



A Project Report entitled

“Social Media as a tool for Political Awareness

A Study of Delhi Elections 2025”

submitted for the award of the degree of **Bachelor of Arts (Hons.) Journalism**

Submitted By

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Declaration of Originality

I, Mayank Joshi, hereby declare that my research paper on the topic **“Social Media as a tool for Political Awareness, A Study of Delhi Elections 2025”** is an original work done by the researcher. I further reaffirm that the paper has not been published yet.

Signed

Mayank Joshi

Approval for research

Recommended that the research report “**Social Media as a tool for Political Awareness, A Study of Delhi Elections 2025**” prepared by Mayank Joshi under my supervision and guidance is accepted for the subject. There is no content that can cause harm on any basis.

Name: Mayank Joshi

Name of professor: Dr. Nidhi Singhal

Signature:

Certificate



Date: 21st April 2025

This is to certify that the thesis titled “**Social Media as a tool for Political Awareness, A Study of Delhi Elections 2025**” submitted to **Dr. Nidhi Singhal** faculty, Department of Journalism, Delhi College of Arts and Commerce, University of Delhi, in partial fulfilment of the requirements for the award of the Bachelor of Arts in Journalism, is an original work carried out by **Mayank Joshi**.

This research was undertaken under my supervision and guidance, and to the best of my knowledge, the thesis has not been submitted for the award of any degree, diploma, associateship, fellowship, or any other similar title at any university or institution in India or abroad.

Dr. Nidhi Singhal,

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Abstract

From communication to social awareness and from education to political mobilization, it would not be wrong to say that social media has made its foray in all spheres of our lives. Particularly, when we talk of social media and political mobilization, the impact that today social media has on its users and specifically the engagement that its users have with the same is tremendous. It is because of the massive impact of social media on its users that today, be it a local election or the election on a larger scale, the campaigning is not deemed to be complete without taking into account the social media strategy of the same. From analysis of the parties' policies, programmes, candidates to even the performance, every aspect can be tracked and also largely depends on social media. Also, social media allows the politicians and political parties to connect directly with the masses at a lesser cost and greater reach in comparison to the traditional media. The figure itself establishes the reach that social media possess in the present day and needless to say that youth form the majority of social media users in India.

Thus, the paper intends to examine the way youth (18-40 years of age) consume the political issues or political discussion on social media. The study would be quantitative in nature. It would be conducted by survey method, using questionnaire as tool on 50 respondents. Also, the results would primarily focus on the preferred social media platform by respondents, vis-a vis political communication, their decision making etc. Focus of this study is primary the Delhi election of 2025

Chapter 1

Introduction

1.1 Background of the study

From communication to social awareness and from education to political mobilization, it would not be wrong to say that social media has made its foray in all spheres of our lives. Particularly, when we talk of social media and political mobilization, the impact that today social media has on its users and specifically the engagement that its users have with the same is tremendous. It is because of the massive impact of social media on its users that today, be it a local election or the election on a larger scale, the campaigning is not deemed to be complete without taking into account the social media strategy of the same. From analysis of the parties' policies, programmes, candidates to even the performance, every aspect can be tracked and also largely depends on social media. Also, social media allows the politicians and political parties to connect directly with the masses at a lesser cost and greater reach in comparison to the traditional media. The figure itself establishes the reach that social media possess in the present day and needless to say that youth form the majority of social media users in India.

1.2 Definition of Youth Thus, the paper intends to examine the way youth (18-40 years of age) consume the political issues or political discussion on social media. The study would be quantitative in nature. It would be conducted by survey method, using questionnaire as tool on 50 respondents. Also, the results would primarily focus on the preferred social media platform by respondents, vis-a-vis political communication, their decision making etc.

Today, it would not be exaggerating to say that internet has made its presence felt in various spheres of our lives. Also, with the advent of time, the time has come when the potential of internet and social media is also being tapped in the field of politics. Social media is changing the manner in which political communication was traditionally being done and now, politicians and political parties are using social media for new ways of interfacing with voters.

1.3 Social Media in Political Campaigning Not only has social media facilitated the political campaigning, but, at the same time, it has also paved way for numerous avenues with the help of which uninterrupted interaction of the people and the party officials of all ranks can be ensured. And when it comes to youth, the potential is exponential as they are the one who are the majority users of social media. According to the Statistics Portal, the number of social media users in 2018 was about 326.1 million (32.61 crore) and is projected to reach about 351.4 million (35.14 crore) in the year 2019. Using the social media communication in order to carry out public relations activity has become highly important. Present day youth, which makes for about 45% of the voters want their views to be given due consideration on every platform, particularly when it comes to the politics. Social media has emerged as a very potent platform for vocalizing their views in front of the politicians. Social media has shown massive expansion in the recent times and is continuing to expand its horizons. Owing to the same and realizing that youths have the power to make and change decisions, politicians are turning to various social media platforms to address and connect to the youth.

1.4 Social Media in 2014 & 2019 general elections There is no doubt about the fact that the reach of traditional media is limited. Thus, to connect with a wider audience across the length and breadth of the nation, social media has to be used in order to facilitate the political communication. Being a two-way channel of communication, users can easily share their views about different candidates and parties on the social media which acts as a highly influential aspect during voting.

The election of the year 2014 and the recent 2019 elections in India are still remembered for its massive use of social media. During the time of those elections, most of the senior members of major political parties were highly active on the social media.

Chapter 2

Significance of the study

2.1 Youth & political awareness The population from adolescence to middle age is defined as youth. But definitions can vary across policy agencies. The United Nations research reports generally categories the 15-24 years age group as youth. The National Youth Policy in India (2003) defined youth as those between 13-35 years of age.

Later, the National Youth Policy 2014 redefined this age group as 15-29 years. The NSSO 68th round settled on 15-29 years for labour force participation statistics. In the latest NSSO report on youth released in 2017, the bracket went up to 15-34 years of age. For the purpose of this study, we will take the 18-40 yrs as the bracket for youth.

The general election of the year 2014 & 2019 and the recent 2025 elections in Delhi are still remembered for its massive use of social media. During the time of those elections, most of the senior members of major political parties were highly active on the social media.

Looking at the advancement that social media has shown, it is very difficult to realize that it is still very new. Being the same, it has played an effective role in the Indian democracy. In no time, political parties are increasingly shifting to social media with a view to encourage people. Social media can be used as effective political communication tool in numerous ways.

Chapter 3

Literature Review

Youth nowadays use social media more and more in their daily lives. This study examines how political knowledge is gained through social media and if it affects the decision that youth make as far as their political leanings are concerned. Due to the high cognitive load, mobile learning is good for getting information, achieving goals, having good attitudes, and staying motivated (**O.F. Marzouki et al., 2017**).

During the 2019 Indonesian election, many young people used YouTube to tell the world what they thought about politics (**Intyaswati et al., 2019**). It is in line with what previous research has found, which is that the effect of social media on learning depends on the platform used and the user's social situation (**Boukes, 2019**). The study results show that children of different ages, backgrounds, and genders have different levels of political knowledge. The results of this study back up what was already known about how gender, age, and socioeconomic class affect things. Mainstream research in political science says that socioeconomic status affects political participation (**Ridgeway, 2014**).

Through social media networks, youth may see politically wrong things. On the other hand, the current network encourages people to talk with their peer group. Youth can learn about politics through political debates and then study material that helps them understand politics better. The results of this study showed that discussion helps people learn more about politics, which backs up what was found in earlier studies (**Dragseth, 2020**).

Chapter 4

Objectives of the Study

4.1 The research paper on the topic has been written with the following objectives in mind

- To understand the role of social media in political awareness and political decision making by the respondents

Chapter 5

Methodology

5.1 Process By using survey method, a study was conducted by the researcher for analysing the role of social media in political mobilization and awareness with specific reference to youth in Delhi during 2025 elections. For the purpose of study, the age bracket of 18-40 years was considered. The tool of the survey was questionnaire. Number of respondents was 50 from I.P. Extension area of Delhi

5.2 Sample/ Subject and Locale

A cross-sectional study using the questionnaire method was conducted among the residents of east delhi. 50 people between the age group of 18-40 were included in the study

5.3 Description of the Study

A cross-sectional study using the questionnaire method was conducted among the residents of east delhi. 50 people between the age group of 18-40 were included in the study. A semi structured questionnaire had questions about social media preference and usage of social media amongst other multiple tick box options.

Data was collected in the period between 02nd April 2025 to 15th April 2025. The questionnaire was filled by the respondents themselves.

Chapter 6

Tools and Techniques

6.1 Sample/ Subject and Locale:

A cross-sectional study using the case study method will be conducted among the residents of I.P. Extension. 50 people between the age group of 18-40 were included in the study.

6.2 Instrument:

- Questionnaire covering different aspects of social media usage among the population in the age group of 18-40.
- Questionnaire was filled by the residents themselves and was useful in understanding their social media usage.
- Questionnaire is the easiest and useful way to understand the social media habits.
- Questionnaire is a convenient and easy way to collect information on attitudes towards social media usage.
- A semi structured questionnaire had questions about social media preference and usage of social media amongst other multiple tick box options.
- Questionnaire will be filled by the respondents themselves and will be more useful in understanding their social media habits and its effect on the political decisions that they make.
- Questionnaire is the easiest and useful way to understand the social media habits and its effects on behaviour.
- Questionnaire is a convenient and easy way to collect information on attitudes towards social media usage.

Chapter 7

Analysis

7.1 Details of Respondents Out of 50 respondents 21 were female and 29 were male. A list of all the respondents were made with their name, age and gender. Mean age of the respondents was 29 years.

7.2 Questionnaire Analysis

7.2.1 Usage – Do You Use Social Media?

All of the 50 respondents were users of social media.

7.2.2 Frequency: What is the frequency of using Social Media?

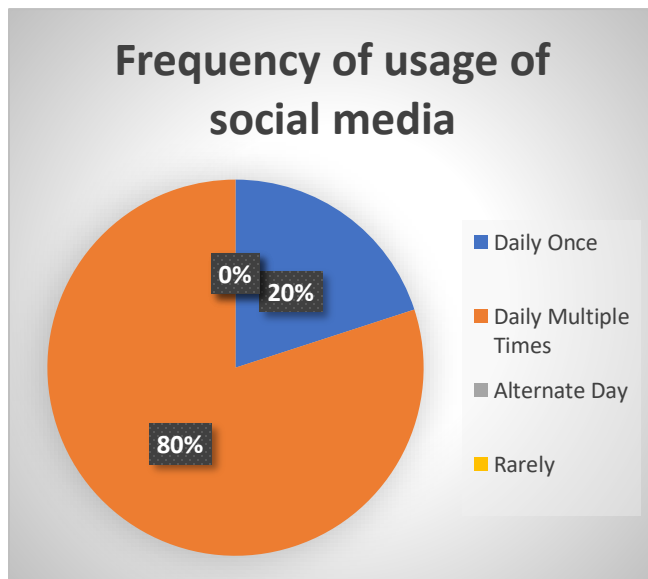


Figure 1 100% of users used social media on daily basis with 80% using social media multiple times daily

7.2.3 Preferred Medium showed what's app & Instagram to be the preferred social media platform with chatting, posting videos and gathering information and knowledge sharing to be the major actions done.

7.2.4 Leadership Question

Next questions dealt with political leaders followed

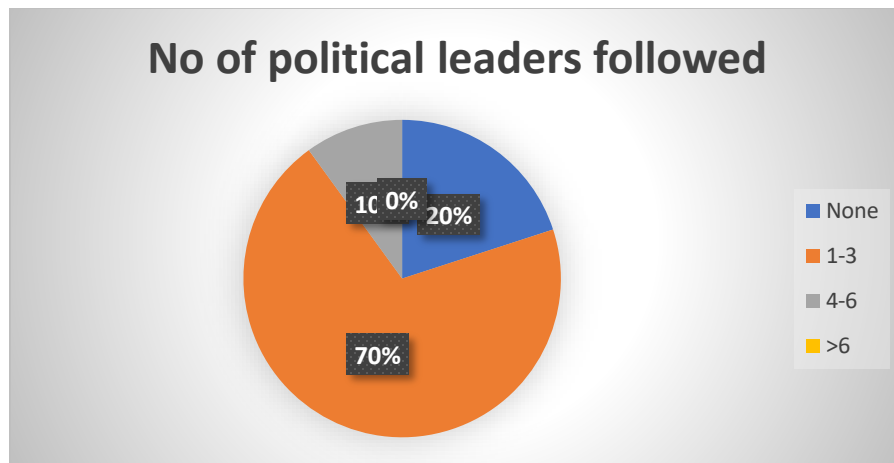


Figure 2

80% of respondents followed political leaders on social media with a majority (70%) following 1-3. less than 30% were also forwarding the content that they received on social media.

7.2.5 Effect on Preference

Question 8 was an interesting question and it dealt with whether social media impacted vote in 2014 or 2019 elections; herein, the respondents were 43 as 7 of the 2025 respondents were less than the voting age in either of these elections.

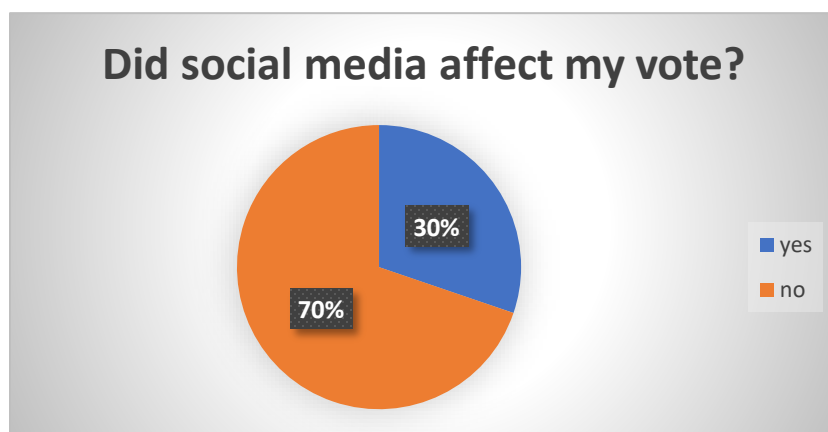


Figure 3

The overwhelming answer was that social media did not affect my voting preferences in 2014 & 2019 elections.

7.2.6 Focus on Delhi 2025

Questions 9, 10, 11 brought us back to Delhi 2025 elections

100% of the respondents followed social media during Delhi 2025 elections.

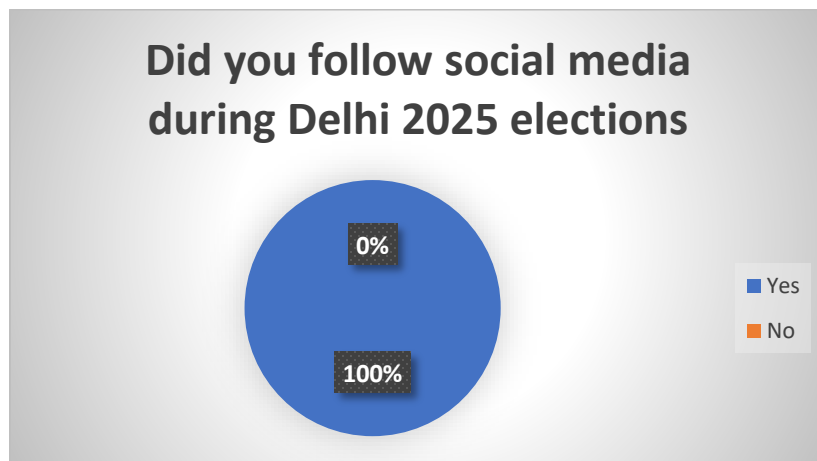


Figure 4

Delhi 2025 elections were different for general elections of 2014 & 2019; a total of 70% of respondents agreed that the stories of corruption did sway their vote in Delhi 2025. Their decision of which party to vote for was swayed by social media.

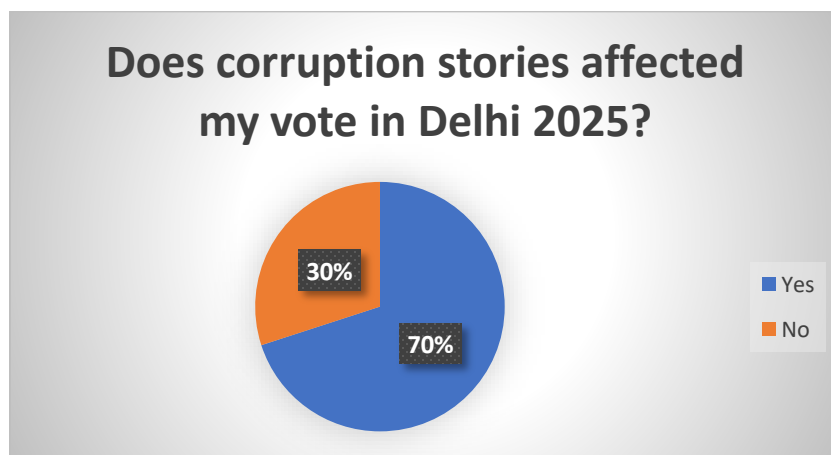


Figure 5

7.2.7 Individual Personality or the party?

Question 11 aptly summarized the role of social media in Delhi 2025 elections; instead of party based, the entire election was considered as clash of individual personalities.



Figure 6

The Delhi 2025 election was the clash of personalities, thanks to social media

Chapter 8

Conclusion

8.1 Process With the help of closed ended questionnaire that was given to the respondents, I was able to gather information about aspects like having social media accounts by the respondents, the frequency of assessing them, following the social media handles of political parties, etc.

8.2 In Conclusion Overall, with regards to the information received from the youths between the age of 18-40 years from I. P. Extension, east Delhi, all of them follow social media, are themselves having their social media handles and do follow political parties and their leaders. They follow what's app as the most followed social media followed by Instagram and X (formerly twitter).

8.3 Result

Although the sample size of 50 is small, still it shows also that unlike 2014 & 2019 general elections, social media did affect the voting preferences of youth in Delhi 2025 elections. Youth were swayed by stories of corruption and finally the election did become a clash of individual personalities.

To conclude, it cannot be negated that social media today has revolutionized communication and even our daily lives are not immune to it. In terms of social mobilization too, it is shown in this study that it did affect the voting and preference of young voters in Delhi 2025 elections. Preference of voters were not that much influenced in 2014 & 2019 general elections; however, in Delhi 2025, it made a significant impact.

8.4 Limitation of the study

Although the findings of this study must be considered within its limitations due to the small sample size and majorly use of close ended questionnaire. For future research in related area, the area of research may be expanded beyond a small geography with tools that further allows deep diving into the subject.

Chapter 9

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Appendix

The Questionnaire

1. Are you on any Social Media Platform?

☐ Yes

☐ No

2. Frequency of assessing social media?

☐ Daily

☐ Daily Multiple times

☐ Alternate Day

☐ Rarely

3. Most used Social Media platform?

4. Common activity done on social media?

(e.g. chatting/ posing video etc.)

5. Number of political party/ leaders followed?

☐ None

☐ 1-3

☐ 4-6

☐ More than 6

6. Frequency of checking handles of Political Party/ Leaders?

☐ Daily

☐ Weekly

9. Did you follow the social media political content during the 2025 Delhi elections?

☐ Yes

☐ No

10. Did the social media stories about corruption impacted which party you voted for?

☐ Yes

☐ No

11. Did the social media stories made you consider the 2025 Delhi elections as clash of individual personalities.

☐ Yes

☐ No

☐ Fortnightly ☐ Any Other (specify)

7. Do you forward/ share the content found in the handle of political party or leader?

☐ Yes ☐ No

8. Content on social media has ever led you to decide in favour or against a political party in 2014/ 2019 elections?

☐ Yes ☐ No

