CHAPTER IV
EVALUATIVE CASE STUDIES

Case Study

"Case Study “is constantly considered as a piece of research method which frequently develops as a clear choice for understudies and researchers who are looking to embrace any research venture. Under a case study, the most difficult viewpoint in this connection is to lift the examination from an expressive record of 'what happens' to a bit of research that can make a case for being a beneficial, if unassuming expansion to information.

Utilization of Case Study in research

Case studies as a research method or procedure have generally been seen as needing thoroughness and objectivity when contrasted and other social research methods. This is one of the significant purposes behind being additional watchful to well-spoken research outline, and execution. Then again, in spite of this wariness about case studies, they are generally utilized on the grounds that they may offer experiences that may not be accomplished with different methodologies. Case studies have regularly been seen as a valuable instrument for the preparatory, exploratory phase of a research venture, as a premise for the advancement of the 'more organized' instruments that are essential in surveys and examinations.

Restrictions

Composing the case study report is dependably a tough errand, as of right now the researcher needs to separate between what is to be incorporated and the abundance of proof that won't show up in the report, however stays in the case study database. Successful investigation of the results will support in giving a structure.

The assignment of composing a report or thesis will seem less overpowering if the researcher has watched the counsel to all researchers which is to compose up as the research moves ahead. Drafts of writing survey and methodology segments might be composed in parallel with data gathering.
A key variable in deciding the scope and presentation of the case study report is the target group. Case studies have a scope of potential groups of onlookers, including scholastic partners, policymakers, professional experts, the overall population, research administrators and inspectors, and funders of research.

These distinctive crowds have diverse needs. Case in point, for nonspecialist crowds, the story that the case study tells may be most captivating, and they may look for in the case study a premise for activity. For a thesis assessor, dominance of methodology, and an understanding of the way that the research makes a commitment to existing information will be essential.
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CASE STUDY -I

Case: The Anna Hazare Movement

Background: The summer of 2011 will be remembered in the annals of Indian history as a watershed period. In April, besides reports on terrifying heat and the mercury swinging upwards, people were greeted with the news of scams being unearthed on a regular basis. The scam in pricing of 2G spectrum, the politician-bureaucrat nexus exposed in the Adarsh society allotment in Mumbai had eroded the trust of citizens on the government and the system, at large. Corruption and the gross violation of public trust had led to a growing resentment and anger among the masses against the government, which had failed to bring the guilty to the book.

Event: In such a scenario, an anti-graft crusader from Ralegha Siddhi, a village in Ahmednagar district of Maharashtra, decided to sit on an indefinite fast to force the authorities to bring about a legislation to check corrupt activities and bring the guilty, including the high and the mighty, to the book.

Date of incident: On April 5, 2011, Anna Hazare decided to sit at Jantar Mantar and fast indefinitely till the time the government doesn’t initiate procedure to work on the Jan Lokpal Bill in the Parliament. The cause struck a chord with the common man, who was fed up of corruption in every sphere of life, and realized that this can be his/her chance of bringing about an overhaul in the system.

Immediate reactions: The youth, particularly, seized the chance to participate in the anti-graft movement. Social activists like Kiran Bedi and Arvind Kejriwal associated themselves with the movement and called for youth support. The message spread like wild fire, and youngsters came out in support of Anna Hazare and his movement in Bangalore, Mumbai, Chennai, Kolkata, Jaipur among other cities. On April 8, 2011, the government accepted the demands of the Hazare-led movement to draft a joint committee, including nominees of the civil society, to draft a stringent anti-corruption Lokpal bill. On April 9, 2011, Anna Hazare ended his 98-hour long fast.

The end however was a new beginning for India’s youth who suddenly realized that their agenda is common and for a relevant cause, and that they can also do away with the comforts of a house in a plush locality and a 6-figure salary to take to the streets and spend nights on end in the open at a protest venue.
**Media reaction:** This awakening of the youth was heralded by the media, print and electronic. Several newspapers called it the ‘second movement for independence’. Many termed the government’s hostile reaction to the protest and use of force against protesters as ‘Emergency Part-II’. A news report by DNA (Daily News & Analysis) said “Anna Hazare was the word of the day” on social media platforms. Newspapers and television channels gave the story widespread coverage. Channels ran the story as part of the primetime news and extended support to the movement.

**Social media reaction:** While youngsters took to the social networking sites to vent their frustration at the system and the government’s inability to bring transparency in the system of governance, personalities from across the spectrum also supported the cause. Some Bollywood celebrities called the act of detaining Anna Hazare from the protest venue at night “unconstitutional”.

The official page of ‘India Against Corruption’, a Facebook page created during the protests added 3 lakh members in a day. SMSes were circulated seeking support for the Jan Lokpal bill. The Anna supporters said that they received innumerable calls on their Mumbai number with people from the remotest corners of the country calling them. Groups were formed on Blackberry messenger seeking support for the cause.

**Conclusion:** Such was the reach of the movement that the government was forced to sit up and take note of the anger brewing among masses. After initial opposition to the movement, politicians cutting across party lines chose to align themselves with the movement. Young leaders like Rahul Gandhi, vice-president of All India Congress Committee, realized the potential of the bill and the paradigm change it can bring in the workings of the bureaucracy and government. The Jan Lokpal Bill was passed by both the Houses of the Parliament and awaits President of India’s nod.
How the ‘Anna Movement’ Swept Social Networks

Fans Growth of ‘India Against Corruption’ Facebook Page

Over **2.5 lakh** users joined Facebook.com/IndiaACor, the official Facebook page of the movement, in August alone. Increase in fan base on unofficial Facebook pages (about 150) could not be ascertained.

Source: Buzznet.com

Interactions on ‘India Against Corruption’ Facebook Page

For 314 messages posted on Facebook.com/IndiaACor, over **1.9 lakh** ‘likes’ and about **37,000** comments were received in August, compared to **0.9 lakh** ‘likes’ and **28,000** comments for 318 messages posted on Facebook page in April.

Source: Buzznet.com

Anna dominated Twitter in India

Mention of ‘Anna Hazare’ and ‘Janloksabha’ keywords in Twitter conversations was highest on August 16, the day when Anna was arrested in New Delhi. Over **40,000** tweets mentioned ‘Anna Hazare’ and more than **25,000** tweets consisted of ‘Janloksabha’ keyword on August 16.

Source: Twitter.com

Worldwide Trend, Twitter.com (Aug 28, 12:01am)

Trends: Worldwide → change
#Video/Awards → Promoted
#HurrlicanetlenePlaylist → Top
#AmberRosePassword → Top
#followMehrene → Top
#WE LOVE TAYLOR SWIFT → Top
#Usain Bolt → Top
#Atiyah Abd al-Rahman → Top
#Stephen Lewis → Top
#SONIC CANE → Top
#O Canada → Top

When Anna’s movement related conversations dominated Indian Twitterverse, movement related keywords **did not trend, globally** on August 27 night (the day when the Indian Parliament accepted to include all his demands in the Lokpal Bill).

Who else trended on Twitter (India)?


Compiled by: Kapil Oberoi (Twitter.com/kapilober)
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The Scale of ‘Anna Hazare Movement’ on Social Media

- More than 100 Facebook Pages related to ‘Anna Hazare’ exist.
- Facebook.com/Anna Hazare is the most popular Facebook page related to ‘Anna Hazare’. More than 2.3 lakh people follow it.
- More than 50 Facebook pages for the movement named ‘India Against Corruption’ exist. One of the page (Facebook.com/IndiaAC) has 3.2 lakh followers and is the most popular one.
- Separate Facebook pages for ‘India Against Corruption’ also exist for different cities of India including Chandigarh, Jaipur, Delhi, Mumbai, Chennai and Hyderabad.
- 500, is the average number of followers on each ‘India Against Corruption’ city page.
- Dedicated Facebook pages of ‘India Against Corruption’ also exist for places outside India like Singapore, Malaysia, USA, London and Dubai.
- Student bodies of various leading Indian universities including Delhi University, GGS Indraprastha University and Banaras Hindu University have also created their own Facebook pages for ‘India Against Corruption’, unofficially.
- Twitter.com/Janlokapal (@Janlokapal) is the official Twitter handle of India Against Corruption.
- About 35,000 people follow @Janlokapal on Twitter. More than 5000 tweets are published via @Janlokapal.
- With the Klout score of 74, @Janlokapal (August 17) is influential on Twitter. It is influential about topics like ‘democracy’, ‘money’, ‘government’ and ‘Congress’, according to Klout.com.
- The Indian twitterverse is dominated by tweets related to Anna Hazare and Janlokapal. According to Trendsmap.com, majority of the tweets published mentioned or related to Anna Hazare, Janlokapal, Parliament, Arun Jaitley, Shashi Bhusan, Ramdev, Mammen Singh on August 17 in India.
- Anna Hazare was one of the top trending topic on Twitter on August 16 and 17. Hashtag #isupportannahazare, was the top trending hashtag on Twitter in India. More than 8,000 tweets mentioning #isupportannahazare and about 9000 tweets mentioning #janlokapal as hashtags were posted by people in India in 24 hours, post the arrest of Hazare.
- People consistently tweeted and supported Anna Hazare during the first 24 hours of Anna’s arrest. (The graph represents the frequency of total tweets mentioning #isupportannahazare as hashtag in their tweets in India.)

Source: Trendsmap.com
Evaluative Case Studies
CASE STUDY -II
Case: The Nirbhaya Movement

Background: Security of women has always been an issue that has hardly been addressed by political parties. In the last decade, the country has witnessed a spurt in crimes against women in rural and urban centres. Eve teasing, molestation, rape followed by murder of young girls, working and elderly women across states has earned India the tag of being one of the most unsafe places for women in the world.

Event: Amid a growing fear that no place is safe for women, Delhi, the country’s capital witnessed a spine-chilling incident that shook the very fabric of the society and exposed the beastial nature of some people who can go to any lengths to outrage the modesty of a woman and then leave her to die so that she can never speak against her perpetrators.

Date of incident: On the chilly night of December 16, 2012, a 23-year-old student of physiotherapy was returning home with her male friend from Munirka in south Delhi after watching a movie. On not finding an auto, they decided to board an empty private bus. Minutes into the ride, the bus’ cleaner along with some other men started teasing the girl. Her friend protested at which he was slapped and kicked. The men pounced upon the woman, raped her in turns. They threw the duo out of the bus and attempted to run over the 23-year-old.

The woman suffered sexual assault of the worst kind as one of the men had inserted an iron rod into her private parts, and leaving her in a critical state. The girl battled with life on the road even as passers-by didn’t come forward to help them. Her male friend alleged delay on part of the police to arrive at the crime scene and later refusing to help the girl into the ambulance. Thirteen days later, the young and brave woman breathed her last and died at a hospital in Singapore, where she was flown by the government for special treatment.

Immediate reaction: The incident saw an outburst of anger, spilling on to the streets, with young and old demanding maximum punishment for the offenders. In an example of reel inspiring the real, people took out candlelight vigil at the historic India Gate. Beating all expectations, people turned out in record numbers to voice
their angst against a patriarchal society where women are blamed for eliciting ‘wrong’ reactions from men. The brutality of the incident shook the society. Women came on record narrating their brush with eve teasing and harassment. Similar vigils were held across the country with social thinkers, teachers, and youngsters participating in the movement to show their solidarity with the young woman. In Jaipur, a candlelight vigil was observed at Statue Circle, which was attended by hundreds of youngsters who vowed to raise their voice against such incidents of sexual violence with the men promising to protect and respect women.

On December 21, youngsters took to the streets near Raisina Hill in the Capital. The police cordoned off the area, shut Metro stations in the vicinity and resorted to lathicharge. Units of Rapid Action Force (RAF) were pressed into the service. Water cannons and tear gas was used to dispel protesters. During this protest, a few women had scaled the light poles in the area, which remains one of the most iconic images of the protest till date.

**Media coverage:** The event gained national and international attention. That India was not safe for women was a story that international press had already run over a long period of time. But, this story was different. The brutality of the incident, the bravery of the victim that aroused the collective conscience of the society made for the story of a changing India that world press would never have missed to record. The incident was first reported only on December 18, 2012 when the police had registered an FIR in the case. The Times of India report on its front page had the headline “City shamed, girl raped in bus in South Delhi at 9.30pm”. In a week, the story had grown to mythic proportions and TOI’s December 30 report by then had nailed the public sentiment. The report titled “Rest in peace Nirbhaya. We won’t” stirred the readers.

Be it BBC or CNN, international broadcasters reported stories from the ground along with national newspapers and news television channels that had reporters and OB vans parked near the Raisina Hills for days on end to be a witness to the change. While The Times of India called the brave girl ‘Nirbhaya’, some other media channels went on to name her ‘Damini’.

**Social media coverage:** The social networking sites were bursting with energy and action. Twitter, especially, saw heated debates on the political lethargy of the
government to arrest the accused even as the 23-year-old was battling against odds at
a Delhi hospital. The girl’s never-say-die spirit to bring her perpetrators to the book
and getting her statement recorded even when doctors said her condition was critical
got the Twitterati and Facebook users start special pages and handles dedicated to
Nirbhaya. On Facebook, youngsters were discussing on ways to protest, discuss
protest venues, while Twitter had even celebrating joining the cause. Filmmaker
Shekhar Kapur took to Twitter on December 29 to write “Never wld I have imagine
that the Indian state wld deploy paramilitary forces armed with assault rifles against a
nation outpouring its grief”. He was joined by adman Suhel Seth who tweeted:
“Rulers today are filled with ‘bhay’, which is why the people will be ‘nirbhay’”.

**Conclusion:** As protests against lack of safety for women escalated, various state
governments swung into action. The Karnataka government launched a 24/7 helpline
dedicated to register sexual abuse complaints. In Rajasthan, the government made it
mandatory for buses and autos to carry the emergency helpline numbers for women in
distress. Several auto drivers were penalized for not getting the numbers printed on
their autos in Jaipur and other cities of the state. In Himachal Pradesh, the government
decided to constitute committees at state and district levels to review the progress of
all cases of crimes against women. The Tamil Nadu government mooted fast track
courts to hear cases of sexual assault and other crimes against women.

At the Central level, the government constituted a committee under retired Chief
Justice of India J S Verma to submit a report suggesting amendments to the existing
criminal laws to sternly deal with cases of sexual assault. The judicial panel formed
on December 22, 2012 was given a month’s time to submit the report. The Verma
panel, setting a one of its kind example, sought suggestions from public, including
NGOs, jurists, women’s groups, on tighter laws to deal with heinous crimes like the
December 16 rape-murder. The Verma panel managed to involve the social media and
received over 6,000 mails by December 26, 2013 on suggestions to enhance the
existing criminal laws. By the time the report was submitted to the Union
government, the panel had sifted through 80,000 suggestions, a bulk of it in the form
of mails.

With immense pressure on the system to deliver, all the six accused were arrested in
few weeks’ time. The case was fast tracked and the court found all of them guilty. In
between, one of the accused reportedly killed himself while being lodged at Tihar Jail. Of the remaining five, one was a juvenile and was sentenced to three years imprisonment in a juvenile facility. The four adult accused were charged with sexual assault and murder and sentenced to death by hanging on September 10, 2013.
Evaluative Case Studies

Navneet Kaur, Congress MP
Justice has been served. Mithibaya, we all hope you rest in peace. You have changed India, you are everyone’s daughter.

Mind Deen, Minister of State, Communications & IT and Shipping
While welcoming the Delhi gangrape judgment, also remember that unless the average Indian’s mindset towards women changes, little else will.

Harish Salve, activist and former police officer
Clear message to parents and teachers and community at large. Be responsible! Or be f*cked! And lose your life. Thanks for Justice Done!

Anupam Kher, actor
Death Sentence for Rapists * This Friday the 13th is a day of JUSTICE. Jai Ho *

Vijay Kumar, Indian Cyclist
Death Sentence for all 4 rapists. Rape case verdict out. Changed till death ...

Rajeev Chandrasekhar, MP, Rajya Sabha
Real test is if we get results in thousands of cases that I unsupported by strong public outrage that backed this victimry for justice ...

Swiss, complete prosecution of every case of violence against women children, elderly is only way 2 deter those who attempt these crimes.

Mausmi Lamba, actress
Justice has finally begun! Death to the rapists... this case sad but the precedent for future rulings in our legal system.

LUDHIANA: At 15, Suranee (name changed) would have been just another teenage dreaming of a promising future had the three men she called "Chacha Ji" not brutally violated her trust. She was gang raped by the three men, identified as Sheeran, Meepal Singh aka Bhaku and Vijay Kumar on Tuesday night when her parents were out.

Her ... See More

Girl gang-raped, thrown out of vehicle in Bengal on 51 under Chakulia Police Station last Thursday. Following a statement by her, we have registered a... See More

This victim was found lying unconscious and injured beside National Highway 51 under Chakulia Police Station last Thursday. Following a statement by her, we have registered a police complaint... See More

REUTERS INDIA TOP NEWS

India reaches agreement on major new channel

Russia warns of arms shipment to Syria as talks stall

Indian police accept USinitialized terrorist links

India’s second richest man joins rally to protest farm laws

US warns terrorist links with Indian business leaders

American aid worker killed in terrorist attack in Afghanistan

American aid worker killed in terrorist attack in Afghanistan

American aid worker killed in terrorist attack in Afghanistan

American aid worker killed in terrorist attack in Afghanistan
Evaluative Case Studies

Photo 4 of 6

Vishal Dadvani: When kids die in school shootings, when girls are raped in public buses... what is your all-seeing, all-knowing God doing? Playing checkers?

Photo 3 of 6

Farhan Akhtar: Yes we can stoop lower as a people. The Delhi bus gang rape is proof of that. Is justice asleep?

I believe swift and severe punishment is the only deterrent. These deviants are not afraid of consequence as it comes too little too late.
CASE STUDY -III
Case: Arab Spring

Background: The Arab world has had a history of being ruled by dictators. This oil-rich region has accounts for having majority of its popularity below the poverty line. The riches were pocketed by only a select few, while most people were fighting to survive. Lack of policies to help the poor and no health and education schemes had pushed people to the brink in the region, which includes Egypt, Tunisia, Libya and Syria, besides other small countries.

Event & Date of incident: On December 18, 2010, Mohamed Bouazizi burnt himself to death to protest against police atrocities in Tunisia which sparked widespread protests across the country. In a year, similar protests erupted in neighbouring countries of Egypt and Libya. Later, Syria too opposed the rule of the Bashar al-Assad regime and began revolutionary protest to overthrow the government. By December 2013, Egypt had overthrown the Hosni Mubarak government out of power. Muammar Gaddafi-led autocratic government in Libya was overthrown by the Army while Tunisia also voted to power a new government. The protests in Syria is still on even as theories of chemical warfare being used by the Bashad government to execute mass killings have led to the Western world imposing sanctions on the country.

Immediate reaction: It took a while for people to realize the enormity of the movement. The anger was always there but the self immolation of a man in Tunisia, a relatively small country, could led to the entire Arab world erupting in protests against dictatorial regimes was beyond imagination. Poor and middle class were the first to join the protests which later got support from the country’s intellectuals and countries like the US which supported people’s revolution against regimes by providing aid and arms. While the jury is still out on the US’ support to the cause, people took bullets; families gave away their children to revolutionary groups hoping for a better future.

Media coverage: Like it took the people of the Arab nations some time to gauge the potential of the movement, the international media had not expected a movement of this scale to take place and continue over a period of more than three years across the region. After the success of the Tunisian revolution, the media sensed the story in the
Egypt uprising. The revolution in Egypt, at one time led by Nobel laureate el-Baradei, got massive coverage in the papers across the world. The armed resistance to Gaddafi’s regime in Libya and later the Syrian protests were extensively covered by the media, with several stories being printed or aired for the first time on the inhuman atrocities committed by the despotic rulers. The ‘Time’ magazine voted the protester as its person of the year in 2011, to mark the spread of the Arab spring.

**Social media coverage:** With the governments banning circulation of newspapers, and ordering media offices to be shut, it was the social media which played a stellar role in informing people about the ground zero conditions, organizing protests, mobilizing the youth and ensuring that the world gets to know about the unrest in the Arab nations. Several media houses referred to news on social networking sites such as Twitter and Facebook to develop their stories, with several regions in these countries being cut off from the mainland. Protesters realized that the social media can be a deadly weapon against the governments if the information provided on them is accurate and expansive and uncensored. “We use Facebook to schedule the protests and use Twitter to coordinate, and YouTube to tell the world,” a protester in Egypt had told a news agency describing the modus operandi of the revolution. The videos of protesters gathering at Tahrir Square have had several million hits.

In a survey conducted in Egypt and Tunisia on the use of social media, nine out of 10 said people said that they were part of online groups that mobilized youths to organize protests and spread awareness on the current situation in their country. A large chunk of the poll respondents said that blocking sites like Facebook did hinder organizing protests. Many experts read the Arab uprising as the rise of the ‘digital democracy’ where social media plays an important role in mobilizing masses.

**Conclusion:** In Syria, the Assad government has fought the rebels and the revolution is still on. In Egypt, democracy is at a nascent stage and the one-year-old government is still tottering. The Arab Spring though has had a far reaching impact. People in several countries such as Crimea have taken to the streets to fight against oppressive governments. The movement saw the use of social media for a serious cause, which has led to common people in other countries taking to social media to register their protests.
CASE STUDY -IV

Case: Boston marathon attack

**Background/Event:** The Boston Marathon is an annual event in the bustling city of United States of America to mark Patriots’ Day. Several hundreds of people participate in this marathon, which over the years has turned into a prestigious event. The site of the marathon near the Boylston Street, close to the university area in Cambridge, was inspected by the security agencies. Public movement was not restricted. The runners will still on the way to the finish line when the incident occurred.

**Date of incident:** The two bomb attacks shook the city on April 15, 2013. The two bombs exploded within a gap of 13-15 seconds killing three people on the spot. The impact was such that windows of nearby buildings broke while many spectators sustained injuries. The attack was carried out by two Chechen brothers—Tamerlan Tsarnaev and Dzhokhar Tsarnaev. The Federal Bureau of Investigation released their sketches on April 18 and began a manhunt on April 19. The brothers by then had killed a police officer and injured another in an exchange of fire. In the exchange, Tamerlan was shot and was later run over by his brother by the car the duo had stolen. Dzhokhar went into hiding in a boat in a backyard of a house in Watertown, Massachusetts. In no time, he was arrested. He had also suffered a bullet injury and was rushed to a hospital.

**Immediate reaction:** Panic spread in the city of Boston, otherwise known to be relatively quiet due to presence of several colleges. Many spectators saw it as another attack on the lines of 9/11. In fact, the USA had not witnessed any terror attack post the 9/11 and therefore, the Boston bombings raised security fears among masses. The marathon was halted, a first in this case, buildings in the vicinity of the crime scene were evacuated and the area was cordoned off. People carrying backpacks panicked for the fear of being seen as suspects by the police. As the manhunt began, the neighbourhood of Watertown was shut. People were asked to stay indoors and schools and shops were shut with no access to public transport, a move that was later criticized by some sections of the media for creating a sense of paranoia.
Media reaction: The US media was scathing in its attack on the bombers. Many called it a revisit of the 9/11. The international media too condemned the incident. However, locking down an entire neighbourhood for close to 24 hours to arrest a terror accused was panned by the media. Further, some papers said that such extreme measures would not deter terrorists but rather give them more reason to spread panic and chaos. Many said the government enforced martial laws on the people, which were uncalled for. Huffington Post in its story “Shutdown after Boston bombings more frightening than attack itself” talked about the unnecessary need to convert the town into a fortress and spread panic among residents.

Social media reaction: The news on the bombings first trickled through Twitter. Netizens started posting some of pictures of the attack site along with information on the current scenario. Since phone lines were jammed, social networking sites were also helpful in spreading the word on survivors and those injured in the attack to their family members. With the police cordoning off the entire area, social media sites also provided first-hand accurate and restrained information to the print and electronic media not just in the US but across the world. Streaming videos of the site, giving minute-by-minute updates had the world logged into the post-blasts scenario.

Communities on Facebook tried assuaging the fear of relatives by putting up a list of those who participated in the marathon. By the time OB vans reached the site, Twitter had already sent out pictures of the event with first reactions from shaken spectators. The Boston police posted on Twitter that it sought videos of the marathon, in a bid to track down the attackers. PBS Newshour discussed the entire episode in detail in one of its episodes and lauded the maturity of social media in dealing with the incident.

Conclusion: During interrogation, Dzhokhar said his brother Tamerlan was the mastermind of the attack and the duo had planned to bomb Times Square in New York. Dzhokhar said he was not a member of a terror outfit but was inspired by his elder brother Tamerlan, a radical. He said the brothers got the technical know-how on use of bombs from an online magazine run by affiliates of al-Qaida from Yemen. He pleaded not guilty to the charges and the next trial in a federal court is scheduled on November 3, 2014. The attack was reportedly a revenge planned by the brothers against US actions in Iraq and Afghanistan.
CASE STUDY-V

Case: Death of Sunanda Pushkar, a businesswoman and wife of Union minister of state Shashi Tharoor

Background: The high-flying and glamorous couple of Sunanda and Shashi Tharoor lived under constant media and social media scrutiny. Husband and wife were avid users of Twitter, so much so that their marital discord too was discussed on the social media. Both often took to Twitter to clear the air and at times also apologize to each other for their domestic fights. While Sunanda and Shashi Tharoor had courted controversies over their alleged involvement in IPL scandal and later over Sunanda bragging about “throwing liquor” at a television presenter, the fight between the two over a Pakistan-based journalist Mehr Tarar, with whom Sunanda accused Tharoor of having an “extra-marital affair”, turned ugly and got dirtier with the wife threatening to file for separation with Shashi Tharoor.

The entire fight unfolded on Twitter with people lapping it up. The first few tweets sent from Shashi Tharoor’s account to Mehr Tarar read: @mehrtarar I love you, Shashi Tharoor. And I go while in love with you, irrevocably, irreversibly, hamesha. Bleeding, but always yours Mehr, Shashi. @mehrtarar I’m not crying any more. I’m not falling to pieces, I’m more lucid than ever. How little I knew you became visible to me.

No sooner were these tweets posted, a controversy erupted over thrice-married Tharoor’s reported affair with a Pakistani journalist. Tharoor’s advisers quickly issued a statement that the minister’s account was hacked and would remain suspended for a few days. However, much to Tharoor’s dismay, Sunanda in an interview to a TV channel said that the account was not hacked and it was she who had been tweeting to Mehr Tarar.

On January 16, between Sunanda and Mehr Tarar several tweets were exchanged blaming the other for creating a controversy. While Tarar wrote: “For a woman to trash another woman linking her w/her husband is the lowest form of sickness ever. It's nauseous. No respect for her marriage”. She further tweeted: “The blonde’s aql is weaker thn her grammar & spellings. From an ‘affair’ it has become ‘stalking’...make up yr mind, darlin’. Which one is it?”
In the meantime, the Sunanda and Shashi Tharoor jointly issued a statement that they are very happy in their marriage. That however, did not stop Sunanda Pushkar from answering Mehr Tarar’s tweets. She tweeted: “LOL I don’t care about that but does a woman have to berate me 2do that my husband wants 2B with her I am last one to stop”.

Later the same day, she also tweeted about being diagnosed with some ailment and said “when I got to go, haanste huye jaayenge”.

**Event/Date of incident:** On January 17, 2014, the first news on a possible attempt to suicide by Sunanda Pushkar trickled in late at night. Close to midnight, television channels had confirmed the death of Union minister’s wife’s death at a 5-star hotel in New Delhi.

**Immediate reaction:** While people found hard to believe that a successful entrepreneur killed herself over a marital discord, many also discussed the fatal impact of social networking sites on the couple’s life. While the jury is still out over what exactly caused Sunanda’s death, many called the death a tipping point for social media which had intruded so much into the personal space of people that those of Sunanda’s ilk faced constant scrutiny of media and Twitter trolls.

**Media reaction:** Newspapers and television channels were scathing in their attack on social media sites with many almost blaming them for brining Sunanda to a brink. Channels kept on using one of her last tweets where she’d said “haanste haanste jaayenge” to hint at Sunanda’s decision of committing suicide hours before the news came. She had followed it up with another tweet “Jo hona hota hai wo hoke rahta hai”. A Hindustan Times report the next day ran a story ‘Controversies dogged Sunanda Pushkar till the end’ that traced her life under the arclights. The celebrity couple had always shared minute details about their life on social media sites, including Twitter. As a result, their minutest of scuffle, fight or even show of love would start trending on social sites. While the couple, at times, blamed the media for prying on their lives, many also argue that they attracted attention by their constant updates on social sites.

Conclusion: While the Delhi Police is still investigating into the case, several conspiracy theories have been doing the rounds. Politician Subramaniam Swamy alleged that she was administered “Russian poison”. Some claimed that the crime scene was doctored to mislead the police.
Shashi Tharoor @ShashiTharoor

now have your personal validation of my words, I don't need any public one. For that I will wait until we are together publically really mehr

Shashi Tharoor @ShashiTharoor

You unfollowed me. You don't RT me and you don't answer me on twitter. I can live with your favourites. I have your personal validation

Shashi Tharoor @ShashiTharoor

@mehrtarar says if you don't end me the bbms by the time I wake up, I will get your message loud and louder. That is @sptvrock's bbms

Shashi Tharoor @ShashiTharoor

Shashi. I'm not crying any more. I'm not falling to pieces. I'm more lucid than ever. How little I knew you became visible to me. @mehrtarar

Shashi Tharoor @ShashiTharoor

@mehrtarar sadly my wife @sptvrock who gave up everything for me found out about my affair with u Mehr

Shashi Tharoor @ShashiTharoor

@mehrtarar I love you, Shashi Tharoor. And I go while in love with you, irrevocably, irreversibly, hamesha. Bleeding, but always your Mehr,
Joint statement by Sunanda and Shashi Tharoor on 16th January, 2014

January 10, 2014 at 1:04pm

Joint statement by Sunanda and Shashi Tharoor on 16th January, 2014:

We are distressed by the unseemly controversy that has arisen about some unauthorised tweets from our Twitter accounts.

Various distorted accounts of comments allegedly made by Sunanda have appeared in the press. It appears that some personal and private comments responding to these unauthorised tweets -- comments that were not intended for publication -- have been misrepresented and led to some erroneous conclusions.

We wish to stress that we are happily married and intend to remain that way. Sunanda has been ill and hospitalised this week and is seeking to rest. We would be grateful if the media respects our privacy.
Evaluative Case Studies

Following, late Sunanda Pushkar openly triggered the Twitter war against Mehr Tarar—a Pakistan journalist accused of seeking her husband. Underneath are Sunanda’s tweets to Mehr:

@punesoft @MehrTarar Indians who have dignity unflin at her or are there no soul in pakistan who R desperate 4 husbands of other women SHAME

@MehrTarar the audacity of a woman desperately in love with an Indian “please trash don’t make me go i pleaded and begged I love u Shashi”

@MehrTarar leave us Indians alone and stop talking to my husband and pleasing with him its disgusting respect yourself as a women

As funny on a election yr ppl want to bring down an MPusing a Pak journo who has lost her job and lives with everyone including with Omar

Night Clubs

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Perhaps to build up Twitter followers that’s a cheap thing to ask the Pakistanis what they think of her & year 20 calls a day is stalking

Or for her information Shashi & I are very happy together ads for her to know I guess I get sick and go away treatment like vultures pounce

As expected, the response was obvious & it all was happening on an open forum with an absolute absence of any charity. Pakistan Journalist Mehr Tarar retaliated on Twitter:

I have no thing to say to a woman clearly out of her mind. To be called an

Will go laughing, she tweeted

- Tharoor aide says couple had moved into Leela suite as home was being painted
- Tharoor left to attend AICC session around 8am, returned around 8pm. Room was closed. Opened by Tharoor who found Pushkar on bed. He and his aide questioned by police in presence of a magistrate
- Police have asked hotel to give them all CCTV footage of the last 12 hours

“Who knows when I got 2 go with joy hastay hua jayegay (will go laughing)”

One of Sunanda’s last tweets
**TRENDING ON TWITTER:**

**The Sunanda Pushkar Tragedy**

**Evaluative Case Studies**

---

**Madhu Kishwar**

@madhukishwar

Spleen chilling news: Sunanda Pushkar eliminated. Clearly, she knew too much.

---

**Milind Deora**

@milindDeora

RIP Sunanda Pushkar Tharoor. Very, very shocking & sad. My heartfelt condolences to her family & loved ones.

---

**Naveen Jindal**

@MPNaveenJindal

Absolutely shocked and deeply saddened by the sad news about Sunanda Pushkar Tharoor #RIP

---

**Jacob Joseph**

@23Jacob

Sad. I know Sunanda. She is not someone who will commit suicide #RIP

---

**Rajyavardhan Rathore**

@Ra_THOR

Very sad to hear of Sunanda Pushkar untimely and mysterious death. She was lively warm and affectionate person, cud make anyone feel at ease.

---

**Vijay Mallya**

@TheVijayMallya

Shocked. Just met her over new year's. Vibrant as always. RIP Sunanda Tharoor.

---

**SUNANDA PUSHKAR**

There is a girl called Mehr who is hacking into Tharoor’s computer. My computer she is obsessed with this man. She is an ISI agent. We are not having any problem. We have a hooten. A Pak Army ISI agent.

@gsanto @MehrTARAR Indians who have dignity unfollow her or are there no goog in Pakistan who has desperate & husbands of other women SHAM.

@MehrTARAR the audacity of a woman desperately in love with an Indian please shashi don’t make me go pleaded and begged (love)Shashi.

It’s funny on a election yr gppl want to bring down an MP using a Paki journo who has lost her job and tries with everyone including with Omar.

Or perhaps to build up twitter followers thru a cheap thing 2 ask the Pakistanis what they think of her & yes 20 calls a day is stalking. For her information Shashi m I am very happy together sad for her to know & guess i get sick and go away 4 treatment & the vultures gouce.

---

**TWEET POISON**

**Mehr Tarar**

Unbelievable. The audacity.

Have just been approached by an Indian ch 2 respond. Said what I had to. They want it on camera. Not doing it. BLOG doesn’t deserve a response.

For a woman to trash another woman linking her w/ her husband in the lowest form of sickness ever. It’s nauseous. No respect for her marriage. So I stalk’em on bhm and phone. The last I checked it was a two-way thing, or maybe technology changed while “stalked”?

The blonde’s ego is weaker then her grammar & spellings. From an ‘affair’ it has become ‘stalking’ make up yr mind, darlin’ Which one it is?

The only thing I was going 2 do was to maintain a silence. But then I heard a female calling me an ISI agent on national TV. That did it.

---

**SHASHI THAROOR**

@shashitharoor I love you, Shashi Tharoor. And I growl with glee with you, invariably irrevocably, unceasingly. Following, blending, but always your Metz.

Shashi, I’m not crying anymore. I’m not falling to pieces. I’m more lucky than ever. How little I knew you became visible to me @mehr.tarar.

You can’t allow me. You don’t let me and you don’t answer me on twitter. I can live with your favourites. I have your personal validation of my work. I don’t need any public one. For that I’ll wait until you are together publicly really met.

Sorry folks, my @Twitter account has been hacked & will be temporarily deactivated. Bear with me while we solve this.
Evaluative Case Studies

Good people like Sunanda, are rare...a truly positive soul. it's a personal loss...
Deepest condolences to @ShashiTharoor. May the almighty give him strength to go through this extremely tumultuous time.

I'm just shocked n saddened by my friends Sunanda tharoors sudden death..what a lovely person she was
Evaluative Case Studies

Tweets

Mehr Tarar @MehrTarar
I just woke up and read this. I'm absolutely shocked. This is too awful for words. So tragic I don't know what to say. Rest in peace, Sunanda.

Mehr Tarar @MehrTarar
What the hell. Sunanda. Oh my God.

Lalit Kumar Modi
Just heard the shocking and extremely sad news about Sunanda. May her soul rest in eternal peace.
CASE STUDY VI

Case: Rapper Honey Singh’s concert cancelled at a Gurgaon hotel after online protests

Background: Rapper Hirdesh Singh, popularly known as Yo Yo Honey Singh burst into the Indian music scene in 2012 by singing a track ‘Main Sharabi’ in the movie Cocktail that starred Saif Ali Khan and Deepika Padukone. The party track went on to become one of the year’s biggest hits and skyrocketed Honey Singh to fame. While Singh was already popular in the UK hip hop Bhangra circuit when he entered Bollywood music industry, his songs have always been in the eye of storm for their racy and vulgar lyrics which often look down upon women as objects of pleasure. Nagpur bench of Bombay high court in August, 2013 had come down heavily on the rapper and said that his songs portray women as “sex objects”. It had cancelled the rapper’s concert in the city for failing to get required permission from the district administration.

Event/Date of incident: Despite being in the middle of controversy, Honey Singh’s popularity ensured that his concerts remain a sell out. After successful concert in Jaipur, where audiences lapped up his songs, he was scheduled to perform at a Gurgaon hotel on the New Year’s evening. However, an online petition was moved by various campaigners to cancel the concert as it coincided with the first anniversary of the Nirbhaya movement and the singer’s ‘vulgar’ songs were an insult to women and propagate a narrow vision about women and their roles. The online petition on change.org said: “These pornographic lyrics are unacceptable and it is because of women-hating sentiments like these that men think it’s fine to do what they did on that bus.” The petition, started by Delhi-based girl Kalpana Misra, raised strong objection to two of his songs “Main balaatkari”, a rape rap and “C***T”.

An FIR was also registered against the singer for the explicit songs. “These songs are vulgar, lewd and indecent and act as catalysts for crime against women,” said IPS officer Amitabh Thakur who had lodged a complaint with the Lucknow police against the singer.
Organizers refused to cancel the big-ticket concert but at the last minute gave in to public pressure and called off the concert on December 31, 2013. The petition had received over 2,000 signatures by the time the concert was cancelled.

**Immediate reaction:** Rapper Honey Singh’s publicists denied the singer had penned the two controversial songs and said it was “an attempt to malign him by people who are jealous of him”. Raheel Khursheed, director, communication at change.org said, “Online petitions channelize people’s anger and gives it direction” referring to the success of the petition.

**Media reaction:** Reports in television and newspapers were to the point and unbiased and just stated the facts of the incident without taking any party’s side. Mail Today’s report on January 1, 2014 went with the headline “Rapper Honey Singh’s concert cancelled in Gurgaon after online campaign against obscene lyrics”. DNA carried a report on “Honey Singh lands in trouble, FIR lodged”.

**Social media reaction:** The incident received mixed reactions on social networking sites. Some called it a publicity stunt by the singer, others said he was being picked for being successful. Some others called it a biased attitude towards the rapper as many other songs with sexist overtones never faced any objections.

A twitter user with the handle @cyberaditya posted: “Every one out there in media opposing Honey Singh If people don’t like his songs than simply don’t listen them.. he will not remain singer”. Another user on Twitter posted: “Rather than get the hotel to stop Honey Singh’s show, just ask people to not show up. Nothing speaks to an artist like empty seats do.”

**Conclusion:** The cancellation of concert showed the power and reach of the social media in bringing the desired change in the society. What started as an individual’s protest soon gathered momentum as a mass movement and forced the organizers to cancel the rapper’s concert.
Singh’s show over ‘obscene’ lyrics, FIR filed in Lucknow

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Ongole: The Oriental Hotel in Gurgaon has canceled rapper Honey Singh’s event that was planned for the New Year’s evening after there was an outburst over offensive lyrics of his song. An FIR was also lodged in Lucknow against the popular Punjabi singer.

At least two songs by the rapper have sparked outrage and there was also a petition during the rounds on social media which requested the general manager of the hotel to cancel the performance. The country is witnessing nationwide protests demanding a safer environment for women after a 23-year-old woman died due to massive injuries sustained during a brutal gangrape by six men.

The FIR was lodged by IPS officer Amitabh Thakur at Gondalgar police station, Lucknow. Thakur had said in the FIR that the songs are extremely vulgar, lewd and indecent and acts as an offensive catalyst for crime against women. The FIR has been registered under sections 292, 293 and 344 of the Indian Penal Code.
CASE STUDY - VII

Case: Emergence of Aam Aadmi Party (AAP)

Background: IRS officer Arvind Kejriwal was one of the most vocal campaigners of Anna Hazare’s India Against Corruption movement. However, differences arose between the two on whether the movement should remain apolitical. While Gandhian activist Hazare felt it was better to have a non-political movement, Kejriwal felt the need for the movement to go political to bring effective change in the functioning of the government. On December 26, 2012, the party was formally launched under the leadership of Arvind Kejriwal.

Event/Date of incident: The party decided to contest the 2013 elections to the legislative assembly in Delhi and zeroed in on the broom (jhaadu) as its election symbol. As a party that was making its debut in the national capital, election trackers were not very optimistic about the party’s poll prospects in the elections where it was pitted against heavyweights Congress and BJP. On December 8, 2013, when the election results were announced, AAP scored a winner with 28 seats out of 70 assembly seats in the Delhi/NCR region. While BJP won 32 seats, Congress secured one of its worst tally ever with 8 seats even as three-time Delhi chief minister Sheila Dikshit lost to Arvind Kejriwal with a margin of 22,000 votes. With “unconditional support” from Congress, AAP formed the government in Delhi, which lasted for 49 days.

Immediate reaction: AAP’s victory was heralded by the common man, who had voted for change and transparency in governance. None of the opinion polls could predict such a thumping victory for a first-time party. People were out on streets, celebrating the victory of AAP. Jhaadus became the new symbol of power. Despite being a Delhi-centric win, the AAP wave had crossed over to other parts of the country and cities like Jaipur, Bangalore, Kolkata were also celebrating the victory of Kejriwal-led AAP.

Media reaction: The media was caught on the backfoot with Aam Aadmi Party’s unprecedented show in the state elections. However, papers and electronic media were quick to jump on to the bandwagon and celebrate the victory of the party and called it a “victory of the aam aadmi”. Indian Express called Kejriwal the “giant killer” who
felled Sheila Dikshit. Financial Express which carried an agency report on December 9, 2013, went to town with the headline “Sheila Dikshit suffers ignominious defeat against Arvind Kejriwal”. Kejriwal in his interaction with media said, “This is not my victory...It is a victory of people of New Delhi constituency and victory of democracy.” The Times of India led with the story “BJP winner, Cong zero, AAP hero”, even hinting at an Arab Spring-like revolution in the Capital that overthrew a graft-tainted government.

**Social media reaction:** AAP’s victory was celebrated on various social media platforms, more so, because the party’s success was driven by its extensive virtual campaign. It posted constant updates on rallies, gatherings, issues on social sites such as Twitter and Facebook. It often encouraged followers to discuss and debate on a certain topic on the virtual medium. Youngsters related to this new way of campaigning, where they felt they were part of the electoral process. AAP also tapped into the large and influential NRI community. It asked many of them to leave support messages or videos for the party on social networking sites. In no time, it had a large number of people following it on social sites.

As of April 2, 2014, AAP has over 18 lakh likes on Facebook and 6 lakh followers on Twitter. Compare this to nearly 6 lakh likes on Congress’ official page on Facebook, an AAP’s edge over the oldest political party in the country becomes evident which also translated into more votes for the former in the state elections. The tech-savvy AAP forced other parties to also wake up to the power of social media and how it can be an efficient tool to reach out to the electorate.

**Conclusion:** AAP’s dream debut on the political front has been possible, to a large extent, by the youth who were impressed by the party’s agenda and belief to bring about a change. AAP’s online success helped it reach out to voters in shortest possible time. In a year into politics, the party created history and the social media had a large role to play in it.
Evaluative Case Studies
Sheila Dikshit's response after each rape - "what can I do? Delhi police not in my control." Do we want such a helpless CM?

8:10 AM · 27 Jun 13

429 RETWEETS 76 FAVORITES
13 DAYS OF AAP GOVERNMENT IN DELHI

- Electricity rates reduced by 50%
- Free water till 20klttrs
- Anti-Corruption Helpline number
- Ending 'VIP' culture
- Night Shelters for homeless
- Reviewing school infrastructure
- Transfer of 300 DJB officials
- Suspension of officers caught on sting
- 47 new courts
CASE STUDY VIII

Case: Use of social media in Rajasthan assembly elections in 2013

Background: The December 1, 2013 state elections were crucial for both BJP and the Congress and both the parties took to extensive campaigning to woo voters. Large rallies were organized in almost all districts even as big leaders such as Sonia Gandhi, Narendra Modi, Rajnath Singh and Rahul Gandhi campaigned for local leaders in the run up to the polls.

Date of incident: The elections took place on December 1 and the results were announced on December 8, 2013 along with election results for four more states—Madhya Pradesh, Chhattisgarh, Delhi and Mizoram.

Immediate reaction: Vasundhara Raje-led BJP routed Congress to win a record 163 seats out of 200 seats in the state. Ashok Gehlot and other leaders like Gurudas Kamat, Congress in-charge in Rajasthan and C P Joshi were humbled by the defeat. For the BJP which was anticipating a win, the final tally was unexpected. Many said Ashok Gehlot’s defeat is a result of the anti-Congress wave in the country.

Media reaction: The local and national media had expected BJP to win in the state but the huge margin came as a surprise for many. The Times of India’s Jaipur edition called the BJP victory “unprecedented” on December 9, another of its story “Free pills fail to cure Congress headache” analyzed the failure of Gehlot government despite offering several poll freebies including free medical tests. Talking to the media, Raje credited Narendra Modi for the win and said “he had a huge role” to play the party’s win in Rajasthan. DNA story on “Return of Raje” talked about how Raje managed to control the infighting in the party to emerge victorious.

Social media reaction: There was not much reaction on the social networking sites on the state elections or the subsequent result. During the election campaign, both the parties largely stuck to the traditional form of campaigning and had negligible virtual presence. Ashok Gehlot took to the blog for a short while to write about the government’s policies, while Raje launched an app specially designed for her extensive ‘Suraaj Sankalp Yatra’. Both the leaders had dedicated pages on Facebook and Twitter but there was hardly any activity. Raje though fared better than Gehlot
with her official FB page getting over 5 lakh likes compared to 2.5 lakh likes for Ashok Gehlot.

**Conclusion:** In Rajasthan, unlike Delhi, social media campaign was almost non-existent during the state elections. Reasons can range from lack of awareness among youngsters to parties focusing on traditional routes of campaigning. Door-to-door drives and rallies remained the popular choices among the politicians to reach out to voters. It may perhaps take another five years for social media to penetrate into the state and emerge as an efficient tool of communication during elections.
Evaluative Case Studies
Evaluative Case Studies

Long live Shri Rajiv Gandhi. The Nation is grateful to him for his historic & revolutionary decisions.

We remember him for IT, voting right to 18 + youth, empowering women, Panchayati Raj & Local Bodies, preparing the country for 21st century.

Heartfelt memories on the innumerable of Shri. ULFA mark the...
CASE STUDY -IX

Case: Political parties using social media to tap voters

Background: With people from diverse backgrounds taking to social networking sites to agree or disagree with government, its policies and to register their protest, it would have been naive on the part of political parties to underestimate the medium as a potential tool to reach out to voters. While the recent assembly elections in Rajasthan, Madhya Pradesh and Delhi were early days for parties to test their reach and support base on Facebook or Twitter, the forthcoming Lok Sabha elections are set to bring social media into national prominence, giving tough competition to traditional modes of interaction with the electorate.

Events: The 2014 Lok Sabha elections will be fought on the real and virtual space. The RaGa versus NaMo contest is as happening as ever on the Twitter and Facebook pages with WhatsApp adding a general dose of humour to the otherwise sinister and oft-repeated catchlines of our political leaders. The nine-phase elections spread out between April and May have got political parties waking up to the power of the social media and taking to it with a vengeance. The just-concluded assembly elections in states like Rajasthan, Madhya Pradesh and Delhi in December saw political parties using social media to tap voters by discussing party ideology, participating in interactive forums and listing poll promises.

Immediate reaction: The general public is lapping it up as social media has made even the most elusive of politicians extremely reachable. While the likes of Shashi Tharoor and Omar Abdullah have a loyal fan base on Twitter, relatively newcomers like BJP’s prime ministerial candidate Narendra Modi are finding social media a hard-to-resist medium. So much so that many politicians such as Modi announce their itinerary for a poll tour on Twitter and Facebook, besides giving a minute-by-minute update on their speeches, poll rallies.

Modi, for instance, while on an expansive tour in Rajasthan ahead of the assembly elections on December 1, had taken to Twitter to announce his tour dates. A visit to the dargah, meeting school students, inaugurating a new facility or clearing throat before delivering a speech; all such details are shared by politicos on their social networking sites.
Social networking sites give political parties and their candidates to project an image of a ‘relatable’ person/entity, someone whom the aam aadmi can trust. The number of likes to a certain comment indicates the popularity of a certain leader, while negative comments or trolls can give a certain party/candidate first-hand feedback on what not to do during/after polls.

For the aam aadmi, social sites have given him/her been a way to test a certain candidate before he/she casts vote. By following a certain candidate/party on a social site for a few weeks, one gets an idea about the party’s line of thought. Also, the non-formal environment of interaction can provide a better platform for a candidate to share his views with the society.

**Media coverage:** The print and electronic continue to remain important source of information on political happenings. However, it is the social media that has broken ground with its reach and diversity of opinion. The change is evident as newspapers and channels extensively track ‘netas’ on social sites, examine their comments and track their virtual activities.

The Economic Times in a report dated April 11, 2013 talks of social media impacting polling in at least 160 Lok Sabha constituencies. The study conducted by IRIS Knowledge Foundation and Internet and Mobile Association says that states with high impact constituencies are those where over 10% of registered voters are Facebook users. The report further lists 160 constituencies as ‘high impact’ constituencies of a total 543. Hindu Business Line carried an agency report on March 30, 2014 that said “Google, Facebook, Twitter” eye Rs 500crore social media spending by political parties. The report further said that with over 100 million active users of social sites, parties are looking to tap into this huge section of population by revving up their presence on the virtual platform.

**Social media coverage:** The 2014 elections are getting unprecedented coverage on the social media. Some parties are making groups on messenger services like WhatsApp to reach out to workers, spread the ideology and interact with them on a regular basis. National parties like the Congress and BJP have interactive websites, presence on Facebook and Twitter to attract young voters, who comprise a sizeable number of the population. Narendra Modi has over 2 million followers on Twitter. In
other words, with a tap of a finger, he can reach out to a potential audience of 2 million at a given point in time, something that even behemoth rallies cannot boast of.

It is this reach that parties want to exploit. Bhartiya Janata Party (BJP) has a dedicated cell that works towards achieving this objective. Congress too is going all out to promote the policies under UPA-2 to counter the backlash of the assembly elections and build an image that people can identify with. Politicians like Omar Abdullah use Twitter to start a debate on a certain issue that may or may not be directly related to elections. BJP leaders Sushma Swaraj and Rajnath Singh have also made a start on social sites by posting about party philosophy. These sites, of late, have turned into war zones with parties and their chosen representatives taking on the rival. Several Twitter wars have broken in the run-up to the polls.

**Conclusion:** As the political battle heats up, the virtual world of social networking sites is witnessing intense action. Even parties like the CPI are realizing the risk of not being active on these sites. A party supporter, therefore, has recently created an ‘unofficial’ page for the party on Facebook. Parties along with their tech cells are creating special apps for smartphone users to spread the word on their candidates. Narendra Modi has an app to his name that can be downloaded for free and it provides information on Modi’s work in Gujarat, his issues in the upcoming elections. Some are using Google sessions to reach out to youngsters. Finance minister P Chidamabram had discussed the interim budget with youngsters and tech enthusiasts on one such Google interactive sessions. Clearly, as the poll dates are approaching, social networking sites are being increasingly used as a tool to make and break political stories.
CASE STUDY-X

Impact of social media on 15th general elections

Event: The run-up to the nine-phase elections across 29 states, election coverage and the day of verdict on May 16

Social media coverage: On May 16, when the election results were trickling in through various parts of the country, and it seemed evident that Narendra Modi-led Bhartiya Janata Party (BJP) would stake claim to form the government at the Centre, Modi took to Twitter to post his first message to the country: “India has won. Good days are ahead”. That the country’s next prime minister chose the social media platform over conventional press conferences or a victory rally was the strongest indicator of the huge popularity of the online medium and its far-reaching impact.

Among Modi’s 4 million followers, the message was retweeted over 69,000 times. Against this, Congress leader Rahul Gandhi is yet to open an account on Twitter and is hardly visible on any social networking site. If social media was any indicator to the election results, BJP and its prime ministerial candidate had already won the war, days ahead of the verdict.

On April 10, a month before the election results were announced, Modi already had 3.67 million followers on Twitter and his Facebook page had received 12 million likes. On Google+, where he interacted with people through live debates and discussions, he had close to 1.2 million followers. This was a marked contrast to Congress, the oldest party in the country and which formed the previous two governments at the Centre with help from allies. Manmohan Singh, who remained the Prime Minister for a decade, had only 1.16 million followers on Twitter and that was through the official PMO handle. His Facebook page had less than 500,000 likes. Still the septuagenarian ex-PM did better than younger leaders of the party like Rahul Gandhi who had no presence on Twitter and Google+ and had a mere 351,000 likes on his Facebook page.

The huge gap in presence and popularity of candidates on the virtual medium effectively transformed into the landslide victory for BJP under Narendra Modi even as Rahul Gandhi-led Congress could manage just 44 seats, one of the party’s lowest
tally ever. “We wanted to communicate with people, especially the young audience in a language that they would understand and not stick to traditional campaign language,” said Ajay Singh, a member of BJP’s central publicity committee referring to 20 million first-time voters.

While the traditional methods of canvassing like door-to-door campaigns and public rallies held their fort, digital platforms saw increase in participation from politicians across party lines. As of now, almost all politicians have an account on Twitter and Facebook. Congress’ Shashi Tharoor and Digvijaya Singh have considerable following on these social sites with the latter taking to Twitter to even announce his marriage with a much-younger journalist.

SocialBakers, a company that offers tools for monitoring and analysing social media, observed the trend during the time period of April 18-May 16 to show that the popularity of the BJP surged, with Modi-related interactions hitting a record of over 15 lakhs, Kejriwal at just over a lakh and Digvijaya Singh of the Congress at just 19,500. On the day of counting, Twitter recorded 2.003 million tweets related to the election.

With online platforms providing such easy access to political leaders to interact with the electorate, parties invested heavily in the medium. According to a report by the Internet and Mobile Association of India (IAMAI), political parties spent 2-5% of their total election budget on driving their online presence. The report estimated that there could be a vote swing of 3 to 4% in 24 states – states with significant numbers of Internet users.

A recent Assocham report estimated the expenditure on social media campaigns at around Rs 400-500 crore. This is 10% of the total expected expenditure of Rs 4,000-5,000 crore by political parties on advertisement and publicity.

“Political parties typically spend around 30% of their poll expenditure, estimated at Rs 15,000 crore, on advertising and publicity. Of this amount, 15-20% is spent on the emerging digital marketing,” says D S Rawat, secretary general of the Associated Chambers of Commerce and Industry of India (Assocham).
Besides Twitter and Facebook, parties took to mobile phones to reach out to potential voter base. With most youngsters armed with a smartphone, election season saw several apps being launched in line with the mood. BJP, for instance, gave people the option of listening to Modi’s speeches on their mobiles. Aam Aadmi Party, which fought its debut general elections this time, asked willing volunteers to give a missed call and become registered members of the party.

BJP’s interactive ‘chai pe charcha’ campaign was also modified for the digital medium, where youngsters were encouraged to ask questions, debate on raging issues like inflation and corruption. Modi, infact, went a step further to come up with 3D sessions where the audiences got a chance of live interaction with him. The party’s ‘Abki Baar Modi Sarkar’ campaign on the digital medium spread like a wildfire with the phrase catching up with the country’s diverse population. The YouTube channel of BJP had nearly 132,000 subscribers in the run-up to polls.

Against the BJP’s huge online presence, others parties were pushed to the background. Even Arvind Kejriwal-led AAP, which tasted success in assembly polls in Delhi, could not match up to the increasing “saffronization” of the virtual medium. “Use of the new media was the biggest differentiator between Modi and rest of the leaders in the country,” said N Bhaskara Rao, chairman of Centre for Media Studies.

BJP had created a “social media war room” especially for the elections that reportedly cost the party Rs 35 lakh, with 30 computers and over two dozen volunteers. The party’s Mission 272 was as much a digital initiative as a door-to-door campaign in rural areas. “While the odds may be steep and the hurdles formidable, there is a path to 272+ for the BJP, and it is for real,” was a message on the party’s 272+ website. Several young professionals were part of Modi’s dynamic online team that tracked trends and crowdsourced ideas for Modi and other leaders to take up while addressing public rallies and meetings.

**Conclusion:** The general elections of 2014 saw the country waking up to the potential of social media and in the years to come, it is poised to become a more dominant factor in deciding the fate of candidates. “Five years down the line, political parties, will have fully understood the importance of reaching out to the people in urban and rural India,” said Dr Ranjit Nair, CEO of Germin8, a company that works on big data
analysis. “Not only that it will also encourage more and more people to come out and volunteer in all these areas.”

So while in 2014 people saw Modi coming out of a polling booth to take a selfie of his inked finger, by 2019 there could be many more leaders taking to posting selfies and using more innovative and interactive ways to connect with masses. “Social media is not just about frivolous ‘likes’ and ‘posts’. There are the people who are helping enhance discussion,” said a BJP worker on the party’s successful social media campaign.
Facebook, Twitter, Google change face of Indian elections

Evaluative Case Studies

Facebook has now committed over India's largest social media, which also boasts more than 50 million users in the country. The service has also made significant strides in recent years, with over 50 million active users, up from just 25 million in January 2015.

For instance, Facebook has now more than 200 million users in India, more than twice what it had last year. This growth has also been attributed to the increasing penetration of smartphones and the increasing use of the internet in India.

While Facebook continues to grow, Twitter too has made significant strides in recent years, with over 50 million active users, up from just 25 million in January 2015.

Twitter has also been instrumental in shaping public opinion and facilitating political engagement in recent elections. The service has been used by political parties and candidates to reach out to voters, with over 50 million active users, up from just 25 million in January 2015.

Google, too, has been a significant player in the Indian elections, with over 50 million active users, up from just 25 million in January 2015. The search giant has also been used by political parties and candidates to reach out to voters, with over 50 million active users, up from just 25 million in January 2015.

Overall, the role of social media in shaping public opinion and facilitating political engagement in recent elections has been significant. The increasing use of social media by political parties and candidates has also been a positive step in transforming Indian politics.
Dear @chetan_bhagat, many many happy returns of the day! Sharing the selfie you took last evening pic.twitter.com/JEhky8iOWJ
The Bharatiya Janata Party (BJP) and its prime ministerial candidate Narendra Modi are marching ahead with increasing mentions on social media, according to Blogworks data. Till 3pm on Tuesday, Modi had more mentions on social media than both his political rivals, Arvind Kejriwal of the Aam Aadmi Party and Rahul Gandhi of the Congress, put together. Mint, together with Blogworks, tracks on a daily basis how the top three mentioned leaders and parties are faring in online conversations in the run-up to and during the Lok Sabha election.

Note: All publicly available data from channels such as Twitter, forums, blogs, mainstream media, YouTube, Flickr and Facebook was tracked. Live leaderboard based on ranks (last updated on 8 April 2014, 15:00 IST)
Comparative Study:

Definition of a Comparative Study:

The comparative method is often used in the early stages of the development of a branch of science. It can help the researcher to ascend from the initial level of exploratory case studies to a more advanced level of general theoretical models, invariances, such as causality or evolution.

The design of comparative research is simple. Your objects are specimens or cases which are similar in some respects (otherwise, it would not be meaningful to compare them) but they differ in some respects. These differences become the focus of examination. The goal is to find out why the cases are different: to reveal the general underlying structure which generates or allows such a variation.

Comparison is one of the most efficient methods for explicating or utilizing tacit knowledge or tacit attitudes. This can be done, for example, by showing in parallel two slides of two slightly different objects or situations and by asking people to explain verbally their differences.

The method is also versatile: you can use it in detail work as a complement to other methods, or the entire structure of a research project can consist of the comparison of just a few cases.

Comparative research is a research methodology in the social sciences that aims to make comparisons across different countries or cultures. A major problem in comparative research is that the data sets in different countries may not use the same categories, or define categories differently (for example by using different definitions of poverty).

When the practice of comparative research began is a matter of debate. Karl Deutsch has suggested we have been using this form of investigation for over 2,000 years. Comparing things is essential to basic scientific and philosophic inquiry, which has been done for a long time.[1] Most authors are more conservative in their estimate of how long comparative research has been with us. It is largely an empty debate over the definition of the tradition with those questioning whether comparing things counts as comparative research.
In comparative like in most other studies there are two different styles, both of which will be discussed below:

Descriptive Comparison aims at describing and perhaps also explaining the invariance of the objects. It does not aim at generating changes in the objects, on the contrary, it usually tries to avoid them.

A special style of research is needed when the aim is not just to detect and explain but also to *improve* the present state of the object, or to help improving or developing similar objects in the future. This is the technique of Normative Comparison.

**Descriptive Comparison**

In descriptive study of products there are many situations where comparison is an adequate method. You could, for example, study comparable products which have been designed by different designers or made by different producers. Or you can study the same type of products as they are used in the same circumstances but in different countries.

Comparison may be useful even when the researcher is not interested in differences but in a single case. If the interesting object belongs to the researcher's own cultural environment, it is not always easy to perceive its special characteristics. The case may appear too obvious and non-problematic. "A fish cannot see that it is living in water." One method to reveal the specific nature of a too well known object is to compare it to other cases or specimens from another context.

In exploratory study it often happens that you need gradually add new aspects of comparison, or have to redefine them when your knowledge of the object increases. It is also common that in the initial phases of the study you only can reach *descriptive* answers to the question *what* the object is and what it is like, Another, more difficult task then is to explain or answer the question *why* the object is as it is.

**Normative Comparison**

The difference between descriptive and normative styles of comparison is that in normative analysis one of the principal criteria is *evaluative* like "satisfaction", "usefulness" etc., and the aim of the study is to point out the *best* (in this respect)
among the alternatives that are being studied. The final aim perhaps is not only to find
the best, but also to improve it or similar objects later on. The principles and methods
of normative comparison are explained on a separate page.

Comparative Analysis between
1. Role of Social Media in Kashmir Floods 2014 (Disaster)
2. Role of Social Media in Rajasthan Election 2013 (Political)

Definition of Disaster:

Definition of political event:

The comparative analysis will be carried on following points:

a. Nature of event
b. Level of Participation
c. Range of presence on social media
d. Content Analysis of participation
   1. Pre
   2. Current
   3. Post
e. Quantitative / Qualitative
f. Evaluative content (Negative and positive remarks on what is going on) cum
   Substantive content (related to the happening)

Nature of the event:

In both the events Kashmir Floods and Rajasthan Elections whole state was
involved. In both the cases the political machinery was involved but the flood incident
was forced and other was time bound. Floods just happened uninformed while as
election was already on the cards and in the time table.

Level of Participation:

The the participation on ground and on social media was visible in both the
cases. However the type was different while in the flood volunteers and people were
seen helping the victims and while in elections the workers and citizens were spotted
participating in different rallies. Hence the nature of the participation varied on social
media also. Twitter handles and FB posts as well as blogs had different to cater in
both the cases.
Presence on social media:

Both the events recorded a massive presence on the social network sites and online media. However, in case of Rajasthan elections, the pre-poll buzz was already there on the social media, but in case of flood catastrophe, there was a recorded immediate reaction followed by all major updates taking place. The social media usage by youth in case of Rajasthan elections was mainly propaganda and publicity of manifesto and election policy of both the parties, while during the flood catastrophe, the main aim was to build a helping chain for the victims.

Pre: The pre-event presence was seen in case of the Rajasthan elections only where the political candidates used the platform of social media to publicize their manifesto and work sheet they intend to perform in the respective constituencies in upcoming five years. Political parties also posted the photos and feeds of the different rallies conducted pre-polls.

But at the same time, flood was an abrupt calamity which arrived without any pre-indication. Hence, there was no such thing going on social media platform.

Current: When Rajasthan Election were going on, both the political parties and the candidates started tweeting and uploading pictures on their pages on FB in order to gain the momentum in the election campaign. Candidates would brief the citizens about their day schedule as well as the upcoming events lined up.

Post: The post coverage was visible on social platform in both the cases. However, after Rajasthan elections, the Facebook pages and tweets more about the formation of new BJP government, the new cabinet, etc. While the flood news was trending on different lines, it was showing the rehabilitation process through the pictures on the social media as well as the rescuing of the victims and their safety, etc. The posts stressed on the relief material required in different parts as well as its derth in those parts where it hasn't reached.

Quantitative Analysis / Qualitative Analysis:

The Facebook page of Kashmir flood information channel reached more than 30,000 likes cum followers in one month within the flood period. The tweets and retweets were many in number on Twitter on those posts which suggested help
measures to flood victims. The involvement of all age groups was seen in both the socio political causes. However in the Kashmir floods there was a huge support of volunteers, NGO's all over the India. Since it was declared as a calamity hence there was the participation of all citizens irrespective of any political affiliation.

Evaluative Content/ Substantiate content: The flood massacre was all together a different thing than the election campaigning on social media in Rajasthan. The social media became a bridge between the victims and rest of the country but in Rajasthan, it was tool to propagate the policies of the government and opposition. Hence both were popular and their reach was to gain public attention. But social media served purpose of a helping hand in Kashmir while as in Rajasthan social media added to the tools of communication ahead of elections.
CASE STUDY -XI

Case: Kashmir Floods Fury – ROLE OF SOCIAL MEDIA in first 10 days

Background: In India, unprecedented floods caused by the uninterrupted heavy downpour wreaked havoc in Jammu & Kashmir, unleashing death and destruction of property, making the floods the deadliest since Independence. River Jhelum, flowing five feet above the danger mark inundated over 100 villages. The most affected districts were Anantnag, Kulgam, Shopian, Pulwama, Ganderbal, Srinagar and Badgam. The fury caused death of near about 250 people, thousands became homeless and property worth of crores got ruined.

Event: In Jammu and Kashmir unstoppable rains started on September 2, created a catastrophe. The condition worsened by September 6. The death toll in Jammu and Kashmir’s worst flood in 60 years crossed the 150 mark on the fourth day of widespread disaster wreaked by days of incessant rains. The rains caused so much damage that in the first 10 days, the valley went without communication, newspaper or TV and Radio, all channels of communication were down. On the 10th day the official sources revealed that the death toll has gone beyond 300. The condition puts the entire nation together and to pray for the safety of the people stuck in the dire conditions in Jammu & Kashmir.

Date of incident: It started pouring in the valley on September 2, which stopped on September 7. No one had imagined that the rains would turn such a havoc which made city submerged, people homeless, and countless loss of life and stocks. The flood fury unleashed death and destruction in Jammu and Kashmir, claiming the lives of more than 300 people so far and leaving many marooned. Even as relief efforts were intensified with Prime Minister Narendra Modi announcing Rs.1000 crore aid for the battered state on September 7 after he visited the state and took a vigilance report.
The swirling waters damaged buildings and snapped road and communication links, cutting off many areas. The army cantonment, civil secretariat and the high court in Srinagar were also inundated. The communication network collapsed in the valley for 4 days. And in some places- it took around one week to restore the mobile signals.

Without delay the rescue operations were carried out in the city, which helped in saving many lives. The Indian Air Force (IAF) meanwhile, began a massive aerial relief and rescue operation in flood-affected regions, where over 100 people have been killed as well as property and infrastructure badly damaged.

Flood control rooms were set up in the New Delhi inside Jammu and Kashmir house, NDRF and MHA coordinated the every needed help at that point of time.

The floods, which hit the Valley, breached the Jhelum River embankment, submerging Shivpora, Indira Nagar, Kursoo Rajbagh, Jawahar Nagar, Gogjibagh, Hari Singh High Street, Batmaloo and other civil lines areas. The situation in south Kashmir districts of Anantnag, Kulgam and Pulwama also assumed the proportions of an unparalleled natural calamity as residents in these districts have never experienced in their living memory.

As per the report of The Indian Express on September 8, thousands of people in more than 700 villages have abandoned their homes and livestock and shifted to higher reaches to escape the fury of rising waters. The districts in South Kashmir are the worst hit by the catastrophe, with many areas still cut off. Over 30% of the capital city Srinagar is under flood waters. More than 10 lakh people are affected in Jammu division. The floods not only caused damage to the lives, but a loss of Rs 1,000 crore to the apple crop in Kashmir, threatening a collapse of the horticulture industry in the state, says a report published in times of India.

While the Cabinet Secretary coordinated with the armed forces and different ministries, Prime Minister Narendra Modi monitored the operations day and night.

Within 24 hours of the flood waters submerging parts of the Kashmir Valley, the government held a meeting of the crisis management team and, after assessing the gravity of the floods, decided to launch one of the biggest rescue operations. During a
meeting of the crisis management team, Modi gave instructions to Seth and other officials to push the rescue efforts and decided to fly to the Kashmir Valley.

When a serious breach of embankments in September flooded the Valley and Srinagar, the biggest ever fleet of 65 aircraft was deployed for relief operations on Modi’s orders, Seth told TV Today Network. A total of 1,300 tonnes of food was delivered in no time and 30 doctors were deployed in Srinagar as hospitals were flooded.

According to the latest official figures, over 300 people were killed while more than 2.5 lakh were rescued. However, this figure could rise as rescue and relief operations are still on, Seth said.

**Immediate reaction:** Despite the red alert alarm and warnings issued by Jammu and Kashmir state administration, many were unsuccessful in making themselves and families rescued. People not only panicked, but were unable to contact their relatives and friends, as the water entered their houses untold.

The floods made everything still in the valley, the Chief Minister Omar Abdullah was left with just the chief secretary Iqbal Khanday and director general of police K Rajendra, when river Jhelum breached its bank on September 7 and practically washed away the state government as well. The rescue operations were made, Army, Airforce and unsung local youth not only helped people move out of their houses, but also made it sure that they are put in a safe place and the rehabilitation is done quickly. The air traffic was asked by the PMO to run the flights on nominal charges. In the first ten days, air traffic was the only connecting bridge between the valley and the rest of the country. The relief and all main rescue items such as boats, medicine, clothes, woollens, water and chlorine reached the valley via air planes. The main issue which kept troubling the people was the lack of communication in the valley due to non working of mobile towers. The only connection among those Kashmiris who are living outside the valley was Facebook and twitter. A group was created on Facebook which was named as, 'Kashmir Flood Information Channel'. More than 25,000 people joined it in ten days. The initial efforts made on this group was to connect to people in Kashmir. Thankfully Reliance 3G internet started working followed by Tata indicom, and people could interact and
confirm the whereabouts of their near and dear ones. But locals in many areas were not impressed with the performance of the state administration. Some thanked the army and NDRF for rescue operations, but some gave no credit to them.

**Media coverage:** The event gained national and international attention. However, the local editions English and vernacular went off print for one week as most of the printing press was caught in the floods. The Doordarshan Kendra and Radio Kashmir started operating at Shankracharya hill where a makeshift office was created as the hill was the only place where satellite signal reception was available. The national media covered the event exclusively. However TV again showed their immaturity by replaying the local peoples' anger on Army men, while others made Army men the real heroes. The reporting was done both on the ground and by arm chair journalists living in the distant offices miles away from the flooded land. The images carried almost in every daily were shocking, and at the same time they projected the helplessness of the victims and portrayed the work done by the army. TV channels started running SOS messages and the social media presence of mainstream newspapers and channels started tweeting every single information, whether regarding casualties or any update, and message section for those who were searching their lost ones.

**Social media coverage:** The social networking sites were bursting with energy and action. The Facebook Page Kashmir flood information channel was flooded with the every minute updates and the pictures of missing ones. It was, however the only link of Kashmir with the rest of the Kashmiris living in different parts of the world. The medium became so important at one place that no one would resist checking it out for any updates. The commendable job by Kashmiri young volunteers was making a list of people who were shifted to relief camps after being rescued. The information was presented in a google document which was later shared and updated on the page. On twitter the #jkfloodrelief became trending. People would tweet and share information under this hashtag. Interestingly the twitter prince, Chief Minister of Jammu and Kashmir couldn't update his Twitter account as well.

Without delay www.jkfloodrelief.org was constructed on which the volunteers joined and different relief addresses across the nation were updated on it. It had every information one would require, relief center numbers, relief center address, the list of
things required and the mode of transportation. Young volunteers from different NGO, and independently also promoted the site.

**Conclusion:** It was, undoubtedly, a national disaster which worsened due to negligence of the administration who had all the warnings being given that the calamity is round the corner. The first two weeks went on rescuing the people, whose houses were under the water. The rehabilitation will take countless years. The winter will be challenging for those who have lost their everything in the massive floods. The Jammu and Kashmir board of school education cancelled their exams which were slated for October this year as most of the schools are under water. The hospital services were again started in different make shift hospital as the three major city hospitals, Lal Ded, GB Panth, and SMHS were worst hit. The main business centre Lal Chowk has majorly collapsed as the Jhelum water made its first interference there only. The Army, IAF and NDRF are doing a massive round-the-clock rescue and relief operation, with 86 aircrafts and 30,000 troops. According to a report by Assocham, 'an initial estimate has put it around Rs.5,700 crore, with heavy damages to trade, hotels, restaurants, horticulture and handicraft.

"The total losses are estimated to be Rs.2,630 crore for hotels, trade, agriculture and horticulture, roads and bridges, while infrastructure like railways, power and communication would have suffered a loss of around Rs.2,700-3,000 crore". The Secretariat and most of the government offices were under water. However the rehabilitation process is under process, the relief material is reaching Kashmir from all over the country.
Evaluative Case Studies

Grateful to @PMOIndia for additional assistance of Rs.1000 crore and continued support @narendra.modi

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Heartwarming!:) RT @abdullah_omar Grateful to @PMOIndia for additional assistance of Rs.1000 crore and continued support @narendra.modi
Evaluative Case Studies

Person Finder: Jammu & Kashmir Floods, September 2014

I'm looking for someone
I have information about someone

Currently tracking about 8000 records.

Search is available through SMS. Text "search <name>" to 9773300000

PLEASE NOTE: All data entered will be available to the public and searchable and usable by anyone. Google does not review or verify the accuracy of this data.

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Our CM Yogi Omar Abdullah knows how to organize Music Bands in Shalimar Bagh. A Zulaikha Motors Concert & night local. He invited them straight from Germany & India. (but paid hefty amounts for that in Kerala). Separates simply called a shut down on the same day to avoid any mishap from even common people of Kashmiri. Common Locals were not allowed even in the 10 km vicinity of Shalimar Bagh that very day & all guests were either foreigners or from different parts if in... See More
Evaluative Case Studies

My 8 year old daughter expressed her feelings in this for... when I asked her what is this as I could not make it out at first. She told me people in water, partially damaged house... and people in tears...
Due to extreme situation caused by floods in Kashmir, Rising Kashmir is out of touch with its staff. The offices of Rising Kashmir, Roland Kashmir and Sangamarm in Press Enclave (Laik Cheek) Srinagar are also marooned in water since Sunday last. There is hardly any communication with staff and we are worried about welfare of some of them. Hence, production of print edition or even online edition is not possible. However, we will continue to update the readers about the happenings within the limited connectivity and human resource available. Please pray for the "Paradise Lost", Management.

300 villages completely cut-off: CM

Jammu, Sept 6 - Faced with the worst floods in Jammu and Kashmir in half a century, Chief Minister Omar Abdullah on Saturday said an lifting of marroned people.

GROUND ZERO: Desperate flood victims slam govt inaction

Floods triggered by heavy rains have rendered thousands of families homeless in parts of Baramulla area in Srinagar.

Devastating floods which hit Kashmir on Sunday—Sep 7, 2014, have led to the suspension of publication of Greater Kashmir and Kashmir Utsa. Management and editorial staff of both the dailies are trying their best to ensure that publication resumes soon so that world is made aware about the catastrophe that has hit Kashmir.

We have been unable to get in touch with many of our staff members and entire effort is being put to locate them. We request our esteemed readers to pray for people of Kashmir who are witnessing the worst ever crisis they have faced in the past 60 years. We assure them that we would be back soon. Till then we would try to keep them updated with the emerging situation. Meanwhile, offices of Greater Kashmir and Kashmir Utsa at Press Enclave in city centre are still submerged and most computers, printers, scanners and other vital equipment have suffered extensive damage.
Definition of a Comparative Study:

The comparative method is often used in the early stages of the development of a branch of science. It can help the researcher to ascend from the initial level of exploratory case studies to a more advanced level of general theoretical models, invariance's, such as causality or evolution.

The design of comparative research is simple. Your objects are specimens or cases which are similar in some respects (otherwise, it would not be meaningful to compare them) but they differ in some respects. These differences become the focus of examination. The goal is to find out why the cases are different: to reveal the general underlying structure which generates or allows such a variation.

Comparison is one of the most efficient methods for explicating or utilizing tacit knowledge or tacit attitudes. This can be done, for example, by showing in parallel two slides of two slightly different objects or situations and by asking people to explain verbally their differences.

The method is also versatile: you can use it in detail work as a complement to other methods, or the entire structure of a research project can consist of the comparison of just a few cases.

Comparative research is a research methodology in the social sciences that aims to make comparisons across different countries or cultures. A major problem in comparative research is that the data sets in different countries may not use the same categories, or define categories differently (for example by using different definitions of poverty).

When the practice of comparative research began is a matter of debate. Karl Deutsch has suggested we have been using this form of investigation for over 2,000 years. Comparing things is essential to basic scientific and philosophic inquiry, which has been done for a long time.[1] Most authors are more conservative in their estimate of how long comparative research has been with us. It is largely an empty debate over the definition of the tradition with those questioning whether comparing things counts as comparative research.
In comparative like in most other studies there are two different styles, both of which will be discussed below:

Descriptive Comparison aims at describing and perhaps also explaining the invariance of the objects. It does not aim at generating changes in the objects, on the contrary, it usually tries to avoid them.

A special style of research is needed when the aim is not just to detect and explain but also to *improve* the present state of the object, or to help improving or developing similar objects in the future. This is the technique of Normative Comparison.

**Descriptive Comparison**

In descriptive study of products there are many situations where comparison is an adequate method. You could, for example, study comparable products which have been designed by different designers or made by different producers. Or you can study the same type of products as they are used in the same circumstances but in different countries.

Comparison may be useful even when the researcher is not interested in differences but in a single case. If the interesting object belongs to the researcher's own cultural environment, it is not always easy to perceive its special characteristics. The case may appear too obvious and non-problematic. "A fish cannot see that it is living in water." One method to reveal the specific nature of a too well known object is to compare it to other cases or specimens from another context.

In exploratory study it often happens that you need gradually add new aspects of comparison, or have to redefine them when your knowledge of the object increases. It is also common that in the initial phases of the study you only can reach descriptive answers to the question *what* the object is and what it is like, Another, more difficult task then is to explain or answer the question *why* the object is as it is.

**Normative Comparison**

The difference between descriptive and normative styles of comparison is that in normative analysis one of the principal criteria is *evaluative* like "satisfaction", "usefulness" etc., and the aim of the study is to point out the *best* (in this respect)
among the alternatives that are being studied. The final aim perhaps is not only to find the best, but also to improve it or similar objects later on. The principles and methods of normative comparison are explained on a separate page.

Comparative Analysis between
1. Role of Social Media in Kashmir Floods 2014 (Disaster)
2. Role of Social Media in Rajasthan Election 2013 (Political)

Definition of Disaster:

A disaster is a serious disruption of the functioning of a community or a society involving widespread human, material, economic or environmental losses and impacts, which exceeds the ability of the affected community or society to cope using its own resources.

In contemporary academia, disasters are seen as the consequence of inappropriately managed risk. These risks are the product of a combination of both hazard/s and vulnerability. Hazards that strike in areas with low vulnerability will never become disasters, as is the case in uninhabited regions.

The comparative analysis is carried on following points:

a. Nature of event
b. Level of Participation
c. Range of presence on social media
d. Content Analysis of participation
   1. Pre
   2. Current
   3. Post
e. Quantitative / Qualitative
f. Evaluative content (Negative and positive remarks on what is going on) cum Substantive content (related to the happening)

Nature of the event:

In both the events Kashmir Floods and Rajasthan Elections whole state was involved. In both the cases the political machinery was involved but the flood incident was forced and other was time bound. Floods just happened uninformed while as election was already on the cards and in the time table.
Level of Participation:

The participation on ground and on social media was visible in both the cases. However the type was different while in the flood volunteers and people were seen helping the victims and while in elections the workers and citizens were spotted participating in different rallies. Hence the nature of the participation varied on social media also. Twitter handles and FB posts as well as blogs had different to cater in both the cases.

Presence on social media:

Both the events recorded a massive presence on the social network sites and online media. However in case of Rajasthan elections the pre poll buzz was already there on the social media but in case of flood catastrophe there was recorded an immediate reaction followed by all major updates taking place. The social media usage by youth in case of Rajasthan election was mainly propaganda and publicity of manifesto and election policy of both the parties while as during the flood catastrophe the main aim was to build a helping chain for the victims.

Pre: The pre event presence was seen in case of the Rajasthan elections only where the political candidates used the platform of social media to publicize their manifesto and work sheet they intend to perform in the respective constituencies in upcoming five years. Political parties also posted the photos and feeds of the different rallies conducted pre polls.

But at the same time flood was an abrupt calamity which arrived without any pre indication. Hence there was no such thing going on social media platform.

Current: When Rajasthan Election were going on both the political parties and the candidates started tweeting and uploading pictures on their pages on FB in order to gain the momentum in the election campaign. Candidates would brief the citizens about their day schedule as well as the upcoming events lined up.

Post: The post coverage was visible on social platform in both the cases. However after Rajasthan elections the facebook pages and tweets more about the formation of new BJP government the new cabinet etc. While the flood news was trending on different lines, it was showing the rehabilitation process through the pictures on the
social media as well as the rescuing of the victims and their safety etc. The posts stressed on the relief material required in different parts as well as its derth in those parts where it hasn't reached.

**Quantitative Analysis / Qualitative Analysis:**

The facebook page of Kashmir flood information channel reached more than 30,000 likes cum followers in one month within the flood period. The tweets and retweets were many in number on twitter on those posts which suggested help measures to flood victims. The involvement of all age groups was seen in both the socio political causes. However in the Kashmir floods there was a huge support of volunteers, NGO's all over the India. Since it was declared as a calamity hence there was the participation of all citizens irrespective of any political affiliation.

Evaluative Content/ Substantiate content: The flood massacre was all together a different thing than the election campaigning on social media in Rajasthan. The social media became a bridge between the victims and rest of the country but in Rajasthan, it was tool to propagate the policies of the government and opposition. Hence both were popular and their reach was to gain public attention. But social media served purpose of a helping hand in Kashmir while as in Rajasthan social media added to the tools of communication ahead of elections.
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