

Digital Media is an Emerging Tool of Political Communication: A Study of Public Opinion

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ABSTRACT

Digitalization is the new trend everywhere in every sector. It has helped people to connect with each other across the globe. Digital communication is proving as one of the most effective forms of communication. Facebook post, Tweets, Instagram feeds, etc. are main source of information for people, society as well as mainstream media. It has changed the way of content creation, promotion and persuasion which has also affected the way an organization communicates with its audience becoming an indispensable part of communication strategy used by PR Professionals.

“The effective use of social media in Public Relations campaigns can generate conversion, facilitate brand positioning, and maintain continued brand sustenance.” (Allagui & Breslow, 2016).

With the emergence of pandemic, the world has completely changed in the terms of socialization, interaction and engagement. In these time the only medium to get information has been electronic media mainly social media. As per the GlobalWebIndex survey there has been a rise in the use of social media by 10.5%. In the survey 46% of women and 41% men agreed that they spent more time on social media during pandemic.

This study analyzes the digital media content and its impact on public opinion. The paper examines that how digital media as political PR tool has managed to create a positive impact on the minds of people. Descriptive research design has been employed in this study and the data has been subject to statistical analysis through SPSS software. In addition, the researcher using content analysis observed that political parties and government have successfully used digital media to manage the crisis and inform and aware the citizens by proper dissemination of information and communication. This helped the government to create its goodwill and a positive image in the minds of citizens.

KEYWORDS: Political Parties, Government, Digital Media, Social Media, Public Relations, Political Communication, Public Opinion

INTRODUCTION

Marshall McLuhan in his books *The Gutenberg Galaxy: The Making of Typographic Man* (1962) and *Understanding Media* (1964) coined the term Global village. The term refers to a phenomenon where the whole world is connected with each other through media technologies. Media is a platform for communication and is an aspect of marketing management. Media has the power and ability to reestablish people's participation in politics including political parties, voting, elections, electoral campaigns and other political activities. In an era where public is spending most of its time on social media platforms like Facebook, Twitter, Instagram and so on, researchers are trying their best to evaluate the relationship between public engagement and social media. The Obama presidential campaigns in 2008 and 2012 and the Arab Spring in 2011 are a perfect example of digital media connectivity, political communication and public opinion.

Social media is a creative, informative, and persuasive tool for politicians these days to build their goodwill. With the help of it, they are spreading their agendas and creating a positive image in the minds of voters. According to a study, they claimed that many people who follow various political parties and leaders can understand their working and feel more connected to them. It increases the participation of people in political activities and results in maximum voting and a good image of the political party. Barack Obama won the presidential election of the USA in 2008 by using Twitter. He became the first presidential candidate to use social media as a medium to connect with prospective voters. Indian Prime Minister Narendra Modi is another radiant example of politicians who have used social media to influence common people and win elections.

Social media played a salient role during the 2019 general elections of India which led to the victory of the Bharatiya Janata Party. Mr. Narendra Modi has developed a different style of social media communication. This can be seen from his successful social media political campaigns like Swachh Bharat, Fit India Movement, and many more. Mr. Narendra Modi became the second most popular head of state on Facebook in 2014 and the most liked leader on Facebook in 2019. In 2019, he became the most followed elected leader on Instagram.

Public Relations has a substantial impact when used through social media. With the increase in social media usage, PR professionals have started using social media to interact, communicate, and engage with a large number of audiences instantly and generate better opportunities. With the increase in social media use, PR has also evolved.

Social media is used as a PR tool not only by businesses and organizations but also by political associations and government. Government and political associations use social

media to run campaigns, introduce new policies, communicate the agenda and work done by a political party or government, engage with voters and the public, etc.

At this time when the world is facing pandemic social media is the only medium left for the dissemination of information and Communication.

According to a market research firm Nielsen, social media usage in India grew up by 50X from January till March. One of the officials of the firm stated that the “social media market boosted from 0.4 million in January and 1.6 million in February to 20.3 million in March”. Each time when PM Modi addressed the citizens of the nation regarding steps like Janta curfew and lockdown, social media usage boosted many times. “Celebrities, cricketers, and politicians urging people to follow the lockdown and five-minute gratitude showing on Janata Curfew day were other instances,” said Prasun Basu, South Asia Zone president of Nielsen Global Connect. With no medium of public gathering and socializing, Indians are forced to stay home and are relying on social media for consumption and dissemination of information and communication.

A 2012 study titled “A 61-Million-Person Experiment in Social Influence and Political Mobilization,” that political communication messages on social media can influence the voting patterns to a significant extent. In collaboration with Facebook data scientists, the study concluded that certain messages on Facebook increased the number of voters directly by 60,000 and indirectly by around 280,000 resulting in a total increase of 340,000 voters.

Jansamvad Rally on June 7, 2020 by Home Minister Amit Shah is a new milestone in digital communication. The virtual rally was a witness of participation of crores of people and communities. One of the important feature of this rally was that it was organized with least resources and time. Since a lot of time, resource and efforts are wasted in public rallies, it was natural for people to join virtual public communication programmes with eagerness and zeal. The successful accomplishments of such digital innovation in political communication has led to changes in country’s political discourse, communication between political parties and people. It may be possible that in near future, political campaigns by digital means will become more popular rather than traditional means like banners, posters and pamphlets.

Various studies have revealed that judgement of public opinion influences their attitude and behaviour. Tools like opinion polls, vox pop’ interviews etc. tend to increase public awareness about political issues, policies and events. The concept of likes, shares and comments facilitated by social media has provided public a platform to show their opinion on respective issues. Social media has the power to influence people’s perception about a certain issue, event or news and politics.

People's approach towards public opinion influence important democratic decision including voting patterns, campaigns, choice of candidate and the tendency to voice political opinion. Earlier journalists had a crucial role in modifying and moulding public opinion. Technological advancements particularly involvement of digital media has evolved the way of moulding public opinion.

Recently various researchers have investigated that social media (posts, feeds, comments, likes shares etc.) has been controlled by well-organized activists, actors, political parties, volunteers and leaders through purchased fake accounts, disinformation campaigns and sock-puppet activity in online commenting.

In this research we will explore the role of digital media and digital public relations as an emerging tool in political communication. We will focus, in particular, on some newly emerging uses of social media as a moderator of public opinion and its impact on people's perception and also how social media has exposed society to manipulation and deception. We will also discover the effects of public opinion and how it is expanding in digital media environment where it is constructed and circulated.

REVIEW OF LITERATURE

Marcia W. Distaso and Tina Mccorkindale, in their paper 'Social media: Uses and opportunities in public relations' (2012), emphasized that social media is one of the Public Relations tools which has increased over time. Some of the most critical areas of social media research in public relations include theories, ethics, measurement, standards, and benchmarking.

Marcos Komodromos, in his paper 'A Study of PR Practitioners' use of Social Media Tools in Cyprus' (2014), concluded that PR Practitioners must use various social media tools like-blogging, podcasts, microblogging, social networking, etc. to improve different organizational processes. The results of the study stated that PR practitioners use interactive social media tools incorporated with communication strategies. There is a need for focused, targeted, one on one communication between stakeholders and organizations. PR Practitioners today need to analyze the target audience and engage with them to gain trust and commitment.

Spiro Kiouisis and Jesper Strömbäck, in their paper 'Political Public Relations' (2014), emphasize that political public relations not only focuses on communication but also involves a wide group of stakeholders such as lobby groups, think tanks, and party donors. It involves various significant fields such as news management and agenda building, issues management,

event management, crisis communication, assessment in political public relations, and digital communication.

In his paper 'Social Media and Political Communication - A Social Media Analytics Framework' (2014), Stefan Stieglitz stated that social media has an impact on people and society, and it has been used as a political communication tool. Social media networks like Facebook, Twitter, YouTube, etc., have been used to spread information and shape public opinion. Social media or modern media has enabled political institutions, parties, etc., to interact directly with voters and society, which has led to transparency and has made the decision-making process citizen-friendly.

Dariusz Tworzydło, in his paper 'Public relations – the tools for unilateral communication and dialogue on the Internet' (2015), stated that with the development of information technology, there is speedy development in public relations. The evolution of communication over time has also changed the message and tools we use. Social media platforms like Facebook, Twitter, Wikipedia, etc., have changed the way we spread information. Public relations experts have analyzed the importance of modern media and its significant impact on voting and social transformation.

Juchieh Cheng, in his paper 'Social media and Public Relations' (2019), found that the use of social media enhances the presentation, performance, and communication of public relations. The PR practitioners must also identify helpful information from the large pool of information available online. Also, it's essential to know that which tool will deliver the message to the target audience more effectively to make the PR campaign a success.

Adharsh Raj and Manash Pratim Goswami in their paper "IS FAKE NEWS SPREADING MORE RAPIDLY THAN COVID-19 IN INDIA? A Representative Study of People's Perspective on Controlling the Spread of Fake News on Social Media" (2020) concluded that during the time of pandemic due to increase in smartphone usage and cheap internet access, the number of fake news being spread on social media also increased. The paper also aims to provide solutions to stop such kind of disinformation like formulating a national policy or a national regulatory body to suppress the spread of fake news in India. The study also revealed that Indians lack Digital media literacy.

In his paper "Humour, Virality and the Politics of Internet Memes"(2019), Abdulla Saad Moaswes concluded that Memes have played a crucial role in political as well as cultural aspects in Pakistan. They have become a new form of mass communication and play a more productive role in identity and culture building rather than being destructive.

Dr. Anushka Kulkarni in her paper "Internet meme and Political Discourse: A study on the

impact of internet meme as a tool in communicating political satire" (2017) derived that Internet memes are considered as humour used to comment on a person, idea or ideology on a sarcastic manner. It helps in communicating a political satire but does not have much impact on voting behaviour and political opinion.

HYPOTHESIS

H₁: There is a significant relationship between digital media and political image of a party/leader.

H₀: There is no significant relationship between Digital media, political communication and public opinion.

H₁: There is a significant relationship between political communication, content and gender

H₁: There is a significant relationship between political communication, content and gender

OBJECTIVES

- To study the use of digital PR by the politicalto influence public opinion
- To analyze the impact of political communication through digital media on public
- To know the use of digital media tools to create goodwill and positive image of political party/leader.
- To study various types of political communication message and their impact on public

RESEARCH DESIGN

The researcher has used descriptive research design to analyze that how digital PR is an emerging tool of political communication and its impact on public opinion. The researcher is using content analysis method to study and analyze the digital media content used by political parties for communication with public and society.

Content Analysis is a research tool that is used to determine qualitative data of certain words, content, text, etc. Using content analysis, researchers quantify and analyze the meaning and relationship of certain words or concepts.

Uses of content analysis:

- Identify the purpose of communication
- Identify the behavioral and attitudinal response towards a communication
- Identify the differences between communication content

There are two types of content analysis study namely conceptual analysis and relational

analysis. Conceptual analysis is a content analysis study in which a concept is chosen for research and the analysis involves quantifying and summoning the content. A relational analysis is a content analysis study in which a concept is chosen for research. It also involves analyzing the relationship between the concepts.

In this study, the researcher is using the Relational approach of content analysis study where the researcher will observe the relationship between various concepts that is between digital media, political parties, political communication, public, and public relations. This research aims to identify the influence of social media on the public and its usage by the Indian government as a PR tool.

To begin with the study, first, the researcher identifies the research problem and chooses a sample or samples for analysis. A sample is a set of data that a researcher chooses from a large set of the population using a selection method. There are two types of sampling method probability sampling and non-probability sampling. Probability sampling is a scientific method of choosing the sample using theories and methods whereas non-probability sampling is a non-scientific method of choosing the sample. In this study, the research problem is 'The use of digital PR as an emerging tool of political communication to build its image and goodwill and to positively influence the public and also to analyze public opinion'. The sample in this research problem is social media and the sample size refers to all the PR related posts by the Indian government on social media from 21st March 2020 to 30th June 2020. The sampling method used in this study is convenience sampling, an element of non-probability sampling.

With this study, the researcher wants to identify the use of social media by the Indian government as a PR tool during coronavirus and the influence of it on the common public. Another purpose of this study is to identify the relationship between social media and the public especially during the 2020. The researcher will analyze the PR-related content posted by various political parties on various social media platforms on both quantitative and qualitative terms and the relationship between content, social media, public relations, political parties, and public.

To get a better understanding of this research problem, along with content analysis, researcher has used Survey as a research method. The research tool used to collect the data is a Questionnaire. The researcher used random sampling, a probability sampling technique to collect the data. The sample size is 100 respondents from the Delhi region. The researcher has used IBM SPSS as a data analysis tool to analyze the data collected.

With this study, the researcher wants to identify the use of digital media by political parties as

a PR tool to win the elections and the influence of it on the common public. Another purpose of this study is to identify the relationship between Digital Public Relations, Political Communication, Party's political image, and Public Opinion. The researcher will analyze the various digital media platforms and gather a people's perception about political communication on both quantitative and qualitative terms and the relationship Digital Public Relations, Political Communication, Party's political image, and Public Opinion.

DATA

The below-given tables show the qualitative and quantitative data collected by the researcher by analyzing various social media posts of different political parties

TABLE NO. 1

BHARATIYA JANATA PARTY (BJP)				
Month	Total Posts	Total Likes	Total Shares	Total Comments
21 st March 2020 – 31 st March 2020	7	17,285	1,926	1,471
1 st April 2020 – 30 th April 2020	19	1,14,414	9,941	9,561
1 st May 2020 – 31 st May 2020	15	47,939	1,447	4,001
1 st June 2020 – 30 th June 2020	18	25,374	2,473	5,458
Total	59	20,491	15,787	2,05,012

TABLE NO. 2

AAM AADMI PARTY (AAP)				
Month	Total Posts	Total Likes	Total Shares	Total Comments
21 st March 2020 – 31 st March 2020	19	67, 683	13,344	7,830
1 st April 2020 – 30 th April 2020	31	85, 719	13,238	13,017
1 st May 2020 – 31 st May 2020	25	77,855	12,893	13,846
1 st June 2020 – 30 th June 2020	24	58,031	6,454	17,102
Total	99	51,795	45,929	2,89,288

TABLE NO. 3

INDIAN NATIONAL CONGRESS (INC)				
Month	Total Posts	Total Likes	Total Shares	Total Comments
21 st March 2020 – 31 st March 2020	0	0	0	0
1 st April 2020 – 30 th April 2020	0	0	0	0
1 st May 2020 – 31 st May 2020	0	0	0	0
1 st June 2020 – 30 th June 2020	0	0	0	0
Total	0	0	0	0

Table number 1, Table number 2, and Table number 3 show the quantitative data of social media posts made by the three main political parties that is Bharatiya Janata Party (BJP), AamAadmi Party (AAP), and Indian National Congress (INC) on various social media platforms.

The researcher analyzed the number of posts created by each political party during the 4 months of lockdown and the number of likes, shares, and comments on each post. The researcher also finalized that among the comments 70% of the commenters were male and a smaller percentage of females commented on the posts. From the above-shown data, we can conclude that the AamAadmi Party had the highest number of posts among the three parties also Indian National Congress failed to create any PR-related post in the lockdown. AamAadmi Party created the maximum number of posts and manage to acquire more like shares and comments as compared to the Bharatiya Janata Party.

TABLE NO. 4

BHARATIYA JANATA PARTY (BJP)	
Content of the post	The content of the post was short, informative, and to the point.
Language of the content	80% of the posts were written in the Hindi language. 20% of the posts were also written in English.
Headlines	Crossline head, Banner headline, and Feature headline are some of the headlines used in the posts.

Subhead line	95% of the posts did not have a subhead.
Body copy	The body copy was written simply. It was very informative and attractive. The body copy of each post was short and impactful.
Pictures	All the posts (100%) had pictures. These pictures were attractive and also displayed information. The information displayed in pictures was short and written in pointers. Some of the posts also had attractive slangs. 70% of the pictures had a photo of honorable Prime Minister Narendra Modi.
Size of the picture	The size of the picture was A4 size and rectangular.
Color	All the pictures (100%) were colored.
Videos	The video posts were less in number as compared to content posts. 75% of the video posts were generally press conferences or media addressing. 25% of video posts were of BJP volunteers distributing food, masks, and other necessary items.
The Time duration of videos	The duration of press conferences was 1 hour to 1:30 hours. Other videos were of a very short duration of 2 minutes to 5 minutes.

TABLE NO. 5

AAM AADMI PARTY (AAP)	
Content of the post	The content of the post was short and informative.
Language of the content	60% of the posts were written in the Hindi language. 40% of the posts were also written in English.

Headlines	Crossline head and Banner headline are some of the headlines used in the posts.
Subhead line	Most of the posts did not have a subhead.
Body copy	The body copy was written simply. It was very informative. 70% of the posts had a short body copy while 30% had a medium body copy. The body copy was less interesting.
Pictures	All the posts (100%) had pictures. These pictures were attractive and also displayed information.
Size of the picture	The size of the picture was A4 size and rectangular.
Color	All the pictures (100%) were colored.
Videos	The video posts were more in number as compared to content posts. 85% of video posts were generally press conferences or media addressing. 15% of the posts were of AAP volunteers and workers distributing food, ration, masks, and other necessary items.
The Time duration of videos	The duration of press conferences was 1 hour to 1:30 hours. Other videos were of a very short duration of 2 minutes to 5 minutes.

Table number 4 and Table number 5 shows the qualitative data collected by the researcher on the social media post created by the political parties. The posts made by Bharatiya Janata Party more informative and knowledgeable as compared to the posts made by Aam Aadmi Party. Most of the posts of Aam Aadmi Party were video post consisting of media briefings and press conferences whereas the post of Bharatiya Janata Party mostly content posts which gave information about the policies and steps taken by Bharatiya Janata Party during the lockdown. Both the parties constantly posted their work and the aids they were providing to

the public. The writing style of the post of both the parties was simple. Bharatiya Janata Party used Hindi as its prime language whereas Aam Aadmi Party tried to maintain a balance between Hindi and English post. Every content post by the Bharatiya Janata Party was followed by a poster. The design of the poster was simple yet eye-catching also the poster was colorful and most of the posters had the picture of Mr. Narendra Modi on it. The video posts were mostly more than one and a half hours but some of the posts were also less than 5 minutes. These posts showed the voluntary work done by political parties like distributing free ration, masks, etc.

From the data, it can be concluded that both the Bharatiya Janata Party and Aam Aadmi Party used social media effectively and created several posts to inform and aware the citizens. Also, with these posts, these political parties tried to assure the citizens that the government is with them during their thick and thin. Some posts were also made to create goodwill for the parties. Aam Aadmi Party created more posts as compared to the Bharatiya Janata Party and managed to get more likes, shares, and comments. Even during the time of crisis, rather than working for the citizens Indian National Congress continuously criticized the work done by other political parties which negatively influenced its image in the society. Thus, the study of data shows that both the Bharatiya Janata Party and Aam Aadmi Party used social media effectively and efficiently amidst the COVID-19 crisis.

TABLE NO. 6

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.671	.777	22

Table number 6 represents the results of Reliability analysis conducted by the researcher using IBM SPSS to check the validity of the questionnaire. Reliability of questionnaire is a way of assessing the quality of the measurement procedure used to collect data. The table shows that the result of the test is $0.671 \leq 0.70$. Hence the questionnaire is valid and reliable.

TABLE NO. 7

Tests of Normality ^{b,c,d}							
	Use of online media	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Gender	Google	.386	49	.000	.624	49	.000
	News portals	.492	6	.000	.496	6	.000
	Twitter	.385	3	.	.750	3	.000
	Facebook	.385	3	.	.750	3	.000
	Instagram	.335	20	.000	.641	20	.000
	You Tube	.478	14	.000	.516	14	.000
	Other	.441	4	.	.630	4	.001
Age	Google	.376	49	.000	.691	49	.000
	News portals	.492	6	.000	.496	6	.000
	Twitter	.	3	.	.	3	.
	Facebook	.385	3	.	.750	3	.000
	Instagram	.	20	.	.	20	.
	You Tube	.428	14	.000	.627	14	.000
	Other	.441	4	.	.630	4	.001
Occupation	Google	.383	49	.000	.682	49	.000
	News portals	.407	6	.002	.640	6	.001
	Twitter	.	3	.	.	3	.
	Facebook	.385	3	.	.750	3	.000
	Instagram	.538	20	.000	.236	20	.000
	You Tube	.332	14	.000	.646	14	.000
	Other	.	4	.	.	4	.
a. Lilliefors Significance Correction							
b. Gender is constant when Use of online media = Wikipedia. It has been omitted.							
c. Age is constant when Use of online media = Wikipedia. It has been omitted.							
d. Occupation is constant when Use of online media = Wikipedia. It has been omitted.							

Table number 7 shows the results of the normality test conducted using IBM SPSS. A

normality test is an assessment of the normality of data to decide the type of statistical test to be used for analyzing the data. From the above table, we can conclude that since the significant value is $0.000 < 0.05$, the data is normally distributed. Thus, we will use a parametric test to analyze the data.

TABLE NO. 8

Multivariate Tests^a							
Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Intercept	Pillai's Trace	.625	75.757 ^b	2.000	91.000	.000	.625
	Wilks' Lambda	.375	75.757 ^b	2.000	91.000	.000	.625
	Hotelling's Trace	1.665	75.757 ^b	2.000	91.000	.000	.625
	Roy's Largest Root	1.665	75.757 ^b	2.000	91.000	.000	.625
Q4	Pillai's Trace	.131	.921	14.000	184.000	.537	.065
	Wilks' Lambda	.872	.922 ^b	14.000	182.000	.536	.066
	Hotelling's Trace	.144	.923	14.000	180.000	.536	.067
	Roy's Largest Root	.114	1.504 ^c	7.000	92.000	.176	.103
a. Design: Intercept + Q4							
b. Exact statistic							
c. The statistic is an upper bound on F that yields a lower bound on the significance level.							

TABLE NO. 9

Tests of Between-Subjects Effects							
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared

Corrected Model	Public opinion is influenced by media	9.046 ^a	7	1.292	.767	.616	.055
	Political parties have used digital media to create a positive image	6.212 ^b	7	.887	1.008	.431	.071
Intercept	Public opinion is influenced by media	108.767	1	108.767	64.594	.000	.412
	Political parties have used digital media to create a positive image	91.261	1	91.261	103.619	.000	.530
Q4	Public opinion is influenced by media	9.046	7	1.292	.767	.616	.055
	Political parties have used digital media to create a positive image	6.212	7	.887	1.008	.431	.071
Error	Public opinion is influenced by media	154.914	92	1.684			
	Political parties have used digital media to create a positive image	81.028	92	.881			
Total	Public opinion is influenced by media	572.000	100				
	Political parties have used digital	390.000	100				

	media to create a positive image						
Corrected Total	Public opinion is influenced by media	163.960	99				
	Political parties have used digital media to create a positive image	87.240	99				
a. R Squared = .055 (Adjusted R Squared = -.017)							
b. R Squared = .071 (Adjusted R Squared = .001)							

Table number 8 and Table number 9 shows the results of multivariate test conducted by researcher using IBM SPSS software to analyse the relationship between variables namely- digital media, public opinion and positive image of the party/leader. This test is used when there are two or more dependent variables. The purpose of this test is to identify that a change in independent variable will impact dependent variable, and what are the interactions between dependent variables. The above table shows that the significant value of dependent variable positive image of political party/leader is $0.431 > 0.05$. Thus this proves that there is no relationship between positive image of political party/leader and digital media. Thus the alternate hypothesis H_1 is rejected and null hypothesis is accepted.

Also the above table shows that the significant value of dependent variable public opinion is $0.616 > 0.05$. Thus this proves that there is no relationship between public opinion and digital media and political communication. Thus the null hypothesis H_0 is accepted and alternate hypothesis is rejected.

TABLE NO. 10

Multivariate Tests ^a							
Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Intercept	Pillai's Trace	.876	341.187 _b	2.000	97.000	.000	.876
	Wilks' Lambda	.124	341.187	2.000	97.000	.000	.876

			^b				
	Hotelling's Trace	7.035	341.187 ^b	2.000	97.000	.000	.876
	Roy's Largest Root	7.035	341.187 ^b	2.000	97.000	.000	.876
Q1	Pillai's Trace	.187	11.175 ^b	2.000	97.000	.000	.187
	Wilks' Lambda	.813	11.175 ^b	2.000	97.000	.000	.187
	Hotelling's Trace	.230	11.175 ^b	2.000	97.000	.000	.187
	Roy's Largest Root	.230	11.175 ^b	2.000	97.000	.000	.187
a. Design: Intercept + Q1							
b. Exact statistic							

TABLE NO. 11

Tests of Between-Subjects Effects							
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	Political campaign on social media	24.721 ^a	1	24.721	22.096	.000	.184
	Digital content used by political parties	7.151 ^b	1	7.151	2.194	.142	.022
Intercept	Political campaign on social media	654.361	1	654.361	584.893	.000	.856
	Digital content used by political parties	653.951	1	653.951	200.674	.000	.672

Q1	Political campaign on social media	24.721	1	24.721	22.096	.000	.184
	Digital content used by political parties	7.151	1	7.151	2.194	.142	.022
Error	Political campaign on social media	109.639	98	1.119			
	Digital content used by political parties	319.359	98	3.259			
Total	Political campaign on social media	800.000	100				
	Digital content used by political parties	987.000	100				
Corrected Total	Political campaign on social media	134.360	99				
	Digital content used by political parties	326.510	99				
a. R Squared = .184 (Adjusted R Squared = .176)							
b. R Squared = .022 (Adjusted R Squared = .012)							

Table number 10 and Table number 11 shows the results of multivariate test of dependent variables- political communication on digital media, content and independent variable- gender. The significant value is $0.00 < 0.05$. Thus this proves that there is a relationship between gender, political communication and content. Thus the alternate hypothesis H_1 is accepted and null hypothesis is rejected.

TABLE NO. 12

Multivariate Tests ^a							
Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Intercept	Pillai's Trace	.459	40.289 ^b	2.000	95.000	.000	.459
	Wilks' Lambda	.541	40.289 ^b	2.000	95.000	.000	.459
	Hotelling's Trace	.848	40.289 ^b	2.000	95.000	.000	.459
	Roy's Largest Root	.848	40.289 ^b	2.000	95.000	.000	.459
Q2	Pillai's Trace	.016	.266	6.000	192.00 0	.952	.008
	Wilks' Lambda	.984	.263 ^b	6.000	190.00 0	.953	.008
	Hotelling's Trace	.017	.261	6.000	188.00 0	.954	.008
	Roy's Largest Root	.015	.474 ^c	3.000	96.000	.701	.015
a. Design: Intercept + Q2							
b. Exact statistic							
c. The statistic is an upper bound on F that yields a lower bound on the significance level.							

TABLE NO. 13

Tests of Between-Subjects Effects							
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	Political campaign on social media	1.791 ^a	3	.597	.432	.730	.013
	Digital content used by political parties	.652 ^b	3	.217	.064	.979	.002

Intercept	Political campaign on social media	92.979	1	92.979	67.331	.000	.412
	Digital content used by political parties	100.680	1	100.680	29.661	.000	.236
Q2	Political campaign on social media	1.791	3	.597	.432	.730	.013
	Digital content used by political parties	.652	3	.217	.064	.979	.002
Error	Political campaign on social media	132.569	96	1.381			
	Digital content used by political parties	325.858	96	3.394			
Total	Political campaign on social media	800.000	100				
	Digital content used by political parties	987.000	100				
Corrected Total	Political campaign on social media	134.360	99				
	Digital content used by political parties	326.510	99				
a. R Squared = .013 (Adjusted R Squared = -.018)							
b. R Squared = .002 (Adjusted R Squared = -.029)							

Table number 12 and Table number 13 shows the results of multivariate test of dependent variables- political communication on digital media, content and independent variable-age. The significant value is 0.73 and $0.979 > 0.05$. Thus this proves that there is no relationship between gender, political communication and content. Thus the alternate hypothesis H_1 is rejected and null hypothesis is accepted.

TABLE NO. 14
HYPOTHESIS VERIFICATION

Hypothesis	Meaning	Verification	Reason
H_1 : There is a significant relationship between digital media and political image of a party/leader.	The mentioned hypothesis states that digital media and political image of a leader or political party are related with each other. Digital media will have a significant on political image depending on the way it's used.	Alternate hypothesis H_1 is rejected and null hypothesis is accepted.	$0.431 > 0.05$
H_0 : There is no significant relationship between Digital media, political communication and public opinion.	The mentioned hypothesis states that there is no direct relationship between digital PR, political communication and public opinion. There will be no impact on the latter variable due to change in former variable.	Null hypothesis H_0 is accepted and alternate hypothesis is rejected.	$0.616 > 0.05$
H_1 : There is a significant relationship between political	The mentioned hypothesis states that	Alternate hypothesis H_1	$0.00. < 0.05$

communication, content and gender	there is a relationship between political communication, content and gender. There will be an impact on the latter variable due to change in former variable.	is accepted and null hypothesis is rejected.	
H ₁ : There is a significant relationship between political communication, content and gender	The mentioned hypothesis states that there is a relationship between political communication, content and age. There will be an impact on the latter variable due to change in former variable.	Alternate hypothesis H ₁ is rejected and null hypothesis is accepted.	0.73 and 0.979 > 0.05

CONCLUSION

Drivers of economy of nation and worldwide have been affected due to the current global economic condition. This has triggered the role of PR to deal with crisis. In such situations, the government must open up and share the crisis management plan with the citizens. Due to need of the hour there was a hike in demand and use of social media. Many political parties and associations have started using it as a medium to share their ideas, views, propagandas, agendas, and engaging with the public. Social media tends to influence users in a certain way. Political parties believe that it has become a more powerful, popular and impactful medium for sharing views and ideas as compared to traditional media because of large number of public involvement. Social media rather than being just a medium to share views has also evolved as a PR tool. According to the analysis of the researcher, Digital PR is an emerging tool for political communication. Political parties and leaders use digital PR to influence public opinion, study people's perception and change voting patterns and behaviors. Data reveals that political communication uses various types of content like audio message, video

message, animation and cartoon, memes etc. and is not only used to communicate political ideas, policies, ideologies etc. but to also create a positive image and goodwill of party/leader. The above research proves that the use of digital media in political communication also has a significant impact on elections. 2019 Lok Sabha Elections is a radiant example of how the use of digital media influence the public's opinion and paved way for the victory of Bharatiya Janata Party. In the paper the researcher also used questionnaire as a tool to collect data from 100 samples. After testing the data using multivariate test in IBM SPSS software, the researcher conclude that Digital media has no impact on positive image on party/leader and it also does not play any substantial role in changing public opinion. The researcher also analyzed that political communication, digital media content and gender have significant impact on each other while age does not. During the crisis of coronavirus, political parties and associations all over the world used social media effectively to engage with the public and to build its PR. With this study, the researcher analyzed that some political parties used social media platforms for PR while some political parties failed to recognize and utilize this opportunity. Also, there is a substantial relationship between political parties, social media, PR, Social media posts, and the public. Political parties used social media not only as a PR tool but to assure the public that the government is taking several measures to limit the effects caused by the deadly Covid-19 virus. This helped the political associations to create a good relationship with their constituencies

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