

THE ROLE OF SOCIAL MEDIA IN PROMOTING DEMOCRATIC VALUES IN INDIA**S. Jadhav¹ and S. Sarkale²**¹School of Social Sciences, Department of Social sciences, SRTMU, Nanded²Dr. D. Y. Patil Institute of Management and Research, Pimpri, Pune**ABSTRACT**

Social media platforms are quickly altering how Indian live. and exchange messages with one another. Social media platforms urge users to sharing information about oneself frequently (and seeking knowledge frequently) something in the past might have been classified (about others). Websites for social networking are especially aimed at enticing people to post photographs, private details, and opinions details about expressing personal lives that would have only been disclosed to family or a close friend Several close buddies ten years ago. Due to this change in behaviour, more and more Indians are publicly expressing their lives, especially the younger generations. The evidence presented in this article is narrow in scope, however it indicates that online socialisation is having an effect on people's core values, producing citizens who disagree with each other's interpretations of democratic principles. We learn that People who start sharing personal information about themselves may come to place a higher priority on the freedom of speech and a lower emphasis on privacy.

Keywords: Social media, Democratic, Promotion, Publicity, Facebook

1. Introduction

The use of social media would signal a more significant shift in social norms that has an impact on fundamental beliefs and values. Instead of being a media form, Sites such as Facebook and Twitter, which allow people to passively consume content like television, Users are encouraged to create material for YouTube, share it with others, and comment on the output of their fellow users.

The topic of how to assess the reliability of information obtained from social media platforms has grown in importance today. consumers of information. Despite its significance, there has been little empirical study of the variables that affect the lack of information trustworthiness on social media platforms restricts our knowledge of the factors that influence online behaviour. information evaluation. This research investigates the variables that affect people's perceived credibility of information available on social media channels. A cross-sectional study of the American populace reveals a significant Facebook and micro blogs use and support for human rights are related. liberties. Individuals who invest more time online self-promotion appear to greater than the protection of one's privacy, but less than the freedom of speech and expression people who don't utilise social media as frequently. There aren't many qualified administrators to oversee the content

appearing on social media channels, which hurts the quality of information there.

2. Literature Review

The increased accessibility of social media signifies that a growing number of people have access to an expanding volume of data. and the chance for internet socialising. Naturally, the majority of studies on Political behaviour and social media use have been studied together. has an impact on political knowledge. (Delli Carpini and Keeter 2003)(Boulianne 2009, Delli Carpini 2000, Jennings and Zeitner 2003; McLeod et al. 1999; Lee 2006; Lupia and Philpot 2005.

Digital political involvement, according to some analysts, just fosters a Online behaviour that is more common than real-world behaviour produces negligible real-world activity and might even decrease real-world action (Valenzuela et al. 2009) activity (Kenski and Stroud 2006). The online experience's content appears to be a crucial element in how the network influences how people behave. Social connection and conversation can offer Information can foster political understanding and tolerance (Mutz 2002a, b; Nevertheless, discussion (Godwin et al. 2004, Pattie and Johnston 2008, Harell 2010 Networks are frequently polarised, which decreases tolerance (Wojcieszak and Mutz 2009). People may even have a propensity to plan their conversations. networks to prevent this disagreement, as well as individual personalities Differences can

change how social networks are used (Hibbing et al. 2011). Szczepaniuk et al. proposed information security assessment methods in public management, explained basic terms related to information security management, and defined the conditions for implementing an information security management system.

Research shows that content objectivity, user trust tendency, official account professionalism, and environmental externality in turn have a direct and positive impact on the credibility of public health emergencies in social media, and users' willingness to know and the strength of friendship relationships have a positive impact on social media. There is an indirect positive influence on the credibility of public health emergencies in the media, and there are more complicated influence relationships among various influencing factors (S. Aladhadh et al. 2019).

The literature review inferred that there are seven factors which influence the social media and also make their impact to promote democratic values. The factors such as Quality of Social Media, Trust, Perceived Credibility and Political Discourse, Social Media Involvement, Political surveillance, Personalization have their role in promoting democratic values.

3. Research Methodology

The primary data was collected from the respondents by using questionnaire method. There were 205 respondents participated in the survey out of which 180 were selected for the study, since, 25 responses discarded either due to inconsistency in the response or the lack of information they provided. The secondary data collected from web source. While carrying out a research design, simple random sampling was employed.

Objectives of the Study

The researchers worked on following objectives of the study:

1. To identify the factors of social media promoting democratic values.
2. To analyse the factors of social media promoting democratic values.
3. To understand the principles of democratic values.

Hypothesis of the Study

Following are the hypotheses of the study:

1. **H₀**: There is a no significant relationship between Quality of Social Media, Trust, Perceived Credibility and Political Discourse and Democratic Values.

H₁: There is a significant relationship between Quality of Social Media, Trust, Perceived Credibility and Political Discourse and Democratic Values.

2. **H₀**: There is a no significant relationship between Social Media Involvement, Political surveillance, Personalization and Democratic Values.

H₁: There is a significant relationship between Social Media Involvement, Political surveillance, Personalization and Democratic Values.

4. Data Analysis

The analysis was carried out using the SPSS statistical package and the Chi square test.

Reliability

The consistency with which a method measures something is known as reliability. The measurement is regarded as accurate if it can consistently get the same result by applying the same techniques under the same conditions.

Table No. 1 Reliability Test Statistics

Case Processing Summary			
		N	%
Cases	Valid	180	95.7
	Excluded ^a	8	4.3
	Total	188	100.0

Reliability Statistics	
Cronbach's Alpha	N of Items
.921	8

Interpretation

The reliability of these eight variables was found to be 0.921 which indicates the values are reliable and consistent during the study.

Descriptive Statistics

In order to describe the characteristics of a data set, descriptive statistics create summarizes of data samples. At the very least, we report a

measure of central tendency and a measure of variability when providing descriptive statistics from a variable. This often involves reporting the mean and standard deviation.

Table No. 2 Descriptive Test Statistics

Descriptive Statistics							
	N	Mean	Std. Deviation	Skewness	Skewness	Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Quality of Social Media (QSM)	180	3.34	1.377	-0.353	0.181	-1.166	0.36
Trust	180	3.24	1.291	-0.317	0.181	-1.094	0.36
Perceived Credibility(PC)	180	3.29	1.361	-0.462	0.181	-1.031	0.36
Political Discourse(PD)	180	3.5	1.396	-0.611	0.181	-0.941	0.36
Social Media Involvement(SMI)	188	3.01	1.238	0.05	0.177	-0.974	0.353
Political surveillance (PS)	180	3.07	1.242	-0.159	0.181	-1.075	0.36
Personalization(PER)	185	2.92	1.337	-0.019	0.179	-1.217	0.355
Democratic Values(DV)	180	3.14	1.346	-0.152	0.181	-1.182	0.36
Valid N (listwise)	180						

Interpretation

The descriptive statistics inferred that, the mean values of all the values are well above the 3.20 except the value for Personalization found to be 2.92 which almost equal to 3.00. The variables and their values are consistent and will be good for the purpose of the study. Within this group of characteristics, the highest mean of political discourse (3.50) imply approval, while the lowest mean of Personalization (2.95) indicates rejection. The responses to the second set of questions, which dealt with critical performance metrics, did not differ from one another, and there was no variance.

Most of these results were supported by various literature which highlighted that there is no need to divert the study area, rather focus on the parameters which plays their role in promoting democratic values.

With a confidence interval of 1.96 standard errors of the sample mean will be anticipated for 95% among all sample means with the confidence level. The sample proportion characteristics is also fall within the range of 95% confidence interval based on the simple

random sampling. The values for all variables fall under the value of 1.96.

To demonstrate a normal univariate distribution, values for asymmetry and kurtosis between -2 to +2 are considered acceptable. (George and Mallery, 2010). And for kurtosis is appropriate from -7 to +7. (Bryne, 2010). The inferred values from descriptive statistics are between the acceptable range and consistent for the study.

The Chi-Square Test

The Chi-Square Test of Independence analyses whether categorical variables have a relationship (i.e., whether the variables are independent or related). This test is nonparametric.

Hypothesis Testing

1. **H₀:** There is a no significant relationship between Quality of Social Media, Trust, Perceived Credibility and Political Discourse and Democratic Values.

H₁: There is a significant relationship between Quality of Social Media, Trust, Perceived Credibility and Political Discourse and Democratic Values.

Democratic Values * Quality of Social Media

Table No. 1.3 Descriptive Test Statistics
Table No. 3 Chi-Square Test Statistics

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	420.231 ^a	99	.000
Likelihood Ratio	215.609	99	.000
Linear-by-Linear Association	50.720	1	.000
N of Valid Cases	180		

Interpretation

We reject the null hypothesis and accept the alternative hypothesis since the p-value less than the level of significance we determined to be significant (0.05). Hence, we draw the conclusion that there is sufficient data to support a link between Democratic Values and Quality of social media.

Democratic Values* Trust

Table No. 4 Chi-Square Test Statistics

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	436.014 ^a	117	.000
Likelihood Ratio	225.735	117	.000
Linear-by-Linear Association	50.371	1	.000
N of Valid Cases	180		

Interpretation

We reject the null hypothesis and accept the alternative hypothesis since the p-value less than the level of significance we determined to be significant (0.05). Hence, we draw the conclusion that there is sufficient data to support a link between Democratic Values and Trust.

Democratic Values * Perceived Credibility (PC)

Table No. 5 Chi-Square Test Statistics

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	380.321 ^a	108	.000
Likelihood Ratio	210.098	108	.000
Linear-by-Linear Association	57.856	1	.000
N of Valid Cases	180		

Interpretation

We reject the null hypothesis and accept the alternative hypothesis since the p-value less than the level of significance we determined to be significant (0.05). Hence, we draw the conclusion that there is sufficient data to support a link between Democratic Values and Perceived Credibility.

Democratic Values * Political Discourse (PD)

Table No. 6 Chi-Square Test Statistics

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	614.990 ^a	99	.000
Likelihood Ratio	247.906	99	.000
Linear-by-Linear Association	52.561	1	.000
N of Valid Cases	180		

Interpretation

We reject the null hypothesis and accept the alternative hypothesis since the p-value less than the level of significance we determined to be significant (0.05). Hence, we draw the conclusion that there is sufficient data to support a link between Democratic Values and Political Discourse

2. H₀: There is a no significant relationship between Social Media Involvement, Political surveillance, Personalization and Democratic Values.

H₁: There is a significant relationship between Social Media Involvement, Political surveillance, Personalization and Democratic Values.

Democratic Values * Social Media Involvement (SMI)

Table No. 6 Chi-Square Test Statistics

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	410.535 ^a	99	.000
Likelihood Ratio	212.133	99	.000
Linear-by-Linear Association	52.965	1	.000
N of Valid Cases	180		

Interpretation

We reject the null hypothesis and accept the alternative hypothesis since the p-value less than the level of significance we determined to be significant (0.05). Hence, we draw the conclusion that there is sufficient data to support a link between Democratic Values and Social Media involvement (SMI).

Democratic Values * Political surveillance (PS)

Table No. 7 Chi-Square Test Statistics

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	555.276 ^a	108	.000
Likelihood Ratio	257.867	108	.000
Linear-by-Linear Association	72.277	1	.000
N of Valid Cases	180		

Interpretation

We reject the null hypothesis and accept the alternative hypothesis since the p-value less than the level of significance we determined to be significant (0.05). Hence, we draw the conclusion that there is sufficient data to support a link between Democratic Values and Political surveillance (PS).

Democratic Values * Personalization (PER)

Table No. 8 Chi-Square Test Statistics

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	603.408 ^a	126	.000
Likelihood Ratio	290.937	126	.000
Linear-by-Linear Association	99.117	1	.000
N of Valid Cases	180		

Interpretation

We reject the null hypothesis and accept the alternative hypothesis since the p-value less than the level of significance we determined to be significant (0.05). Hence, we draw the conclusion that there is sufficient data to support a link between Democratic Values and Personalization (PER).

Table No. 9 Test Statistics

Test Statistics							
	QSM	Trust	PC	PD	SMI	PS	PER
Chi-Square	197.200 ^a	291.022 ^b	246.256 ^c	231.600 ^a	235.574 ^d	242.500 ^c	265.243 ^e
df	11	13	12	11	13	12	14
Asymp. Sig.	.000	.000	.000	.000	.000	.000	.000

Test Statistics	
	DV
Chi-Square	128.556 ^a
df	9
Asymp. Sig.	.000

Interpretation

Since all the alpha values of above variables was less than 0.05, there was a significant association between these variables with our chosen significance level $\alpha = 0.05$.

The questionnaires for social media dissemination of democratic values have the highest internal consistency thus they are reliable. The surveys were able to provide replies that showed how social media and democratic principles are related for the study's

objectives. The accuracy with which a sample represents a population is measured using standard deviations for each component, and descriptive statistics are used to define the average to place more emphasis on particular data value points.

• **Democratic Principles**

Democracy's tenets include freedom of speech, organization, affiliation, personal liberty, inclusion and equality, agreement of the governed, voting, freedom from unjustified state denial of the right to life and liberty, and minority rights.

Participation of the populace in politics is one of the most fundamental indicators of a democracy. The primary function of citizens in a democracy is participation. They have every right to do so, but they also have an obligation to. Participation by citizens can take many different forms, such as running for office, casting a ballot, learning about problems, participating in debates, attending civic or community meetings, joining private non-profit groups, paying taxes, and even protesting. A better democracy is created via participation.

democracy in India. Democratic cultures place a strong emphasis on the idea of equality for all. In order to be considered equal, a person must be regarded equally, have equal access to opportunities, and be free from prejudice based on their colour, religion, ethnicity, gender, or sexual orientation. People and organisations can still exercise their right to distinct cultures, personalities, languages, and religious views in democracies. Political tolerance is a feature of democratic society. This means that even if a democracy is a form of majority rule, the rights of the minority must still be upheld. The ability to organise and voice out must be granted to those who lack authority. Because they may have opinions that differ from those of the majority, minorities are occasionally referred to as the opposition. Additionally, every citizen must develop tolerance for one another. People from various racial, religious, and ethnic groups who hold opinions different from those of the majority of the community are frequently found in democratic societies. Diversity enriches a democratic society.

4. Conclusion

The capacity to distinguish between reliable information is becoming increasingly crucial as social media platforms, particularly social media sites gain in prevalence and have the potential to spread disinformation. Because internet rumours may seriously affect both individuals and society, as we saw during the social networking sites users must be conscious of the reliability of information.

Our present study offers a first objective is to examine the variables that affect information credibility on social media pages, allowing users and information providers to better accurately assess information credibility. Despite the fact that we did not find any mediating effects from individual competence, which were suggested by earlier research, we hope that our study will spur more investigation into the variables impacting information processing and the impact of information rhetorical on social networking sites.

It is challenging to draw definite conclusions regarding the causal process that clearly make establishes a connection between value

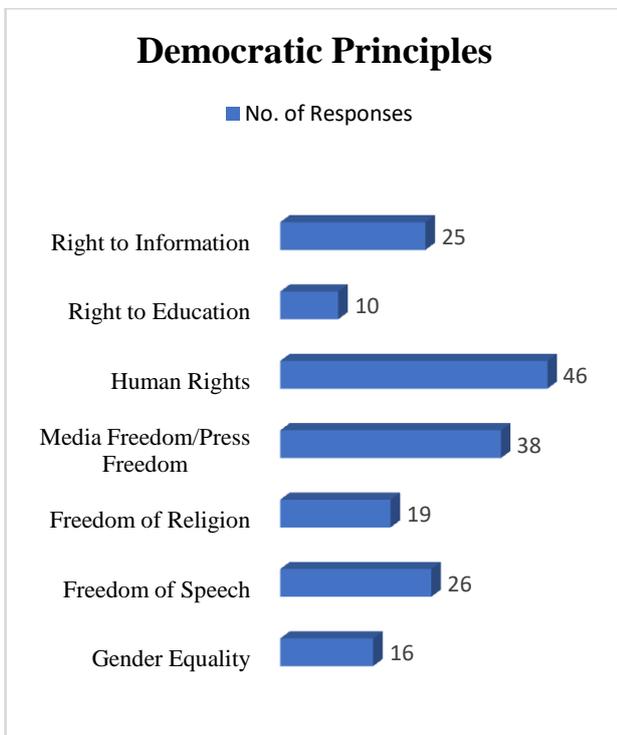


Fig. No. 1

Interpretation

The above fig. no. 1 inferred that human rights and media freedom are important principles of

creation and online sociability. Despite not Although not definitive, these data indicate that online socialisation is important. function in forming fundamental democratic principles by acting as a means of self-promotion. Online networking can foster a variety of different behaviours and promote people with quite different values from previous socialisation methods. In order to investigate the

deterministic correlation between social media and democracy and to pinpoint the causative processes through which the web and web technologies can have an impact on democracy, the purpose of this study is to call scholars' attention to this crucial subject. The study's multiple contribution, which also communicates its goals.

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