

## Role of Social Media in General Elections 2024 in India

Pradeep Sen<sup>1\*</sup>, Ranjana Mishra<sup>2</sup>

### Abstract

*The role of social media in the 2024 general elections in India is poised to be a transformative force, significantly impacting political communication, voter engagement, and campaign strategies. With nearly one-third of the electorate having consistent access to social media, this election marks a critical juncture in Indian democracy, reflecting the rapid evolution of digital platforms as vital tools for political outreach and discourse. This shift follows a historical trajectory where social media began influencing electoral processes during the 2014 Lok Sabha elections, leading to what has been termed India's first "social media election." As parties increasingly harness these platforms, they face both opportunities and challenges, including the prevalence of misinformation, ethical considerations in digital marketing, and the need for responsible engagement to uphold democratic integrity. Political parties, including the Bharatiya Janata Party (BJP) and the Indian National Congress (INC), have adopted diverse strategies to engage with a wide array of voters, utilizing platforms such as Facebook, Twitter, Instagram, and Whatsapp. The use of targeted advertising, grassroots digital campaigns, and real-time voter interactions has enabled parties to connect with underrepresented demographics, notably youth and rural voters. However, the rapid spread of misinformation, particularly through messaging applications like WhatsApp, poses significant risks, complicating the electoral landscape and influencing public opinion on key issues. As the elections approach, the discourse surrounding the ethical implications of social media usage has intensified. Concerns about data privacy, the authenticity of influencer-driven marketing, and the effectiveness of self-regulatory measures highlight the need for transparent practices in political campaigning. Furthermore, the digital public sphere has raised questions about the fragmentation of political discourse, where echo chambers may lead to polarization and the erosion of rational critical discussion among citizens, as envisioned in Jürgen Habermas's concept of the public sphere. The 2024 general elections in India signify a pivotal moment for the integration of social media into political processes, underscoring both its potential to enhance democratic engagement and the imperative to navigate the associated risks responsibly. As political parties refine their strategies in this evolving landscape, the implications for voter turnout, public trust, and the integrity of the electoral process remain crucial considerations in shaping the future of Indian democracy.*

**Keywords:** Social media, media strategies, digital campaigning, voter engagement, political message, assembly election, marginalized group, influence of peer networks, social media's impact, grassroots mobilization, dissemination of influence, misinformation, democracy, regulation, informed engagement

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### INTRODUCTION

The role of social media in Indian general elections has evolved significantly since its inception, influencing political communication and voter engagement. The concept of a public sphere, as articulated by Jürgen Habermas, underscores the importance of rational-critical discussions among citizens, a principle that can be traced back to the eighteenth century in Europe, where such dialogues were intended to promote democracy by enabling public opinion formation free from

constraints [1, 2]. In India, this concept manifested uniquely, leading scholars like Arvind Rajagopal to characterize it as a "split public" reflecting the complexities introduced by colonial histories and socio-political dynamics [1]. The transformative potential of social media became evident during the 2014 Lok Sabha elections, which were marked by unprecedented political engagement online. The Bharatiya Janata Party (BJP) effectively harnessed platforms such as Facebook, Twitter, and YouTube, alongside dedicated community organizing sites, to galvanize support [2, 3]. This election was widely recognized as India's first social media election, setting a precedent for subsequent campaigns [4]. The active participation of candidates, notably Prime Minister Narendra Modi, who utilized social media for direct engagement with voters, further exemplified the shift towards digital campaigning [4]. By the 2019 elections, social media's influence deepened, leading to the characterization of this period as India's first "WhatsApp election" highlighting the platform's role in political communication [5]. This shift was accompanied by a significant increase in social media users in India, overtaking the United States to become one of the largest user bases globally, which facilitated broader engagement and activism [3]. The 2024 elections, scheduled from April 19 to June 1, will be the first national election in which nearly one-third of the electorate has had consistent access to social media, underscoring its entrenched role in Indian political life [3, 10]. The rapid adoption of social media also poses challenges, including the proliferation of misinformation and the need for responsible engagement to maintain democratic integrity. Political parties now face the dual task of leveraging social media for voter mobilization while combating potential polarization and misinformation. As the 2024 elections approach, the historical context of social media's role in shaping Indian electoral politics highlights both its transformative power and the imperative for careful navigation of its complexities [7–9].

## **SOCIAL MEDIA PLATFORMS**

During India's general elections in 2024, social media platforms emerged as important tools for political engagement and communication. These platforms avail political parties with a vast digital audience and outreach across a remote demographics, from urban well informed to rural voters, due to the estimated 600 million internet users and growing smartphone penetration [12, 10].

## **TRANSFORMATION OF POLITICAL CAMPAIGNING**

Over the past decade, the role of social media has transitioned significantly, evolving from a networking tool to a crucial stage for political activity and discourse [13]. Platforms like Youtube, Facebook, Twitter, Instagram, and Whats app are utilized not only for broadcasting campaign messages but also for real time interactions with voters. The rise of short form video content on Youtube shorts and Instagram Reels has proven particularly effective in engaging younger voters, generating viral political commentary that traditional media struggles to replicate [6].

## **STRATEGIES EMPLOYED BY POLITICAL PARTIES**

Major political parties in India, like the Bharatiya Janata Party (BJP), Indian National Congress (INC), Trinamool Congress (TMC), and Aam Aadmi Party (AAP), have extensively used social media to improve their political communications medium. The BJP has become a formidable entity, employing social media influencers, like comedians, musicians, and vloggers, to spread their messaging and widen their audience reach. This approach shows a calculated effort to connect with voters with relatable election material and data. The easy inclusion of targeted advertising into the everyday lives of social media users has enabled political parties to personalise their messaging efficiently. In contrast to traditional media, where voters must actively search for material, social media advertising integrates itself into users' feeds, guaranteeing substantial visibility and interaction [11].

## **CHALLENGES AND CONCERNS**

Despite social media offers benefits for political campaigning, challenges remain, particularly with regard to misinformation and lies. The swift dissemination of misinformation presents considerable dangers, shaping public perception on vital matters and complicating the election environment [6, 12].

The utilisation of social media by political parties has intensified the demand for more stringent regulations to address these difficulties, highlighting a critical issue in the discussion of democratic processes.

### **IMPACT ON POLITICAL CAMPAIGNING**

The development of social media has drastically changed political campaigning in India, especially with the impending 2024 parliamentary elections. Political parties are increasingly utilizing digital tools to interact with voters, offer information, and galvanize support using innovative approaches. Social media functions as an important tool for grassroots digital campaigning, enabling parties to engage with neglected voter segments. By sharing content that aligns with community values and utilizing different media types, such as videos, blog posts, reels and interactive forums, campaigns can effectively engage varied audiences [13, 14]. This multifaceted approach recognizes various consumption habits and promotes community sharing, hence enhancing campaign messages through increased involvement. Furthermore, data analytics are essential for comprehending the digital behaviours of various voter demographics, allowing campaigns to customise their outreach methods accordingly.

### **REAL-TIME ENGAGEMENT AND MOBILIZATION**

The immediacy of social media facilitates rapid dissemination of campaign messages and enables real-time engagement with constituents. Political Marketing Strategies emphasizes the importance of creating shareable content and maintaining an ongoing dialogue with supporters, thereby fostering a sense of community among followers. [15, 16] This engagement is essential in energizing the campaign's support base and encouraging active participation, especially among marginalized groups. Through targeted social media campaigns, parties can address specific community issues and mobilize support by building trust and rapport with voters.

### **DATA-DRIVEN CAMPAIGN STRATEGIES**

Electoral analytics are increasingly utilized to refine campaign strategies and enhance voter engagement. By examining electoral participation patterns and measuring the effectiveness of outreach efforts, campaigns can adapt their messaging and resource allocation dynamically. [15] Techniques such as A/B testing and predictive analytics allow political parties to anticipate voter behavior and optimize their digital advertising strategies. [15, 12] This data-driven approach not only improves the targeting of specific demographics but also ensures that campaigns remain agile and responsive to the electorate's needs.

### **OVERCOMING BARRIERS TO PARTICIPATION**

Social media campaigns also play a pivotal role in countering voter suppression and increasing electoral participation among marginalized groups. By providing essential information about voter rights and navigating the electoral process, parties can empower citizens to overcome potential obstacles to voting. Collaborative efforts with civil rights organizations further enhance these initiatives, ensuring a fair electoral process and higher turnout rates among historically underrepresented populations.

### **TECHNIQUES FOR VOTER ENGAGEMENT UTILIZING DIVERSE MEDIA FORMATS**

Engaging voters effectively is crucial for the success of political campaigns, particularly in the context of the 2024 general elections in India. Comprehensive voter engagement strategies help mobilize citizens by addressing their concerns and aspirations while fostering a sense of community participation [15]. With a significant portion of the electorate now active on digital platforms, utilizing social media and other digital tools becomes essential for reaching and influencing diverse voter segments. To connect with underrepresented voters, campaigns must create content that speaks to their experiences. This involves using a range of media formats, including impactful videos, informative blog posts, and interactive online forums. Such diverse approaches recognize the varied

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ways in which people consume content and amplify the campaign's message through sharing and community engagement [15].

### **DIRECT VOTER CONTACT METHODS**

Direct engagement with potential voters can motivate participation significantly. Techniques such as door-to-door canvassing, phone banking, and text messaging are effective in creating meaningful conversations that convey the campaign's message on a personal level. By fostering direct interactions, campaigns can better connect with voters and understand their concerns.

### **COMMUNITY EVENTS AND GRASSROOTS STRATEGIES**

Organizing community events such as town halls, candidate Q&A sessions, and voter registration drives is vital for fostering civic engagement. These in-person opportunities allow candidates to present their platforms while listening to constituents' voices. Additionally, grassroots strategies that emphasize personal connections and community level outreach can significantly enhance voter mobilization efforts [15].

### **BUILDING A LOCAL SUPPORT BASE**

Creating a robust local support base is essential for political campaigns. This foundation contributes to the visibility and reach of campaign messages while acting as the backbone for community engagement and voter mobilization. By actively recruiting and training volunteers from the target demographic, campaigns can ensure their messages resonate effectively within the community. Volunteers play a critical role in conveying the campaign's goals and engaging with voters on a personal level [15].

### **ENGAGEMENT OF SPECIFIC DEMOGRAPHICS TARGETED VOTER OUTREACH STRATEGIES**

The use of technology is pivotal in modern voter engagement strategies. Campaigns can employ data analytics to understand voter behavior and preferences, which leads to more effective targeting and resource allocation. Social media platforms can also be utilized to disseminate crucial election information, dispel myths, and encourage voter registration efforts. By creating engaging voter guides and informative content that is easily accessible online, campaigns can enhance voter education and participation in the electoral process [Engaging specific demographics in the context of the 2024 general elections in India necessitates a multifaceted approach that leverages both traditional and digital platforms. Political campaigns are increasingly focusing on targeted outreach strategies that resonate with distinct voter segments, such as youth and underrepresented communities. For example, creating detailed voter personas based on demographics like age, gender, and socioeconomic status allows campaigns to tailor their messaging effectively. This process is critical, especially for younger urban voters who prioritize issues like climate change and social justice [15].

### **UTILIZING DIGITAL PLATFORMS**

Social media platforms have become invaluable tools for reaching specific voter groups, particularly those that are often marginalized in the electoral process. Campaigns can utilize targeted advertising on platforms like X app and Instagram to engage younger voters while employing Facebook or WhatsApp to connect with older demographics. By analyzing voter data and past behaviors, campaigns can create compelling content that speaks directly to the interests and concerns of these groups, thereby enhancing voter resonance and mobilization efforts [15, 12].

### **INTERACTIVE ENGAGEMENT METHODS**

Engagement through interactive content such as polls, quizzes, and live Q&A sessions can significantly enhance a campaign's connection with its supporters. These tools not only foster community and belonging but also provide voters with a platform to express their thoughts and concerns directly to the campaign [15]. Additionally, organizing events that encourage face-to-face

interactions, such as town halls or local forums, allows for a two-way dialogue, ensuring that voters feel heard and valued [15].

### **ADDRESSING UNIQUE NEEDS OF UNDERREPRESENTED GROUPS**

Recognizing and addressing the unique needs of underrepresented groups is vital for effective voter engagement. Campaigns that focus on youth, minorities, and other marginalized communities can change electoral outcomes by highlighting issues that matter most to these voters. This might include education, employment opportunities, and healthcare access. By employing grassroots strategies that incorporate local concerns and aspirations, campaigns can cultivate a robust support base and drive higher voter turnout among these critical demographics [15].

### **IMPORTANCE OF COMMUNITY CONNECTION**

Moreover, engaging local volunteers in outreach efforts can significantly boost voter mobilization. Volunteers can relate to voters by sharing personal stories and emphasizing common experiences, thereby making the campaign message more relatable and trust worthy. As evidence suggests, personal contact and community engagement enhance voter turnout, particularly when individuals feel a shared connection with those reaching out to them [12].

### **MISINFORMATION AND DISINFORMATION**

Election-related misinformation and disinformation have become prevalent phenomena during the 2024 general elections in India, manifesting through various modes and channels, particularly on social media platforms. Research indicates that misinformation was a key strategy employed by major political parties, notably the Bharatiya Janata Party (BJP) and the Indian National Congress (INC), during the election season, with topics like electoral campaign, corruption, and nationalism being focal points of false narratives [3]. The spread of false information has been exacerbated by the emergence of deep fake media, particularly in the context of platforms like Whats App and various social media sites. During the 2023 elections, political parties circulated misleading videos, including one featuring a Telangana political leader ostensibly endorsing a rival party [3]. Such manipulations raise significant concerns regarding the integrity of the electoral process. Independent fact checking initiatives have been developed to counteract misinformation, with platforms like *Alt News* and Boom actively working to verify claims. Additionally, the Indian government's Press Information Bureau (PIB) launched PIB Fact Check, although its establishment of a dedicated Fact Check Unit faced scrutiny and a Supreme Court stay over potential overreach concerning free speech rights [3]. The impact of misinformation on voter behavior cannot be understated. Misinformation can lead to confusion and mistrust among voters, ultimately resulting in lower voter turnout as individuals may feel disillusioned by the political process. The echo chamber effect on social media further complicates this issue, as users often engage with content that reinforces their existing beliefs, isolating them from diverse View points and potentially polarizing public opinion [7]. Moreover, the proliferation of cheap fakes simple media manipulations like mislabeling and context shifts has emerged as a significant issue, especially as a substantial portion of misinformation remains rooted in less advanced technologies rather than AI generated content. This underscores the necessity for a multi faceted approach to combat misinformation, which includes enhancing media literacy, implementing stricter regulations on content dissemination, and leveraging AI driven tools for fact-checking. As the digital landscape becomes increasingly crowded with campaign content, experts warn that political parties may exploit the chaos to propagate fake news. Critics argue that India is becoming a hotbed for disinformation campaigns, exacerbated by a regulatory environment that remains underdeveloped [9]. In light of these challenges, the ethical implications of influencer driven marketing also come to the fore, as followers often remain unaware of the motivations behind political endorsements, raising questions about transparency and authenticity in the political messaging space.

### **LEGAL AND ETHICAL CONSIDERATIONS DATA PRIVACY AND REGULATION**

In the context of the 2024 general elections in India, the lack of a comprehensive data protection law poses significant risks regarding the misuse of citizens' personal information. As of 2024, India

has yet to implement a data law that was enacted the previous year, leading to concerns about the abuse of personal data by political parties and the non consensual use of public data [8]. The Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 have faced various legal challenges in Indian courts for allegedly violating citizens' rights, with the government experiencing mixed success in defending these regulations [8]. Recent attempts to establish a government run Fact Check Unit and an advisory requiring manufacturers to seek permission before introducing AI models further exemplify the government's strong handed approach to internet regulation, which raises questions about free speech and the ethical implications of such oversight [8].

### **INFLUENCE OF SOCIAL MEDIA ON POLITICAL DISCOURSE**

The emergence of influencer driven marketing in political campaigns has sparked ethical concerns related to transparency and neutrality. Many social media influencers promote political content without disclosing their paid partnerships, which can undermine the authenticity of their messages. Furthermore, influencers with affiliations to specific political parties may face pressures to maintain neutrality, complicating their role as unbiased communicators. As political parties increasingly leverage social media platforms for campaigning, the ethical responsibility of influencers to represent information transparently becomes critical.

### **SELF-REGULATION AND CHALLENGES**

In response to growing concerns over the impact of social media on elections, major social media platforms agreed to a voluntary code of ethics ahead of the 2019 election. This included commitments to educate users about elections and to create grievance redressal channels [3]. However, this self regulatory framework has been criticized for its inadequacy in addressing issues like hate speech, algorithmic bias, and proxy campaigns, which can distort public discourse and affect voter perceptions [3]. The evolution of social media usage during election campaigns has not only facilitated greater political engagement but also heightened the susceptibility of users to misinformation and extremist rhetoric [2, 4].

### **THE DIGITAL PUBLIC SPHERE**

The role of social media in shaping political conversations can be linked to Jurgen Habermas' concept of the 'bourgeois public sphere', where individuals engage in rational discourse about public matters [1]. However, the contemporary digital landscape presents a fragmented audience that may result in 'narrowcasting', allowing users to selectively engage with content that aligns with their interests while excluding opposing views [1]. This phenomenon challenges the idea of a unified public discourse, raising ethical questions about the responsibility of both platforms and users in fostering a healthy democratic dialogue.

### **CHALLENGES FACED BY POLITICAL PARTIES**

Political parties in India during the 2024 general elections encountered a myriad of challenges that affected their strategies and operations.

### **VOTER SUPPRESSION AND MISINFORMATION**

One of the primary issues was voter suppression, which prompted parties to engage in legal battles to challenge restrictive voting laws. In response, they initiated voter education campaigns to inform citizens about their rights and to provide resources for navigating potential obstacles. The prevalence of misinformation and disinformation on social media also posed significant challenges. Research indicated that major parties, including the Bharatiya Janata Party (BJP) and the Indian National Congress (INC), were responsible for spreading false information during the electoral season, contributing to confusion and mistrust among voters [3, 7]. The use of deep fake media further complicated the situation, as these AI manipulated videos threatened to mislead the electorate by depicting candidates in unfavorable lights.

## **COALITION POLITICS AND SHIFTING ALLIANCES**

The fluid nature of coalition politics introduced additional complexity, as parties sought to form strategic partnerships to enhance their electoral prospects. Traditional alliances were tested, and unexpected coalitions emerged, making the electoral landscape unpredictable and requiring parties to engage in intense negotiations [16]. This reshuffling of alliances was crucial for parties attempting to expand their voter bases, especially in the context of the rise of new political players that challenged established parties [16].

## **LOGISTICAL HURDLES**

Logistical challenges, such as voter registration issues, polling irregularities, and security concerns, further impeded election authorities and political parties alike. These factors heightened tensions and raised concerns regarding the integrity of the electoral process [16]. Moreover, the rapid spread of misinformation could discourage voter turnout, leading to disillusionment among the electorate [7].

## **DIGITAL MARKETING CHALLENGES**

While digital marketing provided cost effective alternatives to traditional campaigning methods, political parties faced challenges in optimizing their media spending. A significant portion of ad budgets was reportedly wasted on targeting voters who had already cast their ballots, highlighting the need for more efficient allocation of resources towards mobilization efforts. Additionally, social media platforms struggled to manage the spread of misinformation, with algorithms often prioritizing sensational content over accuracy, complicating the electoral integrity further [7].

## **RESEARCH METHODOLOGY**

This study employs a mixed-methods approach, integrating both qualitative and quantitative research methods to analyze the impact of political campaigns and voter engagement strategies on election outcomes. The research follows an exploratory and descriptive design, aiming to understand the intricate dynamics of political influence through digital advertising, misinformation control, influencer endorsements, and voter mobilization techniques.

By utilizing an exploratory approach, the study seeks to uncover new insights regarding voter behavior and the effectiveness of various campaign strategies. The descriptive aspect involves systematically documenting patterns and trends to establish relationships between campaign tactics and election outcomes. The research also incorporates a causal-comparative analysis, evaluating the extent to which different campaign techniques directly or indirectly affect voter participation and political decision-making.

### **Data Collection Methods**

The research utilizes both primary and secondary data sources to ensure a comprehensive and holistic analysis of the subject matter. The combination of direct engagement with voters and campaign strategists, along with an extensive review of historical election data, enables a thorough examination of influencing factors.

#### ***Primary Data***

Primary data collection methods include:

- *Surveys*: A structured questionnaire is designed to capture voter perceptions, political engagement levels, and the influence of various campaign elements. The survey incorporates both closed and open-ended questions to obtain quantitative and qualitative insights.
- *Interviews*: Semi-structured interviews with key stakeholders, including political analysts, campaign strategists, policymakers, and media experts, provide expert perspectives on campaign effectiveness and emerging political trends.
- *Focus Group Discussions (FGDs)*: Focus groups consisting of voters from diverse demographic backgrounds facilitate in-depth discussions about their exposure to political messaging, experiences with misinformation, and the impact of digital campaigns.

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### **Secondary Data**

Secondary data sources include:

- *Election reports and voter turnout statistics*: Data collected from government electoral commissions and independent election monitoring organizations.
- *Social media and digital campaign analytics*: Analysis of engagement metrics from platforms such as Facebook, Twitter, Instagram, and YouTube to assess the reach and impact of digital campaigns.
- *Media and news archives*: Examination of political advertisements, debate transcripts, and fact-checking reports to study the dissemination and counteraction of misinformation.
- *Academic literature and policy reports*: Review of scholarly publications, books, and government policy documents related to political communication, voter psychology, and electoral influence.

### **Variables and Key Themes**

To assess the impact of political campaigns, the study identifies key independent and dependent variables.

#### **Independent Variables**

- *Political Campaign Strategies*: Digital ads, influencer endorsements, strategic messaging, and public opinion shaping.
- *Misinformation & Fake News*: The role of deceptive content in altering voter perceptions and decision-making.
- *Fact-Checking Initiatives*: Evaluation of media interventions aimed at debunking misinformation and their effect on voter trust.
- *Real-Time Trends and Sentiment Analysis*: The influence of media narratives, online discussions, and public sentiment on voter engagement.

#### **Dependent Variables**

- *Voter Engagement*: Measured through survey responses, social media interactions, and participation in political events.
- *Election Outcomes*: Analyzed based on voter turnout rates, election results, and demographic voting patterns.
- *Public Opinion and Narrative*: Assessed via media discourse analysis, social listening tools, and sentiment tracking software.

### **Analytical Framework**

The study employs a combination of qualitative and quantitative analytical techniques to ensure a robust examination of the research questions.

#### **Content Analysis**

Systematic evaluation of campaign materials, political advertisements, and social media discourse.

Identification of common themes, linguistic patterns, and messaging strategies. Examination of misinformation narratives and their counterstrategies.

#### **Statistical Analysis**

Use of descriptive statistics to identify voter behavior trends. Inferential statistical methods, such as correlation and regression analysis, to assess the relationship between campaign strategies and voter engagement. Sentiment analysis of social media data to gauge public reactions to political messaging.

### **Comparative Analysis**

Cross examination of election cycles and regional variations to identify successful campaign tactics. Comparative assessment of different media platforms' roles in shaping public opinion and mobilizing voters.

### **Ethical Considerations**

Ethical integrity is a core component of the research, and the following ethical principles are adhered to:

- *Informed Consent:* All participants in surveys, interviews, and focus groups provide voluntary and informed consent before participation. Confidentiality and Anonymity: Participant data is anonymized to protect their identities and ensure privacy. Data Accuracy and Reliability: Triangulation methods are used to cross-verify data sources and ensure validity.
- *Avoidance of Bias:* A diverse dataset is used to minimize researcher bias, ensuring neutrality and objectivity in analysis.
- *Transparency in Reporting:* Findings are presented with full disclosure of methodology, limitations, and potential conflicts of interest.

### **LIMITATIONS OF THE STUDY**

Despite efforts to ensure a comprehensive analysis, certain limitations exist:

- *Data Accessibility:* Limited access to proprietary campaign analytics from political parties and digital platforms may restrict the depth of data analysis.
- *Sampling Constraints:* While the study aims for a representative sample, potential biases in survey and interview participation could influence findings.
- *Dynamic Nature of Political Campaigns:* The rapidly evolving landscape of political marketing and voter behavior means that findings may be time-sensitive and require future updates.
- *Influence of External Factors:* Unpredictable socio-political events, economic conditions, and legislative changes may impact voter engagement beyond campaign strategies.

### **CONCLUSION**

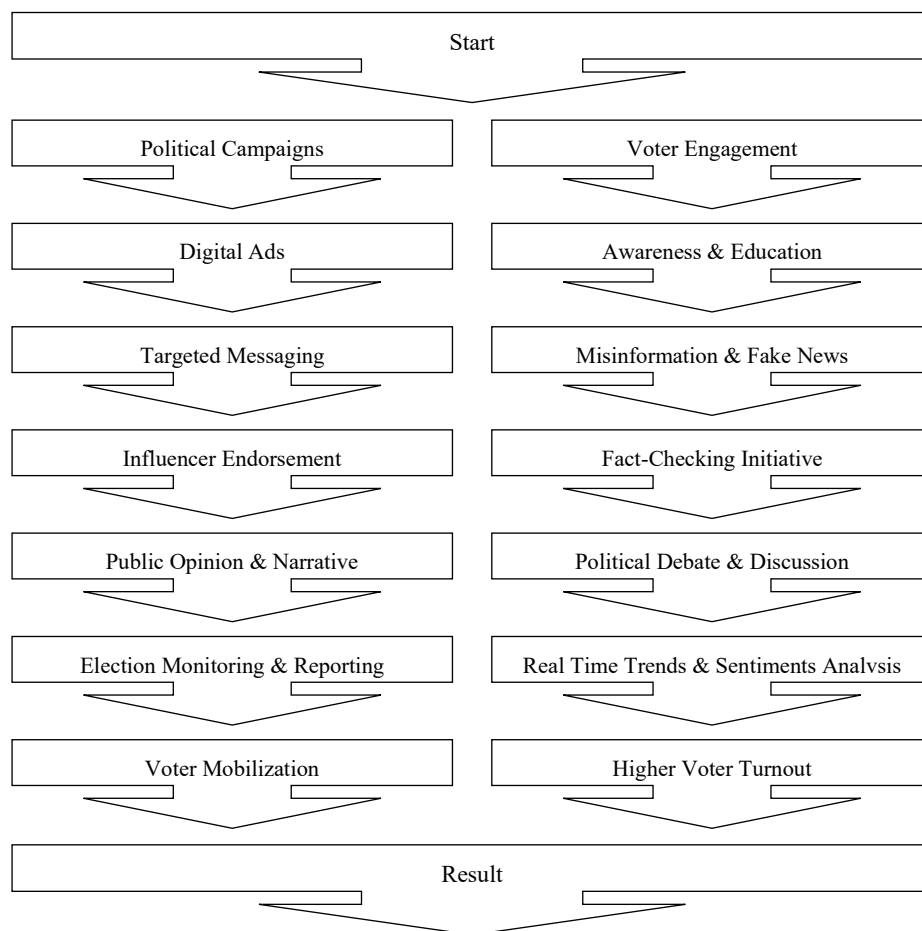
This methodology provides a structured and in-depth approach to examining the effectiveness of political campaigns on voter engagement and election outcomes. By integrating qualitative and quantitative research techniques, the study ensures a holistic evaluation of political communication strategies in flow chart Figure 1. The findings are expected to contribute valuable insights to the fields of political science, electoral studies, and media influence research, ultimately aiding policymakers, campaign managers, and researchers in understanding voter behavior and electoral dynamics.

### **CONCLUSION**

As conclude we can say that social media replacing our traditional fourth pillar of democracy and completely change the scenario of Indian election campaigning, influencers attract voters towards political parties and their manifestos, social media platforms penetrates in remote and also the tribal communities and from 2014 the political; parties mostly relies upon social media campaigning. But the most important and serious thing is misinformation, deep fake, and other AI generated content that negatively influence the voter and its worrying thing about the sustainable democracy. Government needs to form new draft to overcome this type of content to establish our fourth pillar of democracy very strongly.

### **Problem Formation**

As we observed from last decade social media plays very important role during parliamentary election in India for voter engagements, voter awareness, to circulate manifestos or agenda of political parties an so on. But with this all social media also spread misinformation, deep fake and fraud content to voters and influenced voter very negatively. To address such an issue this paper trying to provide some ideas and alternatives to overcome such a problem.



**Figure 1.** A flowchart depicting the process of election influence from campaign initiation to voter turnout and final results.

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