

**JIGNASA**  
**STUDENT STUDY PROJECT ( 2022 - 23 )**  
**COMMISSIONER OF COLLEGIATE EDUCATION**

**GOVERNMENT DEGREE COLLEGE NARSAPUR**  
**MEDAK DISTRICT TELANGANA**



**DEPARTMENT OF POLITICAL SCIENCE**

**PRINCIPAL**

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**Name of The Students :**

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**TITLE : EFFECT OF SOCIAL MEDIA IN POLITICAL CAMPAIGN IN  
RURAL AREAS IN NARSAPUR**

## **INTRODUCTION :**

The Internet is a sphere that involves virtually all levels of the political communication. Social media has caused major change in the political communication and has become useful resources to use by the politicians in order to make strength their visibility. All the new media resources viz., the website's, blogs, Facebook, Twitter, google plus and etc.

## **OBJECTIVES :**

To understand the general meaning of the social media.  
To understand the general meaning of political campaign.  
To understand the role of social media in election in Rural Narsapur

## **METHODOLOGY :**

Survey Method  
Questionnaire Method

## **MEANING OF SOCIAL MEDIA :**

Social media refers to the means of interaction among people in which they create share or exchange there information and ideas in virtual communities and networks.

## **MEANING OF POLITICAL CAMPAIGN :**

Political campaign means activities engaged in for the purpose of influencing the outcome of an election's.

## **ROLE OF SOCIAL MEDIA IN ELECTION OF NARSAPUR :**

Social media has emerged as an essential tool of communication and has created new way of political mobilisation and encouraging social media users to engage in political activities; such as following their political groups by tweeting, status update, expressing support through blogs and videos on you tube.

## **FINDINGS AND ANALYSIS :**

The project we did to find out that how political campaigning is done through social media in rural areas. For this we selected some villages and we conducted a survey. In each village

we collected details of different age groups members .As part of this we surveyed 40 people. There are 20 women and 20 mens in it.

### **Age Groups**

- 18-25 years
- 26-35 years
- 36-45 years
- 46+ year

According to our survey, 82.5% of people using social media. 65% of them are using social media for political activities and political campaigning.

75% of women's are using social media 50 % of them are mostly using social media for political activities and political campaigning. Among them, 26 to 35 years aged people are using it more in political campaign and 46+ years aged people using less in political campaign .

90% percent of men are using social media, and 80% of them are using social media for political activities and political campaigning Most of them are using social media for political activities, and political campaigning and those who are above the age of 46+ years are using less social media in political campaign .

### **REFERENCES :**

- Internet
- Gathering information from Narsapur surrounding Peoples

### **CONCLUSION :**

What we have observed based on our survey is that the use of social media is high. But social media is mostly used by men for political activities. Less used in women. However, we have observed that social media has increased political consciousness among people.