CHAPTER V
CONCLUSION

5.1 Introduction

The Researcher began this study out of curiosity. What was it about a piece of Content 140 characters small that was interesting for millions of people to read and share? The Greek scholar Aristotle, way back in 350 BC wanted to make the Content of his speech persuasive and memorable. His principle for a great speech was that it should have three Elements-Ethical Appeal, Emotional Appeal and Logical Appeal. (Aristotle, 350 BC). The same principles, though broad-based can be applied to Tweets. A Tweet should be Credible, if it is coming from a Politician and Celebrity, it should have the elements of Emotional Appeal to excite the readers and persuade them to ‘Retweet’ to other readers and finally it should have a meaningful context for a citizen in a Democracy. These characters determine a Tweets success.

Scholars from around the world have studied about Twitter from various perspectives and the Researcher gained insights from these studies. The Researcher did not find any study on the nature of Content of Tweets in India, and this is probably what is unique about this Study. This Study is perhaps the first of its kind in India to Analyse the Content of Tweets of these 20 Personalities both Quantitatively as well as Qualitatively.

The Content of these Tweets were Analysed Quantitatively and Qualitatively on the basis of their Cognitive needs, Affective needs, Personal integrative needs, Social integrative needs and Tension release needs.

Though limitations do exist in aspects of Internet access, costs and infrastructure hurdles in India, making it difficult to accept Social Media as a means to Press freedom, there is an indication that India’s growing young population will find ways to access information and interact with Politicians and Celebrities more meaningfully.

Social Media documents everything and it is a continuous Medium that has changed regimes all over the wide. In many non-democratic countries, it has
galvanized people to take the plunge into political participation and question authority. People are no longer dependent on Mainstream news Channels for their source of information. In fact, Mainstream Media today get its sources and leads for stories from these Social Media Channels. It is also quite common for a Journalist to follow certain Politicians and Celebrities and weave a story around their Tweet.

Since the Researcher is also a Journalist, there was the problem of bias creeping in, while selecting the 20 Personalities for this Study. Hence, certain Inclusion and Exclusion Criteria were decided upon to select the sample randomly. 40 personalities were chosen in this manner, and their names were written on chits and placed on the table. 20 chits were picked up and the sample was finalized.

The Tweets of these Personalities were collected manually from their verified official Twitter accounts and initially 100 Tweets were blind reviewed in a Pilot Study through a Coding Procedure by Three different Experts. The Tweets of the Three Experts were matched, and using the ‘kappa co-efficient’ it was confirmed that more than 95 percent of the Tweets were in agreement. The Researcher then began Manually Coding the 2,250 Tweets.

The Data obtained was Analysed using SPSS Software. In addition to this, a Qualitative Reading of the Tweets was carried out by the Researcher to find Dominant Themes and General Trends in these Tweets.

5.2 Major Findings of the Study

- A majority of the Politicians (94.6%) were consistent in their Tweets
- A majority of the Politicians (88.8%) Tweeted directly
- A majority of the Politicians (92.0%) Tweeted clearly and unambiguously
- A majority of the Politicians (96.5%) Tweeted themselves
- A majority of the Politicians (66.8%) did not Tweet about their daily activities
- A majority of the Politicians (79.3%) Tweeted to spread awareness
- A majority of the Politicians (46.8%) Tweeted positively, 24.7% Tweeted negatively and 28.5% of them were neutral in their Tweets
A majority of the Politicians (73.3%) Tweets indicated their position on social issues

A majority of the Politicians (68.0%) of the Politicians Tweets conveyed their personal ideology

A majority of the Politicians (70.6%) Tweets conveyed their influential role

A majority of the Politicians (75.3%) Tweets were not sensitive in nature

A majority of the Politicians (88.1%) did not Tweet to divert attention

The study has revealed that the Politicians Tweet more frequently than Celebrities

A majority of the Celebrities (62.0%) showed consistency in their Tweets

A majority of the Celebrities (98.8%) were direct in their Tweets

A majority of the Celebrities (79.9%) were positive in their Tweets, 13.8% of them were neutral in their Tweets and only 6.3% of them displayed negativity in their Tweets.

A majority of the Celebrities (97.8%) were Tweeting themselves

A majority of the Celebrities (61.4%) Tweet daily about their daily activities

A majority of the Celebrities (77.0%) Tweets did not spread awareness about issues

A majority of the Celebrities (82.9%) did not reveal their position on social issues in their Tweets

A majority of the Celebrities (95.5%) Tweets did not convey their personal ideology

A majority of the Celebrities (93.8%) Tweets did not convey their influential role

A majority of the Celebrities (51.9%) Tweet to release their tension

A majority of the Celebrities (51.9%) Tweeted closer to the release of their movie/product
• Arvind Kejriwal, Ajay Maken, Narendra Modi, Nandan Nilekani were 100% consistent. Omar Abdullah had least consistency (73.3%). Other Politicians were in between- Rajnath Singh (99.2%), Sushma Swaraj (95.3%), Shashi Tharoor (94.2), Milind Deora (91.7%), and Arun Jaitley (88.5%).

• Ajay Maken and Narendra Modi were 100% direct, whereas Nandan Nilekani was least direct (59.8%). Other Politicians were in between- Rajnath Singh (98.3%), Arvind Kejriwal (98.3%), Sushma Swaraj (96.5%), Arun Jaitley (90.8 %), Shashi Tharoor (85.0 %), Omar Abdullah (79.2 %), and Milind Deora (78.3 %).

• Ajay Maken and Narendra Modi were 100% clear and unambiguous, whereas Milind Deora was least clear (69.2%). Other Politicians were in between- Rajnath Singh (98.3%), Arvind Kejriwal (98.3%), Shashi Tharoor (98.3 %), Sushma Swaraj (95.3%), Nandan Nilekani (95.1 %), Arun Jaitley (88.5%), and Omar Abdullah (75.2 %).

• Narendra Modi’s Tweets were most positive (70.8%), whereas Sushma Swaraj was least positive (19.8%). When it comes to negativity in Tweets, Arvind Kejriwal was most negative (42.5%) and Nandan Nilekani was least negative (4.9%). As far as showing neutral affective needs in Tweets is concerned, Sushma Swaraj was the most neutral in her Tweets (57.0%) and Narendra Modi was the least neutral (7.5%).

• Politicians showing affective needs of negativity were Ajay Maken (39.3%), Arun Jaitley (39.1%), Omar Abdullah (33.7%), Sushma Swaraj (23.3%), Narendra Modi (21.7%), Rajnath Singh (20.0%), Shashi Tharoor (15.0%), and Milind Deora (10.8%).

• Politicians most neutral in their Tweets were Nandan Nilekani (51.0%), Shashi Tharoor (49.2%), Milind Deora (38.3%), Omar Abdullah (26.7%), Rajnath Singh (19.2%), Arvind Kejriwal (16.7%), Arun Jaitley (14.9%), and Ajay Maken (10.3%).

• Rajnath Singh Tweeted the most on his daily updates (54.2%), whereas Ajay Maken Tweeted the least (10.3%). Other Politicians were in between- Shashi Tharoor (50.0%), Narendra Modi (45.8%), Sushma Swaraj (41.9%), Milind
Deora (30.0%), Omar Abdullah (29.7%), Arvind Kejriwal (24.2%), Nandan Nilekani (20.6%), and Arun Jaitley (19.5%).

- Rajnath Singh was the Politician whose Tweets spread awareness (99.2%), whereas Nandan Nilekani was least in spreading awareness in his Tweets (38.2%). Other Politicians were in between- Ajay Maken (98.1%), Narendra Modi (97.5%), Arvind Kejriwal (93.3%), Arun Jaitley (87.4%), Omar Abdullah (82.2 %), Shashi Tharoor (70.0%), Milind Deora (70.0%), and Nandan Nilekani (95.1 %), and Sushma Swaraj (46.5%).

- Rajnath Singh was the Politician whose Tweets showed his stand on social issues (99.2%), whereas Sushma Swaraj was least in indicating her position on social issues in her Tweets (25.6%).

- Rajnath Singh was the Politician whose Tweets conveyed his influential role the most (97.5%), while Nandan Nilekani was least in conveying his influential role in his Tweets (33.3%).

- Nandan Nilekani was the Politician who Tweets the most to release his tension (30.4%), whereas Arvind Kejriwal was least likely to Tweet to release his tension (5.0%).

- Arun Jaitley (46.0%) was the Politician who Tweeted the most on sensitive issues, while Nandan Nilekani was least in Tweeting on sensitive issue (1.0%).

- Arun Jaitley (27.6%) was the Politician who Tweeted the most to divert attention, while Nandan Nilekani was least to Tweet to divert attention (0.0%).

- A R Rahman (86.3%) was the Celebrity most consistent in his Tweets, whereas Shabana Azmi was least consistent in her Tweets (45.8%).

- Akshay Kumar, Anand Mahindra, A R Rahman, Madhuri Dixit, Chetan Bhagat, Yuvraj Singh and Salman Khan were 100% direct in their Tweets. Other Celebrities were in between- Amitabh Bachchan (99.2%), Shahrukh Khan (99.2%), and Shabana Azmi (90.0%).

- Madhuri Dixit’s Tweets were most positive (95.8%), whereas Chetan Bhagat was least positive (55.0%) in his Tweets.
• Chetan Bhagat was most negative (28.3%) and Madhuri Dixit again was least negative (0.0%).

• Amitabh Bachchan was the most neutral in his Tweets (35.0%) and A R Rahman was the least neutral (3.4%).

• Shahrukh Khan was the Celebrity giving daily updates the most in his Tweets (78.3%), whereas Anand Mahindra and Chetan Bhagat (41.7%) were the least likely to Tweet daily updates.

• Akshay Kumar (11.9%) was the Celebrity whose Tweets conveyed his personal ideology the most, whereas Madhuri Dixit was least to convey personal ideology in her Tweets (0.8%).

• Chetan Bhagat (14.2%) was the Celebrity who conveyed his influential role the most in his Tweets, whereas Shahrukh Khan was least to convey his influential role in his Tweets (0.0%).

• A R Rahman (77.8%) was the Celebrity who Tweeted the most to release tension, whereas Shabana Azmi was least to Tweet to release her tension (26.7%). Other Celebrities were in between- Salman Khan (69.4%), Akshay Kumar (66.9%), Madhuri Dixit (63.6%), Anand Mahindra (55.0%), Yuvraj Singh (46.6%), Chetan Bhagat (45.0%), Amitabh Bachchan (40.0%), and Shahrukh Khan (32.5%).

• A R Rahman (77.8%) was the Celebrity who Tweeted the most closer to the release of his movie/product, whereas Shabana Azmi was least to Tweet to announce her movie release (26.7%).

• The study found that majority of the Celebrities become more active before the release of a movie and their activity on Twitter decreases after the movie’s release.
5.3 Verification of Hypotheses

**H1. The Politicians and Celebrities in India have used the microblogging tool Twitter to convey their ideology to their followers**

The data which are presented in the tables namely 4.2 and 4.11 clearly reveals that Politicians use their Tweets to convey their ideology to their followers. However, in table 4.24 it is evident that Celebrities do not show their ideology through their Tweets. Regarding the ideology of the Politicians Tweets being reflected, the results showed that a majority (68.0%) of the Politicians Tweets conveyed their personal ideology. When these trends were verified across different Politicians, a significant association was observed (CC=.443; p=.000), where we find a differential consistency among Politicians. Rajnath Singh was the Politician whose Tweets conveyed his personal ideology the most (98.3%), while Sushma Swaraj was least in conveying her ideology in her Tweets (33.7%). Hence we found support in the first part of H1.

However, only 4.5% of the Tweets of Celebrities reflected their ideology, as is seen in table 4.24, hence the second part of this hypothesis stands disproved.

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

Among all Tweets, we predicted in H2, that Politicians Tweeted about sensitive issues. From the results, on the whole 24.7% of the Politicians Tweets were sensitive in nature and 75.3% of Tweets were not sensitive. When these trends were verified across different Politicians, a significant association was observed (CC=.328; p=.000), where we find a differential consistency among Politicians (tables 4.2 and 4.14). Hence, H2 stands disproved according to the Data Analysis.

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

The study finds that 64 % of the total Tweets were positive in nature. This hypothesis stands proved as 79.9% of the Celebrities Tweeted about positive issues and 46.8% of Politicians were positive in their Tweets. This is clearly indicated in Tables 4.2, 4.6 and 4.19. This shows that Celebrities are sensitive to their audience. They have understood that which ideas and perspectives should be shared and what
should be kept private. This leads to maintaining ongoing relationships with their audiences and keep them interested enough to read their Tweets.

With regard to Politicians, the findings are in sync with the image of most Politicians being negative and flinging accusations at their political rivals. The results of the study have proved the hypothesis since Celebrities are more positive in their Tweets than Politicians. Hence the above hypotheses stands proved.

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

The data which is presented in the tables namely 4.2, 4.12 and 4.25 specifically reveal that Politicians convey their influential role better when compared to Celebrities through their Tweets. Hence, this hypothesis stands disproved, as it was found that more Politicians (70.6%) conveyed their influential role than Celebrities (6.2%). The very low percentage of Celebrity Tweets conveying their influential indicates that the Celebrities in India have failed to utilise their Celebrity status to the full potential. The findings show that Politicians have largely been able to showcase their influential role in society through their Tweets. Therefore the above hypotheses stands disproved according to the Analysis of data.

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

In addition, in H5 we proposed that Indian Politicians and Celebrities Tweet clearly and without any ambiguity, leading to effective Social Media Communication. This was proved in the results (Table 4.2). Tables 4.5 and 4.18 further reveal that a majority of the Politicians (92.0%) Tweeted clearly and unambiguously, while all the Celebrities displayed clarity (100 %).

Twitter has given a new dimension to Political Communication. Many of the Politicians, some who are not even graduates have become Tech savvy and keep themselves updated with the latest technologies. They are Tweeting, writing Blogs and monitoring Online Content instead of relying on their PR machinery. They regularly update their Tweets, respond to queries and comments of their Followers enthusiastically. Although the style is informal, the restriction of 140 characters
enables them to think with clarity and translate these thoughts into precise words. Given the growing popularity of this Communication Tool and given the reduction in the attention span of an audience that is exposed to so much external stimuli, they seem to have learnt a good skill. These new forms of Communication have enthused citizens to be more Participative in a Democracy. An ordinary citizen is indeed thrilled when the Prime Minister of India responds personally to his Tweet. Hence, the above hypotheses stands proved.

Celebrities too have taken advantage of the medium to be in absolute control over their image. Previously they were at the mercy of the Press such as newspapers, television and tabloids. They had little control when news concerning them was published. With Twitter Celebrities have been able to clearly communicate to their fans and can portray themselves as they wish to.

5.4 Limitations of the Study

- The main limitation of this study is that it relies heavily on one form of Communication-Tweeting.
- The second limitation is that it included messages of relevance only from the randomly selected 20 Politicians and Celebrities.
- The third limitation is that the study relied on a random sample of 2,250 Tweets of India-based Twitter users. While this sample was seen to be sufficient to identify common patterns and study of the Content of the Tweets of these users when they Tweeted, and was useful in confirming some of the perceptions and interpretations made based on this Content Analysis, a more representative sampling of users could have achieved stronger generalisation to validate the results.
- The fourth limitation is the low penetration of Internet users in India.
- The fifth limitation is that the impact of Tweets on users has not been mapped. This requires the use of advanced algorithms and data mining software, as well as access to Twitter’s database which is restricted. (Giglietto & Selva, 2014)
- The sixth limitation is the scope for manipulation of Google search results and fake followers. (Epstein & Robertson, 2015). The study has however not taken
into account the users Tweets and their responses, hence this factor is not of
great consequence. However, the inclusion criteria for selection of sample
were based on number of followers, which could be a limitation.

- The seventh limitation is the feature of “Retweeting” which has not been
  considered in the present study. A Politician or Celebrity’s Tweets can be
  Retweeted by their followers and this in turn is relayed to other users on
  Twitter. This feature of Retweeting can be used to measure the influence of
  Politicians and Celebrities.

5.5 Implications of the Study

Going by the election results trend, it comes as no surprise that Prime
Minister Narendra Modi’s active use of Twitter helped him to engage, enthuse and make the
voter respond in a positive way. Same is the case with Delhi Chief Minister Arvind
Kejriwal.

Most of the Politicians Tweeted on positive issues, displaying positive
sentiment and the need to address issues such as development, progress, action to take
the country forward. Most of the Tweets gave out relevant opinions and were not
mere updates about events. However, Celebrities were not able to convey their
ideologies and assert their influential role through the content of their messages on
Twitter. Though they did spread awareness about social causes that they endorsed,
they were unable to make a connect on these issues with their Followers.

The study revealed that the Tweets of these Politicians had a great impact on
their Followers and helped in moulding their opinion. As far as consistency among
Tweets is considered, on the whole we find 77.7% of them indicated consistency, and
remaining 22.7% of them didn’t. Among the 10 Politicians, 94.6% of them had
maintained consistency in their Tweets. Consistency implies the regularity and
frequency with which a Politician Tweets. This is a desirable quality that the public
looks up to in a leader. A Politician’s own opinion can influence an outcome of an
event/issue. A Follower, despite having their own opinion, often looks at Tweets of
Politicians to get an indication of what the outcome may be based on the feedback
from democratically elected leaders. Politicians in the opposition Party too can
influence their Followers with the same outcome. A Politician being consistent can
mean that they have an established set of social beliefs. They are expected to be rational and logical in their opinions. Hence, they are expected to constantly use the medium of Twitter to reinforce this belief that the public has about them.

The restriction of 140 characters did not hinder these Politicians from communicating effectively. This is evident in the high percentages their Tweets scored for conveying ideologies, influential role and clarity in Communication.

When it comes to Celebrities, only 62% of their Tweets exhibited Consistency. This portrays them as not being dependable and loyal to their Followers. Celebrities were however 100% clear in their Tweets and most of the Tweeted themselves, giving regular updates of their daily activities. The Celebrities Tweets in this study showed the most positivity (79.9%) and least negativity (6.3%).

The study also revealed that 88.8% of the Politicians Tweets and 98.8% of the Tweets of Celebrities were directly speaking to their Followers. This indicates that Politicians and Celebrities are adept at making conversations, and have understood how to communicate with an ‘imagined audience’ sitting out there, who they cannot see and gauge. Yet they know how to connect with them and interact with them. This shows that Politicians and Celebrities have been able to quickly grasp the subtle nuances of this Social Media Tool and make it work in their favour.

**Implications for Politicians**

Indian Politicians have been able to tap into this new medium of Twitter for Effective Communication with their Electorate, though the proportion is very small given the diversity and population of India. Since 25% of India’s actual voters are on Social Media, given India’s growing youth population, this presents a huge opportunity for the future of the Indian Democracy.

‘Catch them young’ should be the new catch word for Politicians looking to include the rising number of young voters in the process of democracy. This new generation of Indian citizens is constantly connected to the Internet. This trend is seen in major cities, and also in Tier II cities as well as small towns and villages across the country. The flexibility of posting in any Indian language on Twitter and other Social Media Tools has increased the participation from users across social and economic
strata of the Indian society. In addition to the user-friendly features of Twitter, the young generation is happy to directly communicate with decision makers such as Politicians and bureaucrats who are actively using Twitter. These youngsters have grown up watching their parents struggle to cope with bureaucracy, red-tapeism and seen their disillusionment with the system that is also corrupt and tedious.

Hence, these youngsters do not want to be bogged down by the system and have taken the route of Social Media to make their voices and angst heard. When an irate passenger is stranded in a train stuck between two remote train stations without food, he is now Tweeting directly to the Union Railway Minister seeking help. Hot food and refreshments await him in the next Railway Station, as the Minister takes immediate cognizance of this. When a parent with a wailing infant is standing for hours in the hot sun in a queue outside the Indian consulate seeking a visa, she Tweets to the External Affairs Minister providing the location and reason for the delay and promptly the queue starts moving faster.

When incidents like these get reported in the Mainstream Media as well as on Social Media Channels, more users tend to use Twitter to actively seek out redressal of their grievances and suggest ways to the Politicians to make the system work in a better and more efficient manner.

The use of Twitter can be effectively utilized for the following reasons:

**Collaboration:** Politicians must be able to make the most of the collaborative nature of Twitter. When formulating Policies, Election Manifestos and Government Initiatives the Politicians can elicit feedback from their Followers.

**Participation:** The social initiatives such as ‘Clean India campaign’ was created through the Social Media channels and was successful in making a large impact due to the use of Social Media Tools. The Politicians should invite the Public to get involved in such issues and actively seek their participation.

**Empowerment:** Twitter should be used as a Tool for empowering the citizens to take collective action. The inclination of Internet users to participate in issues of political interest suggests that they want to be included in the causes of nation-
building. This empowers the citizens to act and work keeping in mind the nation’s national integrity and progress.

**Frequent updates:** Frequency of updates is crucial for any campaign to sustain on the Social Media platform. Hence Politicians should tweet a minimum of 4 Tweets in a week and a maximum of 5 times a day. When they are frequently seen on Twitter, their Followers will be keen to know what they are Tweeting and will eagerly await their next Tweet.

**Better interaction:** Politicians should engage in meaningful dialogue with the citizens to brainstorm and get ideas to improve the challenges facing the country. The possibility for this two-way communication on Twitter has not been fully exploited by Politicians. They should solicit views and ideas from the public in order to make the functioning of the Government a smooth process.

**Accountability:** Politicians should take accountability for what they say on Social Media and reach out to a larger section of the society through this medium. Often, a Tweet can be deleted or misinterpreted. Hence Politicians must be careful before putting out a Tweet and consider this medium as a serious channel for communication, as its repercussions can be felt far and wide in the World Wide Web.

**Implication for Celebrities**

The study has empirical evidence to show that Celebrities are not conveying their personal ideology through their Tweets. This has major ramifications for their personal image and identity. As Celebrities they hold influential roles in an evolving society like India. Though they may not hold positions of power and offices of authority, they wield significant influence due to the glorification of movies and film actors in our society. Hence, Celebrities must be more expressive and vocal about their social awareness causes and use their clout to spread issues of social awareness in the country. They must not use Twitter only for promotional activities.

Celebrities are seen around the world as ‘Cultural Ambassadors’. Hence they must put a lot of thought and articulate their words before they Tweet it out. Their Tweets reflect their concern and love for the country. They can command respect from their Followers if they learn to respect them too. Twitter is a mutual forum for
interaction and collaboration. Hence Celebrities should not Tweet as if they are ordinary users on Twitter but must Tweet to motivate and collaborate with their Followers in a more meaningful manner. This will not only gain them more Followers but also appeal to their Followers at the international level.

Celebrities can observe the Tweeting habits of Politicians who interact with their counterparts in other countries too. Celebrities who can engage on Twitter with international Celebrities will be able to put their own image as well as the image of the country on the global map in a much more positive and effective manner.

**Implications for Followers**

A Follower on Twitter is using the platform simply because he is interested in the content produced by a Politician or Celebrity. This interest need not be reciprocated. A Follower need to actually ‘Follow’ a particular Politician or Celebrity on Twitter, as the platform allows him to view their Tweets even if he is not a Follower. This flexibility and openness of Twitter allows Followers who are not inclined to show their Political affiliations to still be on Twitter and participate in Political conversations. Similarly, without being a ‘die-hard’ fan of a Celebrity, a Follower can still ‘Follow’ and view the posts of a Celebrity on Twitter.

The instant connectivity and breaking down of barriers between Politicians and their Followers and Celebrities and their Followers has implications for Followers too. They can immediately get clarifications for their queries and redressal of their grievances. A recent example exemplifies this. A lone woman traveller in a local Mumbai train was being harassed by some unruly men in the ladies compartment. She Tweeted the railway minister of in the next station, the Railway Protection Police personnel got into her compartment and nabbed the trouble makers. In another instance, when the Delhi Nirbhaya gang rape protest was on in Delhi in 2012, several protesters were detained by the police. One lady Tweeted about being held in unlawful custody and her Tweet was Retweeted leading to the police to explain the situation and release protestors like her.

Followers of Celebrities get a free view into the real lives of their favorite Celebrity on Twitter, and know that most of their Tweets are a part of their ‘staged
performance’. Yet the Followers add to this performance by Retweeting, Liking and Commenting on Tweets of Celebrities.

Another important observation from this study was that Followers are not giving out their personal opinions in a more forthcoming manner and are merely amplifying the Tweets of Politicians and Celebrities. This can lead to a lack of imagination, ideas and meaningful dialogues. If Followers are simply Retweeting and not including opinions of their own, it does not serve the purpose of participation and collaboration on this medium of Communication.

Twitter has been used in non-democratic establishments like the Arab Spring revolution; hence its use in an evolving Democracy like ours is a force to reckon with. However, it needs to be used judiciously and responsibly by Followers, as it is a double-edged weapon of Empowerment. Democracies, including the Indian Democracy is going through challenges such as corruption, silencing of critical voices, influence of Corporates on the Government, excessive Capitalism, Red-Tapeism and hierarchial distribution of power. Inspite of all these issues plaguing the system, collective action to renew the Democratic process by the citizens who are actively involved in decision-making and participate in the process of Governance can overcome the challenges of our Democracy.

In India, the low Internet penetration rates do not translate to less number of Internet and Mobile phone users. On the other hand, in densely populated urban conglomerates, the number of Internet users is very high. India’s urban-rural divide is set to take a flip in another 20 years, with urban migration and the ratio of the population will be 30 percent residing in rural areas and more than 65 percent living in cities. This presents a huge opportunity for the use of Social Media Tools for communication

5.6 Suggestions for Further Research

Further Research can seek to understand the Retweets, since research in recent years has categorised Retweeting as an effective tool that allows users to reach the information like a relay chain much beyond their followers (boyd et al. 2010; Kwak et al. 2010; Suh et al. 2010). This study has focused on the original Tweets put out by Politicians and Celebrities and not on the number of times that their Tweets were
Retweeted. If the Retweets are followed, it can expand their scope of influence among their Followers.

Hashtags is another feature of Twitter that can identify Tweets all around the globe centering around a particular topic and grouping them together. Political parties use these hashtags to steer the conversation is a certain way. This angle of Twitter is open for further examination.

More Research needs to be done to take into account the interaction of people in such complex online environments, as more and more people join Social Media sites. Impact of Tweets on followers of Politicians and Celebrities can be studied further. Studies can also be conducted on usage of language in Tweets.

Further Research can examine how Political Journalists and Entertainment Media use Tweets by Politicians and Celebrities for sourcing their stories. More studies can be undertaken in the areas related to use of Twitter by Journalists as a source of news gathering. Content Analysis of Tweets of leading Indian Journalists to study the impact of their Tweets on their Followers is another area for future Research. A comparative study between Social Media usage of world leaders and Indian leaders focusing on issues such as agenda setting and diplomatic ties can be studied.

Another area that invites research investigation is what are the barriers that are preventing Twitter users from steering political discussion actively? This will diminish the traditional actors from controlling the debates on this platform.

5.7 Recommendations

The Researcher has been a Journalist for many years and has been an avid Social Media user. For the last 5 years, the Researcher has been studying the various Social Media Channels from a Research Perspective. With this background, along with the in-depth study carried out here, the Researcher proposes the following Recommendations for Government Agencies, Politicians and Celebrities to adopt coherent strategies for the use of Social Media.
Recommendations for Government Agencies

- The government can come out with a common guideline for Politicians and bureaucrats on how to use Twitter or any other Social Media channel in their official capacity. Many governments in other countries have such guidelines in place for their officials to follow (UK Government, 2014).

- Given the impact and reach of the Internet, the government should focus on providing the necessary infrastructure for Internet connectivity. A step in this direction has already been taken with broad band connectivity being provided to all village panchayats. However, a lot more remains to be done especially with infrequent power supply.

- Awareness programs should be conducted for Government officials on how to use their personal as well as official Social Media account without compromising their official positions.

- The basic idea to have an account on Social Channels such as Twitter and use it actively is to connect with the citizens and serve them. Hence the use of such accounts should be adhered to responsibly.

- Once a Tweet or post goes out it gets archived for eternity. Even if it is removed through Government intervention, someone else on the Internet may have saved it for posterity. Hence double check accuracy and sensitivity before you hit the send/Tweet/submit button.

- Twitter can be used to give updates in Real-time during natural disasters, communal clashes, etc to preserve the integrity of the country and avoid the spread of false reports that sometimes originate in the Media.

- Twitter can be used to elicit public opinion on important legislations, bills and other democratic processes.

- Twitter saves on cost and infrastructure by its ability to amplify messages at low cost. This medium allows for a greater reach at a lower price. The Government need not invest in hoardings, expensive advertising campaigns and other publicity models which adds burden on the exchequer. The utility of the reach and impact of the Internet is yet to be harnessed by Government Agencies in a professional manner.
Recommendations for Politicians:

- Ensure Frequency in Tweets
  Many Politicians create an account and rarely Tweet. Creating an account on Twitter and leaving it at that, it not the definition of ‘being on Twitter’. Being on Twitter is a continuous exercise, almost like a 24 hour news channel.

- Use the medium to generate Positivity
  Politicians should be able to enthuse their followers with Tweets that convey a ‘feel good’ factor. This will go a long way in the process of nation building.

- Ask Public to get involved
  A Politician can involve the general public in the issues concerning the nation. It is not sufficient to Tweet about work that they have been doing. They must inform the public of the various schemes and invite them to mobilise support and volunteer for certain causes.

- Think before you Tweet
  Responsibility it Tweeting is paramount. If 140 characters can say so many things about the issues a Politician is trying to Tweet about, then they have to put in more effort to compose their thoughts and type out a Tweet to make sure the message is heard- loud and clear. Politicians should take accountability for what they say on Social Media like Twitter, given the prominence of the medium.

- Reach out to a broader Audience
  Given the nature of the medium and its limitations, Politicians need to reach out to a larger section of the society, through the convergence of the Media. It may not be possible to use only Twitter to reach a wider audience, hence they should take into account the possibility of using this medium along with other Social Media platforms to ensure they reach all sections of the society and every nook and corner of this vast country.
Recommendations for Celebrities

- This study finds that the Tweets of the Celebrities were low on spreading awareness about issues (23%). Given the position to influence and their image as role models, they can Tweet more about issues such as women’s health, child development, fitness, nutrition and other issues concerning the nation.

- Enhance Social presence. Twitter is seen as an additional way to enhance social presence. Keeping this in mind, Celebrities can broaden their interests to Tweet on a range of topics that will strike a chord with their fans. Instead of restricting their Tweeting activity to announce the launch of a movie, product, book or concert, they must use this opportunity to enhance their positive and influential role in society.

- The study finds that Celebrities do not often Tweet their position on issues of social interest (17.1%). Social issues concerning alcoholism, smoking, drug addiction, child labour, etc can be taken up by Celebrities in their Tweets. This will give their followers insight into their personal opinions and reinforce certain belief systems for a better society.

- Imagined Audience can look through a staged performance. Celebrities need to realize that their Followers who they imagine to be sitting in the comfort of their homes can easily get an uncensored peek into their personal lives. Hence the image that Celebrities build around themselves can either put them on a higher pedestal or result in their downfall with Social Media like Twitter.

- Celebrities in their eagerness to talk, tend to Tweet without expecting harsh reactions. However, the study finds that many of their Tweets have been Tweeted without predicting its possible ramifications. Celebrities need to understand their positions of influence in society and as cultural ambassadors of the country before they post a Tweet.
5.8 Utility of Research

The idea behind this Study was to look intently at the 140 character Tweets and read between the lines. Computer-Mediated Communication Research utilizes algorithms and software programs that pick up frequently occurring words and Code them into a designated format. The Researcher has little control over the Data and the outcome is analysed according to General Trends. In a Qualitative Study such as this, the elimination of the machine and introduction of a human to ‘Decode’ the ‘Code’ in Tweets brings out in-depth findings and paves the way for further Research in this field.

The core philosophy behind this study was to ascertain the quality of Communication in those 140 characters called Tweets. The ability to articulate a thought, an idea or an opinion and share it with fellow human beings for the better understanding of each other and of themselves, has been achieved, the Researcher opines, among the 20 personalities in this Study.

The Researcher hopes that this study will be of help not only to Politicians and Celebrities, but each and every user who desires to Communicate. If 140 characters can exhibit so many aspects about a personality, then every user needs to introspect and spare a thought towards articulating their thoughts before sending it out as a Tweet.

5.9 Epilogue

This study examines how Politicians and Celebrities who have used “Traditional Media” such as newspapers, television and radio to communicate with their Followers have used “New Media” (i.e., Twitter). In doing so, the Researcher read and manually Coded 2,250 Tweets to study their nature of Content. Though Twitter allows for only 140 characters and the language tends to be more colloquial, there are many layers of meanings that emerge from these Tweets, as this Study has found. In the case of Celebrities, the need to Tweet has expanded their Follower base and given them a personalised medium to build their brand image further. While sifting through thousands of Tweets, we have taken into account the general Content
of the Tweet which expresses some form of opinion, emotion, sentiment or feeling and then collected it for review and Analysis.

The Purpose of this Study was to find out how Human Communication changes and evolves with advancement in Technology. The study finds that the basic need to Communicate remains to be connected and understood. In general the Study found that Politicians and Celebrities Tweeted about their Personal Opinions on key issues, gave updates about their on their work related travels and tried to engage their audience by involving them through their Tweets.

The coming of age of Internet is India has major ramifications for a young electorate of 23 million people who are in the age group of 18-19 years and enrolled to vote out of the total electorate of 815 million in the recent 2014 General Elections. This means that the total eligible first-time voters was 10 per cent of India’s voting population.

Given that our Hypotheses and Focus was to study the Content of Politicians and Celebrities Tweets, we needed valid and reliable measures of their online preferences. The Social Media activities can be studied in various ways-by use of computer algorithms to analyze the massive amounts of Data that Social Media users produce as part of their online interactions as well as classic methods of social inquiry to study representative samples of web 2.0 users by directly querying (via online or offline surveys) the authors of selected messages. Statistical inference on such Integrated Data allows for the generalization of findings to broader populations, to the extent that these are precisely identified. However, the present Study primarily deals with the Content Analysis of the nature of Tweets of Indian Politicians and Celebrities.

The study revealed that 64 % of the total Tweets were Positive in nature. This is an interesting finding and may be attributed to the very nature of a Tweet to send out personal messages that can draw audiences into conversations. Therefore, it can be said that Politicians and Celebrities may have understood the significance of the medium. The vibrancy of the Indian Democracy will be renewed if citizens actively get involved in Politics and Governance. The findings of this study show that Politicians and Celebrities have used Twitter for self-expression. This opportunity for
self-expression is two-way. Hence citizens too have the opportunity on Social Media to contribute to the process of nation building. This two-way flow of engagement would not have been possible if there was no link between information, participation and expression sharing on Twitter between Politicians, Celebrities and their Followers.

Twitter as a Tool for communication presents tremendous potential for Politicians and Celebrities. They can wield power at the tip of their finger tips as they type out a Tweet and watch it being amplified by millions of their Followers. With minimum cost of time and resources, their messages can reach millions of users who can instantly give their responses. This connected audience on Twitter is eagerly watching and monitoring the content of the Tweets of Politicians and Celebrities. Hence, the onus lies on these influencers to Tweet sensibly and responsibly and use their Tweets to maximize participation in the Indian Democracy for a happier society.