



## IMPACT OF WHAT'S APP IN POLITICAL PARADIGM

Dr. Paras Jain, Director

Silicobyte Katni Degree College, Dikshabhumi Campus,

Adharkap, Katni (M.P)-483501

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### ABSTRACT

Role of social media sites, apps, have been recognized in modern politics. What's app might turn out to be real game changer. Top politicians from nearly all parties have realized potential of what's app application which can be used both for private and group messaging. It has proved as effective tool to connect with voters. Now politicians are using what's app to soft launch their campaigns. This app allows them a quick understanding of the voter. Present study is focused on finding of what's app impact in political paradigm.

### INTRODUCTION

What's app is the mobile messaging service allows at micro level, completely enclosed chat groups where a politician send private messages to potential voters free. What's app operates in relative web oblivion. The application does use the internet but no search engine requires for chatting. Real time response also makes what's app most effective social networking tool for political campaigning. Politicians send invites to ensure massive turn outs at rallies and use to poke fun at oppose leaders. The qualities that have made what's app one of the world's most successful messaging solutions and communication platforms also make it a potent political weapon. It is a preferred tool of choice for propaganda, mudslinging and negative messaging. It is most appropriate media to show a candidate's human aspects and can nurture a sense of affinity.

What's app may disrupt politics by enabling average people to create networks of activists for or against a candidate. It could become an incredible disruptive force in politics because it is so cheap and readily accessible. Managing large group is difficult on what's app users need to have phone no. of all recipients or chat group which is limited to 256 recipients. In contrast, another instant messaging app has 100 million monthly. Active users allow users to create encrypted conversations and channels accessible to the public via an URL.

**OBJECTIVE OF STUDY:**

- To find impact of what’s app on male with respect to political paradigm
- To find impact of what’s app on female with respect to political paradigm

**HYPOTHESIS:**

There is no significant impact of what’s app on male with respect to political paradigm

There is no significant impact of what’s app on female with respect to political paradigm

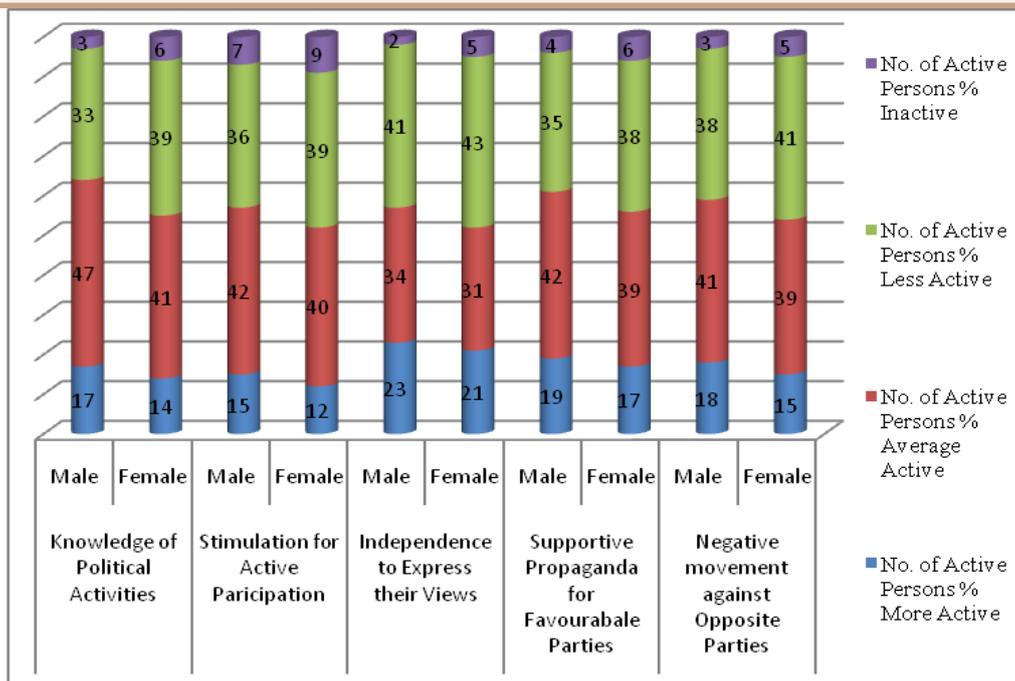
**METHODOLOGY:**

Descriptive survey method was used for present study. 100 male and 100 female were taken in sample having age 18 to 35 year. Only those persons have selected for study that have smart phones and use what’s app for messaging. Sample persons were tested using a self-prepared test paper. Collected feedback data was tabulated and comparatively analyzed using percentile tool. Impact of what’s app was measured in terms of knowledge of political activities, stimulation for active participation, independence to express their views, supportive messaging for favorable parties, negative movement against opposite parties.

**FINDING AND ANALYSIS:**

**Table: Status of Impact of What's app on Male and Female Regarding Political Paradigm**

Finding	Gender	No. of Active Persons %			
		More Active	Average Active	Less Active	Inactive
Knowledge of Political Activities	Male	17	47	33	3
	Female	14	41	39	6
Stimulation for Active Participation	Male	15	42	36	7
	Female	12	40	39	9
Independence to Express their Views	Male	23	34	41	2
	Female	21	31	43	5
Supportive messaging for Favorable Parties	Male	19	42	35	4
	Female	17	39	38	6
Negative movement against Opposite Parties	Male	18	41	38	3
	Female	15	39	41	5



**Chart: Status of Impact of What's app on Male and Female Regarding Political Paradigm**

Data shows for male that what's app impact regarding knowledge of political activities is greater in 17%, average in 47%, less in 33% and inactive members are 3%. Stimulation for active participation found higher in 15%, average in 42% and less in 36%, inactive are 7%. Feedback regarding independence to express their view is searched as more active in 23%, average active in 34%, less active in 41%. Supportive messaging for favorable parties found higher in 19%, average in 42%, less in 35% are inactive are 4%. For negative movement against opposite parties marked as higher in 18%, average in 41%, less in 38% and 3% as inactive. Thus hypothesis 1 there is no significant impact of what's app on male with respect to political paradigm is rejected.

Data regarding female shows less activeness rather than male. For females, knowledge of political activities found higher in 14%, average in 41%, less in 39% and inactive are 6%. Regarding stimulation for active participation 12% are more active, 40% average active, 39% less active and 9% as inactive. With respect to independence to express their view, highly active are 21%, average active are 31% while less active are 43% and inactive are 5%. For supportive messaging for favorable parties, 17% female are more active, 39% are average and 38% are less active. Female's 15% as more active, 39% as average, 41% as less active and 5% as inactive are searched for negative movement against opposite parties. Hence, hypothesis 2 there is no significant impact of what's app on female with respect to political paradigm is rejected.

## CONCLUSION

What's app plays an important role in governance, campaigns and activism. It as digital media is changing view of political movements. It creates polarization; the tendency of likeminded individuals is to closer together in their view points. Generally, whatever is being said through what's app is blindly followed and affect result. What's app forwards are dangerous because unlike face book no one can trace the information source. Sometimes shitty, false things circulate and sensible people believe it. It took a while for people to understand truth. Instead of forwarding anything, people must sit back for analyze the source of information and then react. The trend of falsification propaganda should stop. It is a powerful tool; it may use for positive messages related to politics. If negative messages occur people should use their brain to assess so that its negative impact may stop. It may help to make strong, favorable image of a person or party and it may ruin image of a good, honest politician, hence it may change voter's decision. For fair election result its use should be controlled.

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