DIGITIZING #PUBLICREACH: HOW INDIAN GOVERNMENT LEVERAGES SOCIAL MEDIA PRESENCE FOR GOVERNMENT COMMUNICATION

A Thesis
submitted to the Faculty of the
Graduate School of Arts and Sciences
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in partial fulfillment of the requirements for the
degree of
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By

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This study investigates how the Indian government in 2017 uses social media to reach out to Indian citizens online. The study additionally analyzes how the Indian government leverages its digital presence to engage with Indian online users. The research assumes that social media is an effective tool for reaching the masses as it allows policymakers to reach their voters and constituents directly with their agenda without the perils of the media’s gatekeeping that sometimes carries the potential risk of distorting the message. The study investigates the following research question: How is the Indian government using social media to reach out to Indian citizens online with its agenda and development plans? The findings of the study show that the Indian government is a frequent user of social media for disseminating news and updates about its activities and development plans. The study also observes that use of social media by the Indian Ministers and their respective ministries has become institutionalized.
To my parents,
who encouraged me to go on the journey called ‘Masters in Communication Culture and Technology’ that culminated into this thesis.
ACKNOWLEDGEMENT

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INTRODUCTION

The project studies the government’s use of digital media in the context of South Asia, a research area that in the past has not been explored to a great extent but which holds much potential. Research on digital media and politics has been evolving, but it has been conducted mostly in the context of Western democracies and a few South East Asian democracies. For instance, a research based on study of 31 cities worldwide in 2014 showed that Twitter was not only the most popular social media platform in terms of governments posting content, but it was also the service with the highest amount of activity, i.e., users liking content or following accounts, which can be attributed to the advantages of microblogging, such as sending messages at a lower cost, easy access to feedback and ability to broadcast the message to a larger audience.

The research also takes in account Charlene Li’s concept of “open leadership in time of social technologies” (Li, 2013:12). This concept outlines how leadership, in the age of social technologies, is ‘letting go’ of control to reach out and build relationships with the stakeholders. She explains how the Obama campaign tapped into social media platforms like Facebook and Myspace to help voters to get to know Obama personally. This activated what Li describes as ‘silent watchers’ or the silent voters in the presidential elections for decades. Most importantly, the Obama campaign used technology ‘to reach out to people closest to front lines who were previously disenfranchised in the political process’ (Li, 2013:12).
Evolving Role of Social Media

Over the past few years the role of social media has changed greatly. It is no longer just a medium for connecting with people and socializing. It has now become a significant tool for public deliberation and political mobilization, as has been observed in Tahrir Square movement in Egypt and India’s anti-corruption movement in 2013. Digital media, specifically social media, also has made the communication process more reciprocal. Information can now not only be disseminated but it also can be fed back without the perils of gatekeeping (Guha, 2017).

In recent times, social media has been used by governments for ‘planning activities’- including seeking new ideas for development and feedback on existing government activities. For example, the Obama presidential administration used social media, in particular the website ‘change.gov’, to inform policy through the participation of citizens during the transition phase as he was taking office from November 2008 to January 2009. The website was collaborative in nature, ie, it invited American citizens to ask questions to the administration. It even had space where citizens cold share their stories and vision as well as submit their ideas via Citizens’ briefing book (Konata, 2014).

In Australia, Australia Capital Territory (ACT) Senator Kate Lundley launched “Public Sphere” in 2009 to encourage public debate and solicit comments, as a step towards an open government through Gov 2.0. The initiative, apart from tools like geospatial data and government agencies, includes social media tools for constituent consultation on new government proposals or legislative drafts (Nepal, Paris and Georgakopoulos, 2015).

Bailard (2014) talks about the concept of “mirror holding”, where the Internet provides a larger and more diverse array of political information than the traditional media system could provide, and enables users to better discern and reflect on how democracy and
governance work in their country. She argues that the Internet provides a broader and more critical range of information for public consumption than traditional media. This enables the Internet to hold up a more nuanced and accurate mirror for citizens to better reflect on the actual performance of their governments. This trend has important implications for the evaluations and satisfaction that citizens derive from that information.

Standage (2013: 250) explains how a social media environment needs two conditions to function: (1) a certain level of literacy and (2) the ability to copy and deliver information cheaply. With reference to examples in the past, Standage explains that the probable reason for the success of Twitter and Facebook as mediums for political communication is that social websites make efficient communication possible. He regards microblogs and social networks as the new ‘coffee houses’ that “enabled ideas and thoughts to travel from one person to another, rippling through networks of people connected through social bonds, rather than having to squeeze through the privileged bottleneck of broadcast media” (Standage, 2013: 250). Needless to say such a conducive environment is crucial in particularly for connecting with the citizens, especially the millennials.

In context of Indian politics, the Minister of External Affairs, Sushma Swaraj, made use of social media (Twitter specifically) and went beyond files and protocols to reach out to the common Indian citizens in the country and overseas, addressing their concerns and making herself accessible to the general public (Malik, 2017). The Minister helped distressed Indians abroad, and on one occasion rescued a young woman trapped by traffickers in the United Arab Emirates. Another example is the railway Minister Suresh Prabhu, who dispatched railway police to the aid of a woman being harassed on a moving train (Robinson and Faulder, 2016).
Role of Social Media in Contemporary Indian Politics

The last general elections held in 2014 was unique in many different ways. It marked the crushing defeat of the Indian National Congress (INC), which is also known as India’s ‘grand old party’ (GOP). GOP was reduced to a mere 44 seats in the Indian parliament’s lower house from 162. It also marked the meteoric rise of Bharatiya Janata Party (BJP) and Narendra Modi, who after the elections rose from a State’s Chief Minister to the Prime Minister of India.

2014 general elections was a watershed moment in history for Indian politics for two reasons. First, the elections resulted in the formation of the most stable government in last 26 years with a 2/3rd majority in the parliament. Second, and most importantly, social media played a significant role in Bharatiya Janata Party’s (BJP) victory. Social media, specifically, Twitter, gave political organizations the opportunity to broadcast information on a worldwide stream, and not just to their subscribers, join any ongoing debates and discussions, and have a two-way interaction with the public during political processes and campaigns (Ahmed, Jaidka and Cho 2016).

One of the first Indian politicians to use social media, Prime Minister Narendra Modi, understood the importance of youth for elections. He, therefore, tried to connect to and engage the massive population of youth through social media. Modi used all digital platforms as well as offline channels to reach the big number. Rather than using mainstream media, Modi announced his win via Twitter @narendramodi to his then 4.27 million(now 29.1 million) followers and encouraged voters to tweet their ‘Fingies’ with the hashtag #selfiewithmodi. Selfies came in mostly from the younger crowd, but this practice was certainly not limited by age (Magdalena, 2016).
Chapter 2

LITERATURE REVIEW

Most of the pre-existing literature pertains to the use of social media during election campaigns. However, there is a growing body of research on digital media playing a significant role in political engagement that now focuses on importance social media plays in day to day governance. The study of the use of social media by the Indian government contributes to this growing body of research.

A study of the Singapore government’s use of social media to communicate with the electorate observed how social media and online engagement encourage greater dialogic interaction between the Ministers and their constituencies. The study concluded that in spite of the encouragement of greater dialogue, Singaporean Ministers faced significant challenges owing to the clutter and increasing nebulousness between information that is public and private (Soon and Soh, 2014). Though the study was conducted regarding political communication through Facebook, the study looks at day to day political communication through Twitter, which in past research has been observed to be a more conversational medium (Enli and Skogerbo 2013).

The study also discovered how “web 2.0” enhanced mutuality and empathy in government-citizen relations on a daily basis. Here ‘mutuality’ refers to the acknowledgement that the organization and the public are inextricably tied to each other; while ‘empathy refers to ‘communal orientation ‘whereby organizations and public relations practitioners try to treat individuals and publics as “colleagues” rather than “outsiders” (Soon and Soh, 2014). It found that government engaged in two way communication (in this case, primarily via Facebook) as opposed to the generic top-down approach. Government communication and post policy-implementation consultation via Internet platforms helped to

Another similar study conducted in context of South Korea observed that though the government institutions in Korea made extensive use of Twitter in their daily interactions with citizens, their networking strategy of targeting the citizens directly did not exactly motivate the citizens to participate in social media engagement. Instead, it was the ‘Twitter managers’ who played a more significant impact on the Twitter following in terms of government to government communication as compared to government to citizen engagement, though it is not clear from the study whether the Twitter managers were people or social media management tools. This indicated that the government’s efforts to connect with citizens are less effective than those to communicate with citizens and respond to their needs (Feroz Khan et al., 2014). This finding indicates the one way flow of information or rather the lack of a dialogue while connecting to the constituents.

On the other hand, social media indeed helps to mobilize new patterns of online civic engagement. Recent research provides significant evidence that online civic engagement leads to increases in citizens’ trust in general and increased trust in government as an institution. The study further stated that although social media guarantees complete solidarity between citizens and government it can facilitate effectiveness in two important perspectives: (1) build social capital via online civic engagement and (2) instill a sense of confidence and trust in the government (Warren, Sulaiman and Jaafar, 2014).

Recent figures indicate India’s growing engagement with digital media which make an ideal case for online political communication in India. According to 2016 report by The Internet and Mobile Association of India (IAMAI), number of internet users in India was estimated to be 462 million. More importantly, internet usage is growing at the rate of 90% as
opposed to global average of 19%. With concerns about social media, India registered a total of 143 million social media users. Additionally, the number of social media users in India is up by 23% since March 2015, in comparison to global growth rate of 26%.

IAMAI pointed out a significant fact about the rural population in India in its report in June 2015. The report stated that the rural population in India registered 100% growth since June 2014, with 25 million social media users.

Another study conducted by IAMAI in collaboration with IRIS Knowledge Foundation prior to general elections in 2014 found that the reach of social media usage was wide enough to influence the outcome of the coming general elections. It estimated that 160 of 543 constituencies are where social media could have a “high impact” in these elections. The study also revealed that one third of the social media users are residents of smaller towns with population of under 500,000. Even more significant is the fact that a quarter of social media users are residents of towns with a population less than 200,000.

In this context, the current Indian government has pulled out all stops to take advantage of the growing ‘Digital India’. Since 2015, the Indian government has taken important steps in “developing its social media assets”. According to reports in 2017, not only has the Indian government developed separate handles for each of the Union ministries and Ministers in charge of the ministries, but it also has been using these handles to reach out to the public with its development oriented agenda and information about many of its social welfare schemes. Some of the Union Ministers have also used social media to personally reach out to Indian citizens that are in need of help (Mahajan, 2017).

The above observation can be made in conjunction with research that studied social media use among Indian youth. The study showed that though the use of social media among
Indian youth is limited, they feel that social media is a good platform to discuss about politics (Internet and Mobile Association of India, IRIS Knowledge 2014).

However, in research studying social media habits of Indian youth in the city of Bengaluru, it was observed that young people feel that politics can be discussed in social media. However, they limit their political participation to giving likes to others’ posts, tweets, videos, and so on. If and when they post political content, it is mostly in the form of status updates, tweets and memes. Youth, by and large, do not use social networks to propagate political ideologies or support/criticize political parties and movements. They also feel that social networks do not really connect them with political leaders. Very few of the youth feel that social networks are an effective tool for political engagement. However, the researchers also seemed optimistic about the potential in social media as a tool for political and civic engagement owing to the Indian youth population’s openness to embrace social media (Rupa and Karnamaharajan, 2015).
Chapter 3

THEORETICAL FRAMEWORK

The research answers the following question: how does the presence Indian government use social media platform to reach out to its citizens? The study involves looking at day to day political communication, i.e., dissemination of information related to the government as well as citizen engagement on social media platforms.

The study argues that owing to its flexible and egalitarian nature, social media allows the constituents to access information about the Indian government and their representatives and engage with them directly at little or no cost. In the same context, Kroh and Neiss (2012) also proposed the concept of ‘Internet-effect hypotheses’ to show how the rationale behind the assumption that the Internet causally increases the propensity for political engagement is three fold. First, Internet technologies reduce the cost of becoming politically informed. Second, because people access the Internet for mainly non-political reasons, political information online becomes a ‘free by-product’. Third, by communicating through the Internet it is not only easier to obtain political information but also to interactively communicate messages to politicians, media and likeminded citizens through blogging and micro blogging (Anduiza Perea, Jensen and Jorba, 2012).

The study also highlights how social media allows political actors to bypass the ‘gatekeeping’ mainstream media. In this context, Gainous and Wagner (2014) suggest that because social network systems (SNS) are user constructed and defined, SNS’s have created the information market so that it is the user that creates her own outlet and solicits the content. And so by allowing users to create and control their networks, there is no apparent systematic form of gatekeeping.
Gainous and Wagner (2014) further argued that because social media gives an interested party the ability to shape a network and drive content, it is a fertile ground for interested parties to market ideas and content. They explained that political actors can anticipate the needs of different voters and then design and send the content through the networks to appeal to these users. The end result is that the users feel empowered to control their content but they take the shortcut of adopting and adapting networks designed to appeal to their predispositions. The political actors take advantage of these networks and content appealing to the user and seize control of narrative.

My study argues that having experienced the social media effect on building political consensus during general elections in 2014, the Indian government, especially the Union Ministers, use social media accounts to disseminate information to their followers. They do so in a manner that appeals to their constituents in order to remain connected to them and in the process, reach directly to them, reducing the need for mainstream media among the Indian citizens online.

The study is based on the concept of ‘personal influence’ proposed by Katz and Lazarsfeld (1955). The theorists explained how interpersonal communication plays a significant role in influencing the behaviors and attitudes of the masses. Katz and Lazarsfeld argued that some individuals seem to serve as ‘personal transmitters’ for others, and without them messages that originate from mass media would not reach the otherwise ‘unexposed masses’. This function was referred as the ‘relay function’ of interpersonal communication (Katz and Lazarsfeld 2006).

Here I am extrapolating from their theory to the social media era, and arguing that personal influence can be achieved through social media platforms. I argue that, unlike the argument presented by Katz and Lazarsfeld, the Twitter accounts of the Union Ministers and
the ministries allow the government to be ‘personal transmitters’ of their own information instead of messages of the mass media. Social media, unlike mass media, simulate a type of personal influence that allow Union Ministers to connect more directly with their constituents. This type of connection also gives Ministers greater control over their communication, and ultimately can have a more positive impact on their relationship with constituents.
Chapter 4

METHODOLOGY

Approach

The study employs content analysis and statistical analysis. It consists of a content analysis of the tweets of selected Indian government Ministers and ministries. The content analysis retrieved a sample of tweets from a large quantity of data, creating more focused and manageable data set for statistical analysis.

Data Source

The study employs a primary source analysis. It uses tweets collected through Twitonomy, a data collection and data analysis tool for Twitter data.

The platform of Twitter was specifically chosen as an earlier study on use of social media in Norwegian elections in 2013 observed that politicians use Twitter more for a continuous dialog with their constituents as compared to Facebook (Enli and Skogerbo 2013). The situation is similar for the Indian case.

Data collection period

The tweets were collected between the period of February 1 and February 28, 2017 from the Twitter accounts of Union Ministers (Ministers with the center or federal government) and their corresponding ministries. A total of 4521 tweets were analyzed for the study. The tweets were hand coded by the author.
Data selection

The accounts were selected on the basis of number of Twitter followers of the Ministers’ accounts. The relevance of the ministries was also taken into consideration. Following Ministers/ministries were selected for the study:

1. Narendra modi, Prime Minister
   @narendramodi, @pmoIndia
2. Rajnath Singh, Home Minister
   @rajnathsingh, @hmoIndia
3. Sushma Swaraj, Minister of External Affairs
   @SushmaSwaraj, @MEAIndia, @IndianDiplomacy
4. Arun Jaitley, Finance Minister
   @arunjaitley, @finmin
5. J P Nadda, Health Minister
   @JPNadda, @MoHFW
6. Maneka gandhi, Minister for Women and Child Development
   @manekagandhibjp, @ministryWCD
7. Suresh Prabhu, Minister for Railways
   @sureshprabhu

For the study, the Twitter accounts of Ministers of State (They are Ministers with independent charge, ie, they do not have supervision from a Union Minister) were excluded.

The data was analyzed on the basis of number and frequency of tweets, retweets as well as replies to understand communication patterns online.
The data was coded and prepared in Microsoft Excel and processed through SPSS for statistical analysis.

**Conceptual variables**

The study uses the following variables:

1. **Retweets**: How many times has the tweet been copied and shared?
2. **Likes**: How many times has the tweet been ‘liked’ or appreciated? (according to the definition provided by Twitter)
3. **Subject**: What issue(s) are being talked about in the tweet?

For the study, four categories were considered for coding and classification of tweets:

**Ministry**: Any news or updates regarding a particular ministry shared by the Minister or the ministry’s Twitter handle.

**Electoral**: Tweets related to the ruling party’s election campaign or any updates on political party’s activities.

**Policy**: Any news or updates regarding the policy decisions or discussions about the policy regarding the particular ministry shared from the Minister or ministry’s Twitter account.

4. **Language**: In what language was the tweet posted?

The tweets were categorized in three language categories: English, Hindi and other (regional) languages.
Operational variables

**Retweet_count**: It is a scale level variable that reflects the number of retweets that a tweet receives. The ‘retweet’ also indicates how many times was the tweet copied and shared among the users.

**Favorite_count**: It is another scale level variable that shows how many times has the tweet been liked. It also indicates how many times has the tweet been appreciated or acknowledged.

**Language**: A nominal level variable that signifies which language has been used in the tweet.

**Subject**: The nominal level variable describes the primary issue highlighted in the tweet.

**Subject2**: The nominal level variable signifies the secondary issue (if any) being highlighted in the tweet.

**Minister**: The nominal level variable signifies the Union Minister’s accounts along with their respective ministry’s accounts.

Variable selection

I selected the ‘retweet_count’ and ‘favorite_count’ as dependent variables. I wanted to study the feedback on the tweets made from the accounts of the Ministers and their ministries. I used ‘language’ and ‘subject’ as independent variables as I wanted to study the effect of the subject/issues highlighted and language on ‘retweets’ and ‘likes’.
Chapter 5

STATISTICAL ANALYSIS

Ever since the 2008 American presidential elections, we have seen how social media has had an impact on political engagement. Even more relevant for this study, its impact was felt in 2014 Indian general elections. The Indian government chose to replicate its social media strategies in its governance model.

Therefore, for the study I tested the core assumption that the Indian government is a frequent user of social media for government communication. In the study, measuring how frequently and what Twitter accounts for disseminating information about their work would give us a fair idea of importance of digital/social media platforms like Twitter in day to day political communication strategies of the government.

Therefore, I tested the following hypotheses:

H₁: Twitter accounts of Ministers show significantly higher levels of interactions than the Twitter accounts of their respective ministries, i.e., there is a significant relationship between frequency of tweets and retweets and likes received.

H₂: Tweets regarding news about elections received a higher number of retweets and likes compared to other issues.

H₃: There is a statistically significant difference in the number of tweets and likes based on the language used in the tweets.
Frequency of tweets

For the first and second hypothesis, I wanted to compare the likes and retweets received on tweets by the Ministers’ and the ministries’ accounts. The descriptive statistics lent support to the first hypothesis. Most of the Ministers’ personal accounts received far more retweets and likes in comparison to their ministries’ accounts. This could indicate that the Indian citizens online appreciated personalized outreach by the Ministers who not only represent their ministries but also represent the Indian government.

I ran an analysis of variance (ANOVA) analysis to test the difference in means of the number of tweets and retweets. Overall the more frequently the Ministers tweeted, more the retweets and likes they received. As seen in figure 1.1 and figure 1.2, there also was a statistically significant relationship between the number of tweets posted by Ministers and the number of likes and retweets they received.

These findings confirm the concept of ‘personal transmitters’ that Katz and Lazarsfeld talked about.

Issues in the tweets

The mean scores for each of the issue categories showed that it was indeed the tweets related to the state elections and ruling party’s campaign activities made from the account of the Minister that received more retweets and likes. As demonstrated in table 3, this was followed by tweets that talked about news and updates of the ministries. Tweets regarding policy updates of the industries came third. The differences based on the ANOVA analysis were statistically significant. The findings show support for the third hypothesis.
Here, it is important to note that during the period of study, a few crucial state elections happened. This could be an indication that the Ministers were alternating between their roles as Ministers and party representatives.

**Language used in the tweets**

The statistical analysis showed that there was a significant relationship between language used in the tweets and the number of retweets and likes they received. As demonstrated in figure 4.1 and 4.2, that tweets in English received most retweets and likes, followed by tweets in Hindi and tweets in other regional Indian languages.

Here it is important to highlight that language plays a very significant part in shaping political and regional identities in India. As a result, India does not have a national language and English is used by the governments, both at state and center (or federal) level. This could be an indication that government uses English most in tweets not just for administrative purposes but also to communicate with Indian citizens, irrespective of whichever regional language they speak, as English is understood and spoken by most of Indian citizens. Another reason why the Indian Minister may be tweeting in English could be their desire to reach out to the younger Indian population online.
Overall, we can conclude that the study shows that social media plays a significant role in Indian government’s day to day political communication. From the findings, we can conclude that the Indian government indeed uses social media frequently to reach out to the Indian citizens directly. It was also observed in the study that while the Twitter accounts of the ministries were used to disseminate information specifically about the ministries’ activities, the Ministers interacting from their personal Twitter accounts had personalized interactions with their constituents online, rather than adopting a top-down, bureaucratic approach. In doing so, many times their personalities also were displayed in these interactions, which could make their image more favorable in the eyes of Indian citizens. Another significant observation was the level of civility in their interactions with their followers and online Indian citizens. There was a high degree of civility evident in the tweets of the government and the citizens. This trend indicates that not just the ministries, but also the Ministers themselves take their Twitter interactions seriously. Social media is a tool that can be used for administrative purposes as well as a tool for strengthening the government’s image that could be helpful in the next general Indian elections in securing a second term for the ruling party.

Among the accounts studied, Ministry for External Affairs (MEA) stood out. While the Minister for External Affairs took to Twitter to personally reach out to Indian citizens who were in need of help, her ministry operated through two Twitter accounts- first was @MEAIndia, which is the official account of the ministry. The account was used to disseminate official information about the ministry. The second was @IndianDiplomacy, which is the account for MEA’s public diplomacy division. The account disseminated
information regarding India and its culture and information seemed to have been targeted towards external audience or Twitter audience overseas. The account also used the hashtag ‘#digitaldiplomacy’ for official engagement, which happens to be a global hashtag used by other foreign governments and international agencies as well. This seems to be an indication that through their social media accounts, the ministries are willing to replicate their offline role online as well.

This research can be used as a basis for future studies in the areas of social media use for administrative purposes. The study might be extended to include social media use by government officials and ministries for a longer period of time. The topic can be researched further by conducting a similar study in context of Facebook and other social media platforms. Additionally, survey research of Indian social media users or interviews with people involved in government communications are also suitable ideas for further research.
APPENDIX

Figure 1.1 Proportion of retweets received on Ministers’ tweets

<table>
<thead>
<tr>
<th>Minister</th>
<th>Number of tweets</th>
<th>Mean</th>
<th>Std deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Railways Minister</td>
<td>1834</td>
<td>57.2884</td>
<td>136.83645</td>
</tr>
<tr>
<td>Health Minister</td>
<td>288</td>
<td>420.9340</td>
<td>914.08864</td>
</tr>
<tr>
<td>Prime Minister</td>
<td>286</td>
<td>2091.4895</td>
<td>1100.89374</td>
</tr>
<tr>
<td>Minister of external affairs</td>
<td>242</td>
<td>160.9917</td>
<td>225.20797</td>
</tr>
<tr>
<td>Home Minister</td>
<td>74</td>
<td>262.5270</td>
<td>275.95206</td>
</tr>
<tr>
<td>Finance Minister</td>
<td>56</td>
<td>225.7321</td>
<td>251.00449</td>
</tr>
<tr>
<td>Minister for Women and child development</td>
<td>16</td>
<td>87.6250</td>
<td>28.37105</td>
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</tbody>
</table>
Figure 1.2 Proportion of retweets received on ministries’ tweets

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<th>Ministry</th>
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<th>Mean</th>
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</tr>
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<td>185.83596</td>
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<td>Indian diplomacy</td>
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<td>Home Ministry</td>
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<tr>
<td>Health and Family Welfare</td>
<td>433</td>
<td>92.6975</td>
<td>404.69510</td>
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Figure 2.1 Proportion of favorites received on Ministers’ tweets

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<th>Mean</th>
<th>Std deviation</th>
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Figure 2.2 Proportion of favorites received on ministries’ tweets

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<th>Mean</th>
<th>Std deviation</th>
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<td>Finance Ministry</td>
<td>374</td>
<td>222.2032</td>
<td>497.54239</td>
</tr>
<tr>
<td>Ministry of External Affairs</td>
<td>28</td>
<td>230.3571</td>
<td>303.03614</td>
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<td>Indian diplomacy</td>
<td>395</td>
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<td>88.20992</td>
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<td>Home Ministry</td>
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<td>1106.5556</td>
<td>554.68304</td>
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<tr>
<td>Women and Child Development</td>
<td>234</td>
<td>69.8718</td>
<td>59.80591</td>
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<tr>
<td>Health and Family Welfare</td>
<td>433</td>
<td>92.6975</td>
<td>404.69510</td>
</tr>
</tbody>
</table>
Figure 3.1. Retweets in proportion to subject of the tweets

<table>
<thead>
<tr>
<th>Subject</th>
<th>Number of tweets</th>
<th>Mean</th>
<th>Std deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ministry</td>
<td>69</td>
<td>1123.8116</td>
<td>1458.56413</td>
</tr>
<tr>
<td>Policy</td>
<td>213</td>
<td>577.0141</td>
<td>676.08124</td>
</tr>
<tr>
<td>Electoral</td>
<td>95</td>
<td>2128.4211</td>
<td>794.43480</td>
</tr>
<tr>
<td>Constituency</td>
<td>388</td>
<td>915.2655</td>
<td>1198.72883</td>
</tr>
</tbody>
</table>

Figure 3.2 Favorites in proportion to subject of the tweets

<table>
<thead>
<tr>
<th>Subject</th>
<th>Number of tweets</th>
<th>Mean</th>
<th>Std deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ministry</td>
<td>69</td>
<td>4141.3768</td>
<td>4582.04294</td>
</tr>
<tr>
<td>Policy</td>
<td>213</td>
<td>2004.4085</td>
<td>2354.83588</td>
</tr>
<tr>
<td>Electoral</td>
<td>95</td>
<td>7575.8105</td>
<td>2879.22973</td>
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<tr>
<td>Constituency</td>
<td>388</td>
<td>3415.6031</td>
<td>4253.13307</td>
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</tbody>
</table>
### Figure 4.1 Retweets in proportion to language of the tweets

<table>
<thead>
<tr>
<th>Language</th>
<th>Number of tweets</th>
<th>Mean</th>
<th>Std deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>4116</td>
<td>206.1890</td>
<td>579.94265</td>
</tr>
<tr>
<td>Hindi</td>
<td>365</td>
<td>756.2356</td>
<td>1060.92138</td>
</tr>
<tr>
<td>Regional</td>
<td>32</td>
<td>222.5000</td>
<td>574.52263</td>
</tr>
</tbody>
</table>

### Figure 4.2 Favorites in proportion to language of the tweets

<table>
<thead>
<tr>
<th>Language</th>
<th>Number of tweets</th>
<th>Mean</th>
<th>Std deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>4116</td>
<td>722.8892</td>
<td>2026.78345</td>
</tr>
<tr>
<td>Hindi</td>
<td>365</td>
<td>2711.5644</td>
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<tr>
<td>Regional</td>
<td>32</td>
<td>798.7188</td>
<td>2061.06957</td>
</tr>
</tbody>
</table>


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