CHAPTER III

METHODOLOGY

3.1 Focus of the Study

Research on Social Media Communication, especially the Microblogging Tool Twitter is of great relevance to modern society as it provides a new perspective to understanding this new Communication technique and dealing with the Implications.

Prior Research on this topic has used mainly aggregated text sentiment analysis and we are unaware of other research validating text Analysis through both Qualitative and Quantitative Content Analysis. Since the Researcher did not have a precedent to follow from previous studies, it is exploratory in nature.

The purpose of this Study was to conduct a Content Analysis of the Tweets of the selected Politicians and Celebrities to determine the Nature and Content of their Tweets on Twitter. The aim of the Study is to go beyond the 140 characters of a Tweet and Analyse the Latent Content. Schreier (2012) argued that Qualitative Content Analysis is suitable for data that require some degree of interpretation.

Hence this Study does not focus on Theory building but on making sense of the vast amounts of Data that has been collected through these Tweets and to assess the visible Content in the form of Tweets and also analyse the inner meaning. Are the Politicians and Celebrities engaging in meaningful dialogue with their Followers and being transparent and truthful about their Tweets? What are they Tweeting about? Why do they want to reach out to their followers? How are their Tweets able to communicate effectively in 140 characters? These are some of the questions that this Study seeks answers for.

Tweets of 10 Politicians and 10 Celebrities from the period between October 1, 2013 to September 30, 2014, were collected and Coded. The Analysis of Tweets involved perceptions of sensitivity, consistency and other criteria which are highly subjective. Since the Researcher is also a Journalist with considerable experience in the mainstream Media, the possibility of bias in analysing these Tweets was high. The
Tweets are meant for consumption of general readers and hence the Researcher initially gave 100 Tweets to three Experts for blind Coding.

After ensuring that 95 percent of the Tweets were in agreement and was confirmed using the ‘kappa co-efficient’, the Researcher coded the 2,250 Tweets.

Additionally, a Qualitative Analysis on the Nature of Tweets was carried out.

This Study makes use of both Quantitative and Qualitative Analysis in performing the Content Analysis of Tweets.

3.2 Variables of the Study

Keeping in view the Objectives of the Study, the following variables were selected for the Study after extensive Review of Literature and consultation with experts.

3.2.1 Independent Variables

a. Tweets of Politicians
b. Tweets of Celebrities

3.2.2 Dependent Variables

a) Cognitive Needs (Information sharing Needs)
b) Affective Needs (Emotional Needs)
c) Personal Integrative Needs (Credibility and Status)
d) Social Integrative Needs (Social Role)
e) Tension Release Needs (Entertainment and Diversion Needs)

3.3 Selection of Media

Since the focus of the Study is to analyse the Content of Twitter Communication of Indian Politicians and Celebrities with their Followers, Internet was selected as the Medium due to its high level of engagement with the user and its transactional nature of Communication. Much has been said and studied among Research scholars about the drawbacks of Internet, namely-creating a Digital Divide and isolating people by limiting face-to-face interactions. Recent Research points out
to the fact that though Internet usage causes social isolation, the rapid strides in Technology and Mobile Usage will ensure that more and more people log in as the penetration increases in developing countries. In a developing country like India, having a large youth population, though the Internet penetration is low at around 7%, in a country of 1.252 billion people, this figure translates to around 110 million.

Another issue that Communication scholars around the world are concerned about is the growing Digital Divide caused by those who can afford and understand the medium versus those who cannot do so. This is true especially for a developing country like India where there is a growing disparity in the social structure. However, we have traversed over many eras from clay tablets and hieroglyphics used as mediums of Communication in the olden days to the Internet in the 21st Century. The core function remains the same—to enable the receiver to understand the Communication of the sender, but the difference lies in the speed with which information reaches more and more people through the latest Technology.

3.3.1 Twitter

Twitter is a multiplatform Web 2.0, part social networking - part Microblogging Tool, freely accessibly on the Web (Stevens, 2008). It is one of the most popular of Microblogging Tools and hence our Tool of choice because it is well-established, has a large and growing participant base, interfaces well with other Web 2.0 tools, and is easily accessible.

In order to understand and Twitter, a Researcher must have a fairly good level of understanding the medium and gain insights into the users in order to interpret what the users are Tweeting and trying to Communicate in order to make Conclusions and Recommendations.

3.3.2 Twitter as a Research Tool

Qualitative Research Methods requires the participants to “opt-in” for the study. This means that the participants of the study must willingly cooperate to be a part of the study. Since Communication is purely transactional, there must be an audience out there willing to listen and read what has been communicated.
In case of traditional methods of Qualitative Analysis, the participants must accept the Researcher’s invitation to be a part of the study and share their opinions freely. In the case of e-mail, video conferencing and other Digital forms of Communication, the participants must accept to be a part of the Study.

Even on the popular Social Media site Facebook too, the Researcher must prompt the users to respond by making a post, forming a question or making a suggestion to get a response from the users. This method of Qualitative Research can produce a bias. This is because in order to see the post of an individual the Researcher has to become a “friend” and “like” the posts of the user. This is sure to lead to a bias and the Researcher may even adore the personality he has befriended.

Twitter is a lot more flexible, since it does not require an invitation from the user. The Researcher need not wait for the user to accept his request. The Researcher merely needs to click on the ‘follow’ button, and he can easily read the Tweets of the user.

Twitter is a platform where users interact and conversations are held. However, by choosing to study the Content of Tweets of Politicians and Celebrities, we have eliminated the need to follow the conversations of them with their Followers.

This Study initially observed the Tweeting patterns of the chosen Politicians and Celebrities and discovered that they like to Tweet more-not as a reaction to what their follower’s converse with them, but like to focus on their individual Tweets. This is because as “Influencers” their Tweets are likely to be Retweeteded and picked up by Print and Electronic Media as sources for stories.

In traditional Qualitative Research, the focus group’s interactions with each other help to develop and understand the participant’s thoughts and feelings. However, we have not observed the conversation on Twitter as a whole, but focused more on individual Tweets. This is because our focus groups of study are Politicians and Celebrities who are role models and have their own image as perceived by the Media. Hence, their Tweets are reflective of their opinions and feelings to what is happening around them. This can be current affairs related issues, political campaigns, social causes, world affairs and issues close to their heart that reflect their personal ideology.
Hence, the Researcher has used the Journalistic technique of having a “nose for news” to scrutinize and select Tweets that follow certain broad-based guidelines as listed below:

a. News worthiness

b. Relevance

c. Attachment of picture/video/link that is of interest

3.3.3 Advantage of using Twitter for the study

In view of the arguments presented in the preceding paragraphs, the following advantage of Twitter makes it an ideal Research Tool for this Study:

- Given the universal use of Twitter by Politicians and Celebrities and the fact that Tweets are text-based posts of up to 140 characters.

- Unbiased collection of sample. The Researcher could observe and collect the Tweets of the selected users, without initiating a topic for discussion. Since the users were unaware that their Tweets were being monitored and used for this Study, it makes their Tweets more unbiased. Ethically this does not violate their privacy, as their Tweets are open to all in the World Wide Web and are placed in the Public Domain.

- It leads to understanding of this phenomenon of Tweeting and the interpretation of this written recorded Communication material of Politicians and Celebrities.

- It allows the Researcher to process large quantities of Data, and study the nature of Tweets for a larger time frame.

- Since the main source of Data is written text, it provides the Researcher an unobtrusive method because no unwanted interaction effects occur between Participants and Researchers (Kondracki et al., 2002).
3.4 Hypotheses of the Study

H1. The Politicians and Celebrities in India have used the Microblogging tool Twitter to convey their ideology to their Followers

H2. The Politicians in India used Twitter to Tweet about sensitive issues

H3. The Celebrities in India are more positive in their Tweets than Politicians.

H4. The Celebrities fare better than Politicians in India when it comes to conveying their influential role on Twitter.

H5. The Tweets by Indian Politicians and Celebrities are clear and unambiguous leading to effective Social Media Communication.
3.5 Study Sample

The Sample of 2,250 Tweets for the present Study is drawn from the verified and authentic Twitter pages of selected Indian Politicians and Celebrities. A total of 10 Indian Politicians and 10 Indian Celebrities have been selected for the Study Randomly.

The Selection of the Sample was based on certain Inclusion and Exclusion Criteria. The 16th Lok Sabha elections held in 2014 generated a lot of buzz on Twitter and many Politicians became active on this platform to make their presence felt among the young voters. In order to avoid bias, the Researcher did not select the study period entirely during the election period, but extended it upto 4 months after the Election Results were announced.

- The Researcher collected 10 Tweets every month of each Politician and Celebrity for a period of 12 months. These Tweets were captured using screenshots and saved on the Researcher’s computer. A Coding Manual was prepared using Microsoft Excel and the Researcher Manually Coded the Tweets.

- The Researcher devised a novel method to enable the reader to get the context and meaning of these Tweets, by creating a snapshot of selected Tweets and inserting them at the beginning of the Analysis discussion.

- The definition of Celebrities here in this Study is broad-based and not confined to film actors. Since India is a vibrant Democracy with diverse cultures and interests, the Researcher has included Industrialists, Sportspersons, Social Activists, Authors and Musicians in the Celebrity category. They have been selected randomly keeping in mind the Inclusion and Exclusion Criteria.
Table 3.0 shows the Sample Twitter page of selected Politicians and Celebrities

<table>
<thead>
<tr>
<th>POLITICIAN</th>
<th>TWITTER POST</th>
<th>Number of Followers (as on Dec 11, 2015)</th>
<th>Number of Tweets (as on Dec 11, 2015)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ajay Maken</td>
<td>Glimpse of Modified Gujarat Assembly: Morning opposition MLAs suspended. Now all press/media entry banned. #shame</td>
<td>348,741</td>
<td>2,439</td>
</tr>
<tr>
<td>President- Delhi Congress Committee, Former Cabinet Minister for Housing, Former Minister of State, Youth Affairs and Sports</td>
<td><img src="image1.png" alt="Image" /></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arun Jaitley</td>
<td>In 25 years, a Gandhi has not been the PM of this country. India, indeed, is changing. The Gandhis can control a party but not the nation</td>
<td>3,439,544</td>
<td>1,032</td>
</tr>
<tr>
<td>Cabinet Minister for Finance, Minister of Corporate Affairs and Minister of I&amp;B, Government of India</td>
<td><img src="image2.png" alt="Image" /></td>
<td></td>
<td></td>
</tr>
<tr>
<td>POLITICIAN</td>
<td>TWITTER POST</td>
<td>Number of Followers (as on Dec 11, 2015)</td>
<td>Number of Tweets (as on Dec 11, 2015)</td>
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</tr>
<tr>
<td>Milind Deora</td>
<td>![Twitter Post Image] In Bengaluru with Rahul Gandhi, consulting with youth &amp; student leaders for Congress's National Manifesto</td>
<td>399, 900</td>
<td>4,950</td>
</tr>
<tr>
<td><em>Former Minister for Telecom, IT, Posts, Shipping, Ports</em></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>POLITICIAN</td>
<td>TWITTER POST</td>
<td>Number of Followers (as on Dec 11, 2015)</td>
<td>Number of Tweets (as on Dec 11, 2015)</td>
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<td>---------------------------------------------------------------------------</td>
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<td>----------------------------------------</td>
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</tr>
<tr>
<td>Nandan Nilekani</td>
<td><img src="image1" alt="Twitter Post" /> Young India’s participation is key to our democracy. #NandanatJNC bit.ly/1fRDTc4</td>
<td>564,704</td>
<td>1,375</td>
</tr>
<tr>
<td>Co-founder of Infosys and Congress candidate for South Bengaluru Parliament Seat in 2014 General Elections</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Narendra Modi</td>
<td><img src="image2" alt="Twitter Post" /> The visuals touched both Nawaz Sharif ji &amp; his Mother. He told me that after seeing the visuals his Mother got very emotional.</td>
<td>16,535,141</td>
<td>10,037</td>
</tr>
<tr>
<td>Prime Minister of India</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>POLITICIAN</td>
<td>TWITTER POST</td>
<td>Number of Followers (as on Dec 11, 2015)</td>
<td>Number of Tweets (as on Dec 11, 2015)</td>
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<td>----------------------------------------</td>
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</tr>
<tr>
<td>Omar Abdulah</td>
<td>After 12 days the border has finally fallen silent &amp; people have been able to sleep at home without fear. Let's hope it stays this way now.</td>
<td>1,190,932</td>
<td>9,049</td>
</tr>
<tr>
<td>Rajnath Singh</td>
<td>The BJP is concerned over the plight of refugees in J&amp;K. On coming to power we will formulate a National Refugee and Rehabilitation Policy</td>
<td>2,097,464</td>
<td>1,639</td>
</tr>
<tr>
<td>Shashi Tharoor</td>
<td>Sorry folks, my @Twitter account has been hacked &amp; will be temporarily deactivated. Bear with me while we solve this.</td>
<td>3,628,834</td>
<td>29,425</td>
</tr>
<tr>
<td>POLITICIAN</td>
<td>TWITTER POST</td>
<td>Number of Followers (as on Dec 11, 2015)</td>
<td>Number of Tweets (as on Dec 11, 2015)</td>
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</tbody>
</table>
| Sushma Swaraj | *Sushma Swaraj* @SushmaSwaraj, Sep 17  
I told President Xi Jinping: Ge xia, wo hen huanying nin dao yinda lai.  
( I extend to you a very warm welcome to India) | 3,894,884 | 3,334 |
<table>
<thead>
<tr>
<th>CELEBRITY</th>
<th>TWITTER POST</th>
<th>Number of Followers (as on Dec 11, 2015)</th>
<th>Number of Tweets (as on Dec 11, 2015)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Akshay Kumar</td>
<td>My prayers with all those impacted by nature's wrath...hoping for calm in Odisha, sadly that's all we can do at this moment. #Phailin</td>
<td>10,719,878</td>
<td>2,738</td>
</tr>
<tr>
<td>Actor</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amitabh Bachchan</td>
<td>T 1367 -Celebrity attraction is unique...love of people inexplainable, an attitude longed for, yet when it comes bodyguards keep them away !</td>
<td>18,210,982</td>
<td>46,343</td>
</tr>
<tr>
<td>Actor</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CELEBRITY</td>
<td>TWITTER POST</td>
<td>Number of Followers (as on Dec 11, 2015)</td>
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</tr>
<tr>
<td>Anand Mahindra</td>
<td><img src="image-url" alt="Image of Anand Mahindra" /> Chairman &amp; MD, Mahindra Group At new Aero plant in Bangalore yesterday, Something enormously fulfilling about creating tangible, productive assets.</td>
<td>2,645,800</td>
<td>11,072</td>
</tr>
<tr>
<td>AR Rahman</td>
<td><img src="image-url" alt="Image of AR Rahman" /> Grammy &amp; Academy Award winning musician My shows will never be possible without the tolerance and support of all my fans that include Tamil, Hindi,... fb.me/36IG1AJ3</td>
<td>9,524,413</td>
<td>970</td>
</tr>
<tr>
<td>CELEBRITY</td>
<td>TWITTER POST</td>
<td>Number of Followers (as on Dec 11, 2015)</td>
<td>Number of Tweets (as on Dec 11, 2015)</td>
</tr>
<tr>
<td>-------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>------------------------------------------</td>
<td>--------------------------------------</td>
</tr>
<tr>
<td>Chetan Bhagat</td>
<td>Amazing how twitter can investigate, solve, judge, pass sentence and draw greater lessons for any case in 20min while courts need 20years.</td>
<td>6,054,081</td>
<td>11,275</td>
</tr>
<tr>
<td>Author</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Madhuri Dixit</td>
<td>Come my army and venture forward! @GulaabGang</td>
<td>3,810,112</td>
<td>4,854</td>
</tr>
<tr>
<td>Actor, Dancer</td>
<td>This is for all the women and people without a voice who need a champion to fight for them. Now is the time to step up! #GulaabGang</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CELEBRITY</td>
<td>TWITTER POST</td>
<td>Number of Followers (as on Dec 11, 2015)</td>
<td>Number of Tweets (as on Dec 11, 2015)</td>
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</tr>
<tr>
<td>Salman Khan <em>Actor</em></td>
<td><img src="image1" alt="Image" /> enjoy the holiday v get for independence. Wat do u think our leaders who fought for independence b thinking now.......</td>
<td>15,121,476</td>
<td>41,787</td>
</tr>
<tr>
<td>Shabana Azmi <em>Actor, Social Activist</em></td>
<td><img src="image2" alt="Image" /> Spent some quiet time with Nirbhaya's parents yesterday at a prayer meeting organised by them in Delhi. Secure women's safety was their cry</td>
<td>1,179,301</td>
<td>8,576</td>
</tr>
<tr>
<td>Shahrukh Khan <em>Actor</em></td>
<td><img src="image3" alt="Image" /> Thank u all on twitter for the madness u have created ha ha. Ppl think I am a mkting genius. But it's u all who make the madness. Love u most</td>
<td>16,620,720</td>
<td>53,967</td>
</tr>
<tr>
<td>CELEBRITY</td>
<td>TWITTER POST</td>
<td>Number of Followers (as on Dec 11, 2015)</td>
<td>Number of Tweets (as on Dec 11, 2015)</td>
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</tr>
<tr>
<td>Yuvraj singh</td>
<td>Hapy Independence Day Send me ideas to recover aspirations and ambition of kids recovering from cancer @ <a href="mailto:ideasyouwecan@gmail.com">ideasyouwecan@gmail.com</a> #JaiHind</td>
<td>3,562,426</td>
<td>5,151</td>
</tr>
<tr>
<td>Cricketer, Cancer</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>survivor &amp; Activist</td>
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</tbody>
</table>
3.6 Tools of Data Collection

Following tools were employed in the present study:

- **Selected Tweets based on:**
  
  Dataset: October 1, 2013 to September 30, 2014

  Number of Tweets: 2,250

  Tweets belonging to: 10 Politicians and 10 Celebrities

- **Qualitative Analysis of Tweets**

1. **PERSONAL DATA CODING SHEET:**

   The sample Tweets for the present research was collected as per the Dataset (October 1, 2013 to September 30, 2014). The Researcher picked 10 Tweets randomly every month for each Politician and Celebrity. Thus 120 Tweets were collected over this period of 12 months for each Politician and Celebrity, manually from the verified and authentic Twitter page of each of the Politician and Celebrity. Some of the Tweets had to be eliminated for the coding procedure, as they were not relevant.

   The Coding Manual (See Annexure IV) has been designed by the Researcher based on the suggestions of Tan (1985) that the following 5 categories can satisfy the Communication needs, namely:

   **1. Cognitive Needs (Information sharing needs)**

   a. Politician conveys Consistent messages/ Celebrity is Tweeting to convey information about his work.

      i. Politician’s Tweet showing Consistency: “Humbled & grateful on being unanimously elected as the leader of the BJP Parliamentary Party in a meeting at the iconic Central Hall.”

      ii. Celebrity Tweet showing Consistency: “Release week is always tense. It’s like standing on a diving board and jumping down without knowing if there is water below or not.”
b. Tweets convey the Politician’s idea well Directly to his Followers/ Celebrity is Tweeting to build his image
   i. Politician’s Tweet showing Direct Tweets: “The very thought of life after May 2014 is giving jitters to many Congress Ministers. Disillusionment is writ large in their attitude.”
   ii. Celebrity Tweet showing Direct Tweets: “Taking back with me the love of the fans, and those that accompanied them .. if I missed some .. my sincere apologies !!”

c. Tweeting Clearly and Unambiguously
   i. Politician’s Tweet showing Clarity and Unambiguity: “I wanted 2 go n meet Anna 2day but fell ill last nite. Running v high fever. But my heart is at Ralegan.”
   ii. Celebrity Tweet showing Clarity and Unambiguity: “Here I am with the staff of Cafe Orange Boom, my fav. breakfast haunt in Goa :)”

2. Affective Needs (Emotional needs)

a. Positive Tweets
   i. Politician’s Tweet showing Positivity: “Daily 6 hours of Padyatra drains out energy but enthusiastic response helps to regain it.”
   ii. Celebrity Tweet showing Positivity: “Sunset at a vineyard near Capetown. Colours that would have stretched the imagination of a renaissance painter…”

b. Negative Tweets
   i. Politician’s Tweet showing Negativity: “Will Arnab disclose the amount of advertising money in white and black that Times Now has recd from Modi?”
   ii. Celebrity Tweet showing Negativity: “Team Modi and the BJP really need to realign their campaign given AAP. Right now there is confusion, denial and lack of coherence.”
3. Personal Integrative Needs (Credibility and Status)
   a. Self-Tweeting
      i. Politician’s Tweet showing Self-Tweeting: “Visited orphanage where Sunanda and I spent many hours.”
      ii. Celebrity’s Tweet showing Self-Tweeting: “Leaving for Temptation Reloaded. Auckland, Perth & Sydney. Looking forward to nites of fun & entertainment. Will it be cold there??”
   b. Tweeting daily updates
      i. Politician’s Tweet giving updates about daily activity and functions attended: “In Delhi, packing-up my favorite belongings & saying goodbye to the rest. The unpredictable lives of MPs :-()”
      ii. Celebrity’s Tweet giving updates about daily activity and functions attended: “In Chennai for d day for BCCC interaction with TV Industry.lovely to c young women swishing by on scooters malli gajras tucked under helmets.”
   c. Tweets show the Politician/Celebrity Spreading Awareness on issues
      i. Politician’s Tweet showing Spreading Awareness: “Briefed @narendramodi about the security situation & the assessment for the next few months inc the prep’s for Amarnath Ji yatra. @PMOIndia.”
      ii. Celebrity’s Tweet showing Spreading Awareness: “Honouring world cancer day today. Join @YOUWECAN cancer awareness n screening camp in Azad Nagar E. Delhi. Early detection is the best cure.”
4. Social Integrative Needs (Social Role)

a. Tweeting position on Social Interest
   i. Politician’s Tweet showing position on issues of social interest: “A proud moment for India! We complete 3 years without a single case of polio & are on our way to being declared a polio-free nation…”
   ii. Celebrity Tweets showing position on issues of social interest: “Aug 6th Atom bomb on Hiroshima .. !! The attack on both cities ended the war, but over 200,000 lost their lives ..!”

b. Tweeting to convey Personal Ideology
   i. Politician’s Tweet showing Personal Ideology: “Refused to meet the visiting USA delegation in solidarity with our nation, protesting ill-treatment meted to our lady diplomat in USA.”
   ii. Celebrity Tweets showing Personal Ideology: “At a business event this evening, I said that entrepreneurship is a state of mind. It’s about dreaming big…”

c. Tweeting to convey Influential Role
   i. Politician’s Tweet showing Influential Role: “Thankfully, our criminal justice system has never taken into account faith or religion of an accused. Why bring votebank politics even here?”
   ii. Celebrity’s Tweet showing Influential Role: “Was a pleasure to host dinner yesterday for U.S Secy of Commerce Penny Pritzker with a few key business leaders.”

5. Tension Release Needs (Entertainment and Diversion needs)

a. Tweeting unnecessarily/irrelevantly/sensitive issues
   i. Politician Tweeting unnecessarily or on irrelevant issues: “Next time I tweet something that backfires please remember it wasn’t me, my phone was stolen & the thief sent the tweet to malign me.”
   ii. Celebrity Tweeting unnecessarily or on irrelevant issues: “Few hours to go till I do my thing u know! U no that thing when ur trying to look cool yeah.”
iii. Celebrity Tweeting closer to release of a film/product launch: “A meet with the Minister to promote horticulture in Maharashtra … best mangoes, pomegranate, cheeku, grapes, onion, tomatoes et al.”

iv. Politician’s Tweets to draw attention away from himself: “Yesterday I read that a book has come out, written by a close aide of PM & it spills the beans on why things were ruined in last decade.”

v. Politician’s Tweets on Sensitive Issues: “Only in Kashmir can a tragic accident be exploited by ordering a 2 day shutdown & protests after Friday prayers. Height of exploiting pain.”

2. QUALITATIVE CONTENT ANALYSIS

Qualitative Content Analysis is used for Systematic Text Analysis to record all types of recorded Communication, and to go beyond the existing Content by analysing from the text (Mayring, 2000).

The history of Content Analysis has gone through different phases. Various approaches have been used for text Analysis including graphological procedures and Dream Analysis by Sigmund Freud. This approach found its way into Linguistics, History, Sociology and Psychology. After much refining and use of Contingency Analysis and Computer Coded Programs, Qualitative Content Analysis has also been criticised for being superficial without understanding the Context and Latent Content.

There are different levels of Content in a given text for Analysis. At the surface is the Basic Content which gives the main idea and sets the theme of the text. If you look deeper and probe into the context of the text, you will be able to arrive at the Latent Content. (Becker and Lissman, 1973).

3. PROCEDURE

The entire study was done in two phases:
I. Pilot study II. Main study

I. Pilot study

A pilot study was conducted initially. A total of 20 chits containing names of Politicians and Celebrities who satisfied the ‘inclusion criteria’ for Tweeting regularly
and who had more than 1 lakh followers on Twitter were randomly picked up from among 40 chits.

Initially 100 blinded Tweets were given to Three Experts, who were Experts in the field of Social Media. When the Tweets of the three experts were matched, and more than 95 percent of the Tweets were in agreement which was confirmed using the ‘kappa co-efficient’, the Researcher coded the 2250 Tweets.

By measuring ‘Intercoder Reliability’ the extent to which coders agree with one another can be measured. Since the agreement is high, the coding need not be done by individual coders separately. Kappa’s co-efficient Analysis is recommended for three of more coders and for a large dataset.

The sample Tweets were Coded as 1 (Yes) and 0 (No).

The Purpose of the Pilot study was

1. To check for any discrepancies in the Coding sheets of the Three Experts.
2. To ensure Coding Procedure was carried out in an unbiased manner.
3. To get a fair idea of the nature of Tweets.
4. To ensure feasibility of the Tools selected for the study.

4. CHANGES MADE FOR THE MAIN STUDY

1. Tweeting to divert attention away from themselves was seen more in Politicians than Celebrities, and it was seen that Celebrities were Tweeting more closer to the release of their film/product launch. Hence a New Category was created for Celebrities under ‘Tension Release Needs’ to assess whether they Tweet more before the release of a film or launch of a product.

5. DETAILS OF THE SAMPLE

A sample of Tweets of 10 Politicians and 10 Celebrities were drawn from their official Twitter pages. The selection of this Sample was based on the following Inclusion and Exclusion criteria:
• **Inclusion Criteria**

  1. The Politician/Celebrity must Tweet between 5-10 times in a month.
  2. The Twitter account of the Politician/Celebrity has more than 1 lakh followers.

• **Exclusion Criteria**

  1. The Tweets of the Politician/Celebrity is not often quoted by Newspapers/TV Channels as source for their stories.
  2. The Politician/Celebrity Tweets infrequently (once in 6 weeks). (For example, though Sachin Tendulkar is considered as the God of Cricket and has more than 2 million followers on his official Twitter account, he did not Tweet frequently).

6. **MAIN STUDY**

   The use of Content Analysis as an Analytic Tool can be traced back to the 20th Century. It was used for interpreting Written Literature in newspapers articles, magazines, political speeches, advertisements, and folktales and riddles (Elo&Kyngäs, 2008; Harwood & Garry, 2003). Content Analysis was used at the outset as a Quantitative Research Method to analyze “the Content of Media text to enable similar results to be established across a group of text coders” (Priest *et al.*, 2002, p. 35).

   Though the Quantitative Approach to Content Analysis has been criticized, as it simplifies the text into quantifiable units and may distort the meaning, this study has used a Quantitative Approach along with a Qualitative Approach for Data Analysis, in order to derive better insights and meaning into the Content of these Tweets. There exists a bias that Qualitative Content Analysis is a reaction to Quantitative Content Analysis and is a less established Analytical Process, not appropriate for Descriptive Research.

   However, this study has used both Research Tools in order to:

   i. increase the credibility of the findings of the study
   ii. process large quantities of Tweets
iii. be less intrusive as the Tweets are available in the public domain and there need not be any interaction between the Participants and Researchers leading to bias

iv. use an Inductive Approach by selecting the Tweets, seek themes through the Coding Process, create categories or themes and establish these themes

**Ethical issues:**

Twitter is a Social Media Site and the Tweets are available in the public domain for all to see and read. The Default Account Setting enables users to keep their Tweets public. Users can protect their Tweets making them visible only to their approved Twitter followers. However, for Politicians and Celebrities this defeats the purpose behind which they are on Twitter, hence they do not opt for keep their Tweets private. Less than 10 percent of all the Twitter accounts in the world are private. Hence, there is no bias with regard to selection of particular Tweets and there is no attempt to malign certain Personalities as this Study is purely is being carried out for the purpose of Research. It does not intend to make a comment on the Psychological and Emotional persona of the Politician or Celebrity through this Study of the nature of their Tweets.

**3.7 Statistical Analysis**

The Data was analysed using certain standard Statistical Tests such as Percentage and Frequency Analysis, Graphical Representation, Inter-Rater Reliability Test, Contingency Coefficient Analysis and use of Descriptive Statistics. All these Statistical Methods were carried out using the SPSS for Windows (version 16.0).

Following Statistical Methods are applied for Quantitative Data of the present Study:

- Statistical methods:

- Descriptive Statistics

The Analysis of data to show, describe and summarise the data in a way that makes it look meaningful is the term employed to define descriptive statistics. The frequencies procedure provides statistics which are useful for describing
many types of variables. The pilot study clearly suggested the application of the frequencies procedure which is an appropriate statistical test.

- **Inter-rater reliability test**

  This statistical test is used to measure the degree of agreement among raters. By measuring ‘Intercoder Reliability’ the extent to which coders agree with one another can be measured. When the pilot study was conducted in the present study and it was found that the agreement was high (more than 95%), the coding was conducted. Kappa’s co-efficient Analysis is recommended for three of more coders and for a large dataset. This test was conducted as it was found that there were elements of Qualitative description in the sample Tweets.

- **Contingency coefficient Analysis (cross tabulation)**

  The cross tabulation procedure forms two-way and multi-way tables and provides a variety of tests and measures of association for two-way tables.

  The structure of the table and order of the categories determines the tests to be used. The contingency coefficient Analysis has been employed in this study.

  ❖ **Graphical representation**

  The presentation of the data has been pictorially depicted using bar graphs, for a better understanding of the data Analysis and interpretation.

  The details of the statistics applied along with the interpretation are presented in the next chapter.

**3.8 Operational Definitions of terms used in the Study**

**3.8.1 Social Media**

The definition of New Media and Social Media is a 21st Century term used to define the interplay between technologies, images and sound on the Internet. The definition of New Media changes everyday, as technologies evolve and transform continuously. Social Media is capable of allowing for the creation, access and
exchange of user-generated Content. This Content is accessible all over the world as web-based and mobile-based Internet applications (Kaplan and Haenlein, 2010). Twitter is a Social Networking Media, commonly referred to as Social Media, and it is accessible throughout the Web.

3.8.2 Politician

The word Politician is derived from the Greek word ‘Polis’ and is used to describe a person who is active in public life, party politics or holds an elected position of importance in the Government. The term Politician broadly encompasses persons holding elected or appointed positions of influence and powers. In non-democratic set-ups, a Politician comes to power by force, bribery and other means. In the present study, the term Politician is used to describe Indian Politicians from major National and Regional Parties who have contested Elections, held positions in the Government and play an active role in public life.

3.8.3 Celebrity

A Celebrity in this study has been generalised to actors, dancers, musicians, authors, industrialist and sportspersons. They have a clearly defined personality and reputation. The person is defined as a Celebrity as he/she is well-known to be extremely good at a particular job and it is this outstanding skill which has brought them into the public eye and made them the focus of the Media. Celebrities are personalities who are held in great respect and adored by the public.

3.8.4 Message

A message is a short personal Communication meant to address the receiver. A sender sends a message over a variety of Communication tools and mediums. In the present Study, the Message refers to the Content in a Tweet.

3.8.5 Public Sphere

A Public Sphere is defined as a network of Communication that links the Public to various other stakeholders such as the Media, Government, Judiciary, etc. With globalization, the entire globe which is sphere-shaped as well as the satellites of
Communication built by man and orbiting in the universe around the earth have created this Public Sphere by linking technologies with human communication.

3.8.6 Connected Audience

The Public Sphere has created a well-connected, constantly on the Internet audience around the world. Since networks have linked people all across the globe through the Internet, they remain constantly connected round-the-clock. This has led to the coining of the term ‘Connected Audiences’.

3.8.7 Electronic Democracy

Democracy is for the people, by the people and of the people. Citizens have to constantly interact for Public Participation in Governance. This is the true essence of Democracy. How do people connect and communicate in a Democracy? It is here that the Internet creates a platform for Communication. The role of facilitation by the Internet electronically in a Democracy has led to the coining of this term ‘Electronic Democracy’.

3.8.8 Digital Divide

Digital Divide refers to the inequalities between groups in terms of access and availability of information and Communication Technology. The Digital Divide is created due to the social and economic disparities in a country or between countries. The divide can also be caused due to incompetencies in language, Digital illiteracy and Internet infrastructure issues.

3.8.9 Computer-Mediated Communication

The use of the computer as a medium for Communication is known as Computer-Mediated Communication. Different forms of Communication such as e-mail, websites, Social Media Channels make use of the computer for communicating.

3.8.10 Users and Gratification

Users and Gratifications is a Theory that seeks to understand how and why people actively seek out specific Media to satisfy certain specific needs. This Theory is an audience-centred approach to understand Mass Communication and believes that
audiences themselves are responsible for choosing the Media they want in order to meet their desires and needs to achieve gratification. In this study, the Users and Gratification Approach has been used to study the Content of the Tweets.

3.8.11 Cognitive Needs

Cognitive needs are a part of the Users and Gratifications approach to understand the Content of Tweets. Cognitive needs are defined as the need for sharing information. In the context of the present study, consistency in Tweeting, Tweeting directly to address their followers and clarity and unambiguity in Tweets of Politicians and Celebrities has been used as parameters to assess and analyse the Content of their Tweets.

3.8.12 Affective Needs

Affective needs are a part of the Users and Gratifications approach to understand the Content of Tweets. Affective needs reveal the emotional Content of the Tweets. In the context of the present study, the positive, negative and neutral emotional Content of the Tweets of Indian Politicians and Celebrities determined their affective needs to Tweet.

3.8.13 Social Integrative Needs

Social Integrative needs are a part of the Users and Gratifications approach to understand the Content of Tweets. Social Integrative needs are defined as the individuals need to Tweet about issues of social interest and their desire to reveal their personal ideology. In the context of the present study, the Tweets of Indian Politicians and Celebrities that exemplified their position on issues of social awareness and also conveyed their personal ideology were assessed and analysed for this parameter.

3.8.14 Personal Integrative Needs

Personal Integrative needs are a part of the Users and Gratifications approach to understand the Content of Tweets. Personal Integrative needs are defined as the need to project the credibility and status of the individual. In the context of the present study, the Tweets of Indian Politicians and Celebrities that reveal their credibility and
status through self-Tweeting and giving regular updates of their activities shows the personal integrative needs of the individual.

3.8.15 Entertainment/Diversion Needs

Entertainment/Diversion needs are a part of the Users and Gratifications approach to understand the Content of Tweets. This is seen as a form of tension release needs to express themselves or seek a particular Media for Communication. In the context of the present study, Politicians were assessed based on their Sensitive Tweets and Tweets that showed that they were unnecessarily or irrelevantly Tweeting. In the case of Celebrities if they Tweeted frequently closer to the launch of their Movie/Product Release it was considered to be Tweeting to release tension.

3.8.16 Twitter

Twitter is a Social Media platform used to communicate with other users on Twitter through 140 characters called Tweets.

a. Tweet (noun form): A Tweet may contain photos, videos, links and up to 140 characters of text.

b. Tweet (verb form): The act of sending a Tweet. Tweets get shown in Twitter timelines or are embedded in websites and blogs.

c. Tweetaratti: Borrowed and influenced from the term ‘gliteratti’, this refers to the users who use Twitter often and make their opinions known mostly through their Tweets.

d. Retweet (noun form), RT: A Tweet that you forward to your followers is known as a Retweet. Often used to pass along news or other valuable discoveries on Twitter, Retweets always retain original attribution.

Retweet (verb form): The act of sharing another user’s Tweet to all of your followers by clicking on the Retweet button.

e. Account: Every individual who wishes to use Twitter or any other Social Media Tool needs to have a personal account on that platform. An account enables the user to control their privacy, settings and send out their personal message with credibility.
f. Character: A character is the number of letters (alphabets, numerals, symbols) used in a message.

g. Frequency: The number of times you post a Tweet gives the frequency of the Tweet. The more you Tweet, the more opportunities you have to engage with fans, and the more total response you will receive. Three Tweets is the magic number for optimal posting in a day, according to many research studies.

h. User: A user is a person who uses a computer or network service.

i. Follower: A follower is another Twitter user who has followed you to receive Tweets in the home stream. In the case of the present study, Politicians and Celebrities have millions of followers, as they are considered to be influencers in society. This gives Politicians and Celebrities more impetus to be on Twitter and use it actively.

j. Microblogging: Microblogging is a web service that allows the subscriber to broadcast short messages to other subscribers of the service. Microblogging is a term described by Wikipedia as “a form of blogging that allows users to write brief text updates” (usually less than 200 characters).

k. Link: A link is a single element of a chain, usually referring to a hyperlink, a reference in an electronic document that lets a user display or activate another document or program.

l. Post: A Post refers to a message that contains links, information, and terms.

m. Online: Being connected to the World Wide Web (Internet) is known as “being online”.

n. Log in: In order to be online, a user must have entered a user name and password to use a particular Social Media platform. This activity is called ‘log in’.

3.8.17 Digital Communication

The use of Social Media and the Internet in general for Communication needs and to reach out to a wider audience across the world is said to be the use of Digital Communication.
3.8.18 Public Platform

A public platform refers to the space where everyone has a platform to be heard. In earlier days, the village tree or a town square served as a public platform for the public to assemble and be heard by policy makers. In today’s context, Social Media Tools such as Twitter and the space on the Internet has become a Public Platform providing a free-for-all access to information and sharing of ideas and opinions.

3.8.19 Mediatization

Mazzoleni and Schulz (1999) have tried to distinguish between ‘Mediation’ and ‘Mediatization’ to categorize this change. Mediation can be used to refer to a simple transmission of messages through Media Technologies or Media Organizations. Mediatization is a term used to describe a condition “where political institutions [are] increasingly … dependent and shaped by Mass Media.” (p.247).

3.8.20 Information Society

The term is used to refer a country or region where Information and Communication technology has been fully exploited and is part of everyday life as an enabler of socio-economic development.

*An extensive list of terms commonly used in Social Media is available in the GLOSSARY OF TERMS (Page xii).*

3.9 Summary

The Indian Politicians and Celebrities have been using various forms of Communication to make their views known and to reach out to their audiences. In a Democracy like India, the process of Communication and freedom of expression enables the smooth functioning of this young Democracy. With the advances in Communication Technology, new forms of Communication are emerging. Politicians and Celebrities have been adapting themselves to utilise these new forms of Communication. Twitter is one such form of Communication that uses the Internet as its Medium. Tweeting is a Tool for Communication.
This new Tool which has been widely adopted by Politicians and Celebrities all over the world is now being rapidly used by Indian Politicians and Celebrities too. The 2014 General Elections saw the widespread use of Twitter by Politicians and Celebrities. Their Tweets became conversation points and sources for news in mainstream Media Channels such as Newspaper, Television and Radio. Twitter users in India became interested in political conversations and were seen getting involved in debates and campaigns in the process. All this led to a participative Democratic atmosphere in the country.

This kind of participation had been missing for the last few years during Elections, especially among the youth. The 2014 General Elections saw a record turnout of voters in the history of independent India (66.38%). Though it is difficult to say how much these voters were influenced by New Media Channels such as Twitter, this is a small start towards building a strong and vibrant Democracy where there is active participation of the people.

The Dataset of 2,250 Tweets collected over a period of one year from the official Twitter accounts of 10 Politicians and 10 Celebrities in India was analysed Quantitatively as well as Qualitatively. Prominent Statistical Analysis like Inter-Rater Reliability Test, Contingency Co-efficient Analysis, Graphical Representation and Cross-tabulation has been employed in the present Study. Additionally a Qualitative Analysis of select Tweets has been carried out by the Researcher, who is a Journalist with experience.