CHAPTER ONE
INTRODUCTION TO THE RESEARCH STUDY

1.1 Background

Socialization is a continuous process whereby an individual acquires a personal identity and learns the norms, values, behaviour, and social skills appropriate to his or her social position. Socialization of an individual starts from birth and ends only after their death. All the activities that a person learns during this time frame can be understood as the process of socialization. Whereas, political socialization is a lifelong process by which people form their ideas about politics and acquire political values. Whether in the process of socialization or in the process of political socialization, the increasing trend of using social media has made itself as one of the important agents of political socialization. As many people are active in the social media platforms it is allowing people to share, discuss, influence and learn interactively from each other.

Family and teachers are considered as the most influential agents of socialization because they are the first groups with whom an individual gets opportunity to interact. Moreover, peer groups, schools, institutions, traditional forms of media such as radio, television, etc. plays additional role for social awareness. After the development of internet and social media a new form of political socialization has emerged. The introduction of internet has diminished the world into a global village.

The history of political socialization can be traced in several directions. Some intellectual origins can be found in education research, which goes back to the turn of the century (Niemi & Sobieszek, 1977). In autocratic regime political socialization was limited only within a small circle where as in a democratic society political socialization is growing rapidly among the citizens as well.

In the last few years, the world has witnessed the enormous effects of social media in many areas. The influence of the use of social networking sites on people's behaviour has recently become more visible than before. One of the most significant effects was seen in the area of politics. Social media are increasingly used in political context recently, by citizens, politicians, political parties and political foundations. Social media has been signified for creating both political awareness and mobilization of

political participation globally. Thus, the use of social media by diverse people in our community has visibly made its effect in their political socialization.

The term 'socialization' actually signifies the learning process through which the person learns about beliefs, values and attitude. Overall, socialization is the phenomena through which culture is transferred from one generation to the other. Now, the term 'political socialization' can be defined as a process in which a person acquires political knowledge, beliefs, values and attitudes; he/she becomes accustomed with the political system and it defines his/her reaction to political sensations and consciousness of politics. The person develops an awareness of the political system.

After getting to know about 'political socialization' we may wonder how people become socialized? What may be the possible agents that help people to get socialized and what may be the process of influence and so on. The community/environment in which a person lives contributes to his/her socialization. Political socialization in a person can take place from the early stage as the person is born, brought up and lives in a society. Various organizations, institutions work consciously or unconsciously, formally or informally as agents of transferring political values, attitudes, and knowledge. Moreover, the most important agencies are mass media, schools, peer groups, political parties, activists, radio, television, magazines, newspaper etc.

Since the foundation of Nepal in 1769, our country has undergone through various stages of political, economic and social changes. While viewing back to observe the political socialization of Nepalese before 1950s, the political power was exercised by only handful of people who were in power and positions. General people had almost no idea about the political socialization. It had hereditary and authoritarian political structures.

After the introduction of democracy in 1950s, people were little open to express their ideas as compared to past. They slowly started to talk about the ruling system of Nepal. Since then people were little more knowingly or unknowingly involved in the process of political socialization. People started to express their ideas and aware people slowly through writings as well.

In 1959, Nepal held its first parliamentary election which gave Nepali Congress party a great victory. But in 1960, King Mahendra absolutely dismissed the cabinet and

dissolved the parliament. He also banned the political parties and imposed restrictions to most of the fundamental human rights. After the incident, the political parties and general people again had to undergo demonstrations and protest marches in order to restore democracy.

The protest marches initially were concentrated in the Kathmandu valley and later on the movement was intensified in the cities of terai region as well. As a result, in 1990, king Birendra restored multiparty system by lifting a ban on political parties. All these protests and movements helped a lot to aware people about the political systems and socialize them politically.

Again in 1966, Maoist party declared people's war against monarchy and the elected government. While in 2001, the horrific tragedy wiped away royal family of king Birendra. After the royal massacre, king Gynendra took the power and ruled Nepal. In 2006, people's movement was launched jointly by the democratic parties. And in 2008, newly elected constituent assembly declared Nepal a federal democratic republic which abolished the long history of monarchy. During all these significant changes, Nepalese observed various changes in the political systems and all these changes helped them to understand aa lot about the political socialization of different time periods.

During the republican democracy period the country achieved a new democratic constitution. The country had an extensive democratic practices during these years. As per provision of new constitution, elections of the new president, prime minister and other state positions have been successfully held through the democratic process. All these changes were possible in Nepal because people were politically socialized to understand the political changes and systems, due to which Nepal is a complete democratic state today.

Pokhara is a metropolitan city of Nepal which serves as a capital of Gandaki province. In terms of area, it is the largest metropolitan city and second largest city in terms of population. Metropolitan city denotes urbanization. The more the urbanization, there is more probability of social interaction. While talking about the political socialization of people of Pokhara of recent days it is noticed that many people are socialized in the community through various ways. Various clubs, organization are seen where people gather and create a platform to express their ideas. Business personnel, academicians and other different label of people are communicating and discussing about the area of

their business through social media.

Moreover, in the recent days, social media has been one of the surest and fastest medium to reach up to the people. This has brought a huge impact in the working scenario of political leaders, voters, political parties etc. Social media has made these group of people easy to advocate about their agendas. Thus, in the recent day's social media in Pokhara is used in sending out persuasive messages to the public, explaining work policies, creating awareness of the rights of the citizens, developing mechanisms that enable two-way communication between citizens and government. All these activities whether via social media or physical connection political socialization of people is rapidly increasing.

Easton and Dennis (1969) quotes about political socialization as those developmental processes through which persons acquire political orientations and patterns of political behaviour. It is a development process that takes place over a period of time. Likewise, Sigel (1965) expresses his views on the topic as, "Political Socialization refers to the learning process by which the political norms and behaviour acceptable to an ongoing political system are transmitted from generation to generation".

In the same manner, Rush and Althoff (1972) define the term as " Political Socialization is the process by which an individual becomes acquainted with the political system and which determines his perceptions of politics and his reaction to political phenomena. It is determined by the social, cultural and economic environment of the society in which the individual lives and by the interaction of experiences and personality of the individual." To sum up, from the given statements above, we can generalize the term political socialization as the development process through which the citizen matures politically.

Politics focuses on 'who gets what' when and how. It determines the process through which power and influence are used in the promotion of certain values and interests (Lasswell, 1977). Political campaign is a systematized effort which seeks to influence the decision-making process within a specific group or environment. It can also be viewed as the mobilization of powers either by an organization or individuals to influence others in order to acquire desired political change. It shows people and particularly, political candidate' ability to sensitize the political community in relation to making the community see them as potentials and better representatives of the

people. At any rate, every campaign is unique, and the ultimate goal of almost every political campaign is to win election (Lynn, 2009).

It is significant to actively participate in the political communication based on the use of social media, especially election campaigns. Social media thereby represents the ideal vehicle and information to measure public opinion on policies and political positions. It has been observed that in a very short space of time, politicians in modern democracies across the world have eagerly adopted social media for engaging their constituents, entering into direct dialogs with citizens enabling vivid political discussions (Lakkysetty et al., 2018).

Thus, while going through election campaigns, several political awareness programmes and having dialogues with citizens about the political discussions, the politicians, political parties, supporters and opponents of the parties are vibrantly using social media which is gradually helping in the political socialization.

Personal communication via Social Media brings politicians and parties closer to their potential voters. It allows politicians to communicate faster and reach citizens in a more targeted manner and vice versa, without the intermediate role of mass media (Aricat, 2015). The Internet is seen as an advance in communication between citizens and elected politicians, with the growing access to information, the chance for feedback, and transparency (Bing, 2015).

There is a growing body of research focusing on the role of social media in political deliberation. The research is based on the use of social media in political socialization which aims to highlight the emergence of social media technologies as an important means of political communication and persuasion if practiced systematically. It is noticeable that social media can be successfully adapted to contact and discuss with voters as well as to disseminate important information to them.

1.2 Statement of the Problems and Justification

The use of emotional appeals in political campaigns to increase support for a candidate or decrease support for a challenger is a widely recognized practice and a common element of any campaign strategy (Brader, 2006). Campaigns often seek to instil positive emotions such as zeal and hopefulness about their candidate to improve turnout and political activism while seeking to raise fear and anxiety about the opposition. Zeal

5

tends to reinforce preference for the candidate and party, while fear and anxiety interrupt voter behavioural patterns and leads individual voters to look for new sources of information on divergent political issues (Marcus et al., 2000). Sources of information available to a voter vary widely including the traditional media, TV, radio and newspapers. However, with the advent of online social media forum, most voters can access information, debate on the information and also give feedback on his own views, opinions and expectations from the party and candidate.

Election plays vital role in democracy. It is the medium to express one's political views through voting where people elect their leaders. Democracy means the rule by the people and in democratic nations people choose their leaders through election. To win the election, political parties and candidates use various election campaigning tools such as personal contact, television and radio, media purchasing, print advertising and direct mail etc. However, in the recent days, candidates and political parties are increasingly using social media such as Facebook, Twitter, Instagram, and other interactive web forms as a campaigning tool.

1.3 Research Questions

Thus, the main research question, to which the main aim of the thesis study is to find an answer, is that: whether the social media is a useful tool for activists to create political awareness on political events and mobilize political protests and demonstrations in Nepal. To find a valid and comprehensive answer to the main research question, it is broken down to the following supporting questions:

a. How widely is social media being used in Nepal?
b. Which social media tools are used often in political campaigns?
c. How often and for what purposes social media used in political context?
d. What advantages do social media hold in terms of creating political awareness and impress voters in election?

This thesis deals about the use of social media within the political domain, particularly, to cater information and communication flows.

1.4 Objectives of the Study

To examine the use of social media in political socialization is the general objective of

this study. Beside this, following are the specific objectives of this research work.

    a. To identify the various types of social media used in Nepal

    b. To analyze the impact of social media in political socialization.

    c. To suggest ways of improving the use of social media for political socialization.

1.5 Methodology of the Study

1.5.1 Research Design

This study employs a mixed type of research design. The main target in combining the qualitative and the quantitative methods, in this study is to eliminate the weaknesses of one by the strengths of the other. This also helps to find valid and reliable findings and confirm that understanding is improved by integrating different ways of knowing. The qualitative method is used for obtaining data through descriptive and explanatory purposes and quantitative method is used to find measurable numerical facts. In the same way, case study research design is used as in-depth investigation of particular event which helps to enable a holistic review and also to gain a greater understanding of the subject and reduces the potential for any bias. The study follows the style as recommended by American Psychological Association (APA) 7th edition.

1.5.2 Study Area

This study incorporates the use of social media in political socialization. Post to the advancement of information technology, the use of social media is excessively in use in many sectors including politics. This topic is chosen for the study, as the use of social media is increasing in trend in the context of political activities in current practice for Nepal. Birauta -17, Pokhara is chosen as the study area of the survey.

1.5.3 Targeted Population

Citizens with voting rights, political parties, political leaders are the targeted population of the study. As per the topic, Political Socialization above mentioned people were selected to get the factual responses.

1.5.4 Sources and Nature of Data

This research is based on both the primary and secondary sources of data. The primary data is used to find the role of social media in political socialization and get the first-

hand information from political leaders, political activists, voters etc. Information is collected through various process like in depth interviews, questionnaires and informal discussions. The data collected from the first hand sources is both qualitative and quantitative in nature.

Likewise, secondary data is beneficial for the review of literature, adding information regarding the issue, shape theoretical framework etc. It is collected from journals, books, newspapers, websites, government records etc. It is qualitative in nature.

1.5.5 Data Collection Tools

The study has used structured survey questionnaire for data collection procedures. List of questions such as open ended and closed ended structured questionnaires is prepared to collect the primary data as a major method of collecting information. Questionnaire is distributed to the main informants like political parties, political leaders, political activists and voters to collect information about the role of social media in political socialization. The total number of questionnaires distributed was 200, whereas only 160 respondents responded the survey. I adopted this tool, as it can be taken as a kind of written interview and maintain confidentiality of the respondents. Moreover, I found it easy to reach up to respondents to collect data conveniently both physically and virtually.

1.5.6 Methods of Sampling

The key informants are political candidates, political activists, government officials, journalists, citizens with voting rights, and young people without authority to cast vote. Since it is not possible to study on all population of the case area due to the constrain of time, money, and situation; they are selected through purposive, stratified, and convenience sampling method. The whole social media in use in election campaign is discussed and first five highly used social media is analyzed in depth. The total number of respondents of my study area i.e. Pokhara-17 is 160 were selected purposively and conveniently.

1.5.7 Data Presentation and Analysis

The questionnaire is distributed to concerned stakeholders to answer the questions in the space available in the questionnaire. The available data is accumulated and

organized in a systematic order. The quantitative data is tabulated, screened and analyzed statistically with an assistance of SPSS program.

1.6 Literature Review

Usage of new media technology by politicians during elections has yielded sufficient study material for academicians, researchers, and research institutions. A lot of research has been done to study the usage of such medias in the US presidential elections. However, not much research has been done when it comes to the usage of social media by Nepalese politicians and this became obvious when the review of relevant literature was taken for the present study.

It is widely believed that Barack Obama won the Presidential Election of the USA in 2008 with his intelligent use of Twitter to spread his message among the voters (Bimber, 2014). During the Presidential election in 2012, Obama's campaign had much greater ability to respond in real time to unfolding commentary around political events (Kreiss, 2014), which probably facilitated his victory. Indian Prime Minister Narendra Modi is another glowing example of politicians who have cleverly utilized social media to influence common people and subsequently win elections. (Bing, 2015). Social media has become so critical that the founder of Facebook, Mark Zuckerberg, had to issue a statement that Facebook did not influence the recent Presidential Election in the USA in which Donald Trump has been elected as the President! Now the use of social media has become almost imperative in many countries of the world. The rapidly growing popularity and importance of social media can be understood from a study which reveals that political Twitter users are more interested in and engaged in politics in general and less trusting of the mainstream media (Bode & Dalrymple, 2014).

Rosenstone and Hansen in their research looked at elections over time and what makes someone more likely to participate in the political process. "Through the strategic choices of candidates, parties, interest groups, and activists, political, economic, and social change has tipped the balance of political participation in America… Candidates now speak directly to the electorate through new campaign technologies" (Rosenstone and Hansen, 1993, p. 233). This is the reason to why the public is more encouraged to mobilize which we know increases them to go out and vote. This is an important factor in what makes social media important for citizens, because it gives individuals access to the candidates in ways that have not always been there.

Baker (2014) in his research focuses on whether or not the Internet, through social networking sites such as Facebook or YouTube are facilitating an increased engagement of citizens in the political process. He has come into the conclusion that the Internet has become an increasingly important tool for citizens to not only gain political knowledge, but to engage in the political process itself. Some scholars suggest that this may revitalize democratic society, enabling citizens to command the political and economic resources needed to become effectively self-governing. While the media is a pervasive aspect of life on a day to day basis, a time when it really becomes important is in regards to government and political information. He does not think that social networking sites will create a "new era of democracy". These sites will become more and more influential as more and more people log on and make it a part of their daily lives.

Likewise, Floss (2008) highlights on social media's impact on citizens' confidence in political institutions. Drawing on research within the field of political science that builds on the discrepancy theory from cognitive psychology, this paper argues that citizens' preferences of how political institutions should work and the outcomes they should produce moderate social media's impact. Building on research of media framing effects on political attitudes a preference-perception model of media effects is developed. This paper also develops a distinct set of specific media frames that correspond to a variety of political preferences as well as aspects of political legitimation. The model contributes to further specifications of the relationship between mediated political information and political attitudes.

Similarly, Yavuz (2012) investigates on impact of social media exposure during political campaigns on vote choice. Although voting behaviour has often been assumed to be influenced by predispositions rather than short-term campaign activities, media effect has been scrutinized as an influential aspect of election campaigns with the increasing use of media, especially social media. It is assumed that frequency of exposure to specific media outlets had a noteworthy influence on shifting votes from established parties of the parliament to the new ones. The impact of exposure to social media among youth is high. The impact of exposure to social media on the shifting party choice is examined by using pre-election and post-election survey data from the national election.

In the context of Nepal, the emergence of social media began in the early days of Internet. But, in the early days, the number of people using these platforms was limited. Pye (1966) opines that new media have robust and unlimited possibilities. There are some literature reviews available about the emerging use of social media in political context of Nepal. They find the use of social media in political participation as dramatically increasing tool in recent years. Dhungana (2017) in her article in national daily *Republica* states:

> With the development in the social media, political parties have changed the way of their election campaigns. In earlier days, posters and wall paintings were used to do campaigning that used to ruin the beauty of villages and cities. Now, social media walls are well and truly full of election campaigns. Political parties have made the social media active by changing the way of their election campaign for the local level election. Many people have the access of social media nowadays and political parties have been using social media to ask for votes. Political parties have made their election campaign active through Facebook, Twitter, Viber and other social media sites. (P. 6)

Likewise, a *Republica* columnist, Sedhai (2017) in regards of the emerging trend of using social media in election campaigns mentioned:

> Were you ever wondering why there is no election fever in your locality even though a week has passed since candidacy nominations for the first phase of parliamentary and provincial assembly elections? Don't be surprised if the candidates fail to appear at your door. It seems the parties have found a more effective means in social networking sites like Facebook, Twitter, Viber, IMO and WhatsApp to reach out to voters. The power of social media in political campaigns is no secret. Many politicians across the world have successfully harnessed this power to win elections. (P. 8)

Moreover, Ghimire (2017) in his article prioritized the use of social media in election to gain favours for the voters. In this affection, Ghimire wrote:

> In recent years, social media has emerged as a powerful tool for

politicians, and experts believe it can have a massive influence on voters. With the first phase of local level elections, the first in two decades, just round the corner, candidates and parties in the country have taken to social media—Facebook, Twitter and YouTube—to send their messages across. (P. 7)

Many researchers argue that social media stimulates online and offline political participation in western scenario. However, there are some researchers who go against the use of social media and rather prefer traditional form of media like newspapers, radio, and television for trustworthy political participation of the general people. This study investigates how online political activities impact political efficacy and real-life political participation among general public in Nepal. In addition, this study also sheds light on the relationship between political activities and political awareness. The study performed in the last few years is reviewed.

1.7 Rationale of the Study

The social media has become principal player in the arena of political participation; hence, the study provides a conceptual framework that address the roles of social media in political socialization. The research serves as a useful guide to political parties, election candidates, stakeholders and even the civil society on how social media can bring about awareness and campaign opportunities if properly utilized.   This research will also serve as a foundation for the other research for other scholars who might be interested in this area of study. It also covers the benefits of the usage of language of propaganda in politics through social media. In addition to that, this study will contribute to the existing literatures on the impact of social media in politics. Finally, the study will beam the searchlight on the impact of social media on voter's behavior, the decision they make and elections as a whole.

1.8 Limitations of the Study

- An important limitation to the study is financial and limited time frame as the researcher has to engage in other academic work.
- Birauta-17, Pokhara was chosen as the study area of the research as researcher has good official and personal relation with the people of the area.
- In order to study about the use of social media in political socialization of

people, purposive and convenient sampling was selected to make the research study convenient and accessible to collect data for researcher.

- In spite of all these limitations, several effort is made to ensure the quality of this research in the use of academic journals, newspapers, and other sources. Better to mention this section in pointwise. Include the area, specific contents, place and time as for making boundary in our research work.

1.9 Organization of the Study

The study is organized into five chapters:

Chapter one is the introduction of the study and comprises with general background, statement of the problem, research question, research objectives, research methodology, rationale of study and organization of study itself. Chapter two consists of literature review. The chapter starts with the introduction of election in democracy, communication before the emergence of the social media, social media, socialization and political socialization, social media and its role in political socialization.

Chapter three is about the development of social media and political socialization and its use in Nepali politics. The chapter starts with the wider knowledge on social media, evolution of social media, political socialization, agents of political socialization, the role of social media in socializing the people in Nepali politics. Chapter Four is about use of social media in political socialization. It includes sections like sociopolitical profile of the respondents, use of social media and awareness about political socialization and social media as a tool for political socialization. Chapter Five is about summary and the conclusions.

CHAPTER TWO
CONCEPTUAL FRAMEWORK

Chapter two is concerned with conceptual framework of the study. The chapter begins with the description of democracy, human rights and mass media-social media followed by the discussion on the ways of communication before the emergence of social media in the world. Moreover, the concept of social media is thoroughly described. Whereas in the next section, there is a depiction on political socialization and its various agents such as: family, educational institution, peer groups, mass media, communication technologies etc. Likewise, in the last section of this chapter, there is explanation on the role of social media in political socialization.

2.1 Democracy, Human Rights and Mass Media-Social Media

Democracy generally means the rule by the people. People take part in the decisions that affect the way their community is run. This is commonly called representative democracy. Modern democracy is a representative democracy. Election is a tool selecting representatives. "In fact, democratic elections, is the election which creates the institutions and elected officials who encounter the elected and are accountable to voters. Therefore, in the democratic election, every citizen is the best judge of his own interests and no person or no class is pre-qualified to represent the people except in accordance with the conditions set out in relevant legislation elected by the people" (Karkpatrick, 2015, p. 2). Hence, in the democratic election citizens are provided with basic rights by which they can give their opinion and also change their opinion if they think the elected members are not working according to their according to what they had mentioned in their agendas before.

To held the election, electoral campaigns are organized systematically. In order to politically socialize people of community advertisement about the upcoming election is massively performed by political parties, leaders and voters. To let people, know about their political agendas, these groups of people make excessive use of manpower and many others sources. But in the present context, people are excessively using social media for these sort of electoral campaigns.

In regard to the electoral campaign, Lilleker (2006) states that an electoral campaign is

an organized effort which seeks to influence the decision making progress within a specific group in which representatives are chosen and referendums are decided. The message of the campaign contains the ideas that the candidate wants to share with the voters. It is to get those who agree with their ideas to support them when running for a political position. The points summarize the main ideas of the campaign and are repeated frequently in order to create a lasting impression with the voters. A campaigner or the campaign team must study how to communicate the message of the campaign, recruit volunteers, and raise money. In short, electoral campaigns are the series of democratic activities including movement from one place to another and use several medias like traditional medias (Television and radio) and new medias (social media) for the purpose of advertisement of political party or candidate in order to get vote from the citizens.

In order to effectively conduct electoral campaign popular leaders like Barak Obama to local leaders of our own community are seen very active in the social media sites such as Facebook, blogs and twitter etc. Hacker states that Social networking has made this transition to candidate-driven campaigns because they reflect personal aspects of the candidates. President Obama's organization keeps his Facebook page up-to-date and filled with professional pictures of his day-to-day life. Presidential elections are the most watched election in America (Hacker, 2004). With the use of social networking sites, the users can expose their day to day activities to become more transparent about their involvements. Like Barak Obama's Facebook pages are all loaded with the pictures of his daily activities out of which people can know about his ongoing works.

Taking look at the Facebook page, tweet and blogs of leaders helps to expose out the perception of leadership ability. The public sees the leadership images and be impressed by the vision of the particular leader. These images are formed by TV ads, debates, websites and information found on social network sites. Social network sites distribute the candidate's broad message to voters easily, as it reaches millions of people at once. The candidate message addresses the candidate's qualifications and values to gain supporters. This presidential image is one of the most important branding tools for a campaign to develop. Campaign consultant Richard Wirthin argues that a winning presidential candidate finds the weakness in his or her presidential image and changes the public's perception of that weakness (Hacker, 2004). This shows that the candidates with the stronger image will more likely have the public's support. TV, the Internet,

blogs and social networking have helped candidates form an image for the American voters and this does not only limit in American's case while it is playing significant role with the personalities all-round the globe.

With this changing political atmosphere, the internet has brought many changes to political communication theories. E-politics is the new theory that examines the potential this new media creates for greater interactivity between the public and the political sphere (Lilleker, 2006). The internet creates an influential relationship, in which the candidate is influenced by their constituents and the constituents influence by the candidate (Lilleker, 2006). In this postmodern era, E-politics is creating higher change of interacting with the people around the globe and share each other's idea. One does not have to be physically present but can put forward their perspectives whether online or offline and participate in the discussion which have save time and become cost friendly too.

Similarly, Hoechsmann (2008) in his journal article states about the importance and impact of social media in today's world. He writes that New media like Facebook, Twitter, Google+, YouTube, live blogs, podcasts, webcams, smartphones, or tablets play in the post-modern, on-demand, interactive, and open societies of today. Changes in access to technology have facilitated new conditions for young people to shoot, cut, and mix multimodal texts, and the emergence of the Internet as a convergent multimedia vehicle and a hangout for a global audience has enabled youth to communicate across borders and across the street.

Likewise, to state about the power of new medias, Theocharis (2011) writes in the Parliamentary Affairs that New media has power. For example, using social media to mobilize political participation initially gained prominence during the 2008 US presidential election, when then-Senator Barak Obama successfully employed a social media platform that incorporated Web 2.0 applications such as Facebook, Twitter and YouTube to make a range of self-organizing tools available to young users. The recent events in Tunisia, Egypt, the UK and the USA leave little doubt that the role of new technology in youth political mobilization extends beyond the Obama paradigm.

Overall, from the above mentioned sites it is clear that internet is playing a major role in political campaigns. Through several mentioned social media political parties and leaders are exposing their day to day activities, forthcoming programs and their agendas

because of which it has become easier for them to reveal their mind in the area of politics and it has become equally easier for the public to know what is going on in their communities and around the world. Thus, the significant role that the internet is playing in the electoral campaigning process is not ignorable.

2.2 Communication Before the Emergence of Social Media

We are living in the ever changing world. We can see tremendous change from then to now. People travelled miles just to deliver information in the past but today if we just press a key in our computer list of messages can be delivered within a second. Human technologies have made life easier and faster. The primitive postal system dated back to 550 B.C when messages were delivered over long distances by the horse riders, evolved into a sophisticated mode of communication over a period of time. In 1792 Telegraph was invented, which simplified long-distance transmission of messages without the physical exchange of an object. Developed in 1865, the air post which in order to carry capsules from one area to another used the underground pressurized air tubes and was a fast way of delivering letters. Subsequently the revolutionary means of communication such as telephone and radio were invented in 1876 and 1895. While most benefit is gained from investigating current and future trends of social media, it is important to have an understanding of how social media has developed over the years. Although it started as a rudimentary communication device, it has morphed into a complex and crucial business and social tool representing a multi-billion-dollar industry (Sandholm, 2011). Social media has changed our life drastically while comparing to the past. It has not only brought changes in the day to day life but also has brought changes in the business industry which is clearly visible.

2.3 Concept of Social Media

Social media which is defined as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content" (Kaplan & Haenlein, 2010). Although the term social media has taken on numerous meanings and is somewhat open to interpretation as the domain is constantly reinventing itself, generally the term refers to websites and applications used for social networking (Oxford Dictionaries, 2012). Given that definition, one would wonder what the term "social networking" really means. Social media encompasses social networks, as well as content oriented networks

(Euromonitor International, 2010). As evidenced in so many facets of our daily communication habits, social media has established itself as one of the more preeminent communication vehicles. Studies show that 75% of internet users are accessing a social network or blog when they go online (Johnston, 2010).

With social media people can undertake several activities like collaborating, exchanging information, sharing and sending messages over an electronic medium, engaging collectively and interacting, sharing contents like ideas, text, photos, images and video and they are creators and co-creators of this material (Thackeray & et al., 2008). All the above mentioned activities were not at all possible before the emergence of social media. Moreover, the life today has been faster and easier.

2.4 Socialization and Political Socialization

Socialization refers to the lifelong process through which an individual/people learn the values, attitudes, behaviors and norms of the given society. Individual learns the basic skills through the interactive process. Interaction is the basic process of socialization. In order to express ourselves and to know about other's expression it is important interact. The mediums of interaction can be exchange, competition, conflict, cooperation and accommodation through which people express themselves. When the child is born, it starts its being purely from the individual state as the time passes socialization starts progressively and it will never end. The child is naturally socialized by observing, assimilating and adjusting other members of society. Erickson (1950) argues that every stage of the human development is characterized by a certain type of socialization.

Families, peer groups help to communicate expectations and reinforce norms. People first use to learn in this settings as well as being introduced to the beliefs and values of the society. Next, the institutional agents like schools, workplaces and the government teach people how to behave in and navigate these systems. In this regard, Tomlinson (2000) claims that as a basic institution of socialization, various forms of association of school with academic, professional and cultural organizations in the society are being considered nowadays. J. Graham calls these associations transformative partnerships.

There are various theories on socialization which talks about the socialization process of individual. Among which Bourdieu (1984) presents perspective on individual

socialization as a process by which individuals are influenced by the class-specific cultural milieu in which he or she is being reared: the tastes and ways of speaking and acting that represent their habitus.

Similarly, Foucault, et al. (1988) typically depicts socialization as a disciplining process originating from a seemingly invisible power structure transmitting norm-enforcing pressures which appear to permeate society and restrict individuals' agency. Even Foucault acknowledges that individuals are not mere objects shaped by society however, but rather can enact their own subjectivities.

From the above mentioned perspectives we understood about the general concept of socialization. Now, it is important to understand about the process of socialization or how socialization occurs. We normally understand that socialization occurs during interactions. But sometime we fail to minutely observe and realize other important aspects that help in socialization. Like, Extensive theoretical and empirical work has established that children learn through play, not only cognitive skills, but social skills as well. More specifically, play is a space for children to try on social roles and develop social meanings whether through free play, games, or interactions with others (Denzin, 2009; Lancy, Bock, & Gaskins, 2011).

Thus, socialization is the process through which people are taught to be proficient members of a society. It is the way by which people understand societal norms and expectations, accept society's beliefs and be aware of societal values. Socialization help people to express their ideas, engage and actively participate in various social groups, organizations and political parties too.

Now moving onwards, the term "Political Socialization", it is defined as "The process through which citizens acquire political views that become aggregated in ways that have consequences for the political life of the nation." (Dawson, et al., 1977, p.14). Political socialization refers to the way society transmits political values to its younger members. The concept relates several areas such as child rearing, education, role learning and all social learnings. In this regard, Hess and Torney (1967) defines the term as the process by which a junior member of a group or institution is taught its values, attitudes and other behaviour.

Similarly, political socialization is also about how individuals in a society become

acquired to the political system. It also includes what type of political culture is formed in society. Political culture is a set of shared views and normative judgments held by a population regarding its political system. Almond and Verba (1963) defines political culture as the nation's attitude towards the political system and its various parts, in which the individual's attitude towards its role in this system and the special distribution of patterns of orientation towards the political goals of a nation are embedded in political system. Thus, we can also say that political culture does not die with the death of various members of a group or society rather it is carried on by other members living there.

We can also say that political sociology is the process of learning, embracing and continuing the flow of political values. In this regard, Gabriel et al. (1966) states political socialization as the process by which political cultures are maintained and changed. Through the performance of this function individuals are inducted into political culture, their orientations towards political objects are formed. Therefore, political socialization is the process by which culture of a political system is transferred from one generation to another.

Political socialization is such mechanism which continues from birth to death and helps people to make their concepts about statecraft and political customs (Cliffs, 2016). "Political socialization is such kind of medium which provides a way for the transformation of political values through different elements like educational institutions, parents, guardians, mates, TV, newspapers, radio etc. Political socialization is a mean in which people come to know about political principles, customs, behaviors and basic political concepts (*Dictionary of Sociology*, 2005). It can also be explained as the procedure for the formation of a political system by knowing about political identities, departments and mechanisms, getting information about the characteristics of an active or passive individual of a society and getting understanding of political culture and ideas of whole community.

In the view of Almond, political socialization is a source of wisdom related to the arrangements of political customs in a community. It is also a mean to identify the specified aspects and principles of the individuals in a community (Owen, 2008). The process of learning new political knowledge continues from childhood to maturity and beyond. This learning mechanism provide a base to establish ethics, political loyalties

and political competencies, which play an important role to select the political parties and representatives (Pearson-Merkowitz & Gimpel, 2009).

Political socialization of a person does not take place as planned or in a systematic way. Its process starts as soon as the child is born in a family. After certain interval of time the same child makes friends, goes to school, and with the pace of time he/she gets connected to the organizations, takes part in various social activities such as campaigns, workshops, political activities etc. from where knowingly or unknowingly the person is already enrolled in political socialization. Therefore, family, school, peer groups, religions, social media are taken as the agents of political socialization. The subject matter of this concept is the process by which people acquire political values not simply during active political participation, but also in the period before they engage in an explicitly political activity. Hence, political socialization does not occur only during the active political participation, it includes all types of learning like: formal, informal, planned, unplanned etc.

Main elements of political socialization are household, educational institutions, friends, racial relationship or political atmosphere. These agents play an important role in making and generating individuals' standards and principles relating to proper attitudes. Our interaction with other is mainly depended on our opinions about society, motherland and the globe (Genner & Suss, 2017).

The purpose of political socialization is to educate and enhance the members of the society politically, to see them effective members of the political society and to preserve the continuity of the political values of the society. In this connection, Sigel (1965) points out that the goal of political socialization is to so train or develop individuals that they become well-functioning members of the political society…for without a body-politic so in harmony with the on-going political values, the political system would have trouble in functioning smoothly and perpetuating itself safely. And survival, after all, is a prime goal of the political organism just as it is of the individual organism. Therefore, political socialization aims at maintaining the values, norms, attitudes, customs and traditions which are at the basis of political system.

To conclude, we can say that in order to bring any change in society and in the public opinion political socialization is the only effective means. It also may be said that political socialization is a democratic and psychological process of bringing out

political change. It creates political culture and modifies it according to the present need of the society. For new generation it provides means for accepting political responsibilities and roles. Political socialization expands and people become more aware about it and act for the welfare of the nation when there is cooperation of the people and the government.

2.5 Agents of Political Socialization

Various agents such as Family, Educational Institutions, Peer Groups, Mass Media, Globalization, Communication Technologies etc. are considered as the agents of political socialization. In this regard, different political thinkers have their own opinion when it comes to political socialization. Let us take a close look at each.

2.5.1 Family

As soon as the child is born, he/she remains in the family. Gradually, the child is exposed to several connections, relationships the family is attached with. In this process, the child automatically learns attributes of socialization and political socialization. In this regard, Jennings and Niemi writes, "In views of many social scientist's family is such agency of socialization which plays a significant role in the formation of basic political origins (Jennings & Niemi, 1968). Family members like parents become initial source to put great impact on political behavior of their infants in two ways. One is that parents try to influence political attitudes of their children through family traditions values and the other method of parent's influence is their socioeconomic position in society (Jennings & Niemi, 2015).

2.5.2 Educational Institution

Education plays a significant role in shaping the political attitudes in an individual. "Different educational subjects like history, economics and especially social studies are good sources of political socialization. However, it has been not being agreed by different scholars yet about formation and achieving of aims and goals of these subjects" (Kezar & Eckel, 2002). The important role of educational institutions regarding imparting of civic education cannot be ignored. It becomes a basic source for transforming basic moral principles and faiths of community to teenagers. States use different education institutions to mould the ethics of young generation according its desired goals (Soja et al., 2014).

Similarly, higher education encourages individuals to take part actively in politics. People's political qualities and trends also affected by education. Highly educated individuals are more conscious about the influence of state on their lives and therefore they concentrate more on politics as compared to less educated persons (Olasupo, 2015). Thus, we can conclude that education helps to politically train and give sense to individuals because of which it creates different levels/standards for society.

2.5.3 Peer Groups

Socialization develops as a result of political participation, debates about latest events of society and a social conflict in a peer group (Lee, 2016). Common people mostly follow their co fellow in many matters. For example, individuals in most cases have same voting behaviour, admit their infants to same schools, schedule similar places for vacations or entertainment, take lunch or dinner in same hotels, these features or characteristics form different groups (Campos et al. 2016).

Socialization in a peer groups starts from early age of an infant. Different habits or values like waiting for their turns, the principles of a game or skills of shooting a basket are taught by children to each other (Harris, 1995). From the above sayings we can conclude that peer group is one of the important agents of political socialization.

2.5.4 Mass Media

Mass media can be briefed as a source of conversation which is made to have easy access to a number of persons in the world like newspapers, radio or television. In a democratic community mass media perform basic function of providing useful information to its citizens. The role of mass media becomes more important during the time of election when everyone want to get information regarding different political, economical and social matters and want to be more familiar with different political parties and their manifestos (Dimitrova et al., 2014).

It is argued that direct political socialization is outcome of different mass media tools like television and radio which are great sources of giving people political knowledge and publicity. Examples include political portion of newspapers, political publications, political party's songs and music etc. (Kezar & Eckel 2002). For the political socialization of the people, media can play an important role. Particularly radio and

television role in political socialization of members of society is very important (Hoffman & Thomson, 2009).

2.5.5 Communication Technologies (ICTs)

Among many technologies which are known to man during last three decades, ICTs are the most sophisticated technologies ever come in knowledge of human being. These wonderful technologies have been named as ICTs and often replace the term IT, which can be explained as the connecting of computer technology with wireless means of communication and technology (Wilson et al., 2014). Our social and political systems have been modified very rapidly due to the great and fast developments in technologies. It has also inserted great impacts on individual as well collective moral values and customs of our society (Hong & Lin, 2017).

2.6 Role of Social Media in Political Socialization

Social media is a computer-based technology that assists in the sharing of ideas, thoughts and information through the building of virtual networks and communities. People engage in social media via devices like tablets, smart phones, laptops and desktops through web-based software. We have already been using web-based software like yahoo, Gmail, Hotmail, YouTube, Facebook, Twitter etc. to connect with the people around us. Kirschner and Karpinski (2010) define Facebook and other social network sites as an online directory that allows people to find their friends, family and colleagues through looking them up on social network sites.

In order to mention about the role of social media Emruli & Baca (2011) remarks that the Internet is playing a significant role in providing information to the public on political events, engaging its users and encouraging them to get involved in offline political activities. The Internet has become vital for political discussions and political participation. In the beginning, Internet was used as a one-way communication tool for political parties to inform the public through their websites. However, new media and technology have changed communication patterns in two-way communication.

Likewise, in a research article, Devran (2004) gives about a glance of use of social media in political campaign in the past and its gradual development. He states that, Internet technology began to be used for political campaigns in the mid-1990s. In general, as in every technology, internet technology was also limited in political

24

campaigns. The inadequacy of technological infrastructure and the low number of subscribers were the most important reasons for the limited use. However, there are no such limitations and problems nowadays. The Internet has taken its place among the important communication tools in terms of political campaign activities.

In present times, social media has become integral necessity in the lives of many people. Moreover, the importance of social media is noticed in the political communications during electoral campaigns. We can call this age as the age of Internet because communications have evolved from social media to chat rooms, video calls and instant messaging. Tools of social media such as Twitter, Facebook, Blogs, Instagram, You Tube and other social networks are considered as politically transformative communication technologies which is entirely different from classical media such as television, radio and newspaper. Gradually, politician and elected officials are recognizing the power of social media for communicating political information and networking with public.

For the purpose of advertising the party's agendas leaders and the supporters create several pages and put forward their views in order to convince public and get vote. In a research article Altunbas (2014) writes that social media is used extensively in politics as well as in every field. The websites opened on behalf of parties are the areas where politicians offer their propaganda within the framework of limited freedoms. The websites opened on behalf of parties sometimes carry out their activities in the aim of a support by determining their target audience. Nowadays, individuals are actively using social platforms such as Facebook and Twitter as tools of new communication technologies as well as traditional media. Social media is an important communication tool between the electorate and the politician supported by the electorate. Thus, the importance of social media is equally observed in the political arena as well, as it is easier and much faster for the political parties and leaders to put forward their agendas and attract voters on their behalf, these leaders and political parties extensively use social media.

Likewise, before the conduction of the election, political parties organize several political campaigns for the purpose of advertisement. People use social media in this regard as well. To highlight the use of internet, Larson (2004) states that the use of the Internet has become the main source of political efficacy and political participation,

enhancing awareness about voting and campaigning. New media also increases the ratio of voters' turn out among users. It develops the approach which helps in voting and donating campaign for politics. Larson's point is that efficacy helps users to understand the political affairs in a better way through the gaining political information from new media.

As a fact, the appropriate and effective use of social media as used by Barak Obama in the presidential election has proved out to be the successful one. "Social media was actively used in politics for the first time by Barack Obama, who in 2008 was a candidate for presidency in the US presidential elections. In addition to receiving 52% of public support, Obama also achieved the success that no Democratic Party presidential candidate has achieved in the last 30 years. The role of social media behind this success is quite high. Obama acted in a very conscious manner that young people use social media more than they use traditional media. Obama, whose victory was called "a new media victory" more than his own victory, used social media rather than traditional media" (Altunbas, 2014, p. 56). Barak Obama is the first leader to advertise his agendas through social media. He seems to have good knowledge about people using social media and he appropriately used the platform so that he could drag attention of the people towards him and put forward his views on politics. Eventually, it gave a good result and he won the election as well.

Along with the above mentioned fact, new media and other online channels allow political participants to get involved in politics and express their opinion freely. "The use of Internet and all other e-activities improves the knowledge of online users about politics and spurs political engagement and participation. Cantijoch et al. (2012) studied the use of Internet, political engagement, and the impact of e-discussion, e information, and e-political campaigning. Their findings claim that e-campaigning directly connects and engages Internet users before and after elections. E-campaigning is easier and faster and it directly connects the users.

Thus, social media are the sites where people interact freely. They discuss and share ideas about each other and their lives. For this they may use the mediums like message, picture, video and audio. In the recent time, in the context of Nepal, social media has been one of the surest and fastest means to reach to the people. Some of the popular social medias are Facebook, Twitter, You Tube, Zoom, Microsoft Teams and many

more. Essentiality of social media is widely observed in political parties, politicians which allows them to encourage participation, gain support and have dialogues. The emerging social media and its public and political influence have begun to transform the political process and campaign tactics. Social media has become a grassroots platform for emerging political parties and politicians. The more public spend time in social media for information about the political issues the more likely citizens are to vote. Moreover, the social media simplifies word of mouth and helps in collaboration in cost-effective manner and participate in the political processes. For the purpose of my study I am going to observe and analyze the use of Facebook, YouTube, Twitter, Instagram and other social media and the impact it has brought to the voters.

In the present context, Facebook has gained enormous amount of popularity. People involve in Facebook to fulfill their desire to connect themselves with the network of people and the next is that it is one of the good means to present oneself. Facebook help people maintain their preexisting social networks and connect with other people based on their values, interests, religious, and political beliefs (Boyd & Ellison, 2008). People make group with other people having similar types of interests, likes and beliefs. They may also group up themselves and discuss about the shared posts related to political issues, debate with the like-minded and opposite minded people to share and sometimes to make people aware of the political situation in country.

Moreover, in the contemporary time we find people of all ages engaged in the social networking sites like Facebook, You Tube, Instagram, Twitter etc. my concern is to know why people use these medias, what contents do they look for using the mentioned medias, Whether the people they follow are just their friends and relatives or the political leaders, do they get updated and read news regarding political activities, do they use social media for political socializations and concerns, do they find the political discussions on social media informative and do the social media help people to increase their political exposure etc. A set of questionnaire was prepared and used to find the answers of the objectives mentioned. The questions were distributed to voters, political parties and also to political leaders as far as possible. The questions were distributed to the respondents either by meeting them in person or by sending the electronic copies.

CHAPTER THREE

SOCIAL MEDIA AND POLITICAL SOCIALIZATION IN NEPAL

3.1 Social Media

While defining social media in broader terms, it is a computer based technology that helps to share ideas, information and thoughts by building virtual networks and connecting people. It helps to connect with people from all around the world and engage with the targeted audience. At present personnel from every sectors are grabbing the maximum opportunities provided by the social media. Whether it may be business, promotions of brands or the advocacy related to works or political agendas, users of social media are reaching to their targeted groups through various medias. Hence, Social media can be explained as a collection of online digital tools which works through internet. It makes such platforms where internet consumers can comfortably upload and interchange useful contents by using their online social networks (Xiang & Gretzel, 2010).

Some of the popular social medias in Nepal are Facebook, Twitter, YouTube etc. where people get connected with their circle and exchange their views, thoughts on various issues. Most importantly we see people interchanging their thoughts about politics. Political parties, leaders give updates about their recent projects by posting it on Facebook, where many people get to see about their projects, plans and agendas. It has become one of the best platforms to reach up to each individual so that they can convince general people and achieve votes as well as beliefs of the people. Not only in Nepal, we can see examples of many leaders, political parties of various countries making maximum use of social media to win election. Social media has reshaped the already existing different shapes of political involvement and created the innovative kinds of engagement. Social media is being used by many community's members for getting knowledge, conversation with other members, political leaders and reporters and text sharing, organizing and fund collection are also among the features of social media usage (Owen, et al., 2011).

Thus, Social media can be explained as a collection of online digital tools which works

through internet. It makes such platforms where internet consumers can comfortably upload and interchange useful contents by using their online social networks (Xiang, & Gretzel, 2010). It has changed the mode and speed of conversation and passage of information. Langman (2005) argues that due to the existing of different social media spheres, it has become possible and easy to transfer the information and news from one place of the globe to other which plays an important role in the variety of protests, election turnout, police actions, violence, medical services and legal guidance. Therefore, in today's context the use of social media has eased the communication system making it more effective from day to day normal conversations to enhancing professional communication.

3.2 Evolution of Social Media

There are many ideas about the first occurrence of social media. Throughout much of human history, we have developed technologies that make it easier for us to communicate with each other (Carton, 2009). The earliest information encountered by the writers of this article referred to 1792 and the use of the telegraph to transmit and receive messages over long distances (Ritholz, 2010). Emile Durkheim, a French sociologist known by many as the father of sociology, and Ferdinand Tonnies, a German sociologist, are considered pioneers of social networks during the late 1800s. Tonnies believed that social groups could exist because members shared values and beliefs or because shared conflict. His theory dealt with the social contract conceptions of society. Durkheim combined empirical research with sociological theory. Also, in the late 1800s, the radio and telephone were used for social interaction, albeit one-way with the radio (Rimskii, 2011).

After the invention of telegraph in 1972, humans were able to send and receive messages very quickly as compared to traditional means of communication such as horse or rider. Similarly, in 19th Century the invention of telephone in 1890 and radio in 1891 brought the drastic change in this field. Both these magical instruments are used by humans in more latest and advanced forms in present days. Twentieth century marks the mind blowing change in the field of media. When in 1940s super computers were invented, the researchers, technologists and designers created methods to establish link between those computers and as a result of these discoveries, internet, the most sophisticated invention of human beings, came into being (Winston, B, 2002).

The first newly form of internet was CompuServe invented in 1960s. Great modifications and other latest features of electronic mail were also developed during this period (Odlyzko, 2001). During 1970s, great changes and improvements were brought in the field of networking. For the first time, a social networking site UseNet provided the facility of communication through digital bulletins. From 1980s, personal computers started to get popularity among common masses and as a result, social media became highly advanced. In 1988 chat on internet was first time introduced and it touched its popularity graph in 1990s easily (Edosomwan et al., 2011).

First blogging site was introduced in 1999 which made the social media more attractive for common people and still recent time enjoys its popularity. The year 2006 witnessed the world's best SNS like Facebook and Twitter. Other SNS, for example, Tumblr, Spotify, Foursquare and Pinterest also entered in the sphere of social media along with Facebook and Twitter. These sites provide such kind of space where different people belonging to different societies are able to establish links or contacts with each other's (Hendricks, 2013). The most popular networking sites, Facebook and twitter, from then to now have brought a significant change in the communication sector of human history.

Social networks were not evolved within a short span of time. Boarders talks about its gradual development in his book A Brief History of Social Media that, Social networks have evolved over the years to the modern-day variety which uses digital media. However, the social media is not that new. In addition, it did not start with the computer but instead the telephone. During the 1950s, phone phreaking, the term used for the rogue searching of the telephone network, began. This process was accomplished through the use of homemade electronic devices that facilitated unauthorized access to the telephone system to make free calls. Phreaks were able to find telephone company test lines and conference circuits to complete their task. Brett Borders stated phreaks were able to hack into corporate unused voice mailboxes to host the first blogs and podcasts (Borders, 2010).

During the 1960s, the public saw the advent of email (Borders, 2010). However, the internet was not available to the public until 1991. Email was originally a method to exchange messages from one computer to another, but both computers were required to be online. Today, email servers will accept and store messages which allow recipients

to access the email at their convenience. In 1969, ARPANET, created by Advanced Research Projects Agency (ARPA), a U.S. government agency, was developed. ARPANET was an "early network of time- sharing computers that formed the basis of the internet." CompuServe, the third development of the 1960s, was also created in 1969 with a mission to provide time-sharing services by renting time on its computers. With very high fees, this service was too expensive for many (Rimskii, 2011; Ritholz, 2010).

The first mailing list software application was introduced in 1986 by Listserv. It provided the function of sending of an email to several people. It started its service as freeware but now it is paid one. Its free version was for only 500 registered users with a limit of about ten lists. IRC which is acronym of Internet Relay Chat was designed for the group conversations. It was created for chat or internet text messaging. Although its primary function was to allow group conversation but it also accommodated the personal messages, conversation and data transformation between two consumers. In this way, slowly the internet was provided to the public and they started to use the advantage of it though it was very expensive in the beginning.

Viewing back at the communication system of Nepal, it all started with the publication of Gorkhapatra after Jung Bahadur Rana, the Rana Prime Minister of Nepal, brought a printing Press from England. Regarding the gradual development of communication via various mediums Devkota (2000) writes that as democracy was introduced in 1951, hundreds of newspapers were launched, indicating the beginning of a new era in print media. In the same year, Radio Nepal, the first radio station, was established even though its coverage was limited and the availability of radio sets was rare.

After a popular uprising, multi-party democracy was restored in 1990, and the constitution of Nepal was promulgated in the same year. These developments ensured "a liberal environment enabling an upsurge in the number of independent media outlets" (Media Foundation, 2012, p. 7). Restoration of democracy helped to uplift various media outlets which played significant role in communicating information via several sources in more advanced manner.

The Internet was introduced in 1993, and print media content was first available online in 1995, initiated by The Kathmandu Post, an English language broadsheet newspaper (Sedhai, 2012). In 1998, Mercantile Communications, a corporate institution, launched

nepalnews.com as a platform for newspapers to upload their news content into cyberspace (Sharma, 2007). Moreover, true online news portals began in 2000 with the launch of kantipuronline.com (later renamed to ekantipur.com), which started reporting and webcasting online news content in addition to shoveling newspaper content (Acharya, 2005; Sedhai, 2012).

Several journalists in Nepal usually rely on online media and social media to find news clues or issues and develop them as mature news stories (Acharya et al., 2012). Due to Facebook, people instantly posts the news update, political update, political agendas etc. on their Facebook wall and people around the world who are connected in the loop get to know about the most recent happenings.

The Constitution of Nepal guarantees the fundamental rights of citizens, including the freedom of expression. The right to freedom of expression includes the freedom of opinion and thought no matter what a source is. As the constitution has been developed to push forward as a democracy state, inconsistencies of the constitution reform create different meanings of prohibiting censorship. (Dahal & Ghimire, 2016). The 2004, 2009, and 2015 Constitutions are infamous with the restrictions of the rights which are obscure and open for misinterpretation compared to the constitution announced in 1990.

The political change of 2006 which abolished monarchy and accompanied the country into the Federal Republic caused enormous change in media landscape. The movement paved a way for the media pluralism, diversity, and inclusion. Though slow, the expansion of the technological infrastructures, expansion of mobile phones, use of smart phones and attraction of youths towards new media led to the increasing trend of internet. This atmosphere attributed to the growth of media portals and social media use.

3.3 The Role of Social Media in Nepali Politics

The power of social media in political campaigns is no more a secret. Many politicians and political parties have used this power to win elections because the news on social media can reach to individuals within seconds. Whether it comes to winning elections or mobilizing people in various arenas or it be socializing people, social media has come out to be one of the efficient means. We can find that major political parties, leaders have created their own social networking sites where they advocate about their agendas,

plan, policies, are also used in schooling citizens.

Realizing the importance of social media, an increasing number of party leaders are actively engaged in social media. Some of them already have a good fan following in Twitter and Facebook. Former prime minister Baburam Bhattarai, for example, has nearly 888k followers in Twitter alone. Other leaders like Rabindra Mishra, Kamal Thapa, Ram Sharan Mahat, Nepali Congress leader Gagan Thapa, Yogesh Bhattarai, Prime Minister Sher Bahadur Deuba, KP Sharma Oli, Rabindra Adhikari, Ram Chandra Poudel and Pradeep Gynwali also boast a good fandom.

With the gradual rise in literacy, increasing access to smart phones and computers and the changing definition of communications, the last one decade saw phenomenal growth in Internet users. An estimated 78 percent of the total population in the country has internet. This has led to significant rise in the number of social media users. Facebook, for example, has around 7 million users.

Thus, the role of social media in socializing people in Nepali Politics is important. Due to social media, many people get an advantage of knowing what is happening around the community, country and the overall politics. Social media has become one of the popular means of schooling people about politics as it is communicative in nature, cheap, participative, economic etc.

CHAPTER FOUR
RESULTS AND DISCUSSION

This chapter deals with interpretation and analysis of data collected through survey questionnaire. The respondents of the survey are the people specially who are liable to cast vote and those who keep account of the political and developmental activities of the country. The chapter starts with the socio-demographic characteristics of the respondents. The socio-demographic survey was conducted to find out varying opinions about the use of social media in political socialization.

Another section of this chapter deals on the use of social media. The section explores the types of social media used by the respondents. It also tries to expose the purpose of using social media and to know whether general people are aware or involved in political socialization through social media or not.

Likewise, the next section discusses on social media as an agent of political socialization. The section demonstrates the political exposure of individual through social networking sites, easiest platform of social media for political communication etc. Similarly, it aims to find out whether the people follow the social campaigns of political parties and if they do so what is the frequency. In the same manner, the study aims to know if the public follow political leaders on social media or not, whether they read and comment on the content related to politics, how informative are those contents and do the public modify their views about political/social issues because of the contents they saw on social media. Finally, the study also aims to know if the social media helps to increase the political socialization of an individual, the degree of increment and the percentage that has influenced individual to get politically socialized.

4.1 Socio-demographic Profile of the Respondents

Personal aspects like gender, age, education, occupation etc. plays an important effect on understanding political socialization and use of social media, this section elaborates socio-demographic profile of the respondents. The term respondents here refer to the sample size of the citizens adopted for the survey questionnaire which includes people liable to cast vote such as members of *Aama Samuha*, Community Development Groups, young people exceeding 16 years, people being engaged in different job sectors

etc. The questionnaire was circulated to the respondents by personally visiting them in their respective places and distributing the questionnaire on hand and as well as through email and by using social media. The information was received from 160 respondents. All of them are found having access to social media and are using it for various purposes. Similarly, socio-demographic profile in the study covers: gender, age, ethnicity, religion, education and occupation, who had used social media.

4.1.1 Gender Composition of the Respondents

Table 4.1.1

Gender Composition of the Respondents

Gender Profile	Males	Females	Total
No. of respondents	69	91	160
Percentage	43.1 %	56.9%	100%

The study has incorporated the opinions from male and female respondents. Table 4.1.1 shows the composition of male and female from whom the information has been received. Out of total 160 samples, the number of males was 69 which is 43.1% of total number whereas the number of female was 91 that covers 56.9%.

4.1.2 Age Composition of the Respondents

Table 4.1.2

Age Composition of the Respondents

Age Profile	18-25	26-35	36-45	46-55	56 and above	Total
No. of respondents	47	60	37	13	3	160
Percentage	29.4%	37.5%	23.1%	8.1%	1.9%	100%

The age of the respondent has been classified into five categories for scientific analysis of the study which has been illustrated in Table 4.1.2. The highest number of respondents belonged to the age category from 26-35 followed by the age 18-25 who covered 37.5% and 29.4% respectively. The lowest number of respondent belonged to 56 above age who covered 1.9%. Similarly, the number of respondent belonged to 36-45 is 37, 46-55 is 13 which is 23.1%, and 8.1% of total sample respectively.

4.1.3 Educational Profile of the Respondents

Table 4.1.3

Educational Profile of the Respondents

Educational Profile	Under SEE	SEE	PCL	Bachelors	Masters	Above Masters	Total
No. of Respondents	4	4	45	49	55	3	160
Percentage	2.5%	2.5%	28.1%	30.6%	34.4%	1.9%	100%

The educational profile of the respondents is presented in table 4.1.3 which shows that the highest numbers of informants i.e. 34.4% were Master's degree holders. The informants with bachelor's degree were 30.6%. Similarly, 28.1% informants had PCL level education, 2.5% had SEE level education and 2.5% had under SEE level of education. Moreover, 1.9% informants were Masters and above.

4.1.4 Caste/Ethnicity Composition of the Respondents

Table 4.1.4

Caste/Ethnic Composition of the Respondents

Ethnic Profile	Brahmin	Chhetri	Janajati	Dalit	Others	Total
No. of Respondents	88	23	34	12	3	160
Percentage	55.0%	14.4%	21.2%	7.5%	1.9%	100%

The details of the caste and ethnicity of the respondent is shown in Table 5.1.4. According to the table, highest numbers of respondents were Brahmin. They were 55.5% of the sample size which is followed by Janajati who covered 21.2% The number of respondent belonging to Chhetri were 14.4%. The number of respondent belonging to Dalit were 7.5%. Remaining 1.9% of the respondents did not want to mention their ethnicities rather, they wanted to expose themselves as others.

4.1.5 Occupational Profile of the Respondents

Table 4.1.5

Occupational Profile of the Respondents

Occupational Status	Teaching	Government	Private	Business	Others	Total
No. of Respondents	53	16	20	7	64	160
Percentage	33.1%	10.0%	12.5%	4.4%	40.0%	100%

The study has integrated the idea from the respondents belonging to different

occupational status which has been illustrated in table no 4.1.5. The table indicates that the highest numbers of respondents had Others, who did not want to disclose their occupational status; they were 40.0% of the total sample. Likewise, 33.1% were involved in teaching, 12.5% were involved in private jobs, 10.0% were involved in government jobs and 4.4% of the respondents were involved in business.

4.1.6 Use of Social Media by the Respondents

Table 4.1.6

Use of Social Media by the Respondents

Use of Social Media	Yes	No	Total
No. of Respondents	160	0	160
Percentage	100%	0%	100%

Use of social media by the respondents has been analyzed in this section. Among the two options, "Yes" or "No" it is found that all the respondents do have access to social media.

4.2 Use of Social Media and Awareness on Political Socialization

People's evaluation on the use of social media has been analyzed in this section. The analysis of political socialization of people has been made on the basis of the use of social media. Various aspects like which social media do people use most, for what purpose do they use social media and whether they are aware or involved in political socialization through social media or not, have been the main issues analyzed in this section.

4.2.1 Evaluation of Most Used Social Media

The diagram presents information on the percentages of people who have expressed their views about using several types of social media and analyzing the most used social media among those. Among the given five options such as Facebook, Twitter, Instagram, YouTube and Others. I have discussed on each respectively.

4.2.1.1 Facebook.

Table 4.2.1.1

Use of Facebook by the Respondents

Use of Facebook	Yes	No	Total
No. of Respondents	123	37	160
Percentage	76.9%	23.1%	100%

Use of Facebook by the respondents have been analyzed in this section. Among the two options given, "Yes" or "No" it is found that out of 160 respondents, 123 of them use Facebook i.e. 76.9% of the total respondents and 37 of them do not use Facebook which comes to be 23.1% of the total sample.

4.2.1.2 Twitter.

Table 4.2.1.2

Use of Twitter by the Respondents

Use of Twitter	Yes	No	Total
No. of Respondents	21	139	160
Percentage	13.1%	86.9%	100%

Among the various social media, use of twitter by the respondents have been analyzed in this section. Among the two options given, "Yes" or "No" it is found that out of 160 respondents, 21 of them use Twitter i.e. 13.1% of the total respondents and 139 of them do not use Twitter which comes to be 86.9% of the total sample. It is found that more than 50% of people do not use twitter.

4.2.1.3 Instagram.

Table 4.2.1.3

Use of Instagram by the Respondents

Use of Instagram	Yes	No	Total
No. of Respondents	48	112	160
Percentage	30%	70%	100%

Use of Instagram by the respondents have been analyzed in this section. Among the two options given, "Yes" or "No" it is found that out of 160 respondents, 48 of them use Instagram i.e. 30% of the total respondents and 112 of them do not use Facebook which comes to be 70% of the total sample.

38

4.2.1.4 YouTube.

Table 4.2.1.4

Use of YouTube by the Respondents

Use of YouTube	Yes	No	Total
No. of Respondents	108	52	160
Percentage	67.5%	32.5%	100%

The use of YouTube by the respondents have been analyzed in this section. There were altogether two options in this section too. Given as "Yes" and "No". Out of 160 respondents, 108 of them use YouTube i.e. 67.5% and 52 of them do not use YouTube which is 32.5% of the total sample.

4.2.1.5 Others. The use of other social media has been analyzed in this section. Out of 146 respondents, 17 respondents i.e. 8.6% said that they use other forms of social medias too. Out of which 11 of them have specified the types of social media other than those given in the options such as Google, LinkedIn, Pinterest, Tiktok, Viber, WhatsApp etc.

From the received data, we can conclude that the highest number of respondent use Facebook the most which covers 76.9% followed by YouTube covering 67.5% out of the total respondents. Likewise, the percentage of people using Instagram is 30% and 13% of the total respondents use Twitter. In the same manner, 8.6% of the respondents also use other forms of media specified as Google, LinkedIn, Pinterest, Tiktok, Viber, WhatsApp etc. Thus, from the survey we can conclude that large number of population have access over Facebook followed by YouTube.

4.2.2. Purpose of Using Social Media

The diagram in this section presents information on the percentages of the people who have expressed their views regarding the purpose of using social media. Various options such as Education, Business, Political news update, to pass time and other are provided. I have analyzed on each purpose respectively.

4.2.2.1 Education.

Table 4.2.2.1

Social Media for Education

SM for Education	Yes	No	Total
No. of Respondents	115	45	160
Percentage	72%	28%	100%

The respondents using social media in order to get updates about education are 115 out of 160 which is 71.9% of the total respondents whereas 45 of them do not take updates on education which is 28.1% of the total sample.

4.2.2.2 Business.

Table 4.2.2.2

Social Media for Business

SM for Business	Yes	No	Total
No. of Respondents	22	138	160
Percentage	13.8%	86.2%	100%

From the received data the respondents using social media in order to get updates about Business are 22 out of 160 which is 13.8% of the total respondents whereas 138 of them do not take updates on Business which is 86.2% of the total sample.

4.2.2.3 Political News Update.

Table 4.2.2.3

Social Media for Political News Update

SM for Political News Update	Yes	No	Total
No. of Respondents	87	73	160
Percentage	54.4%	45.6%	100%

From the received data we can come to the conclusion that respondents using social media in order to get updates on political news are 87 out of 160 which is 54.4% of the total respondents whereas 73 of them do not take updates on political news which is 45.6% of the total sample.

4.2.2.4 To Pass Time.

Table 4.2.2.4

Social Media for Time Pass

SM for Time Pass	Yes	No	Total
No. of Respondents	108	52	160
Percentage	67.5%	32.5%	100%

From the received data we can come to the conclusion that respondents using social media in order to pass time are 108 out of 160 which is 67.5% of the total respondents whereas 52 of them do not use social media to pass time which is 32.5% of the total sample.

4.2.2.5 Others. The purpose of using other social medias has been analyzed in this section. Out of 146 respondents, 4 respondents i.e. 2.5% said that they use social medias for other purposes such as search information, Sharing feelings and updates on several issues.

From the received data, it is concluded that the highest number of respondents using social media for the purpose of getting update on education was 71.9% followed by the purpose of passing time which covers 67.5%. Likewise, the percentage of people using social media for the purpose of getting political news update was 54.4%, and for the purpose of various other reasons was 16.9% while the least percentage of people using social media for the purpose of getting update on Business was 13.9% of the total respondents. Getting back to the details from the survey we can conclude that largest number of respondents use social media to get update on education, followed by passing time and to get political news update.

4.2.3 Involvement in Political Socialization through Social Media

Table 4.2.3

Awareness about Political Socialization through Social Media

Awareness about Political Socialization	Yes	No	Total
No. of Respondents	118	42	160
Percentage	73.8%	26.2%	100%

The given pie charts in this section enumerates information on the percentage of the

people who have expressed their views about their awareness or involvement in political socialization through social media. Among the two options given, "Yes" or "No" 118 people out of 160 total respondents i.e. 73.8% of the total survey population have said that they are aware and 42 people which comes to be 26.2% of the total survey population said that they are not aware or involved in political socialization through social media.

4.3 Social Media as a Tool for Political Socialization

In this section, evaluation of social media as a tool for political socialization was made on the basis of data provided by the respondents. The analysis about political socialization of people has been made by evaluating various aspects such as social media as a political exposure of an individual, easiest platform for political communication, taking updates about social campaigns of political parties, following political leaders on social media, reading and commenting on content related to politics, informative discussions on social media, modification of views due to contents read on social media, increment of political socialization due to social media, degree of increment of political socialization and percentage of influence in political socialization of an individual. The mentioned issues have been analyzed in this section.

4.3.1 Social Media as a Political Exposure of an Individual
Table 4.3.1

Social Media as a Political Exposure of an Individual

Social Media as a Political Exposure	Yes	No	Total
No. of Respondents	142	18	160
Percentage	88.8%	11.2%	100%

Through the supplied data, the pie chart 4.3.1 presents information on social media as a political exposure of an individual. Among the two options provided "Yes" and "No", 142 respondents out of 160 respondents i.e. 88.8% have said "Yes" which means that they think social networking media maximizes the political exposure of an individual whereas 18 respondents i.e. 11.2% have said "No".

4.3.2 Easiest Social Media Platform for Political Communication

The chart presents data on the percentage of the people who have expressed their views

about using the easiest social media platform for political communication. Among the given Five options such as Facebook, Twitter, YouTube, Blogs, Instagram and others. I have analyzed the data respectively.

4.3.2.1 Facebook.

Table 4.3.2.1

Facebook as a Political Exposure of an Individual

Use of Facebook	Yes	No	Total
No. of Respondents	111	49	160
Percentage	69.40%	30.6%	100%

The given chart gives data on the number of people who used Facebook as one of the easiest social media platform for political communication. Among the two options provided such as "Yes" and No", it is found that 111 of them use Facebook i.e. 69.40% of the total respondents and 49 of them do not find easier to use Facebook i.e. 30.6% of the total sample.

4.3.2.2 Twitter.

Table 4.3.2.2

Twitter as a Political Exposure of an Individual

Use of Twitter	Yes	No	Total
No. of Respondents	43	117	160
Percentage	26.9%	73.1%	100%

The chart gives information on the number of people who found easier to use twitter for the political communication. Two options "Yes" and "No" were given where 43 people out of 160 respondents have expressed their views as "Yes" which is 26.9% of the total sample and 117 people have said "No" which is 73.1% of the sample taken.

4.3.2.3 YouTube.

Table 4.3.2.3

YouTube as a Political Exposure of an Individual

Use of YouTube	Yes	No	Total
No. of Respondents	34	126	160
Percentage	21.2%	78.8%	100%

The presented chart supplies information about the people who found easier to use YouTube for political communication. Out of 160 respondents 34 of them have marked their views as "Yes" which means they feel easy to use which is 21.2% of the total and 126 of them have marked "No" which means they do not find easy to use Facebook and it comes to be 78.8% of the total sample taken.

4.3.2.4 Instagram.

Table 4.3.2.4

Instagram as a Political Exposure of an Individual

Use of Instagram	Yes	No	Total
No. of Respondents	62	98	160
Percentage	38.8%	61.2%	100%

The chart presented below gives the information on the people who found easier to use Instagram for the political communication. Out of total 160 respondents 62 of them have marked "Yes" which is 38.8% of the total sample and 98 of them have marked "No" which is 61.2% of the total sample, means they did not find easier to use Instagram for political communication.

4.3.2.5 Others. Easiest platform of social media for political communication has been analyzed in this section. Out of 160 respondents 9 of them i.e. 5.6% of the total sample have marked "Yes" which means they also use other social media for political communication but they have not specified any.

From the received data, it is concluded that the highest number of respondents used Facebook the most which covered 69.40% followed by Instagram covering 38.8% out of the total respondents. Likewise, the percentage of people using Twitter was 26.9% and 21.2% of the total respondents use YouTube. In the same manner, 5.6% of the respondents also use other forms of social media. Thus, from the survey we concluded that large number of population had access over Facebook followed by Instagram.

4.3.3 Follow Up of Social Campaigns of Political Parties

Table 4.3.3

Follow Up of Social Campaigns of Political Parties

Follow up of Social Campaigns	Yes, regularly	Sometimes	Not at all	Total
No. of Respondents	13	96	51	160
Percentage	8%	60%	32%	100%

The analysis of evaluation on follow up of social campaigns of political parties was made on the basis of data provided by the respondents. Among the three options given, such as "Yes, regularly", "Sometimes", and "Not at all", out of 160 total respondents, 13 of them have expressed their views as "Yes, regularly", which meant they followed the social campaigns of political parties daily. In the same manner, 96 of them have marked their views as "Sometimes" and 51of them have expressed their views as "Not at all" which is 8.1%, 60% and 31.9% respectively. Therefore, from the provided data it is concluded that large number of people "sometimes" followed the social campaigns of political parties.

4.3.4 Frequency of Following Political Campaigns

Table 4.3.4

Frequency of Following Political Campaigns

Frequency of following	Regularly	Frequently	Sometimes	Rarely	Not at all	Total
No. of Respondents	5	6	58	21	70	160
Percentage	3%	4%	36%	13%	44%	100%

The exploration of evaluation on the frequency of following political campaigns is analyzed in this section on the basis of data provided by the respondents. Among the given five options, out of total 160 respondents, 5 of them have ticked their responses as "Regularly", 6 of them have marked their responses as "Frequently, 58 of them have expressed their views as "sometimes", 21 of them have selected the "rarely" option and 70 of them have marked in the option "Not at all" which comes to be 3.1%, 3.8%, 36.2%, 13.1% and 43.8% respectively. From the data received it is concluded that large number of respondents did not frequently followed the political campaigns.

4.3.5 Following Political Leaders on Social Media

Table 4.3.5

Following Political Leaders on Social Media

Following Political Leaders	Yes	No	Total
No. of Respondents	80	80	160
Percentage	50%	50%	100%

In this section, evaluation is made on the basis of data provided by the respondents on the content of following political leader on social media. Out of the two options given as "Yes" meant they follow political leader on social media and "No "meant they did not follow political leaders on social media. Out of 160 total respondents, 80 of them have expressed their views as "Yes" and 80 of them have expressed their views as "No" The data shows that equal percentage of people i.e. 50% of people follow political leaders and same percentage of people do not follow political leaders on social media.

4.3.6 Reading and Commenting on Content Related to Politics

Table 4.3.6

Reading and Commenting on Content Related to Politics

Reading and Commenting on Content	Often	Sometimes	Hardly Ever	Never	Total
No. of Respondents	23	64	46	27	160
Percentage	14%	40%	29%	17%	100%

The chart below provides the evaluation on reading and commenting on the content related to politics. Altogether four options were given in which 160 total respondents provided their responses. Out of which 23 of them have expressed their views as "Often" which is 14.4%. Likewise, 64 of them have marked their views as "Sometimes" which is 40%. In the same way, 46 of them have ticked their views as "Hardly ever" which is 28.8% and 27 of them have marked their views as "Never" which is 16.9% of the total sample. From the received data it is concluded that large number of respondents "sometimes" read and comment on content related to politics.

4.3.7 Informative Political Discussion on Social Media

Table 4.3.7

Informative Political Discussion on Social Media

Informative Political Discussion	No. of Respondents	Percentage
Very Informative	30	18.8%
Somewhat Informative	102	63.8%
Less Informative	22	13.8%
Not Informative at All	6	3.8%
Total	160	100%

Evaluation of informative political discussion on social media was made in this section. Among the four options such as "Very informative", "Somewhat informative", "Less informative" and "Not informative at all" 30 of them have expressed their views as "Very Informative" which is 18.8% of the total sample. Likewise, 102 of them have marked their views as "Somewhat informative" which is 63.8%. In the same manner, 22 of them have selected the option "Less informative" which is 13.8% and 6 of them have marked their views as "Not informative at all" which is 3.8% of the total sample taken. From the received data it is concluded that large number of respondents found political discussion on social media somewhat informative.

4.3.8 Modification of Views about Political/Social Issues

Table 4.3.8

Modification of Views about Political Issues

Modification of Views	Yes	No	Total
No. of Respondents	93	67	160
Percentage	58.1%	41.9%	13.8%

In this section, the presented data provides information about the evaluation on modification of views about political/social issues because of something we saw in social media. Among the given two options "Yes" and "No", "Yes" means people have changed their views about political or social issues because of something they saw/read on social media and "No" means the vice versa. Out of total 160 respondents, 93 of them which is 58.1% out of total sample have expressed their views as "Yes" and 67 of them which is 41.9% of the total respondents have expressed their views as "No". From the received data, it is concluded that large number of people modified their views

according to the content they saw on social media.

4.3.9 Increment of Political Socialization through Social Media

Table 4.3.9

Increment of Political Socialization through Social Media

Increment of Socialization	Yes	No	Total
No. of Respondents	104	56	160
Percentage	65%	35%	100%

Evaluation on increment of Political Socialization/Political Network through social media is made in this section. Among the two options given, "Yes" and "No', 104 of them have expressed their views as "Yes" i.e. 65% out of total sample which means social media has increased political socialization/network of the people. In the same way, 56 of them have expressed their views as "No" i.e. 35% of the total sample. The total number of respondents for the survey was 160.Form the received data it is conclude that large number of respondents felt that social media had helped them to increase their political socialization.

4.3.10 Degree of Increment of Political Socialization

Table 4.3.10

Degree of Increment of Political Socialization

Degree of Increment	Highly Increased	Somewhat Increased	Neither increased nor decreased	Total
No. of Respondents	10	88	62	160
Percentage	6.2%	55%	38.8%	100%

Evaluation on the degree of increment of political socialization/political network has been analyzed in this section. Three options were provided to the respondents to express their opinions. Out of 160 total respondents 10 of them have expressed their views as "Highly increased" which is 6.2% of the total sample. In the same way, 88 of them have marked their expression as "Somewhat increased" which is 55% of the total sample and 62 of them have expressed their views as "Neither increased nor decreased" which is 38.8% of the total sample. Thus, the highest number of respondents thought that the degree of political socialization/political network has increased due to social media.

4.3.11 Personal Influence in Political Socialization through Social Media

Table 4.3.11

Personal Influence in Political Socialization through Social Media

Personal Influence	0%	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%	Total
No. of Respondents	15	42	44	34	23	2	160
Percentage	9.40%	26%	28%	21.20%	14.4%	1%	100%

The chart given below provided information about the evaluation on personal influence in political socialization through social media. Five options with the interval in the percentage is provided to the respondents. Out of 160 respondents, 15 of them have expressed their views as 0% i.e. 9.40% of the total sample, which means social media has not influenced them personally towards political socialization in any manner. In the same way, 42 of them have marked their views in 1%-20%, i.e. 26.2% of the total sample. Also, 44 of them have marked their views in 21%-40% i.e. 28% of the total sample. Likewise, 34 of them have marked in the rank of 41%-60%, i.e. 21.20% out of total. Similarly, 23 of them have placed themselves in the rank of 61%-80%, i.e. 14.4% out of total. Lastly, 2 of them have marked their views in the rank between 81%-100%, i.e. 1.2% out of the total sample taken, which means that they are totally influenced by social media in political socialization. Therefore, the highest number of respondents fell between 21%-40%, followed by 1%-20%, 41%-60%, 61%-80%, 0% and 81%-100%.

While analyzing the data it can be concluded that people use various types of social media such as Facebook, YouTube, Twitter, Instagram etc. for political socialization. Moreover, Facebook is recognized as widely used media by people. It seems large number of people have access over Facebook. Likewise, the received data clarifies that social media has made a huge impact in political socialization. It shows that people use social media to participate in social campaigns of political parties, follow their campaigns of political parties, read and comment on the contents related to politics. Thus, it has ultimately helped people to get politically socialized.

Finally, as large number of people use social media, it is suggested that political parties, leaders and activists to maintain and update their social media. It is suggested to political parties to be communicative with the people not only in the time of election

but also in other times as well. Moreover, it is suggested to concerned parties and stakeholders to post only authentic news in social media to acquire good impression from general public.

CHAPTER FIVE
SUMMARY AND CONCLUSIONS

5.1 Summary

This study was focused to find answer on whether or not the social media is a useful tool for activists and users to create political awareness on political events and mobilize political protests, demonstrations which ultimately helps to raise the political socialization of people. The primary objective of the study was to find out how widely social media was used, which social media is popular among the users, purpose of using social media and advantages social media created for political socialization of people. Overall, the study dealt with the use of social media within the political domain particularly to cater information and communication flows. It is found that all the respondents used social media and all the users were directly or indirectly influenced by its use.

It was found that political socialization of the respondents was gradually increasing or going better but some of them were not aware or did not realize about the process taking place. In such cases, people were clarified about the term "political socialization" and connection it had with social media and the effect it could bring among the voters if used properly. Social media not only influenced the result in politics but also it had equally increased political socialization of an individual.

Moreover, during this research, I came over two types of people in terms of perception towards political socialization. Some had good knowledge about what political socialization is, the connection between social media and political socialization. While some had very poor knowledge. I had to define them about the term to make them understand about the political socialization. They were unaware of the fact that political socialization is an ongoing process, they used social media for various purposes but did not realize that social media helped them to get politically socialized.

5.2 Findings

- From the study it is found that all the respondents used social media and most of them used Facebook the most. They used social media to get update on education, pass time and get political news update. Many (74%) of them were

aware about political socialization through social media while some (26%) of them had no idea.

- Facebook is found to be the easiest social media platform for political communication. 89% of respondents felt that social networking media maximized the political exposure of individual.

- People sometimes follow the social campaigns of political parties. The frequency of following campaigns of political parties is sometimes (36%) only many (44%) of the respondents do not follow such campaigns at all.

- In terms of following political leaders on social media it is found that 50% of the respondents follow political leaders while the remaining ones do not follow.

- 40% of respondents are sometimes found reading and commenting on the contents related to politics. The political discussions on social media are found somewhat informative (63%).

- 58% of respondents are often found modifying their views about political or social issues because of something they saw on social media.

- 65% of total respondents thought social media had increased their political socialization. 55% of them thought their political socialization has somewhat increased.

5.3 Conclusions

There is a paradigm shift in terms of catering information and communication flows after the introduction of social media. However, just the introduction of social media cannot bring about the efficient flow of information and communication. For its effective outcome people should have sound knowledge about using social media proficiently and be clear about pros and cons about expressing themselves in social media otherwise various biasness and misunderstanding may be created within the users. At present people are enjoying to use social media and are expressing their perspectives on various issues.

Regarding to the first objective of this study, i.e. to identify the various types of social media used in Nepal, it is found that different types of social media like Facebook, Twitter, Instagram, YouTube etc. are used by people. Among the mentioned types of social media Facebook is widely used by the people which is followed by YouTube, Instagram and Twitter. From the received data, it is seen that the use of different forms

of Social Media is in the increasing trend. It looks like people are gradually being technically updated towards the newest version of medias.

The second objective of this study deals with analyzing the impact of social media in political socialization. Through the obtained data, it is clear that social media has made a huge impact in political socialization. It is explicitly noticed through users' participation in social campaigns of political parties and following their campaigns, following political leaders, reading and commenting on contents related to politics which is ultimately helping to expose themselves in the society and increase their political socialization. Many political leaders, entrepreneurs, business personnel, have maximized the use of social media and have advocated, expressed and publicized their agendas and have reached up to people. Moreover, the visible impact made by social media to politically socialize people cannot be ignored in the present scenario.

As far as the third objective is concerned, i.e. to suggest ways of improving the use of social media for political socialization, it has been found that large number of people use social media therefore it is suggested that political leaders, parties and activist to maintain and update their social media. Likewise, is has been explored that Facebook followed by YouTube are widely used for political communication, one should be conscious and alert while posting contents on these media. As these are the most used social media it also creates opportunities for the concerned parties like: political leaders, activists to advocate their major works, future agendas so that it can reach to large number of population in short period of time.

Similarly, it has been found that many people read and comment on the contents related to politics, thus political leaders and activists are suggested to address such comments. It is also found that large number of people "sometimes" follow social campaigns of political parties hence it is suggested to check what types of people followed such campaigns so that these group of people can be mobilized in communicative and informative political mobilization. From the previous experience we have been experiencing that political leaders, activists, parties get active in advertising and advocating their works to general people mostly in the time of election only, thus from the research it is found that general people keeps on monitoring and evaluating the works of political parties throughout therefore it is suggested to these parties to be communicative other than the election time as well.

In the same manner, from the study it has been found that large number of people find political discussions on social media "somewhat informative", it is suggested to the concerned parties to post authentic news. Also it is found that people modify their views about political or social issues because of something they saw on social media therefore rather than commenting negative comments about opponent's team it is always wiser to focus on owns positive work. To wrap up, many people have expressed their views as social media has helped them to increase their political socialization so social media has emerged out to be one of the friendly medium to connect people and share their ideas so it's use should be used for positive outcome for the betterment of society and country.

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Appendix

Survey Questionnaire

Role of Social Media in Political Socialization

You are kindly requested to fill up this survey questionnaire designed to assess the role of social media in political socialization in Nepal. This is the part of my thesis paper essential for the partial fulfillment of the requirements for the Master's degree in Political Science. Please, be informed that all the answers will be used only for academic purposes and kept confidential. Every respondent's opinion is equally valued.

- Pramila Bhattarai

Part A

General Background of the Respondent

1. Sex: 1) Male   2) Female   3) Others

2. Age: 1) 18yrs – 25yrs   2) 26yrs – 35yrs   3) 36yrs – 45yrs
         4) 46yrs – 55yrs   5) 56yrs and above

3. Education: 1) Under SEE   2) SEE   3) PCL/+2
       4) Bachelor's Degree   5) Masters   6) Above Masters

4. Caste/Ethnicity: 1) Brahmin   2) Chhetri   3) Janajati   4) Dalit
         5) Others (Specify)…………

5. Occupation: 1) Teaching   2) Government job   3) Private job
         4) Business   5) Others (Specify)…………….

6. Do you use social media?
   1) Yes   2) No

Part B

Use of Social Media

If you use social media, answer the questions below:

7. Which social media do you use the most?
   1) Facebook   2) Twitter   3) Instagram
   4) YouTube   5) Other (Specify)…………….

8. What do you use social media for?
   1) Education   2) Business   3) Political news update
   4) Entertainment   5) to pass time   6) Other (Specify)…………

9. Are you aware or involved in political socialization through social media?
   1) Yes   2) No

Part – C

Social Media as Political Socialization

If your answer to the question no. 10 is 'Yes', answer the following questions

10. Do you think that the social networking media maximize the political exposure of the individual?

    1)Yes   2) No

11. Which social media platform do you find the easiest for political communication?

    1) Facebook   2) Twitter   3) YouTube   4) Blogs

    5) Instagram   6) Other (Specify) ………….

12. Are you following social campaigns of political parties?

    1) Yes, regularly   2) Sometimes   3) Not at all

13. If yes, how often do you follow the campaigns of political campaigns?

    1) Regularly   2) Frequently   3) Sometimes   4) Rarely   5) Not at all

14. Are you following political leaders on social media?

    1) Yes   2) No

15. How often do you read and comment on content related to politics?

    1) Often   2) Sometimes   3) Hardly ever   4) Never

16. How informative are the political discussions on social media?

    1) Very informative   2) Somewhat informative   3) Less informative

    4) Not informative at all

17. Have you ever modified your views about a political or social issue because of something you saw on social media?

    1) Yes   2) No

18. Do you think social media has increased your political socialization/political network?

    1) Yes   2) No

19. If yes, what is the degree of the increment in your political socialization/political network?

    1) Highly increased   2) Somewhat increased   3) Neither increased nor decreased

20. How much do you think social media has influenced you personally in political socialization?

    1) 0%   2) 1% - 20%   3) 21% - 40%   4) 41% - 60%

    5) 61% - 80%   6) 81% - 100%

Your contribution as a respondent is appreciated. Thank you for your support and cooperation.