



A Study of recent Incline on Modern Media use for Voter Awareness by ECI

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Abstract:

In a democracy, it isn't enough to inform voters about the date of elections. Sensitizing the electorate about the significance of voting is important for assisting them in making an informed decision. Additionally, voters need to be informed about the procedure, as well as about the political groups, their platforms, and the qualifications of the candidates. Armed with additional knowledge to aid in their "enlightened" voting, helping to create an informed populace. The ECI understands the value of connecting with younger, tech-savvy voters who access information via social media and other digital channels. In order to interact with voters and raise knowledge of the voting process, the ECI has adopted social media campaigns, mobile apps, and other digital tools. The study examines recent efforts by the Election Commission of India (ECI) to use contemporary media for voter awareness and also study the dramatic increase in voter turnout in the 2014 Lok Sabha elections following the 2009 launch of the ECI-SVEEP (Systematic Voter's Education and Electoral Participation) programme. This study will examine the changing methods of campaigning used by ECI across a range of media outlets, including radio, websites, participatory methods, YouTube, Instagram, and Twitter, which help to educate voters and increase their participation in forming national mandates post-2014 while also examining the current situation. The research covers recent initiatives that are disseminated digitally through social media platforms as well as the various factors that affect the behaviour of social media followers during election campaigning.

Keywords : Elections, voter turnouts, modern media, campaigns, awareness, ECI, ECI-SVEEP, voter's education, advertisements.

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