate with other citizens. In that case, the user can play a role in the society. Likewise, it can also be influenced by everyone by playing an important role in this matter. Users can then communicate with the same purpose in any organization or organization. In this case, however, they can take care of some of the activities of social actors. And in this case, all institutions of the state can be included in the organization or its branches.

### **Social media in the revolutionary change of communication**

Interpretation of Human History Professor Marshal McLuhan has divided the whole human history into four separate categories (Haider and Sami: 2014 p. 102). According to him, there was a time when people lived in complete oral, illiterate clan and used to communicate only with oral communication. After that, the connection between the sign of symbols in Greece began with the use of signals and symbols for more than two thousand years and the printing era started. The radical change in communication starts from here. Since the beginning of the electronic era since 1900, the speed of this change has become more vigorous.

However, the revolutionary changes of communication have become centered on Internet-based social media. In this platform, people are able to communicate interactively, interpersonal or mass contact. Here the user can decide on him whether he will contact any person or group or who will not accompany him. Who can see his thoughts, who will not be able to see.

It is said that there are all the facilities available in the field of communication. America's author Emmy Joe Martin said that there is a great deal of balance between this. This platform is open place to entertain anyone who wants to be associated with it. He also said, the method of understanding our communications or various issues has changed this medium. Users of any time can make personal branding by updating their pictures, statistics.

Facebook founder Mark Zuckerberg said in his Facebook status, Think about what people do on a daily basis on Facebook - they are associated with their friends and family on this platform. But in addition to this, they continue to express their views and maintain their identity. Through which they are branding themselves. They themselves are

adding a huge number of audiences, and they are also themselves. In this situation, the one who is not here is behind

### **Social media as alternative media**

With the expansion of social media and the introduction of new features in the institutional and commercial field over the last two decades, social media has become increasingly established as the media. In the current modern society reality it is clear that with the help of twitter or facebook page, a user is able to convey millions of messages to millions of people. In Twitter, people are getting 'liked' on their favorite person's tweet or Facebook page, adding 'comments'. Thus, two-way communication with the audience is becoming feasible. Again, the person has the advantage of sharing the post retweet and also on his own profile. This allows users to play different media role which is not less than the mainstream media.

Recently, social media is becoming increasingly available to users due to the new features being added. As a result, it has been visible since the past few years that the social media format is establishing it as an alternative media. Professor of this course is in the first row Jose van

Dijck. His book *The Culture of Connectivity: A Critical History of Social Media*. In this section, we have discussed in detail. He explained how social media is gradually taking the top position of fame. In particular, he has shown that some social media like Facebook, Twitter etc. are increasingly democratizing society. And in this new social reality, social media is practically playing as the alternative media. It may be time for advertisers to move on from worrying about how many fans they have to instead explore how many category buyers Facebook can reach, from what cost, and to what effect.<sup>1</sup>

As a result, journalists are now actively working on this platform due to both professionalism and public service. In this connection of journalism, Professor Mario R. of Columbia University, says to find the way to use the entire platform. And Professor Angela Phillips of the University of London stressed the 'speed and value'. It is to say, 'keep pace' and 'purity' (in the standard sense). Sociability speed and quality in the changing news environment in journalism practices in the article, Philips now speaks of a third pillar of journalism. According to him, if the speed and quality are the first two columns, then the third pillar will be

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<sup>1</sup> [www.econtentmag.com](http://www.econtentmag.com)

Sociability or coherence. That is, we have the ability to be united with one another. Phillips said that this is not important for true news, but at present the ability to become unified is considered the way to spread quickly. That means that the news should be made in such a way that it is capable of spreading viral. For this to spread, it is important to be focused on social media. So there must be a relationship between social media and media (Mahmud Menon; 2017).

### **3.3 Political parties in Bangladesh**

At present, the political party is recognized as an essential institution in almost all state systems. Although there is a difference between party organization and role in democracy and modern dictatorship, the political parties occupy an important place in both regimes. When a populace states the same type of problem about the important problems, then they form a political party. The political party refers to a party of the state as a citizen, who are more organized, who work unitedly for political purposes and those who take over the government power, try to implement their general policies and programs.



According to Edmund Burke, the political party is a unified group of people who are willing to work for people's welfare based on some of the principles, all of which are agreed upon. Professor S. Sam Peter said that the political party is a mass organization, which members work unitedly in the contest of political power occupation. Professor Laski thinks that the political party is a cooperative of different interests and that with all those interests, it tries to adjust its policy as closely as possible. He meant the interests of economic interests and said that the party's activities were based on economy. According to Professor Frederick, the political party is a human settlement that is permanently organized and whose purpose is to hold or hold its leaders in government power and to provide the ideological and material benefits to the party's members by regulating government power. Analysis of the above definitions shows some of the common features of political parties. First, the political party means a human settlement. The members of this organization regarded the same problem as the main problem of the country. However, it does not mean that all the members of any party differ in all matters from the same opinion and other parties in all matters. In all countries where there is social,

economic and political stability, political parties generally lack clear differences in basic matters. In the United States and Great Britain, the main parties follow the same principle of fundamental principles where political parties compete primarily to occupy state power.

Second, the political party is a political organization. The main aim of each party is to hold and hold its leaders in political power. Through the control of state power, they have reduced the impact of religion and group interest on the ideals and programs of their own ideals and programs. Modern political parties mainly determine their respective policies and activities centered on economic interests. But a political party that works only in the interests of a class cannot be said, but in almost every group in the democratic country, co-operatives of many classes and interests.

Third, political parties in the democratic country try to gain power through elections. That is why every party has to depend on people's support. The teams compete to increase the number of their members and supporters and try to coordinate between different classes and interests. Of course, in many countries there are groups that claim to be

the workers' laborers and work to occupy power through class struggle and revolution.

Fourthly, the political party occupied government power and provided ideological and material benefits to the members of the party. But the main goal of each party will be to achieve the highest welfare of the state and society. No group can be called a real political party when working for the special interests of a particular group. The political party refers to a permanent and continuous organization. Its purpose will be universal. Through proper organization and recognized leadership it can be done continuously to implement its ideals and objectives. A temporary organization formed for the purpose of any special purpose can be called a kotari or syndicate without the actual political party.

Different groups of different countries can be different for different reasons at different times. All the people of a country do not have the same views on all aspects. Satara is formed by forming a political party formed by a group of people. In countries where religion, caste, caste or languages are opposed to a community with the interests of other communities, different communal groups may be formed in all countries.

The trend of formation of communal groups has decreased over the period. In some countries, after the special political question was settled, they still existed. For example, the United States party system developed on the basis of the disagreement between the federal government and the scope of the state government under the federal regime. But in modern times economic factors are mainly due to the party's origin. In the feudal society, on the one hand, the owner of the land and on the other side, in the interests of the proletariat workers, contradicts. So different classes are divided into different groups and try to achieve their respective interests. In some cases the party is formed through the representation of political power and leadership. In total, there is a difference between the interests and opinions of all societies. Individuals with similar interests and organizations are naturally organized through a group, attempt to publish, promote and implement their economic, social and political aspirations and ideals.

In modern times, party dictatorship was established in many socialist countries. In these countries, the leaders united the labor-peasant class through a group and the leaders occupied power through revolution and other parties were banned. The ultimate aim of socialism is to create

classless exploitation-free system. Therefore, in these countries, the existence of a single bid representing the workers for the free movement of society from the exploitation of capitalist, jotedar, aristocracy is recognized. But the importance of the political party in democracy or dictatorship is unimaginable.

In the democratic state, public opinion is recognized. Political party is the main tool for public opinion creation. The party informs people about the situation and problems of the country and increases their political consciousness and interest through election campaign, speech, statements and public gathering. Arrangement of the party's hopes and ambitions (Conservative Party) And the labor party (Labour Party) They have been competing with each other for a long time and one of them manages to rule and the other party criticizes the government as an opposition party. But it does not mean that there are conservative groups and labor groups in addition to two major parties, the liberal party (Liberal Party) and there is a communist party (Kristina Weissenbach, 2010). But their supporters are so low that they have no possibility of forming an alternate government.

There are also many political parties in some countries and their strengths and influence are such that no party can achieve absolute majority. Where no one or two teams are can be considered as the main team. Such multi-party countries are usually combined with a combination of several quotes (Coalition Government) is formed. This type of government is stagnant and weak.

### **Bangladesh group system**

According to the constitution, Bangladesh is a democratic state. Here freedom of expression and freedom of association is recognized. Therefore, it is normal to have more than one group in Bangladesh. However, there was no unanimous freedom to form a party in the main constitution. Secularism was one of the main ideals of state. Therefore, no religious party was formed to form a political party. Article 38 of the Constitution says that no person shall have the right to participate in the activities of any political party or group of people with political aims or for the purpose of forming a religious or religious based party or association or any other type of organization (Bangladesh Constitution and Sixteenth Amendment). In this context, Muslim League, Jamaat-e-

Islami, Pakistan Democratic Party, Nezam-e-Islam, etc., were banned in Bangladesh during this period.

After the introduction of martial law in August 1975, 'BAKSHAL' was demolished, and for more than a year, the party's activities in the country were completely closed. In July 1976, the 'Political Party Rule' was issued. It is hereby enacted that if a political party is formed or managed, its constitution and program will be submitted to the government and only if the government permits it can work. Under this group, nearly 60 small and big organizations petition for government permission as a political party and by the end of 1976, 21 political parties were allowed. It is to be noted that on May 1, 1976, a military order called for a ban on the formation of communal and religious groups was lifted. As a result, communal groups such as Muslim League, Jamaat, Nezam-e-Islam etc. are revived in old or new names under new dalits.

Under the pressure of the political parties, the general government of General Zia withdrew the political parties in November 1978. As a result, free access to the formation and management of the party was recognized and the number of groups in the country was increasing rapidly. In the beginning of 2016, more than 100 names in Bangladesh

are heard. Only short stories and activities of Awami League and BNP are discussed among the main political parties of Bangladesh.

### **Bangladesh Awami League**

Bangladesh Awami League, which means Bangla Meaning: Bangladesh Sangramanga (Prothom Alo; 18 July 2014). Awami League is a deep-rooted and current ruling political party of Bangladesh. This political party was established on 23 June 1949 by the founded of East Pakistan Awami Muslim League. Its founders were almost all members of the Pakistan Muslim League. The Muslim League was not a specific socio-economic activity group. Rather it was the political vehicle of the Pakistan movement. After the establishment of Pakistan, the responsibility of governing the state was entrusted to the Muslim League.

In spite of formulating and implementing a new state program, Muslim League leaders have been confronted with power in a short time. Muhammad Ali Jinnah's leadership was able to unite the Muslim League. But after his death some influential leaders from different provinces of West Pakistan were separated from the Muslim League. Peer Sahib was



expelled from the Muslim League in the northwestern border state of Manqi Sharif. In 1949, West Punjab Chief Minister Mamdot Khan was deposed and he formed a new party named Jinnah Muslim League. But the Muslim League's view on the question of state language, through the import and other activities of the West Pakistani bureaucrats in the administrative area of East Bengal, became a prerogative of the Muslim League government towards Eastern Bengal.

In view of this situation, in June 1949, several leaders and activists of the Muslim League's progressive constituency joined Dhaka and formed a new political party named 'Awami Muslim League'. Maulana Abdul Hamid Khan Bhashani A team president, Shamsul Haq general secretary and Sheikh Mujibur Rahman were elected joint secretary. A party's branch was formed in West Pakistan and Hussein Shaheed Suhrawardy was appointed convener of All Pakistan Awami League. He led the team till his death. In October 1955, the Council of the Awami Muslim League decided to exclude the term 'Muslim' from its name and was declared as a non-communal political party. From then on, the party was known only as Awami League (Prothom Alo 22 June 2015).

Although there were branches of Awami League in different provinces of West Pakistan, the party was not established as a very popular organization there. Awami League was primarily a political party based in East Bengal. The 42-point program was published in the first Declaration of the Awami League, on the basis of Lahore's proposal; the demand for full regional autonomy for East Bengal was the main. Only in the hands of defense, foreign affairs and currency centers, all other issues are demanded to be handed over to the provincial government. Other demands include the promotion of the state's status as one of the state languages of Pakistan, eradication of zamindari system without freezing, sharing of surplus land among landless farmers, nationalization of jute and tea industry and business, introduction of agricultural system of joint and cooperative system, guaranteeing social and economic rights of workers, unpaid And the introduction of compulsory education system etc.

Mawlana Abdul Hamid Khan Bhashani became the President of the founding East Pakistan Awami Muslim League, Ataur Rahman Khan, Shakhawat Hossain and Ali Ahmed were the vice-presidents. Tangail's Shamsul Haq general secretary Sheikh Mujibur Rahman (Gale Opposing

Viewpoints, 2010). But now among the social media “micro-blogging” As it is Twitter, Facebook Its development has become an ideal vehicle for the self-promotion of politicians, which instantly allows them to reach out to many people about their political activity (Aharony, 2010). Twitter is briefly posted on that “Twitter” He was called. Through this, the user can share the latest status with potential voters in his friends, colleagues and political fields. Just like that Facebook, instagram, google+, Link in Etc. Politicians continue to post and publish their work with the people and people can also praise or criticize their activities. And by doing so, users can do the job of disseminating information as well as influencing them, and users can engage in the same subject and get involved more deeply.

Politics has revolutionized Twitter and Facebook over the past few years. Most politicians are using Facebook and Twitter as their tool for their election campaigns. Its use has now increased in comparison to any of the past and it is increasingly increasing at a geometric rate Many research has been conducted on Twitter's recent popularity in politics (Aharony 2012; “International: Sweet to Tweet,” 2010; Budak, 2010; Smith & Brenner, 2010) Politicians are using social media as a new tool to exchange views and interaction with the people. As a result politicians

can easily get involved with their desired people / voters and opponents ("International : Sweet to Tweet," 2010).

### **Socially active politicians and political parties**

There is a hindrance in the mainstream media that there cannot be invented / unrealistic or colorful information. But it is not socially. This is called panasia or the great medicine of all diseases. Here's everything in the digital world. By mixing the sweetness of the mind, everyone expresses their expression. Politicians are also on the list in the first row. Throughout the world, there is a storm of criticism and criticism about the politics and party activities in the world. Here the number of young people as a user is higher, but in reality, people of all ages are now seen through social networking. Twitter and Facebook users are increasing day by day. Politicians also join the youth. In addition to public opinion, Facebook is being used in many ways in politics. The big claimant for success of the Arab Spring, which started in the Middle East in 2010, is Facebook. This success has given Facebook the 'resistance stage' recognition.

As a group, there are many Facebook pages and groups on Facebook, named 'Bangladesh Awami League' and 'BNP' (see detailed list of

details). Apart from this, parts of both groups are the Facebook page and ID of their branch branches of the organization or the whole country. For the two groups, leaders of the district, upazila, thana, municipality, union parishad and its operatives run Facebook groups and pages.

Even though the party is, the senior politicians are not so active through this. Awami League party president Sheikh Hasina is not active on Facebook and Twitter. That is, he has his profile but he does not run the profile. On the other hand BNP chairperson Begum Khaleda Zia recently opened the profile on Facebook and Twitter and has been actively active on Facebook post and tweeting (risingbd.com.com, December 27, 2015).

Every leader of the front row of the Awami League has Facebook on Facebook Communications Minister Obaidul Quader, Sajeeb Wazed,



Zunaid Ahmed Palak, MP Saber Hossain Chowdhury, many lawmakers and leaders-activists active on Facebook and Twitter Communications Minister Obaidul Quader said, "I am not a new user of Facebook. We have been using it three and a half years ago. Through this, people can share their grief and problems with politicians. As a result, some people may understand the attitude of the crowd through Facebook, politicians.

Dr. Md. Khan, a former Science and Technology Minister and BNP Standing Committee member, said, "In the era of globalization, people are becoming world citizens and Facebook is being used as a medium. Through this, people can reach out to thousands of miles away, get feedback. From many distances, I think we all are nearby "(Marjan Mahfouz; 2012).

Social media has revolutionized the communication system. Politicians are currently active in political and social activities through political and social activities. But their activities as the largest party in Bangladesh are not enough. In this discussion, the political parties in Bangladesh, the history of political parties, especially the Awami League and the politics of BNP, have been highlighted.

## **Chapter Four**

Social Media global perspective

# **Chapter Four**

## **Social Media global perspective**

### **4.0 Introduction**

In order to analyze social workings of political parties, there is a need to take a closer look at social media. In this context, the current chapter discusses the introduction of social media, historical perspectives and various types of topics. As the current study of Facebook and Twitter has been selected among the many types of social media, the details of these two topics have been highlighted. Finally, national and global perspectives of social media and various surveys have been analyzed so that in the national and global context, the position of social media is known.

### **4.1 Social Media Review**

It is going to make it easier for global humanitarian communication to improve information technology. The Internet has begun its journey with the ability to collect and distribute information on a single platform very easily. Social media is a part of this internet. This is a website or platform



where people can communicate with one another. On this platform, people can complete both types of interpersonal and mass communication simultaneously. Even individuals can communicate with themselves by adding personal privacy to their profile. Through this, the communicator presents his personal information, along with other necessary details. As a result, technological communication between the people and the people was developed. This platform to communicate with people of the society, based on technology, is social media.

With the social media site as the new media emerging in the present world reality for communication, there is a lot of boom. According to some, it changes the current social-political perspective much faster, which is very effective. Arab mass upsurge and Occupy Wall Street's movements made this concept even stronger. According to many, social networking sites had a very important role behind these movements. Although social contact can not be united, social networking sites prevent the hunger play an important role.

The social media website Hurricane Harvard introduces the identity of social media. Where it has been said, 'The storm is the color of the color; it is the color of the earth; it is the place where the earth is.' It is

important to understand the fact that there is no doubt about the situation in the country, but it is very difficult to understand the situation.

Social media such as mainstream media may also be used (such as Facebook Pages) where individuals have the opportunity to disseminate them separately or group ways, or through social media, spreading between mainstream media or any of its media or links through links or shares.

The difference in social media from the mainstream media is that the person here can easily change their role as a peripheral consumer-importer (Shovel, 2009). It may be emphasized here that social media does not serve as a medium, but it acts as a new way of organizing, mutual cooperation and self-formation.

At the same time, after the social media industrial revolution, there is a sense of which the influence exists in society, economics and culture. Because it has changed the established mass media models in production and dispersion. This definition can be further added that it is

possible to accomplish the work of self-formation and mutual cooperation through social work very easily.

The use of easy access and immediate feedback is contributing to social media in this real age. In the case of any problem, co-operation, crime etc. it is very quick to activate a population, in the moment. At the same time, the user's attention or activity can be very fast.

Although it is very easy to say or share anything in this medium, sometimes it is not easy, but sometimes it is not easy. Social media has some feature-specific features, such as a person's profile or profile page, connecting to a user (friend) that makes users easy to communicate with each other. And at the same time, the advantages given by the new productions and the interests of the users are given in this social way. That is, social media is a huge world. If this entire great world is brought in front of a person / profile, then that user may lose interest.

### **History of social media**

People are mainly communicative creatures. People through communicating establish society.

People keep dual and group / clan contact with each other unnecessarily for the purpose. Emotion is exchanged. The society continues to go through all the meetings, gatherings, demonstrations etc. The technology used to start slowly. The idea of mass communication has become popular as well as interaction. The purpose of communicating with large populations is the introduction of radio, television or newspaper. But with the help of these means, communication is possible, being a fortnightly means that such a medium becomes necessary for the people, where communication is possible just like real life. Current social media has fulfilled this demand.

Social media is a place where people can freely share and discuss any information. Individuals may be involved in conversation by making individual or group constraints. There are several types of social media. For example: Facebook, MySpace, Twitter, YouTube, Flickr, Word, TypePad, LiveJournal, Google Plus, Wiki, LinkedIn, Arcut etc. These sites did not come today in a day. Today's the position of social contact with the very lengthy way. Below are the emergences of social networking sites.

Information exchange started in e-mail or other technical processes in the 70's. The first time social networking site was established 1994. From 1997 to 2011, many community tools allow users to create profiles and make friends. But initially, people were afraid to accept the friend request for unfamiliar person (Nruzf, 2007).

Anthropological atmosphere, ecosystem and warmth allow users to create three types of profiles such as personal profiles, professional profiles and dating profiles. Users easily find their personal friends.

Just then, the Swedish site introduced the Friend Friend's Friends list, guestbook and diary leaf facility. In the year 2001, Job started the journey for business development. It was first started in the San Francisco Business and Technology community. Later LinkedIn started its activities when it started.

MySpace co-founder Tom Andersen tried to attract the users of rationally. Later, wrong information spread that the authority fees are being imposed on the person. Many people join myspace in this. LinkedIn became popular in 2003 as a business site. Since then, Internet users have been attracted to the virtual world. In 2004, the new level of

social networking ideas, Anne Harvard University student Mark Zuckerberg. He was popular with Harvard students, with the exception of two more established students. Later, if the member process is opened, the site comes under discussion around the world. Within a short span of about 179 million users, the site has been ranked at the top of the social networking network (International, 2015-2012-01).

MySpace becomes the most popular site in America in 2006. But in 2008, Facebook occupied that place. In 2006, Twitter started its journey as social networking and microblogging. Through twitter, users can post and receive messages in 140 words. This is known as tweet. Google started a social network site by engaging with Facebook and Twitter. In the meantime, Apple has released multimedia and Internet capabilities for iPad and tablet computers.

Currently, 3.75 billion people in the world use social networking sites. Of these, 1871 million people use Facebook (SMS). 65 million Twitter messages are tweeted daily; two billion videos are exchanged via YouTube and 90 million use of Lyndon.

## **Social media type**

There are various social media in the present world. Which can generally be divided into six parts? These are discussed below-

### **Social Network**

A significant type of social media is the stormy weather. It helps a person communicate with people of the same ideology. Through the stormy weather, one person maintains contact with another person for the same purpose. Generally users have a specific profile here. They can communicate with other users in different ways and are able to create a team or group. More popular storms are Facebook, Skype, MySpace, Instagram, Whatsapp etc. They are briefly presented below-

- **Facebook:**

A website of the world-social interaction. Which is now one of the most popular communication medium. Among the social networking sites around the world, Facebook is one of the most popular and most widely used social networking websites in the current generation. It is a US-based corporation and online social network. Its headquarters is located

in Menlo Park, California, California (United States). This revolutionary site has emerged on February 4, 2004. Facebook users can update and exchange friends, send messages and update their personal information, photos or videos. Additionally, a user can join the city, workplace, school and regional based network (see 44 pages of current research).

- **Myspace:**

MySpace makes it possible to communicate with friends and get acquainted with the public. Its journey began just to promote music, but later it became a public meeting. Chris De Wolf and Tom Anderson founded the site in 2003. It is currently headquartered in Beverly Hills, California state of the US state of California.

- **Skype:**

Another important means of social communication is Skype. It first appeared in public in August 2003. Skype's founder Janes Prys of Denmark and Niklaus Zenstorm of Sweden By the end of 2010, the number of registered users of Skype is 663 million. A currently active user of 300 million Microsoft's Skype division headquarters is located in Luxembourg. But its technical development department and 44 percent of the employees are still in Estonian. Skype is currently working as one



of the most social media in the world

- **Pinterest:**

Image-based social media, Pinterest, started its journey in March 2010. Founded by Ben Zimmerman, this medium has gained popularity in less time than in Facebook. The popular Pinterest is more popular than Twitter for young people. The study found that 21 percent of the United States and 18 percent of users in the world are using Pinterest and 18 percent of Twitter. In the United States, the number of female users using Pinterest is four times as much as men. The number of women in the number 68.2 percent. Pinterest users can upload and save photos, videos, and other media files with video. Pinterest is also used for commercial purposes.

- **WhatsApp**

WhatsApp Smartphone's popular messaging platform. In addition to chat, photos, video and audio messages can be shared through it. The app can be used on iOS, Blackberry, Android, Symbian and Windows phones. WhatsApp automatically synchronizes the number from the phone list. As a result, it is not necessary to add IDs separately later. Currently there is a video call facility. There is no cost to exchange

information here. There will be only an internet connection. This group can chat with some. The biggest advantage is that it does not have to be logged out or log-out, because it is always open. For these reasons the media is becoming increasingly .

- **GooglePlus**

GooglePlus launches experimental Google Incorporation 2011 as a new competition for popular social networking site Facebook. Short use of G + This is a social communication web service from Google Inc. Google's socialite site Orkut does not get popularity and comes with new social networks. The biggest advantage of this is that it can be used from Gmail, so there is no new login.

Address of googleplus this is a Google-made Google Plus version. Here you can create circles like Facebook, upload photos and videos. It includes photo tabs, +1 tabs, and lightning tabs. Those who do not have GooglePlus accounts also see GooglePlus Profiles - like Facebook does not have. Again, it is possible to determine which things Google search shows on a person's profile.

- **Linked In**

This is one of the most popular media among professional social networking sites. In December 2002, the site started officially, but the site started in 2003. LinkedIn announced in 2013 that the number of registered members now exceeds 200 million. In most cases, professionals use it, so it is known as a professional social media site. Career / Job has relationships and they can showcase their services and professional skills. LinkedIn is not just a professional site, it plays a very important role in developing social and skills

### **Micro blogging**

Micro blogging works very briefly to disperse contemporary data. Twitter is the most popular place in the world of micro blogging.

- **Twitter:**

Twitter is a media of social communication and microblogging, where users can interchange and publish maximum 140 characters. These messages are called tweets. Twitter members are seen on their profile page. Twitter members may register for tweets by other members of the tuition. This work is called to follow. Those who have registered for

tweeting a member are called followers. Members can directly use the Twitter website for writing tweets. There are also opportunities to tweet through mobile phones or sms. Twitter's main office in San Francisco, United States (detailed discussion is currently on page 44 of the current research).

### **Media sharing**

This medium helps in spreading media among various types of media such as photos, videos, etc. Like other social media, profiles can be created here too. There is also a chance to comment on it. Youtube, Flickr, Live Chat sites, etc.

- **Youtube:**

YouTube is a video exchange website. Youtube is one of the most popular web-based users of Web 2.0, a very popular video sharing site in the current Internet world, which allows its members to upload, view and exchange videos. YouTube site has more landscapes including video reviews, opinion polls and more. YouTube launched on February 14, 2005. Its headquarters at 901, Cherry Avenue, San Bruno, California, United States. In November 2006, Google bought YouTube for 1.65

billion US dollars.

- **Flickr:**

Flickr is a picture and video facilitating site. In 2004, Ludicorp was based on Flickr and a web administration webpage gained by Hurray in 2005. It is a mainstream site for clients to share and reserve private calculations and successfully an online network. It is broadly utilized by photoreceptor specialists. Flickr is an overall well known photograph sharing site. Photography is rehearsed here and Flickr has met the absence.

- **Snapchat**

There are billions of photos and texts exchange online in online mediums. However, there is no discrepancy in the exchange of photographs that are the best in the book. YapChat CEO Evan Spiegel said that the exchange exchanges 40 million photos a day. In this case, Facebook and Instagram are popular, but because of the ease of use, they are ahead. The app has the advantage of sending photos to many people together. Speed and safety have also gained user confidence. Within just ten seconds this photo can be shared through social media.

- **Bookmarking site**

The bookmarking site is an online centric social service. Where the users are different

Drafting matters, information-data can be saved. Users get links to important websites here. Through this technology, it can easily share all the important information with each other. There are many social bookmarking sites in the world, notably Delicious and Stampopen

- **Delicious**

Delicious (social networking) is a social bookmarking site where thousands of users add information to their favorite web sites and it has become a major research-friendly bookmarking site in the world. This medium of Internet-based social media is also benefiting the public (ie, the other side).

- **stumbleUpon**

stumbleupon is a social bookmarking site where numerous bloggers or individuals bookmark their preferred sites with stumbleUpon. Stumpopen shows bookmarked data dependent on the cl

preferred substance, so clients effectively get new data on their subject of intrigue. Stumbleupon is one of the most famous social bookmarking destinations on the planet.

### **Blog comments and forums**

Provides the opportunity to comment through the delivery of messages to the members of the online forum. Those who are related to blogs can only give their opinions on blogs and get the opportunity to discuss blog content. There are many popular blogs and forums. It should be remembered that the six social media that has been said here can work together on a variety of jobs. For example, there is a 'flickering' facility for providing microblogging features in Facebook. The comments system, like the blog on Flickr and YouTube, is still in use.

### **Social News**

Posting different types of news to a person, connecting between articles to make and vote on different obsolete opportunities. The news received more votes is displayed and it becomes more receptive. Users are able to see and use more news for a news audience. Digg and Reddit are the most popular medium.

- **Digg**

Digg is a social networking website. The main theme of this site is social and business news. According to Alexa.com (June 11, 2011), Diggdotcom's Website Trophy Rank is 143th. Kevin Rose, Wayne Byron, Ron Gerdowski and Joy Edelson launched the test version of the Digg in November 2004. The site's version 2.0 was released in July 2005. From the beginning of May 2009, access to the Digg site via Facebook has opened. One of the few social media that has social, business and entertainment news.

- **Reddit**

The meaning of the word 'read' (zabfarah) is 'i read it'. Reddit is a popular social news site where the forum, stories and stories are available from users. The most popular part of the remade is the AMA (osas) which means 'os non' where the user posts it to the AMA. AMA is open to all users of the radio, where the user comments both include questions and questions. In June 2005, it was founded by Steve Hoffman and Alexis Wahmian (F.P.P.). Among the above types, the current study is taken as an integral part of Facebook and Twitter. More details about Facebook and Twitter are discussed-



## **Facebook' as a social media**

"Facebook" is a website of the World-Social Intergovernmental Organization, which was established on February 4, 2004. Become a free member here. Users can add friend updates, send messages and update their personal information, and a user can also add to their city, workplace, school, and region-wide network. This website is named after the name given by the university administration, to mark the acquaintance among the students at the beginning of the academic year.

During his investigation at Imprint Zuckerberg's Harvard College, he made Facebook in a joint effort with Edwardso Severin, Dustin Moskovitz and Chris Hughes. The individuals from the site were fundamentally restricted to Harvard understudies, however later it extended to different schools in Boston, Ivy Association and Stanford College. Further, it is available to all colleges, universities, secondary schools and 13 years old or more established.

Journalist and writer Farooq Wasif said about Facebook: At the beginning it was merely a social media. Then it became a global online appraisal. Now Facebook itself is an alternative reality. There are about

25 million Facebook users in Bangladesh. For the large part of them, the reality without Facebook will be incomplete. There is no communication, entertainment, news, photos, references, etc., which are not available here. As much as Facebook and Google are intimate, the medium is becoming a means of acquiring knowledge, affiliation, education, knowledge and adventure options for people. It is now a highway, which is the fastest and fastest way to reach the online movement (Prothom Alo: 05 April 017).

#### 4.2 Background of Facebook

Zuckerberg started his studies on computer science and psychology at Harvard. While studying in the second year, the students created software called 'Course Samach' in the study of the students. In order to choose handsome youths of the college, a new phrase 'Facemash' has been sparked on a short note by Mark. The picture of youthful selection of the picture falls on the entire college. There is a lot of pressure on the college web server. The Authority closes the site (May 2014).

Students demanded that they want a similar website. There will be extensive information about the names, addresses,

students and contact with them. Mark promised to make such a website for the students themselves, if the college authorities did not do it. Zuckerberg is the most popular and the most popular social networking site in the history of the world, Facebook has been born in order to protect the promise. Zuckerberg opened Facebook on February 4, 2004 in Harvard Dormitories. The total number of active users in the world is 1871 million (187 million) or 187 million (approx. Since its inception, Facebook has gradually developed.

### **How to be a member on Facebook**

The user can open a new account with his name, mobile number or e-mail address, password and date of birth. The user can enter his ID by e-mail or mobile number and password, and then the user will have to update his profile later.

### **Facebook Home**

This is the Facebook home or center. From here the user can roam around the web site. Different items on the whole page have been arranged. Note that this can be seen on Facebook, mobile devices, tabs or computer devices, and options are shown separately. For the sake of

current research, the appearance of the computer will be described. This site is allocated to find various topics on this site, covering almost half of all sides on top left. Users can find friends, groups, fan pages or via. And on the right are the user name (profile) name, home button, new friend, and notification and setting options with the picture. On the far left side of Facebook home page, various topics are shown in shortcut and on the right is the list of friends (with pictures and names). In the case of those who are active, the green color shines next to their name (Ravi Shiband, GopiNab 2012).

There are two things in this page. On the left hand side is Newsfeed where the user sees different elements and the middle right is the ad which is the main source of the meaning of the site. And there's a box on Newsfeed that allows users to post their own thoughts. The home page has two distinct topics, namely Newsfeed and Advertising. The following is discussed.

### **Newsfeed**

Newsfeed was launched on September 6, 2006 (Wikipedia). Newsfeed has various types of update information such as changes in profile, status of friends, or any history with them, upcoming events or friends

birthday news, user-related groups and updated information on linked pages etc. Everyone who likes to comment on Newsfeed can give, comment, and express his feelings using different emoji. Again, if the user thinks necessary, it can also share it on its own.

### **Facebook ads**

Advertising is the main source of income for Facebook. Any user can advertise any content on their fan page. Nowadays, selling of products by advertising is the most popular tool for small and medium businesses worldwide to succeed in less time doing business. Currently Facebook Ads, most of the Facebook page tunes can be boosted, including status updates, photos, videos, news etc. The tune that a paid boost is given, the tune is shown in the buyers' news feed at a much higher rate. Most people will see the tune and the product will grow (Prothom-alo; 15 February 2016). Facebook offers several payment methods for advertising.

Facebook will now give Facebook the opportunity to advertise a thousand dollars of monetary value for those who will be motivated to stop violence or anti-terrorist propaganda on Facebook. This opportunity

will be available on Facebook by posting anti-extremism and positive messages. A Wall Street Journal report said Facebook has been taking steps to remove extremist content from Facebook and prevent it from responding back to online. Recently, World Economic Forum (WWE) Facebook's Chief Operating Officer, Seril Sandberg, said that to help protect the post of terrorist posts like IS (Prothom-alo; 15 February 2016)

### **Facebook profile**

The single-user page format was reconstructed at the end of 2011 and is now known as profile or personal timeline. Users can create their own profile on their profile through various types of information such as education, jobs, dislikes, religion, political ideology, contact addresses, memories of life, pictures, etc.

### **Timeline**

Here is the person's own post and friends. That is, all the things that the user has posted on his / her wall and all his friends' posts are tagged here only.

## **Unrestricted**

The user's personal information is here. This section has to be given in the name, address, where it has been studied, what it likes or what does not, the relationship with the family, the new relationship, the love or the one alone, the statement about yourself, the person's sayings like. So that other users may know about it (RTI itself).

## **Rising**

The users own pictures are stored here. Profile pictures, cover pictures, feature pictures, photos uploaded from mobile, timeline photos, etc. are automatically saved in this section separately. Besides, here's the opportunity to make new albums. Users can organize photo albums in different names

## **Facebook post, share and feature**

Users can post or share thoughts, opinions, expressions, or any other related topic. In English or any other language, it can express his or her expression with a brief or detailed description. Users can post only with text posts or images, videos, word files or PDF files. In this case, the user

can use his / her emoji / feature to publish his films, tell where he can be, tag friends, etc. (ie, 2015). Again, everyone will see the post, or just friends will see, or some special friends will be able to see who can see the family, the familiar, the family etc.

### **Facebook Live**

On 6th of April 2016 the 'Facebook Live' feature is added. With this feature, it can be broadcast live on Facebook as soon as the video is stored on the phone. Previously this feature was only applicable for celebrity and verifiable profiles and pages. But now it is open to everyone. All users can use this feature with the help of cameras mobile. Live streaming video options are available under the Live Streaming video option. By setting privacy, it can be determined that only friends or timelines can watch the video. Like the time of live streaming, comments can also be done. It's a very popular feature today (dawn paper, 2016).

### **Chat and messenger**

The medium of exchange of messages is called the messenger. This allows users to trade their messages. Feelings can be expressed through



thousands of features or stickers. And in the messenger, this process is called 'Chat'. This application was launched on April 7, 2008 for instant messaging.

### **A) Voice call**

From April 2011 onwards, Facebook has launched live voice call facility for users. Voice calls are made from Facebook's chat box. Free voice calls can be made under the new bobsled service of mobile, and if the user wishes, they can talk like a voice chat or a mobile phone (like Pipes).

### **B) Video call**

On July 6, 2011, video call services were introduced on Facebook. Skype is the partner of their technology. Doubled-out calls can be made using 'Jashodhb Junk' Acho '(10 Rashtriya Swadhin Bidha Bidhadaras and all the three banks will be canceled).

### **Friends and followers**

Famous, unreliable people, close people, people far away, inside or outside the country, relatives, family, etc., all can be friends on Facebook. Here everyone is bound by friends. However, a user can not

add more than 5,000 friends to the list (i.e. And that is why it is necessary to follow then follow. That is, not directly connected to the user, but the followers of their post or shared issues will be able to see.

### **Facebook group**

Identical thoughts may contain consciousness or similar mediocre or a group of small or large number of people in the region can form a group. Groups are of two types. A. Close group - where the number of members are in sync in this type of group there are close friends, family or same type of users. B. Public group - It is open to everyone. These groups have one or more administrators to manage, which control various aspects of the group.

### **Facebook page**

Facebook pages were launched in 2007. Which is also called 'fan page'. Any user or organization can open these pages. Needless to say, a user on facebook can add up to five thousand friends. But there is no such limit on this page. The user or organization can reach the billions of people with the help of this page (s).

## **Setting and privacy**

Security is the most important thing to secure your safety on Facebook. Be sure to share photo albums, share your personal information, share information with friends, etc. You should look at password selection, so that nobody can easily guess the user's password. If you open a Facebook account here and there is a great deal of fear of password stealing, so it is better not to open Facebook anywhere in the place where there is a gathering. Facebook is a nice website. But it's a lot of rules to use, most of which we did not avoid. This is not exactly right. Prior to starting use of Facebook, the privacy policy should be read by every user properly.

### **4.3 Twitter as social media**

Twitter is a unique social site that is known as microblogging site. Twitter is the ninth place among the popular social media in the world. Currently 317 million or 31 million 70 million people are using Twitter (according to the Worldwide Trends Week 2009). There are 31 million monthly Twitter users, more than 3 percent more than the last one year (May 21, 2016). Twitter is called 'Job Rights Result' site. It is a website of social

interaction and microblogging, where users can exchange and publish maximum 140 characters. These messages are called tweets.

Twitter accounts are shown on their profile page (unless the member chooses to see who can see it). Twitter members may register for tweets by other members of the tuition. This work is called to follow. Those who have registered for tweeting a member are called followers. Members can use the Twitter website directly to write tweets (2010-2010). Also, there is a chance to tweet through mobile phones or sms. The head quarter of Twitter is in San Francisco, United States. Also, there are Twitter servers and branch offices in Boston, San Antonio and Boston in Massachusetts.

Twitter's started in walked 2006. In any case, in July 2006, Jack Dorsy officially initiated it. Twitter has increased huge fame everywhere on the world. Twitter is the world's second biggest interpersonal organization. By 31st October 2010 there were 175 million Twitter clients, or more than 17.5 million individuals on Twitter. As per different insights, Twitter had 190 million or 19 million supporters simultaneously and 65 million or 45 million tweets were sent on the day, and 8 million inquiries were finished. Twitter is named as a Web SMS.

- **Twitter Home**

There are two important parts on Twitter. One. Profile and two. Home. Profiles are those that users can see. However, the home is the user's own world that the only user can see. Note here that there are no friends on twitter. Here everyone follows. There are two groups of followings and followings. Users who are following will have any Status updates in their home. Users who are following the user will also have their own updates. The user will also be able to see all his updates on his own profile page (January 2012). There are a lot of options on Twitter.

- **Twitter profile**

Twitter profile has a brief introduction to the user. Profile pictures, cover pictures, user names, birthdate, dates etc. Here also the user's own submitted posts are submitted (January 2012). The details of users who have followed or who have followed the name of the user, whose names, pictures and the total number of people who have followed or have been given a post like this, etc., are detailed in the user's profile.

## **Status updates and likes on Twitter**

To update status, users must go to home. There is a box called. In the box, click the status and click on the update button, the new status will be set. This status will be displayed in the user's own profile page and your followers will also be posted along the home page. Again there is a ditch sign beside all the statuses. Clicking here will be red. Red means it has been fired. Usually the interstitial statuses are freed. These statuses can then be seen from the more recent options of the User Profile page (2010-2010).

## **Reply and watch on Twitter**

On Facebook, such status reports are in the form of comments, it is not on Twitter. Here's how to reply to a status (from the profile of someone or from the status of your show on your home page) the user will have to take the mouse pointer over that status. Then there are two options that come with reply and retweet. As soon as clicking on the reply, the name of the person who is responding to the '@' sign will be mentioned in the update status of the user.

## **Retweet**

If you like the status of someone else's status, then the user will be able to retweet, that means the status of the other users can be set as their status. Like Shahrukh Khan was present with the status today, Fahrhad: Bharatmabah Shraddhundu Dhasushuong The question is: What is the reason for the rush ... the good news is that the fastest way If a user wants to retweet it, you can create your status. It will be noted next to the status of the user, the person has retweeted his status. Next, you can see all the retweet users from the Home page of the Ratuit option (2012).

## **What is the list and why?**

If the user follows many, then the updates of many people will be filled in their home page. It is normal to feel shy In that case, users can share the list with different groups of people. The user will then be able to see the updates of those specific people by clicking on that list from the home page. Also, users can use lists created by others, which can be found on the right side of their profile. If you have a list of users, then it

can be seen by clicking on the linked option in the upper right of the home or profile.

- **Twitter Live**

The Twitter feature has recently been launched on Twitter. But it can not be seen in a news feed like Facebook. Rather, there is a space allocation on the home page, which can be seen live on such important things happening recently.

### **Search and trending topics**

Users can search with a specific keyword that can be saved again. Later on, the post (status or reply) with the keyword will be visible on twitter (users who are following them). Similarly, the trending topic below the bottom of the user's home is Trending Topic. It's basically a customized search which will show storm-related topics in just that exact momentum. By clicking on there, the user will be able to see the discussion directly and will be able to reply to it.



### **The third party application and the almost everybody**

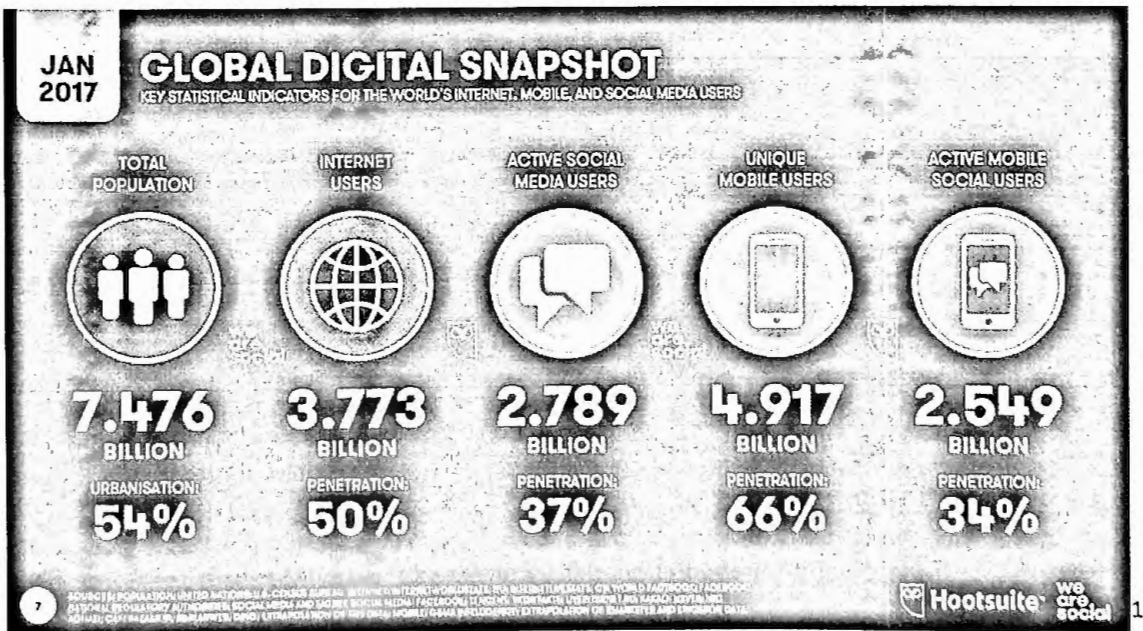
There are many third party applications on Twitter that you can share links, videos, photos or voice. The names of these applications will be coming in a lot of dictionary styles on top right of your home. From there you can visit their pages and can also add them. Again, if the user wants, he will be able to restrain his profile through prabhabej (Jasar, 2010, 2010). The user can not follow the user except the user's permission. But it is good not to give it. There is a possibility of interaction decreasing.

### **4.4 Social media in national and global perspective**

There is no doubt that social media is continuing to change the world's communication system. Overcoming the regional or country's boundaries, social media is increasingly giving gifts to a world, which we can call the global village (eclectic culture). Communicator Marshall McLuhan conceived such a global scale Social media is moving forward in implementing that dream of its fastest fastest speed. To understand the contents of current research more clearly, the topics related to the popularity, extent and significance of the national and global perspective social media are discussed

#### 4.5. Global Perspective

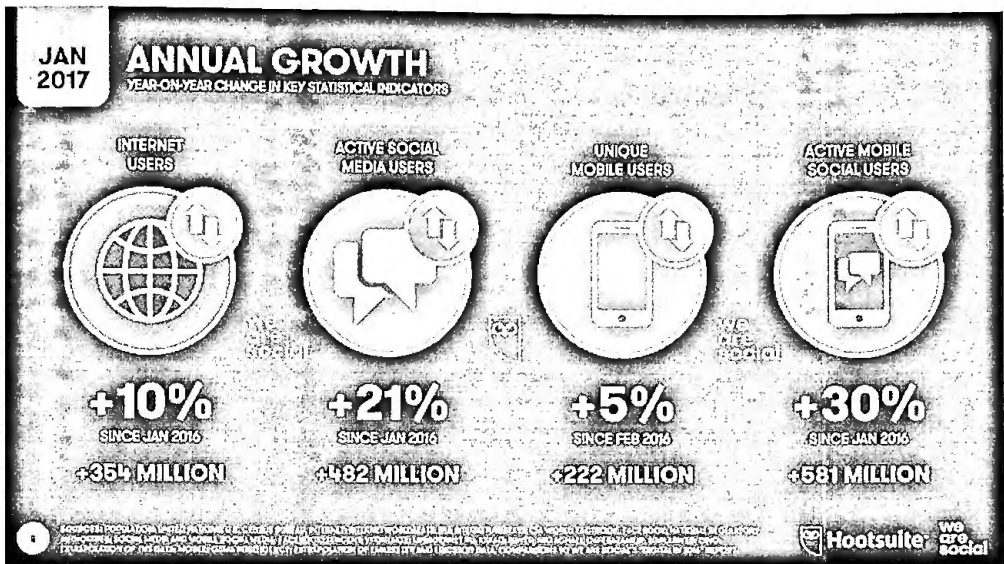
The current total populace is 7.476 billion, 54 percent of the populace lives in the city. This populace is 3.773 billion individuals, that is, half of the world (half) is associated with the Web. Once more, the quantity of individuals utilizing online media is 2.889 billion, or 37 percent of complete populace is dynamic clients, the greater part of which 34 percent utilize web-based media with the assistance of versatile (for example With the assistance of online media this rate is expanding continuously. With low price and easy accessibility, 66 percent of the world's population has mobile phones is presented below:



<sup>1</sup> (<https://wearesocial-net.s3.amazonaws.com/uk/wpcontent/uploads/sites/2/2017/01/Slide007.png>)

In the current world, the growth of social media is increasing, and the number of these mediums is increasing. Survival of intense competition is going on continuously. According to the global popularity and active user, this is the first time Facebook has 1871 million active users, WhatsApp is the second place (owned by Facebook) whose user is 1000 million and Twitter is active on 317 million active users in ninth place (s). See the detailed appendix of current research

As a result, the increase in the number of social media in the world has increased multiplied by the rise in the Internet. If you look at the statistics page, it will be completely open. According to the 2012 survey of social media through Dii Pew Research Center and the result of the survey, the same thing has been revealed. The survey says 73 percent of adult Internet users are using some social media medium. And 42% are using multiple social media. But there are girls ahead of boys in number trial.



Now the most favorite and preferred place for young people is the internet. Several social media mediums have been added to the list of Internet users. With the help of young generation, the medium of social communication has progressed in power. People today are able to easily and easily be able to establish relationships with far-reaching, unknown, or acquaintances.

Studies have shown that 76% of the girls used Facebook, but 66% of the boys. On Twitter, the number of girls and boys is 18% and 17%. And for the Instagram, it is 20% and 17%. On the other hand, girls use pintrest to be 33% but boys only 8%. And for linked people boys 24% and girls 19%.

<sup>2</sup> (<https://wearesocial-net.s3.amazonaws.com/uk/wpcontent/uploads/sites/2/2017/01/Slide008.png>)

In this medium, girls are slightly lagging behind boys (Jaijaidin; 05 September 2016).

Multiple statistics have shown that Facebook continues to compete with the social media in the current world. It is currently at the top of popularity with more than 180 million monthly users (ie headline). However, Facebook is not the world's most popular in the world. The big example of this is China. There is a chance to think that Facebook is banned in China as other social media has progressed<sup>3</sup>.

Italian social media analyst Vincenzo Cesena has been publishing maps of the world's most popular social media since 2009. As a source of research he used Alexa and Similar web's information. In January of 2010, he published the world map of the social network. In his analysis, 119 out of the 149 countries have topped Facebook. Last year, he analyzed data of 137 countries, Facebook was at the top 129 that means new users are added, but in some countries, Facebook is losing the top position.

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<sup>3</sup>Vincenzo Cesena and World Economic Forum

Asian countries are not lagging behind the intrinsic use of social networking sites. Socio-economically backward countries of Europe and America, but in spite of using the social media network, these countries are much ahead of the United States or the United Kingdom. As per the Web site last year, according to the Web Web site index, China is the top among users of social networking sites, with more than 155 million users. The next place is in the United States.

In the next places, countries such as India, Indonesia, the Philippines, Japan and South Korea are among Asian countries. Against the number of people in terms of percentage of population, there is good preference among Asian countries. As of the number of users of social network services, about 80 percent of Indonesia's total internet users these social networks include social networking platform like Facebook, Bing site, microblogging site etc. The next two places are also in the possession of two Asian nations. These two countries are the Philippines and Malaysia (South Africa).

Social networking site uses 78.88 percent of total internet users in the Philippines. And in Malaysia, the number is 72.57 percent. Among Asian countries, India (68.35%), China (67.52%), Singapore (63%), Hong Kong

(58.72%), South Korea (50%) and so on. The number of Internet users in the United States and the United Kingdom is 55% and 48% respectively (48%).

### **Joint perspective**

In the last few years, there has been a lot of internet usage in the country with the confidence of building digital Bangladesh. Not only on the Internet, but overall the use of Bangladesh's IT technology has gone a lot. Still, this progress is not much in comparison to other countries. Because the broadband internet connection was not available outside of Dhaka, Chittagong, the number of internet users was very low. However, in recent times mobile broadband and WiMAX have spread quickly across the country. This has affected the number of Internet users and Facebook users. Facebook users are using it in Bangladesh as one of the main means of expressing themselves. The pioneering role of social networking sites can also be positive for this country.

The present government of Bangladesh has announced Vision-2121 for the use of information and communication technologies as the key to socio-economic development. According to this announcement, the

present government is working to make Bangladesh a digital country and a middle income country by 2021 (Gadhtavu, Orissa, Jadhav, 2010). The first internet service was introduced in Bangladesh in the nineties. On June 4, 1996, Bangladesh was registered in the Internet world and for the first time in Bangladesh the Internet was launched (Gaddha, Fahad, Jadhav, 2010). But at the beginning of the internet business did not get much profit. But in the year 2017 the picture changed. Social media like Facebook is increasingly increasing the geometric rate of the Internet user.

At present, the number of social users in Bangladesh is about 25 million (urban). Between 17 and 17 percent of users aged 13 to 17 and 42 percent from 18 to 22 years old (Sohag, 2016). Again, in a statement in 2015, 70 percent of the users in Bangladesh spend more than one hour in social time. 7,395 respondents use 6,269 or 85 percent of social media users using Facebook or Messenger.

'Facebook' is the most popular social network in Bangladesh. Increasing number of users day by day 99 percent of total social network users use Facebook. About 93 percent of Facebook users are between 18 and 34 years old, and 1 million to 70 million males and 63 million females are women.



# **Chapter Five**

## Research Methodology and Operational Definitions

# **Chapter Five**

## **Research Methodology and Operational Definitions**

### **5.1 Operational Definitions**

#### **Social Media:**

Social media refers to those media that are different from mainstream media which is called alternative media. It is easy to spread the social issues to the people. For example: Facebook, Twitter, Google Plus, LinkedIn, Instagram etc.

#### **Political Campaign:**

The political parties which have been working for the occupation of the country, which are responsible for their activities, are considered as political parties. That is, the parties that works to win elections Such as: Bangladesh Awami League, Bangladesh Nationalist Party (BNP), Jatiya Party (Japan), National Socialist Party (JSD) etc. The people who are party's member are called here politicians.

## 5.2 Research Methods

The researcher starting analyzed the most elevated politicians' of 3 countries of social media sites. Sites were assessed upheld the underlying page demonstrated once a site address is introductory typewritten in. Since it's impossible to viably screen or direct anyway individuals navigate a site, it completely was basic that they were assessed for the information that resembles a shot available after visiting the online media outlet. Content investigation is essential to making a premise upon that we can systematically survey online media locales and their adequacy; so as, this grants for the examination of watchers' impression of viability.

'The politicians' Facebook and Twitter have each been assessed for 5 very surprising ascribes' (Hellweg, Annie, 2011): content quality, familiarity of discourse, plan, consistency of posting, and accordingly the assortment of supporters on each site.

## **Sampling**

### **Selection of Social Media**

Facebook, Twitter has been selected for find out the political campaigns activities of politicians.

### **Selection of Countries**

For comparative analysis three countries has been selected such as US, India and Bangladesh.

### **Selection of Politicians**

In this study, politicians' selection process is very much difficult. Because the politicians of three selected countries are not equal active in social media campaigns. So in selection of politicians in this process researcher has been taken help from search engine and used some key words like top +politicans +Campaigns+ Social Media +Use etc and selected the link of sites and finalized the lists. At the same way all politicians of the top politicians has been selected for study.

### **5.3 Data collection**

As big data (enormous information) is new wonders in discovering online media content is got the chance to portray the usage of gigantic information for the appearance of web-based media (for example LinkedIn, Facebook and Twitter) for market development and entire administration.

Solicitations within the teaching business mentioned during this analysis embrace the mixture of assorted sources of knowledge concerning pupils like check records, behaviour patterns, of politicians.

The origination of big data (enormous information) incorporates the get-together of information, the blend of the data gathered from shifted sources, measure it and abuse the outcomes consequently acquired. In particular, monstrous information could be a term utilized for monster data sets requiring confounded cycle and picture that can't be with productivity taken care of by old preparing programming bundle (Wikipedia, 2014a), per the McKinsey world Establishment, big data alludes to datasets whose size is on the far side the adaptability of ordinary data programming bundle instruments to catch, store, oversee,

and examine (Manyika et al., 2011). a notable model (known as 3V's model) of colossal information credited to Gartner INC. characterizes it as 'big data is high volume, fast, as well as high choice information resources that need new kinds of cycle to alter expanded higher intellectual cycle, knowledge revelation and technique improvement' (Beyer and instructor, 2012). The term 'volume' here shows the multifaceted nature of datasets and not basically their size. 'Assortment' alludes to the different sort of organized or unstructured information like content and numeric, video and sound and log documents. 'Speed' alludes to the speed with that information is made open for investigation. Regularly elective V resembles 'Veracity' (focusing on information uprightness and accordingly the capacity of the association to with certainty utilize the information) or 'Worth' (does new information change partner association to instigate a ton of significant worth?) square measure featured further (Swoyer, 2012; Villanova College, 2014). The rising capability of gigantic information has intersection rectifier to the subsidizing of numerous new activities by governments lately. The EU Association has as of late dispatched the huge Information Public Individual Gathering (called the huge

Undertaking) to have connection with educators, firms and elective partners to define a straightforward methodology for examination and development in enormous information.

The U. S. Public Security organization is developing Center in American state to deal with data they gather over the web. There is likewise a few issues over security related with this improvement because of it would prompt the social event of non-public information on individuals, similar to net access history, individual correspondences, MasterCard utilization and wellbeing records, and so on.

The measure of information that is anticipated to be handled at the force in American state is likely going to be in 'yottabytes' – the most significant unit prelude inside the Framework Worldwide of Units (SI) and that was superimposed in 1991.

There is a significant amount of enthusiasm for instructional associations in misusing the uses of colossal information and investigation that is anticipated to ascend inside the near future. In any case, in order to frame the preeminent of gigantic information, associations should be

clear concerning what explicitly they have to dissect and the manner in which they resolve to utilize the information.

The perception of individuals' on-line conduct is hence changing into essential for their prosperity. Associations square measure money in get-together such investigation abuse (big data) huge information as a key part for perception web-based media movement, remarkably on long range interpersonal communication sites like Facebook, Twitter and LinkedIn.

Social media examine the square measure the blend of the conduct of net clients. The gracefulness of information on buyers' net perusing, on-line looking through conduct, clients' criticism and statistical surveying on informal communities license associations to acknowledge ideal and broad bits of knowledge into customers. Hence, associations will center their market knowledge ways upheld totally various goals like publicizing and product dispatches; message and entire administration; advancing customer devotion; offering individualized types of assistance to clients; keeping a tab on market patterns and contenders; limiting danger; sparing cost and business development ordinarily.

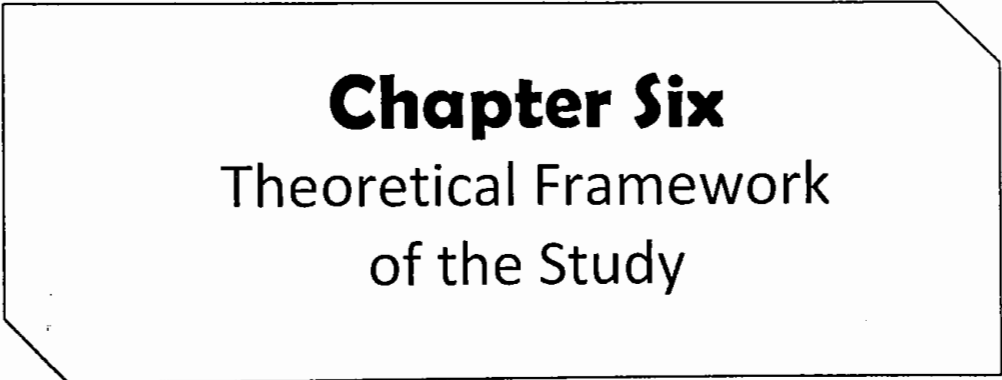


The big data improvement applied to web-based media is energizing a substitution, developing space of study called 'notion investigation'. Its point is to tolerate at the top of the priority list of what people say or offer in their everyday life.

Organizations may take care of this information into building up their advancing ways. this may be exhausted assortment of how, such as focusing on the nations/districts with not up to expected on-line movement from their understudies, perception their assessment encounters upheld conversations in on-line gatherings, understanding what their entire implies that to understudies and getting criticism on new item.

#### **5.4 Data Presentation**

In presenting data, qualitative and quantitative methods have applied. Simple statistics also help to presenting data. Moreover, graph, chart and table has been used in presenting data in this research.



# **Chapter Six**

## Theoretical Framework of the Study

## **Chapter Six**

### **Theoretical Framework of the Study**

This research is target-hunting by many theories that include; The Agenda Setting theory, Public Sphere theory and Social Identity theory.

The scientist has chosen the *Agenda Setting theory* by McCombs and Shaw (McCombs, 2004) to stress that with the employment of social media in political campaigns the roles of society has been reversed as antecedently what the media reported was seen because the solely necessary issue because the media influenced what individuals admit but with the digital house Kenyans have access to a platform that permits them to share their views on varied problems creating them the agenda setters of society because the media have had to observe social media platform to see what's necessary.

The structural transformation of the general public sphere theory by Habermas addresses the facility of social communication because it explains a crucial influence of the social media that permits voters to return along on one platform and share their opinions on varied

problems at social level freely. But as social media provides a platform wherever opinions on varied problems will be expressed freely Herbamas doesn't show that users of social media public sphere will have divided opinions on varied problems and the way this affects the conditions of the sphere. The social identity theory is employed during this study to fill the gap of prospects of polarization that's left by the Structural Transformation theory of the general public sphere.

According to Turner and Tajfel (1979) the Social Identity theory<sup>1</sup> shows that people have opinions on varied problems and this opinions kind the idea of formation of teams wherever people with similar beliefs move to discriminate in favor of the in cluster to that they belong against another cluster. A private is seen to belong to varied social teams that influence their actions.

### 6.1 Agenda Setting Theory

McCombs and Shaw (McCombs, 2004), the person of this theory foretold that once the media emphasizes an occasion, they influence the audience to check that event as necessary. The speculation came up

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<sup>1</sup> <https://www.studymode.com/essays/Comparing-Tajfel%27s-Social-Identity-Theory-And-38821195.html>

when finding out 1968 elections that showed correlation between what the media delineate as necessary problems and the way the problems were hierarchal by voters. The speculation was involved with the stress of some events quite others and (pack journalism) wherever all media highlight similar problems. Is mass mediate info truthful or not? Biased or not? Is it censored or filtered to favor government or the owners?

Within the 2013 elections varied media homes were seen to report political news pro a selected presidential candidate. The elections introduced the employment of social media as a political campaign tool for the primary time facultative Kenyans to specific their opinions on varied problems reversing the roles in society as what individuals suppose was now not determined by the mass media however by the general public<sup>2</sup> (citizen journalists and bloggers) as voters shared rising problems in real time, journalists had to adapt and monitor the social media as their supply of the newest information.

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<sup>2</sup> MARITA AKUMU OBARE (2011) THE ROLE OF SOCIAL MEDIA AS A POLITICAL CAMPAIGN TOOL: THE CASE OF 2013 KENYA GENERAL ELECTIONS. UNIVERSITY OF NAIROBI.

## 6.2 The Public Sphere Theory

The Public Sphere theory, by (Habermas, 1991) claims that in the eighteenth century a sphere emerged between the state/economy and also the personal sphere. This sphere was an area wherever people were free from the state/economy and mentioned problems with shared importance. Individuals would meet in occasional homes, city halls and varied places to debate politics and trade news. This idea came in Habermas' mind a couple of hope for a condition and an area wherever we are able to communicate with none domination, un-coercive communication among the society. This discussion will solely happened within the social house if solely it's free from censored and domination. This house then known as because the public sphere. One amongst the distinctive options of social media is that it provides interconnectivity a singular feature in comparison to alternative mass media. The web revives the Marshall McLuhan promise of the worldwide village like no alternative medium. The social media is seen to be a thoughtful that if used well will be extremely democratic as people will have interaction their concepts freely. The social media has so well-tried that it may foster thoughtful democratic processes (Habermas, 1991). Thus if the

social media continues to mobilize lots facultative them to move and share their views on varied problems while not hate speech then democracy will be achieved. For communication among the new media, the person and also the Christian do not have any distinction any longer. Within the new media anyone will be a person. If each individual shopper may additionally manufacture and distribute information, ideas, and later pictures, then the question of who owned mattered very little or not in the slightest degree.

### **6.3 Social Identity theory**

Social identity notion was created by Tajfel and Turner in 1979. The theory was initially evolved to get a handle on the mental premise of intergroup separation. (Worchel, 1998) attempted to detect the symbolic conditions that will lead individuals from 1 bunch to segregate for the in-gathering to that they had a place and against another out-gathering. As indicated by this theory a private has various social personalities. Social personality being simply the people's idea got from seen enrollment of social groups. When being part individuals solicitation to acknowledge position self-esteem by totally separating

their in-bunch from an examination out gathering during this case contender association.

This theory identifies with the investigation since it incorporates a goodly effect on brain science and incorporates biases, generalizing and language use as observed inside the utilization of online media by government officials for political missions.

#### **6.4 Media Ecology Theory**

Innovative improvements have horrendously enormous impact on the strategy we will in general convey. This has light-discharging diode U.S.A. to the time of mass correspondence that top all through once revelation the net. People presently approach extra media than previously, especially for the middle class and instructed people. It ought to be conceded that the Indonesian public intrigue is low. Additionally, medium like books and magazines square measure dearer than the electronic media is as of now developing.

Electronic media is at present idea of extra on the purpose of the people of Dutch East Independents and incorporates a greater impact than the medium. The realities referenced higher than show that the network



isn't latent anyway dynamic network exploitation the media to fulfill their needs. Accordingly every individual has very surprising needs in getting information. The meaning of biology is that the investigation of connections among life forms and their environmental factors. The media can even now correction with the development and dynamism of society can in any case advance with the needs of the network itself. Rather, social orders can alteration following the correction inside the media.

Though the definition for the media nature is that the investigation of media conditions, thoughts, procedures, manners by which of conveying a message, and furthermore the message itself.

This notion fixates on the various assortments of media and takes a gander at the media as a media will affect the enclosing environmental factors through the message it passes on. The other way around, close media can affect media itself. The media conjointly has the office to shape voice of people. An individual will utilize the media to acknowledge political and financial force and even ever-changing the social course of action of a general public, by pull the most extreme sum uphold from the network.

## 6.5 Media Uses and Gratifications Notions

Media Uses and Gratifications Notions has promoted' by Herbert Blumler and Elihu Katz. Uses and gratification notion was incredible in 1974 in their article *The Uses of Mass Communications: Current Perspectives on Gratifications Research*.

In various words, media clients rectangular measure fundamentally dynamic inside the specialized strategy. Media clients are endeavoring to search out an average flexibly of most media in a shot to fulfill their needs, implies that utilizations and delights hypothesis expect that the client has the selection of choices to fulfill their needs (Nurudin, 2003:181).

Media uses and gratifications hypothesis offers weight on compassionate methodology seeable of the media. This proposes people have the office and position to treat the media (Nurudin, 2004:181).

Blumler and Katz accept that there rectangular measure a few purposes behind separation media network. In accordance with this hypothesis people have the freedom to make your psyche up} anyway they use media and furthermore the media is freed to discover that one is in a

situation to fulfill the needs of the information that they have, and the manner in which it'll affect them. Utilizations and delight hypothesis conjointly purposeful on the client, medium to get fulfillment on one's needs. The vast majority's exercises will be clarified through an assortment of interests and wishes of the person.

This hypothesis analyzes the jerk of human needs mentally and socially, that advances guaranteed desires for the broad communications will bring about satisfaction. Inside the book "Komunikasi Massa Suatu Pengantar" Elvinaro Adrianto state that the examination, exploitation the utilizations and satisfaction to focus on the utility of the substance of the media to get satisfaction or delight (Ardianto et al, 2004:70).

Utilizations and satisfaction examine the work of media to fulfill social or mental needs of the person. Pick media audience by adjusting to the needs and rationale of media decision. What's more, it applies to all or such media, each print and electronic media. The climate contained inside the intention in picking media square measure in some cases done to fulfill the needs. Broadcasting communications compete with various wellsprings of information satisfaction, anyway satisfaction of the needs might be met through the media content (for example by gazing at

bound show on TV), of a particular sort inside the media (for example a meeting show), from media introduction typically (for example look television, perusing the paper). Utilizations and satisfaction contended that it may affect the need to utilize and the best approach to answer to the media. Zilman demonstrate the effect of temperament on media use. That once exhausted, people will in general choose the demonstration of intrigue, though being focused on picks an incident that may give you harmony.

Steady occasion may satisfy very surprising needs for different individuals. Varieties inside the needs identified with demeanor, development level and furthermore the function of the social scene. The elements that appear to be identified with the objective of exploitation the media. Elihu Katz; Jay G. Blumler; and chief heavenly messenger Gurevitch expand the 5 components of Media uses and satisfaction as follow:

(a) Audience is dynamic, and furthermore the utilization of media is objective leaning.

- (b) Activity that joins between needs fulfillment and explicit media elective is found inside the hands of the audience.
- (c) The media strive with various sources in a shot to fulfill the needs of the audience.
- (d) People have satisfactory knowingness concerning the work of media, intrigue and inspiration square measure the confirmations to scientists concerning the diagram of the precision of its work.
- (e) The value of issues concerning the specific reason or audience concerning media content should be built up.

Katz, Blumler, Gurevitch conjointly portray assortment of rationale fundamental examination of employments and satisfaction as follows:

- (1) the social mental conditions an individual commonly implies that
- (2) the needs of each individual United Nations Agency makes
- (3) desires for the
- (4) broadcasting communications and various assets, that winds up in

(5) varieties in examples of media utilize that inside the completion turn out

(6) consistence needs and

(7) unique outcomes.

### 6.6 S-O-R Theory

As indicated by Hovland, et al (1953) state that the conduct change technique is really steady on the grounds that the strategy for learning. It shows of conduct alteration at the individual learning measure comprising of:

- The incitement (boosts) got to the life form is acknowledged or dismissed. On the off chance that the incitement isn't acknowledged or dismissed implies that it's not powerful incitement affect singular consideration and stop here. In any case if the incitement is gotten by the creature implies that there's a need of the individual and thusly the incitement is viable.

- If the incitement has picked up the eye of the life form (got) consequently he comprehends this incitement and kept on following strategy.
- Hence life form can technique the incitement, in this way can happen incitement accepting and can to be predictable with incitement.
- At last, with the help and support of ecological offices then the incitement affects the person's activity (evolving conduct). Moreover, this hypothesis says that conduct is altered as long as the incitement (improvements) got really surpassed the underlying incitement. Incitement which will surpass the underlying incitement implies that a given incitement ought to be prepared to change over the living being.

During this creature persuading, fortification issue assumes a significant job. Inside the strategy for change in context appears to be that perspectives are altered, as long as the incitement that hit genuinely surpasses the underlying. Referring to the assessment of Hovland, Janis and Kelley communicated that in evaluating the point of view that there are exclusively three vital factors, specifically: (a) consideration, (b) comprehension, and (c) acknowledgment Improvement or message

conveyed to the Christian is additionally acknowledged or dismissed as feasible.

Communication can show itself if there's a need of the Christian. Following strategy communicants see. The intensity of those communicants UN agency keeps following technique. This theory expects that the explanation for the conduct dynamic looking on the norm of the boosts (improvement) that speaks with the creature. This recommends the norm of communication like quality, leadership; talking vogue can affirm the accomplishment of conduct modification an individual, cluster or community. In this study the above theories are more relevant to make its theoretical structure.



# **Chapter Seven**

## Data Presentation and Analysis

## **Chapter Seven**

### **Data Presentation and Analysis**

In fact, among social media facebook is that the biggest media inside earth with 2.2 billion month to month dynamic clients. Since 2015, the quantity of clients on Facebook has outperformed the number of inhabitants in China, the preeminent settled nation on earth and 1.4 billion U. S. are a functioning on the stage consistently. As of Walk fifteen, 2018, the administrations and heads of 100 seventy 5 nations had a political up-and-comer presence on the interpersonal organization, speaking to ninety 1 Annals of the 193 alinement part states.

The 650 Facebook individual and authority pages of world pioneers, governments and unfamiliar services examined everywhere on this examination has a consolidated absolute of 309.4 million page prefers as of Walk fifteen, 2018. Since January one, 2017 they have in highly contrasting a whole of 536,644 posts that have assembled on the motivation behind 900 million associations. Twitter might be a

person communication and microblogging administration, facultative enlisted clients to peruse and post short messages, assumed tweets.

Twitter messages region unit limited to 280 characters and clients are additionally ready to move photographs or short recordings. Tweets territory unit related reports to a publically gettable profile or could likewise be sent as immediate messages to very surprising clients. Twitter is one inside and out the first regular informal organizations around the world. a part of the engaging quality is that the adaptability of clients to follow the contrary client with a public profile, facultative clients to act with famous people world association office regularly post on the online media information processor. At present, the most-followed individual on Twitter is artist Katy Perry with more than 108 million adherents. Twitter needs to boot become a terribly imperative interchanges channel for governments and heads of state - previous North yank country President Barack Obama asserted a runaway first spot in quite a while of Twitter supporters and Indian PM Narendra Modi

positioning third, severally. In light-weight of world e-taxpayer driven organization development, this will be not really astonishing<sup>1</sup>.

## 7.1 Social Media would be Improved Political Campaigns

### Donald Trump:

Making Advanced pleasant some other time perhaps one in all the chief evident examples of political computerized advancing in ongoing history is Donald Trump's advanced mission. In spite of the fact that it completely was totally easily proven wrong, no one will deny the directly U.S. President's mission was truly viable. A few even case it won him the political race there's one key name behind Trump's advanced advancing effort: Brad Parscale is that the beginning dad of the Giles-Parscale office and boss legislature of Trump's computerized endeavors. The total Trump advanced group was settled in city and kept a hundred staff members, beginning from publicists to web designers and information researchers, among various sets of expectations.

In activity personally with Trump along of his set, Parscale was one in all the main assortment of people permitted to tweet from the duly elected

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<sup>1</sup> <https://www.statista.com/statistics/282087/number-of-monthly-active-twitter-users/>

president's very own Twitter account, @realDonaldTrump. He had next to no ability in advancing political up-and-comers before Trump; anyway this apparent shortage permitted him to edge it as though it were a normal B2C computerized crusade. 'I unendingly wonder why people in governmental issues act like these things unit so otherworldly,' Parscale says, 'Its indistinguishable show we've partner tendency to use in business, just have devotee names.' With the huge amount of Facebook and email gifts, the advanced activities division was the Trump crusades biggest provider of subsidizing.

The mission started with a \$2 million interest in Facebook promotions. He transferred the names of Trump allies beginning, and set them on Facebook. At that point he focused on others UN organization shared things for all intents and purpose with them, similar to action or socioeconomics. These "Look a Like Audience" were vital to the mission's prosperity.

Anyway various kinds of substance, related to a huge number of grouped focused on sites, along battle an undertaking. Altogether, Trump's computerized group produced or made over 100k+ to particular substance. Anyway Trump actually needed the extent

votes to win. Things took a colossal flip inside the past assortment of long stretches of the political decision, be that as it may, concession him end.

Because of some senior individuals from the President's group, we've partner tendency to directly capture definitely anyway he did it - by focusing on little youngsters and African Americans with \$150 million dollars in Instagram and Facebook ads inside the weeks going before the political campaign. Trump's group conveyed its custom information, codenamed venture encompassing that highlighted itemized character information for 220 million Americans and contained close to 4,000 to 5,000 individual information focuses with respect to data expressway and disconnected timeframe of everyone.

Practice this abundance of information, Trump's group dead a mass advanced reason to dishearten Sir Mountain climber Clinton upholds from choice over the Facebook Audience Organization, Facebook, Instagram, and Facebook information dealer accomplices. 'We have three significant balloter concealment tasks to a lower place procedure,' a senior Trump official disclosed to correspondents from BusinessV

'they're pointed toward three gatherings Clinton should win

overwhelmingly: optimistic white nonconformists, youngsters, and African Americans.' A portion of these advertisements square measure previously mentioned to have been conveyed by means of Facebook 'dim posts'— non-public paid presents demonstrated alone on explicit clients to utilize strict and racial varieties.

A large number of these sorts of promotions, somewhat like the one demonstrated as follows, were supposedly made by the Russians to subvert the political race and benefit Trump. Altogether, the Trump lobby spent identifying with \$70 million every month in notices, unquestionably more than its Fair rival globe-trotter **Clinton**. Also, through this case, we have a tendency to accept computerized marketing horribly fabricated a qualification among the awfully closed last vote. On day, Just turnout was shockingly frail, significantly among dissipated and first-time electors in key field states. Barack Obama was the main world pioneer to arrange his own Facebook page, in Walk 2007, when he was still legislator of Illinois.

Over the previous decade, Facebook has become the channel of choice for partaking likely citizens all through political races. Though a few

lawmakers find web-based media channels all through political races, social media commitment has become a piece of customary government correspondences. Trump posts a mean of 5 times each day, over doubly the most extreme sum in light of the fact that the Indian Executive and, since Jan one, 2017, his page has expanded 204.9 million communications (remarks, likes and offers), practically doubly as a few as Narendra Modi with 113.6 million associations. In general, political leaders of all gatherings over the world at present see the value of social media in talking on to electors and vigorously affecting the consequences of their missions.

### **Trump, Clinton, Obama, McCain,**

#### - Likes, Comments, Campaigns slogan

Data shows inside the hour of study that Donald Trump was 24 million twitter supporters, facebook 20.4 million devotees, Instagram: 5.6 million adherents. That is the social media supporter mean Donald Trump, the forty fifth Leader of the US of America, and his online media methodology was a key aspect of his closure. So it's attempted anyway fundamental social media is these days.

Indeed, even a Presidential political decision uses the capacity and reach of online media to ask results. it had been seen that Trump quit running



his social media basically before the specific political race, anyway he was back up to speed of them once winning. Trump guaranteed he was going to dial back his use of Twitter and Facebook once he became president, saying, 'I'm going to be awfully controlled, on the off chance that I misuse it even a little bit,' anyway we as a whole realize that hasn't been the case even a little bit.

Trump is still utilizing social media to ask his message out there, the equivalent, if close to the utilized it inside the past. He comprehends that his stage is far bigger abuse online media, and might get to the more youthful segment for all intents and purposes in a split second. Recollect a long time past what might wish to require place if the President expected to make Partner in Nursing declaration to the world? They may communicate it over the radio or interfere with television and broadcast into each house that had their television turned on. Online media consolidates a definitely more impressive reach than the other media channel.

The entire world is glued to their telephones nonstop. In the event that we will in general square measure conscious and breath, at that point there's a shrewd telephone close by or obtainable even a little bit

occasions. Someone like Trump will get his telephone, take ten seconds to form a tweet and right away have army people see it and offer it. His message is intensified such a ton because of the capacity of online media.

### **Obama and Online Media**

THE Presidential appointment of 2008 can stand out forever for an observable representative explanation which will rouse people in the future. Notwithstanding while savants were focused on Barack Obama's race, another generally unnoted consider his prosperity was his amazing techno-segment appeal. We realize that Obama's progressive completion was expected, mostly, to a groundswell of help among youthful Americans.

Right off the bat in his mission, political surveyors were perceptive that Obama was 'shaking the adolescent vote.' This demonstrated valid: Leave surveys found that Obama had won almost 70 % of the vote among Americans beneath age 25—the most noteworthy extent since U.S. exit surveying started in 1976.

Obama have a great time a groundswell of upkeep among, for absence of a more grounded term, the Facebook age. He is the essential

indweller of the White House to have won a presidential political race on the net. This political decision was the first among that all up-and-comers presidential and legislative attempted to associate legitimately with American citizens through on-line informal communication sites like Facebook and Myspace.

It's even been alluded to as the "Facebook political Campaign." it's no happenstance that one among Obama's key planners was 24-year-old Chris Hughes, a Facebook start father. It had been Hughes UN organization engineered the Obama lobby's phenomenally viable net quick assault—everything from long range interpersonal communication sites to podcasting and portable transmission. Facebook wasn't ignorant of it's out of nowhere amazing function in American appointive legislative issues. All through the presidential mission, the situating dispatched its own discussion to empower on-line discusses concerning issues.

Facebook set up collaborated with key standard for political decision inclusion and political discussions. Obama's stunning influence of net 2.0 stages denotes a weighty wave in discretionary governmental issues—in America and somewhere else—as drive shifts from old-style political

machines toward the flat elements of on-line informal communities. The Internet, an ideal vehicle for genuine grass-roots political developments, is revamping the force elements of legislative issues.

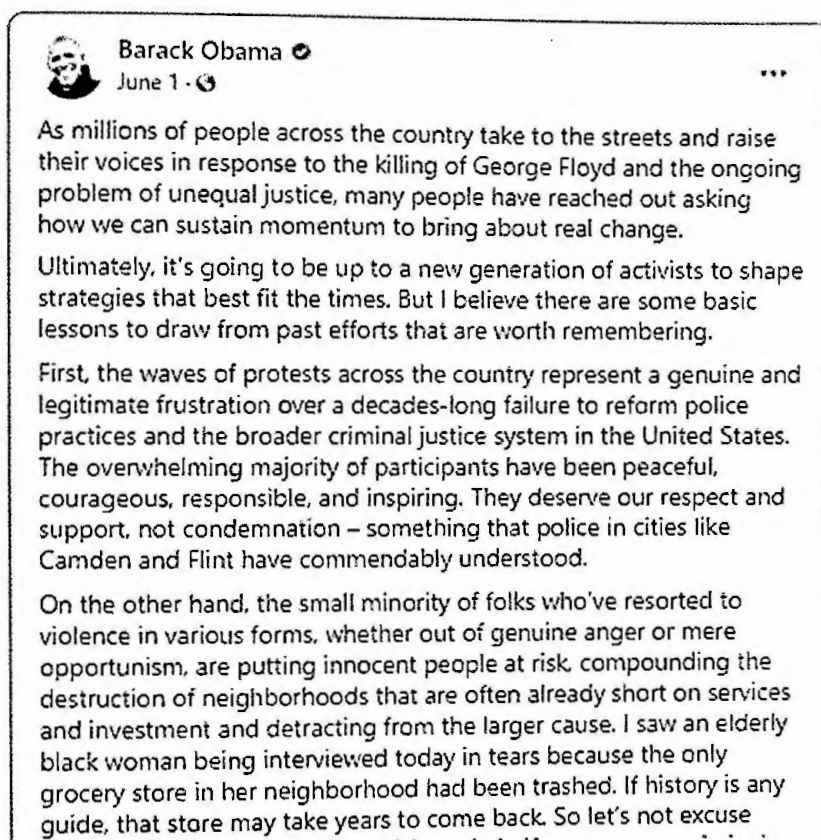
There are no hindrances to passage on destinations like Facebook and YouTube. Force is unpretentious because of everybody will partake. The online might be a considerable appointive cash siphon. As indicated by an overview by the seat research office, almost 46% of Americans utilized the on the web, Email, or text electronic correspondence for news with respect to the presidential mission, to add to the discussion, or to assemble others. Somewhere in the range of thirty 5 % of American residents same they'd watched on-line political recordings—multiple times as a few as all through the 2004 presidential political decision. What's more, around 10% same they'd signed on to informal communication destinations like Facebook and Myspace to include cooperation inside the political decision.



Obama, WHO was usually seen thumbing messages on his BlackBerry throughout the campaign, may be a new-generation politician WHO saliently understands the electoral power of the online. On aims all the online 2.0 stops, the Obama campaign used not solely Facebook and YouTube however conjointly *Myspace*, *Twitter*, *Flickr*, *Digg*, *BlackPlanet*, *LinkedIn*, *AsianAve*, *Glee*, and others.

Obama was by a protracted stretch the foremost effective on-line politician throughout the presidential campaign—not solely against John McCain however conjointly against his Democratic rival mountaineer Clinton. For the past 2 years, Facebook has irresistibly been pro-Obama

virtual territory. Some have attributed Obama's finish to a "Facebook result." Obama may be a natural Facebook politician.



2

Obama was by an extended stretch the preeminent successful on-line lawmaker all through the presidential mission—not exclusively against **John McCain** anyway conjointly against his Fair adversary mountain climber Clinton. For as far back as 2 years, Facebook has compellingly been supportive of Obama virtual region. Some have ascribed Obama's

<sup>2</sup> <https://www.facebook.com/barackobama/posts/10157802011441749>

completion to a 'Facebook result.' Obama might be a characteristic Facebook politician.

On his own Facebook profile—which highlighted his "Our Second Is Currently" adage—Obama named his preferred performers as jazzman, Stevie wonder, and song creator and recorded his leisure activities as b-ball, composing, and "loafing w/kids" (note the hip shorthand designed for engaging youthful electors).

The 72-year-old John McCain, conversely, ne'er figured out how to append on Facebook. He gave one among his diversions as "fishing" and recorded Letters from intrusion of Iwo Jima among his preferred motion pictures. McCain even got plunked by a Facebook instigator WHO declare a fake approach declaration right McCain's on-line profile: 'Dear allies, these days I report that I even have turned around my position and are accessible move into full help of gay wedding ... strikingly wedding between 2 stirred females'.

On the microblogging stage Twitter, Obama may pass judgment on every 112,000 allies "tweeting" to incite him no chosen. McCain, for his half, had just 4,600 devotees on Twitter. On YouTube, Obama scarf the show.

The channel pulled in very 97 million video sees all through somewhere in the range of eighteen million channel visits. Contrast that and McCain's YouTube presence: exclusively 330 recordings were transferred to the JohnMcCain.com channel that pulled in just more than twenty 8,000 supporters were seen.

The McCain channel pulled in scarcely a serious pair of million visits and two or three 25 million video sees. On YouTube, Obama beat McCain four to one. The YouTube upset Precious stone State beauty, and Obama's greatest appointive overthrow, was the blockbuster 'Yes we tend to Can' video cut. It had been that video's microorganism course, that made it be viewed by uncountable Americans exclusively days once it had been beginning report, that gave Obama strong discretionary validity in Center America. Unexpectedly he was kind of a pop star on MTV. The video wasn't made by the Obama lobby group. It had been made, naturally, by hip-bounce star can.i.am from the bunch dark round-peered toward Peas.

Obama conjointly adequately utilized web recordings and discretionary electronic correspondence to cell phones—undoubtedly; he had just been doing thusly as a representative. Mutually onlooker places it:



‘While Obama was making pleasant utilization of digital broadcasts, John McCain was lost without a trace.’ The **McCain** lobby at last concocted the idea of posting a videogame known as Pork Intruders on his Facebook page to underscore the war-saint up-and-comer's assurance to require on Washington obtaining. The Obama group, then, was saddling the office of organization impacts through partner "Obama application" for iPhones.

It permitted allies to virally unfurl the supportive of Obama message to everyone on their contact list. Obama had just sharpened his net a couple of.0 exertion abilities against Clinton. Though political savants were following the Obama-Clinton head-butting on the crusading, Obama was outsmarting his Vote based opponent underneath the estimating instrument on Facebook. In mid-2007, a serious year before he won his gathering's designation, Obama had pulled in a colossal after on Facebook while Clinton was fighting with the negative aftermath of a Facebook development known as ‘Stop mountain dweller Clinton.’ though Obama's Facebook page had pulled in very 250,000 individuals,

Clinton's page checked an immaterial 3,200. The net, certainly, had been conveyed in past political missions; anyway it had been utilized principally to lift money.

Anyway as citizens enormously move toward the web for social association, customer purchasing, and political investment, office-searchers are speeding to determine a web presence and interface with electors on the base. All through the U.S. races, very 500 yank legislators had their own Facebook page. More can in future decisions—not exclusively inside the US anyway conjointly in UK, France, Germany, Canada, Australia, and various majority rules systems.

## 7.2 India Chapter

### Social Media and Indian Politicians

The Election decision Study concerning 'Social Media and Political Issues' is unfathomably a ton of expanded. This investigation is related in nursing top to bottom examination of 2014 Races. The accomplishment of BJP's on-line crusade in 2014 Lok Sabha political race was phenomenal. Various gatherings also went up with indistinguishable methodology. All gatherings contend war to pay via social media.

It completely was to extend the scope of their mass contact crusade for the geographic territory Get together surveys. They didn't pick up power anyway 2014 Get together decisions in Asian country. Anyway it saw the most significant correction in Indian legislative issues. Local gatherings in geographic region have at last perceived the capacity of online media. They need bounced into it.

The 2014 general decisions in Asian country were progressive. It saw social media as a substitution front line. Narendra Modi rose as India's Obama. The conventional manners by which of causing messages, recorded calls and public social events wasn't seen a great deal of. This political race saw government officials' venture. Online media acclimated arrive at bound and determined constituents like ne'er previously.

A few of them were hesitant prior. Anyway they need right now become dynamic. It's either out naturally. It assisted with keeping awake with their friends. A few ideological groups also made it compulsory. Hence, it won't be inaccurate to make reference to that part of social media in legislative issues has mountain inescapable throughout the long term.

Indian Executive Narendra Modi has the most significant crowd on

Facebook, with over 43.2 million page likes, almost as a few as U.S. President Donald Trump. Trump's office has 23.1 million page likes on his own Facebook page.

### **Administering Congress beaten**

In geographic zone, Maharashtra, the decision party—Congress was crushed. Congress was in power for a very long time. Entire and sole responsible individual for advancement was Narendra Modi. For the essential time in Asian nation there for social media was utilized so widely all through races.

The investigation shows that NaMo is that the most dynamic and basic disposition on twitter. Twitter along with all elective regular interpersonal interaction locales. The news channels' live surveys turned into the key element for accomplishment of Modi and BJP. The most point of this content is to get a handle on the effect of online media on the Indian legislative issues. The other the truth is intriguing. Concerning 100th of citizens in 2014 were under thirty fifth. Essentially four-hundredth of them was from metropolitan regions.

Ideological groups World Wellbeing Association until the day are unremittingly charmed the rural groups. Right now they need been compelled to reconsider on their technique. The present youth, regardless of whether metropolitan or country, is installment their most time on-line. It hosted been by the provincial political gatherings of topographical zone to build up an online media presence. It had been undoubtedly one among the first anticipated decisions inside the ongoing occasions. It had been because of the ever-changing Governmental issues of Asian nation.

Social media contend a critical job when concluding that gathering wins the chief seats. An interesting report imprinted in April 2013 by the net and Versatile Relationship of Asian nations. The Mumbai-based Iris data Establishment supported inside the campaign. Don't you're imagining that thus, you should get some answers concerning online media advancing courses in Mumbai? Facebook clients have an unfathomable effect over the consequences of the surveys in a hundred and sixty of India's 543 supporters. The method of reasoning for this is frequently the young people of Asian nation.

According to consider, 500 of populace is under 25 accomplices also 65 which there's fewer than 35 this time bunch. This populace is either discovering in staff or working in fluctuated partnerships. Companies like IT partnerships, BPO's, examination focuses and changed elective segments or are either money manager.

Their bustling timetable has made a virtual separation among television and radio. It's particularly just in the event of endeavor or sharing information. The adolescent is school adroit and love being associated with refreshed patterns and subjects. Such property is possible by abuse workstations, work areas or the first most loved an organization associated mobiles.

### **Social Media: Way to put out to youth<sup>3</sup>**

Despite the fact that legislators for their mission actually use banners, patterns, fliers, spray painting and private assembly's to accomplish and change over citizens anyway with the social media ever-changing the picture of metropolitan Bharat, ideological groups are getting specialized

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<sup>3</sup> DEEPAK KUMAR ADHANA and MAYANK SAXENA [ROLE OF SOCIAL MEDIA IN THE CHANGING FACE OF INDIAN POLITICS: A STUDY WITH SPECIAL REFERENCE TO FACEBOOK] International Journal of Research and Analytical Reviews. January 2019, Volume 06, Issue 1


school smart and understanding that social media is that the exclusively because of arrive at twisted the adolescent. For 2009 political race online media utilization in Bharat was practically nothing. Today, nonetheless, Facebook has 93 million clients related Twitter has a measurable 33 million records inside the nation. According to the LAMAI report 2013 this adjustment for presence of online media might be resolved as every association teaming up in 2014 political race has set partner 2-5% of its political race consider expense via social media.

The report says that the main gatherings Bharatiya Janata Gathering (BJP) and Country congress party has set this it 500 crores and 400 crores, severally. From the frightfully beginning, Bharatiya Janata Gathering (BJP) has strong social presence. The BJP began abuse the social medium even before the 2009 political decision. Mr. Narendra Modi UN office was the Leader applicant of BJP and each one distinct individual from BJP had horrendously high caliber and a range to overall population abuse social media is when contrasted with different gatherings. Narendra Modi has the absolute best devotee on Twitter and Facebook.

Aam Aadmi Party that could be an as of late molded association has very high caliber when contrasted with the 2 late significant gatherings – Congress and BJP. AAP is very dynamic via online media channels. It totally was resolved that yet AAP and BJP were battling against each other via online media anyway the Congress party finished its significance very late. Online Media Strategy to win races 2,000 fourteen of Ideological groups: BJP, Congress and AAP "Twitter gives political gatherings the flexibility to communicate information on an overall deluge (not just their endorsers), be important for any current discussions and conversations and have a two-route collaboration with the overall population all through political cycles and missions," takes note of the examination – The 2014 Indian decisions on Twitter: A



correlation of mission methods of ideological groups.




Sonia Gandhi  
@soniagandhiofficialpage

Home  
About  
Posts  
Photos  
Community

Write a post

Photo/Video Tag Friends Check in



Like Follow Share

Ask Sonia Gandhi

"Can you tell me more about yourself?" Ask

"Can I learn more about your background?" Ask

"Are you available to chat?" Chat (567)

Sonia Gandhi

Following Liked

Photo/Video Check in Tag Friends

This is a fan page dedicated to Smt. Sonia Gandhi, who is the Interim President of the Indian National Congress Party - and has served the Congress party as its President for 19 years. She is also the Chairperson of UPA. Page run by Congress worker.

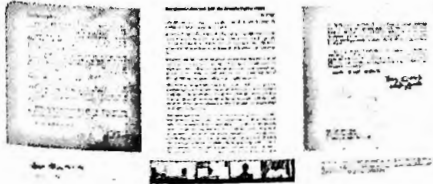
323,825 people like this including 11 of your friends


324,011 people follow this

+91 84485 89924

Politician

Photos See All





The investigation, directed by analysts from the branch of correspondences, College of CA, Davis, and Nanyang Innovative College, Singapore, was as of late imprinted on-line inside the diary Telematics and data science. India is that the third biggest client of Twitter inside the world, with partner measurable twenty three.2 million dynamic clients, up from 11.5 million out of 2013. Market man of science group e-marketer gauges that Twitter can have around forty million clients in Bharat by 2018. That is an enormous assortment. No curve balls then those ideological groups are arriving at twisted citizens with the help of online media arms like Twitter.

### **BJP's Twitter channel leads the political race**

This examination found that the BJP's Twitter channel took care of mission refreshes (28% and analysis of total opposites ideological groups or moves (24%). It moreover indicates the second-most noteworthy in extent and furthermore the most noteworthy in supreme quantities of self-advancement tweets (19% as against AAP'35%). The investigation says the BJP regularly tweeted the words "thank you" while the Congress' pet expressions encased "Gandhi" (in one tweet).

AAP utilized past enthusiastic mottos like 'Satyamev Jayate/ and 'Azaadi Lada'. It infers that the triumphant party's constituent achievement [in 2014] is significantly identified with its utilization of Twitter for sharing electors. Not incredibly, others region unit catch Twitter. In topographical region, the BJP state unit crusaded broadly via social media for Gathering races – and closed up framing the govt. inside the state. Along these lines, there has been ideal utilization of online media in legislative issues.

### **Social Media Ingenious Politicians**

Social media has become partner indispensable an aspect of our lives. Facebook and Twitter will in general deliver news speedier than most news channels these days. Big names, sports stars and friends big enchiladas are blessing on these sites so they will bind bit with people. They keep their fans and devotees privy of most recent updates, advance their work and hear what people must be constrained to state. Media is that the most impressive substance on earth. They need the capacity to make the blameless blameworthy and to make the liable guiltless and with this huge force, they the executives the brains of the bounty.

Likewise, what the broad communications offers isn't standard workmanship, anyway preoccupation and for the most part cruel truth, that is intended to be devoured like food, overlooked, and supplanted by a spic and span dish. Henceforth, the media must be too dynamic on acquiring their arrangements of information and be so far with this circumstance. Indian political scene is unbelievably unpredictable, and a hearty element like media, will essentially shake the total political circumstance, either completely or contrarily. Prior, government officials led rallies in each town, and that is anyway they requested votes from the bounty. They acclimated place up hoardings, pennant and also convey discourses by social affair people at shifted areas.

Anyway right now the total political circumstance is driven by online media. Lawmakers as of now assemble casts a ballot basically with the help of Twitter, Facebook, making their own sites, arriving at unflinching bounty in a couple of moments seconds.

The conventional manners by which are supplanted by new ones. It turned into significantly simpler for the lawmakers to accomplish steadfast the overall population and keep them refreshed with respect to what they're accomplishing for the nation and the way are they

allocation a qualification. people are very much refreshed with respect to this circumstance, tricks, network improvement, and so on people wonder, such a colossal populace, impoverishment stricken nation, advancements returning on, and the way will a couple of legislators incredibly make a qualification, Well, none individuals amazingly abilities that is in any event, advancing to occur, and the way can the ideological groups progress in the direction of India's turn of events. However, we tend to are at least very much refreshed with this occurrence, because of social media.

Today, however we will in general don't have a paper, we as a whole realize that we will in any case be as yet with the happenings from round the globe with the help of social media. The utilization of online media in governmental issues in Asian country is essentially developing, with partner expanding scope of politicians inside the nation exploiting the medium to talk in a flash with a huge number of people. Facebook, YouTube and Twitter are three rudimentary online media stages that the greater part legislators use to escalate their quality and bang.

Every government official right now wants to accomplish undaunted individuals legitimately through Twitter or Facebook. Indeed, even

ideological groups have accounts that they use to post information on political missions, public statements and distinctive news refreshes. Legislators right now blossom with computerized advancing for arriving at undaunted the mass and for spreading their assertion, in all honesty, it's exclusively online media as of now which will encourage them attempt this and needed the bountiful needed help.

Political Parties	Yes	No	Total
BharatiyaJanata Party (BJP)	92	08	100
Indian National Congress (INC)	68	32	100
AamAadmi Party (AAP)	88	12	100

Table 8: Popular Political Party on Social Media.

The table 9 clearly shows that the Indian Prime Minister Narendra Modi (94%) is that the fashionable political figure on social media sites. Followed by the twitter minister, Shashi Tharoor 78%, the previous Prime

Minister Dr. Manmohan Singh 73 %. While, Sushma Swaraj 67 %, and Arvind Kejriwal (65%) are fashionable leaders on social media.

Political Leaders	Party Connection	Yes	No	Total
Narendra Modi	BJP	94	06	100
Dr. Manmohan Singh	INC	73	27	100
Arvind Kejriwal	AAP	65	35	100
Shashi Tharoor	INC	78	22	100
Sushma Swaraj	BJP	67	33	100

Table 9: Popular Political Leader on Social Media.

Social media sites go with positive and negative impact on society. In sync with the unmistakable that interfacing companions is that the significant positive feature of the online media, though security is that the significant worry for despising the web-based media sites. In step with the clear that connecting friends is that the major positive facet of the social media, whereas privacy is that the major concern for disliking the social media sites. Thus, as long in light of the fact that the

lawmakers handle that web-based media isn't with respect to the misuse of innovation anyway administration to network, at that point our nation is sheltered. Of late, a few lawmakers have furthermore taken to web-based media kind of a fish to water. The best models are a unit Arvind Kejriwal and Prime Minister Narendra Modi. Their reports on Facebook and Twitter keep United States of America acquainted with respect to most recent happenings and likely arrangements.

### **Social Media and Politics in India: Main concern**

These youthful politicians of Republic of India have embraced online media because of the grip that is any place the present youth is. These pioneers accept thorough development and have perpetually propelled the adolescent to take an interest in governmental issues. They accept, is instrumental inside the development of geographic area and unyielding of Republic of India. We tend to empower pursuers of this content to append with these pioneers and back them in their inventiveness. In this way, advocating function of social media in political campaigns to an astounding degree.



## What assortment of Content Do World Leaders Post?

The pages investigated in our examination have shared 536,644 posts since January one, 2017. World pioneers in the primary will in general impart presents on photographs, representing 52 % of all their Facebook distributions. These symbol posts create a mean of 1,750 cooperations for every picture and record for 44 % of all collaborations. 23 % are a unit presents with joins on elective sites, normally along with a noticeable. These connection posts perform less well and exclusively produce 438 communications for every post, or about six % of all collaborations. Not amazingly, recordings and live recordings perform best on Facebook.

Local Facebook recordings speak to 17 % of the apparent multitude of posts; anyway create 31 % of all connections. Overall, 2,615 collaborations and live recordings have the best commitment with a mean of 4,489 connections for every transmission. Live recordings create the chief likes, remarks and offers and zone unit plainly valued by clients. The 91,266 Facebook recordings report on world pioneers' pages are seen five.4 multiple times with a mean read check of seventy, 790 for each video. Connections to YouTube and elective recordings shared

on Facebook produce the least collaborations with exclusively 397 cooperations for every common video. Exclusively 2 % of all posts are a unit connects to elective recordings. Just 7 % of the apparent multitude of distributions zone unit text-just notices with none visuals. By and large, 2,137 collaborations with 20 % of responses as troubled, as miserable news is regularly shared as a simple status post.

### Facebook Photos

The image of Indian Prime Minister Narendra Modi imploring at the eleventh century Lingaraj Temple in Bhubaneswar, East Indies has become the principal popular picture shared by a world chief in 2017 with a total of one.2 million cooperation's, along with one.1 million preferences. As of March fifteen, 2018, every one of the 650 individual and institutional Facebook pages of world pioneers had a consolidated complete of over 309.4 million preferences and 896 million communications since Gregorian schedule month one, 2017.

Indian Prime Minister Narendra Modi is that the most popular world pioneer on Facebook, with more than 43 million preferences on his own page and 13.9 million preferences on his institutional Prime Minister of Asian nation page, that is in fourth position. U.S. President Donald

Trump is that the second most popular world pioneer, with more than 23 million preferences on his own Facebook page that has large by 38% in the course of recent months.

Indian political figures, along with Prime Minister Narendra Modi and Minister **Sushma Swaraj**, rule the positioning inside the Asia-Pacific area. the elements of the nation is plainly a cherry on top for these monster crowds; yet, Facebook has been making advances in elective Asian nations and has become the foundation of determination for a few Asian pioneers with sizeable crowds.

World Leaders with the principal Interactions Large Facebook pages obviously convert into gigantic cooperation's. U.S. President Donald Trump is extraordinarily powerful on Facebook: though having essentially 0.5 the supporters of Indian Prime Minister Narendra Modi, he has practically doubly as a few associations. In the course of recent months, the Facebook page of President Donald Trump had out and away the premier cooperation of any world chief on Facebook, with partner degree aggregated 204.9 million collaborations on his page partner degreed a general communication rate (the complete of all

connections partitioned by the measure of posts and accordingly the normal page likes since Gregorian schedule month 1, 2017), of 0.41%.

Indian Prime Minister Narendra Modi timed up 113.6 million communications on his page, over doubly as a few as Indonesian President Joko Widodo with almost 46 million collaborations, United Nations organization appreciates a genuine connection pace of 0.88%.

### **7.3 Bangladesh Chapter**

In this section data has been presented and analyzed in Bangladesh perspectives. In this regard, in the current study, on Facebook and Twitter accounts of the activities of Awami League and BNP in detail, Facebook and Twitter have been separately discussed in the current study. As Facebook is more popular in Bangladesh and its coverage is widespread, in the first part of the current chapter, the activities of political parties on Facebook have been analyzed.

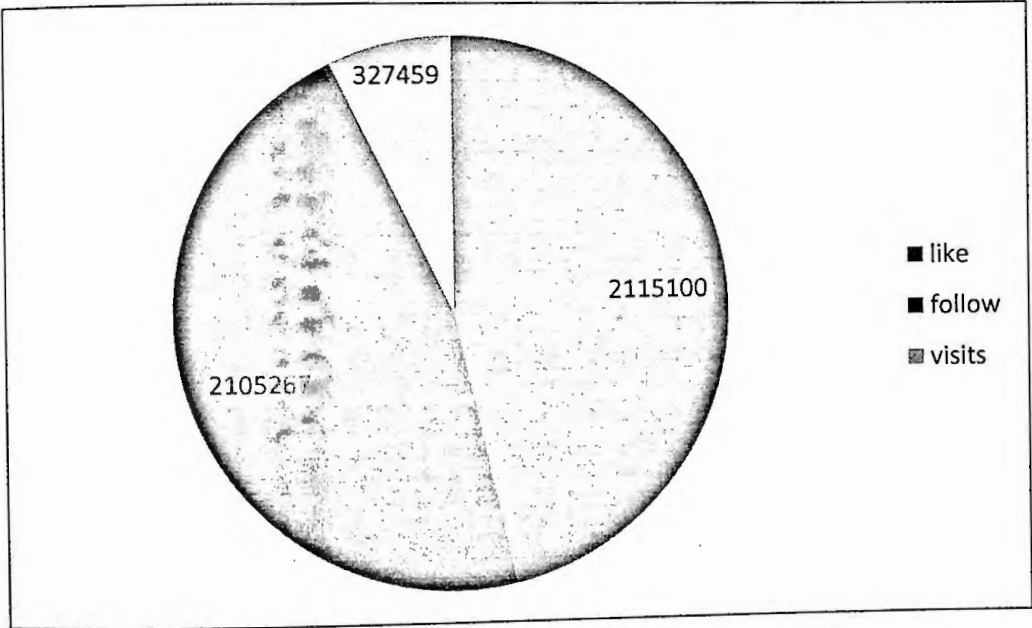
#### **Profile Analysis**

The analysis of Facebook page of Bangladesh Awami League has found that 2,115,100 users have 'liked' here followed by 2,105,267 people and followed the number of users who have visited Facebook pages 327,459.

On the other hand, 5,76,458 users of the BNP's Facebook page have followed, 5,76,38 people have followed, but there is no scope to visit BNP's Facebook page. Again, Bangladesh Awami League has 66 thousand 800 followers and there are 1,453 people from the Awami League account. Ten thousand 900 were tweeted from this account till the last time to collect data, and 630 Twitter users like this account. On the other hand, there are 11 thousand 100 followers on BNP's Twitter and 673 people have been followed from this account. This account has tweeted 4,668 tweets until date of collection and 209 likes Twitter user accounts. The table is shown with the help of table (Table 7.1).

Table 7.1: Users' meeting on Awami League and BNP account

Facebook page				Twitter accounts		
Party name	like	follow	visits	Total Twit	Following	Followed
Awami League	2115100	2105267	327459	10900	1453	66800
BNP	576458	576238	not mentioned	4668	673	11100



Pic Chart 7.1: Users' meeting on Awami League and BNP account



When analyzing Bangladesh Awami League and Bangladesh National Party (BNP) 's Facebook page and Twitter, it is seen that there are more than one account opened in the name of the parties. But the Facebook page of the Awami League and the Twitter account VERIFIED (attested by the Facebook authorities). On the other hand, BNP's Facebook page and Twitter account were not verified. On the right side of the name of those accounts which have been verified by the social circle, the blue circle is marked with a check mark.

7.4 Activities of political parties on Facebook

The number of fans of Facebook pages of their adopted political parties is much higher, but very few users are associated with 'like', 'comment' and 'share'. The average level of the likes, comments and shares posted on the Awami League and BNP's Facebook page, as shown in the table (table 7.2).

Table 7.2: Average likes, comments and share levels on Facebook page

Party Name	Total Post	Like	Comment	Share
Awami League	60	5105	54	551
BNP	60	1696	18	186

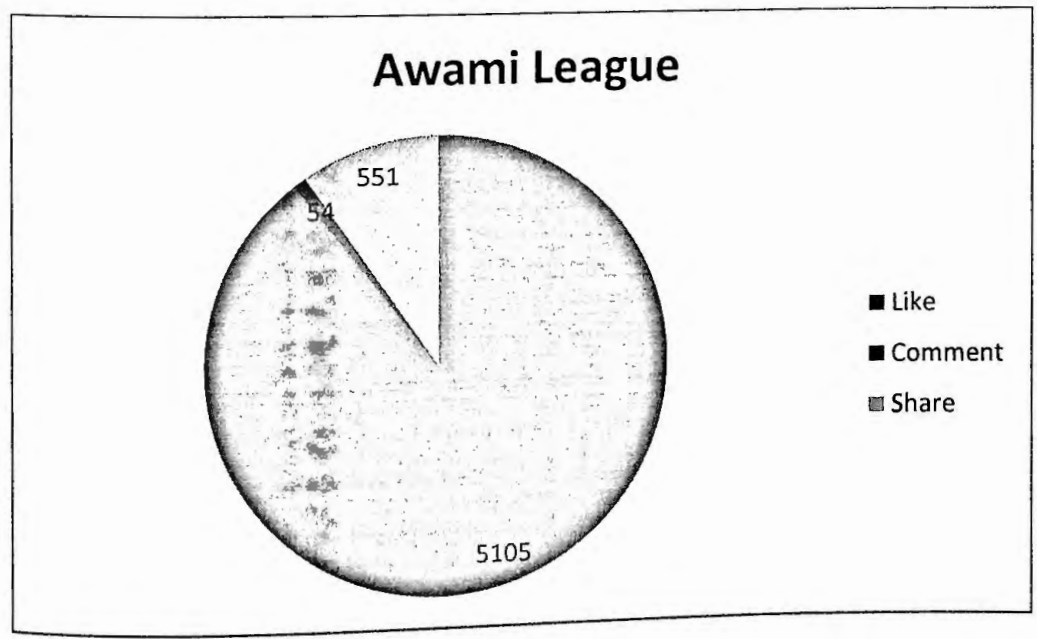
people are added to the Awami League's Facebook page a bit more. On their Facebook page, the average 'Like' post was 5105 and the comments and shares were 54 and 551 respectively. The post of a picture of Awami League's party chief Sheikh Hasina received the most 'likes' among the sample posts. Where he greeted the newly elected City Mayor of Narayanganj Selina Hayat Ivy and distributed flowers boats. In the post, 63 thousand people 'liked', 'comment' has 579 people and 8,24 people 'share' which is the most popular among Awami League's sample posts.



23 Dec 2016



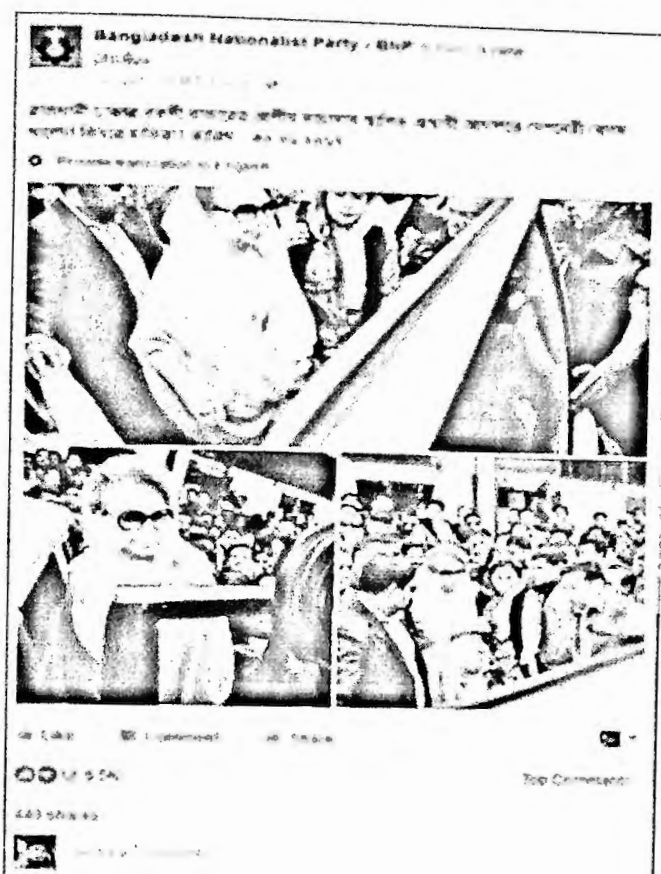
It is also seen in the analysis that a post given on technology is the most popular post of Awami League. On the date of acceptance, 303 posts were followed by 'Like' and 5 comments and 'shares' respectively, and 18 respectively. But since the 'likes', 'comments' and 'shares' on Facebook are going on, so the 'likes', 'comments' and 'shares' may change. While Awami League got less feedback in few posts, most of the sample posts received were very popular, which is somewhat clear from the average 'like', 'comment' or 'shares'. On the Awami League's Facebook page, average level of likes, comments and shares was shown (pie-chart 7.2).



Pie Chart 7.2: Awami League's Facebook page Average levels of like, comment and share

Most of the people just 'liked' the Facebook users posted on Awami League's Facebook page. Meaning the users liked those posts. In the 60 posts of the Awami League, 5105 Facebook users 'liked' the average. There was no chance of disliking on Facebook. As a result, if a person does not agree with any topic, he can comment on his own opinion. On the Awami League's Facebook page, it is seen that all those who agree with the Facebook post of Awami League or who disagree have commented on their comments there. However, the rate of 'comment' is much lower than 'likes' and 'shares'. A total of 60 posts have been commented on the average of 54 Facebook users. Although the rate of 'comment' is low, the average share price is a little higher. In the 60 posts of the Awami League, 551 people shared Facebook users.

Again, on the sample page of BNP's Facebook page, the average 'Like' post was 1696 and the comments and shares were 18 and 186 respectively. The post of a picture of BNP chief Khaleda Zia received the most 'likes' of the sample posts. The picture of an appeal to appear in a temporary court at Alia Madrasa, Baksei Bazar of the capital Dhaka, is posted. In the post, 6500 Facebook users 'liked', commented that 31 people and four hundred 49 users shared 'shares'.



VPN Post 30 January 2017

It is seen in this analysis; news of NTVBDDTK.com shared a post shared on the BNP page, the most popular among BNP's sample posts. In that post, criticizing the present government, the leaders of the Rajshahi Metropolitan Awami League have stopped the recruitment examinations at Rajshahi University. There is no 'comment' post on the date of sampling and no one has shared. Among the posts of BNP's Facebook page, the average 'likes', 'comment' and 'share' levels in November and December 2016 are the lowest. Other than these two months in the

sample, the average 'likes', 'comment' or 'shares' levels are slightly higher in other months.

Most of the people just 'liked' the Facebook users in a demo post of BNP's Facebook page. Meaning the users liked those posts. On average, 1696 Facebook users 'liked' over 60 posts of BNP. If there is no scope for disliking on Facebook, a person can give a personal opinion by commenting, if he does not agree with any topic. The BNP's Facebook page shows that all those who agree with the BNP's Facebook post or who disagree have commented on their comments there. However, the rate of 'comment' is much lower than 'likes' and 'shares'. In total 60 posts have been commented on the average of 18 Facebook users. Although the rate of 'comment' is low, the average share price is a little higher. An average of 186 Facebook users shared in 60 posts of BNP.

### **Like / Like in Facebook Post**

Like to post on Facebook, you have the option of choosing. There are no options to unlock or dislike. But recently some features like surprise, love, sorry etc. have been added. The likelihood of posting of the two political parties is shown with the help of pie-chart (pie-chart: 7.3).

The average rate of the Awami League is 5105, the average rate of BNP's average 1696. This level was found by analyzing 60 post-analyzes of the six political months of the two political parties. Analysis shows that Facebook users have more likes on the Awami League Facebook page. In this case, the rate of BNP is very low. In the most popular post of Awami League (on the date of sampling) 63 thousand people gave 'liked', only six thousand five hundred people gave 'likes' to the most popular post of BNP. As per the percentage of 'likes' in Awami League and BNP posts, 75 percent people have 'liked' the Awami League post and 25 percent gave 'likes' to the BNP post.

### **Comment / comments on Facebook post**

Users can give their views on Facebook posts. Analyzed how much opinion has been given on Awami League and BNP page. The average rate of comments / comments is shown with the help of pie-chart (picture: 7.4).

In every post of Awami League and BNP's Facebook page, average commentary rate is 27 and 18 respectively. Analysis shows that Facebook users have commented more on Awami League's Facebook page. On the other hand, this rate of BNP is very low. 579 comments

have been made on the most popular posts of Awami League (on the date of sampling) and only 67 people commented on BNP's most popular post. Among the postal pages of BNP's Facebook page, Facebook users commented on the highest number of comments posted by BNP Senior Vice Chairman Tarique Rahman in a post. Where he criticized Bangabandhu Sheikh Mujibur Rahman and opposition leader Sheikh Hasina. In the post quoting Tarique Zia, the post says, "Sheikh Hasina from Sheikh Mujib no one believes in democracy, Sheikh Mujib ever declared independence."

No comments posted on Awami League's Facebook page have been found, but there are five posts not commented on BNP's Facebook page. In the opinion of the Awami League and BNP posts, 75 percent of people commented on Awami League post, and 25 percent people commented on the post of BNP.

### **'Share' on Facebook post**

On Facebook, a user, group or organization posts, agree on or agree to post it and share it with its own profile, then it is posted on your own.

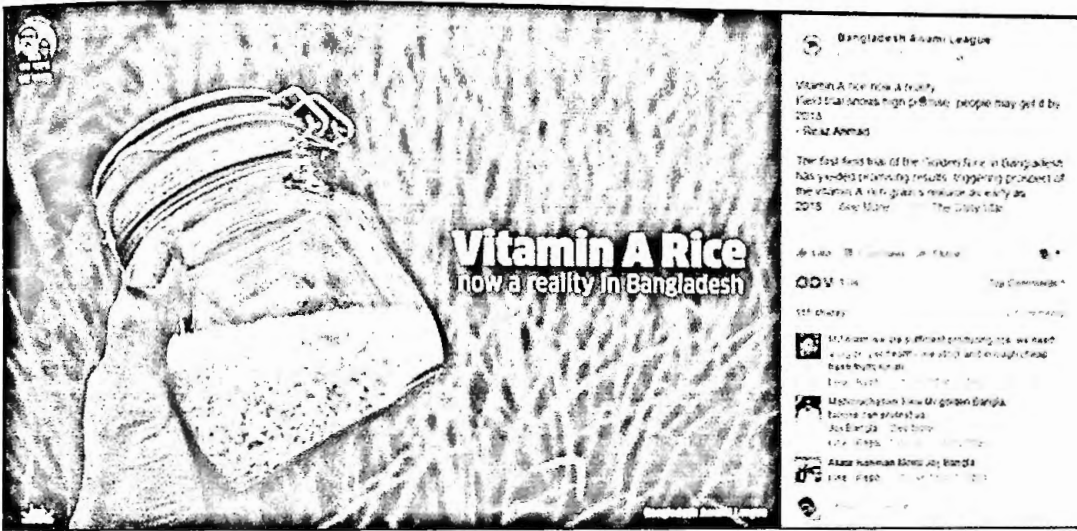
The post that is currently shared on Facebook is spread quickly and to a

large number of people. On the Facebook page of the Awami League and BNP.

In each post of the Awami League and BNP's Facebook page, average share price is 551 and 186 respectively. This rate was found by analyzing 60 post analyzes of six political months in six to six months of both political parties. Analysts show that their posts on Facebook's Awami League Facebook page have more 'shared' Facebook users. In this case, the posts of BNP's Facebook page are much less than 'shares'. In the Awami League's most popular post (on the date of sampling) eight thousand 24 users have 'shared', on the other side, the shares of the BNP's most popular posts have been shared by two thousand 30 people. On March 26, a video of BNP's rally in the capital was "Shiksh" at the highest Liberation Day post. In the Awami League and BNP posts, shares of 75 percent of the people have been 'shadow' in the post of Awami League, and 25 percent of the people gave 'shares' to the post of BNP.

## Images and videos posted

### Awami League's Facebook page



Post with photo; 30 October 2016

Posting posts or posts with photos is very important compared to posts written on Facebook. The picture or video post makes the reader's burden clear and makes the post more credible for the reader. In the current study, the number of photos and videos posted on Awami League and BNP's Facebook page has been analyzed, or how much posts were given in writing only. The picture of the post, photo and video posted on the Facebook page of the two political parties is shown in table (Table: 7.3).



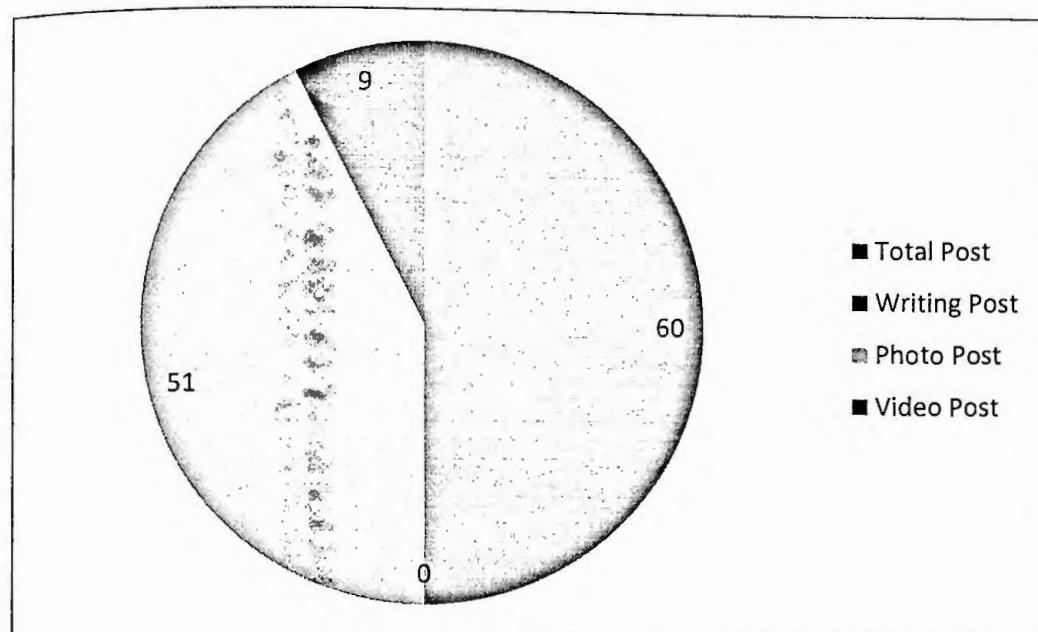
Table 7.3: Writing, photos and videos posted on Awami League and BNP's Facebook page

Group Name	Total Post	Writing Post	Photo Post	Video Post
Awami League	60	0	51	09
BNP	60	03	47	10
Total=	120	03	98	19

A total of 60 posts of Awami League's Facebook page received in the sample were posted in 51 posts. And 09 videos were posted. Except for post or video posts, the post was not available. However, on the Facebook page of the BNP, only three posts were found. And photo and video posts respectively 47 and 10 respectively. As a result, Awami League and BNP posted 03 post posts, 98 pictures of post and 19 videos out of 120 posts in total.

Photo and video posts on the Awami League's Facebook page

How many photos or videos have been posted on Awami League's Facebook page? It is seen in the analysis that Bangladesh Awami League provided 51 post pictures among the sample posts received on their Facebook page and posted 09 videos. No posts were found in sample posts. Pitching (pie-chart 7.6) is shown with the help of lower pictures.



**7.3: Writing on Awami League's Facebook page, pictures and video post levels**

It is seen in the analysis that Bangladesh Awami League provided 85 percent post-images in the sample posts received on their Facebook page and gave 15 percent video post. The post rate in the sample posts is 0%.

### **Posted on the BNP Facebook, pictures and videos posted**

The number of photos or videos posted on BNP's Facebook page has been analyzed. The BNP has posted 03 posts, 47 posts, and 10 videos in the sample posts taken on their Facebook page. Pitching (pie chart 7.7) is shown with the help of a chart.

BNP posted 05 percent of the sample posts taken on their Facebook page, 78 percent of photos posted and 17 percent posted video post.

Use of images and text in Facebook posts

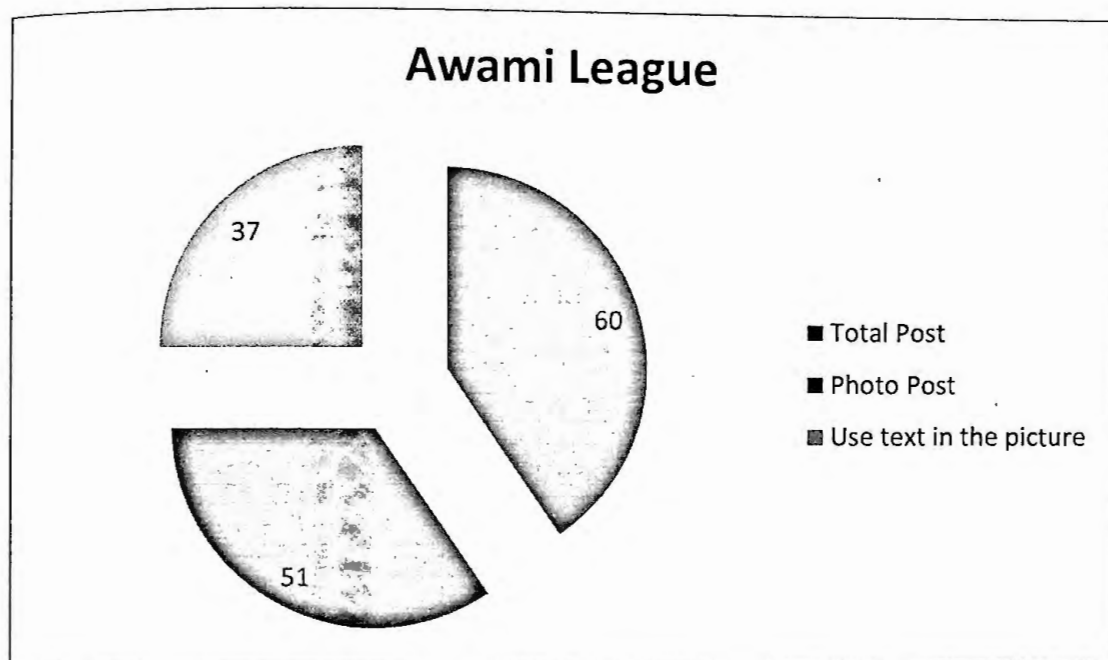
Both political parties posted a lot of photos in their Facebook posts and most of them used text. On the Facebook page of the two groups, the use of text in the picture post and the image of the text is shown with table (Table: 7.4).

Table 7.4: The level of use of text in the Facebook page

Name of the political party	Total Post	Photo Post	Use text in the picture
Awami League	60	51	37
BNP	60	47	11
Total=	120	98	48

Among the 60 posts received in the sample, Bangladesh Awami League has posted with 51 pictures and BNP has 47 posts. In the Awami League's Facebook page, 37 posts in 51 posts and BNP 47 posts used in 11 post posts. It is seen in the analysis, 98 of the 120 posts of the Awami League and the BNP posted photos and 48 posts were used in the text.

On the Facebook page, the level of postings of both political parties was highlighted with pie-chart (Chart 7.8).



**Pic Chart 7.4: The size of the picture post on the Facebook page**

Bangladesh has used pictures in 51 posts of 60 posts received from the Facebook page of the Awami League. Again, in the posts of 47 posts of 60 posts of BNP's Facebook pages. Analyzes, the number of pictures posted on Awami League's Facebook page is more. On the other hand, the number of pictures posted on the BNP's Facebook page has been relatively low. Awami League and BNP's Facebook page on the percentage of pictures posted on the basis of percentage of Awami League 52 percent and 48 percent BNP post.

### Use of text in the image

Recently, text-on images or photos are very popular among Facebook users. In both Facebook posts or comments, the use of writing on the photo is seen. The use of text in the pictures posted on the Facebook page of Bangladesh Awami League and BNP's Facebook page was shown seen.

Bangladesh Awami League has used 51 text posts in 37 posts and BNP has used 47 text posts in 11 posts. Awami League used 37 posts in their 60 posts and BNP 11 posts on their Facebook page. It is seen in the analysis that on the Awami League's Facebook page, the use of text in picture postings is more than the use of text, whereas in the BNP, the rate is comparatively lower. Awami League and BNP's Facebook page on the percentage of usage of text in the percentage of Bangladesh Awami League 77 percent and 23 percent BNP post.

### Video post on Facebook

Post a video of new features on Facebook. Here the person or organization can post their own videos, as well as any other website, television or other person's video can share it with their own wallet. At present, Facebook updates software is automatically launched and how

many Facebook users are watching (VoOs). How many videos were shared by the Awami League and BNP's Facebook page and how much viewers were shown in the table (Table 7.5).

**Table 7.5: The level of use of Video post on Facebook**

Name of the political party	Total Post	Video Post	Average view of video
Awami League	60	9	20300
BNP	60	10	11680
Total=	120	29	31980

Among the 60 posts received in the sample, Bangladesh Awami League has posted 09 videos and BNP has 10. Awami League video posts are less than the number of posts in the post, but the amount of video watching (vivare) is much higher. Bangladesh Awami League's Facebook video has an average of 20300 views and BNP's 11680 people. It is seen in the analysis that 19 of the 120 posts of Awami League and BNP have posted or shared 19 videos, and the average video view rate of 31980 people.

Comparative analysis of video posts of Bangladesh Awami League and BNP, it has been found that among the 60 posts, Bangladesh Awami League posted 09 videos as per the percentage of 47 percent and BNP has 10 percent, which is 53 percent as a percentage. Both teams posted a total of 19 videos on their Facebook page. As a result, fewer videos were posted in comparison to the pictures posted. But the level of posting of this video is just a little more than just the post.

### **Video viewing dimensions**

Depending on the amount of views (views) posted on Facebook's video post, the post data depends on the popularity of the organization's profile or page. Moreover, the number of airwaves can be increased through advertising. On the Facebook page of Bangladesh Awami League and BNP, the video viewing dimension was seen in analyzing data.

Bangladesh Awami League's Facebook video has an average of 20300 views and BNP's 11680 people. Bangladesh Awami League and BNP have posted as a percentage of video post; Bangladesh Awami League posted 63 percent and BNP 37 percent.

Different Types of Facebook Posts

Bangladesh Awami League and BNP posted a variety of posts on their Facebook page. The Awami League and BNP's Facebook pages are directly related to politics. However, in addition to political issues, some other things were posted on their party's Facebook page. The post type on the Awami League and BNP's Facebook page was shown in the table (Table 7.6).

Table 7.6: Various types of posts on Facebook page

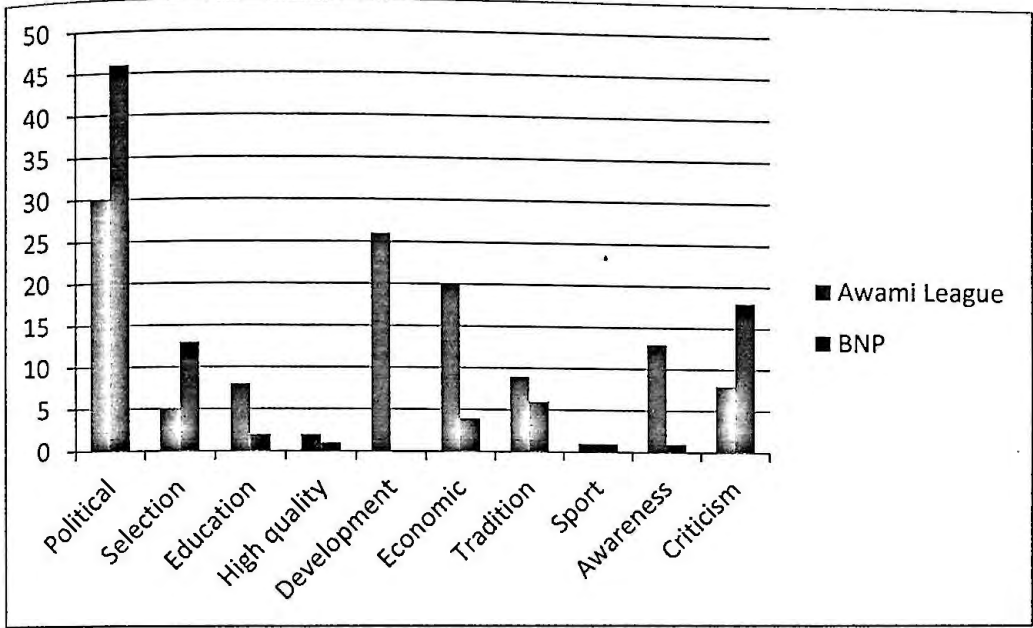
Party Name	Political	Selection	Education	High quality	Development	Economic	Tradition	Sport	Awareness	Criticis
Awami League	30	05	08	02	26	20	09	01	13	08
BNP	46	13	02	01	0	04	06	01	01	18
Total=	76	18	10	03	26	24	15	02	14	26

Political parties in the sample have posted the most on their Facebook page on political issues. Bangladesh Awami League Political issues were found in 30 posts and BNP 46 posts out of total 60 posts. Both teams gave 76 political posts among 120 posts. Although there are 05 posts



available in Awami League, 13 posts of BNP are available. Awami League has given 08 posts of education, but the BNP has given 02. A post of Awami League 02 and a post of BNP were found on religious issues. Although the Awami League posted 26 posts on development, the BNP has not posted any posts on this issue. Again, the Awami League gave 20 posts on economic issues, but 04 gave the BNP. History / tradition, sports, awareness and critical posts are found on the Facebook page of Awami League 09, 01, 13, 08 and BNP 06, 01, 14, and 18 respectively.

Both teams gave 18 posts about the election, 10 posts of educational posts, 03 posts of religious posts, 26 posts of development post, 26 economic posts, 15 posts on history / tradition, 02 posts about sports, awareness and critical post 14 and 26 posts respectively. Has given On the Awami League's Facebook page, different types of posts were shown through the pie-chart (chart 7.12).



Bar chart 7.6: Various post levels on Awami League's Facebook page

On the Facebook page of Bangladesh Awami League, 30 posts of political posts were found out of 60 posts. 05 posts of Awami League found in the election. Awami League has given 08 posts to the education affiliation. There are 02 posts of Awami League in religious matters. Awami League gave 26 posts on development Awami League posted 20 posts on economic issues. History/ tradition, sports, awareness and critical posts are found on the Awami League's Facebook page, 09, 01, 13 and 08 respectively. On the Facebook page of the BNP, the level of different types of post was identified.

There are 46 posts of political topics on the BNP's Facebook page. There are 13 posts of BNP in the election. BNP has given the post of education that has 0% a post of BNP was found on religious matters. There is no post of BNP regarding development. BNP has given four issues to the economic affairs. The BNP posts on history / heritage, sports, awareness and criticism are 06, 01, 14 and 18 respectively.

### **Political post**

Most of the posts posted on political issues on the political party Awami League and BNP's Facebook page have been published. Both teams gave 76 political posts among 120 posts. The level of political post on the Awami League and BNP's Facebook page was found.

Bangladesh Awami League posted 30 posts out of a total of 60 posts, 39 percent as per the percentage and 46 posts of BNP which posted 61 percent political issues as percentages. On the Facebook page of the BNP more than the Awami League gave political post more.

### **Post on election**

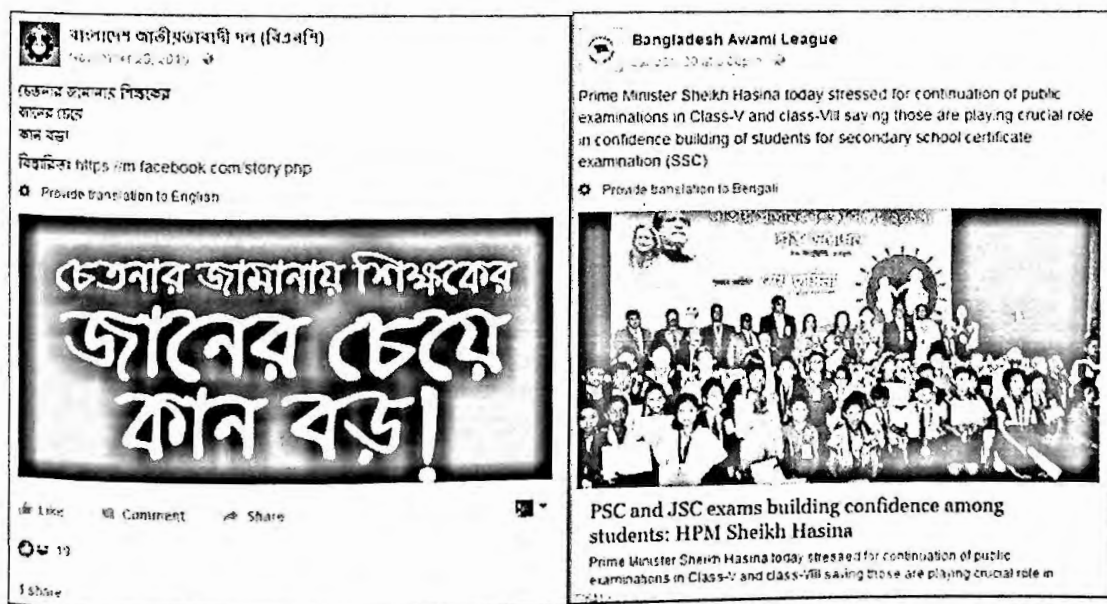
The political activities of the political parties increased naturally during the election. However, the Awami League and the BNP could not be seen campaigning through the hashtag only on the election. But during

the election, social media has been voiced on Facebook by both parties. Various issues related to the removal of BNP have been mentioned in the Facebook post. The unacceptable posts of the Awami League and BNP's Facebook page were seen.

### Educational posts

The importance of education is immense. To educate a nation, more education is needed in education. But Bangladesh Awami League and BNP both political parties- education

#### Awami League's Facebook Post



Awami Ledge Posted 20 January 2016      BNP Posted 29 November 2016

Related posts are low. Bangladesh Awami League has posted positive and different educational events in the education sector and BNP has

given critical post in education. The level of education related to the political party was shown through the picture.

Awami League has given 08 posts which are affiliated to education, which is 80 percent as per the percent and BNP has given 02 percent which is 20 percent as per the percent. Both parties gave less education post less.

### **Religion related posts**

People of Bangladesh are religious So many times political activities are seen in the center of religion. But there is still no activity in social media. The level of post of religion related to the political party was identified this study.

Awami League has posted 02 posts, which is 67 percent as per the religion and a post of BNP found 33 percent as a percentage.

### **Development related posts**

As a political party, Bangladesh Awami League has been posting on the Facebook page because of its government's developmental activities. But as a political party, BNP has not given any post-office about

development. The level of post on development of the political party was studied.

Although Awami gave 26 posts on the development of the League, the BNP did not provide any post about it. As a percentage, Awami League posted 100 percent and BNP 00 percent.

### **Economic post**

Though Bangladesh Awami League posted a few economic issues, the level of posting of BNP is less than that. Economic issues related to Awami League were positive and centered on the success of their government, and most of the economic issues related to BNP were allegations and critical. On the Facebook page of the Awami League and the BNP, the level of economic posting was shown through the research.

In the economic affairs, Awami League has 20 posts, which is 83% and 04% by BNP, which constitutes 17% teams gave 24 posts that included economic issues.

### **History / Tradition related posts**

Political parties have given two small posts by quoting various events during the liberation war of Bangladesh. The Awami League has posted

most of its posts on Bangabandhu Sheikh Mujibur Rahman on their Facebook page and gave Majority posts in the history of BNP about Major General Ziaur Rahman.

History / tradition, sports, awareness and critical posts are found on the Facebook page of Awami League 09, 01, 13, 08 and BNP 06, 01, 14, and 18 respectively.

### **Sports related posts**

Bangladesh Awami League and BNP are political parties, but on their Facebook page, some posts related to sport are seen. The level of history post on the Awami League and BNP's Facebook page was seen.

The Awami League and the BNP posted a post on the sport. As a percentage, which are 50. In fact, both the political parties - e-mailed the Bangladesh Cricket team, greeting them against England.

### **Awareness Post**

The main purpose of politics is to serve the people. So the awareness posts on different issues that people should know / need to refrain from doing or doing anything are found on the Facebook page of Awami

League and BNP. Awami League made 13 posts of awareness, which is 93 percent and BNP 01 posts as percentages, which is 07 percent.

### **Critical post**

The Awami League and BNP have posted a comment on their Facebook page by criticizing each other. However, politicians from both parties could not be seen to be critical of any criticism. Bangladesh Awami League has published 08 critical posts, which is 31 percent as per the percentage and BNP has 18 percent, which is 96 percent as per the percentage. Posts of different topics shown on the Facebook page of Bangladesh Awami League and BNP.

Political parties have posted the most on the political page on their Facebook page. Political issues were found in 30 post and BNP 46 posts of Bangladesh Awami League. There are 05 posts in the Awami League and 13 posts of BNP. Awami League has 08 affiliated educations and the BNP has given 02. The Awami League has given 02 posts and a post of BNP on religious issues. Although the Awami League posted 26 posts on development, the BNP has not posted any posts on this issue. Although Awami League posted 20 posts on economic issues, BNP has given 04. The Awami League has 9 posts and BNP 6 posts on history / heritage.



Both teams have posted a post on the sport. Awami League has given 13 public awareness posts and BNP has given one. In the critical post Awami League 08 and BNP 18 posts.

**Post on internal affairs of political parties through political parties**

Political parties have press releases, press conferences or meetings / gatherings to inform the media, party leaders-workers or people in their internal affairs. The press release made to publish in the media is posted on their Facebook page. A press conference was also seen in the post on Facebook page.

Whereas party leaders and workers are meeting / gathering also comes up on their Facebook page. For any reason if all the leaders and workers of the party are not able to communicate, then the party or party's central directives are seen on the Facebook page. On the Awami League and the BNP's Facebook page, the level of posts on the internal affairs of the party was shown in the table below (table: 7.7).

Table 7.7: Post on internal pages of the team on Facebook page

Party Name	Total posts	Press release	Press conference	Meeting / assembly	Party decision
Awami League	60	2	1	4	1
BNP	60	8	8	16	11
Total=	120	10	9	20	12

Among the 60 posts received in the sample, press release on the Awami League's Facebook page found two and 8 of the BNP. Awami League has posted a news conference and the BNP has 8. Awami League has posted 4 posts about party meetings / assembly, and BNP has given 16 posts. Again, the Awami League posted one and 11 posts of the BNP to inform the party's internal decision-making leader-workers. The posts of internal topics given on the pages of Bangladesh Awami League and BNP are shown with graphic (Chart: 7.7).

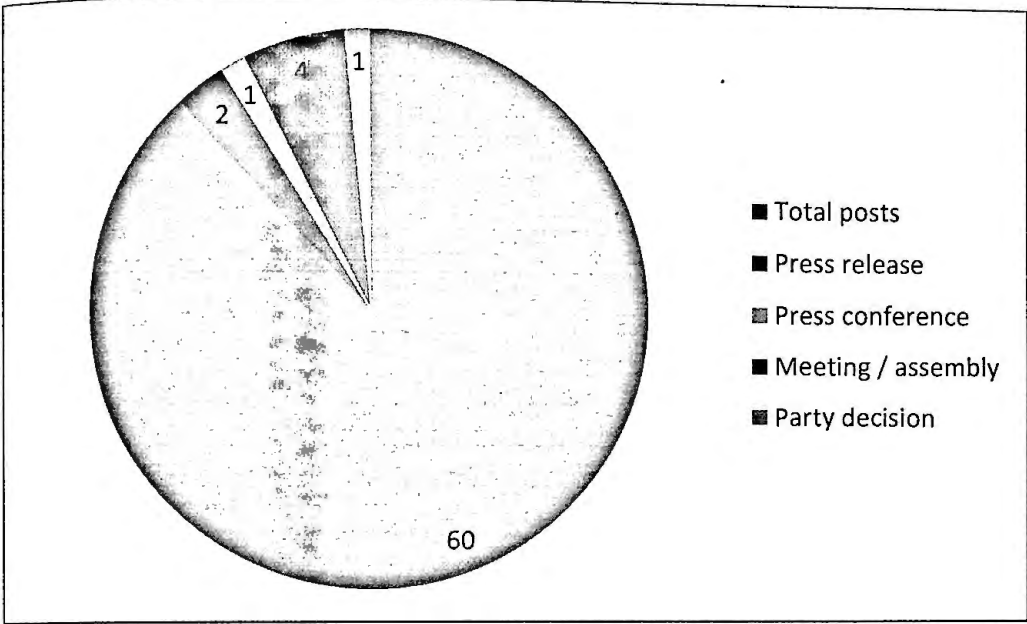


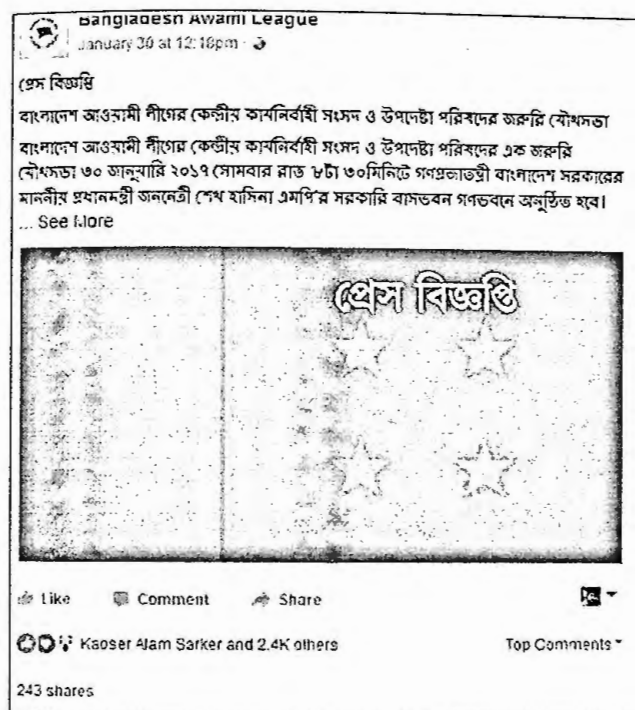
Chart. 7.7: Post on internal pages of the party on Facebook page

Bangladesh Awami League has given very few posts on internal issues. Although press notes, press conferences, meeting / assembly post or party decisions have not been shown to post much about it. However, BNP was relatively more active in this case. The internal issues of the political parties were analyzed in detail.

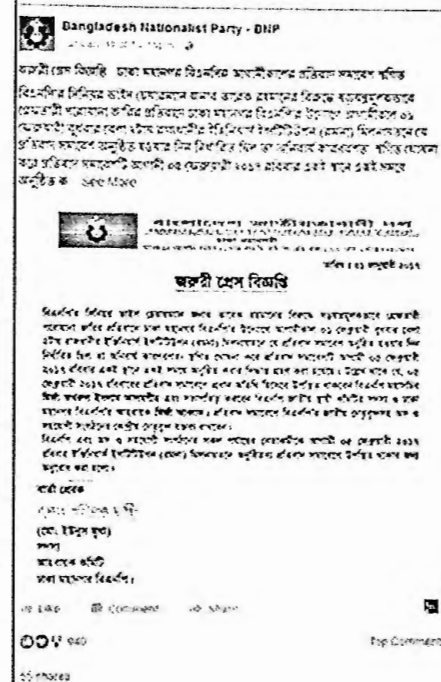
**Press Release on Facebook**

Social, Political, Cultural, Commercial Organizations or Institutions issued a specific framework for publication of any of their activities in the newspapers that send the written statement to the newspaper office and press release. Awami League and BNP are seen posting press

releases posted on Facebook page to publish their internal issues on the media.



Awami Ledge Post 30 Jan.2017



BNP Post 31th January 2017

On the Facebook page of the Awami League and the BNP, the level of publication of the press release was shown image.

Two posts on Bangladesh page of Awami League and 8 on the BNP's Facebook page have just been posted. Both the BNP and Awami League posts a total of 10 press releases. As per the percentage of Awami League 80.

### **post on news conference on Facebook**

Leaders and activists conduct congress conference to inform or explain a political party. Awami League and BNP posted a press conference on any topic, posted on their Facebook page with exact pictures / videos. On the Facebook page of the political party.

### **The posting level of the news conference on the Facebook**

Awami League has posted a news conference and BNP has posted 8 posts. Both the BNP and the Awami League have posted a total of 09 news conferences. As per the percentage of Awami League 89 percent and BNP's 11 percent.

### **Facebook posts on meetings / conferences**

When the political party leaders and workers gather meetings / gatherings, it also spreads through social media. Posting pictures and videos by quoting party leaders, posted on the political party's Facebook page. The level of posting about the political party's Facebook page meeting / gathering was shown with the help of the picture 7.26).

Awami League has posted 4 posts on meeting / rally and BNP has given 16 posts. Both the BNP and the Awami League have posted a total of 20

meetings / conferences. As per the percentage of Awami League and 80 percent of the BNP.

### **The post on the party's decision on Facebook**

Recently, reliance on social media has increased greatly. Political parties are using this medium to spread the central decision of their party in moments. In order to make a central decision on any aspect of the political party, one on the Facebook page of Bangladesh Awami League and 11 posts on BNP's Facebook page. Both the BNP and the Awami League have posted 12 posts in which the party's central decision has been given. As per the percentage of Awami League's party post rate, 8 percent and BNP's 92 percent.

### **7.5 Activities of political parties on Twitter**

Twitter is on top of favorite social media for politicians. Politicians can easily disperse messages between party leaders and workers. Through this, both personal and group type profiles can be opened. In the current study, the political profile of the political party has been analyzed to know their activities. Awami League has 66 thousand 800 followers, and 1,453 people have been followed from Awami League accounts. On the other hand, there are 11 thousand 100 followers on BNP's Twitter and

673 people have been followed from this account. In the beginning of the chapter, there is talk about Twitter profile, in which briefly the main data is set. The average level of likes / returns, reply and retweet of posts taken as samples from Awami League and BNP's Twitter account is shown below (Table 7.8)

**Table 7.8: Average like / twist, reply and retweet levels on Twitter account**

Team name	Total tweets	Like / gain	Replay	Request
Awami League	60	186	1	121
BNP	60	156	6	20
Total=	120	339	7	141

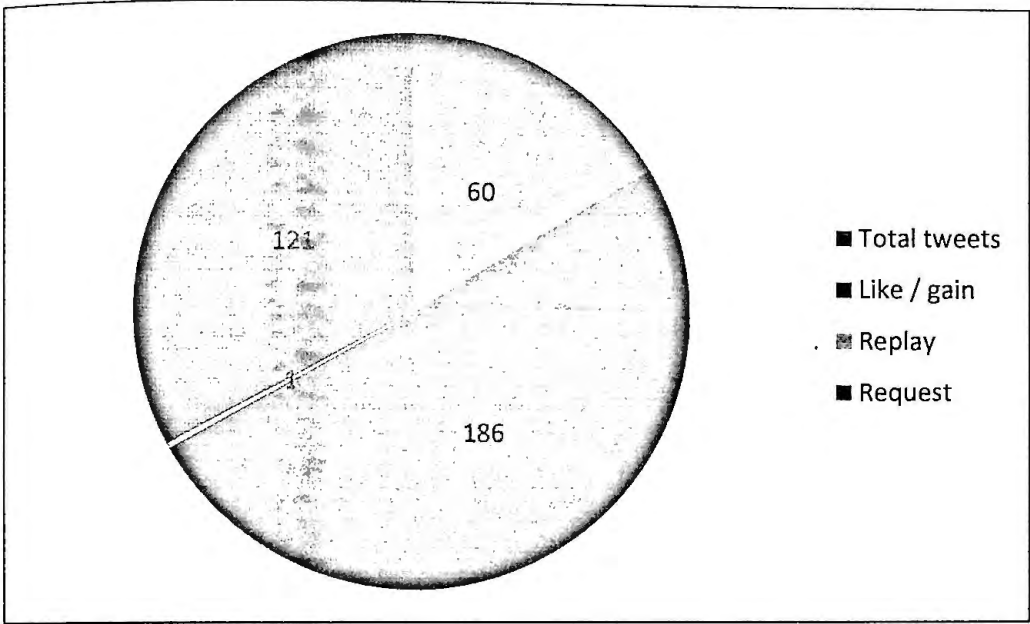
Awami League Twitter account has 60 tweets - average 'likes / gain' followed by 186 and responded and retweeted one and 121 respectively. The post of the post was one of the most liked 'likes / gain' posts of Awami League party chief Sheikh Hasina. Posted by Sajib Wazed Joy on Twitter account. A news share of the Dhaka Tribune has been shared with Sheikh Hasina's picture of the need to build a medical

university in every division. A total of 454 people gave 'Like / Gift' to the post and 189 people did not retweet even if they responded.



It is also seen that, in the United Kingdom, a post retweeted from Jim Fitzpatrick's profile on the occasion of celebrating 46th Independence Day in the United Kingdom, the most popular post of Awami League On the date of sampling 31 'likes' followed in the post and none gave 'reply', but 20 users 'retweeted' the tweet. The average level of the like / profit, reply and retweet of Awami League's Twitter account is shown (Graph 7.33).





**Pie-chart 7.8: Average level of likes / profit, reply and retweet of Awami League tweets**

Twitter users have the highest rate of 'Like / gain' on the Awami League's Twitter account. This means that users liked those tweets. In Awami League 60 tweets, an average of 186 Twitter users gave 'Like / Love'.

Awami League's Twitter account shows that all those who agree with the tweet of Awami League or who disagree have responded with their reply. Only a Twitter user has given 'reply' to total 60 posts. However, the rate of 'reply' is low, but the average retweet level is slightly higher. In the 60 posts of the Awami League, an average of 121 Twitter users has been retweeted.

Again, on the sample post on Twitter, the average 'Like / gain' was followed by 156 and reply and retweeted 06 people and 20 respectively. One of the most liked 'likes' of the sample posts is an accident related tweet from Khaleda Zia's profile. Begum Khaleda Zia tweeted that she was shocked at the life of 76 people, including the Brazilian footballer in the plane crash in Colombia. In the post, 912 Twitter users gave 'Like / Love', 'reply' gave 39 users and 103 users 'retweet'.

It is seen in the analysis that Mirza Alamgir tweeted about BNP formation against 63 people, which is the most popular among BNP sample tweets. In that post, the issue of formation of charges against BNP leaders and workers was highlighted. On the date of the sample, 10 people liked this post, and one person did 'retweet' even if no one responded. On average, the average level of the likes / profits, reply and retweet of BNP is shown on Twitter (pic 7.34).

A total of 60 tweets in the twitter profile of the Twitter user, Twitter users, gave an average of 156 users 'like / gain'. There is no scope for disliking on Twitter, because the arrangements for 'reply' are kept there. In the tweet of BNP, all the people who gave 'reply' to BNP's tweet. However, this rate of 'reply' is much less than 'Like / Love' and 'Retweet'.

In total 60 posts has been 'reply' to 06 users. Although the rate of 'reply' is low, the average retweet levels are slightly higher. Twenty-two users of the BNP retweeted an average of 60 tweets.

### **Like-to-Tweet / profit**

Twitter users may like / gain their favorite tweets. What is the likelihood that the likes / gains of Bangladesh Awami League and BNP's tweets have been determined? The average level of likelihood of the likelihood of the likelihood of Twitter / Twitter accounts is shared with the pie-chart (pic 7.35).

The average literacy rate of the Awami League is 183 and the average rate of the BNP is 156. This rate was found by analyzing 60 tweets in the six months of each political party. Analysis shows that the users of Awami League's tweets have a little more liking / profit. In this case, BNP's rate is a little lower. Analyzes, 454 users of the Awami League's most popular post (on the date of sampling) gave 'Like / Love' and 912 people gave 'Like / Love' in the most popular post of BNP. According to the opinion of the Awami League and the BNP, the percentage of 'Like / Luv' was 54 percent as 'Like / benefited' in the Awami League tweets . 56 percent gave 'Like / Love' to the BNP's tweets.

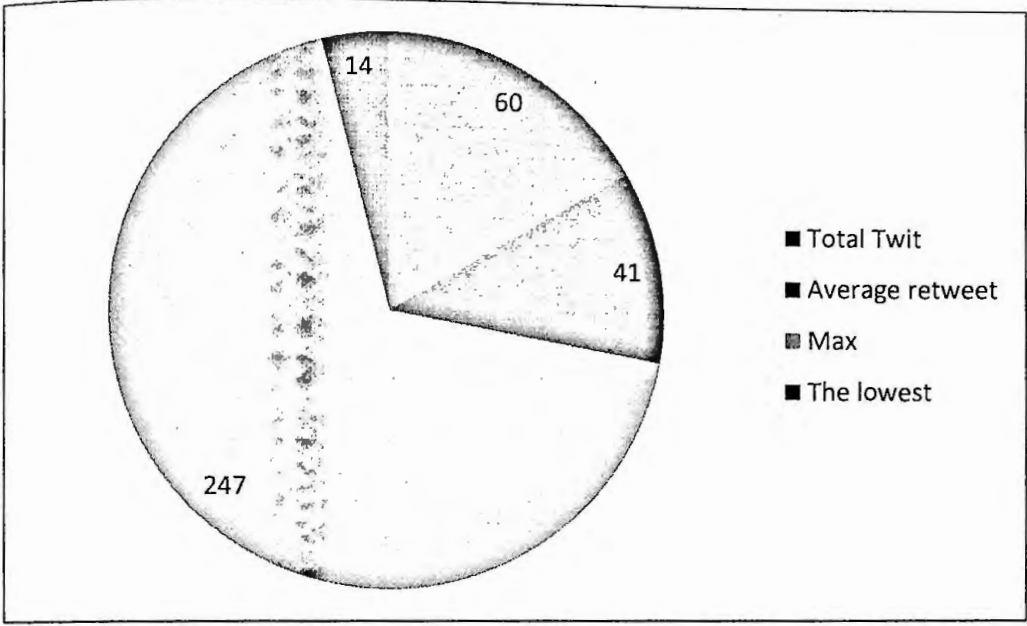
**Ratchet's level at 7.3.3 Tweet**

On Twitter, if any person, group or organization has agreed or liked the tweets, and tweeted the user's profile on the tweet. Awami League and BNP's Twitter has seen that party leaders and activists of the Awami League and BNP have retweeted more. Ratios of the Awami League and BNP were shown (Table 7.9).

**Table 7.9: Retweet level on Twitter account**

Team name	Total Twit	Average retweet	Max	The lowest
Awami League	60	41	247	14
BNP	60	20	103	00
Total=	120	61	350	14

The average rate of retweet of Awami League and BNP was highlighted with the help of chart (pie chart 7.9).



Pie Chart: 7.9: Average rating of the tweet

The average retweet of Awami League and BNP's tweets has been 121 and 20 respectively. This rate was found by analyzing 60 tweets in the six months of each political party. Analysts shown that the users of the Awami League tweeted more 'retweet'. In this case, the rate of 'retweet' of BNP's tweets is much lower. As a percentage, 86 percent of people have reacted to Awami League's tweet and 14 percent of the users have 'retweeted' in the BNP's tweet.

**Tweets and photos used in the tweets**

Tweeted with photos rather than just tweeting on Twitter makes the reader understands the burden of the reader and makes the tweet more credible to the reader. In the current study, how many pictures have been used in the tweets of the Awami League and the BNP, or how many tweets have been given in writing only have been analyzed. The level of use of the text in the picture, picture and the text in the group's tweets is shown with table (Table 7.10).

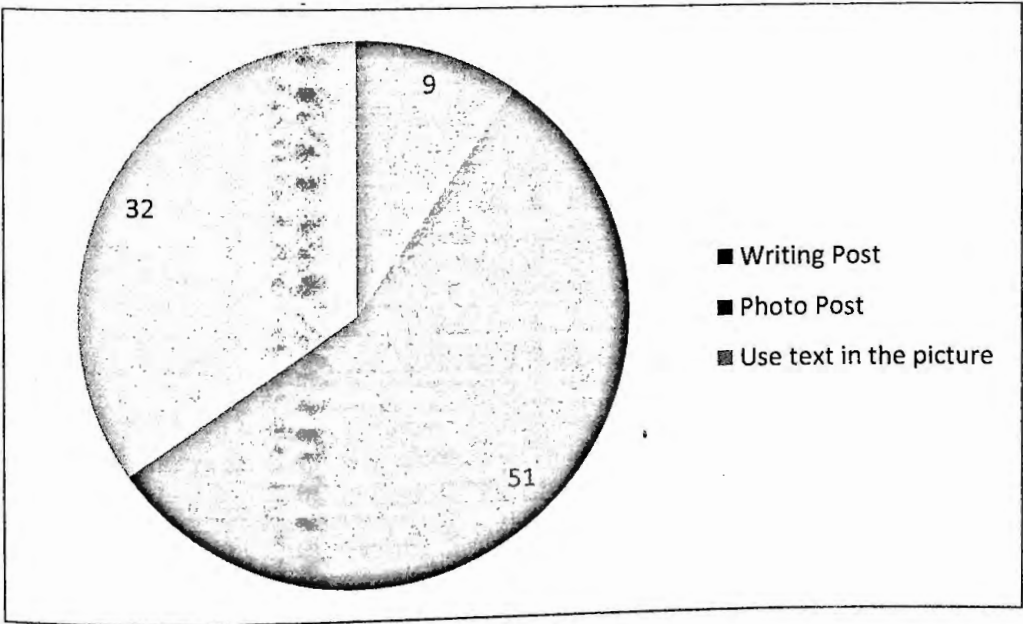
**Table 7.10: Tweeted, photo usage**

Team name	Total Post	Writing Post	Photo Post	Use text in the picture
Awami League	60	09	51	32
BNP	60	16	44	17
Total=	120	25	95	49

A total of 60 posts on Awami League's Twitter account, taken in the sample, have 51 tweets with pictures and 09 have just been tweeted. On the other hand, BNP has 44 tweets with 16 tweets and photos on Twitter. Of the 120 tweets from Awami League and BNP, 15 have been tweeted with tweets and 95 pictures.

**Writing and photo usage of the Awami League's Twi**

The number of photos tweeted in the sample tweets received on Awami League's Twitter has been seen. The tweet size, with tweet and photo written on Awami League's Twitter, is shown through the graph (pie-chart: 7.10).



**Pie Chart: 7.10: The size and usage of the picture in the Awami League tweets**

It is seen in the analysis that Bangladesh Awami League has provided 51 tweets in their sample tweets on Twitter and has only been written in 09 tweets. Tweeted as a percentage of the tweet is 15 percent and the tweet rate with the photo is 85 percent in the selected.

Various types of tweets

Political issues are more due to the involvement of Awami League and BNP's Twitter account directly in politics. But there are also tweets about other more.

Lower various types of tweets were shown on Twitter by the political party (Table: 7.11).

Tables: 7.11 Various types of tweets

Team name	Political	Selection	Education	Religious	Development	Economic	Tradition	Sport	Awareness	Criticism
Awami League	17	07	03	02	32	24	03	01	04	03
BNP	42	09	01	02	03	02	09	04	22	11
Total=	59	16	04	04	35	26	12	5	26	14



Of the 120 tweets in both the political parties taken in the sample, 59 have made tweets, which were the issues of politics. Bangladesh Awami League tweeted the political tally in 17 of the 60 tweets and BNP 42 tweets. There are 07 tweets in the Awami League and 09 tweets from BNP. Awami league has 03 tweets that are related to education, but BNP has given 01. Both parties tweeted on religious issues. Twenty-two tweets of the Awami League development, but only three tweets have been reported by the BNP. Again, the Awami League tweeted 24 economic issues, but the BNP gave 02. Awami League tweeted about history / heritage, sports, awareness and critical issues, 03, 01, 04, and 03 respectively, and BNP 09, 04, 02, and 11 respectively. It is seen in the analysis that BNP has tweeted more about political issues than the present Awami League government. However, there are fewer tweets about important issues such as economics, development etc.

### **Internal issues of Awami League and BNP on Twitter**

Posting press conferences, press conferences or meetings / gatherings to inform the media, party leaders-workers or people in Awami League and BNP their internal tangents, post these social media posts on Facebook

and Twitter as well. The tweets in the internal affairs of the political parties are shown with the table of data (Table: 7.12).

**Tables: 7.12 internal posts of Awami League and BNP tweets in the post**

Team name	Total posts	Press release	Press conference	Meeting/ assembly	Party decision
Awami League	60	00	00	02	02
BNP	30	01	04	07	03
Total=	90	01	04	09	05

**Tue-party activists attend**

The presence of political leaders in BNP's tweets Political parties have analyzed the presence of leaders and workers in the tweets. In this case, the president and chief of Awami League party chief Secretary and BNP's party chiefs are referred to as Chairman and Secretary-General. What are the presence of group leaders and workers in the tweets of the group?

### **The level of presence of party leaders and workers in the tweets**

Of the total 60 tweets received in the sample, 26 candidates of Awami League were present in the presence of party president Sheikh Hasina and BNP chairperson Khaleda Zia's presence was in 32 tweets. Again the Awami League The editor had only two tweets in the presence of the secretary and the secretary general of the BNP was at 03 tweets. Other Awami League leaders had presence in 10 tweets and the other BNP leaders had presence in 15 tweets.

## **Conclusion**

## Conclusion

Social media is relatively the new type of communication round the world with countries like Bangladesh clench it. It's emerged and verified the foremost well-liked means that of communication amongst folks of all walks. The use and significance of social media have since its beginning broadened over the recent years like growing to become a medium for political policy in numerous aspects. Facebook, YouTube and Twitter are a unit variety of the social media platforms which provide new ways within which arouse national and international engagements within the political environments wherever political campaigns and elections take center stage. This thesis was found out that how politicians of three countries use social media for political campaigns.

During this study showed that US politicians are using social media quite other selected countries. Indian Politicians were the second position in using social media for political campaigns. On the opposite hand, politicians of Bangladesh are using social media for political campaigns comparatively lower than other two countries. The study found several results that ought to be noted.

Obama used his social network to not only communicate, organize and fundraise, but more importantly, to leverage his online supporters during a genuine bottom-up grassroots movement. Trump used social media just for election campaigns. Trump regarded himself as unfairly treated by the media and folks in tweets, so as to get public sympathy. Additionally, the discourse of Trump's Twitter includes humor appeal because he believes this might improve his persuasiveness. Trump discovered that Hillary was corrupted and she or he used the funds of the state for her private purpose. Trump claimed that Hillary Clinton's future policy direction was useless because she had been in politics for over 30 years without making the general public to determine some good political measures.

This judgment will make the general public have awfully strong sense of disappointment to Hillary, resulting in reduce the expectations of Hillary Clinton's future performance. Within the last condemnation, Trump made a powerful comparison between him and Hillary again, he claimed that Hillary will use the US citizens' taxes to assist illegal immigrants that have been observed.

The word illegal will make the general public feel very unfair and even provoke the citizens' anger and discontent. The implication of this judgement is that Trump hopes the general public can elect him as a replacement president, because he's the correct one who may be ready to bring actual benefits to the US.

In India, result was found that Prime Minister Narendra Modi believed that social media has become a robust instrument of democracy and it will be used as a weapon permanently governance. He addressed that social media is utilized in a positive manner permanently governance as information will be received from people living in remote areas.



politicians of Bangladesh are using social media for political campaigns. Zunaid Ahmed Palak, Sajeeb Wazed, Obaidul Kader posted status in social media regularly. A number of them are come to social media in live program. Sajeeb Wazed is more active in social media than other politicians. Mr. Wazed posted status regularly in his timeline. He uploaded video of varied campaigns programs like Young Bangla and various tv programs. Unlike traditional media, the communication processes on the web make interpersonal communication show important differences within the structure of sending and receiving information.

Social media include multiple text variants such as text, fixed images, video, multimedia, etc. and expand their expressiveness and support discourse to realize their persuasiveness. Each user involving within the social network to communicates with others with a range of persuasive purposes.

For the emerging media, as a part of the political campaign become a rhetorical medium, the campaigns must create effective information in rich language, and use the media to permit viewers to access information, observe and respond. Politicians must connect with citizens



at different levels through the utilization of rich language to make dialogue and interaction activities. The interaction between politicians and citizens becomes persuasive discourse, allowing candidates to raise understand voters, and voters also can better understand politicians.

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# **Appendix**



# Appendix

## Politicians on Social Media

Rank

Name

Facebook

 Fans  | Talking About

Twitter

 Followers | 

Total

#1

[tweet this](#)




Barack Obama

Politician


Like

Follow

Follow on Foursquare

 55,266,087

68,615 Talking About

 100,929,585

 98.9

156,195,672

#2

tweet this



**Arnold Schwarzenegger**

Politician

Like

Follow

Follow on Foursquare

**f 16,583,416**

47,376 Talking About

**t 4,421,926**



89.9

21,005,342

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