

## Do Political Parties Satisfy Voter's Communication Needs? Content Analysis of Twitter, YouTube and Instagram Posts

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### Abstract

**Introduction:** In an electronic democracy, politicians avoid being solely dependent on traditional communication channels like news media. Social media acts a political communication tool and Uses Gratification (UG) theory explains how people use media for their needs. Therefore, the attempt has been made to analyze the information shared on these social media platforms by political parties to communicate has any effect on communication needs according to Uses Gratification theory.

**Methods:** Content analysis was employed to achieve the objectives using R software, where in data was acquired from social media platforms of major political parties of India and the coding was developed to classify the extracted data into communication needs as per UG theory.

**Findings:** The content analysis shows that among all parties, BJP has higher visibility and consistency on Twitter and Instagram, satisfying cognitive needs. Most parties satisfy affective needs on Twitter, Instagram, and YouTube. However, YouTube content is less satisfying for personal integrative, social integrative, and tension released needs.

**Originality:** The current study tried to use innovative methods or combining methods in a new way. It provided new insights or implications that have not been extensively discussed. Therefore, Political parties should focus on specific social media for interactive and efficient information spread.

**Keywords:** Communication Needs, Instagram, YouTube, Twitter, Political Communion.

### Introduction

In an internet democracy, politicians refrain from relying exclusively on conventional communication mediums such as the media. Utilizing the internet, they maintain control over their political communications (Broersma & Graham, 2012). Numerous scholars have examined the correlation between media consumption and voter decision-making. It is noted that both the media and the content disseminated through it significantly influence voting decisions. The uses and gratifications theory elucidates how individuals utilize media to fulfill their wants. A study indicates that a political leader's presence on Twitter effectively draws substantial crowds via digital campaigning. Their look and self-presentation are both crucial (Kaur et al., 2022). A separate study utilizing Facebook content to examine a politician's self-presentation revealed that Barack Obama was depicted in a more favorable light. In a similar vein, Hsu and Park (2012) conducted a study in South Korea to examine the usage patterns of National Assembly members and discovered that consumers harbor a negative perception of these legislators. Furthermore, the nature of the content indicates users' sentiments towards the political candidate or party, which is crucial in determining whether an individual supports or opposes that

specific party's philosophy (Kaur et al., 2021). Occasionally, the aim of disseminating material on an internet platform is to demonstrate the strength of amicable rapport among individuals. This analysis examines the information disseminated by political parties on social media platforms and its impact on communication needs, as per the uses and gratification theory. The novelty of the paper is its application of the Uses and Gratification Theory in the analysis of social media communication of political parties. Specifically, it examines how well the information communicated on Twitter, Instagram, and YouTube satisfies the various voter communication needs (cognitive, affective, social integrative, and tension release). By highlighting the gaps in filling those needs and suggesting appropriate strategies, the paper gives new perspectives on how political communication could be optimized to maximize audience engagement and participation beyond mere measures of visibility and presence.

The rise of social media usage during the 2008 US presidential election led to a study evaluating its role in election campaigns. The content shared on specific media platforms, such as Twitter, Facebook, Instagram, and YouTube, significantly influences political participation (Kaur & Verma, 2018). Studies have shown that the presence of political leaders on social media attracts large masses through electronic campaigning (Kaur & Verma, 2021). The type of content on social media platforms reveals users' emotions towards the political candidate or party. Katz's Uses and Gratifications approach is used to examine media influence, suggesting that users acquire knowledge or content according to their desires and interests. They assimilate the content to satisfy their needs and interests. The Uses Gratification theory explains how people compete on media platforms to seek attention by sharing consistent content that matches their needs. This includes sharing information consistently with users, entertainment, developing personal identities, and integrating with peer members and groups.

The UG theory has been expanded to include traditional media like television, newspapers, internet, and social media. Researchers have used various platforms, such as Twitter, Facebook, Instagram, and YouTube, to identify motives and needs in different perspectives using the Uses Gratification theory. However, few studies have been conducted on social media platforms in political context.

#### Political Use of Twitter

Twitter is a popular microblogging platform, launched in 2006 by Jack Dorsey that assists the account holders to publish short messages, called as Tweets, having maximum 280 characters. In India, more than 7.9 Million users are present on Twitter. As reported by Reuters, 52 percent of Indian social media users utilize Facebook, while 18 percent rely on Twitter for news. However, Hootsuite's Digital 2019 research indicated that, unlike other social media platforms, Twitter's usage is declining at a rate of 2.2 percent every quarter. According to Socialbakers, Narendra Modi's official profiles on Facebook and Twitter are the most followed among political leaders. Twitter enables the users to create a profile for sharing user-generated content in the form of text, picture, link, the video, either public or private (Hargittai & Litt, 2011). Also, Twitter allows live streaming of messages for promotion of activities, messages and ideas (Naaman et al., 2010). The use of twitter by political candidates to promote themselves or their ideology on online platforms.

Twitter has the power to stimulate electoral participation either online or offline (Bode & Dalrymple, 2016; Towner, 2013; Zhang et al., 2013) along with voter's decision to vote. Moreover, tweets posted by a political candidate or party can motivate the general public to retweet, share or retrieve information and attend political campaign (Parmelee

& Bichard, 2011). Such activities on Twitter may shape political attitude of voters and as a result, may influence their decision to vote.

#### Political Use of YouTube

In 2005, a video-sharing site called YouTube was launched by Chad Hurley, Steve Chen and Jawed Karim and managed by Google. This website facilitates the users to upload, view and share the content in the form of video (Smith et al., 2012). Further, it allows the users to show engagement in the form of likes, dislikes, comments (Möller et al., 2019). In the US, YouTube use for political communication started in the year 2006 (Gueorguieva, 2008; Robertson et al., 2010). In western countries, several researchers have investigated the impact of YouTube usage in political context (Robertson et al., 2010; Vergeer & Hermans, 2013).

YouTube found to be an influential platform for online political campaigning when used in interactive way (Kruikemeier, 2014; Ricke, 2010; Towner & Dulio, 2011). Likewise, seeking information from YouTube boosts voters to show their offline and online political participation (Zhang et al., 2010, 2013). Also, Gibson & McAllister, (2006) concluded positive impact of online campaigning in gaining voters supports by political leaders and parties. Further, they revealed online campaigning using such websites has positive influence on voter's decision to vote in favour or against a particular party or leader (Gibson & McAllister, 2011). The study assesses top brands' YouTube content marketing strategies, revealing engagement is contextual and platform-dependent, with YouTube capabilities, financial resources, and product category playing key roles in strategy differentiation (Wang & Chan-Olmsted, 2020).

#### Political use of Instagram

Instagram is a mobile social networking platform that enables users to modify and disseminate images and videos. As of July 2020, the United States ranks #1 with an Instagram viewership exceeding 130 million users. India has the second position with 100 million Instagram users, underscoring the country's digital market potential. Brunei and Kazakhstan rated jointly first, each with an Instagram audience reach of 68 percent of their populations. The sudden proliferation of social media usage was seen amid US presidential election 2008; at that time, researchers started evaluating the role of new media in the election campaign. Extensive literature review reveals that social media plays a significant role, but very little literature is available in Indian context as it got boon in General Election 2014. But in marketing context, along with media type, content shared on particular media is also essential, which may influence political participation to a great extent (McLeod et al., 1999).

(Vergeer & Hermans, 2013) demonstrate in their study that the presence of a political leader on Twitter effectively attracts substantial audiences via electronic campaigning. Their appearance and self-presentation are both crucial. (Woolley et al., 2010) conducted a study utilizing content analysis of Facebook to examine how a politician presented himself, concluding that Barack Obama was depicted more favorably. (Hsu & Park, 2012) conducted a study in South Korea to examine the usage patterns of National Assembly members and suggested that users harbor an unfavorable view about these lawmakers. Consequently, the nature of the content discloses the consumers' sentiments regarding the political candidate or party. The social media platforms facilitate the establishment of certain patterns utilized by analysts for strategy formulation.

Katz, (1959) proposed the Uses and Gratifications approach which is extensively exercised to examine media influence. The proposed theory suggests as media users are

aware and obtain knowledge or content according to their desires and interests (Katz, 1959; Li et al., 2015). Also, to satisfy the needs and interest, they assimilate the content (Lowery & DeFleur, 1983). Uses Gratification (UG) theory elucidates the ways and patterns of media usage for communication needs. Accordingly, it also explains how people compete each other on media platforms to seek attention by sharing consistent content that matches their needs (Tan, 1985). The needs include sharing information consistently with users (Raacke & Bonds-Raacke, 2008), entertainment, develop personal identities and tension release (Ruggiero, 2000), and integrating with peer members and groups (Raacke & Bonds-Raacke, 2008). This approach extends to individual's activities on new media to remain in touch and engaged with large masses to develop personal identification (Swanson, 1979). Further, (Katz, 1959; Tan, 1985) authors subcategorized needs as cognitive needs, affective needs, personal integrative needs, social integrative needs, and tension release needs.

The UG theory has been expanded from various traditional media like television (McIlwraith, 1998), newspapers to internet (Stafford et al., 2004) and social media (Alhabash et al., 2014; Han et al., 2015; Papagiannidis et al., 2012; Raacke & Bonds-Raacke, 2008; Yoo & Gil de Zuniga, 2014). Along the same lines, researchers have used different platforms especially Twitter (Ballard, 2011; Chen, 2011; Phua et al., 2017) Facebook (Nash, 2015; Phua et al., 2017; Tanta et al., 2014), Instagram (Oloo & Leica, 2013), YouTube (Möller et al., 2019; Wang, 2014) to identify motives and needs in different perspectives using uses gratification theory. However, researchers attempted to use different social media platforms separately, hardly few studies available for social media platforms in political context. Therefore, this work attempted to study social media usage by major Indian political parties in satisfying the communication needs of voters through the objective mentioned below. To study social media usage by major Indian political parties in satisfying the communication needs

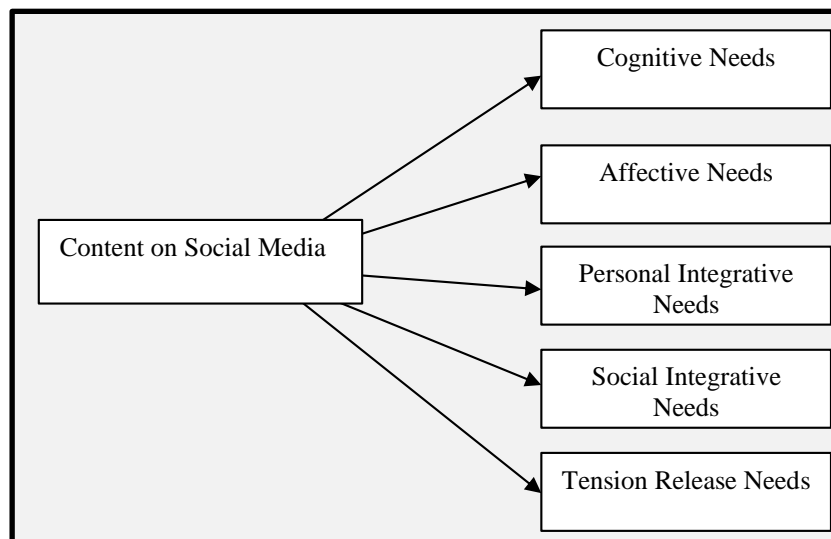


Figure 1. Proposed theoretical model (source: Compiled by Authors)

## Methods

Content analysis was employed to achieve the objective, wherein three steps were followed, namely formation of coding, accessing data and analysis. The procedure for content analysis from real-time data extraction, formation and collection of data and

finally analysing. Further, the data set of extracted posts was then passed through text pre-processing stage.

The study uses a systematic approach to analyze the effectiveness of political parties' social media strategies in satisfying voters' communication needs. It uses an API tool to retrieve extensive, real-time data from platforms like Twitter, Instagram, and YouTube, including key metadata like text, likes, comments, shares, and retweet counts. The study focuses on three prominent political parties (AAP, BJP, and INC) to ensure diverse political ideologies and communication strategies. Google Translator is used for accessibility, and the 'tm' R package is used for data cleaning and preprocessing. The NRC Emotion Lexicon is used for robust sentiment analysis, mapping words to eight emotions and two sentiments. Advanced topic modeling identifies key themes and topics discussed in the content, offering insights into political party focus areas and alignment with voter interests. Data visualization using ggplot2 presents complex findings in an intuitive and visually appealing manner. The structured data collection, processing, and analysis workflow ensures precise, meaningful, and directly relevant results.

Table 1 Data Collection

	BJP	INC	AAP
Twitter	5.920**	1.222*	1.368*
Instagram	330*	261*	58*
YouTube	70*	118*	80*

Note: \*\*29-April-2019 to 28-June-2019; \*80 days data i.e.09-April-2019 to 28-June-2019; BJP=Bhartiya Janata Party; INC= Indian National Congress; and AAP=Aam Aadmi Party.

## Results

### Cognitive Needs

Table 1 represents the categorisation of data among communication needs i.e. cognitive needs, social integrative needs, personal integrative needs, affective needs and tension release needs. *Firstly*, cognitive needs (Informational) were identified based on two parameters, i.e. consistency of posts and level of information (Vividness). Consistency of posts means posting at least a single post in a day to remain in touch with the audience.

Data reveals all the parties were frequent and consistent in tweeting as they have posted at least a tweet in a day during the selected period (BJP =100 per cent, INC 93.82 per cent, AAP =93.83 per cent). On Twitter, BJP (N =5920) has a higher frequency of posts as compared to INC (N =1221) and AAP (N =1367). Similarly, on Instagram BJP (N =330) has a higher frequency of posts as compared to INC (N =261) and AAP (N =58) wherein BJP (87.5 per cent) is much more consistent as compared to INC (56.25 per cent) and AAP (28.75 per cent). With regard to YouTube, less frequency and consistency of posts is found as compared to other social media platforms. Only 58.02, 50.61 and 38.27 per cent posts of INC, AAP and BJP respectively are found to be consistent. Therefore, BJP has higher visibility and consistency for sharing information on Twitter as well as on Instagram to meet cognitive needs but less on YouTube.

Moreover, content was classified based on information level i.e. text, URL, hashtag, mention, user tag etc. wherein result for Twitter depicts that 94.43 per cent posts of BJP, 79.38 per cent of INC and 73.54 per cent of AAP have used URL either to share additional information among voters or to make information attractive. Further, 11.03 per cent posts of BJP, 16.12 per cent of INC and 13.38 per cent of AAP have used specific hashtags in

their posts. Likewise, 17.94 per cent of BJP, 69.72 per cent of INC and 38.64 per cent of AAP posts have mentioned about fellow twitteraties. Similarly on Instagram, data depicts that 85.44 per cent posts of INC, 51.72 per cent of AAP and 26.97 per cent of BJP have used specific hashtags in their posts. Likewise, 56.90 per cent of AAP, 47.13 per cent of INC and 11.21 per cent of BJP posts have mentioned about fellow twitter accounts. However, 66.67 per cent of INC posts, 43.10 per cent of AAP and 26.36 per cent of BJP contains user tags in their posts. Although YouTube is a video sharing application wherein the main information lies in video, however, it needs title in the form of text to seek attention of the voters. Because the current study is text based, therefore only titles are considered for analysis and realised that hashtags are not being used in title at all. Moreover, very few posts have mentioned names of other account holders.

Overall, political parties want their views and opinions to be made known as and when an issue surfaces and this makes them post frequently on social media. Voters want to retrieve those views and opinion continuously to increase their knowledge and relate it with cognitive skills. People perceive information in different senses like text, photo, video, link etc. However, information shared on social media with text only has less visibility and information. Therefore, social media users use links in the form of photo, video or other websites to deliver additional information (Wang, 2007). Moreover, to give direction and focus to the specific form of information hashtags are used whereas, mentions reveal the involvements of concerned users in that particular content. Therefore, content with hashtags, mentions or URL may be much useful for communicating the right information in the mind of voters. This will help the politicians and political parties to get attention and interaction with large masses by delivering the content in the right direction.

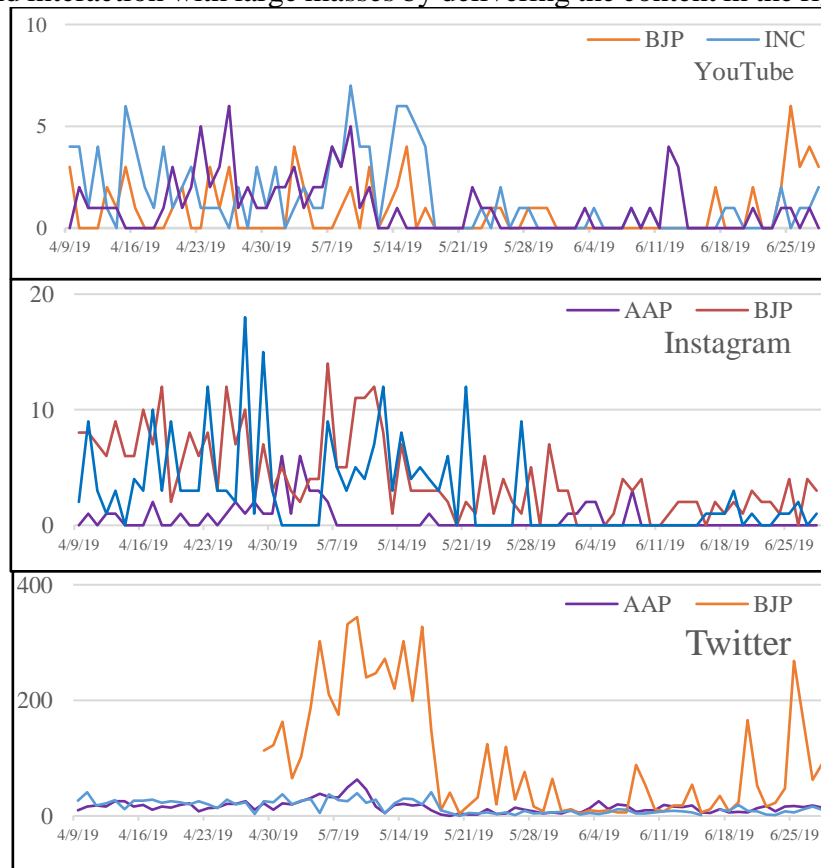


Figure 2. Frequency of Posts on Twitter, YouTube and Instagram (source: Calculated by Authors)

Affective Needs

Any action evoked by emotions or feelings is known as affective needs. In other words, anything driven from emotions or sentiments have emotional appeals. Individuals feel connected and attached when emotional content, something good or bad, is being shared with related people. The ‘nrc’ package in R classify the content into seven emotions and post or content which has any of the sentiment is fulfilling affective needs.

Data mentioned in Figure 2 depicts that the majority of tweets posted by the parties conveys some sentiments as 87.31 per cent tweets and 66.97 per cent Instagram posts of BJP have fulfilled affective needs. Likewise, 83.06 per cent tweets and 80.84 Instagram posts of INC; and 69.66 per cent tweets and 77.59 per cent Instagram posts of AAP has fulfilled the affective needs by conveying some emotions. Meaning, the majority of the posts either of Twitter or Instagram carry emotions on particular issue or information targeted by the party. For YouTube, almost every post convey some emotion. Furthermore, Figure 3 highlight the specific emotions present in the information shared by different parties.

Figure 2 reveals the information shared by political parties conveys the more positive, trusted and anticipated emotions on Twitter. Considering party-wise, although all the parties focused on positive information more, BJP has a higher number of positive posts followed by INC and AAP. After positive information, BJP has more expectation in their shared data, whereas INC has shared information based on trust. Likewise, AAP has fulfilled more of mixed emotions of positive, trust and negative.

Furthermore, 84.67 per cent of INC, 77.59 per cent of AAP and 66.97 per cent of BJP has satisfied the affective needs. Among these, the majority of information shared by parties on Instagram is positive, followed by the trust. However, posts contain positive, and trust has been shared more by INC than other parties. Whereas, negative emotions are more satisfied by BJP than INC, and AAP. The posts posted by political parties carries emotions which are further transferred to voters. Political parties use emotional aspect to appeal and get attached to voters during elections which in contrast, charm their followers and beckon them to react and express their real selves. In order to build trust and positivity among voters, political parties convey similar emotions.

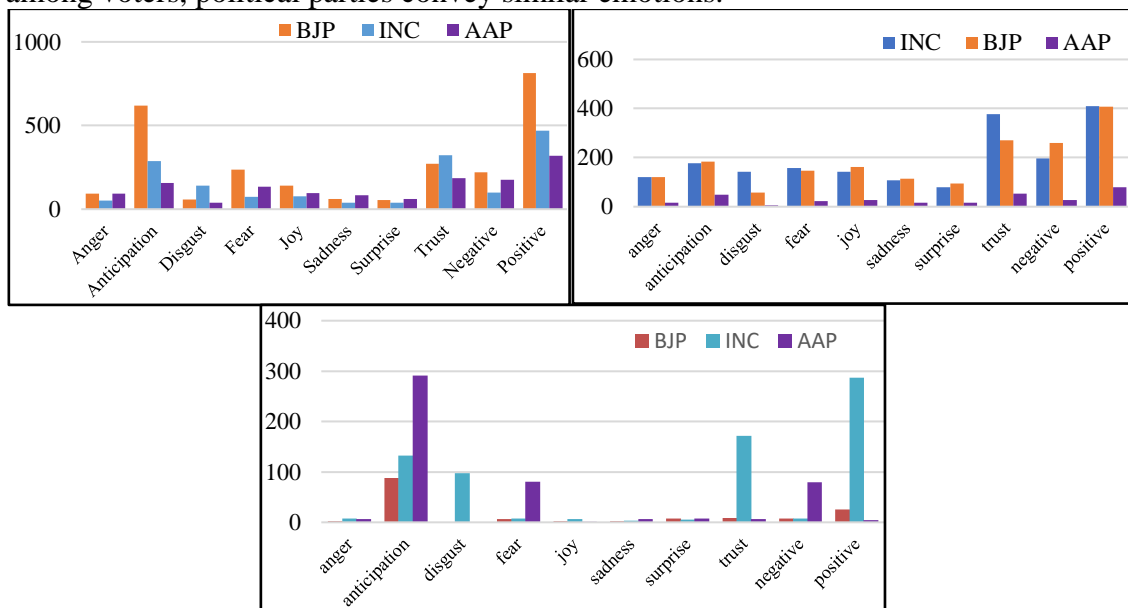


Figure 3. Sentiments of Twitter, YouTube and Instagram posts (source: Calculated by Authors)

**Personal Integrative Needs**

Personal integrative needs are related to self-esteem, so individuals use media to bolster their status, gain credibility and stabilize among their audience. Similarly, political parties try to fulfil this need by posting about themselves and their daily activity to build their position in the eyes of voters. Data depicts that 55.48 per cent tweets of INC, 44.81 per cent tweets of AAP and 37.77 per cent tweets of BJP have shared the content depicting ‘I, We or Our’. On Instagram, only 3.45 per cent posts of INC, and 5.76 per cent posts of BJP represent self. Whereas on YouTube no such posts are found that address by using I, We, and our words.

Additionally, 23.03 per cent tweets of AAP, 20.54 per cent tweets of INC and 18.53 per cent tweets of BJP have shared the content addressing their daily activities. Likewise, 31.03 per cent posts of AAP, 18.01 per cent posts of INC and 16.67 per cent posts of BJP depicts their daily activities on Instagram. Lastly on YouTube, only 42.53 per cent, 10 per cent and 3.45 per cent by INC, BJP and AAP respectively represented the daily activities. This includes, the information related to addressing general public, attending conference or meeting, visiting to some places etc.

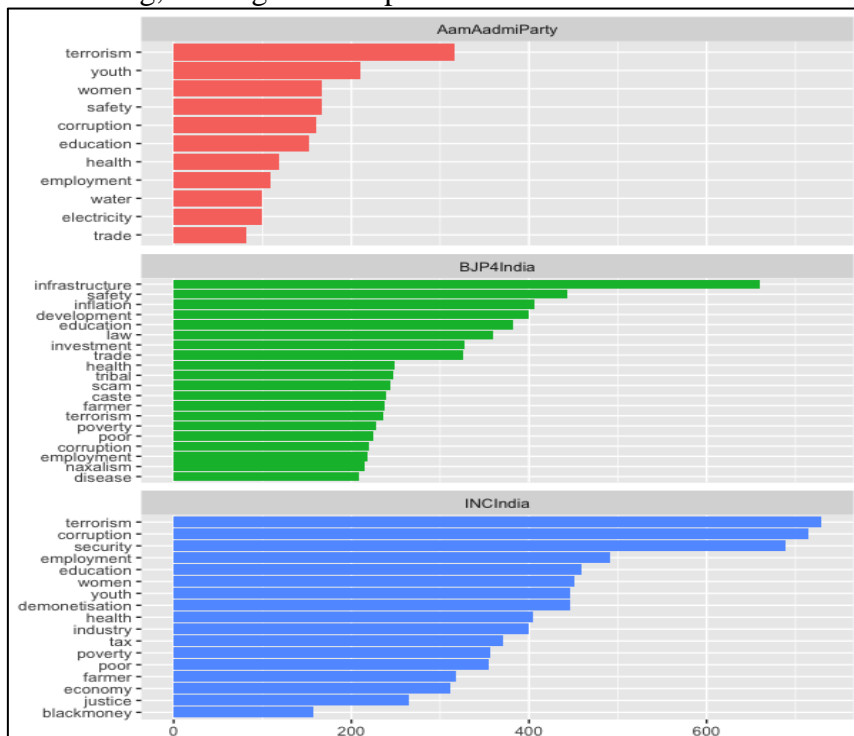


Figure 4. Most addressed issues in posts (source: Calculated by Authors)

**Social Integrative Needs**

Social Integrative encompasses the need to socialize with family, friends and relations in the society. To address the integrative social needs, political parties or leaders associate voters via social media by addressing their social issues in the form of an opinion or generating awareness. Tweets were accessed based on most frequently raised social issues such as health, women, education, terrorism etc. Results depict 27.78 per cent tweets of AAP, 14.95 per cent tweets of BJP and 14.89 per cent tweets of INC revealed their position on social issues. Likewise, on Instagram, AAP has satisfied the need of being socially integrated by 34.48 per cent, whereas 17.62 of INC and 8.79 per cent of BJP for the same.



Figure 4 represents most used words in posts. Specifically, AAP majorly mentioned about youth, women, safety, corruption, education, health, employment, water, electricity etc. which are being mostly retweeted by the general public. However, BJP focused on infrastructure, safety, inflation, development, education, law, investment, health, tribal, scams, farmers, poverty, corruption, employment etc. Similarly, issues like terrorism, corruption, security, employment, women demonetization, health, tax, poverty, women, black money, economy was addressed by INC. Politicians understand how important it is to use media in order to retain power and influence citizens therefore, issues highlighting opposition’s shortcomings are posted most often.

Tension Release Needs

Tension release needs include sharing non-political content such as birthdays, anniversaries, celebrations, tributes etc. or diverting their stress by posting about opposite actors. The data mentioned in Table 2 depicts that 17.25 per cent tweets of AAP, 15.64 per cent tweets of INC and 15.64 per cent of BJP have posted regarding greetings, birthdays, celebration etc. However, on Instagram, parties have satisfied more of tension release needs by posting non-political content wherein, 41.82 per cent of BJP, 35.63 per cent of INC and 12.07 per cent of AAP have depicted the same. Concerning to diversion of tension, 25.61 per cent of INC, 25.37 per cent of AAP and 17.72 per cent of BJP have mentioned about their opposite parties, leaders or issues on Twitter. In the same manner, 74.14 per cent AAP, 24.90 of INC and 19.09 per cent of BJP posted on Instagram to target their competitors to divert the attention of voters. However, tension release needs were not being satisfied on YouTube by either of the party.

Table 2. Communication Needs

Needs	Coding	Description	BJP			INC			AAP		
			Twitter Count Percent	Instagram Count Percent	YouTube Count Percent	Twitter Count Percent	Instagram Count Percent	YouTube Count Percent	Twitter Count Percent	Instagram Count Percent	YouTube Count Percent
Cognitive Needs	Frequency of tweets	Number of days having at least a post.	61	70	31	76	45	47	76	23	41
		URL	5590	37	0	970	174	0	1006	20	0
	Level of Information	Hashtag	94.43	11.21	0.00	79.38	66.67	0.00	73.54	34.48	0.00
		Mention/	653	87	0	197	174	0	183	25	0
		User tag.	11.03	26.36	0.00	16.12	66.67	0.00	13.38	43.10	0.00
Affective Needs	Information shared	Posts convey some	1062	73	4	852	207	14	528	47	11
		convey some sentiments.	17.94	22.12	1.21	69.72	79.31	5.36	38.60	81.03	18.97
	Party posts about itself	Posts addressing, I, We, our etcetera.	5169	221	67	1015	211	115	953	45	79
		Party posts about itself	87.31	66.97	95.71	83.06	80.84	97.45	69.66	77.59	98.75
Personal Integrative Needs	Updates about daily activities	Posts mentioning.	2236	19	0	678	9	0	613	0	0
		Visits, addressing, rallies, conferences, attended etcetera.	37.77	5.76	0.00	55.48	3.45	0.00	44.81	0.00	0.00
	Party's position on issues of social interest	1097	55	33	251	47	111	315	18	2	
Social Integrative Needs	Party's position on issues of social interest	Party mentioning about health, women, education, terrorism, technology etcetera.	18.53	16.67	10.00	20.54	18.01	42.53	23.03	31.03	3.45
		Party's position on issues of social interest	885	29	0	182	46	0	380	20	3
			14.95	8.79	0.00	14.89	17.62	0.00	27.78	34.48	5.17

		Posts regarding birthdays, anniversaries, tributes, celebration etcetera.	926	138	0	147	93	0	236	7	0
Tension Release Needs	Tweeting in non-political context.		15.64	41.82	0.00	12.03	35.63	0.00	17.25	12.07	0.00
	Tweeting about opposition.	Posts to target opposite leaders or parties.	1049	63	0	313	65	1	347	43	0
			17.72	19.09	0.00	25.61	24.90	0.38	25.37	74.14	0.00

Note: Communication Needs.

## Discussion

For social media marketing and communication, content plays an imperative role. As social media is based on user generated content, therefore, apart from media usage, strategic use of content shared on social media platform is equally important. Applied machine learning-based content analysis will add-on to new ways to understand the communication needs. The findings are in line with past studies wherein content with more prevalent emotions than argument quality is more likely to be shared, and content with more positive emotions is more likely to be shared. Authority and dominant language styles can increase shares, but positive emotions are less effective when users are ideologically extreme (Weismueller et al., 2022). Further Furthermore, (Sturm Wilkerson et al., 2021) discussed the concept of affective affordances to analyze emotional reactions to right- and left-leaning news posts, political topics, rhetorical devices, stylistic devices, and emotionally charged content, the findings of are in align with results. Researcher used novel approach for identifying influential users on Instagram by examining User Generated Contents (UGC) (Alwan et al., 2020).

Social media is user friendly, and the findings will help the political parties and practitioners to understand and manage the content to satisfy the communication needs, woo a huge audience of voters at the same time. The study found that voters' emotional reactions to information depend on the content. Positive emotions positively affected all outcome variables for both left-leaning and moderate respondents, but their activating effect was overruled by messages that made citizens feel less enthusiastic or proud of a political object (Marquart et al., 2022). Generation Z heavily uses Instagram, influencing their beliefs and actions through visual and verbal elements. Successful personalization involves two-way conversations and a backstage pass aesthetic for effective electronic word-of-mouth communication (Parmelee et al., 2023). In order to get better public attention and engagement, along with establishing a connection, political actors need to fulfil communication needs in their shared content. Also, practitioners can apply new methods of machine learning-based analysis to get more accurate and unbiased results.

Furthermore, as political leaders, parties or voters have started shifting to social media from traditional media, media houses or journalists also required to have a presence on new media. It found that a news item's likelihood to be shared by a politician increases if the politician's party is mentioned, their party's issues are more salient, and party supporters read the news outlet. The findings suggest that political actors' motivations for sharing news on social media may reinforce information bias, potentially contributing to audience polarization and fragmentation (Heidenreich et al., 2024). (Bene et al., 2022) explored the self-centered social media communication style on Facebook, focusing on salient and owned issues with populist and negative appeals. It hypothesizes that users are more likely to react to posts focusing on salient topics owned by parties and populist

appeals. The study found that users are more likely to engage with immigration-related, domestic, populist, and negative posts, but less to those dealing with environmental or economic issues. Also, traditional media is acting as a watchdog, but social media is like a watchdog over watchdogs. Therefore, results will be helpful for mass communication and journalism to understand the political leaders and parties' strategies and communication on new media in addition to voter's behaviour and feedback.

Stier et al., (2019) revealed that politicians utilized social media platforms for different purposes, influenced by audience characteristics and sociotechnical environments. Social media can transform democracies by enabling direct contact between representatives and politicians. Found that policy-oriented messages on Twitter can appease voters, even influencing them to prefer candidates from different parties, despite the electoral system's incentive for personal votes (Giger et al., 2021). The study examined the role of political issues and emotions in election campaigns on Facebook. It reveals that top issues, identity issues, and positive and negative emotions increase popularity cues (Blassnig et al., 2021). Therefore, the public can access an extensive range of political content and give instant feedback or response in the form of likes, comments, shares etc. on social media which results in quick democratic disclosure. Apart from this if political parties understand the information needs of the voters, they can provide specific information and help reduce the information overload which confuses the voters.

### **Conclusion**

For daily activities to represent social integrative needs, AAP majorly mentioned about Youth, women, safety, corruption, education, health, employment, water, electricity etc. which are being mostly retweeted by the general public. BJP has focused on infrastructure, safety, inflation, development, education, law, investment, health, tribal, scams, farmers, poverty, corruption, employment etc. Whereas issues like terrorism, corruption, security, employment, women, demonetization, health, tax, poverty, women, black money, economy was addressed by INC. The study has considered only text-based content analysis which can be extended to content other than text to have useful insights along with topic modelling and prediction techniques. Data extraction from Facebook is restricted, whereas Twitter has a rate limit for data mining; therefore, selection of media and timing of mining is vital.

### **Conflict of Interest**

We certify that there is no conflict of interest with any financial, personal, or other relationships with other people or organization related to the material discussed in the manuscript.

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