



ISSN Print: 2394-7500
ISSN Online: 2394-5869
Impact Factor: 5.2
IJAR 2019; SP4: 184-186

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(Special Issue- 4)
One Day National Seminar
“DIGITALIZATION OF HIGHER EDUCATION”
(2nd March, 2019)

Digitalization and politics

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Abstract

This chapter is a contribution to the discussion about use of digitalization in politics. Digitalization today touches all spheres of society, from politics and economics to science and culture. The rapid advance of digital technologies creates new political conflicts and affects societal power relations in many ways. As a global trend, digitalization knows no national borders-transforming politics and creating new foreign policy and security challenges. The diversity of these challenges is reflected in the broad scope of this dossier: it covers the political design and regulation of digital technologies in the institutional forums of digital foreign policy; new cyber-security threats and threat perceptions; the need for changes in international law and in particular human rights; and tensions between global technological advances and regional political developments.

Keywords: Digitalization, politics

Introduction

In the digital era, political institutions, activities and relationships are increasingly mediated and shaped by the technologies of information and communication. This paper examines the impact of the digital technologies on the core activities and institutions of government and politics and considers whether the developing use of these technologies serves to reinforce, undermine or otherwise alter traditional political models or patterns of behavior.

The Internet has transformed political behavior, from voting and campaigning for policy change, to protest and even revolution. This poses a challenge to states, as political movements become more turbulent, unpredictable, and societies harder to govern. To understand this radically transformed political world, we are re-examining the models and conceptual frameworks of political science and theory, and developing social data science methodologies to understand political behavior.

Use of Digital Technology in Politics

1. Political Campaigning: Technology has fundamentally changed the practice of political campaigning. Gone are the days of whistle-stop tours and speeches by train. They have been replaced by targeted ads and social media platforms that influence with precision and by political affiliation.
2. My Gov: My Gov. Platform is a unique path breaking initiative which was launched on July 26, 2014 by none other than the Hon'ble Prime Minister of India, Shri Narendra Modi. It is a unique first of its kind participatory governance initiative involving the common citizen at large. The idea of My Gov. brings the government closer to the common man by the use of online platform creating an interface for healthy exchange of ideas and views involving the common citizen and experts with the ultimate goal to contribute to the social and economic transformation of India. In its short span of existence till date, My Gov. platform has been more than successful in keeping the citizens engaged on important policy issues and governance, be it Clean Ganga,

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- Girl Child Education, Skill Development and Healthy India to name a few. There is no doubt that this platform has made inroads in diminishing the gap which has traditionally existed between the citizen and the government. My Gov. is a citizen engagement platform founded by the Government of India to promote the active participation of Indian citizens in their country's governance and development. It is aimed at creating a common platform for Indian citizens to "crowd source governance ideas from citizens". Its users discuss and contribute to various government projects and plans. It also allows users to upload documents in various formats. The website is hosted and managed by the National Informatics Centre (NIC). Prime Minister Narendra Modi stated that the aim was to reduce the long gap developed between the electorate and the Executive after being elected.
3. Electronic Voting Machines: ("EVM") are being used in Indian General and State Elections to implement electronic voting in part from 1999 elections and recently in 2018 state elections held in five states across India. EVMs have replaced paper ballots in local, state and general (parliamentary) elections in India. There were earlier claims regarding EVMs' tamperability and security which have not been proved. After rulings of Delhi High Court, Supreme Court and demands from various political parties, Election Commission decided to introduce EVMs with voter-verified paper audit trail (VVPAT) system. The VVPAT system was introduced in 8 of 543 parliamentary constituencies as a pilot project in Indian general election, 2014. Voter-verified paper audit trail (VVPAT) and EVMs are now used in every assembly and general election in India.
 4. Mann Ki Baat: *Mann ki Baat* is an Indian programme hosted by Prime Minister Narendra Modi in which he addresses the people of the nation on All India Radio, DD National and DD News. In fifteen addresses of *Mann ki Baat* broadcast so far, more than 61,000 ideas have been received on the website and 1.43 lakh audio recordings by listeners have been received. Each month, some selected calls become a part of the broadcast. 2 June 2017, PM Narendra Modi's 'Mann Ki Baat' will soon be available in regional dialects, starting with Chhattisgarh, Haryana and Jharkhand. For now, previous episodes won't be available in local languages. The aim is to expand reach of the program as far as possible.
 5. The electronic media has much influence on politics in India. On the TV, radio, internet, and press, politics are presented in many different ways and with many different views. The media can be used to influence the people in both positive and negative ways. This paper will outline these influences and state examples in a variety of different platforms.
The media has created an impressive increase in literacy among people about politics and political issues. Whether you are watching a presidential debate or listening to the radio on a story about political issues, you will hear a variety of words.
 6. Media are platforms through which communication are passed from one person to another, or from one place to another. Media is an aspect of marketing management. It stimulates citizen engagement in politics; these includes, political party's membership registration, voter's registration, elections and electoral campaigns, electorates management, are among the major political activities. There are four major types of media, namely; traditional media, print media, electronic media and social media. Politics is the capacity for power acquisition and its application for governance of the state and influence the allocation of its both human and physical resources. It concluded that the importance of media in politics is very enormous; beneficial to all with developmental impacts on politics. All organs of government-such as Executive, Legislature and Judiciary- turned public broadcast to an avenue to propagate their political agenda and dissemination of their party's interests.
 7. One of the most influential and transformational information and communication technologies is the mobile phone or smart phone, which can include: talk, text messaging, Internet and Web access, electronic mail, faxing, pictures, video, and a wide variety of apps. Mobile devices are proving to increase political participation and are now even being portrayed as a voting gadget in even the least developed countries. Increased availability of this technology and subsequent access to the public sphere has enhanced the ability of individuals and groups to bring attention to and organize around specialized issues. More recently, social media has emerged to become one of the main areas of influence for politics, where millions of users are able to learn about politicians' policies and statements, interact with political leaders, organize, and voice their own opinions on political matters.
 8. There are four major types of media, namely; traditional media, print media, electronic media and social media. Traditional media of passing information and communication is an approach based on the use of traditional devices, such as talking drums, flutes, town criers, etc. to deliver information and communicate among the people of a particular locality. The print media are approach of dissemination of information and communication through hard-wares like; newspaper, hand-bills, beam-board, pamphlet, books, magazines, journals, newsletters, novel, etc., while electronic media are methods of disseminating information and communication through electronic devices, such as television, radio, computers, microphone, megaphone, etc. from one person to another person, or from one place to another place. Social media is the newest approach in dissemination of information and communication through electronic social platform that make use of searching engine like internet, Twitter, You-tube, Google-Chrome, What app, Yahoo massager, Nimbuzz, Facebook, Instagram, etc.
 9. It enhances politician's communication and information collation faster and easier, and reach citizens in a more targeted manner and vice versa, without the needs of intermediate, like mass media. Reactions, feedback, political campaign, conversations and debates are generated online as well as support and participation for offline events.

Conclusion

The use of digital media in the political activities is flawless. It ensures quality and awareness in the citizens of the

country. Especially in the days of elections, people gets more information through digital media. It can be concluded that the importance of media in politics is very enormous; beneficial to all with developmental impacts on politics.

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